

**Moray Economic Strategy  
World Host Meeting  
Wednesday 17<sup>th</sup> of December 2014, 2.30 pm  
Board Room, HIE Moray, Forres**

**MEETING NOTE**

<b>ATTENDEES</b>	Andrew Anderson (AA) & Nicole Green (NG) – Highlands & Islands Enterprise; Dave Stewart (DS) – Highland Retail Skills Academy via Teleconference; Dawn McNiven (DM) – dmdotpr; Debbie Herron (DH) – Forres Area Community Trust; Gill Neill (GN) – Elgin BID; Peter Fitch (PF) – Federation of Small Businesses; Zillah Jamieson (ZJ) - Banffshire Coast Tourism Partnership.
<b>APOLOGIES</b>	Alistair Farquhar (AF) – North East Arts Touring; Cameron Taylor (CT) – Moray Chamber of Commerce; Christine Graham (CG) & David Allen (DA) – People1st; Cllr Gary Coull (CG), Jim Morris (JM) & Joe Bodman (JB) – Moray Council; Craig Robertson (CR) – Business Gateway; Frances Webster (FW) – Skills Development Scotland; Sam Dowdall (SD) – Christies of Fochabers; Anna Templeton (AT) – Moray College UHI; Leigh-Anne Hepburn (LH) – Out of the Darkness Theatre Company.

1) Review of Previous Meeting Note – 19.11.14

Accepted as written.

2) Feedback on Actions from Previous Meeting

<b>ACTION NUMBER</b>	<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
1	2	Investigate possibility of funding in Buckie area for subsidising courses	AF
3	3	Circulate widget code for display on partners' national and regional web pages	DA
4	3	Circulate a closing slide for the trainers to use, featuring sponsor.	DA

Above actions carried forward.

2	2	Investigate possibility of funding in Forres area for subsidising courses	DH
---	---	---	----

DH confirmed the Berry Burn Wind Farm funding is available for use.

3) Review of Pilot Businesses

NG to circulate the list of pilot course attendees. Management Group members to identify if there are any eligible businesses listed who may not have applied for Business Status. NG and GN to collate and feedback to trainers.

4) Review of Target Business Data

At the World Host Celebration Event (08.12.14) a video was played featuring all 11 regions who are participating in the Destination project. The video detailed numbers of target businesses in each region. The numbers for Moray Speyside were significantly higher than the rest of the regions. People1st will be undertaking a professional validation exercise of the business numbers.

AA to discuss further with People1st. In order to keep the data as relevant as possible, for now each Management Group member to identify any closed or new businesses in their area. This information should be fed back to NG by the 16<sup>th</sup> of January so that the updated data will be available at next meeting. Any suggestions for categories or subcategories to be removed to also be fed back to NG or brought to next meeting for discussion.

AA to discuss with CT the possibility of attendees registering under more than one employer.

5) Marketing of Courses & Coordination of Promotional Activity

Each trainer has been allocated a geographical area to market towards. All information gathered will be stored in a central location for use by all.

Awaiting Marketing Guide from People1st.

DM has drafted press releases for each area. DM to send to DS for comment. Once approved this can then be used on partner websites etc.

People1st issued a press release regarding the subsidy funding available.

Quotes received from the Northern Scot for advertising with free editorial space. Options for Northern Scot and other editions discussed.

All Management Group members to identify potential case study businesses.

Pop ups available for use when presenting to business associations or attending promotional events. These are stored in the HIE office. DS to circulate presentation for use at such events.

6) Monthly Report to People1st

NG to complete after each meeting. Moving forward, with call for agenda items, items for reporting will also be requested. A copy will be circulated with meeting papers for reference.

7) Destination Implementation Plan

8)

Implementation plan was updated accordingly.

9) AOB

N/A.

10) Date of Next Meeting

Date	Time	Venue
28.01.15	2.30 pm	Board Room, HIE Moray, Forres
11.03.15	2.30 pm	Board Room, HIE Moray, Forres
22.04.15	2.30 pm	Board Room, HIE Moray, Forres
03.06.15	2.30 pm	Board Room, HIE Moray, Forres

**Moray Economic Strategy  
World Host Meeting  
Wednesday 17<sup>th</sup> of December 2014, 2.30 pm  
Board Room, HIE Moray, Forres**

**ACTIONS FROM MEETING**

<b>ATTENDEES</b>	Andrew Anderson (AA) & Nicole Green (NG) – Highlands & Islands Enterprise; Dave Stewart (DS) – Highland Retail Skills Academy via Teleconference; Dawn McNiven (DM) – dmdotpr; Debbie Herron (DH) – Forres Area Community Trust; Gill Neill (GN) – Elgin BID; Peter Fitch (PF) – Federation of Small Businesses; Zillah Jamieson (ZJ) - Banffshire Coast Tourism Partnership.
<b>APOLOGIES</b>	Alistair Farquhar (AF) – North East Arts Touring; Cameron Taylor (CT) – Moray Chamber of Commerce; Christine Graham (CG) & David Allen (DA) – People1st; Cllr Gary Coull (CG), Jim Morris (JM) & Joe Bodman (JB) – Moray Council; Craig Robertson (CR) – Business Gateway; Frances Webster (FW) – Skills Development Scotland; Sam Dowdall (SD) – Christies of Fochabers; Anna Templeton (AT) – Moray College UHI; Leigh-Anne Hepburn (LH) – Out of the Darkness Theatre Company.

<b>ACTION NUMBER</b>	<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
1	2	Investigate possibility of funding in Buckie area for subsidising courses	AF
2	2	Circulate widget code for display on partners' national and regional web pages	DA
3	2	Circulate a closing slide for the trainers to use, featuring sponsor.	DA
4	3	Circulate pilot course attendees list.	NG
5	4	Identify any closed or new businesses in each area and feedback to NG by the 16 <sup>th</sup> of January, along with any suggestions for categories or subcategories to be removed.	All
6	4	Discuss further with People1st the validation exercise of target business data.	AA
7	4	Discuss with CT the possibility of attendees registering under more than one employer.	AA
8	5	Send draft press release to DS.	DM
9	5	Identify potential case study businesses.	All
10	5	Circulate presentation for use at promotional events.	DS
11	5	Circulate example of monthly People1st Report.	NG