

**Moray Economic Strategy  
Tourism & Culture - Arts and Culture Steering Group Meeting  
Wednesday 6<sup>th</sup> of August 2014, 10.30 am  
Board Room, HIE Moray, Forres**

**MEETING NOTE**

<b>ATTENDEES</b>	James Alexander (JA) - Speyfest; Emyr Bell (EB) & Alastair Farquhar (AF) – North East Arts Touring (NEAT); Tina McGeever (TM) – Out of the Darkness Theatre Company; Fabio Villani (FV) – TSI Moray; Kresanna Aigner (KA) – Findhorn Bay Arts; Andrew Anderson (AA) & Nicole Green (NG) – Highlands & Islands Enterprise.
<b>APOLOGIES</b>	No apologies received.

1) Review of Action Plan

The Action Plan was devised using the objectives from within the Culture Strategy.

Please see separately the revised Action Plan.

Main points from discussion -

**Create an environment within which Arts, Culture and Heritage can flourish**

The importance of bringing together a forum with representation from all areas of the sector, including the culture café and this steering group was discussed. This will help identify areas for collaboration and development.

The potential future format and purpose of the culture café was discussed. By the end of the calendar year the culture café should have a clearer idea of this.

With regards to learning journeys, the next step would be to draw up a list of possible visits to areas with similar challenges.

To help maintain and build on the existing relationship with Creative Scotland, KA to contact Karen Dick regarding the possibility of hot desking in the Moray area.

Online support to link with Tourism through the Moray Speyside Tourism website ([www.morayspeyside.com](http://www.morayspeyside.com)). Direction from forum, when established, required for specification of online support needs. An arts, culture and heritage section could sit within an existing website, rather than a standalone site, depending on requirements. Discussion around social media and developing a hash tag to link posts.

There is a need to pull together a directory of all funding. Each organisation appears to have its own method of doing this. It would be useful to pull these together into one document. NG to circulate HIE's FUNDS document.

**Next Steps –**

AA to update Tourism & Culture Group.

Strategy & Action Plan to be approved by MEP.

Launch event – to follow format of Tourism Strategy Launch. To be held in the Alexander Graham Bell Centre if available. Possible keynote speaker – Janet Archer, CEO, Creative Scotland. Date – TBC – looking at end of October/early November.

2) Identify Funding Opportunities – EB

Included in Action Plan.

3) AOB

**Strategy Title**

“We Make Moray” perceived to be too close to “Make it Moray” which is used in HIE’s Inward Investment proposition materials. Suggestions for new title welcome.

**Website**

Discussion around the use of the website, decision made to keep the website live at the present time.

**Voluntary TSI Director Vacancy**

TSI Moray are currently looking for applications for a Voluntary Director. FV to circulate the application form and relevant information to group.

4) Date of Next Meeting

TBC

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**ACTIONS FROM MEETING**

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<b>APOLOGIES</b>	No apologies received.

<b>ACTION NUMBER</b>	<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
1	1	Contact Karen Dick, Creative Scotland, regarding the possibility of hot desking in the Moray area.	KA
2	1	Send Natalie Bradley, Moray Chamber of Commerce, contact details to all regarding listing on Moray Speyside website.	NG
3	1	Circulate HIE's FUNDS document to all.	NG
4	1	Invite Tom Duncan, Creative Industries Hub/Go North, to join the steering group.	AA
5	1	Invite representation from Moray Heritage Connections and Scottish National Heritage to group.	AA
6	1	Update Tourism & Culture Group.	AA
7	3	Circulate TSI Moray Voluntary Director application form and information.	FV