

**Moray Economic Strategy  
World Host Meeting  
18<sup>th</sup> September 2013, HIE Moray Board Room**

**MEETING NOTE**

<b>ATTENDEES</b>	Andrew Anderson (AA) and Nicole Green (NG) – Highlands and Islands Enterprise; Kate Tetley (KT) – People1st; Cllr Gary Coull (GC) – Moray Council; Craig Robertson (CR) – Business Gateway; Cameron Taylor (CT) – Forres Area Community Trust; Frances Webster (FW) – Skills Development Scotland; Peter Fitch (PF) – Federation of Small Businesses; Tina McGeever (TM) – Out of the Darkness Theatre.
<b>APOLOGIES</b>	Margery McLennan (MM) and Laura Cruickshank (LC) – Moray Chamber of Commerce; Gill Neill (GN) – Elgin BID; Lindsay Robertson (LR) – Tomintoul & Glenlivet Development Trust; Zillah Jamieson (ZJ) - Banffshire Coast Tourism Partnership; David Allen (DA) – People 1 <sup>st</sup> .

1) Review of previous meeting note – 12.08.13.

Accepted as written.

2) Feedback on actions from previous meeting.

**Talk to Tom McGarry/Anne Lindsay regarding the possibility of incorporating World Host into Moray College curriculum – KT.**

KT met with Jacqui Taylor from Moray College who will be putting forward staff for the Train the Trainer programme. Discussion ongoing as to integration with current curriculum for hospitality and pre-employment courses.

**Find out whether the group is eligible for funding with new town by town approach – KT.**

This project will be eligible on the new town by town basis.

**Refine numbers with new categories – AA; NG.**

The numbers received from Forres were added to previous spreadsheet which was circulated during meeting. NG will look at refining this with new information provided by CR for other areas.

**Ask Lynn Allan to look into numbers of businesses outwith main areas – CR.**

This was completed and results circulated at meeting. CR to send spreadsheet to NG.

This led to discussion on average number of employees. People1st had been using 9 but it was agreed this was too high and 6 was confirmed as the number to be used.

All other actions complete to date.

3) Press coverage.

Discussion on when to begin press coverage. The general feeling was in a month's time as Elgin BID and Forres groups close to being ready. The next step would be for the area groups to sign a commitment to World Host which will be done when they are ready.

Suggestion that there could be potential for a shared resources between the Tourism and Culture Group and Skills and Training Group for business engagement and World Host coordination.

Any press releases should be shared through each organisation's own social media and websites. Any release will have to be approved through People1st's Communications team aswell.

The target audience was agreed to be potential businesses for the project with the intention of making them aware of the aims of the programme and how it can benefit them. There will need to be a contact for any interest and this was agreed to be CT for Forres and GN for Elgin. Discussion on the use of the term 'visitor' instead of 'tourist'. The coverage will be ongoing throughout the course of the project. It was suggested that it may be useful to know of any businesses which have already been through World Host training. KT will look into this.

It may be useful to have one 'ambassador' business from each area to undertake training before the press release goes ahead.

#### 4) Report from Forres and Elgin BID.

Figures from Forres were discussed and accepted. FACT ran pilot training courses last week on Tourism in the area and a skills need was definitely identified especially in areas of customer service, knowledge and confidence.

#### 5) Options for delivery of training.

Methods may differ between training providers and industry.

A price should be set for all providers.

There is a need for flexibility from the training provider with regards to evenings, weekends etc due to the nature of the industry.

Discussion on pros and cons of Partnership Agreements or Invitation to Tender. Also, possibility of setting up own delivery arm with self employed contractors providing training. Using a tender has the benefit of creating a requirement specification. KT will draft some ideas for a potential specification and circulate. CR and GC will then add to this before presenting to group.

This structure needs to be decided before a press release goes ahead.

#### 6) Engagement with other Moray ASGs.

Work to engage with the other areas is still ongoing. AA has contacted Franziska Smith and Bernard Annikin from Lossiemouth Business Association. Still waiting to hear from other representatives.

7) Declaration to People1st of intention to achieve WH Destination Status.

This was signed by AA on behalf of the steering group.

8) Progress template.

Regional template – Tasks 1-10 either completed or ongoing.

CT to assess the remaining tasks and add timescales for each.

9) AOB

N/A.

10) Date of next meeting.

Date	Time	Venue
Monday 14 <sup>th</sup> of October 2013	2.00 pm	Meeting Room 1 (Moray Council, Annexe)

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**ACTIONS FROM MEETING**

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<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
2	Refine spreadsheet to include new information.	NG
2	Send spreadsheet to NG.	CR
3	Investigate any businesses which may have already undertaken World Host training.	KT
3	Speak to Peter Jones (Moray Council) re press release and communications framework.	AA
3	Look into possibility of resource for business engagement.	AA
5	Draft ideas for training provider tender specification.	KT
5	Add to above specification and then present to group.	CR; GC
8	Assess remaining tasks on Regional Progress template and add timescales.	CT

Key:

<b>INITIALS</b>	<b>NAME OF PERSON</b>
NG	Nicole Green
CR	Craig Robertson
KT	Kate Tetley
AA	Andrew Anderson
GC	Cllr Gary Coull
CT	Cameron Taylor