

Ayrshire & Arran Tourism Leadership Group

Minutes of meeting held on
Monday 28th May 2012

At
Dower House, Dean Castle Country Park, Kilmarnock

Present

Moira Birtwistle (Chair)
Daniel Steel
Gillian Forbes
Jordi Tarrida
Bill Costley

Carolyn Elder
Annique Armstrong [AQ]
Lesley Bloomer
Guy Redford
David Mann

Nat Edwards
Aileen Stevenson
Mike Macfadyen

1.	Apologies Apologies received from Linda Johnston, Alan Neish, Alex Anderson. Colin Naismith who will deputise for AA on the group also noted apologies.	
2.	Minutes of Previous Meeting – 16th April 2012 Proposed by LB, seconded by AQ. Confirmed as an accurate record.	
3.	Matters Arising MB talked through previous minutes. All matters covered within agenda.	
4.	National Tourism Strategy Susan Beattie and Paul McCafferty of Scottish Enterprise presented to the group the draft proposals for the refreshed national tourism strategy which will be launched in June 2012. MB thanked Susan and Paul for the presentaiton and noted synergies with Ayrshire and Arran Strategy. Group noted generally positive comments on the national strategy and agreed to link into national action planning process.	
5.	Role of TLG DS presented revised paper on Terms of Reference for the TLG and invited comments on the changes made since last meeting. Agreement that the term “Elected” should be replaced by reference to “Industry” Members. Agreement to remove sentence on the length of term that industry members can serve on the group. This will be left vague and not referred to in terms of reference. No further changes will be made and agreed as final version.	

	<p>ACTION:</p> <ul style="list-style-type: none"> • Make final revisions and issue final version to Chair 	DS
6.	<p>Tourism Team</p> <p>LB provided the following verbal update on recruitment of the Tourism Team:</p> <ul style="list-style-type: none"> • Ros Halley has accepted Manager post and commences on 26th June • 2 TDOs appointed and will commence during June • Further second interviews to be held for final TDO post • Admin post will be advertised soon for internal candidates only • Full team will be in place by mid-summer <p>NE asked about responsibility for communicating appointments. LB confirmed that Denise Robertson from South Ayrshire Council's Corporate Communications will take responsibility for this.</p> <p>GR asked about organising meetings with Ros Halley. LB asked that requests should come through her.</p> <p>ACTION: Communicate recruitment of Tourism Team</p>	Denise Robertson
7.	<p>Action Plan</p> <p>MB stated that facilitated session on 16th May was a useful exercise in capturing ideas and thanked DS for feeding this into the draft action plan.</p> <p>DS circulated an updated draft action plan populated with initial ideas and input from facilitated session.</p> <p>LB talked through the draft action plan and the following amendments were agreed:</p> <ul style="list-style-type: none"> • Add timeline column to template • Add something about "narrative" somewhere within the action plan • Add "redevelopment of Culzean and Brodick" to Culture section (NE) • Add "develop walking and cycling" to Activities section • Add "Festival of Sea in 2014" to Events section (CE) • Add "engage Troon in golf development work" to Golf section • Remove "ice-cream trail" from Food section (BC) • Add something on Prestwick Airport to Transport section • Add something on research work somewhere in action plan <p>Discussion on the action plan was curtailed due to time pressures. Agreed that no further work will be done on this for the moment. The draft plan will be passed to Ros Halley on 26th June to review. Thereafter it will be brought back to TLG to prioritise and finalise.</p> <p>DS tabled revised timeline for action planning process. Group agreed that action plan will not come back to 25th June meeting until Ros Halley reviews it.</p>	

	<p>LB proposed 2 month slippage on timeline, with industry event in late August to present final action plan. This was agreed by the group.</p> <p>Discussion about need for next meeting on 25th June as this was Ros Halley's first day. JT stated desire for group to have a chance to meet and discuss her views on action plan early. Group agreed to keep this meeting with NE chairing.</p> <p>ACTION:</p> <ul style="list-style-type: none"> • Pass action plan to Ros Halley • Revise action plan 	<p>MB Ros Halley</p>
<p>8.</p>	<p>Ayrshire Welcomes Programme</p> <p>MB gave a verbal update on the Ayrshire Welcomes pilot programme, noting the following points:</p> <ul style="list-style-type: none"> • Pilot "Leading Service Excellence" session held on 23rd May with 11 attendees • GF and MM noted excellent feedback on quality of the session • GF noted need for more Ayrshire content in future delivery <p>MB stated plans to pilot the "Delivering Service Excellence" session scheduled for 29th June and stated need for 12 "front line" staff for this. Also planning another Masterclass pilot for 19th June.</p> <p>ACTION:</p> <ul style="list-style-type: none"> • Inform MB if staff are available to attend "Delivering SE" session 	<p>ALL</p>
<p>9.</p>	<p>AOCB</p> <p>MB noted feedback on the following events:</p> <ul style="list-style-type: none"> • Rural Demo Day on Country Sports – very interesting and an area for potential development in Ayrshire • DMO "Changes and Challenges" event – good ideas and learning points from other areas <p>MB also noted that the Burns Festival starts this week and now in its 11th year.</p> <p>AQ offered to present VS marketing work at 25th June TLG. Group agreed that this would be useful.</p> <p>GR noted that Ros Halley should review Golf Southwest work and utilise best ideas to inform future work on Ayrshire golf.</p> <p>ACTIONS:</p> <ul style="list-style-type: none"> • Present on VS marketing activities to TLG on 25th June • Review Golf Southwest work 	<p>AQ Ros Halley</p>

10.	Date of Next Meeting	
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	Monday 25 th June 2012 @ 1500hrs – North Ayrshire Council Offices, Perceton House, Irvine	
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