

Ayrshire & Arran Tourism Leadership Group

Minutes of meeting held on Wednesday 13th of February 2013 At Lochgreen House Hotel, Troon

Present

Moira Birtwistle (Chair)
Annique Armstrong
Bill Costley
Carolyn Elder

Nat Edwards
Aileen Stevenston
David Mann
Laura Cree (Minutes)

Guy Redford
Liz Drysdale
Ros Halley
Sharon Hodgson

1.	<p>Apologies –</p> <p>Lesley Bloomer, Alan Neish, Karen Yeomans, Jordi Tarrida, Gillian Forbes, Charlotte Rostek, Linda Johnstone</p>	
2.	<p>Minutes of Previous Meeting – 28th of November 2012</p> <p>BC welcomed everyone to Lochgreen and MB thanked BC for use of the facilities.</p> <p>MB welcomed RH back after a period of illness and also welcomed new member LD owner of Burnside Guest House in Ayr and is attending on her own behalf.</p> <p>Noted there still has to feedback on the Taste Ayrshire Festival paper previously submitted.</p> <p>Also noted KY is still to update the group on the development of an Ayrshire Marine and Coastal Strategy. LC to follow up</p> <p>Confirmed as an accurate record. Proposed by DM, seconded by BC.</p>	KY LC
4.	<p>Full Proposals</p> <p>MB advised there would be 2 presentations from the Tourism Development Officers.</p> <p>Natural Environment</p> <p>MB welcomed KH to the meeting to present her full proposal. This was followed by a question and answer session.</p> <p>MB stated this was an excellent opportunity for building tailor made walking and cycling packages and arranging events to bring more people to the area.</p> <p>LD enquired if KH had looked into baggage transfers for walkers / cyclist as it has worked well in Dumfries & Galloway.</p>	

<p>KH stated that this would be down to businesses diversifying what they have on offer but part of the proposal would be encouraging businesses to diversify into other areas.</p> <p>NE enquired if it would be worth looking into indentifying particular flavours / themes for example Perth has the Big Trees, could we compete with the likes of Coastal Birds etc.</p> <p>KH stated she is familiar with the Perth project and definitely feels this would be of benefit and create a unique selling point for Ayrshire & Arran. MB enquired about the coastal route.</p> <p>KH stated she is aware of the benefits of having the Coastal Route and River Ayr Way, and is looking at routes more focused for families and mature market that are looking to do a 2 or 3 mile walk and maybe stop off along the way for a bite to eat. That is not the say they would not like to the part of the Coastal Route or River Ayr Way.</p> <p>NE stated there is a huge growth for cycling, especially with the Commonwealth Games next year and the new Velodrome in Glasgow, Ayrshire is one of the closest places and an idea could be to set up a borrow bike scheme similar to London where people could cycle to one place and come back on the train / bus.</p> <p>KH stated she plans to work with local authorities regarding development of possible new routes.</p> <p>MB advised she has spoken to the owner of Catrine House and they were keen for their car park to be used as a start and finish place on a cycle route or walk to be a joined up product, however EAC were not keen.</p> <p>BC stated council red tape makes it difficult and feels that an amalgamation of different organisation would be of benefit in making everyone work together.</p> <p>KH was in agreement that the Tourism Team cannot make a difference alone and requires the industry to work together.</p> <p>DM was concerned about the marketing budgets within the proposal.</p> <p>KH stated she would work with the industry with regards to marketing to help keep the costs low.</p> <p>LD enquired if KH has been in discussion with ABBA.</p> <p>KH stated she spoken to ABBA previously, however she had not been back in touch with them recently.</p> <p>MB asked if all TLG members were in support of the proposal – all in support and happy for KH to progress.</p> <p>MB thanked KH for her presentation.</p>	<p>KH</p> <p>KH</p>
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	<p>Legacy Events</p> <p>GM joined the meeting to present his full proposal, which was followed by a question and answer session.</p> <p>MB stated GM proposal would help create a sense of pride.</p> <p>NE stated that exhibition was a good format; however asked GM if he had been looking into what else was happening in relation to technological advancements for example blip photo. 36% of visitors to Scotland upload pictures and everyone is able to take pictures due to mobile devices and digital cameras, it may be in danger of feeling a bit dated.</p> <p>GM advised he has been looking in a few new technical products for example sound mapping to tie in an image to a location and make this part of the exhibition.</p> <p>MB enquired if we could maybe create themes which could incorporate overnight stays i.e. night skies.</p> <p>AA stated one of the platforms could be video clips as well as static pictures.</p> <p>GM stated that is something which could be looked into with the media partner.</p> <p>MB enquired about copyright issues.</p> <p>GM advised he is making sure there is something written into the terms and conditions which means we can use picture/video clip afterwards.</p> <p>GR advised that this could help to tie in with environmental best practice and would be happy to introduce GM to appropriate contacts.</p> <p>MB asked the TLG if all were in support of proposal – all in support and happy for GM to progress.</p>	<p>GM</p> <p>GM</p> <p>GR</p>
<p>6.</p>	<p>Chairman's Update</p> <p>Scottish Government is looking into the wider local food debate and is keen to promote a field to plate initiative. Working in coalition with SRUC with £1million available, the SRUC's food marketing team headed up by David Lamb based in Aberdeen will be looking at creating a partnership between Taste Ayrshire and a meeting will be taking place on the 19th of February with Willie at Taste Ayrshire, Business Advisor from EAC and Val Russell of Ayrshire Chamber of Commerce, with hopes to arrange a wider industry / community meeting end of March, beginning of April.</p> <p>MB advised she has attended the Homecoming Burns Supper and which was very well attended. A discussion followed regarding Burns Suppers in the area and if there was any way of condensing them into one central event.</p>	

	<p>Scottish Tourism Week will be taking place 4th – 13th of March with a big conference held at the IMAX theatre in Glasgow, followed by a dinner at the Kelvingrove. RH, DS & MB will be in attendance.</p> <p>MB following a discussion prior to TLG meeting it has been agreed that an Industry update would be added to the agenda from now and MB asked if any one round the table had anything they wish to discuss.</p>	
7.	<p>Industry Update</p> <p><u>Ayr Town Centre</u></p> <p>NE advised there will be a workshop taking place on Monday 25th of February in Ayr Town Hall regarding the future of Ayr town centre and how the town should evolve to fight back against the economic and technological challenges it faces. The evening will be facilitated by Architecture & Design Scotland and asked if anyone for the TLG would like to attend. BC, RH & LD have agreed to attend.</p> <p><u>Scotland Visitor Survey</u></p> <p>NE stated this was very useful in flagging up the visitor we receive in Ayrshire & Arran.</p> <p><u>Thistle Awards</u></p> <p>AA reminded the group the voting for this year's Thistle Awards was open with a deadline of 13th of March.</p> <p><u>Year of Natural Scotland</u></p> <p>AA advised Visit Scotland have teamed up with Calmac, Stagecoach and First Scotrail to offer 15,000 tickets to encourage people to get out and visit Scotland and will also include money off vouchers to attractions. This would include a marketing campaign via online, radio, press and television where people would be asked to enter a competition for tickets and winners would be drawn out.</p> <p><u>Spring Marketing</u></p> <p>AA stated the Visit Scotland spring marketing campaign was due to start with some 50,000 direct mail packs being sent out to their database highlighting spring/summer 2013. This will also be followed up with media action in Scotland and England.</p> <p><u>Golf</u></p> <p>GR advised Scotland's West Coast Golf Links met with DS where it was proposed that the 9 partner form a Regional Golf unit. All partners were interested and in agreement.</p>	

	<p><u>Sailing</u></p> <p>CE stated she will be attending a cross party conference regarding sailing at Holyrood to discuss how to make sailing more effective in Scotland.</p> <p>CE advised that there are a few big profile sailing events happening in Largs over the next year and have received some excellent PR over the past few weeks with sailor Ellen MacArthur setting up her yachting school for children suffering from cancer during the summer and how she believes the South West of Scotland was by far the best option when it came to selecting a venue.</p>	
8.	<p>Managers Update</p> <p><u>Tourism Development Plan Scotland</u></p> <p>RH advised she has been asked to coordinate the 3 local authorities response to the recent Tourism Development Plan Scotland paper. Response has to be in by 1st of March and RH will be working with the 3 planning departments.</p> <p>Discussion ensued and RH asked if there was any interest from the group to feedback and asked LC to circulate the paper and advised the group if they had any thoughts to respond to RH.</p> <p><u>AEP Meeting</u></p> <p>RH advised following the last AEP presentation to MSP's, it had been requested that RH explore potential for Ayrshire to be designated Scottish Enterprise Key Tourism Destination.</p> <p>Discussion ensued; RH will take forward and arrange meetings with Scottish Enterprise and with Chic Brodie.</p> <p><u>Visit Scotland SLA's</u></p> <p>Discussion has been taking place with Visit Scotland regarding the SLA's and to look at the best way forward. There is another meeting on 22nd of February and following that, a draft proposal will be shared with TLG members.</p> <p>Discussion ensued</p> <p><u>Prestwick Airport</u></p> <p>RH reported that a meeting had been arranged with the marketing team at Prestwick Airport to explore possible collaborations. This was welcomed by the TLG.</p>	<p>LC</p> <p>RH</p> <p>RH</p>

Signposting

RH advised the issues surrounding out of date brown signs is still ongoing, despite efforts to mobilise the three roads departments in to identifying resource requirement to get the job done.

Industry Action Plan

The Industry Action Plan will be revisited after the response to the Tourism Development Plan has been completed.

Budget

RH handed out a brief summary of the Tourism Team's Budget from June-Dec 2012.

Proposals

RH advised that at the next TLG there will be 3 outline proposals for Homecoming 2014 and Visitor Information and Skills. Within the next 6 months all strands of the strategy will be up and running.

SMILES

RH advised she has a meeting arranged with KH and GM to discuss SRUC findings and will be looking at how to bring the project forward either internally or outsourcing to an external training provider.

RH KH GM

Tourism Gathering

RH stated that discussion is underway with Visit Scotland regarding a Tourism Gathering / Networking event. Hopefully correspondence will be sent out next week to advise date, venue and agenda.

LC

Business to Business Communication Website

The business to business website will be available before the Tourism Gathering. The team would be looking to have a bank of computers at the event for industry to sign up.

Roadshows

RH stated following last year's Roadshows, it was agreed these would take place again early 2013 once projects had been progressed. RH asked the TLG if this would be something that was desired or if they would prefer only to have the Tourism Gathering.

LC

Discussion ensued and was agreed they were very well received last year.

<p>9.</p>	<p>AOCB</p> <p>BC enquired if the local councils have their own PR staff and if they are networking well enough to promote a good message about what people are working on.</p> <p>SH advised that each council has their own PR staff and this is an ongoing issue and we are well aware the local press state bad news sells.</p> <p>GR stated it is beneficial to look at different avenues and contacting specific publications to arrange possible fam trips as these lead to good articles and have to potential to reach a wider audience other than locally. Waverly</p> <p>LD enquired if the team have been in discussion with the Waverly and who was responsible for the embarkation point.</p> <p>RH advised she has been in discussion with Ed Emerson and has asked LC to arrange a follow up meeting in the coming weeks. With regards to embarkation that falls to the ports authority.</p> <p><u>Glasgow 2014 Cultural Programme Open Fund</u></p> <p>NE highlighted a fund available to anyone who is creative. The Glasgow Cultural Programme Open Fund is a major component in the development of the nationwide Glasgow 2014 Cultural Programme and aims to enhance the Games experience for Scotland's communities, spectators and visitors, as well as present the best of Scotland's culture alongside that of the Commonwealth. A total of £4million is available and individual artists, community-led groups and arts organisations are invited to apply for awards ranging from £20,000 up to £300,000.</p> <p>There are two levels of awards: Level 1 – Small to Medium Projects</p> <p>Level 1 is for small to medium sized projects developed and led by organisations and/or artists. It will support projects that animate Scotland in the build up to, during and after Games time.</p> <p>A total of £1million is available and investment is likely to be in the range of £20,000 - £100,000 per project. We expect to select up to 20 projects and we will inform all applicants of the outcomes within 12 weeks of the deadline date.</p> <p>Level 2 – Large Projects</p> <p>Level 2 is for large scale artist-led projects. It will support ideas that produce imaginative and high quality projects that take place in a range of sites and settings across Scotland and open up new experiences of culture for audiences.</p>	<p>LC</p>
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<p>10.</p>	<p>Date of Next Meeting</p> <p>Wednesday 15th May 2013, 2:00pm – 5:00pm, Dower House, Dean Castle, Kilmarnock.</p>	