

**Moray Economic Strategy
World Host Meeting
Monday 14th of October 2013, Meeting Room 1 (Moray Council, Annexe)**

MEETING NOTE

ATTENDEES	Andrew Anderson (AA) and Nicole Green (NG) – Highlands and Islands Enterprise; Bernard Annikin (BA) – Lossiemouth Business Association; Craig Robertson (CR) – Business Gateway; Kate Tetley (KT) – People 1 st ; Margery McLennan (MM) and Laura Cruickshank (LC) – Moray Chamber of Commerce.
APOLOGIES	Peter Fitch (PF) – Federation of Small Businesses; Zillah Jamieson (ZJ) - Banffshire Coast Tourism Partnership; Lindsay Robertson (LR) – Tomintoul & Glenlivet Development Trust; Frances Webster (FW) – Skills Development Scotland; Cllr Gary Coull (GC) – Moray Council; Cameron Taylor (CT) – Forres Area Community Trust; David Allen (DA) – People 1st.

1) Review of previous meeting note.

Accepted as written.

2) Feedback on actions from previous meeting.

Investigate any Moray businesses which may have already undertaken World Host training – KT.

Action carried forward.

Speak to Peter Jones (Moray Council) re press release and communications framework – AA.

Action carried forward.

Look into possibility of resource for business engagement – AA.

AA and FW have been in discussions regarding the possibility of a graduate placement to be used for business engagement within the MEP. Awaiting update from FW.

Draft ideas for training provider tender specification – KT.

KT circulated some ideas for a specification and delivery options. Local knowledge and flexibility of times and venues were emphasised as most important by those in attendance. KT also circulated a note on timescales.

Add to training provider tender specification and then present to group – CR; GC.

Action carried forward.

Assess remaining tasks on Regional Progress template and add timescales – CT.

Action completed, to be discussed at agenda item 6.

All other actions complete to date.

AA then gave an overview on the World Host project for BA who has joined the steering group. Dundee, Aberdeen City, Aberdeenshire and Stirling are also working towards Destination status.

3) Update from People 1st.

People 1st are still in discussion with regards to funding. The bid is nearly at a final version. This funding will cover the evaluation and monitoring, setup of the rollout and a small business subsidy and would be available next March/April. The decision will be made in mid December.

Only SME businesses operating across the Scottish visitor economy will be able to access the funding support. For the purposes of this project an SME will be defined as – any hospitality, leisure, travel, tourism, retail or passenger transport business that employs less than 150 people, whose main business operation is based in Scotland and is not a subsidiary of, or is associated with, any UK or international group/chain.

Using this subsidy from People 1st, the claim would be made by the provider.

Other funding available to help subsidise the training costs are Flexible Training Opportunities and Individual Learning Accounts. With Flexible Training Opportunities the employer will claim the subsidy.

Buckie High are looking to incorporate World Host training into their curriculum with a high number of students already working within a relevant sector, counting towards our training targets. The trainer used would have to be World Host certified.

KT stressed the need to hold Train the Trainer training very close to the roll out of the World Host training to be cost effective.

Case studies are now available on the People 1st website - http://www.worldhost.uk.com/case_studies

4) Update on estimation of number of trainees.

- Confirm business types for use.

The group looked again at business types and selected which were to be removed from the count. Those in red below will be removed from count.

Food and Drink Retailers

Factories

Takeaways/Chip shops

Whisky Museum

Food and drink retail outlets

Big names and supermarkets

Café/Restaurants/Hotels/B&Bs/Pubs

As above +

Caravan Parks

Inns

Coffee shops

Self catering

Service Providers

Dentists

Pharmacies

Banks

Post offices

Libraries

Golf/bowling/tennis/cricket clubs

Insurance**Advertising****Financial advisers****Accountants****Engravers****Builders merchants**

Community centres

Equestrian/riding centres

Podiatrists

Launderettes

Other Retailers

Clothes/shoes

Saddles

Florists

Craft supplies/draperies

Carpets

Instruments

Charity shops

Co-op travel/Local travel agents (tours)

Cards

Sports/fitness

Toys

Pottery

Garden centres

Scaffolders**Funeral directors**

Hairdressers

Garages

Filling stations

Tourist information

Health & beauty

Opticians

Solicitors

Tailors

*Estate agents/Property (Unsure)***Vets**

Town halls

Visitor attractions

Photographers**Tattooists****Plumbers**

Fishing

Gift shops

Galleries

Cooperage

Newsagents

Bookmakers

Bingo halls

Book shops

Jewellers

Electrical appliances

£/Factory shops

Furniture

Antiques

Kitchens/bathrooms

5) Engagement with other areas.

AA met with the Buckie Area Forum who are very enthusiastic about the World Host proposal and keen to be involved. They have organised a public meeting to promote World Host to the businesses in their area. This will take place on December 5th. They suggested working with the Moray Towns Partnership for effective communications. This is being achieved through BA's membership on steering group. The Buckie Area Forum are also putting out a press release on World Host this week. Cullen have chosen to participate through the Buckie Area Forum as opposed to Banffshire area.

AA is meeting with Steve Oliver from Tomintoul regarding business engagement.

The business engagement exercise will be aimed at managerial staff who should then pass on the message to all staff.

6) Destination implementation plan.

This was reviewed. Only major changes were to timescales for beginning training which are now January to March as opposed to March onwards.

7) AOB.

N/A.

8) Date of next meeting.

TBC – mid November.

Moray Economic Strategy**World Host Meeting****Monday 14th of October 2013, Meeting Room 1 (Moray Council, Annexe)****ACTIONS FROM MEETING**

ATTENDEES	Andrew Anderson (AA) and Nicole Green (NG) – Highlands and Islands Enterprise; Bernard Annikin (BA) – Lossiemouth Business Association; Craig Robertson (CR) – Business Gateway; Kate Tetley (KT) – People 1 st ; Margery McLennan (MM) and Laura Cruickshank (LC) – Moray Chamber of Commerce.
APOLOGIES	Peter Fitch (PF) – Federation of Small Businesses; Zillah Jamieson (ZJ) - Banffshire Coast Tourism Partnership; Lindsay Robertson (LR) – Tomintoul & Glenlivet Development Trust; Frances Webster (FW) – Skills Development Scotland; Cllr Gary Coull (GC) – Moray Council; Cameron Taylor (CT) – Forres Area Community Trust; David Allen (DA) – People 1st.

AGENDA ITEM	DECISION	ACTION BY
2	Investigate any Moray businesses which may have already undertaken World Host training.	KT
2	Speak to Peter Jones (Moray Council) re press release and communications framework.	AA
2	Add to training provider tender specification and then present to group.	CR; GC
8	Send information regarding next meeting to LC.	NG
8	Send out Doodle request for next meeting.	LC

Key:

INITIALS	NAME OF PERSON
KT	Kate Tetley
AA	Andrew Anderson
CR	Craig Robertson
GC	Cllr Gary Coull
NG	Nicole Green
LC	Laura Cruickshank