

Tourism Scotland 2020 Strategy Group Meeting

NOTE OF MEETING

Tuesday, 15th September 2015

SE Office, Stirling

Present:

- Chris Taylor, Highlands & Islands Enterprise
- Chris Wayne-Wills, Macdonald Hotels
- Judy Rae, Glasgow Science Centre (JR)
- Marina Huggett, Tourism Excellence Consultancy
- Paul McCafferty, Scottish Enterprise (PM)
- Paul Easto, Wilderness Scotland (PE)
- Robert Allan, Apex Hotels
- Russell Imrie, Queensferry Hotels (RI)
- Stephen Duncan, Historic Scotland (SD)
- Stephen Leckie, Crieff Hydro Ltd (SL) – Chair
- Susan Deighan, Glasgow Life
- Suzanne Cumiskey, PKC / SLAED

In Attendance

- Caroline Warburton, Scottish Tourism Alliance (CW)
- Marc Crothall, Scottish Tourism Alliance (MC)

Apologies

- Ann Camus, Fife Council / SLAED
- Stephen Balfour, S Lanarkshire Council / SLAED
- Calum Ross, British Hospitality Association
- Charlie Smith, VisitScotland
- David Allfrey, Royal Edin Military Tattoo (DA)
- Danny Cusick, Scottish Enterprise
- Fiona Cook, Scottish Government
- Gordon Dewar, Edinburgh Airport
- James Stuart, EPP Ltd
- Rebecca Brooks, Abbey Tours (Scotland)

1. Welcome

SL welcomed everyone in particular Susan Deighan, Chief Operating Officer of Glasgow Life and Robert Allan, HR Director for Apex Hotels. SL also thanked Scottish Enterprise for supporting the Strategy Group with the meeting room and lunch.

2. Approval of Note of Previous Meeting

The note of the previous meeting was approved and all actions discharged. PE asked whether VS could share planned schedule for future marketing activity with the group to inform strategy discussions. VS were not at the meeting so CW agreed to follow up on this point.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
		CW to speak to VS about providing their future marketing plans.	CW / CS

3. TS2020 Update on Progress

Paper 2 was circulated prior to the meeting and approved with the following comments.

3.1 Update on Key Performance Indicators

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

3.2 Forward Agenda

Decisions Asked of Group	Approved?	Comments / Actions	Who?
Approve topics for next meetings and agree lead organisation and TS2020 Strategy Group champion	Y	Agreement that next meeting will focus on Mid Term Review initial findings. CW to speak to JS/AC about Tourism Data topic for Feb 16 meeting	CW

3.3 Update on TS2020 2015/16 Projects / Asset Group Frameworks

Papers 3-5 were circulated prior to the meeting. The 2015/16 summary demonstrated the scale and scope of the projects underway and was approved. No other specific comments were received.

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

4. Presentation: Heritage Tourism

SD, Chair of the Heritage Tourism Group, gave an update on the group's activities, outlining the strategic context linking TS2020 and the Historic Environment strategy 'Our Place in Time', the role of the group and the strategy and action plan. The strategy and action plan will be launched in 2015, with the action plan running to 2017, the Year of History, Heritage and Architecture. There was discussion over the future structure of the group – a possible BID.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
No decisions required		SD presentation to be circulated to group	CW

5. Mid Term Review Update

Paper 6 was circulated prior to the meeting and outlined the proposed process for the Mid Term Review of the strategy. A sub-group has been formed to oversee the process, however TS2020 Strategy Group will be responsible for signing off the review and agreeing any changes in priorities.

The review will have 3 stages:

- Review of current data:** to show figures to date towards targets. To be undertaken by VS and SE.
- Strategy Review:** consultation with key individuals to review activities undertaken, identify success factors and barriers, and create a long-list of the most significant levers to accelerate tourism growth to 2020. To be undertaken by external consultants.
- Priorities to Close the Gap to 2020:** working with Strategy Group to create a shortlist of priorities to drive growth in the remaining years of the strategy.

MC added that STA were preparing a paper which will be used in discussion with Scottish Parliamentary parties to inform their manifestos.

Decisions Asked of Group	Approved?	Comments / Actions	Who?
Mid Term Review process approved	Y	Forward draft manifesto paper to group.	CW

6. AOB

6.1 Using Tripadvisor as a measure of visitor satisfaction: People 1st is speaking with Tripadvisor about using their data to evaluate the impact of the WorldHost Destinations programme in Scotland. There may be the opportunity to get data at a national, regional and sectoral level to provide visitor satisfaction scores for TS2020. The group were asked whether this would be an acceptable measure. The group agreed, with the comment that weighting may need to be applied to the figures to reflect the actual structure of the sector.

6.2 STA Autumn Conference (1st Oct, Edin): MC updated the group on the programme for the conference which includes key TS2020 themes – digital and skills – as well as the launch of the 2016 Year of Innovation, Architecture and Design. All were encouraged to attend.

6.3 Scottish Tourism Week (11th – 18th Mar, Scotland-wide): MC outlined the plans for STW16. The theme is ‘Connect 2020’, aiming to reach 2020 tourism businesses. Industry events are planned the length and breadth of Scotland, culminating in the Signature Programme at EICC, Edinburgh on 17th – 18th March.

6.4 New CEO of Historic Environment Scotland: David Middleton (CBE), CEO of Transport Scotland, has been appointed as CEO of the new national body for the historic environment, Historic Environment Scotland (HES). HES brings together Historic Scotland and the Royal Commission on the Ancient and Historical Monuments of Scotland (RCAHMS).

Decisions Asked of Group	Approved?	Comments / Actions	Who?
Whether discussions with Tripadvisor about use of their data should continue	Y		
		Forward STA Oct Conf info to group. Attend & help promote conference. Forward STW Draft Timetable to group.	CW ALL CW

Date of Next Meetings

3rd December, 11.30pm – 3pm, Edinburgh: Mid Term Review Initial Findings Session

3rd February, 12pm – 4pm, Stirling: Mid Term Review Final Approval

27th April, 12.30pm – 3.30pm, Stirling

21st Sept, 12.30pm – 3.30pm, Stirling

1st Dec, 10.30am – 2.30pm, Edinburgh