

MARINE TOURISM DEVELOPMENT GROUP MEETING

10th May 2016

VisitScotland Office, Glasgow

MINUTES

Present: Daniel Steel (SS), Fred Moore (BMS), Simon Limb (BMS), Martin Latimer (BMS), Leon Thompson (VS), Alan Rankin (STA), Marc Crothall (STA), Paul Bancks (CE), James Allan (RYAS), Stephen Dott (HIE) and David Adams McGilp (VS)-by conference call.

Apologies: Andrew Mckean (SC), Sarah Brown (FCF), Richard Miller (SC), Aileen Monk (BMS).

In attendance: Tara Copic (STA),

Minutes from previous meeting:

Minutes from the previous meeting were approved.

Matters Arising & Actions from Previous Meeting:

- AR finalised response template letter and the terms of ref document following no further comments from group members. TC posted the final terms of ref doc on STA website.
- AR contacted SLAED and set up meeting with MC on August 18th.
- TP gave contact of Anna Donald to AR with regards to Marine Planning Partnership
- No issues fed back to AR around the "lead" role for any of the projects
- SL established that the BMS report was a one off study and could not repeat this without £20,000 worth of funding. There is merit in funding this again as the report was of real value, however a 3 year cycle would be more realistic rather than every year.
- AR produced draft guidelines for project update reporting

Actions:

- JA to check availability of space for SLAED meeting on August 18th. TC to coordinate

MTS Action Plan

Role of the Champion – Paper 1

It was agreed that the work is clear and that AR should meet with project champions individually. Group members expressed hopes for the plan to be flexible, that projects cannot be time consuming and that delivery and reputation is paramount. Projects resulting in the biggest impact should be prioritised.

The issue of resources was raised around what potential resource would be required from a lead champion. There were particular concerns as to who would take this on in BMS.

It was agreed that a traffic light system would be used to monitor and report against progress with particular attention given to the key priority projects.

SL had concerns that the action plan is not concise, it included repetition and that the plan is not wholly strategic. There was general agreement throughout the group that this document has been circulated for a while now inviting any such feedback and comment and the focus must be on action rather than changing the plan as it was signed off and agreed by all at a previous meeting.

On-going Reporting – Paper 2

All in agreement to keep this document but to add a "next Steps" or "action" box and change "lead organisation" to "lead champion".

Actions:

- SL to send his notes on the Strategic Framework to AR.
- AR to contact members of the MTDG and set up individual meetings.
- AR to pick up with Caroline to see how other groups use red in a traffic light system.
- AR to change "plan" to "framework".
- AR to make agreed changes to Project update document.

General Update on Activities from All

Crown Estate: report is up and running, with delivery set for end of 2016. The methodology will be similar to the 2010 report in order to compare. The study will go to inland waterways as well, but only to canals.

Questionnaires will go out at the end of the month and are for both operators and visitors; TP or PB to share this with the group. MTDG promotion through their separate communications would be valuable as well as a structured comms plan.

VisitScotland: VS are supporting the marketing effort. Content sessions have been set up with Sail Scotland. It is essential that the information passed on is up to date. DAM to update the group at a later date.

BMS: BMS have had two welcome afloat courses, with two more to come; these have been received well. Social media training has been carried out as part of their comms strategy. In 2 days, they will have HIW funding board strategy day.

RYA: RYA are just coming out of their strategic review process. There will be more promotion of green and blue. Scottish Series, Sail for gold and Push the Boat Out week taking place - a great investment for the future and has potential to reach a large group. There is also commitment from RYA Scotland to pursue a disability sailing event in partnership with EventScotland.

Sail Scotland: are at Strategic review stage. They are strategically in a good place because of their new clean database so allowing for better consumer targeting. Social media following increasing. Their review will be complete by summer 2016.

Actions:

- TP/PB to send out report questionnaire to MTDG.
- AR to meet on 17th May with Event Scotland. MTDG invited.

Apprenticeship

AR raised the matter of Apprenticeships. The levy was instigated and will come into action in 2017. It's a barrier to business and taking the apprenticeship model forward. BMS has been trying to push apprenticeship schemes but the SQA will not allow a simple pathway for this and people cannot be trained in Scotland. A compelling case should be given to a relevant minister.

Actions:

- ML to contact Stuart McMillan MSP to explore involvement of SDS and VS.

MTDG Communications

So far the MTDG has no formal industry communication format. All agreed to use the quarterly meetings as a cycle with an industry statement at the end of each meeting and smaller updates between these dates, promoting our process etc.

Group to consider a tagline for the MTDG to aid communications.

Political Engagement - There should be a coordinated approach to communicate with the new MSPs.

Actions:

- LT to look into the best way to coordinate comms.

Marine conventions proposal – 2016

Aim for this to be an annual event either taking place at the end of the year or as part of Scottish Tourism Week in March. All agreed that no final decision can be made till a CPG is formed.

Actions:

- All Any thoughts on this to be sent to AR.

AOB:

While waiting for EKOS results, ML suggested the group think about infrastructure, ML and AR to discuss further.

Date of next MTDG meeting: Current date (August 18th) to potentially change.