

Tourism Scotland 2020 Strategy Group Meeting

NOTE OF MEETING

Tuesday 6 May 2014

STEP Stirling, Stirling

Present:

- Rebecca Brooks, Abbey Tours (Scotland) (AB)
- Calum Ross, British Hospitality Association
- Ian Whitaker, CairnGorm Mountain
- Stephen Leckie, Crieff Hydro Ltd (SL) – Chair
- Gordon Dewar, Edinburgh Airport (GD)
- Ann Camus, Fife Council / SLAED (AC)
- Stephen Duncan, Historic Scotland
- James Stuart, RYA Scotland (JS)
- James Withers, Scotland Food and Drink
- Linda McPherson, Scottish Enterprise
- Danny Cusick, Scottish Enterprise (DC)
- Iain Morrison, Scottish Government
- Marina Huggett, Tourism Excellence Consultancy
- Riddell Graham, VisitScotland (RG)

Apologies

- David Allfrey, The Royal Edinburgh Military Tattoo
- Russell Imrie, Queensferry Hotels
- Richard Walsh, Scottish Government
- Chris Taylor, Highlands & Islands Enterprise
- Judy Rae, Glasgow Science Centre
- Paul Easto, Wilderness Scotland

In attendance

- Marc Crothall, Scottish Tourism Alliance (MC)
- Caroline Warburton, Scottish Tourism Alliance (CW)
- Lorraine Lee, Scottish Government (LL) - part

1. Welcome & Approval of Note of Previous Meeting

SL welcomed everyone in particular Danny Cusick from Scottish Enterprise and Iain Morrison from Scottish Government. Alan Rankin has stepped down from the group and Linda McPherson will be leaving in June (representation to be taken by Danny Cusick). SL thanked them both for their contributions.

The position of Destinations Champion was discussed and it was agreed that the appointment would be postponed until after the Destinations Sub-Group meets in September and the composition of the Strategy Group has been reviewed. In the interim, STA will continue direct dialogue with those destinations already engaged with STA.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
Approve note of previous meeting	Y	-	-
Whether to replace Destinations Champion	N	Destinations activities to be reviewed and position to be considered at next meeting. Maintain dialogue with key destinations in interim.	CW/MC

2. TS2020 Update

2.1: Strategy Update

Papers 2 & 3 were discussed, in particular how best to present activity updates to group. Comments included:

- Support for traffic light system to identify where group needs to intervene/discuss;
- Support for concise snapshot/overview with footnotes providing further details;
- Link activities to KPIs, in particular 'growth' and 'customer satisfaction' measures;
- Ensure all relevant activities are included (public and private sector);
- Identify organisations involved (both lead and key partners);
- Acknowledge that other targets which develop future capability need to be taken into account (enabling factors), such as capacity building, leadership measures etc;
- Progress reports should be publicly available (on STA website);
- Measurements across asset groups should be consistent;
- Need to ensure links to other relevant strategies are shown.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
Agree that reporting mechanism needs further development	Y		
Initial approach agreed: <ul style="list-style-type: none"> • Revisit current categories (in line with KPIs) • Review activity plans for each category and how relate to KPIs • Consider 'enabling factors' (e.g. skills, leadership, collaboration etc) which may not directly contribute to KPIs • Update format. 	Y	Short-life working group formed to support CW (James Stuart, Rebecca Brooks, Ann Camus, Danny Cusick). CW to update report and liaise with group about refinement. Report back to Sept meeting.	CW (JS, RB, AC, DC)

2.2: Tourist Journey Mapping Project (and development of PID Process)

GD provided a verbal update on this project which is being championed by the STA Ltd Board as part of their corporate planning exercise. The project aims to provide a common language and a standardised system for identifying opportunities to grow tourism. The tourist journey mapping project also provides the opportunity to test the PID (Project Initiation Development) process which was discussed at the previous meeting.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
Formation of small working group to test the process.	Y	Working group formed: GD / CW / RB / JS (meeting arranged 12 May)	GD/CW

Once this initial meeting has taken place (in May), it is anticipated that a full day workshop with broader industry representation to test revised model will be held (in June).

2.3: Tourism Development Framework

RG provided a verbal update on the Tourism Development Framework which provides an indication of investment in tourism related infrastructure across Scotland. The figure (which will be circulated to group when finalised) includes public and private sector contributions. It also includes investment projects relating to transport and digital which, acknowledging that they are not solely tourism projects, contribute to the visitor economy/experience.

The group agreed that to explore some of the issues linked to the framework, together with others relating to quality at the next meeting.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
	Y	RG to provide final document to STA to circulate to group. Topic to be put on agenda for next mtg. Ensure HIE is able to attend and invite SDI.	RG CW/RG

3. Strategic Opportunities

3.1: Update on STA Ltd Board Business Planning

Paper 4 provided an overview of the STA Ltd business planning process. The strategy group will be updated further as strands are developed.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
No decisions required			

3.2: State Aid

A presentation was given by Scottish Government updating the group on tourism activity and state aid. Discussion followed including the process by which the outcomes will be communicated with industry and how the rules are being applied in other member states.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
		LL/CW to circulate presentation to group. MC (on behalf of STA Ltd) to ask other UK tourism groups about views on state aid and consider drafting letter to UK Gov re how state aid rules are applied in other EU states re. tourism.	LL / CW MC

4. AOB

There were no issues raised.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
No decisions asked			

Date of Next Meeting

9th September 2014, Stirling (venue to be confirmed), 11am – 1.00pm