

MARINE TOURISM DEVELOPMENT GROUP MEETING

9th December 2015

VisitScotland Office, Glasgow

MINUTES

Present:

Marc Crothall (STA), Alan Rankin (STA), Daniel Steel (SS), Steven Dott (HIE), David Adams McGilp (VS), Richard Millar (SC), Tom Piper (B), James Allan (RYAS), Martin Latimer (BMS), Aileen Monk (BMS), Simon Limb (BMS), Fred Moore (BMS), Tara Copic (STA)

Apologies:

Leon Thomson (VS), Katie Newlands (CE), Sarah Brown (FCF), Paul Bancks (CE), Andrew McKean (SC)

Minutes from Previous Meetings:

The minutes from the previous meeting on October 29th were approved. Matters arising discussed.

Review of Symposium:

With good attendance, including three MSPs and very supportive words from Fergus Ewing all agreed that this event was a success. Although one comment that not enough new information was given, it was decided there would be no need for a feedback survey.

Scottish Tourism Week2016:

At present, there is no marine focus in the programme. It was suggested that a marine tourism event at Inverclyde could work. With the Sail Scotland AGM around this time it was agreed that this may take place here.

Actions:

- DS and AR to contact Rosemary Grace of Inverclyde council

MTS Action Plan (Led by AR):

AR presented the strategic framework action plan. This doc is work in progress and to remain internal for now but will eventually be made public. In an attempt to make the Strategy more meaningful to businesses the approach to splitting each action into clusters of activities

There was relative agreement with the headlined titles of the framework with further work required around the language and terminology. There were concerns that the framework does not inspire the businesses to want to take part, and that there must be a way to help industry to get involved. It needs to grab attention.

The mechanisms of the MTDG to increase delivery were then discussed. It was emphasised that the framework must help people deliver actions by themselves and it is not the MTDG to deliver. It must be clear that businesses can select what they would like to take part, or can take part in as it is up to businesses to deliver.

AR talked through a revised format of the delivery plan returning the structure around the wording and detail in the Strategy. It was noted that this plan should define who from the MTDG is to lead on different actions. Further to this, start completion dates should be shown.

The question of how the group measures success was posed, whether by visitor number, spend or customer satisfaction. The British Marine report could be used as a baseline if there was a commitment to re run this in future. The group must be able to access as much data as possible.

Actions:

- AR to make a revised version of strategic framework and detailed delivery plan
- Following this, all members of MTDG to digest the revised document and determine next steps.

AOB:

- **Marine planning partnership** - It is agreed as essential to let this group understand what the MTDG are doing plus build up some relationship
- **MTDG support** - An individual in Harris has asked for endorsement from the group
- **Marine Blast** – Discussions took place around the Marine Blast App and “Sailing Scotland” web page and the potential confusion similar branding to sail Scotland ay cause for the consumer. DAM confirmed that VS would not be able to endorse the site.
- **Future Meetings** - All in agreement that these meetings can now take place every quarter. date of the next meeting to be set in early February with date to be confirmed

Actions:

- MC to contact Marine Scotland and establish a contact for Marine Planning Partnership Group
- AR to create a standard reply for requests to the group
- AR to continue development of redrafted action plan and prepare for circulation and comment from MTDG.
- AR to set dates for future meetings

Close of meeting