

**Moray Economic Strategy  
World Host Management Group meeting  
Wednesday 15<sup>th</sup> July 2015, 2.30pm  
Board Room, Highlands and Islands Enterprise (HIE), Moray Area Office, Forres**

**Meeting note**

<b>Attendees</b>	Andrew Anderson (AA) and Nicole Green (NG) – HIE; Anna Templeton (AT) – Moray College UHI; Cameron Taylor (CT) and Sarah Medcraf (SM) – Moray Chamber of Commerce; Christine Graham (CG) – People1st; Craig Robertson (CR) – Business Gateway; Dave Stewart (DS) via telecon – Highland Retail Academy; Debbie Heron (DH) – Forres Area Community Trust (FACT); Frances Webster (FW) – Skills Development Scotland (SDS); Gill Neill (GN) – Elgin BID; Zillah Jamieson (ZJ) – Banffshire Coast Tourism Partnership
<b>Apologies</b>	Cllr Gary Coull (GC) - Moray Council; Dawn McNiven (DM) – dmdotpr; David Allen (DA) – People1st; Alistair Farquhar (AF) – Buckie Area Forum; Jackie Farquhar (JF) – Cairngorm National Park Authority; Peter Fitch (PF) – Federation of Small Businesses

1) Review of previous meeting note – 03.06.15

Accepted as written.

2) Feedback on actions from previous meeting

All actions completed to date.

3) Update from Maria Darrow-Bland (MDB) – Anna Templeton (AT)

No update received to date from MDB who is on leave. AT to send NG the update when received which can then be circulated to the group.

4) Update from trainers

Christies of Fochabers staff will be attending training over two evenings this month.

Forres and Elgin continue to be the main priorities but trainers willing to take any other work as it becomes available.

AT will follow up with Paul Rollo from the Drouthy Cobbler who had indicated interest and also with Bijou. Others who had indicated interest for the next course include Horizon Scotland, Elgin BID, Phoenix Stores and Saltaire Security. Dates for this to be confirmed but look to be week commencing the 18<sup>th</sup> of August.

The business target data is being revisited with MDB looking at Forres and GN Elgin.

Individual Learning Accounts (ILA) can be used to subsidise training but cannot be match funded and must be at employee's discretion.

5) Destination implementation plan

6) Report to People1st

7) AOB

*Moray Business Week (02.11.15 to 06.11.15)* – A World Host promotional event will be held on Wednesday 4<sup>th</sup> November, 3pm to 5pm, venue to be confirmed but potential locations are Moray College UHI and HIE Moray Area Office. Format to be agreed.

Suggestion received from PF to hold a Keith focused course during Moray Business Week, funded by the remainder of the pilot budget. The group welcomed this idea and agreed there would be enough funding to cover this and the employment of MDB. A condition of the original pilots had been that there should be two students from the ASG in attendance and this should be addressed in this case also. SM can provide contact details if required. DS happy to discuss this further with Jane McPherson, Boogie Woogie.

CR to send information on Moray Business Week to CG who will discuss with DA the possibility of holding a People1st stand or session. Discussion around potential speakers on World Host, group agreed this should be from a local or small business point of view.

The trainers and MDB will liaise with SDS colleagues with regards to what the Learning through Work week could do for World Host.

*Aberdeenshire and City* – The region are also recruiting for business engagement and promotion.

*People1st update* - Marketing pack – this was queried and CG confirmed that the contents of the 'pack' include the banners, flyers and business cards which we have already received and discussed. Social media guidelines are in development.

CG has been focussing on promoting World Host subsidy to SMEs and has been in discussions with the Federation of Small Businesses Scotland branch and the Scottish Chamber of Commerce. CG is now looking to discuss with trade and business organisations.

The telemarketing exercise is now complete and this will now be evaluated and a decision made as to whether another exercise should be undertaken. CG's preference would be yes but towards smaller businesses. If any Moray Speyside businesses were to be contacted this group would be informed first to avoid duplication of MDB's work.

Validation of target business numbers is only being undertaken for areas which are taking part in the Return on Investment case study exercise. CG to clarify.

#### 8) Date of next meeting

- Wednesday 26<sup>th</sup> August 2015, 2.30pm, Board Room, HIE Moray

**Moray Economic Strategy  
World Host Management Group meeting  
Wednesday 15<sup>th</sup> July 2015, 2.30pm  
Board Room, Highlands and Islands Enterprise (HIE), Moray Area Office, Forres**

**Actions from meeting**

<b>Attendees</b>	Andrew Anderson (AA) and Nicole Green (NG) – HIE; Anna Templeton (AT) – Moray College UHI; Cameron Taylor (CT) and Sarah Medcraf (SM) – Moray Chamber of Commerce; Christine Graham (CG) – People1st; Craig Robertson (CR) – Business Gateway; Dave Stewart (DS) via telecon – Highland Retail Academy; Debbie Heron (DH) – Forres Area Community Trust (FACT); Frances Webster (FW) – Skills Development Scotland (SDS); Gill Neill (GN) – Elgin BID; Zillah Jamieson (ZJ) – Banffshire Coast Tourism Partnership
<b>Apologies</b>	Cllr Gary Coull (GC) - Moray Council; Dawn McNiven (DM) – dmdotpr; David Allen (DA) – People1st; Alistair Farquhar (AF) – Buckie Area Forum; Jackie Farquhar (JF) – Cairngorm National Park Authority; Peter Fitch (PF) – Federation of Small Businesses

<b>Action number</b>	<b>Agenda item</b>	<b>Decision</b>	<b>Action by</b>
1	3	Send NG update from MDB when received.	AT
2	4	Follow up with Drouthy Cobbler and Bijou.	AT
3	7	Discuss Keith pilot with Jane McPherson, Boogie Woogie.	DS
4	7	Send information on Moray Business Week to CG.	CR
5	7	Discuss People1st involvement in Moray Business Week with DA.	CG
6	7	Check whether validation exercise is only for Return on Investment case study areas.	CG