

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

**Wednesday 7<sup>th</sup> October 2015, 2.30pm**

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

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

**Meeting Note**

1) Review of Previous Meeting Note – 26.08.15

Accepted as written.

2) Feedback on Actions From Previous Meeting

Action Number	Agenda Item	Decision	Action By
1	2	Send NG update from MDB when received.	AT
3	3	Write to Scott Armstrong of Visit Scotland to invite membership onto the Tourism and Culture Group.	AA

Above actions completed.

Scott Armstrong has accepted the invitation to join the Tourism and Culture Group.

2	2	Discuss Keith pilot with Jane McPherson, Boogie Woogie.	DS
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This action is being put on hold for the moment.

3) Target Business Data

It was decided that taxis would be taken out of the data.

Each area to be checked and sent back to NG by end of next week.

4) Moray Business Week Update

CR gave an overview of the proposed format for the event which was approved by the group. Workshop details to be firmed up. A registration desk will be setup where SM will take details of leads there and then.

DM to send marketing materials for this to ZJ.

5) Update from Trainers

AA to email David Hammond, from Phoenix Store in Findhorn, in response to his enquiry.

Further course dates – November 16<sup>th</sup> , January TBC

6) Marketing Update (DM)

In the last few months we have been revisiting our figures as discussed above. A testimonial has been sent to People1st from a Moray company.

An event to promote the value of World Host training is being held as part of Moray Business Week (2<sup>nd</sup>-6<sup>th</sup> November). This is being promoted in a wide marketing campaign including all partner databases, free and paid for advertising and social media.

Events across Elgin are being used to stress the importance of World Host eg Elgin BID awards.

Future materials to use percentages instead of numbers when referencing business recognitions.

7) Destination Implementation Plan

8) AOB

*Update from People1st (CG)*

The Marketing team within People1st are in the process of finalising the key messaging which will be used in their materials going forward.

Phase two of the telemarketing work is due to be completed in two weeks' time. It is in discussion whether a third phase will be taken forward.

9) Date of Next Meeting

18.11.15 – 2.30pm – Board Room, HIE, Moray Area Office, Forres  
Schedule to be continued further.

**Actions from Meeting**

Action Number	Agenda Item	Decision	Action By
1	5	AA to email David Hammond, from Phoenix Store in Findhorn, in response to his enquiry.	AA
2	3	All to check their assigned areas data and report back to NG by end of next week.	All
3	4	DM to send marketing materials for World Host at Moray Business Week to ZJ.	DM