

## Outdoor Tourism Groups Meeting

**Date:** 6<sup>th</sup> May 2015

**Venue:** New County Hotel, Perth

### Attendance

- Aileen Monk, BMF Scotland
- Andrew Grainger, Scottish Country Sports Tourism Gp
- Audrey Maclellan (AM), Highlands & Islands Enterprise
- Becky Shaw, Scottish Natural Heritage
- Ben Mardall, Wild Scotland
- Caroline Miller, Go Rural
- Caroline Warburton (CW), Scottish Tourism Alliance
- Daniel Steel (DS), Sail Scotland
- Fiona Murray, Forestry Commission Scotland
- Gillian Brymer (GB), Scottish Tourism Alliance
- Gordon Todd, Scottish Enterprise
- Mike Dennison, Cycle Tourism Forum
- Paul Easto (PE), TS2020 Champion – Chair
- Pete Varley, West Highland College
- Sally Dowden (SD), Wild Scotland

#### Apologies

- Graeme Mclean, Developing Mountain Biking in Scotland
- Gwen Raez, VisitScotland
- Heather Negus, Ski Scotland
- Katharine Taylor, Cycle Tourism Forum
- Katy Dickson, Scottish Land & Estates
- Stewart Smith, Golf Tourism Scotland

### 1. Welcome / Note of Last Meeting

PE welcomed everyone to the meeting, particularly Fiona Murray (FCS) and Becky Shaw (SNH) who were joining the group.

### 2. Adventure Tourism Research: Audrey Maclellan, HIE

AM explained that HIE are unable to share the research with the group however briefly covered some key findings and themes, including;

- The research identified 351 AT businesses in Scotland above the VAT threshold (in-depth telephone surveys were completed of 71 AT businesses). Currently employing around 3,000, an average of 8.4 FTE per business.
- Overall companies were optimistic about growth.
- **Challenges:** leadership and management, accessing new markets, e-marketing, low recognition that e-commerce/digital capability and new service development.

The group noted that the themes that have emerged from the research are consistent with those being reported to the associations by members. The research will help validate these comments.

The research is expected to be published at the end of May. It was suggested that the research should be launched at an event.

**AP 1: ALL to feed suggestions to AM on how best to launch the findings of the research.**

**AP2: AM to notify (and where possible involve) OTG of launch to maximise impact and ensure alignment.**

**AP3: PE to provide comment for launch press release on behalf of the OTG.**

### 3. Guide Training: Sally Dowden, Wild Scotland

Background papers were circulated prior to the meeting. SD presented the feedback received to date on the course structure. WS is in the final stages of the course development however would still welcome

input and comments to ensure the course was fit-for-purpose. Suggestions of specific level 3 modules were put forward from some members of the group.

The main points of discussion were around the name of the programme, identifying ambassadors for each sector to promote the course, the importance of including all sectors, the register of guides and level two of the course.

It was also noted that Skills Development Scotland are supporting WS to cover some administration costs and market the programme.

The group was formally asked to endorse the final approach of the programme which was duly agreed subject to some comments made.

**AP4: Anyone wanting to see the full results from the industry questionnaire to contact GB.**

**AP5: ALL to contact SD with further comment and feedback.**

**AP6: SD to add country sports into the business plan.**

#### **4. Marine Tourism Strategy: Daniel Steel, Sail Scotland**

DS outlined the process behind the new marine tourism strategy 'Awakening the Giant' (Paper 2) – which was circulated prior to the meeting. DS outlined the document's context in relation to TS2020 structure and the steering group who developed the strategy. DS explained that any association/ group was welcome to feed into the delivery of the strategy.

#### **5. TS2020 Nature & Activities – 2015/16 Priorities**

The group discussed the 'longlist' of 2015/16 priorities which had been drawn from the framework approved at the previous meeting. These priorities would be the key activities which will be reported to the national Strategy Group on a quarterly basis. Comments were received and it was agreed that PE & CW would review the 2015/16 priorities document (paper 3) and report back to the group.

It was also suggested (and felt to be of value by the group) that a full day meeting (with overnight if possible) would help everyone to understand the priorities for each association and be better able to agree areas of common interest. HIE agreed to support this meeting.

**AP7: PE & CW to review TS2020 Nature & Activities – 2015/16 Priorities on behalf of group.**

**AP8: CW/AM to organise full day workshop for OTG.**

#### **6. Update from Industry Groups**

- **Wild Scotland**- WS is looking to collaborate with other groups to create an 'Outdoor Conference'. Anyone wishing to discuss further please contact GB by **31<sup>st</sup> May** who is organising a conference working group meeting.
- **Go Rural** – an agritourism strategy is being developed for the sector (funded by Scottish Enterprise).
- **Cycle Tourism Forum** - CTF has recently published their findings from Scottish cycle industry survey, which is available on the Wild Scotland website. CTF is also working on a Tourism Intelligence Scotland (TIS) guide on leisure cycling.
- **Sail Scotland** – Sail Scotland has recently launched the marine strategy (with BMFScotland and other organisations) and has been attending a series of travel (sailing) shows.
- **British Marine Federation Scotland** - BMFS is currently undertaking a moorings survey and focussing on industry specific training (working with People First and UHI)
- **Scottish Country Sports Tourism Group** – SCSTG is working on a Country Sports TIS Guide (launch 12 Aug) and a Country Sports Tourism Strategy (published at the end of 2015).

## **7. Any Other Business**

### **7.1 Annual Industry Survey**

The meeting over-ran therefore the group were unable to discuss this agenda item.

**Date of Next Meeting: Full Day Facilitated Meeting TBC (likely to be Aug/Sept)**