

Scottish Tourism Alliance
STA Council Meeting Note

29th November, Scottish Enterprise Office, Edinburgh

Attending

- Iain Jurgensen, Argyll & Isles Tourism
- Kat Brogan, Assoc of Scottish Visitor Attractions
- Marion Walker, Discover Scottish Gardens
- Andrea Nicholas, Green Tourism
- Fiona Bewers, Caravan & Motorhome Club
- David Smyth, Assoc of Scotland's Self Caterers
- Sarah Troughton, Scottish Country Sports Tourism
- Sue Gruellich, Scottish Tourist Guides Assoc
- Jeanette Wilson, Brit Holiday & Home Parks Assoc
- Diarmid Hearn, National Trust for Scotland
- Rob McKinnon, Outer Hebrides Tourism
- Marshall Bain, Scottish Licensed Trade Assoc
- Robin Worsnop, ETAG (RW)
- Sheila Gilmore, VisitArran

Apologies

- Paul Nixon, Assoc of Scottish Visitor Attractions
- Joseph Cullis, BACTA
- Paula Bushell, Discover Scottish Gardens
- Robert Kidd, Scot Destination Management Assoc
- Willie Macleod, British Hospitality Assoc
- Ben Mardall, Wild Scotland
- Fiona Campbell, Assoc of Scotland's Self Caterers
- Caroline Miller, Go Rural Scotland
- Margo Paterson, SYHA
- Daniel Steel, Sail Scotland
- Barry McCulloch, Federation of Small Businesses
- Laurie Piper, Moray Speyside Tourism
- Jeremy Tinsley, Confederation of Passenger Transport
- David Weston, Scottish B&B Assoc
- Mark Tate, Cairngorms Business Partnership
- Ian Fordham, Outer Hebrides Tourism
- Cameron Taylor, Orkney Tourism Group
- Claire Bruce, VisitAberdeenshire

In Attendance

- Marc Crothall, Scottish Tourism Alliance (MC) (chair)
- Caroline Warburton, Scottish Tourism Alliance (CW)
- Lawrence Durden, Skills Development Scotland
- Kelly Johnstone, Springboard
- Marta Eizaguirre, Scottish Enterprise

1. Welcome & Note of Last Meeting

Marc Crothall (MC) welcomed everyone to the meeting, in particular those new to the Council or deputising for others. MC informed the group that the Council membership is to be reviewed in the next couple of months.

2: Scottish Tourism Alliance Update

2.1: Political Engagement:

- STA has met with Cab Secretaries Fiona Hyslop, Derek Mackay and Fergus Ewing in recent weeks on a range of topics.
- Business rates remains a key topic, although the reduction in APD/ADT now seems to be off the Government's agenda due to State Aid issues.
- The STA has also been feeding into the UK Industrial Strategy which was launched on 28 November
- The BHA represent the STA on a number of issues in Westminster and agreement has been reached for them to provide a monthly report for The Talker on their Government activity.
- [Scotland Lobbying Register](#): this will come into effect on 14 March 2018, and those organisations seeking to influence Parliamentarians will need to register.

AP1: STA to circulate information on UK Industrial Strategy and Scotland's Lobbying Register – DONE.

2.2 Scottish Tourism Month, March 2018:

The main conference on 1st March is open for registration with an early bird discount. Further tickets will be released in December and information will be sent to Council for distribution to their members. Other events in the calendar are listed here: <http://scottishtourismmonth.scot/page/stm-event-calendar/>. Council members who are considering holding events in March were advised to let the STA know in order to minimise clashes.

AP2: STA to send Extended Early Bird Offer info to Council. ALL to forward on to members.

3: People & Skills: A Priority for the Sector

Three presentations were given on different elements of the People & Skills agenda. An overview of the strategic positioning through TS2020 & Tourism Skills Investment Plan of tourism skills issues, some of the

challenges facing the sector and support available (such as Modern Apprenticeships, [Marketplace](#)) was provided by Lawrence Durden of Skills Development Scotland.

Kelly Johnstone of Springboard outlined their role and activities as leads of the 'raising the attractiveness of the sector' priority in the Tourism Skills Investment Plan. She encouraged Council members to engage with Springboard activities, such as Scottish Careers Tourism Festival (March 2018), 'Hospitality Works' (February 2018) and their ambassadors programme.

Marta Eizaguirre of Scottish Enterprise provided an update on the next phase of digital skills programme, Digital Tourism Scotland. This includes the relaunch of www.digitaltourismscotland.com which has been undertaken by VisitScotland on behalf of the partners. Council were asked to encourage their members to engage with the programme activities.

There was discussion around how to motivate businesses to engage with schools and young people and also how to encourage schools to engage with businesses. There was also the challenge of encouraging businesses to adopt digital practises when they are determined to remain analogue.

AP3: STA to circulate updated information on Digital Tourism Scotland – DONE.

4: Round Table Updates & Issues

In addition to the updates provided through the Council Report (previously circulated), the following updates were received at the meeting:

- **VisitArran:** Clyde Islands Collaborative is being developed to foster closer links between Arran, Bute and Cumbrae.
- **Outer Hebrides Tourism:** mention of both the Islands Deal (similar approach to City Deals and involving Shetland, Orkney and Outer Hebrides) and the [Islands Bill](#) (includes all islands).
- **Discover Scottish Gardens:** currently looking at financial support, possibly LEADER, but wanted to highlight the ongoing challenge of financial sustainability of industry groups.
- **Green Tourism:** launched new Green Check for businesses which includes a free 30min call with an expert.
- **Caravan & Motorhome Club/British Holiday & Home Parks Assoc:** the Economic Impact of Holiday Parks Study is being undertaken by the Economic Impact Research Group (which also includes National Caravan Council and Camping and Caravanning Club) in 2018 (to be published in March 19).
- **ASSC:** since the Council Report ASSC have had a constructive meeting with Andy Wightman MSP.
- **SLTA:** introduction of minimum pricing is welcomed. Deposit Return Scheme is still being considered by Government which will affect members, as will aspects being consulted on through the Obesity strategy such as portion sizes and the publication of calories in meals.

AP4: STA to forward information about Green Check - DONE

5: AOB

MC highlighted to consultation which may affect the industry; the [Diet and Obesity Strategy](#) (closes 31 Jan) and [Culture Strategy](#). He also highlighted members to consider GDPR (General Data Protection Regulations) which are coming into effect in May 2018 and will affect how databases (and other data handling) should be managed.

MC reminded all that the next Tourism Cross Party Group is on 12th December (12.30pm – 2pm) with the theme of Young People.

Dates of Next Meeting:

- 17th Jan, tbc, Edinburgh, 2pm - 4.30pm