

SLAED Tourism Group

Minutes of Meeting

3 May 2018

Stirling

Present

Tracey Martin, Falkirk Council (Vice Chair)
Millie Clark, Angus Council
Anna Young, West Lothian Council
Caroline Wight, Midlothian Council
Caris Pittendreigh, Highland Council
Jennifer Thomson, North Lanarkshire Council
John Murray, Fife Council
Nick Langan, The City of Edinburgh Council
Laura Moir, East Renfrewshire Council
Abigail Coia, South Ayrshire Council
Kathleen Dow, North Ayrshire Council
Kieran Young, North Ayrshire Council
Craig Wilson, Argyll and Bute Council
Shelly Bell, Dumfries and Galloway Council
Sarah ? Stirling Council
Steve MacDonald - Stirling Council

Also in attendance

Lorraine Jarvie, Resilience Advisor - Scottish Business Resilience Centre
Fiona Richmond - Scotland Food and Drink
Iain McNicoll, Managing Director - Highland Discover App (Whereverly)
Jonathan Ferrier, Tourism Policy Officer, Scottish Government

Apologies

Suzanne Cumiskey (Chair), Perth & Kinross Council
Elaine Carmichael, East Lothian
Andrew McKean Renfrewshire Council
Dawn Schultz, Aberdeen City Council
Abigail Coia, South Ayrshire Council
Alison MacCorquodale, Comhairle nan Eilean Siar Council
Ann Camus, Fife Council
Douglas Irvine, Shetland Council
Elizabeth Hendry, West Dunbartonshire Council
Jacqueline Ross, South Ayrshire Council
Julie Sloan, East Ayrshire Council
Shona Croy, Orkney Islands Council
Stuart Oliver, Stirling Council
Will Nisbet, Inverclyde Council
Gaynor Sullivan Dundee City Council

1.	<u>Welcome & Apologies</u>	
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	Tracey Martin welcomed the group and speakers from Scottish Business Resilience Centre, Scotland Food and Drink and Highland Discover App (Whereverly) to the meeting.	
2.	<u>Minutes of the last meeting</u> Minutes were recorded and approved as an accurate record.	Noted
3.	<p><u>Creating a Secure Scotland – Scottish Business Resilience Centre (SBRC)</u></p> <p>Scottish Business Resilience Centre is a membership organisation (not for profit). Partners include: Police Scotland, Scotland Fire and Rescue, banks and industry.</p> <p>Lorraine Jarvie's role is with the retail and tourism sector, mostly working with shopping centre management suites and BIDS to implement prevention measures to reduce risk.</p> <p>Work includes:</p> <ul style="list-style-type: none"> • reducing antisocial behaviour • promoting Best Bar None scheme https://www.bbnsotland.co.uk/ • Cyber security workshops and training • Ethical hackers – can test do full penetration tests • Serious organised crime • Counter terrorism • Information sharing platforms <p>Tourism and Retail Conference being held 4th May 2018 Post event video link here</p> <p>Q – How many members? Over 1000. Membership costs vary from £100 for an individual up to £3000 for large companies – also depends on what support they need. SBRC are also involved in advisory groups for events, retail statement pack with Police Scotland</p> <p>Q – Have you seen a rise in cyber-crime? Yes and it is not always reported – due to potential reputational damage.</p> <p>Q – Can we see police statistics on the type of business affected by crime? Stats are listed by type of crime, not type of businesses – could ask local area police for information.</p> <p>Q – Could a DMO take group membership - Yes</p>	
5.	<p><u>New Food Tourism Strategy - Scotland Food and Drink - Fiona Richmond</u></p> <p>Food Tourism Scotland – Ambition 2030 http://www.foodanddrink.scot/media/78129/strategy-brochure-smaller-size.pdf</p> <p>Target is £30 billion by 2030. Strategy was launched in June 2018 by the Scottish Government</p> <p>Food tourism means food and drink. There are existing negative perceptions to be overcome.</p> <p>Visit Scotland insights paper – Opening up Scotland's larder to visitors, http://www.visitscotland.org/pdf/Insights%20-%20food%20%20drink%202017_10%20FINAL.pdf</p>	

	<p>International visitors are more interested in local and regional food. The difficulty in engaging the restaurant sector was discussed.</p> <p>Q – Will the strategy include offering more vegan and gluten-free options – Fiona has been speaking to VS about improving this offering</p> <p>Q – How many in Taste our Best accreditations? Approx. 14,000</p> <p>'Feast on' campaign in Canada actually measures the amount of local food in the menu, so can calculate the economic impact on the regions producers.</p> <p>Q – Is there a regional food map? This will come out with the action plan.</p> <p>Q Impact of Sainsbury's/ Asda merger? This could squeeze some of the smaller producers.</p> <p>Q – Does Scotland food and drink work with event organisers? Yes through the food charter used at the Commonwealth, however this is no longer mandatory.</p> <p>Regional food fund will be launched this month by Fergus Ewing £250,000 (£5000 per organisation)</p> <p>This can be presented to DMO's.</p>	
6.	<p><u>Highland Discovery App – Whereverly - Iain McNicoll</u></p> <p>Whereverly App developed for visitors to the highlands travelling up the A9. The vision was that people could experience the history, heritage and communities while driving and includes information on less well-known places to visit, Gaelic music and stories. Whereverly worked with SciTech (Scottish Government Digital Accelerator, VisitScotland, 6 storytellers and local councils. The app launched on 15 March 2018 and had over 3000 downloads after 30 days before marketing began. Data on visitors can be captured.</p> <p>Explore Stirling App</p> <p>Routes developed to solve tourism problems - highlight less known attractions. Walking routes included an urban rural route, statues app and food routes. Sponsorship of the app can reduce costs, important to work with tourism businesses for the base points. If there was national coverage they could develop pilgrim trails, gamification.</p> <p>Q – What is the cost to the consumer? Free to download and free for visitor attractions and venues to be included. The development of the content is the time consuming part.</p>	
7.	<p><u>Jonathan Ferrier, Tourism and Major Events Division, Scottish Government</u></p> <p>The Scottish Government are keen to have maximum strategic alignment and build new economic partnerships</p> <p>Financial support has been allocated to south Scotland, including £500,000 given to VisitScotland to develop a marketing strategy. They are also supporting Ayrshire.</p> <p>Tourism in Scotland – The Economic Contribution to the Sector was published in April 2018</p>	

	http://www.gov.scot/Publications/2018/04/9308/3	
8.	<p><u>Rural Tourism Infrastructure Fund</u></p> <p>Tracy Martin give an update provided by Visit Scotland.</p> <p>VisitScotland are administering the fund for the Scottish Government – the purpose is to alleviate community issues in rural areas.</p> <p>There have been 23 expressions of interest with a funding value of £7.6M. These came from 15 Local Authorities and 2 national parks. The overall budget is £6 million (£3M in each financial year)</p> <p>VisitScotland will check the compliance of the applications and contact applicants, final applications are due by 27th July 2018.</p> <p>Second round deadline EOI - 26th October 2018 and final 25th January 2019.</p>	
9.	<p><u>Host Authority Update: Stirling Council - Steve MacDonald, Team Leader Economic Development, Stirling Council</u></p> <p>Developing a Tourism Development Plan.</p> <p>Stirling has a good tourism offering; however the Castle and Wallace Monument can mask issues with other attractions across large geographical area.</p> <p>Stirling has around 3% of Scotland's GVA for tourism – a more coordinated approach is required to increase this percentage. City Region Deal in the pipeline for Stirling - announced next week.</p> <p>Forthside area is being developed, the National tartan museum and the HES Engine Shed have opened. Plans to develop the Falloninch field area below Stirling castle for high profile events and filming.</p> <p>Current overreliance on day visitors, the central location can be a blessing and a curse, as people can easily travel for the day. The sector is fragmented – disconnect between larger attractions and smaller venues.</p> <p>LEADER funded food and drink co-ordinator has just been appointed. Branding exercise completed – everything good in Scotland can be found in Stirling – highlight the contemporary offering as well as heritage.</p> <p>Issues include:</p> <ul style="list-style-type: none"> Product and market development Adventure and sport tourism Experiences that tell the story No venues for large scale conferences Infrastructure to enable growth – including wayfinding/orientation Free public Wi-Fi Business support and skills Events <p>Resource is required to advance these aims.</p>	
10.	<u>Round Table Update</u>	

Kathleen Dow – North Ayrshire

Focus on coastal for Year of Scotland's Coast and Waters 2020, and new events officer will be recruited.

Ayrshire growth deal

Marketing and promotion with partners South and East Ayrshire

Millie Clarke – Angus Council

Scotland's Tay Country Regional activity with Dundee, Fife, Perth and Kinross and Angus –V& A Dundee opening in September, delivering media and FAM trips.

Exhibited as Scotland's Tay Country at VisitScotland Expo for the first time

Reducing the size of VisitAngus website

Successful Instagram takeover with bloggers

Open ready toolkit for the Open at Carnoustie

Craig Wilson, Argyll and Bute Council

New Best of Both campaign with Glasgow, Calmac and Loganair.

Tourism takeover week for young people

Pilot with local BID group in Oban for blue badge guides

5 expressions of interest to the rural tourism infrastructure funding for upgrading car parking on Mull

Anna Young, West Lothian

Application for new hotel in Livingstone

Changes to the management of VisitWestLothian

CSGNT are recruiting a project officer for the JMW – LEADER funded

John Murray, Fife Council

Rewriting Tourism Strategy

50 businesses attended fife tourism morning – Steven Whitelaw spoke on digital

Focus on promoting 'Welcome to Fife'

Successful bloggers mini conference with FAM trips

World Host – destination status achieved – new operators of the scheme should have the same objectives

Abigail Coia, South Ayrshire Council

New Tourism Action Plan

Relaunch of Ayrshire Smiles

Development of south west route

Relaunched larder – food and drink brochure with the list

Burns fest – featuring Chesney Hawkes

Teresa May attended launch of Ayrshire growth deal

Digital 3 day takeover was very effective

Jennifer Thomson, North and South Lanarkshire Council

Taking part in VisitScotland barometer

Completed an audit of VisitLanarkshire – and hope to rationalise the content on the site.

Attended VisitScotland expo with business partners

South Lanarkshire - expression of interest for Rural fund

Laura Moir – East Renfrewshire Council

Staff cuts following economic development change programme

Glasgow City region strategy will be approved soon.

Expression of interest for Rural fund – glamping sites

Potential for new hotel outside Barrhead

	<p>Nick Langan, The City of Edinburgh Council Considering a transient visitor levy, would need to be approved by parliament, to address issues around Airbnb Forth Bridges Strategy -Amey and Transport Scotland may open Visitor hub. China Ready work has been successful – now more visitors from China than USA at Edinburgh Castle</p> <p>Caroline Wight, Midlothian Council Economic Development strategy needs to be revised Pilot for visitor pass – 12 attractions Met Whereverly about a potential visitor app Scottish Enterprise and SDI carried out an assessment of the development potential of 2 key sites</p> <p>Caris Pittendreigh, Highland Council Working with 7 or possible 8 operating DMO's Phase 2 WIFI roll out for Villages and Towns AR app in inverness city North Coast 500 signage, infrastructure Scotrail – North Highland Line Submitted 12 expressions of interest (40 for the next phase) Value of £3.2 million Role ending in June, will be replaced by Tourism Project Officer</p> <p>Shelly Bell, Dumfries and Galloway Council Mark Geddes has changed post to focus on Food and Drink Have stopped taking STEAM VS will carry out marketing of the Borderlands Development of south coast 500 Made 3 applications to the rural fund</p> <p>Tracey Martin, Falkirk Council Tourism Steering group – Action Plan being developed Successfully bid for growth fund money to create 4 videos 3 vloggers will visit in May Radio campaign was successful and surpassed targets Trial of a city pass VS carried out an audit of VisitFalkirk Attended Expo with partners New distillery and 36 bed hotel to open next year</p>	
11.	<p>Date of next meeting</p> <p>23rd August – City Chambers, Edinburgh</p>	