

MARINE TOURISM DEVELOPMENT GROUP MEETING

18th January 2017

Visit Scotland Office, Glasgow

MINUTES

Present: James Allan (RYAS), Paul Bancks (CE), Marc Crothall (STA-Chair), Steven Dott (HIE), Daniel Steel (SS), Alan Rankin (STA), Richard Millar (SC), David Adams McGilp (VS)
Apologies: Leon Thompson (VS), Sarah Brown (CL), Martin Latimer (BMS)
In attendance: Ellen Ingram (STA – minutes)

1	Minutes of Previous Meeting: No amendments to previous minutes	Action
2	<p><u>Matters arising and actions from previous meeting</u></p> <p>EKOS Report: Some members of the group are not happy with the information from the report and that the data represents what people have told them rather than a full realistic representation. Other members believe that the EKOS report is a realistic image of the industry and that there is evidence to substantiate the figures carried out by independent external review.</p>	
3	<p><u>Ekos Report; Post Report Engagement programme</u></p> <p>SL- asked that caution was observed when discussing any future priority sites emerging from the report or subsequent thinking.</p> <p>Main findings of EKOS report launched at LBS on SS stand. Thanks to DS for arranging and hosting event.</p> <p>The following four target audiences were agreed.</p> <p>Industry</p> <ul style="list-style-type: none"> • Clarity that MTDG is looking at infrastructure and has clear priorities for growth <p>Users</p> <ul style="list-style-type: none"> • Scotland is looking to expand capacity and improve experiences. <p>Stakeholders (Local Authority/Enterprise/Destinations)</p> <ul style="list-style-type: none"> • How can we influence funding for growth in the sector? • Role for destination groups- template or set gridlines to help other groups to help gather reliable data • Destination resource toolkit in action group- need to understand their involvement • Facilitate a collaborative front with destination groups <p>Political</p> <ul style="list-style-type: none"> • CPG • Ministerial level and local MSPs. 	

	<p>Actions:</p> <ul style="list-style-type: none"> • Infrastructure sub-group to progress priority list- Richard, Martin, Steven, Alan • Public sector- local authorities, identify key contacts • 1 page infographic of report 	<p>AR</p> <p>AR</p> <p>AR</p>
4	<p>Delivery Plan</p> <p>Skills Pathway Plan</p> <ul style="list-style-type: none"> • 3 Priorities: Infrastructure, Skills and Marketing SL to progress • AR to contact Skills Development Scotland to help develop plan <p>Marketing:</p> <ul style="list-style-type: none"> • Successful London Boat Show • European boat show programme to be undertaken • Media release this month about future SS funding <p>Events</p> <ul style="list-style-type: none"> • Nothing to report • Contact Event Scotland to push events agenda <p>Barometer</p> <ul style="list-style-type: none"> • Business barometer- Moffat the right delivery partner? AR to explore what might be best options <p>Environment</p> <ul style="list-style-type: none"> • Green Blue agreed as 'go to' scheme for boating. • WiSE engagement to be included in the future when appropriate. • Green Blue PR and comms to be pushed by SL 	<p>SL</p> <p>AR</p> <p>AR</p> <p>AR</p> <p>AR</p> <p>All</p> <p>AR</p> <p>SL</p>
	<p>AOB</p> <ul style="list-style-type: none"> • It was agreed that 2017 will see closer working and engagement with other sectors set out in the strategy. AR to consider how this is carried out. • SD confirmed a Learning Journey was being planned to Sweden for industry operators and will feedback at future meeting • Potential to have meetings on the same day as the CPG in Edinburgh? 	<p>AR</p> <p>SD</p> <p>All</p>
	<p><u>Close of Meeting and date of next meeting.</u></p> <ul style="list-style-type: none"> • Next date not set yet 	