

**Ayrshire & Arran Tourism Leadership Group**

**Minutes of meeting held on  
Wednesday 19<sup>th</sup> of September 2012**

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

**Present**

Moira Birtwistle (Chair)  
Annique Armstrong  
Aileen Stevenston  
Laura Cree (Minutes)

Lesley Bloomer  
Jordi Tarrida  
David Mann  
Ros Halley

Alan Neish  
Charlotte Rostek  
Guy Redford

1.	<p><b>Apologies</b></p> <p>Apologies received from Carolyn Elder, Karen Yeomans, Nat Edwards, Bill Costley, Linda Johnston, Gillian Forbes.</p>	
2.	<p><b>Welcome: Charlotte Rostek &amp; Laura Cree</b></p> <p>MB welcomed Charlotte Rostek, curator Dumfries House and Laura Cree, Administrator, Tourism Team.</p>	
3.	<p><b>Minutes of Previous Meeting – 20<sup>th</sup> of August 2012</b></p> <p>Proposed by DM, seconded by MB.</p> <p>Confirmed as an accurate record.</p>	
4.	<p><b>Matters Arising</b></p> <p>MB talked through previous minutes. The following points were noted:</p> <p>MB advised that the first Taste Ayrshire Food Festival has now taken place (1<sup>st</sup> - 9<sup>th</sup> September). MB suggested that in order for the industry to build on the event, Lisa Tennant should be asked to present an evaluation at the TLG meeting.</p> <p><b>Action:</b> AN advised he would speak to Lisa regarding attending next meeting.</p>	<p align="center"><b>AN</b></p>
5.	<p><b>Chairman's Update</b></p> <p>MB advised she has represented the TLG members at a meeting of the public sector partners which had taken place to discuss interim procedure prior to the Tourism Shared Services Group being in place. MB passed over to RH who updated the group on the following:</p> <ul style="list-style-type: none"> <li>• The Tourism Team are awaiting final details regarding the budget being passed over from the finance department.</li> <li>• 3 councils have agreed to roll over budget for the end of each financial year.</li> </ul>	

	<ul style="list-style-type: none"> <li>Dates for next year's TLG meeting have been drawn up and these will be forwarded on by LC.</li> <li>Business Forum meeting went well, with good feedback from the industry.</li> </ul>	<b>LC</b>
<b>6.</b>	<p><b>Action Plan - Update</b></p> <p>RH updated the group on the following:</p> <ul style="list-style-type: none"> <li>Tourism team's administrator LC joined at the beginning of September and this now completes the team.</li> <li>3 Outline Proposals and 1 Full Proposal tabled for discussion later on in the agenda. DS to join meeting to present the full proposal. The outline proposals are Watersports, Cultural &amp; Heritage and Golf and the full proposal is Business Communication.</li> <li>Within the coming weeks the Tourism Officers will start to look at the next set of proposals for Natural Environment and Legacy Events.</li> <li>There is a need for keys actions coming from the industry and community groups together with public sector partners to be captured in the Industry Action Plan</li> </ul>	<b>ALL</b>
<b>7.</b>	<p><b>Ayrshire Welcomes - Update</b></p> <p>MB provided a brief update on the Service Excellence pilot programme, noting the following:</p> <ul style="list-style-type: none"> <li>Phase 1 has now been completed. Phase 2 to pilot 'Ayrshire and Arran SMILES'; a set of industry standards (see attached paper) incorporated into the Service Excellence programme.</li> <li>Dates for delivery are Monday 8<sup>th</sup> of October and Tuesday 16<sup>th</sup> of October.</li> <li>Options re future funding model and delivery of programme to be discussed after completion of Phase 2.</li> <li>Possibility of seeking future accreditation as would add value to the course. Feedback from the industry favours this approach.</li> <li>Feedback from LJ, who has sent an Auchrannie staff member on Glasgow's Leading Service Excellence programme, has been very positive.</li> <li>Discussion took place about how any future training would be co-ordinated. MB advised this could possibly be something the Tourism Team could undertake.</li> </ul> <p><b>ACTION: Evaluation of Phase 2 will be presented as a paper to be discussed @ TLG meeting 21<sup>st</sup> of November 2012.</b></p>	<b>MB</b>
<b>8.</b>	<b>Industry Events - Update</b>	

	<p>RH advised:</p> <ul style="list-style-type: none"> <li>• 5 events taking place over the next few weeks in various locations in Ayrshire.</li> <li>• There has been a good response so far.</li> <li>• It had been agreed that a member from the TLG would do a short welcome / introduction. A few members confirmed for 3 events. LB advised she will do the Robert Burns Birthplace Museum event and DM &amp; GR stated one of them could possibly do the Gales event.</li> <li>• The events will be informal, with a short presentation from each member of the team, followed by discussion and then an opportunity for networking.</li> </ul> <p><b>Action: RH will feedback at the next TLG meeting 21<sup>st</sup> of November</b></p>	<p>LC</p> <p>RH</p>
<p>9.</p>	<p><b>Outline Proposals</b></p> <p>MB directed members to the 3 Outline Proposals that had been sent out prior to the meeting.</p> <p><u>Cultural &amp; Heritage</u></p> <ul style="list-style-type: none"> <li>• LB enquired if we would require Brown signs or different signage for trails etc.</li> <li>• RH stated there may be possibility of looking at signage when leaving castles, visitor centres etc to advise of other attractions, trails within a 5/10 miles radius.</li> <li>• LB asked whether it would be possible to develop a pass which consumers could buy at certain places, which included discounted access to visitor attractions.</li> <li>• CR stated she felt that could be useful for Dumfries House although Dumfries House busy and therefore not inclined to discount.</li> <li>• Some members were not too keen on the discounted entry as it does not work out in the long run and would prefer if it just promoted attractions / venues and how to get there.</li> <li>• GR asked if the team could look at discounts for coach tours.</li> <li>• RH stated the team would be looking at cultural packages, individual day trippers from cruise liners &amp; travel agencies. AN thought it would be good to extend the same to golfers.</li> <li>• RH confirmed that the team would be looking into developing an Ayrshire &amp; Arran Tourism App that would encompass all of the things to do, trail maps etc.</li> </ul> <p><u>Watersports</u></p> <ul style="list-style-type: none"> <li>• MB stated it would have been beneficial to hear CE views on the proposal.</li> <li>• MB highlighted that she is aware that in some places on Arran where it is impossible to walk the shoreline.</li> <li>• It was noted that the majority of people who already participate in Watersports, own their own equipment, which takes away the need for a business in the area to provide it for them.</li> <li>• LB stated there is going to be a meeting at some point regarding the Waverly.</li> </ul>	

	<p><u>Golf</u></p> <ul style="list-style-type: none"> <li>• GR advised he and DS have been speaking about how to move forward with golf and how to maximise golfers to the area.</li> <li>• May have to work with other businesses to put together packages for golfers.</li> <li>• LB asked if the Tourism Team could look at low, medium &amp; high impact.</li> </ul> <p><b>Action: RH to feedback to tourism officers.</b></p>	RH
10.	<p><b>Full Proposal (Business Communication)</b></p> <p>DS joined the meeting to present the full proposal for Business Communication.</p> <p>It was the general consensus from the private sector TLG members, that this was an excellent idea and was critical to business to business communication and would establish a platform which would encourage businesses to work together.</p> <p>MB &amp; AS stated Twitter has become a very successful tool for business communication and can increase business.</p> <p>CR stated the business communication tool was an essential, quick and effective resource.</p> <p>LB requested further information regarding the cost of £5,000 for setting the communication tool up.</p> <p>MB stated it is was an essential tool and associated costs should be seen as an investment over the next three year period.</p> <p>At the end of the discussion, the proposal was approved and members stated that they were happy for the team to proceed.</p>	
11.	<p><b>AOCB</b></p> <p>LB advised the Gaiety Theatre will re-open on the 9<sup>th</sup> of December 2012 with the Panto.</p> <p>Dark Skies Observatory will be formally opened by the First Minister on the 5<sup>th</sup> of October 2012.</p> <p>MB advised Prince Charles, Duke of Rothesay along with Camilla, Duchess of Rothesay will be hosting a luncheon at Ayr Racecourse on the 21<sup>st</sup> of September 2012. This will coincide with the second day of racing at the Ayr Gold Cup.</p> <p>Ayrshire Chamber Business Week programme <b>includes ‘Question Time for Tourism’</b>, Turnberry Hotel, 2<sup>th</sup> of October 2012 (10:30am – Midday) - bookings can be made via Chamber event website.</p> <p>Date of the next TLG meeting will be on the <b>21<sup>st</sup> of November 2012 at Perceton House, Irvine 3pm – 5pm.</b></p>	