

# **SLAED Tourism Group**

Minutes of Meeting

**24 August 2018**

Edinburgh

## **Present**

Suzanne Cumiskey, Perth & Kinross Council (Chair)

Elaine Carmichael, East Lothian Council (Vice Chair)

Tracey Martin, Falkirk Council (Vice Chair) (am only)

Millie Clark, Angus Council

Stuart Ness, West Lothian Council

Caroline Wight, Midlothian Council

Colin Simpson, The 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

Craig Wilson, Argyll and Bute Council

Gaynor Sullivan, Dundee City Council

Wendy Liu, The City of Edinburgh Council

Andrew McKean, Renfrewshire Council (pm only)

Andy McCann, Highland Council

Shelly Bell, Dumfries and Galloway Council

## **Also in attendance**

Marc Crothall, STA (am only)

Karen Christie, STA (am only)

Timothy Jenkins, VisitBritain (until end of presentation)

Aileen Lamb, SE (am only)

Gareth Dickson, The City of Edinburgh Council (joined for presentation only)

## **Apologies**

Dawn Schultz, Aberdeen City Council

Alison MacCorquodale, Comhairle nan Eilean Siar Council

Douglas Irvine, Shetland Council

Elizabeth Hendry, West Dunbartonshire Council

Jacqueline Ross, South Ayrshire Council

Shona Croy, Orkney Islands Council

Stuart Oliver, Stirling Council

Will Nisbet, Inverclyde Council

Katherine Pearson, Scottish Borders Council

Yvonne Rogers, South Lanarkshire Council

George Hunter, North Ayrshire Council

Sarah Carmichael, Stirling Council

1.	<p><b><u>Welcome &amp; Apologies</u></b></p> <p>Suzanne Cumiskey welcomed the group and speakers to the meeting.</p>	
2.	<p><b><u>Tourism Sector Deal – Timothy Jenkins, Policy &amp; Public Affairs Manager, VisitBritain</u></b></p> <p>Timothy gave an update of the bid for a tourism sector deal in the Government's Modern Industrial Strategy. Such a sector deal would be a step change for the industry and put it in a prime position as one of the leading industries in the Government's future economic planning.</p> <p>Timothy's presentation is attached.</p> <p>There was a discussion on how the devolved Governments would be included in any sector deal as well as how any tourism zones which would be the mechanisms for delivery would fit into the existing agencies in Scotland for example, LAs, DMOs, BIDs, City Deals. It was noted that in Scotland Government already acknowledges tourism as a key sector and engages with industry representatives.</p>	<p><b>All – provide indication of support and what best mechanism for delivery might be.</b></p>
3.	<p><b><u>Tourism Beyond 2020 – Marc Crothall, Chief Executive and Karen Christie, Tourism Strategy Project Manager, STA</u></b></p> <p>Marc and Karen gave an update on where the current Strategy sits and an overview of how the new strategy will be developed.</p> <p>Key consideration include:  the value of domestic tourism and whether this can continue at the current rate (60%);  shortfall in workforce especially hospitality;  impact of Brexit;  taking a more inclusive overview to better understand and evaluate the impacts of policies for example in transportation on tourism.</p> <p>There are new opportunities and challenges since the first Strategy in 2012. The new Strategy will be developed using evidences from a range of sources and representative groups. It will be launched autumn 2019.</p> <p>Food Tourism Scotland Strategy available 27<sup>th</sup> August 2018  Tourism in Scotland – Economic Contribution of the Sector available now  STA Autumn Conference 1<sup>st</sup> October 2018  STA Signature Conference 14<sup>th</sup> March 2019  Tourism Month March 2019  STA Destination Conference 26<sup>th</sup> March 2019</p>	<p><b>All – encourage businesses to engage with STA – non-members can access The Talker, stats and attend events.</b></p>

<p>4.</p>	<p><b><u>The Data Opportunity for Scotland – Aileen Lamb, Tourism Manager, Scottish Enterprise</u></b></p> <p>Aileen presented on a new SMART Tourism initiative which aims to use technology and data to benefit visitors, residents and businesses.</p> <p>This is a proposed 4-year Data Driven Innovation project and will be inclusive with industry, Government and academics researching, collecting and evaluating data to enable better-informed decisions based on insights and evidence.</p> <p>There was a discussion on the data already available and how it is disseminated and used. There was a concern that while all might be supportive of this, actually delivering at a regional level might be problematic with for example lack of input and resource. It was also noted that statistics varied depending upon which source was consulted.</p> <p>Aileen indicated that it may be the best solution is for a Scotland wide project with regional analysis.</p> <p>December 2018 – project seeking approval and funding 2019 – 2022 – project delivery</p>	
<p>5.</p>	<p><b><u>Minute of Last Meeting</u></b></p> <p>The minute to be amended as follows: Abigail Coia present (remove from apologies) and delete 3 Day Digital Takeover from her update.</p> <p><b><u>Matters Arising</u></b></p> <p>Reminder to provide information to Jonathan Ferrier.</p> <p>Rural Tourism Infrastructure Fund next round EOI deadline 31<sup>st</sup> October 2018, application deadline 31<sup>st</sup> January 2019. Round 1 announcement 4<sup>th</sup> October 2018.</p>	<p><b>All - provide place information to Scottish Gov.</b></p>
<p>6.</p>	<p><b><u>Host Authority Update: The City of Edinburgh Council – Wendy Liu and Gareth Dickson</u></b></p> <p>Wendy gave a general update.</p> <p>Business Tourism best performing sector. 2 major conferences booked for 2019 and 2020.</p> <p>City Pass promoted by Marketing Edinburgh. 14 attractions signed up.</p> <p>ETAG Strategy being revised. Launch at January 2019 conference.</p> <p>Challenge balancing needs of residents with visitors. Most recent survey showed residents satisfaction down 6%. A new Community &amp; Tourism group has been set up.</p> <p>Key concern of residents is impact of short-term lets. 1 in 5 tourists are using Air B&amp;B. Short term lets worth £1.1m in 2017 (mainly Air B&amp;B).</p> <p>LA unable to change policy on this sector – needs to be Government.</p>	<p><b>Wendy update on sales of City Pass</b></p>

	<p>Although other cities are implementing changes, e.g. Bristol has an exclusion zone.</p> <p>Gareth gave an update on the Transient Visitor Levy.</p> <p>Levy is a charge on overnight visitors. Strong case to implement in a city. Been a Council commitment for a number of years. Most major EU cities have a version of this tax. Consultation with industry, visitor and resident research and research into other areas. Options paper and proposal prepared. Report to Council by end of this year.</p> <p>Key questions: who will pay; how will payment be collected; who will take the income and how will it be spent; how will a scheme be administered; how will it be marketed?</p>	
7.	<p><b><u>Round Table Update</u></b></p> <p><b>It was agreed to remove this item with the exception of Gaynor Sullivan who gave a brief update in relation to the V&amp;A.</b></p> <p>Good pr around development and high profile for city e.g. Lonely Planet Waterfront development – especially new hotel enquiries Strategy 2016-2020 being reviewed STEAM figures indicating on target B2B website launching soon</p>	
8.	<p><b><u>AOB</u></b></p> <p>Kathleen Dow had asked what figures were reported to Councils and their source in terms of visitors and economic development from them.</p> <p>Most are using STEAM and, of those who report, the headlines of visitor numbers, economic impact, visitor days and jobs were the most commonly quoted.</p> <p>There was a discussion around statistics, models and the new barometer introduced by VS. All agreed that this was not what had been expected when VS indicated they would take on producing national statistics that regions could further tap into for those who did not use STEAM or wanted to have a comparator.</p>	<p><b>Suzanne – invite VS and possibly others to future meeting. Investigate national headline stats from STEAM.</b></p>
9.	<p><b>Date of next meeting</b></p> <p>tbc</p>	