

**Moray Economic Strategy  
 Tourism and Culture Group meeting  
 Tuesday 3<sup>rd</sup> March 2015, 3.30pm  
 Board Room, Highlands and Islands Enterprise, Moray Area Office, Forres**

**Meeting note**

<b>Attendees</b>	Margery McLennan (MM) – Moray Chamber of Commerce; Andrew Anderson (AA) & Nicole Green (NG) – Highlands & Islands Enterprise (HIE); Tina McGeever (TM) – Out of the Darkness Theatre Company (ODTC); Garry Rendall (GR) – Moray College UHI; Kim Paterson (KP) – Moray Council
<b>Apologies</b>	Cllr Gary Coull (GC) – Moray Council; Cameron Taylor (CT) – Moray Chamber of Commerce; Gill Neill (GN) – Elgin BID

1) Review of Previous Meeting Note

Accepted as written.

2) Feedback on Actions from Previous Meeting

<b>ACTION NUMBER</b>	<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
1	1	Speak to Stephen Cooper, Moray Council, regarding the A95 project.	DD

Action carried forward.

4	6	Circulate Tourism marketing framework.	CT
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Copies were made available at meeting.

All other actions completed to date.

3) Update on Moray Cultural Strategy Launch – 26.03.15

The invitations for the event have been sent out and responses steadily coming in. The last date for RSVPs is the 12<sup>th</sup> of March. AA and NG ran through the itinerary for the evening which will be circulated for information. Discussion around various performances which have been suggested. It was agreed that the inclusion of the living statues and fire performance would be dependent on budget after catering.

TM happy for students to be ushers on the evening.

GR suggested use of the Beechtree Restaurant's lectern. NG will follow up with Jacqui Taylor, Moray College UHI.

The group were happy with the proposed itinerary.

4) Update on Tourism (CT)

MM gave an update on behalf of CT.

*Tourism Summit (31.03.15)*

Preparations for the Summit are underway. The event will be held in the Alexander Graham Bell Centre, Elgin with registration at 9.30 AM. MM gave an overview of the format of the evening.

MM and Cllr John Cowe, Chair of Moray Economic Partnership (MEP), will give introductions. CT will follow with a reflection on the past year and looking into the future. MM will then present on the Moray Cultural Strategy 2014-17. Malcolm Roughhead, Chief Executive of Visit Scotland, will then give a keynote speech. There will be three workshops running in the morning and repeated in the afternoon. The themes for the workshops will be 'Festivals and Events', 'Projects and Products' and 'Speyside'.

Stands will be available for display of promotional materials. KP to give banners and flyers to MM for display.

#### *Growth Fund Application to Visit Scotland*

Moray Chamber of Commerce's application is currently being revised. The application is to support the four themes of 'Experience IV36', cycling, food and drink and the coast. The food and drink theme will be people focused and the coast theme will look at Culbin to Speybay.

#### *Visit Scotland Expo – April – Aberdeen*

Moray Speyside Tourism will be in attendance alongside partner organisations the Craigellachie Hotel and Johnstons of Elgin.

#### Other

Day trip leaflets have been designed in collaboration with the Moray Towns Partnership.

Esme Saville joins the team at the Chamber replacing Natalie Bradley as Social Media and Administration Assistant. Sarah Medcraf has also began work with the Chamber and will replace Laura Cruickshank as Operations Manager when she leaves post in due course.

#### 5) AOB

#### *Central Elgin Regeneration Public Design Charrette*

The Charrette exercise has been running this week and a business meeting is being held in the Drouthy Cobbler this evening. AA attended today's session and found the importance of strategies emphasised by consultants.

#### *Scotrail Abellio Contract*

Abellio will be in place as of the 1<sup>st</sup> of April this year. MM attended a presentation by them in Inverness last week with various ideas for the region. These include a steam train to the west coast, a tourism train to Loch Alsh, upgrades to Inverness train station and Elgin's waiting area and additional cycling racks. Various discounted pricing promotions were also discussed along with a bike and go scheme. Whether there will be an ambassador in the area is yet to be confirmed.

#### *World Host*

GN is presenting to the Moray Businesswomen meeting tonight.

#### *Update on Sports, Leisure & Recreation Development (KP)*

The 'Fit Life?' scheme has been a great success to date with over 1000 registrations in the first month. The target is 3500 for the year. Response to the scheme has been very positive and facilities usage has also risen.

Focus has also been placed on the World Orienteering Championships which will be held in Inverness and along Moray. More local volunteers are required and can choose when they would like to help.

KP to send sports event calendar to MM for Moray Speyside Tourism events calendar.

*Out of the Darkness Theatre Company (ODTC) Update (TM)*

ODTC are working through the Community Asset Transfer process to procure they're current premises and recently received a visit from Minister for Local Government & Community Empowerment. Marco Biagi MSP. ODTC were also featured on STV's North Tonight for their play on the dangers of sexting. Professional actor and lecturer Gary Collins is working with the team to deliver the NC Acting and Theatre Performance course for Moray College UHI. Gary grew up in Moray and credits the opportunities in the area for leading him into his profession. TM to send information on Gary to MM for inclusion in speech at Tourism Summit. There are many free performances scheduled as part of the students work. TM to send these to MM for Moray Speyside Tourism events calendar. The 'My Rural My Space' project is also progressing and involvement from the community sought.

GR gave an update on his work with Moray College UHI. Interviews are underway for the Events and Drama FA level students. World Host has been delivered to all hospitality and events students. GR to send information to NG for records. GR suggested use of the events students as part of any event management requirements the group may have.

Potential uses for the St Giles Church building are being welcomed as the building faces closure.

The Buckie Drifter has been retained by Moray Council as a strategic site for the redevelopment of Buckie Harbour. This means it is no longer available for Community Asset Transfer.

6) Date of Next Meeting

Week Commencing – 13<sup>th</sup> of April - TBC

**Moray Economic Strategy  
 Tourism and Culture Group Meeting  
 Tuesday 4<sup>th</sup> of April 2015, 3.30 PM  
 Board Room, HIE Moray, Forres**

**ACTIONS FROM MEETING**

<b>ATTENDEES</b>	Margery McLennan (MM) – Moray Chamber of Commerce; Andrew Anderson (AA) & Nicole Green (NG) – Highlands & Islands Enterprise (HIE); Tina McGeever (TM) – Out of the Darkness Theatre Company; Garry Rendall (GR) – Moray College UHI; Kim Paterson (KP) – Moray Council
<b>APOLOGIES</b>	Cllr Gary Coull (GC) – Moray Council; Cameron Taylor (CT) – Moray Chamber of Commerce; Gill Neill (GN) – Elgin BID

<b>ACTION NUMBER</b>	<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
1	2	Speak to Stephen Cooper, Moray Council, regarding the A95 project	DD
2	3	Circulate itinerary for Cultural Strategy Launch	NG
3	3	Follow up use of Beechtree Restaurant lectern with Jacqui Taylor, Moray College UHI	NG
4	3	Give banners and flyers to MM for display at Tourism Summit	KP
5	5	Send information on Gary Colins to MM for inclusion in speech at Tourism Summit.	TM
6	6	Send dates for free student performances and events to MM for Moray Speyside Tourism events calendar.	TM
7	6	Send sports event calendar to MM for Moray Speyside Tourism events calendar.	KP
8	6	Send information on World Host student numbers to NG for records.	GR