

**Moray Economic Strategy
World Host Management Group meeting
Wednesday 22nd April 2015, 2.30pm
Board Room, Highlands and Islands Enterprise (HIE), Moray Area Office, Forres**

Meeting note

Attendees	Andrew Anderson (AA) – HIE; David Stewart (DS) – Highland Retail Academy; Christine Graham (CG) – People1st; Leigh-Anne Hepburn (LH) – Out of the Darkness Theatre Company; Peter Fitch (PF) – Federation of Small Businesses; Craig Robertson (CR) – Business Gateway; Frances Webster (FW) – Skills Development Scotland
Apologies	Gill Neill (GN) – Elgin BID; Cameron Taylor (CT) – Moray Chamber of Commerce; Cllr Gary Coull (GC) – Moray Council; David Allen (DA) – People1st; Nicole Green (NG) - HIE

1) Review of previous meeting note

Accepted as written.

2) Feedback on actions from previous meeting

ACTION NUMBER	AGENDA ITEM	DECISION	ACTION BY
2	2	Circulate a closing slide for the trainers to use, featuring sponsor.	DA

CG to recirculate.

3	2	Discuss further with People1st the validation exercise of target business data.	AA
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CG explained that each area has a different mix of businesses, making it hard to make comparisons of numbers. Research team will be looking at each area, and there may be scope for lowering Moray targets.

4	2	Identify potential case study businesses.	All
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Saltaire may be a case study.

8	5	Update group on quotes for advertorial from People1st	AA
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Action is on hold for now.

10	5	Follow up with Jim Morris, Moray Council, regarding the previously discussed student training	AA
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FW to speak to JM re SCQF accreditation.

All other actions completed to date.

3) Update from trainers

Little demand, extra promotion for April courses has had little effect and business awareness is still low. New action required to retain momentum and promote World Host. Student placement may be employed – AA and CT meeting to discuss.

Special meeting to be convened by AA before 16th May is to be held purely to discuss revision of marketing plan, looking for linkages with SDS skills for growth programme, Business Gateway courses and other add-ons. Approach should be to associate WH with business growth and make it part of a bigger offer. DM, DS, LH, PF, FW, CR, CT, AT, LH to be invited. CT to facilitate.

4) Marketing / communications – DM

5) Destination implementation plan

6) Monthly report to People1st

7) Date of next meeting

3rd June 2015, 2.30pm, Board Room, HIE Moray, Forres

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Summary of actions

Attendees	Andrew Anderson (AA) – HIE; David Stewart (DS) – Highland Retail Academy; Christine Graham (CG) – People1st; Leigh-Anne Hepburn (LH) – Out of the Darkness Theatre Company; Peter Fitch (PF) – Federation of Small Businesses; Craig Robertson (CR) – Business Gateway; Frances Webster (FW) – Skills Development Scotland
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Action number	Agenda item	Decision	Action by
1	2	Recirculate closing slide	CG
2	2	Send future dates for FACT Tourism & Town Centre Regeneration meetings to DS, LH and AT	DH
3	3	Meet to discuss employment of student placement	AA and CT
4	3	Convene special meeting before 16 th May re revision of marketing plan, looking for linkages with SDS skills for growth programme, business gateway courses and other add-ons. Approach should be to associate WH with business growth and make it part of a bigger offer. DM, DS, LH, PF, FW, CR, CT, AT, LH to be invited. CT to facilitate.	AA