

Ayrshire & Arran Tourism Leadership Group

Minutes of meeting held on Monday 20th August 2012 At County Buildings, Ayr

Present

Moira Birtwistle (Chair)
Nat Edwards
Daniel Steel
Ros Halley
Kathryn Howell

Gillian Forbes
Graeme MacIver
Mike Macfadyen
Annique Armstrong
David Mann

Linda Johnston
Bill Costley
Aileen Stevenson
Alan Neish
Karen Yeomans

1.	<p>Apologies</p> <p>Apologies received from Lesley Bloomer, Jordi Tarrida, and Carolyn Elder.</p> <p>Karen Yeomans attended representing North Ayrshire Council.</p>	
2.	<p>Welcome: Graeme MacIver</p> <p>MB welcomed Graeme MacIver, Tourism Development Officer.</p>	
3.	<p>Minutes of Previous Meeting – 25th June 2012</p> <p>Proposed by NE, seconded by MM.</p> <p>Confirmed as an accurate record.</p>	
4.	<p>Matters Arising</p> <p>MB talked through previous minutes. The following points were noted:</p> <ul style="list-style-type: none"> • MB thanked businesses who sent members of staff to the Delivering Service Excellence pilot session on 29th June • RH noted that Laura Cree, Admin Assistant, will commence with the Tourism Team in early September • LJ confirmed that the team has visited Arran • MB stated that the Biosphere status has now been formally announced 	
5.	<p>Action Plan</p> <p>RH circulated an updated tourism team action plan and noted the following points:</p> <ul style="list-style-type: none"> • TLG sub-group session took place on 31st July but made little progress in terms of adding “industry actions” to the tourism team plan • Officers will feed in items relevant to their “themes” as they become apparent • TLG will receive proposals on each work stream for approval of projects • 75% of action plan projects will be “live” by spring 2013 • Each officer is allocated to a Local Authority – KH (South), DS (East), GM 	

	<p>(North) – but this will be as first point of contact and they will not work on a geographic basis</p> <p>Action: BC asked for diagram illustrating Departmental structure to be circulated.</p> <p>DS provided an update on Business Communications which has been brought forward from Feb 2013 to Sept 2012. Significant progress has been made on this work, including costing potential activity. There is a requirement for comment from a small sub-group of the TLG before preparation of a tender brief for the work. BC and DM offered to give their views.</p> <p>BC highlighted the need for strategic liaison with other groups such as Taste Ayrshire, Carrick and AEP.</p> <p>BC noted that the structure of Taste Ayrshire will change from Jan 2013 to reduce reliance on funding.</p>	RH
6.	<p>Marketing Ayrshire & Arran</p> <p>AQ delivered a presentation on VisitScotland’s Ayrshire & Arran marketing activity.</p>	
7.	<p>Ayrshire Welcomes</p> <p>MB provided a brief update on the Service Excellence pilot programme, noting the following:</p> <ul style="list-style-type: none"> • The pilot, funded by Councils and Scottish Enterprise, is now three quarters of the way through • First stage feedback of pilot indicated that standards and key principles of the programme were not memorable • Sub-group working on clarity of Ayrshire & Arran standards • Mnemonic ‘SMILES’ to be incorporate into Phase 2 of pilot with programme renamed ‘Ayrshire & Arran SMILES’ • Phase 2, delivery of revised ‘Ayrshire & Arran SMILES’, scheduled for 8th & 16th October • Glasgow Service with Style has offered 2 free places on their next Leading Service Excellence course – 2 day event 6th & 13th September -should be for “rising stars” <p>BC noted the importance of civic pride and public realm issues in terms of building a culture of excellence in the sector.</p> <p>LJ noted the importance of linking in to education and curriculum.</p> <p>ACTION: Suggest attendees for the Glasgow Service session to MB by 24th August</p>	ALL
8.	<p>Industry Events</p> <p>KH proposed the following plans for industry events:</p> <ul style="list-style-type: none"> • 4 x 2 hour sessions to be held in late Sept / early Oct • Proposed dates: 25th & 27th Sept, 2nd & 4th Oct at 11am-1pm 	

	<ul style="list-style-type: none"> • Purpose of the sessions will be: <ul style="list-style-type: none"> - meet the team - overview of strategy - discussion on initial work streams • Locations TBC but themed around workstreams • Large industry conference will be planned for early summer 2013 <p>DM noted that early summer is too late for an industry conference, which should be brought forward to early spring.</p>	
<p>9.</p>	<p>SLAED Update</p> <p>DS explained to the group that he is currently Vice-Chair of the Scottish Local Authorities Economic Development (SLAED) Tourism Group and will provide relevant updates to the TLG when there are items of interest.</p> <p>DS provided a verbal update on the SLAED meeting of 24th July 2012, noting the following points:</p> <ul style="list-style-type: none"> • British Hospitality Association (BHA) see potential for 46k additional jobs in the sector in Scotland by 2020 if the following barriers are addressed: <ul style="list-style-type: none"> - VAT on visitor accommodation - Air Passenger Duty - Visa complexities - Immigration procedures - Regulation and planning consistency - Access to finance • BHA are active in lobbying at UK and Scottish government level on these issues on behalf of the sector • National Tourism Strategy now launched and making progress on initial areas for action – may be opportunities for TLG to get involved • VisitScotland and SLAED exploring options to tender for an economic model to measure the value of the sector. Currently STEAM is used. This is a complex process and may take several months. 	
<p>10.</p>	<p>Student Placement</p> <p>RH reported that the Tourism Team will host a S4 student for a 22 week placement.</p>	
<p>11.</p>	<p>AOCB</p> <p>BC stated the importance of working with the 3 Colleges who are coming together, in terms of engaging with industry and making sure courses meet the needs of the sector.</p> <p>MB indicated that an industry/education networking event is scheduled for Wednesday 10th October, during Chamber Business week. This event organised by a consortium of Ayrshire FE/HE institutions, will investigate Ayrshire's potential to create a centre of excellence for tourism and hospitality through closer industry /education partnership.</p> <p>MB stated that Charlotte Rostek, Curator Dumfries House, has requested that she replace CEO. Group discussed membership under 'Terms of Reference'</p>	

<p>and agreed request.</p> <p>ACTION: Charlotte to be informed of decision.</p> <p>MB welcomed Karen Yeomans, Director of Economic Development and Regeneration, from North Ayrshire Council to her first meeting.</p> <p>MB highlighted value of Tourism Intelligence Scotland and offer of editor (Sue Crossman) to feature examples of how businesses in Ayrshire & Arran have used intelligence effectively.</p> <p>ACTION: Suggestions of businesses who would provide a best practice feature to MB who will initiate contact.</p> <p>MB highlighted 'Taste Ayrshire Food Festival' 1-9 September.</p> <p>ACTION: Encourage circulation of event programme.</p> <p>GF asked the group to consider timing of meetings as she finds current timings difficult with business commitments. GF asked the group to consider varying time of meetings. LJ asked that boat times be considered in any change.</p> <p>ACTION: Consider and report meeting dates/times to next meeting</p>	<p>MB</p> <p>ALL</p> <p>ALL</p> <p>MB/RH</p>
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