

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	<p><u>Welcome and apologies</u> Apologies noted above.</p> <p>Bettina Sizeland Gail McLeod of the Scottish Govt Major Events & Tourism Team and Gordon Todd were each welcomed to the meeting.</p> <p>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.</p>	
2	<p><u>Minutes of Previous Meeting</u> Minutes approved</p>	Action
3	<p><u>Matters arising and actions from previous meeting</u></p> <p>Infographic</p> <ul style="list-style-type: none"> • 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 <p>Skills – 3 Priorities: Infrastructure, Skills and Marketing:</p> <ul style="list-style-type: none"> • 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 • Action; AR to set up a meeting between SDS BMS and AR <p>Environment :</p> <ul style="list-style-type: none"> • AR held discussions with Colin Speedie at WiSE regarding connecting with Day Trip and Wildlife watching sectors. Group agreed that Colin Speedie should be invited to attend group. <p>Closer working with other sectors-</p> <ul style="list-style-type: none"> • AR spoken with day trip operator. AR to continue dialogue with sector. <p>Learning Journey to Sweden:</p> <ul style="list-style-type: none"> • Operators recently visited MT businesses in Sweden. SL to provide report on trip. 	<p>AR and SD</p> <p>AR</p> <p>AR</p> <p>AR</p> <p>SL</p>

	<p>Themed Routes, Digital and Marketing:</p> <ul style="list-style-type: none"> • 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 <p>Skills Pathway Plan:</p> <ul style="list-style-type: none"> • Find out about tourism course uptake with Argyll college • 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. <p>Infrastructure development:</p> <ul style="list-style-type: none"> • 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 the update to next CPG • It was agreed that the working group required to further discuss the next steps. <p>Convention:</p> <ul style="list-style-type: none"> • 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 <p>Business Monitor:</p> <ul style="list-style-type: none"> • 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. <p>Engaging all sectors:</p> <ul style="list-style-type: none"> • 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 	<p>DAM</p> <p>DAM</p> <p>AR SL</p> <p>AR JA, ML, RM, AR</p> <p>All</p> <p>AR</p>
5	<p><u>Agenda items called for</u></p> <p>MTDG progress update to media</p> <ul style="list-style-type: none"> • Action: AR to liaise with LT to draft a media update on MT progress. To be circulated to MTDG prior to distribution. <p>CPG 27th June- MTDG update and attendance</p>	<p>AR</p>

	<ul style="list-style-type: none"> • 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	<p>AOB</p> <ul style="list-style-type: none"> • 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	<p>Close of meeting and date of next meeting:</p> <ul style="list-style-type: none"> • Meeting to be held one month in advance of CPG meetings 	