

# Tourism Leadership Group Meeting

## NOTE OF MEETING

Tuesday 22<sup>nd</sup> May 2018

*The Royal Edinburgh Military Tattoo, Edinburgh*

### Present:

- David Allfrey, Royal Edinburgh Military Tattoo
- Fiona Cook, Scottish Government (FC)
- Marc Crothall, STA (MC)
- Suzanne Cumisky, SLAED Tourism Group
- Danny Cusick, Scottish Enterprise (DC)
- Gordon Dewar, Edinburgh Airport
- Stephen Duncan, Historic Environment Scotland
- Russell Imrie, Bruntsfield Hotel
- Stephen Leckie, Crieff Hydro (SL) - Chair
- Anna Miller, Highlands & Islands Enterprise
- Judy Rae, Glasgow Science Centre
- Charlie Smith, VisitScotland
- James Stuart, Entrepreneurial Scotland
- Calum Ross, UK Hospitality (Scotland)

### In Attendance

- Kevin Brady, Scottish Government (KB)
- Karen Christie, STA (KC)
- Michael Graham, VisitScotland
- Duncan Mackay, Scottish Government
- Sean Murchie, Scottish Government
- Dr Morag Watt, Scottish Government (MW)

### Apologies

- Robert Allan, Apex Hotels
- Susan Deighan, Glasgow Life
- Paul Easto, Wilderness Scotland
- Marina Huggett, Tourism Excellency Consultancy
- Paul McCafferty, Scottish Enterprise
- Bettina Sizeland, Scottish Government

---

## 1. Welcome & Note of Previous Meeting

SL welcomed all to the meeting and in particular invited guests. He also thanked David Allfrey for the Board Room at the Edinburgh Military Tattoo and noted apologies.

The note of the previous meeting (Paper 1) was approved, no further comments were made.

## 2. City Deals Tourism Update (Paper 4)

Dr Morag Watt from the Cities Team at the Scottish Government provided an update on the progress of the City Region Deals and responded to questions raised by the group. The role of the City Region Deals was highlighted as, providing a vehicle for regional partners to come together to deliver initiatives which will drive the regional economy. Deals comprise of regional partners, the Scottish Government and the UK Government. MW explained that the role of the Cities Team was to act as conduits for the proposals that are received. In essence, as deal proposals come in, they are circulated to the relevant government policy leads and the agencies (Scottish Enterprise, Skills Development Scotland, VisitScotland, SEPA, etc) to consult on how the deal fits with the wider policy approach.

The key concern raised by the group was that the tourism sector may not be considered or adequately reflected in the City Deals, whether that be Deals in the process of being put together, Deals that have been proposed or Deals that have already been agreed.

The following issues and questions were raised for consideration by MW:

- Currently the Tourism Leadership Group has no overview of tourism initiatives within the City Deals. The group highlighted this as an important requirement. Is there a way to have a better overview of tourism initiatives within the City Deals?

# Tourism Leadership Group Meeting

- What mechanism could be put in place to create a fluid dialogue with the Tourism Leadership Group 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?

Decisions Asked of Group	Approved?	Comments / Actions	Who?
		DC requested that Scottish Enterprise have visibility of City Deals which are in the pipeline and which have been approved in order to assess, prioritise and align with SE initiatives.	MW & FC
		MW to reflect on the feedback received from the TLG and discuss further the issues and questions raised with FC. MW & FC to report conclusions to the TLG.	MW & FC

### 3. Tourism Scotland 2030 – Next Steps (Paper 2&3)

Following the meeting of the Strategic Steering Group on the 6<sup>th</sup> February, MC advised that the initial principles of the strategy refresh were agreed. MC also highlighted that the framework of TS2020 was sound and a good foundation to build on going forward.

Kevin Brady, Senior Economist, Tourism and Culture Economics at the Scottish Government, presented an update on the process and the progress being made developing the economic narrative which will underpin the strategy refresh, (presentation circulated with note of meeting). The presentation was well received by the group and was supported as an approach.

KB advised that the TLG commissioned report, ‘Tourism in Scotland: The Economic Contribution of the Sector’, (published in April), provides a solid baseline and a starting point for analysis. KB emphasised that this report has been positively received by key stakeholders.

The group raised the following points to consider during the development of the Economic Narrative and for the strategy refresh process:

- It was noted that the Economic Narrative should look to deliver insights and provide direction for the strategy refresh, in addition to providing the evidence base.
- Currently we are over-reliant on a risky domestic market and therefore there is a need to understand and quantify the size of the international market opportunity, for example China.
- There is also a need to understand how quickly international markets could make an impact.
- Our culture is currently servicing the domestic market and therefore there is a need to consider how we respond to the international traveller, how do we accelerate our capability to respond to new markets.
- Our price competitiveness ranking could suggest that we need to concentrate on the less price market. Can we identify these?

Decisions Asked of Group	Approved?	Comments / Actions	Who?
		With reference to the presentation slide ‘Wider ‘Competitiveness’ Environment’, the following questions were raised:	KB

# Tourism Leadership Group Meeting

		<ul style="list-style-type: none"><li>- Can Scotland be broken out specifically as the differences between the UK and Scotland is important. KB to follow up with VisitScotland and Scottish Enterprise</li><li>- Clarify the definition of ICT readiness</li><li>- Clarify the definition of price competitiveness</li></ul>	
		Process and timeline for the strategy refresh to be circulated in order that the right people and resources can be put in place.	KB & KC
		Survey Monkey questionnaire to be circulated to the TLG to gather responses to the questions raised in the presentation on Developing the Economic Narrative and Developing the Strategy.	KC

## 4. AOB

There was no AOB.

---

## Dates of Next Meeting

19 September: 2pm – 4.30pm, Location TBC

28 November: 11am – 1.30pm, Glasgow