

Kirriemuir and The Glens Partnership

Minute of meeting held on Tuesday 4 May 2004 at Southmuir Primary Kirriemuir 7.30pm

In attendance

See attached attendance list

ACTION BY

1 Welcome

Vice Chairman Jasper Gray welcomed everyone along to the meeting.

Apologies

Apologies of absence were received from Alan Tucker, Gail Riley, Mamie Bruce Gardyne, Steve Parkes, Ellie Fiddes, Christine Kydd, Mrs Weatherhead, Kit Finlay, Harry Jamieson and Denise McTaggart.

2 Minutes of previous meeting

The minutes of the meeting held on 22 March were circulated, accepted as an accurate record and approved by those in attendance.

3 Matters Arising

The need to be clear about the role and remit of the Partnership was raised in relation to where it fits with other groups and initiatives already in existence. There is confusion around the overall purpose and value of having a Partnership. Those in attendance had differing views in relation to this.

The two main points requiring further discussion and clarification are :-

- Does the Partnership adopt a facilitating only role i.e. working with other organisations that may benefit from working together and supporting them in moving forward identified projects?
- Does the Partnership initiate their own projects? i.e take on things that aren't within the remit of other groups?

It was highlighted that the office bearers are not of the mind that they wish to be project managers.

It was suggested, from the floor that it is important that the Partnership takes on something early days that will be successful and possibly a quick win.

ACTION BY

There is a need for further discussion in relation to all of these points.

For agenda at June meeting

4 Angus Ahead

Merlyn Dunn, Marketing Officer, Angus Council gave an informative presentation on Angus Ahead, the area marketing strategy for the county. (copy of presentation attached)

The presentation provided an overview of the Angus Ahead campaign including :-

- Aim and objectives
- Developments and Progress so far
- Future plans
- Opportunities for the Partnership to become involved and link into Angus Ahead. In particular Merlyn highlighted the following:-

- Angusahead.com (this Angus portal will raise awareness and perceptions of the county and facilitate on-line access to Angus organisations, products and services.)
- the golf coming to Carnoustie in 2007 offers many opportunities to raise the profile of the county
- Any positive news stories, which would be of interest to the entire county, can be passed to Merlyn for inclusion in the local press under the Angus Ahead banner.
- Consider becoming an Angus Ambassador. Angus Ahead promotional material can be obtained from Merlyn.
- Adopt the Angus branding where possible.
- Angus Ahead is there to work with the Partnership
- Shortly a 2004 calendar of events will be published, which contains details of Angus key tourism events.
- A festival and events group will be formed in 2005, which the Partnership will be asked to participate in.

All partnership members to note

A question and answer session then followed.

5 Updates from working groups

Updates from each of the working groups were provided which are detailed below :-

Marketing and the product Of Kirriemuir and the Glens

Marcus Thompson provided an update on progressing the map of marketing issues, which was discussed and circulated at the last meeting. The main issues arising which require further consideration are as follows:-

- Need for a vision
- Who's going to be involved in maximising potential for

ACTION BY

visitors and businesses?

- Kirriemuir and the Glens?
- Kirriemuir and relationship with the Glens?
- Kirriemuir and the 5 Glens?

- Don't know enough about local businesses and there is not a solid resource base on the Partnership at present therefore the audit needs to engage private businesses as well as gathering information and there must be an incentive for doing so.
- Brand image and values – why do people come here? (links to regeneration group)
- Need to change relationship between public and private sector. How do businesses relate with public and not for profit making organisations?

The next stage is to take a sample of information and see whether there is comprehensive information there already.

Marketing group

Jim Morrison to make contact with Marcus Thompson re the audit.

Jim Morrison

Young People

Ralph Neave provided the following update:-

- It was acknowledged that a considerable amount of work has already been undertaken by the Community Trust with regards to developing the provision of a multi purpose building for young people. The Trust has clearly defined objectives and requires no help from the Partnership at this stage in progressing the project.
- Work is ongoing with Community Education in relation to the internal marketing of activities, clubs etc., which currently exist for young people including the sharing of information. Ideas for sharing information include mailshot round all of the groups and details available on a website. There is currently not much contact between local groups and the possibility of organising an event to get all groups together at the one time to find out what they all do was suggested and discussed. This could be coordinated by the Partnership. It was highlighted that this should include adults as well as young people as there is generally a lack of support from adults in relation to assisting with activities and clubs.
- It was highlighted that a group is taking forward plans for an all Weather Sports Pitch, which could potentially benefit all youth organisations. The Partnership could perhaps support this work.

All to consider

All to consider

ACTION BY

Regeneration

The drainage constraint issue will be discussed at the Area Forum on 25 May 2004. It was suggested that someone from the Partnership should attend.

All to note

Following the last partnership meeting, Alan Tucker visited the old Southmuir Primary and will collate further information in relation to the property to ascertain whether it might fit into any of the action points for the Partnership.

**Regeneration
group reps**

A representative from the Angus Sound Collective advised that the organisation is currently looking to identify and secure a multi purpose venue for music events, touring exhibitions etc. and are wondering how the Partnership may be able to assist them in moving this forward.

It was highlighted that the old Southmuir site might be a possible venue for this.

In order for the Partnership to find out more about Angus Sound Collective and their proposals for the multi purpose venue a presentation is to be undertaken at the next Partnership meeting in June.

**Angus Sound
Collective
representative**

More information on Angus Sound Collective can be obtained via their website at :- www.soundcollective.org

**All to note for
information**

6 Raising awareness and involvement of others

The question was raised as to whether the Partnership should be promoted or whether it just happens in the background with no promotion as such.

All to consider

It was highlighted that in terms of seeking the involvement of others there was a need to raise awareness and promote the Partnership. However it was the view that it is too early to do this at the moment as there is nothing to report on so far.

It was suggested that the Partnership should invite people with project ideas to come along and share their proposals with the Partnership. The Partnership would then consider whether they would be able to support the project or not.
(links with what was raised under item 3 on page 1)

**All partnership
members**

7 Any other competent business

More information was requested on Angus Council's proposed consultation with arts organisations. Enquiries to be made and Dorothy Gourlay informed of details.

Eileen Jackson

8 Date of next meeting

ACTION BY

The next meeting will take place on Monday 14 June 2004 at 7.30 PM. It was suggested that another venue be sought suggestions were the St. Andrews Church board room or the Northmuir Hall. Enquiries to be made re availability and will be confirmed when the papers for the meeting are issued.

**All Partnership
members**

Eileen Jackson

Jasper Gray thanked everyone for attending and closed the meeting.