

## Appendix 2 - Details of Consultation

The Moray Speyside Tourism BID has carried out a widespread consultation exercise to ensure that all tourism businesses in the region are engaged as far as can be with the campaign.

Campaign activity included, but was not limited to:

- The Tourism BID campaign was officially announced at the 2018 Moray Speyside Annual Conference in the presence of more than 150 individuals from local tourism businesses and stakeholder organisations.
- Initial survey of tourism businesses conducted across the region in November 2018/ January 2019 to establish sufficient support for the Tourism BID to progress and identify key areas of concern for tourism businesses. The survey had 138 respondents (70 of whom represent businesses from within the Tourism BID area) followed by 4 focus groups (44 participants) and 12 'in-depth' interviews key industry leaders. (See Sub-Appendix 2A for detail).
- 11 business engagement events took place in Forres, Rothes, Elgin, Cullen, Keith, Tomintoul, Ballindalloch, Lossiemouth and Aberlour. A record of eligible voters who attended can be found at Appendix 2E. Other businesses were also present but are not listed.
- A joint event was held with the Association of Scotland's Self-Caters at Strathisla Distillery on 19<sup>th</sup> August 2019. A record of eligible voters who attended can be found at Appendix 2E. Other businesses were also present but are not listed.
- A Business Breakfast event, in partnership with VisitScotland attracted on 22<sup>nd</sup> March 2019. A record of eligible voters who attended can be found at Appendix 2E. Other businesses were also present but are not listed.
- A personalised letter was sent to 343 eligible voters with a copy of the outline business plan, a copy of the further business survey / consultation and a stamped address envelope. (Letters to Self-Caterers were sent recorded delivery as many live outside the region)
- An online version of the business survey is hosted on [www.morayspeysidetbid.com](http://www.morayspeysidetbid.com) and on [www.morayspeyside.com](http://www.morayspeyside.com)

Briefings and updates have been given to / at:

- Douglas Ross MP
- Richard Lochhead MSP
- Jamie Halcro Johnston MSP
- Moray Council - The Moray Council's Economic Development & Infrastructure Committee, and Conservative and SNP groups
- Keith Community Council, Buckie Community Council, the Joint Community Councils of Moray, Elgin Community Council
- The Forres Area Tourism Network
- The Lossiemouth Business Association
- The Moray Economic Partnership
- Moray Chamber of Commerce
- Tomintoul & Glenlivet Development Trust
- Tomintoul & Glenlivet Landscape Partnership

- The Malt Whisky Trail Directors and Board
- Moray Speyside Golf Management Group
- The Cairngorm Tourism Partnership
- VisitScotland regional team

### Communication

Communication with the electorate within the proposed Tourism BID was carried out in a wide range of different way, including email, personal contact, phone calls, letters, social media posts, media coverage. A selection of evidence and examples can be found at Appendix 2C.