Marine Tourism Development Group Meeting 9.30am – 12.00pm 24th May 2017

Venue: Scottish Enterprise, Atrium Court Glasgow MINUTES

Present: James Allan (RYAS), Paul Bancks (CE), Marc Crothall (STA-Chair), Daniel Steel (SS), Alan Rankin (STA), Richard Millar (SC), Martin Latimer (BMS), David Adams McGilp (VS) Gordon Todd (SE), Bettina Sizeland (Scottish Gov), Gail Macleod (Scottish Gov)

Apologies: Sarah Brown (CL), Simon Limb (BMS), Steven Dott (HIE), Leon Thompson (VS)
In attendance: Ellen Ingram (STA – minutes)

1	Welcome and apologies	
	Apologies noted above.	
	Datting Circles of Cail Maland of the Coattinh Coat Mains France & Tourism	
	Bettina Sizeland Gail McLeod of the Scottish Govt Major Events & Tourism	
	Team and Gordon Todd were each welcomed to the meeting.	
	BS outlined her interest in hearing more about the work underway within the	
	MT sector now that 2020 Year of Coast and Water had been confirmed. GMc	
	advised that a themed year project team had not yet been formed and looked	
	forward to future input from the MTDG.	
2	Minutes of Previous Meeting	Action
	Minutes approved	
3	Matters arising and actions from previous meeting	
	Infographic	
	 In progress bringing in key stats from EKOS supported by latest stats 	
	from Scottish canals, Sail Scotland and RYAS,	
	Action final draft due by end of June	AR and SD
	Skills – 3 Priorities: Infrastructure, Skills and Marketing:	
	 Further conversations to be had with SDS to bring 3 priority work 	
	streams together and raising awareness of careers in marine tourism.	
	There are issues around qualifications that are not yet available in	
	Scotland	AR
	Action; AR to set up a meeting between SDS BMS and AR	
	Environment :	
	AR held discussions with Colin Speedie at WiSE regarding connecting	AR
	with Day Trip and Wildlife watching sectors. Group agreed that Colin	
	Speedie should be invited to attend group.	
	Closer working with other sectors-	AR
	AR spoken with day trip operator. AR to continue dialogue with	
	sector.	
	Learning Journey to Sweden:	SL
	Operators recently visited MT businesses in Sweden. SL to	
	provide report on trip.	

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4	MTS Action Plan	
	Projects Manager Update May (Update circulated prior to meeting)	BC 14 14B
	 North Coast 500: looking to increase dwell time, identifying locations with easy access to water and links with MT operators. 	DS, JA and AR
	 Stirling City deal: Early stages, marine and boating activities discussed and highlighted. 	
	 Forth Bridges Tourism Strategy: AR fed into consultants and attending meeting 2nd June 	
	 Tay Cities Deal: stage one application lodged with MT infrastructure included plus looking at regional MT marketing through DMOs 	
	 Loch Ness: IN discussion with TBID as they plan new business plan prior to re-balloting 	
	 VisitArran: Stated preference for Brodick over Lamlash as development location 	
	Dumfries and Galloway: development of the South Coast 300- Solway coast and Stranraer	
	 Highland Council: currently looking at marine assets with tourism team to identify MT opportunities 	
	Events:	
	AR had previously circulated a summary paper. The working group has identified an initial listing of sailing events of consequence. Events are graded as per status of	
	International: Of international standing attracting overseas	
	participants, high media exposure and broad awareness across UK and has overseas reach.	
	 National: Of national importance and seen as leading main events of its type/category in Scotland 	
	 Regional/Local: Run by volunteer organisations and are see and strong local events with loyal support. 	
	and the following actions were agreed:	JA, DS, ES
	 Action: Further work needed to define what makes a marine event asset and develop accordingly. 	JA, 03, 23
	 Work with Event Scotland to take forward a marine tourism plan- ambition to have a marine events calendar. Group are keen that events are categorised and marine events to be linked with local 	
	events by working with DMOs • Action: RYAS and SS to review events calendar list and add events	JA, DS
	that comply with status 1,2 and 3 to complete the sailing evets list. • Action: ES along with RYAS and SS to review list of target major	
	events, bring up to date, deleting expired opportunities and prepare an update.	JA, DS, ES
	 Need for all to work with community partners and destinations to plan events and marketing for 2020 to make a legacy year 	
	 Action: Ongoing engagement with destination groups around event opportunities 	DS, DAM, AR
	 Action: MTDG and partners will press for early planning and early commitments to be made in terms of funding, support programmes 	
	and positioning of the year of Coast and Water	MC

Themed Routes, Digital and Marketing:	
Routes have been developed and promoted through social channels	
and digitally. Interest tracked digitally and through intelligence from	
DMOs	
 Offer incentives to potential partners- trials, PR- good news stories = confidence reports, what makes destinations appealing? 	
STA will have evidence after EKOS report on rising costs	
 Scottish Tourism Month 2018- visibility of young workforce 	
 Would like to see increasing visibility of marine tourism on VS website. More video and content needed. 	
Action: DAM to check on recent video call to action to SS and VS	DAM
Skills Pathway Plan:	
Find out about tourism course uptake with Argyll college	DAM
ML confirm BMS was delivering their industry training events.	
ML advised it was moving on at a steady pace with Clyde College on	
board with BMS	
It was agreed to set up a meeting between SDS, BMS and AR.	AR SL
Infrastructure development:	
There was a detailed discussion around the processes adopted that has	
led to the drafting of a scoring table highlighting infrastructure	
developments of national, Regional and Local importance.	
 Action: AR to pull 40+ scoring locations into a list and include within 	AR
the update to next CPG	JA, ML, RM, AR
 It was agreed that the working group required to further discuss the next steps. 	37.1, 1112, 1111, 7111
Convention:	
AR voiced the opportunity of 2020 to stage a signature marine tourism	
event bring together best international practise.	
Action: To be discussed and considered by all	All
Business Monitor:	
Discussions agreed that it was desirable to have a measurement	
across key indicators to chart progress.	
AR to meet with SE and HIE to develop and proposal.	AR
Engaging all sectors:	
 Proposing to use WISE as a possible communications conduit 	
Keen to revisit conversations with Wild Scotland	
Food and drink strategy- potential to play into this piece	
5 Agenda items called for	
MTDG progress update to media	
Action: AR to liaise with LT to draft a media update on MT progress.	AR
To be circulated to MTDG prior to distribution.	
CPG 27 th June- MTDG update and attendance	

	 Action: It was agreed that AR would report on progress at next MTDG meeting. CPG attendance 27th June to be: ML, SL, DAM and AR 	AR
6	 Clyde Marine Planning Partnership paper had been circulated prior to the meeting. Concerns raised that the process has not fully considered economic and business elements. Action: ML through BM UK to make a structured response RM raised the matter of the requirement to have a more visible communications activity leading out of the MTDG. It was agreed that the communications plan be revisited and the available resources understood that can be used to increase profile of the Action Plan. Action: MC and AR to review 	ML MC AR
7	Close of meeting and date of next meeting:	