

Tourism Leadership Group Meeting

NOTE OF MEETING

28th November 2018, 11.30am – 1.30pm

City of Glasgow College, 190 Cathedral Street, Glasgow, G4 0RF

Present:

- Marc Crothall, STA (MC)
- Danny Cusick, Scottish Enterprise
- Russell Imrie, Bruntsfield Hotel
- Stephen Leckie, Crieff Hydro (SL) – Chair
- Paul McCafferty, Scottish Enterprise
- Anna Miller, Highlands & Islands Enterprise
- Judy Rae, BTfS Chair
- Malcolm Roughead, VisitScotland
- James Stuart, Convener, Loch Lomond National Park
- Calum Ross, UK Hospitality (Scotland)
- Bettina Sizeland, Scottish Government

In Attendance

- Henk Berits, Triage Central Limited (HB)
- Kevin Brady, Scottish Government (KB)
- Karen Christie, STA (KC)

Apologies

- Robert Allan, Apex Hotels
- David Allfrey, Royal Edinburgh Military Tattoo
- Fiona Cook, Scottish Government (FC)
- Suzanne Cumiskey, SLAED Tourism Group
- Gordon Dewar, Edinburgh Airport
- Susan Deighan, Glasgow Life
- Stephen Duncan, Historic Environment Scotland
- Paul Easto, Wilderness Scotland

1. Welcome & Note of Previous Meeting

SL welcomed all to the meeting and in particular invited guests. He also thanked Gordon McIntyre, Associate Dean - Hospitality & Tourism at the City of Glasgow College and his team for providing the meeting room and catering.

The note of the previous meeting was approved. Further comments were made on actions below:

City Deals

Discussion continued around the 4 key questions raised by the TLG but with no resolution.

Key questions:

- How can the TLG have a better overview of tourism initiatives within the City Deals?
- What mechanism could be put in place to create a fluid dialogue with the TLG ensuring that this group has an ongoing view of what's going on and can input as required?
- How do we ensure that tourism is considered and included within the City Deals? How can active engagement with the tourism sector be built into the process, for example consultation with regional destination groups.
- How can the tourism sector get actively involved with the City Deals as currently there is no obvious route in to the process?

The Group agreed that a session on the City Deals should be held at the next TLG meeting on the 5th February. In advance of the meeting a paper will be prepared and circulated providing an insight of the Tourism aspects of current deals as well as proposing solutions to the questions raised.

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Comments / Actions	Who?	By When?
City Deals paper to be prepared outlining all of the deals, the status or position of Tourism with these deals and initiatives identified for discussion with the TLG at the next meeting on 5 th February.	P.McCafferty and Fiona Cook	25 th January 2019

An update on two of the City Deals was provided by Fiona Cook for information:

Tay Cities: the signing of the Heads of Terms took place on 22 November, following a significant amount of effort from all concerned. City Region Deal partners believe that the whole investment package has the potential to secure over 6,000 jobs and lever in over £400 million in investment over the next 10-15 years, decisively reducing the economic inequality gap as part of the drive to boost productivity. The Deal includes a proposed £27m to deliver a Regional Culture and Tourism Investment Programme, £10m for the Pitlochry Theatre and £10m to transform Perth City Centre, including the City Hall. Further significant investments in transport (bus, rail and air) and in skills will also support tourism development across the region.

Stirling and Clacks: The Scottish Government is keen to maximise the economic benefits of the deal for tourism and culture and to build on the areas existing assets. We will work with Scottish Enterprise, VisitScotland and the local authorities to develop a regional strategic framework to set a context and help inform investment considerations and prioritisation for the monies available (including £15m for tourism and culture). Key to that will be direct engagement with industry and further detail will be provide in due course.

Tourism Sector - Priorities

It was acknowledged that the City Deals will include both investment which will indirectly impact the Tourism Sector as well as specific, direct investment for Tourism initiatives. However, BS highlighted that City Deal funding was not the only source of funding for Tourism initiatives and there is currently an opportunity to influence SGov funding for defined projects outwith the City Deals.

To capitalise on this opportunity it was agreed that following the review of the City Deals at the next meeting, which should provide visibility of all Tourism related initiatives, the TLG would look to identify additional priority investment projects for discussion and to agree next steps.

Tourism Sector - Tax Contribution

KB gave an overview of the data potentially available for Scotland on taxes paid by sectors and highlighted gaps, (particularly around corporation tax and NICs), data limitations and challenges.

SL reiterated the need for the industry to understand the full tax burden on businesses and how that compares against other sectors and other countries.

KB advised that an estimate could be made, however it wouldn't be the complete picture.

Comments / Actions	Who?	By When?
KBrady agreed to investigate further and provide an update to the group.	K.Brady	25 th January 2019

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2. TVL Update

MC gave a brief update on TVL activities. The national programme of round table conversations are now underway, Perth 23rd Nov, Glasgow 28th Nov, Edinburgh 4th Dec, Melrose 19th Dec, Aberdeen 11th Jan, Inverness 14th Jan. Industry is being encouraged to make their voices heard in the national discussion by submitting their views in writing to tourismdiscussion@gov.scot. The SG [Discussion Paper](#) can be found online.

3. Brexit Update

BS gave a brief update on Brexit. Businesses should be encouraged to think about being Brexit ready. As a Result, the Enterprise and Skills agencies have launched <http://www.prepareforbrexit.scot>, an online resource to help businesses prepare and plan for Brexit, (includes an online self-assessment tool). A link can be found on the STA website.

4. Beyond 2020 Update

The first Strategy Steering Group session was held on the 1st November. The purpose of this first session was to “officially” kick off the Strategy development process, bring everyone together and to establish a common knowledge base across all SSG members.

Following the first session it was agreed that there was a need to consider additional industry representation at the table – the Delivery Group are considering this. It was also agreed following discussions between Malcolm Roughead, Bettina Sizeland and Marc Cothall that an additional workstream, led by VisitScotland, would be added to the process which would address more explicitly the process for defining the future vision for Scotland.

5. Future Perfect

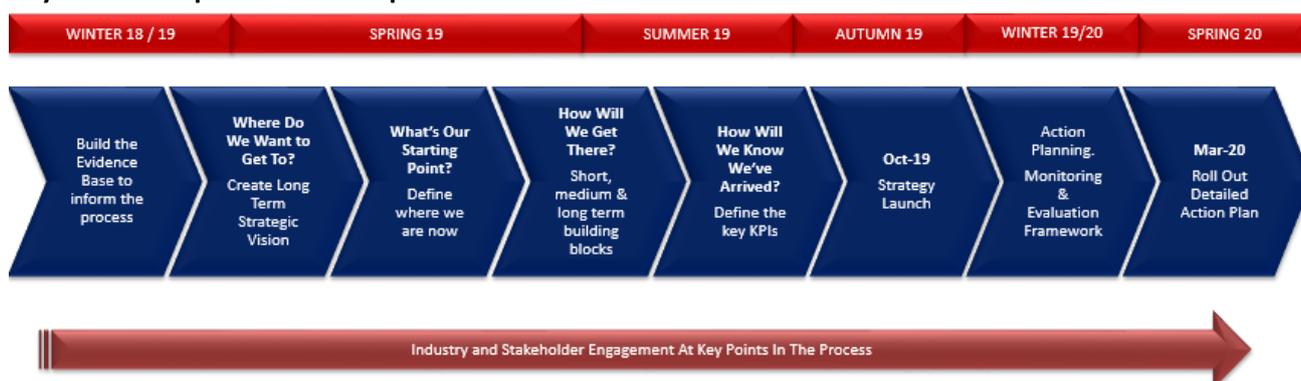
MR outlined the suggested approach to defining the future vision for Scotland and highlighted how this fits with the current Strategy Development process. MR highlighted the value of inviting a broader mix of people to the table for “Imagineering” workshops in order to widen our perspective.

The Group agreed that the addition of the “Imagineering” workshops to create a long term vision was valuable. The Group commented however that the process seemed over-complicated.

Following TLG feedback the process was simplified, an updated presentation is attached for reference. The only material change is the addition of “Imagineering” workshops at the beginning of the process to inform the development of the Vision.

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Beyond 2020 Updated Roadmap



In addition, the Group raised the following points for consideration:

- The importance of keeping the momentum going behind TS2020 while looking ahead to the future was a view shared by all.
- The progress and achievements of TS2020 should not be ignored and should be accelerated further.
- The success of TS2020 has been due to the fact that it has been seen as an industry led strategy and therefore secured industry buy-in. It will be critical not to lose this buy-in moving forward as this could determine the success or failure of any new strategy.
- The project funding proposal should be revised to reflect the proposed changes and represented to all partners.

Comments / Actions	Who?	By When?
Beyond 2020 project timelines to be updated to accommodate the new VisitScotland workstream	K.Christie	Complete
Project Funding Proposal to be updated to reflect the new VisitScotland workstream and any other knock on implications that this may have.	K.Christie	w/c 7 th January 2019

6. Scotland Can Do Business Innovation Forum

Henk Berits updated the Group with the work of the Scotland Can Do Business Innovation Forum. The Forum was set up to help improve Scotland's innovation performance. It is led by Scottish Government with representatives from industry and academia. Earlier in the year the forum was challenged to create a snapshot of innovation across Scotland. A template was created to allow for cross-sector comparisons and 3 sectors were tasked with trialling the completion of it, Tourism, Renewable Energy and Fintech with Creative Industries following in December. **Template circulated with Note of Meeting.**

It was noted that Innovation will be a key priority moving forward and the role of innovation within the tourism strategy beyond 2020 will be far more prominent than TS2020. However the challenge of creating a culture of innovation and enabling people to change their mind-set was recognised. In addition, the importance of being able to tap into the resources available and have the ability to learn from other sectors was also recognised.

7. AOB

- An update on the Tourism Sector Deal will be circulated with the minutes.

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- The first Cruise Conference was held on the 27th November in Dundee and was borne out of the need to address the disconnect between the cruise ships and industry on the ground. The actions identified aim to drive improved collaboration.
 - An update on STM19 will go out in the December edition of The Talker.
 - The next meeting on 5th February will focus on 1) City Deals and 2) Prioritising Tourism Sector investment opportunities. Additional agenda items should be forwarded to Karen Christie.
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Date of Next Meeting

2019

5th February: 1.30pm – 4.00pm, Edinburgh

26th April: 10.30am – 1.00pm, Glasgow

4th September: 10.30am – 1.00pm, Edinburgh

26th November: 10.30am – 1.00pm, Glasgow OR Edinburgh TBC

DRAFT