

**Moray Economic Strategy
Tourism and Culture Group meeting
Thursday 4th June 2015, 2.30pm
Board Room, Highlands and Islands Enterprise (HIE), Moray Area Office, Forres**

Meeting note

Attendees	Andrew Anderson (AA) and Nicole Green (NG) – HIE; Cameron Taylor (CT), Esme Saville (ES) and Margery McLennan (MM) – Moray Chamber of Commerce; Garry Rendall (GR) – Moray College UHI; Gill Neill (GN) and Sine MacDonald (SM) – Elgin BID
Apologies	Anna Templeton (AT) – Moray College UHI; Cllr Gary Coull (GC) and Kim Paterson (KP) – Moray Council; Sam Dowdall (SD) – Christies of Fochabers; Tina McGeever (TM) – Out of the Darkness Theatre Company

1) Review of previous meeting note

Accepted as written.

Central Elgin Regeneration: Public design charrette – The group expressed concerns over the future of the St Giles Church, Elgin, and agreed they would support where required.

A95 project – Full report is currently with Transport Scotland.

2) Feedback on actions from previous meeting

Action number	Agenda item	Decision	Action by
4	4	Send contact details for the World Orienteering Championships to GN	CT

Action carried forward.

Action number	Agenda item	Decision	Action by
2	3	Call People1st on Monday 20 th April if problems with Destination project website have not been rectified	AA
3	3	Raise again the issue of high visitor economy business figures for Moray Speyside with People1st	AA

There has been no progress with these issues.

All other actions completed to date.

3) Moray Speyside Annual Report – Cameron Taylor (CT)

CT has produced an annual report on MoraySpeyside Tourism activity. This is to allow representatives within the Moray Council and other stakeholders or funders to see what the group has achieved each year. The report aligns with the themes identified in the People and Place leaflet.

All to read along with marketing framework and send any comments to CT. This will then be sent for Moray Economic Partnership (MEP) approval.

The MoraySpeyside website is also being redeveloped to correspond to the People and Place themes. All relevant reports and documentation will be available to download from the website. The industry section of the website will be expanded and students will be encouraged to use the website as a resource and take on projects which underpin these themes.

4) World Host update – Andrew Anderson (AA)

The intensive delivery model which was used in April was unsuccessful. Maria Darrow-Bland has been employed as a paid work placement throughout the summer months to engage with businesses and promote the training. This has been funded by the balance of the People1st marketing grant and the HIE pilot grant. Engagement will now be on a town by town approach starting in Forres.

Jackie Farquhar, Economic Development Officer for the Cairngorms National Park Authority, has volunteered to lead on Tomintoul and Glenlivet for the Management Group.

The group agreed they were happy with these developments within the project.

5) Tourism update – CT

Susan Sutherland has now completed her internship with MoraySpeyside Tourism where she worked on business tourism.

MoraySpeyside Tourism attended the Visit Scotland Expo along with partners Johnstons of Elgin and the Craigellachie Hotel. It became apparent throughout the event that there is a high public awareness of the products from the area but a very low awareness of the area as a destination and a need to focus on additional activities which are available. The event will be attended again next year with more stands.

A Golf tourism workshop was arranged in partnership with the Scottish Golf Union with the aim of bringing all the clubs and courses together to work more closely together going forward. CT will be having a follow up discussion with the Scottish Golf Union.

Work has begun to investigate the potential opportunities for Moray Speyside within the cruiseliner market.

Macbeth the movie will be released in the UK in October this year. The distributors are working in partnership with Visit Scotland and MoraySpeyside Tourism are a local partner. The movie was featured in the Cannes Film Festival and should be premiered in Scotland.

Moray Chamber of Commerce's Visit Scotland Growth Fund application was successful and a good relationship has been developed with Visit Scotland throughout the process.

6) AOB

The Spirit of Speyside Whisky Festival took place in May and was very successful.

The Speyside Cooperage recently launched the new multimedia section of their visitor centre.

Members of the group participated in the Secrets of Spynie tour which is a joint venture between Jim Royan and Iain Jamieson, chairman of Outfit Moray. The tour consists of a guided walk and canoe ride.

MM gave an update on the plans for the Seafest event this year which will take place on 11th July. The Seafood Supper will be held on the 4th of July. During the week in-between there will be a number of sporting activities and events along the East Beach front. MoraySpeyside Tourism has received part funding from Event Scotland. MFR radio and Cash for Kids will be attending.

Elgin BID Food and Drink Festival will take place on the 22nd of August. GN introduced the group to SM who has recently been appointed in place of Elaine Macphee.

AA informed the group of his new job role where he will be supporting the implementation of the strategic partnership between HIE and Glasgow School of Art two days a week.

7) Date of next meeting

Tbc – in 6 to 8 weeks.

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