

**Moray Economic Strategy
World Host Management Group Meeting**

Wednesday 26th August 2015, 2.30pm

Board Room, Highlands and Islands Enterprise (HIE), Moray Area Office, Forres

Meeting Note

Attendees	Andrew Anderson (AA) and Nicole Green (NG) – HIE; Cameron Taylor (CT) – Moray Speyside Tourism; Anna Templeton (AA) – Moray College UHI; Christine Graham (CG) and David Allen (DA) – People1st; Dave Stewart (DS) – Highland Retail Academy; Dawn McNiven (DM) – dmdotpr; Debbie Herron (DH) – Forres Area Community Trust; Gill Neill (GN) – Elgin BID; Leigh-Anne Hepburn (LH) and Tina McGeever (TM) – Out of the Darkness Theatre Company; Peter Fitch (PF) – Federation of Small Businesses
Apologies	Alistair Farquhar (AF) – North East Arts Touring; Cllr Gary Coull (GC) – Moray Council; Frances Webster (FW) – Skills Development Scotland; Sarah Medcraf (SM) – Moray Chamber of Commerce; Zillah Jamieson (ZJ) – Banffshire Coast Tourism Partnership

1) Review of Previous Meeting Note – 15.07.15

Accepted as written.

2) Feedback on Actions From Previous Meeting

Action Number	Agenda Item	Decision	Action By
1	3	Send NG update from MDB when received.	AT
3	7	Discuss Keith pilot with Jane McPherson, Boogie Woogie.	DS

Actions carried forward.

2	4	Follow up with Drouthy Cobbler and Bijou.	AT
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Action completed. No response from Drouthy Cobbler to date. Bijou in discussions with GN and could be looking for dates in January.

All other actions completed to date.

3) People1st Update – DA and CG

CG and DA will be meeting with all steering groups and chairs over the next few weeks to review progress.

It has been discussed previously that the target business numbers for Moray Speyside are too large in comparison to other areas, making the task more challenging than perhaps what is really required. It was suggested to refine the data to focus solely on tourism centred businesses. A number of different methods for doing so were discussed. The group opted to refine businesses and categories within. CG volunteered to do the initial refinement for the group to then finalise.

Marketing to date has been very regionally focused; going forward this will take a more local perspective. Case studies had been put on hold but are now being picked up again so any suggestions welcome. People1st's internal marketing team are meeting next week to finalise a marketing plan for World Host.

The project end date has been extended to the end of March 2017.

People1st took on the responsibility of engaging with the national employers. The first telemarketing phase ended in June and a second phase starts this coming Monday.

Visit Scotland have now signed a partnership agreement with People1st. Their QA assessors will be signposting to World Host training.

AA to write to Scott Armstrong of Visit Scotland to invite membership onto the Tourism and Culture Group.

4) Marketing Update – DM

5) Moray Business Week Event – CR

Working group to meet again separately to discuss.

6) Destination Implementation Plan

7) AOB

8) Date Of Next Meeting

- Wednesday 7th October 2015 – 2.30pm – Board Room, HIE, Moray Area Office, Forres

Actions from meeting

Action Number	Agenda Item	Decision	Action By
1	2	Send NG update from MDB when received.	AT
2	2	Discuss Keith pilot with Jane McPherson, Boogie Woogie.	DS
3	3	Write to Scott Armstrong of Visit Scotland to invite membership onto the Tourism and Culture Group.	AA