

Ayrshire & Arran Tourism Leadership Group

**Minutes of meeting held on
Wednesday 15.May 2013**

**At
Dower House, Dean Castle, Kilmarnock**

Present

Moira Birtwistle (Chair)
Annique Armstrong
Bill Costley
Charlotte Rostek
Laura Cree (Minutes)

Nat Edwards
Aileen Stevenston
Linda Johnston
Lesley Bloomer

Jordi Tarrida
Liz Drysdale
Ros Halley
Sharon Hodgson

1.	<p>Apologies –</p> <p>Alan Neish, David Mann, Guy Redford & Carolyn Elder</p>	
2.	<p>Minutes of Previous Meeting – 13.Feb 2013</p> <p>Gillian Forbes submitted resignation from the TLG.</p> <p>KY advised a paper regarding Marine Coastal Strategy will be available for the next TLG meeting. LC to place item on next agenda.</p> <p>Confirmed as an accurate record. Proposed by BC, seconded by NE.</p>	<p>KY LC</p>
3.	<p>VisitScotland Update</p> <p>AA was invited to give feedback from VisitScotland activity.</p> <p>This included:</p> <ul style="list-style-type: none"> • Spring/Summer campaign through direct mailing in Feb 2013 with a reach of 50,000 (direct mail) to 60,000 (direct mail) households – impact additional £1m • Outdoor marketing campaign in Edinburgh. • Radio & television advertising. • Golf campaign with advertising at the BMW Competition, Open Championship, Johnnie Walker Cup, Ladies Open & a tie in to the Ryder Cup. With features in the Herald & Scotsman as well as digitally. • Visitor information centre in Brodick has recently undergone an upgrade. • Year of Natural Scotland – ran campaign ‘Big April Adventure’ with CalMac / Scotrail and North Link ferries encapsulating getting people out & about throughout the month of April - 15,000 tickets handed out. Arran most popular destination. • Have welcomed National Geographic as a partner online readership of 5 million 	

	<ul style="list-style-type: none"> • Joined forces with Scottish Natural Heritage to showcase some of the country's best loved wildlife through the 'Scotland's Big 5' campaign. Celebrating the red squirrel, red deer, golden eagle, otter and harbour seal, and is aimed at encouraging people across Scotland to enjoy these wonderful animals in their natural habitat. • Summer day trip activity primarily family orientated with possibly extending into autumn. • Project to look at commissioning up to date video clips of Ayrshire & Arran, which has become possible due to some European funding. 	
<p>4.</p>	<p>Projects Feedback</p> <p>MB welcomed DS to the meeting to present his feedback for two projects Business to Business Communication and Expo which have recently been completed. This was followed by a question and answer session.</p> <p>Expo</p> <p>Discussion ensued and included:</p> <ul style="list-style-type: none"> • Positive comments surrounding the 'presentation' of the stand and how professional it looked. • There was a strong interest in returning next year and making the stand even bigger, by maybe having Ayrshire & Arran businesses taking stands adjacent to the area stand presence • JT advised he would speak to Turnberry's marketing team with regards to confirming their involvement for 2014. • General consensus that the first day was busier than the second. • Budget commitments will need to be looked at with regards to stand holder's financial implications. • DS to put together an options paper to be sent to TLG members within the next few weeks, giving options for a 36 square metre stand and possibility of additional space adjacent to this. <p>Business to Business Communication</p> <p>Discussion ensued and included:</p> <ul style="list-style-type: none"> • Sixty-eight businesses signed up to date • Social Media time commitment • Member of the TLG to signpost business associates to the site. • DS to send short email to TLG members with link to site and dialogue for members to send to business associates. • VisitScotland will add details in next e-brief. <p>MB thanked DS for his presentations.</p>	<p>JT</p> <p>DS</p> <p>ALL</p> <p>DS</p> <p>AA</p>
<p>5.</p>	<p>Full Proposals</p> <p>MB advised there would be 4 presentations from the Tourism Development Officers.</p>	

Legacy Events – Homecoming 2014

MB welcomed GM to the meeting to present his full proposal. This was followed by a question and answer session.

Discussion ensued and included:

- Leaflet/Guide Distributions and what provision had been made regarding quantities.
- GM advised he was meeting with Dumfries & Galloway and VisitScotland in the coming weeks where this will be discussed, so unable to give numbers at the moment.
- Digital distribution of guides etc is cheaper; however it is important to also have a hard copy for some areas, due to signal coverage i.e. 3G or Wi-Fi.
- With regards to the focus on Robert Burns, need to remember that not everyone likes Burns.

MB asked if all TLG members were in support of the proposal – all in support and happy for GM to progress.

Community Engagement

KH joined the meeting to present her full proposal, which was followed by a question and answer session.

Discussion ensued and included:

- Making sure there is appropriate tie in with all 3 of the Local Authorities.
- Resources required, managing expectations and sustaining interest of community groups.

MB asked the TLG if all were in support of proposal – all in support and happy for KH to progress.

Visitor Information Provision

MB welcomed GM back to the meeting to present his full proposal, which was followed by a question and answer session.

Discussion ensued and included:

- Standard quality over Ayrshire & Arran businesses websites, which will make sure key words are included to be pick up in a Google search more easily.
- Mobile phone coverage in certain areas and for the tourism team to think about hard copy visitor leaflets i.e. walking
- RH advised walking would be covered under the Natural Environment project and KH is looking into HUB's etc where this information would be readily available and is liaising with core paths

teams of each of the 3 local authorities.

MB asked the TLG if all were in support of proposal – all in support and happy for GM to progress.

Quality & Skills

MB welcomed KH back to the meeting to present her full proposal, which was followed by a question and answer session.

Discussion ensued and included:

- Online course hosting makes for easier in house training and prevents member of staff having to take a day away from the business.
- Online would allow suite of courses
- Cost of £15 per person is excellent value for money and will go towards paying for the networking / award ceremony at the end of the course.

MB asked the TLG if all were in support of proposal – all in support and happy for KH to progress.

6. Chairman's Update

MB advised following GF resignation from the TLG, she met with NE, LB & RH to discuss the appointment of a new member. The general consensus is to take time and reflect on how representative the TLG is of the sector and the anticipated level of involvement of TLG members. MB advised that prior to membership being extended to ANO, TLG reflection required. Meeting to be set up in June.

Dates suggested for early evening event either the 24 or 25 June (NE to facilitate); originally looking to host the event in County Buildings.

CR offered Dumfries House as a venue and will let LC know availability. JT offered Turnberry, should Dumfries House not be available and AS offered the Cook School, should neither be available.

All members agreed on the date of 25 June 2013 from 5pm – 7:30pm.

MB congratulated the Ayrshire & Arran Tourism Team and VisitScotland for a successful 'Gathering'. Received very positive feedback from Val Russell from the Chamber of Commerce and Marc Crothall from Scottish Tourism Alliance. Looking forward to supporting next year's Gathering.

Industry Update

Boswell Book Festival

Taking place this weekend, opening on Friday night with a play from John Byrne, hosting an array of authors over the weekend and featuring a preview of author James Robertson's new novel.

Burns an' a' That!

	<p>Takes place on the weekend of the 25 & 26. May in Belleisle Park, Ayr including live music, fairground, market, food & drink and closing gig feature ex Del Amitiri lead singer Justin Currie.</p> <p><u>Taste Ayrshire</u></p> <p>4 events scheduled over the coming months. Just welcomed Colin Burns (Taste Ayrshire Manager), who replaces Lisa Tennant and is now based at Lochgreen. They have recently welcomed Liz Drysdale and Howard Wilkinson to the board.</p> <p><u>Mauchline Holy Fair</u></p> <p>Takes place on Saturday 25 May including live music, market, food & drink and special performance from RunRig lead singer Donnie Munro and his Band.</p> <p><u>Arran</u></p> <p>During the summer there will be 2 ferries running, which means more frequent sailings. Arran has also just been award 'Destination of the Year' at the recent Hoteliers Awards. At the same award ceremony BC was rewarded with a 'Lifelong achievement' and 'Food & Drink' award and Turnberry was awarded 'Best Golf Resort'. Congratulations to them all.</p> <p><u>Auchrannie</u></p> <p>Has just been voted by TripAdvisor Travellers Choice, Number 1 Family Hotel in the UK, number 10 in Europe and number 250 in the world.</p> <p><u>Ayr Citadel</u></p> <p>Now been granted RYA training status.</p> <p><u>Girvan</u></p> <p>Pontoons are going opened at the end of the month and invites have been sent to RH & MB to attend opening ceremony.</p> <p><u>Ayr</u></p> <p>Work due to get underway on restoration of the 'Pink' buildings.</p>	
7.	<p>Managers Update</p> <p><u>Budget</u></p> <p>Copy of the tourism team budget handed out for members to look over.</p> <p>Discussion ensued and included:</p> <ul style="list-style-type: none"> • Budget for Expo 2014 and how to raise additional funds, i.e. greater 	

	<p>industry financial commitment.</p> <ul style="list-style-type: none"> • Review period for budget and will need to have year 3 budget outline by the second half of year 2, so a decision can be made regarding an additional 2 years of funding. • Clearer marking on the budget for monies which have not yet been allocated i.e. projects that may require additional funding, these could be shown in a different colour. <p><u>Ongoing Projects</u></p> <ul style="list-style-type: none"> • Work continuing on getting itineraries out to the industry, monitoring and tweaking. Looking to incorporate overlay places to stay, get food etc • Discussion with Stagecoach re having information available for visitors. • Cross selling, a lot of businesses still not trying to move visitors on to other attractions etc. • KH as part of her natural environment project is currently looking into setting up walking hub's where walkers or cyclist can experience the best routes the region has to offer. • Attended a meeting with the Waverley and will be looking at working with 6 or 7 other councils to look at the best way of preserving and utilising the Waverley. • National Tourism Framework – thanks to everyone who helped to bring all the information together. A further position paper will be developed over the coming weeks, to be presented at a future AEP meeting. • Future of the Biosphere / Dark Skies, Concern that contracts ended will mean a slowdown in activity and community interest. • UNESCO destination – Robert Burns - will be exploring the way forward. • Lots of work over the coming weeks and months regarding, Gateways, Evaluation, Strategic Investmentas well as Engaging community groups and volunteers. Whole series of projects going forward and team working well on all key actions. 	
9.	<p>AOCB</p> <p>Windfarms</p> <p>JT enquired about Windfarms and what information was being provided to the TLG. Discussion ensued. LB, KY and SH agreed to pull together a note of developments for the next TLG</p>	LB, KY and SH

10.	Date of Next Meeting Wednesday 14 August 2013, Auchrannie Resort, Arran and will incorporate a Fam Trip. LC to forward information.	LC
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