

MINUTES  
 Marine Tourism Development Group Meeting  
 10<sup>th</sup> May 2018, 10am – 12.00  
 Venue: Visit Scotland, 11 George Square, Glasgow

Present: Marc Crothall (STA-Chair), Daniel Steel (SS), Steven Dott (HIE), Simon Limb (BMS), James Allan (RYAS).

Apologies: David Adams McGilp (VS), Richard Millar (SC), Paul Bancks (CE)

In attendance: Mhairi Smith (STA)

1	<b><u>Welcome and apologies</u></b> Apologies noted above.	
2	<b><u>Minutes of Previous Meeting</u></b> Minutes approved	<b>MS Action</b>
3	<b><u>Matters arising and actions from previous meeting</u></b>  <b>Business Barometer:</b> The Business Barometer is being progressed but remains in pilot mode. <b>Action: SD to pick up with Chris Greenwood.</b>  <b>Infrastructure Framework:</b> Not reflecting all marine interventions and investment. <b>Action: Further conversation with Riddle required</b>  <b>Action: Tourism in Scotland: The Economic Contribution of the Sector, April 2018 – share with MTDG</b> <a href="http://www.gov.scot/Resource/0053/00534505.pdf">http://www.gov.scot/Resource/0053/00534505.pdf</a>	SD  MC  MS
4	<b><u>Final sign off – MTDG Report</u></b>  <b>Actions: Highlight BMS additions to the report and advise SL</b> <b>Actions: Add draft version of report to STA website</b> <a href="http://scottishtourismalliance.co.uk/page/marine/">http://scottishtourismalliance.co.uk/page/marine/</a>	MS
5	<b><u>Infrastructure discussion – MTDG &amp; next steps</u></b>  <ul style="list-style-type: none"> <li>• Ekos report produced and identified opportunities for investment.</li> <li>• ML has presented a proposal for a ‘delivery manager’ who becomes engaged in a project role to undertake a next phase of the infrastructure process. Points raised on this include:             <ul style="list-style-type: none"> <li>○ Is there a need for this role – should we be reaching out to local authorities first?</li> <li>○ Delivery manager role would be used to build a case first</li> <li>○ Could this be funding and not a role. Identify preferred sites and if local authorities interested they can seek / bid for available funds.</li> <li>○ MTDG have not engaged with local authorities to understand where their priorities are for Marine Tourism investment.</li> <li>○ MTDG need to be far more informed to make a stronger business case for a funded post.</li> <li>○ Not convinced with ‘White Knight’ approach. A fund would give local authority ownership and would be better welcomed</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>○ MTDG to secure funding &amp; allow next stage, MTDG need to have initial and on-going engagement with the local authority</li> <li>● Decline in marketing: activity needs to be a combination infrastructure growth and marketing to maximise potential</li> <li>● Awakening the Giant: <ul style="list-style-type: none"> <li>1. MTDG need to develop a bigger case</li> <li>2. Has been achieved in ‘pockets’</li> <li>3. Capacity for more</li> <li>4. 2020 is an opportunity to further catapult Marine Tourism</li> </ul> </li> </ul> <p><b>Next steps in summary:</b></p> <ol style="list-style-type: none"> <li>1. Identify local Economic development manager in authorities and have a sense check discussion</li> <li>2. Meet with them at next MTDG meeting</li> <li>3. Include Scottish Government &amp; SE tourism</li> <li>4. Shaping the Questions ideas to be submitted in advance to MS then fine-tuned and shared with all prior to MTDG meeting with local authorities</li> <li>5. Longer meeting time required for this session – half to full day</li> <li>6. (MS to co-ordinate proposed date &amp; time in section 10)</li> </ol>	<p>SD</p> <p>MC/SD</p> <p>ALL</p> <p>MS</p>
6	<p><b><u>Update on Year of Coasts and Waters</u></b></p> <ul style="list-style-type: none"> <li>● Minutes of 1<sup>st</sup> meet to be shared with MTDG once they come out</li> <li>● Fund available is 1.14 million</li> <li>● Promotion soft announcement in October</li> <li>● Broad focus</li> <li>● Risk register – biggest focal point was CalMac. Are we set up well enough to deliver the experience?</li> <li>● MTDG to feed into with aims and ambitions</li> <li>● Amplification of ‘push the boat out’ – JA to advise Chelsea Charles</li> <li>● A 2020 target suggested as being to get more people on the water</li> <li>● Sports to be incorporated / wildlife tourism/ Whisky Tourism/ Fishing</li> <li>● Strategy: to revisit the work of the events sub group (Stuart Turner now left replaced by Robbie Clyde) that has been done already – this should be under separate funding</li> <li>● Endless opportunities! But needs to not run away with itself to get max impact and ROI</li> </ul>	<p>MC/MS</p>
7	<p><b><u>RYSA Activities / participation update</u></b></p> <ul style="list-style-type: none"> <li>● ‘Push the Boat Out’ in now live for the whole month of May</li> <li>● 49 Clubs taking part</li> <li>● Objective to see 3,500 people hit the water &amp; become clients of the future</li> <li>● UK Youth Nationals – moving to bid process.</li> <li>● Process of moving from Tiree Wave Classic (junior wave camp) as it is now self-sustaining</li> <li>● St Kilda Challenge – RYSA potential supporter</li> <li>● North Ayrshire Council – to talk to them about the evolution &amp; design of curriculum of the new school in Ardrossan. Curriculum to follow a marine theme.</li> </ul>	

	<ul style="list-style-type: none"> <li>Boat show in October</li> </ul>	
8	<p><b><u>Sail Scotland marketing/activities update</u></b></p> <ul style="list-style-type: none"> <li>Scotland Marine Tourism Conference in March – Fiona Hyslop opened it. Good mix of delegates / speakers / programme.</li> <li>Working with HIE and SDI to host the learning journey from the Swedish Guest Harbours Association.</li> <li>Announced Shirley Robertson OBE as first Honorary Ambassador</li> <li>Growth Fund Campaign reporting completed (digital &amp; social)</li> <li>Project partner in Artic programme application for a follow up to the ‘Cool Route’ project. Go ahead to be decided this summer.</li> <li>Membership up</li> </ul>	
9	<p><b><u>BMS Update</u></b></p> <ul style="list-style-type: none"> <li>Activity on training – presented BMS Scottish Career Video</li> <li>SVQ process still ongoing</li> <li>35 people through GDPR training</li> <li>50 Welcome Afloat service courses</li> <li>Recreational craft directed courses</li> <li>Membership services courses</li> <li>Membership up</li> </ul> <p><b>Action: Share video - social media</b>  <b>Action: SL to send relevant video to STA /Mhairi</b></p>	STA SL
	<p><b><u>AOB</u></b>  Formal midterm review on strategy:  <b><i>“The Mid Term Review will comprise of three workstreams:</i></b></p> <ol style="list-style-type: none"> <li><b><i>1. Data Review: analysis of the sector’s progress towards TS2020 targets, analysis of current economic conditions influencing the sector (in Scotland, UK and internationally), discussion of any trends which may affect future performance and review of the competitiveness of Scotland in relation to our generating markets. This work will be undertaken ‘in-house’ by VS &amp; SE and is underway;</i></b></li> <li><b><i>2. Progress to Date: review of activity undertaken across the tourism strategy work streams: what has been done and what difference it has made. It is unlikely that any “quantitative” difference will be able to be captured due to a lack of evaluation evidence. This will involve consultation with Strategy Group members, agencies, Asset Champions and other key individuals. A long-list of recommendations as priorities for the next five years will be an important output, suitably ranked against a matrix relating to impact, cost, deliverability etc.</i></b></li> <li><b><i>3. Priorities to Close the Gap to 2020: two facilitated sessions with the Mid Term Review group. The first session will be a full discussion of findings from parts 1 &amp; 2 above, followed by in-depth discussion of the long-list, taking into consideration factors such as cost, impact, likelihood of success etc. This list will be reduced to a short-list of priorities and a PID developed for each recommendation. The PIDs will be reviewed during the second facilitated session where the final priority recommendations and key messages will be signed off. “</i></b></li> </ol>	

	<ol style="list-style-type: none"> <li>1. MTDG to feed in a page of bullet points on the scope of the review to <a href="mailto:Mhairi.smith@stalliance.co.uk">Mhairi.smith@stalliance.co.uk</a> by <b>31<sup>st</sup> May 2018</b></li> <li>2. STA to create brief by mid-June 2018</li> </ol>	ALL MC
10	<p><b><u>Close of meeting and date of next meeting:</u></b> Thursday 6<sup>th</sup> September – 10 -4pm</p>	MS