

**Moray Economic Strategy
World Host Meeting
Monday 12th of August 2013, HIE Moray Board Room (Forres)**

MEETING NOTE

ATTENDEES	Andrew Anderson (AA) and Nicole Green (NG) – Highlands and Islands Enterprise; Kate Tetley (KT) – People1st; Craig Robertson (CR) – Business Gateway; Cameron Taylor (CT) – Forres Area Community Trust; Gill Neill (GN) – Elgin BID; Frances Webster (FW) – Skills Development Scotland; Peter Fitch (PF) – Federation of Small Businesses.
APOLOGIES	Zillah Jamieson (ZJ) – Banffshire Coast Tourism Partnership; Lindsay Robertson (LR) – Tomintoul & Glenlivet Development Trust; Margery McLennan (MM) – Moray Chamber of Commerce; Cllr Gary Coull (GC) – Moray Council; David Allen (DA) – People1st.

AA changed the order of events so that Collection of data would be item number 4.

1) Review of previous meeting note – 16th of July.

- Accepted as written.

2) Feedback on actions from previous meeting.

- **Talk to Tom McGarry regarding the possibility of incorporating World Host into Moray College curriculum – DA; KT.**

No response from Tom to date. KT will take this action forward.

- **Circulate Return on Investment information – DA.**

This information will be in the form of case studies which are still being put together at this date.

- All other actions completed to date.

3) Steering group membership.

- Elgin and Forres areas keen to move forward.
- There have been no responses received from other areas, other than ZJ (Buckie) and LR (Tomintoul).
- A stage by stage approach was suggested and favoured by those present. This will enable models to be developed for future reference. While work will continue with these areas, the ambition will remain for a Moray World Host Destination.
- The ownership of the project will remain with the communities.

- The Return on Investment information will show businesses what they can gain and may encourage other areas to participate.
- KT advised that for evaluation purposes a town by town basis would be much easier.
- Moving forward with the project, regardless, can only be beneficial to the area and could be inspirational for others.
- PF raised the question of potential conflict with the Speyside area with regards to a Moray Destination. The group agreed that the World Host project can only add value to the Speyside area.
- This led to discussion on involvement of the Malt Whisky Trail. KT advised that to approach this each distillery should be regarded as a separate business rather than all a destination. To prevent the project becoming disjointed, each area should include any distilleries in their locality. A potential problem was identified as distilleries may be reluctant to participate in further training as they already have a high standard of customer service.
- GN asked the group whether the Highland Retail Academy should be represented on this group. KT advised that representatives from the Academy can be called in as and when required.
- With regards to the funding that People1st has been looking into, this will be awarded to the ten destination areas. KT will check whether the approach the group is now taking will still qualify for this funding. The funding is broken down as follows: £75,000 (regions); £25,000 (administration) and £50,000 (subsidies). If the funding goes ahead, most of these grants should go out in March 2014. Other funding opportunities include Flexible Training Opportunities. The Youth Employment Incentive could also help support the project, but not directly fund.
- To move ahead as a Moray destination, the group would need to receive formal agreement or commitment from the other areas on the remit. The potential funding could help this, especially with small businesses.

4) Collection of data.

- The group discussed the Scottish Visitor Economy (Sub Industry Listings) document and which categories should be included.

Please see summarised list below.

Accommodation Businesses	Hotels; Holiday Parks; Caravan/Camp Sites; Bed & Breakfast (if on Business Register).
Hospitality Businesses	Contract Catering (to be included in Specialist Retail); Pubs, Bars & Nightclubs; Restaurants; Coffee Shops; Fast Food/Takeaway; Conference/Wedding Venues.
Passenger Transport Businesses	Coach/Tour Companies; Taxi & Private Hire.
Tourism (Generic) Businesses	Visitor Attractions; National Trust; Historic Scotland; Activity Centres; Tourist Information; Golf Clubs; Water Sports (to be included in Visitor Attractions);

	Music Venues (to be included under bar/restaurant etc); Amusement/Theme Parks (to be included in Visitor Attractions); Cinemas/Theatres.
Retail Businesses	Specialised Retail (e.g. Butchers, Greengrocers, Fishmongers, Souvenir Shops, Shoe Repairs).

- Self Catering has been removed due to low number of customer facing staff.
- There was much discussion on Bed and Breakfasts and how they could be defined. It was agreed to use those on the Business Register.
- Taxis can be counted through the Moray Council register. However many of these will be self employed.
- Travel Services were removed due to an outbound focus.
- When counting golf clubs etc it is important to remember that they may also show up in results under bars and restaurants.
- There was discussion around Special Event Operators and whether they should be included. It was agreed that this could move forward in the future as a separate project.
- Supermarkets etc have been removed due to possibility of national contracts with Highland Retail Academy etc.
- AA asked if there was a possibility that these numbers could be cross checked with numbers from the Federation of Small Businesses. PF advised that although their membership could be categorised as above, this would take time and would not be a full picture due to many businesses not being a member etc.

5) AOB.

- Overall vision – AA asked those round the table to give a reason for their participation in this project, to combine these into an overall vision for the project. Reasons included: enhancing the area, making the most of current assets, increasing visitor numbers, raising the quality of the visitor experience, opportunity for skills and training agenda and Curriculum for Excellence, keeping visitors in the area for longer, increasing economic productivity, introducing opportunities for young people and creating memorable experiences.

- Next steps – refinement of numbers.

6) Date of next meeting.

- TBC – 18th of September.

**Moray Economic Strategy
World Host Meeting
Monday 12th of August 2013, HIE Moray Board Room (Forres)**

ACTIONS FROM MEETING

ATTENDEES	Andrew Anderson (AA) and Nicole Green (NG) – Highlands and Islands Enterprise; Kate Tetley (KT) – People1st; Craig Robertson (CR) – Business Gateway; Cameron Taylor (CT) – Forres Area Community Trust; Gill Neill (GN) – Elgin BID; Frances Webster (FW) – Skills Development Scotland; Peter Fitch (PF) – Federation of Small Businesses.
APOLOGIES	Zillah Jamieson (ZJ) – Banffshire Coast Tourism Partnership; Lindsay Robertson (LR) – Tomintoul & Glenlivet Development Trust; Margery McLennan (MM) – Moray Chamber of Commerce; Cllr Gary Coull (GC) – Moray Council; David Allen (DA) – People1st.

AGENDA ITEM	DECISION	ACTION BY
2	Talk to Tom McGarry/Anne Lindsay regarding the possibility of incorporating World Host into Moray College curriculum.	KT
3	Find out whether the group is eligible for funding with new town by town approach.	KT
4	Refine numbers with new categories.	AA; NG
3	Get in touch with Franziska Smith re membership and figures for Lossiemouth.	AA
4	Look into numbers for specialist retail.	GN; CT
4	Ask Lynn Allan to look into numbers of businesses outwith main areas.	CR
3	Contact local representatives again.	AA; NG

Key:

INITIALS	NAME OF PERSON
KT	Kate Tetley
AA	Andrew Anderson
NG	Nicole Green
GN	Gill Neill
CT	Cameron Taylor