

Minutes STA Board Meeting

Wednesday 23 May 2018

Triage Central, 35 St Ninians Road, Stirling, FK8 2HE

Present:

Stephen Leckie (SL), Henk Berits (HB), David Lonsdale (DL), Martin Bennett (MB), Rebecca Brooks (RB), Calum Ross (CR), Freda Newton (FN), Scott Inglis (SI), Marshall Dallas (MD)

Apologies

Alison McRae (AM), Gordon Dewar (GD), James Withers (JW), John Henderson (JH)

In attendance

Marc Crothall (MC), Elaine Townsend (ET) - minute taker

1. Welcome / Apologies

Apologies were noted.

CPG for Tourism meeting yesterday, comments re the lack of MSPs - other than Bruce Crawford only one other MSP (Stuart MacMillan) attended.

DL suggested 'sparkiness' items on the agenda to engage more MSPs, eg Tourist Tax, Local Information.

TLG meeting yesterday Kevin Brady, Scottish Government gave a presentation on 'Tourism in Scotland- Outline Economic Narrative'. Action to circulate to the board. **ACTIONED 230518.**

Note of Meeting with FM 24 January 2018

Note of Meeting was approved.

Taskforce update – cross-portfolio Tourism Industry Taskforce is in process of being identified by Scottish Govt team officials – MC has already accelerated meetings with Transport Scotland principals at Ferries directorate and has meet with National Transport strategy engagement Mgr. 29th May.

Letter to FM re speaking at October Conference. **ACTION MC / ET.**

2. STA CEO summary of activity, membership, people update

MC presented the CEO summary, highlighting – STM2018, Membership, Recruitment of TS2020 Project Manager – Karen Christie, Political Engagement, STA Future Event Planning, Media Engagement, Financial Summary/Reporting, Team Update.

There are still questions from some around what the STA does –v- what the TLG does. The new branding and messaging about STA makes the STA's TLG / TS2020 role clear.

3. 2017/18 Year end summary

2017-18 year end has predicted small profit of £1,576, subject to French Duncan review.

Membership income is down by approx. £25K from previous financial year. Question as to whether there is a need to focus on this area? MC explained in previous years we have had Graham MacLennan and Jean Kilpatrick to focus on attracting membership and now very much flow through from STA coms online visibility & and referral by others - 14 new members in last 3 months. With many business' budgets being squeezed all membership subscriptions are being looked at very closely so need to watch out. **ACTION ALL: Request for board to please be pro-active in membership prospect referral.**

Young people involvement at STM2018 was received very well – should we act on this and do a campaign to offer a ‘Student’ membership category?

There is a need to be mindful of the current model, it is a risk in the long term. The STA next stage Business Plan should now be looked at and a new/revised model built. Perhaps the current membership level is viable, it’s about added value for members and being sustainable.

ACTION ALL: Set time aside for a more in-depth discussion at a future meeting about STA Commercial income strategy – informal discussions on this to take place at away day in Crieff.

VisitJersey interested in working in partnership with the STA; MC to have meeting with the CEO.

GDPR – Mhairi S and Gillian have put together relevant documents, which have been passed onto Brodies to look over.

Communications have gone out to the database asking for ‘opt-in’ to receive future STA comms. Approx 25% have engaged to date, which is a good return.

Board members not already actioned to be resent the link. ***ACTION GILLIAN / MHAIRI S***

Lobbying Register for interaction with MSPs – some board members were not aware of this.

MD asked for the link / information to be sent to him so he can set-up for the EICC.

ACTION MHAIRI C.

GDPR check list to be circulated. ***ACTION MB***

MC gave a presentation on his visit to Australia to speak at the ATTF Outlook 2018 Conference.

4. 2018-19 Budget & YTD, P&L, Cashflow

Papers were taken as read.

Pay and bonus review paper has been discussed by RemCom RB, MB and AM – approved- all board approved.

5. STM2018 Summary P&L and Delegate Survey Feedback

£23K profit, which is spread over both 17/18 and 18/9 financial years.

The feedback was discussed. This is our best set of results to date.

The workshops the day before could have been better attended.

The post conference ‘Talker’ has received excellent feedback.

The ‘Young People’ ticket was invaluable and should be considered for next year.

STM2019

1st March – event to be scheduled in The Highlands.

13th March – ScotHot and STA Spotlight Stage plus evening event

14th March – ScotHot and STA Signature Conference.

27th March – Destinations Conference (PM). Parliamentary Reception (Evening) – subject to confirmation.

Meetings have already taken place with Fresh Montgomery to discuss ScotHot partnering logistics and marketing plan and more are scheduled. Super Early Bird Ticket Sales are going out now!

October Conference

Potential speaker line-up:

Nicola Sturgeon, First Minister of Scotland –

*Verbal commitment. Send letter to her office. **ACTION MC / ET***

Kate Nicholls, CEO, UKHospitality – **ACTION CR to Chase**

STA Session - Marc

Caroline Bremner, Euromonitor –

Richard Swannell, WRAP

Anne Reynold, MAC International

Scott Allan, Microsoft

Will Whitehorn, Virgin Galactic

6. Comms Activity & GDPR Update

Papers taken as read.

GDPR - Each board director was asked to sign a Policy Declaration.

7. Bonus Pay Review Recommendation for final approval

Covered in point 4.

8. STA Brand Work started with Union – The Why, Mission, Vision & Values

MC gave a presentation on the development to date.

Mission statement to be amended as follows:-

‘To shape a vibrant visitor economy for Scotland’.

Mission – Why?

1st paragraph to read – ‘Because we will always be trying to bring about positive change to enable our industry to reach its potential; to give our visitors and our people that quality, authentic experience, and our businesses the tools and conditions to deliver that to visitors with the output being happy tourists and a healthy economy’.

Otherwise all agreed the messaging was powerful.

9. STA Advocacy Approach & Priorities for STA to Government National / Local

Which issues should the STA focus on?

Grayling are in the process of arranging a meeting with Ruth Davidson MSP likely to be on 26/27 June meeting to re enforce key concerns about future workforce post Brexit as felt Scottish impacts still not really being acknowledged in Westminster and MAC report was useless! .

Tourist Tax debate continues to be a ‘hot’ issue. STA has and continues to make clear it’s position most recently communicated in FSB media release and again on BBC Scotland by SL –

It was agreed it is now more important than ever that we remain consistent in our messaging to MSP’s ministers and in any comments we give to the media that relates to our pursuance of seeking to

influence the best possible outcomes for the sector. **ACTION MC** post board to issue most recent STA TT statement for reference and slides from presentation to CPG highlighting the 4 STA priority areas of focus

The ferry infrastructure is an on-going issue. What are the implications - seek a formal response from Fiona Hyslop MSP. Important to remember this is a national issue not regional.

Business Rates – discussions on-going with Derek Mackay MSP. It was suggested the STA send a submission to his office ahead of the next budget outlining our concerns / recommendations.

Brexit – still questions to be answered.

Migration challenge – an issue in Westminster as well as Scotland. The Scottish population will drop without inbound migration.

Rural Development Fund – waiting for confirmation of where the funds will be awarded. More clarification after the proposed announcement. Outer Hebrides & Argyll are OK, but other areas not so good. Should the STA link back into members to ascertain what they are expecting?

It was suggested the STA produces an updated version of our policy manifesto by end August for sharing with UK, Scottish, and Local Government ministers highlighting the key areas. The [current policy manifesto](#) published on our website captures these well and this page also highlights our position and recent comments made on each hot topic area too. **ACTION MC & Mh.C**

The STA has control of its own destiny and we need to use this in the right way. The STA can only do so much, the strength of voice is in numbers.

10. AOB

19th June – MC advised will bring some wines soft drinks and will speak to JH re possible supply of Foxy Blonde Beer as in previous years all welcome to bring a bottle too; Elaine to contact Alison.

SI offered to supply linen and napkins from Fishers for the Patrons Dinner; Claire to co-ordinate. Elaine to contact City of Glasgow College.

Future Meeting Dates & Key Events:

Teambuilding Day – Tuesday 19th June – Lochearn / Crieff Hydro – Noon -11pm

Board Mtg. Wednesday 19th September – venue tbc- Edinburgh - 10.30am-1pm

AGM & Autumn Conference – Monday 1st October– EICC -9.45am-3.45 pm

Board Mtg. & Patrons Dinner- Wed 28th Oct. City of Glasgow College 3pm-5 / 6.30- 10.30pm

Board Mtg. Wednesday 23rd Jan – Glasgow, Edinburgh or Stirling TBC- 10.30-1pm

STA STM2019 Signature Events, Wed 13th 6pm to Thurs 14th March 4pm, SEC – Glasgow

STM 2019 – Destinations Conference, Wednesday 27th March - Edinburgh

STM 2019 Parliamentary Reception; Wednesday 27th March TBC – Edinburgh