

**SLAED Tourism Sub-Group Meeting**  
 Leisure and Culture Dundee Headquarters, Dundee,  
 1 November 2018, 10:30 – 15:00

**Present**

Suzanne Cumiskey, Perth & Kinross Council (Chair)  
 Elaine Carmichael, East Lothian Council (Vice Chair)  
 Caroline Wight, Midlothian Council (from 11am)  
 Colin Simpson, The Highland Council (from 10.45am)  
 Craig Wilson, Argyll and Bute Council  
 Fiona Nicholson, East Ayrshire Council  
 Gaynor Sullivan, Dundee City Council  
 John Murray, Fife Council  
 Laura Moir, East Renfrewshire Council  
 Shelley Bell, Dumfries and Galloway Council (joined at 11.15am)  
 Stewart Ness, Visit West Lothian  
 Wendy Liu, The City of Edinburgh Council

**Also in attendance**

Alice Kennedy, V&A Dundee (morning only)  
 Chelsea Charles, VisitScotland (morning only)

**Apologies**

Tracey Martin, Falkirk Council  
 Millie Clark, Angus Council  
 Elizabeth Hendry, West Dunbartonshire Council  
 Kathleen Dow, North Ayrshire Council  
 Yvonne Rogers, South Lanarkshire Council  
 Jacqueline Ross, South Ayrshire Council  
 Alison MacCorquodale, Comhairle nan Eilean Siar Council  
 Shona Croy, Orkney Islands Council  
 Katherine Pearson, Scottish Borders Council  
 Sarah Philips, Stirling Council  
 Jennifer Thomson, North Lanarkshire Council  
 Andy Mackay, North Ayrshire Council

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| <b>1.</b> | <b><u>Welcome &amp; Apologies</u></b><br>Suzanne Cumiskey welcomed the group and speakers to the meeting.  |                                    |
| <b>2.</b> | <b><u>Minute of the Last Meeting</u></b><br>The minute was approved as a true and accurate record.   |                                    |
| <b>3.</b> | <b><u>Dundee Waterfront Project – Gaynor Sullivan, Business Development Officer, Dundee City Council</u></b><br><br>Gaynor gave an overview of the background to, progress of and plans for the transformation of Dundee Waterfront. The £1 billion project with V&A Dundee at its centre runs for 30 years from 2001. The project aims to link the regenerated Dundee Waterfront with Dundee city centre and is the third most active regeneration project in the UK.<br><br>The land is a mix of private/public ownership. There is an aspiration to be a Living Wage City and developers and businesses are | Presentation attached with minute/ |

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|    | <p>encouraged to sign up to the living wage directive and undergo World Host Customer Service Training. This is built into the development stages of any site build.</p> <p>Note link to Dundee Waterfront design guidelines and community benefits for each plot<br/> <a href="https://www.dundeewaterfront.com/zones/central/site6">https://www.dundeewaterfront.com/zones/central/site6</a></p> <p>The Tay Cities Deal includes work to create a marina and repair the gates.</p>   |   |
| 4. | <p><b><u>V&amp;A Dundee – Alice Kennedy, Tourism Officer, V&amp;A Dundee</u></b></p> <p>Alice presented on the V&amp;A's first 6 weeks of operation.</p> <p>Reponses have been positive and there have been c200k visitors to date. Exit surveys indicate an older audience so far 45+</p> <p>Focused on inclusivity and accessibility. Entry is free with an option to visit a changing paid exhibition or book a guided tour. Available tours include expert led and architectural tours.</p> <p>There are links with City hotels and other visitor attractions to encourage special offers and cross promotion through joint ticketing.</p> <p>Bespoke visits are offered to educational establishments and the travel trade.</p> <p>There have been positive reports from transport providers, visitor attractions and hotels linked to the opening in terms of increased numbers.</p> <p>Scotrail sales were up 27% in the first 4 weeks and Discovery Point has seen a sales uplift of 60% since V&amp;A opened.</p> | Presentation attached with minute   |
| 5. | <p><b><u>2020 Year of Coast &amp; Waters, Chelsea Charles, Communication Manager, VisitScotland Event Directorate</u></b></p> <p>Chelsea explained the thinking behind moving to having themed years every 2 years. In 2016 consultation revealed that 81% supported continuing but with less frequency. This was to give more time to plan and evaluate delivery.</p> <p>2020 – Year of Coast and Waters<br/> 2022 – Year of Scotland's Stories<br/> 2024 – tbc possibly Year of Music</p> <p>For the Year of Coast and Waters will be focused on planning and industry engagement, 2019 on pre-promotion and 2020 on delivery.</p> <p>Key to the year is that events can be coastal or non-coastal, on and off water activity, as long as aligned to the pillars of the themed year.</p> <p>Events funding will be over 2 rounds, Round 1: December 2018 and Round 2: Spring 2019. It has yet to be decided if there will be a</p>   | <p>All – Consider volunteering as SLEAD Representative on YCW2020 working group.</p> <p>Provide information/content on planned activity directly to Chelsea Charles</p> |

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|    | <p>signature programme.</p> <p>YCW2020 Toolkit available December 2018, with a full programme available autumn 2019. The hashtag is #YCW2020.</p> <p>There was a discussion on reaching relevant groups and organisations and this is being done via the YCW working groups. LA's should consider incorporating into relevant 2019 events and conferences.</p>   |   |
| 6. | <p><b><u>Open Discussion</u></b></p> <p>Suzanne was interested to know if other areas were undertaking undertook Regional Working and if so how it was delivered.</p> <p>She outlined Scotland's Tay Country, has seen joint regional working between Dundee, Angus, Fife and Perthshire to capitalise on the opening of the V&amp;A Dundee. To date there has been an informal collaboration between the 4 LAs using existing staff and funding of £50k per Local Authority from existing resources.</p> <p>A tender is currently out for a consultant to produce a Tay Cities Regional Tourism Strategy. STC successfully accessed VisitScotland Growth Fund £40k to develop and deliver a consumer campaign ahead of the V&amp;A Dundee opening date.</p> <p>CW advised MBTAG received Scottish Enterprise Destination Development Funding for business-to-business activities and has received additional funding for travel trade from LEADER, with a focus on visitor experiences and online booking, as well as additional funding for digital and data innovation work.</p> <p>LM advised Glasgow City Council has a Tourism Strategy for the 8 LAs within the City Region deal.</p> <p>Ayrshire has seen a reverse of joint working with each of the 3 areas ceasing their joint approach.</p> <p>Edinburgh and the Lothians work on one off projects and campaigns jointly and the City Deal tourism element is looking at data innovation.</p> <p>There was a discussion on the Tourism Tax with most areas indicating that they were keeping a watching brief on the results of the consultations and outcomes in Edinburgh, Aberdeen and Highland.</p> <p>VisitScotland expo was discussed and again there was a feeling that the format could be revisited with more of a push to appointment based and less expenditure on exhibition stands. With various regional groupings the model of placing 'areas' was becoming confused.</p> <p>It was also noted that VS should be approached in relation to analysing and reporting of statistics and research that matches and is relevant to the LAs/area groupings.</p> <p>Colin updated on the Rural Tourism Infrastructure Fund. There was a view that the £6m over 2 years was encouraging, but also that what</p> | <p>All to feedback thoughts to VS on VisitScotland expo.</p> <p>Raise with VS when they attend future meeting to look at Tourism Monitoring.</p> <p>Those who haven't already complete the VS survey.</p> |

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|                  | <p>could be funded was restrictive – e.g. road improvements are not eligible and in many rural areas this is key to any other improvements. For the 31 October 2018 deadline there were 21 EOIs with 15 community led. Any continuation of the fund is yet to be decided. Argyll has 3, Fife, and East Lothian 1 EOI in for this round.</p> <p>VisitScotland were unable to attend to present and discuss tourism monitoring but will at a future meeting when more feedback has been given to the survey on what LAs currently use and what is missing.</p> |   |
| <p><b>8.</b></p> | <p><b>Date of next meeting</b><br/>TBC – Note venues to be close to public transport.</p>  | <p>All – suggest venues and dates to Suzanne.</p> |