

**Moray Economic Strategy
Tourism and Culture Group Meeting
Thursday 8th of May 2014, 2.30 pm
Board Room, HIE Moray, Forres**

MEETING NOTE

ATTENDEES	Margery McLennan (MM) and Cameron Taylor (CT) – Moray Chamber of Commerce; Andrew Anderson (AA) and Nicole Green (NG) – Highlands and Islands Enterprise; Cllr Gary Coull (GC) – Moray Council; Tina McGeever (TM) – Out of the Darkness Theatre Company; Sam Dowdall (SD) – Christies of Fochabers.
APOLOGIES	Anna McPherson (AM) – Creative Moray; Gill Neill (GN) – Elgin BID; Kim Paterson (KP) – Moray Council.

The meeting began with an introduction of SD to the group.

- 1) Review of previous meeting note.

Accepted as written.

- 2) Feedback on actions from previous meeting.

1 - Ask Alistair Gronbach to join Tourism & Culture Group – AA.

Invitation to Alistair has been sent, awaiting response. Alistair has strong Visit Scotland connections, previously working there as Head of Marketing, now Head of Marketing at Walkers Shortbread Ltd.

2 - Share report from Sport, Leisure and Recreation Provision review when final with Tourism and Culture Group – KP; 3 - Share contacts list with MM – KP.

Actions carried forward, review in progress.

4 - Send KP World Host information – NG.

Action completed.

5 - Ask Natalie Bradley, Moray Chamber of Commerce, to attend next World Host meeting - LC; MM.

Action completed, Natalie attended the World Host meeting on the 29th of April to discuss the use of social media for the project. It was decided that a Facebook page would be set up but only made live once approved by the steering group.

- 3) Update on Culture Strategy.

The Strategy is completed and focus has now moved to implementation. Unfortunately, the presentation to the MEP has been postponed and should now take place at the following meeting. This will allow time for an action plan to be finalised. Sam Eccles will be engaged to facilitate a session on the action plan.

- 4) Implementation of Arts and Culture Strategy – Creative Scotland's Place Programme.

A brief overview of the programme was circulated to the group.

(<http://www.creativescotland.com/funding/latest-information/place-programme>) The programme

operates as a partnership between Creative Scotland and Local Authorities. There is no partnership in place with Moray Council at this time. The group would like to know the requirements of a Local Authority to enter into a partnership. Action taken by AA to discuss with Highland and Aberdeenshire Councils, TM to discuss with Karen Dick from Creative Scotland.

5) Continuation of Arts and Culture steering group.

The Tourism and Culture Group has created a large network of resources via the use of steering groups for various projects. Currently steering groups are in place for World Host, Arts and Culture and potentially for The Laich of Moray project. It was agreed that this is the best way to continue and that the Arts and Culture group will continue to exist for implementation of the Culture Strategy on a permanent basis.

6) Legacy 2014 – Sustainable Sport for Communities Fund.

This is a £1 million fund to help communities realise their ambitions of owning and running their own sports facilities. There is no one the group is aware of in Moray currently looking to use the fund. The fund was discussed and it was agreed that all related groups should be made aware of this. Action taken by NG to ask KP to circulate information to her contacts. MM to put information out through Moray Chamber of Commerce website and pass on to Graham Tatters, Elgin City Football Club.

7) AOB.

Keith has been awarded £6000 as the first Scots 'Toun' from the Scots Language Centre. The award is to recognise the use, celebration and promotion of Scots language in day to day life.

Laich of Moray Project

CT has written a proposition for the project, which builds on Jim Royan's vision and aims to formulate an approach towards a long term aim of seeking the designation by UNESCO as a World Heritage cultural landscape. An initial meeting of stakeholders was held at Gordonstoun on the 30th of April. It was agreed that this group should be formalised into a steering group for the project, sitting under the Tourism and Culture group. SD happy to help with this project in any way, with a background in interpretative planning.

Tourism – Moray Chamber of Commerce

CT was appointed last week as the Tourism Operations Manager for the Moray Chamber of Commerce.

Website – The new Moray Speyside website will be located at www.morayspeyside.com ; which will be used as a tool to help the industry work together. Any references to the area are to use 'Moray Speyside', whereas any branding will use 'MoraySpeyside'. The Moray Chamber of Commerce are in a partnership with Open Broly to develop the site and aim to make it very visual with inspirational images of the area throughout and a map-based approach to navigation. The website will also feature stories and themes which will relate to the events calendar. Expected timescale for launch of the website is approximately late May to early June. There will also be links to other community websites via the map and listings.

CT met with members of the Aberlour Community Association who are very interested in World Host training.

World Host – Following on from the steering group meeting, CT met with Dawn McNiven (MEP Communications) and Natalie Bradley (Moray Chamber of Commerce) to discuss promotion of the project. Dawn is going to develop a plan based around raising awareness and celebrating the successes to date. Once prices and booking procedures are confirmed this can be turned into a

sales piece. Gail Cleaver from Johnstons of Elgin is going to attend a Train the Trainer course. Possibility of a 'school' model for training discussed.

Lossiemouth interested in setting up a tourism group.

Seafest update – Tickets will be marketed through the Lossiemouth Community Association and also sold at the Moray Chamber of Commerce office. All food for the Seafood Supper is being donated. Plans for the Saturday now include a Food, Fair & Fun Day on the East Beach with stalls etc.

Craigellachie Hotel – 1st opening was on Saturday the 3rd of May, official launch and opening to be held in July.

Request made for any information regarding events in the area to be forwarded to CT.

Piping Hot Forres – It was agreed that it is important for the MoraySpeyside branding needs to be visible at the event.

Gordon Castle Highland Games – Any promotional materials etc which the group would like displayed can be given to SD for display on the Christies of Fochabers stand.

8) Date of next meeting.

Prior to MEP meeting which follows May meeting, end of June or early August. Doodle poll to be circulated.

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ACTIONS FROM MEETING

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APOLOGIES	Anna McPherson (AM) – Creative Moray; Gill Neill (GN) – Elgin BID; Kim Paterson (KP) – Moray Council.

ACTION NUMBER	AGENDA ITEM	DECISION	ACTION BY
1	2	Share report from Sport, Leisure and Recreation Provision review when final with Tourism and Culture Group.	KP
2	2	Share contacts list with MM.	KP
3	4	Discuss Creative Scotland's Place Programme with Highland and Aberdeenshire Councils, what are requirements from Local Authority?	AA
4	4	Discuss Creative Scotland's Place Programme with Karen Dick, Creative Scotland, what are requirements from Local Authority?	TM
5	6	Ask KP to circulate information on Sustainable Sport for Communities Fund to her contacts.	NG
6	6	Put information on Sustainable Sport for Communities Fund out through Moray Chamber of Commerce website and pass on to Graham Tatters, Elgin City Football Club.	MM