

MARINE TOURISM DEVELOPMENT GROUP MEETING
30th August 2016
VisitScotland Office, Glasgow
MINUTES

Present: Daniel Steel (SS), Simon Limb (BMS), Alan Rankin (STA), Marc Crothall (STA), James Allan (RYAS), Stephen Dott (HIE), Tom Piper (CE) and David Adams McGilp (VS)

Apologies: Sarah Brown (FCF), Richard Miller (SC), Aileen Monk (BMS), Martin Latimer (BMS), Leon Thompson (VS), Paul Bancks (CE)

SL advised that Fred Moore has stood down from the MTDG due to business demands and that BMS would be represented by SL and ML.

In attendance: Victoria Harvey (STA)

Minutes from previous meeting:

Minutes from the previous meeting were approved.

Matters Arising & Actions from Previous Meeting:

- SL and AR, conversation ongoing.
- AR spoken with Caroline Warburton to use existing STA template, stressed that the traffic light system needs to be completed collaboratively
- AR agreed changes to plan completed
- MC Scottish Tourism Week (15th-22nd March – Signature Conference 15th-16th) would be a key opportunity for MTDG comms – exploration of a MTDG break out session at Signature Conference proposed – awaiting the CPG.

Actions:

- ALL – comments on report questionnaire to be sent to VH by 9th September.
- SL – find out if ML has spoken to Stuart McMillan MSP to explore SDS and VS involvement
- DAM – check with LT regarding progression of communications coordination

SLAED Meeting

MC and AR were present and it was generally well attended although further engagement with Highlands and Islands needed. Group keen to keep pursuing the economic development departments who do realise the MT opportunity whilst using Autumn Conference season and STW2017 as key opportunities to further embed the message.

MTS Action Plan – Lead Project Progress Update

Marine Tourism Scotland Events Plan

A list of events has been supplied to AR from EventScotland and it was noted that an enhancement of the list was needed to ensure best representation for the MT event calendar. The potential for an international event to Scotland is to be discussed in September.

Action: Events Group to meet with AR to update group at next meeting on any progress.

'Themed Routes' and packages shop window

- DS and DAM confirmed that the content planning had been completed and final edit should be arriving in early September. DAM confirmed that the videos will be available on YouTube and are marketing tools for the entire industry. 'Themed Route 1' is complete and feedback will be sought before progressing to the next.
- Wild Scotland Conference in November (Date TBC) and SDMA Group [21st November] would be key dates to further promote the profile of MTDG. SD mentioned that SDI are focusing on making a crib sheet to help to signpost them towards areas of expertise and assistance.

Action: AR to engage with Wild Scotland and SDMA and others to take advantage of slots in meetings and conferences.

Marine Digital Gateways

Currently amber as the process is ongoing. Both VS and SS are currently enhancing the content on VS.com and the content plan will continue to grow. The use of quality external links was welcomed by DAM and the focus is on providing the right information for a visitor and not directory-like information. MC noted that the destination groups need to be linking to the content and that linking up with Digital Tourism Scotland is essential.

Customer Feedback Scheme

DS stated this should be red on AP. To meet with Caroline Warburton to explore more options and finding out what resources are being used nationally.

Action: DS to meet with Caroline Warburton

Marine Tourism Skills Pathway Plan

SL stated that the initial stage is underway however there is no long targets so suggested changing the priority date from 2016/17 to 2016/20.

Marine Tourism Investment Framework

- EKOS is currently running on time with report. Uptake from the operator's survey is at around 40 and it was noted that a check to ensure every key player has completed the survey however EKOS feel they have captured a good sample and survey fatigue should be avoided. The final draft will be presented to MTDG on 8th November. SL mentioned a subgroup which has an alternative report using industry expertise which has a similar timeline of completion to the EKOS report. The group expressed grave concern that the findings could oppose one another and that the industry led report should be used to help shape the EKOS report to ensure that it meets the collaborative nature of MTDG. It was agreed that any such discussions by members of the MTDG would be fed into the EKOS report and would not be published as a separate report.
- MC also mentioned the opportunity of marine tourism in Loch Lomond which is currently untapped within the strategy and could be a consideration for inclusion in the future.

Action: AR/MC to meet with SD or RM and from there consideration will need to be given to the timeline of the EKOS report.

Marketing Interest Group

To be made green as very good progress has been made with active engagement from VS, HIE and SDI which SS will lead through industry collaboration.

Environmental Charter

The group noted a need for wider engagement past the sailing sector and into the wider industry past.

Marine Business Monitor

SL highlighted that no funding has been allocated for 2017 to further this project but that it may still go ahead in the years to follow. SD advised that no funding proposal had been received by HIE. It was agreed that this strand of work would revert back to the MTDG from BMS.

Action: SL to share numbers with SD. SL to forward information and work to date on project to AR.

Focus on what can be achieved in 2017 and where the blockages are in delivering in 2017.

Action: ALL – send any thoughts on any resource challenges to VH before next MTDG meeting.

It was agreed that MC would contact Scottish Canals, as the group commented that nobody had been available to attend recent meetings.

Action: MC to contact Scottish Canals

Agenda Items called for

Next CPG is on 27th September, AR and MC to attend and the front page of the action plan will be used to update CPG. (subsequently postponed)

Action: AR/MC update on CPG

AOB:

JA mentioned the Scottish Sailing Institute will reach the end of its funding at the end of the financial year. The industry update published in Yachting Life was positive coverage however the photo used was seen to not be representative of the collaborative model of the MTDG. Photos will be supplied to media in future.

Date of next MTDG meeting: Current date (November 9th) Potential to change.