

## **MARINE TOURISM DEVELOPMENT GROUP**

**Meeting date: 30 March 2015**

### **Summary Minutes**

#### **Present:**

British Marine Federation Scotland, VisitScotland, Scottish Tourism Alliance, Bidwells, Sail Scotland, Scottish Canals, Highlands and Islands Enterprise, RYA Scotland

#### **Review of Launch Event:**

The launch event was considered to have achieved a significant profile and represented a big step forward. However, the focus now moves on to the next stage, the development of the action plan. This is now the vital element in the strategy process and must be completed in time for the CPG Symposium.

#### **Core Elements of Strategy:**

Following the launch of the strategy, email and telephone communications were received questioning some aspects of the strategy, mainly the definition of the 'core' elements and the perceived exclusion of the day boat trip sector. The reasons for the initial focus on sailing and yachting (limited resources, availability of baseline economic information, the belief that actions to benefit this sector would also benefit wider marine tourism sectors plus the intention to encourage involvement of the wider groups as we move forward) were discussed and reconfirmed by the group. Meeting agreed:

- day boat trips are specifically mentioned in the strategy and are not excluded
- the action plans will be cross sectoral, covering skills, facilities, etc and will have the potential to benefit core and other sectors
- other marine tourism sectors will be encouraged to get involved in the action plan process moving forwards
- this will be an agenda item at the next Outdoor Tourism Group meeting

#### **Consultation Report:**

Upper Quartile has provided a short consultation report for external audiences. STA to add a couple of paragraphs demonstrating how this fits with the National Strategy and mechanisms for getting involved.

#### **Communications and PR Protocols:**

Regular and consistent communications will be vital moving forwards and a structure is now needed to manage this. VS will be asked to provide a member of their communications team to prepare communications on behalf of the MTDG. The STA website can be used to host information on the progress of the strategy. A summary of the minutes of MTDG meetings should be available on the website. It was agreed that routes into the Marine Tourism Strategy process are through relevant trade organisations ie people expressing interest in getting involved should do so through their relevant organisation eg British Marine Federation Scotland, Sail Scotland etc.

#### **Shaping of Action Plans and the Next Steps:**

Most action plan templates have now been forwarded to Upper Quartile. The action plan will be completed for the CPG Symposium.

**Dates of next meetings:** Thursday 23 April.