

**TOURISM FRAMEWORK FOR CHANGE
CUSTOMER EXPERIENCE IMPLEMENTATION GROUP**

Thursday 23 August 2007, 10.30am, Glasgow Science Centre

Present:

Fiona Colley, Glasgow Science Centre (Chair)
Marlyn Howitt, Springboard Scotland
Liz Buchanan, Tourist Board Training/VisitScotland
Audrey MacLennan, Highlands and Islands Enterprise
Gillian Stirton, Pride and Passion
Penny George, Scottish Government
Richard Arnott, Scottish Government
Mike Callaghan, COSLA
Marie Blackwood, Harbour Arts Centre
Jane Hutchings, Stirling Council
Katherine Howell, Edinburgh City Council
Carole Keltie, Falkirk Wheel

1. Welcome and Introductions

Fiona welcomed everyone to the group and introductions were made around the table.

2. Pride and Passion

Gillian Stirton gave a presentation and update on Pride and Passion. (This presentation to be circulated with these minutes.) Pride and Passion had very recently announced the 6 areas/towns that have been selected as further Community Challenge areas for P&P to work with. These are: Orkney, Dufftown, Keith, Pitlochry, Peebles and Balloch.

3. Group Remit

Audrey MacLennan referred to the Training Action Plan (TAP) that People 1st have been tasked with producing. The Sector Skills Council originally set this task 2 years ago, as something coming out of the Tourism Framework for Change, but to date the final TAP has never materialised. Scottish Enterprise, Highlands and Islands Enterprise, and VisitScotland have discussed the difficulties that seem to be arising for People 1st, and although the agencies are not really in a position to take away People 1st's statutory responsibilities, they have been attempting to support them through the process of preparing the TAP by creating a template action plan to be completed. A further meeting with People 1st was set to take place on 30 August, and Audrey hoped that specific actions could come out of that.

Members also discussed other priority actions for the group. The suggestions was made that perhaps Springboard could tie in some of their activities with P&P in the new Community Challenge areas. Marlyn explained that this would be a feasible and very useful connection to make in Orkney, but that as a nationwide proposal, Springboard are limited financially in what they are able to commit to.

The group discussed the importance of employers giving young people a good experience in their very first jobs in the tourism or hospitality industry. The very negative experience that so many have gives them a bad impression of the industry as a place to work and this will be difficult to shift once it has been established.

Carole Keltie explained that the Falkirk Wheel tries to employ 1st year students as seasonal staff over the summer season. This means that the same students will hopefully return over 3 or 4 seasons, and may be retained working at weekends over the winter months.

Marlyn told the group that Caterer.com carried out some research on the perceptions that people hold of the industry as a place to work. She will be happy to share this research with members.

The group discussed the Scottish Tourism Forum, and how best to encourage other businesses to join as members. One way to raise awareness of the advantages of membership is through the SE/HIE business advisers who are in regular contact with business owners. The STF also holds open meetings, so anyone is welcome to go along to help them understand the benefits of joining.

A number of other papers were circulated by group members, including the results of a Springboard focus group which looked at the perceptions of the tourism industry amongst young people; updates on the Customer Experience actions from both HIE and VisitScotland; and the report on a pilot project looking at the Knowat Customer Feedback System (which Audrey MacLennan requested group members do not distribute further).

Targets/Priority Actions

The group agreed a number of action points (already circulated by Fiona Colley and re-attached here).



Action Points
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Next Meeting

The next meeting is to be held on Friday 26 October from 10.30-12.30 in Edinburgh.