

**Moray Economic Strategy  
World Host Meeting  
Tuesday 29<sup>th</sup> of April 2014, 10.30 am  
Board Room, HIE Moray, Forres**

**MEETING NOTE**

<b>ATTENDEES</b>	Andrew Anderson (AA) & Nicole Green (NG) – Highlands and Islands Enterprise; David Allen (DA) – People1st; Peter Fitch (PF) – Federation of Small Businesses; Margery McLennan (MM), Natalie Bradley (NB) and Cameron Taylor (CT) – Moray Chamber of Commerce; Frances Powell (FP) – Forres Area Community Trust; David Stewart (DS) – Highland Retail Academy; Dawn McNiven (DM) – Strategic Communications/dmdotpr; Sam Dowdall (SD) – Christies Garden Centre.
<b>APOLOGIES</b>	Cllr Gary Coull (GC) and Jim Morris (JM) – Moray Council; Zillah Jamieson (ZJ) - Banffshire Coast Tourism Partnership; Gill Neill (GN) – Elgin BID; Craig Robertson (CR) – Business Gateway; Lindsay Robertson (LR) – Tomintoul & Glenlivet Development Trust; Kate Tetley (KT) – People1st; Frances Webster (FW) and Roddy Innes (RI) – Skills Development Scotland; Alistair Farquhar (AF) – Buckie Area Forum; Kath Kernaghan (KK) – ITP Training.

Meeting began with an introduction of SD to the group.

- 1) Review of previous meeting note – 17.03.14.

Accepted as written.

Pilot course held in Fochabers had one student attendee although two were going to attend at time of last meeting.

- 2) Feedback on actions from previous meeting.

Follow up on UHI Graduate scheme with Euan Black – AA – DS to take forward.

Talk to Natalie Bradley (Moray Chamber of Commerce) regarding World Host Facebook page – AA – NB here today to discuss with group.

Send NG Pilot course evaluations – CT – NG to check and circulate to group.

Check if there are any spaces left on Train the Trainer courses in Aberdeen, Perth and Dundee – KT – Dundee and Perth courses have now been completed. May be three spaces left on Aberdeen course. There is currently a waiting list for Train the Trainer so it will run again, but possibly not until end of June. Action for MM to speak to Gail Cleaver (Retail Sales Manager, Johnstons of Elgin) regarding this in relation to potential in house training for Johnstons of Elgin. If there is demand for another Train the Trainer course to be held, let DA know.

Invite Dawn McNiven (MEP Communications) to the next meeting – NG – DM here to discuss PR Plan with group.

- 3) Gaining WH Business Status.

Monthly tracking reports will be issued by People1st which will show how many businesses have registered for business status, how many people have been trained etc.

- 4) Funding Bid Update – David Allen.

The World Host funding bid from People1st went into Scottish Government at the end of last year with letters of support following at the beginning of this year. It has gone through the first two levels of scrutiny with no problems. Currently, decision is awaiting finalisation of Skills Development Scotland's budgets, as part of their Flexible Training Opportunities funding will go towards this bid.

Businesses who would be willing to host courses and provide catering etc could receive a reduced rate.

All steering groups to be invited to a best practice session.

All businesses attending training will now sign a disclaimer that they will apply for business status to ensure subsidy helps to reach the target.

A timescale needs to be set for reaching Destination Status very soon. This is currently not possible due to lack of clarity around costs.

5) Action plan for training after pilot courses.

Action plan to be devised at a later date as pilots still in progress.

The pilot courses which have been completed (Elgin, Forres, Buckie, Fochabers) all have had very positive feedback. Johnstons of Elgin are aiming to put all their customer facing staff through the training. The Scottish Dolphin Centre would like to attend the next course along with Business Gateway staff.

Keith, Speyside and Lossiemouth courses are still in progress with no dates proposed at the moment. Action for AA to speak to LR regarding Speyside.

As part of the feedback from the Forres course, it was said that even at a subsidised rate it is felt the training is quite expensive for small businesses. It is very important that the benefits are promoted strongly through case studies etc to overcome this.

It is recommended by People1st that the refresher training is undertaken after two years. This is a half day course which can have a larger number in attendance. By this point businesses should be seeing the benefits from the training and the financial expense should not be seen as quite so large.

The costs for the training could be revised as there were a few unknowns when prices were originally agreed, this could be helped if numbers were confirmed. Groups would be best priced at 10-12 attendees.

Discussion on approaching businesses three months or so after employees received training and finding out if they have seen an improvement or what they may be doing differently as a result of the training. Action for DA to send NG People1st's evaluation framework.

All secondary schools in the area have joined the Moray Chamber of Commerce. JM very keen to see this incorporated into curriculum but may take two years due to curriculum changes.

People1st and Springboard working together on an Introduction to Hospitality course which will be incorporated into the curriculum of every secondary school in Scotland. This is to be a three day course, one day of which will involve World Host training. This could be in place by September. Action for MM to send JM's contact details to DA, DA to discuss involvement in curriculum with JM.

6) PR plan.

Marketing to be more direct and focused on local press rather than the area newspapers. NB and CT to meet with DM separately to discuss. An area by area approach to be taken, starting where the project has had most success to date – Forres and Elgin.

With regards to social media the group expressed a need for a central contact point for Moray. NB explained that via Facebook an Events page could be created for each course which could link to Eventbrite. All contact information could be displayed here and previous attendees etc highlighted. Announcements could be made when businesses reach Business Status. NB will need the World Host branding and all links to information pages on official site etc. The trainers would be added as administrators to the page to enable direct answers to queries. Decision made for this to go live only when costs are finalised. Action for DA to send World Host branding and related information to NB, NG to send list of attendees to NB.

7) Continuation of steering group.

To be discussed at a later date.

8) AOB.

MM to step down from this group with the Moray Chamber of Commerce being represented by CT going forward, as newly appointed Tourism Operations Manager.

On behalf of Scottish Business in the Community, DS mentioned SBC's project offering free support for employers in Moray to raise awareness of the possible impacts to their business of DWP's Welfare Reforms and to provide signposting to advice agencies.

9) Date of next meeting.

Doodle poll to be circulated for the end of May.

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**ACTIONS FROM MEETING**

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<b>ACTION NUMBER</b>	<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
1	2	Follow up on UHI Graduate scheme with Euan Black.	DS
2	2	Speak to Gail Cleaver (Retail Sales Manager, Johnstons of Elgin) regarding Train the Trainer Aberdeen in relation to potential in house training for Johnstons of Elgin.	MM
3	5	Speak to LR regarding Speyside pilot course.	AA
4	5	Send NG People1st's evaluation framework.	DA
5	6	Meet with DM re PR Plan.	NB; CT
6	5	Send JM's contact details to DA.	MM
7	5	Discuss incorporation of World Host into curriculum with JM.	DA
8	6	Send World Host branding and related information to NB for information page.	DA
9	6	Send NB list of attendees to date.	NG