

MARINE TOURISM DEVELOPMENT GROUP MEETING
10th November 2016
Scottish Enterprise Office, Glasgow
MINUTES

Present: Simon Limb (BMS), Martin Latimer (BMS), Leon Thompson (VS), Alan Rankin (STA), Paul Bancks (CE), James Allan (RYAS) Steven Dott (HIE) Caroline Warburton (STA – Chair) Richard Miller (SC).

Apologies: Marc Crothall (STA), David Adams McGilp (VS), Daniel Steel (SS)

In attendance: Victoria Harvey (STA – minutes)

EKOS Report

The EKOS report will show what the overall value of marine tourism is in Scotland highlighting growth opportunities and from there shaping future infrastructure development.

The report was presented by EKOS and TRC giving the group an initial summary of the findings. The group noted it was hard to comment on the presentation due to less detail than expected.

Some key points from the group:

- Does the survey show if we are hitting the 2020 target? MTDG needs to focus on optimistic growth.
- How does the report focus on development around key projects / areas?

It was also noted that there will not be a formal launch event for the report but instead will feature within the Scottish Tourism Week Destinations Seminar. (16th March 2017)

Actions:

All to feed back into 2nd draft of the report to PB.

Minutes from previous meeting:

Minutes from the previous meeting were approved.

Matters Arising & Actions from Previous Meeting:

- ML to meet with MSP at the end of November, CW mentioned the Tourism Skills Investment Plan (SIP) has just been revised and launched – make sure the MTDG is feeding into this.
- All are to continue feeding into the corporate message deck.
- AR has identified an opportunity to speak to SDMA in 2017, Wild Scotland conversation ongoing now there conference has been moved to Scottish Tourism Week.
- CW updated that there is no national customer feedback scheme and so this may require revisiting the strategy to review the action. AR agreed that it is customer focused and an integral part of strategy.
- (Blockages to delivering plan in 2017) AR to meet with all project leaders for CPG in January and thus update the plan in 2017.
- AR produced draft guidelines for project update reporting

Actions:

- ML – feedback on meeting with MSP regarding skills.
- AR – make sure the MTDG is feeding into Tourism SIP.
- SL – to share the BM Skills Pathway Plan.
- LT – share communications deck with group.
- ALL – any blockages to delivering plan for 2017 to be fed back to Minutes Secretary.

MTS Action Plan

Business Barometer Update:

ML – Opportunity to emulate the Visitor Attraction Monitor (VAM) produced by the Moffat Centre for Travel and Tourism. This research will allow performance to be measured nationally and regionally and would cost £4990 per annum. This would include an initial review to benchmark, monthly collection and national annual report. The group acknowledged that it would need to run for 5 years to see value in the data. ML mentioned that £1000 would be needed and it would look at the entire marine tourism industry and not just sailing.

It is proposed that the group will explore this further and using the action plan to shape the questions needed.

Actions:

- ML to send Moffat Centre proposal to group.
- AR to meet with Moffat Centre to explore taking the survey forward.

AOB:

ML – need for clarity around what the MTDG's stance on environmental issues. The group needs to clarify this for messaging to CPG.

ML – spoken to the Granton development and they're looking for MTDG response.

Actions:

ML - to speak to Graham Russell about the CPG Agenda.

All - to feedback to CPG Agenda – specifically around the events.

ML - forward Granton information to Alan for response.

Date of next MTDG meeting: 18th January 2017, Glasgow