

TOURISM FRAMEWORK FOR CHANGE CUSTOMER EXPERIENCE IMPLEMENTATION GROUP

Friday 25 January, 10:00 a.m., Glasgow Science Centre

Present:

Fiona Colley, Glasgow Science Centre (Chair)
Karen Matheson, Springboard Scotland
Roisin Taylor, Springboard Scotland
Liz Buchanan, Tourist Board Training/VisitScotland
Audrey MacLennan, Highlands and Islands Enterprise
Catherine Brown, Pride and Passion
Mairi Caldwell, Scottish Government
Richard Arnott, Scottish Government
Iain Herbert, Scottish Tourist Forum
David Allen, People 1st
Steve Williamson, Scottish Enterprise
Eric Milligan, Scottish Enterprise

1. Welcome and Introductions

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

2. Minutes of previous meeting

No amendments were made and these were agreed as an accurate record of the last meeting.

3. Action Points from last meeting

Fiona then asked for progress against the action points from the August meeting. – see updated Action list at Annex A.

4. Progress with Training Action Plan

Stevie Williamson explained that the development of the TAP was meant to show what actions were being taken to improve Management and Leadership, Workforce Skills and Retention and Recruitment in the tourism industry. David Allen was concerned that the research they had worked on had been diluted. Various meetings had been held between People 1st and SE to put together the document. People 1st had two remaining concerns – that the latest draft of the document did not contain any measurements for the activities, and that the context behind the TAP was not explained. David reiterated that he was keen to see a resolution of TAP problems. Stevie Williamson stressed that the TAP needed some context but not anything too detailed, and Audrey MacLennan stated it needed to be easy to understand. Liz Buchanan argued that if the TAP was to evolve over time then measurements would have to be meaningful. It was also suggested that many of the TAP actions had existing measurements/deadlines and that these should be inserted. David Allen wondered when the TAP should be reviewed. Fiona suggested that it could be done as part of the annual monitoring of the TFFC Customer Experience Action Plan. Richard queried why there were no actions allocated to industry and People 1st but these had yet to be drafted. Fiona got

agreement to everyone working to finalise the TAP by the end of January, with some context and existing measurements to be added.

5. Fiona asked each organisation to update the group on the current position with the targets/actions allocated to them in the Customer Experience Action Plan. The updated Action Plan is attached.

6. The next meeting of the group was arranged for Thursday April 3rd in Glasgow Science Centre, 12 – 2 p.m.

Mairi Caldwell
Tourism Unit
Enterprise, Energy Tourism Directorate
Scottish Government
Tel 0131 244 1612
Mairi.caldwell@scotland.gsi.gov.uk

Action points from meeting at GSC on 23 August 2007

Action	Responsibility	Progress
Push forward the TAP with People 1st	Audrey MacLennan (HIE) Stevie Williamson (SE) Liz Buchanan (Tourist Board Training)	See updated TFFC Customer Experience Implementation Plan
Pride & Passion to work with Springboard on the Community Challenges: One option being staff satisfaction survey	Gillian Stirton/Catherine Brown (Pride & Passion) Marlyn Howitt (Springboard)	Roisin Taylor of Springboard going to Orkney on 5 Feb to meet key tourism players to undertake retention survey using palm pilot.
Secondment of personnel to Springboard to be explored	Marlyn Howitt (Springboard) Audrey MacLennan (HIE) Liz Buchanan (TBT)	No action yet because funding is difficult. Recognition of good work Springboard has done. Suggestion that Skills Development Scotland be asked to take it on.
Work to decrease negative perceptions of working in the industry	All: - To circulate to group any case studies of good employers then disseminate further through our networks	GSC taking part in Best Place to Work survey, Others promoting 'Go For It' project and work at Falkirk Wheel. MC to put on TFFC portal when established.
TFFC Communications Plan: To create awareness of Scotland's ambition to grow tourism revenues and how people can get involved to benefit their businesses.	Fiona Colley & other TFFC Implementation chairs	Meeting of Chairs held. Awaiting SG IT to develop website for Communications Plan

<p>Develop more synergy between Springboard recruitment and retention plans and VisitScotland area tourism action plans</p>	<p>Marlyn Howitt (Springboard) Liz Buchanan (TBT)</p>	<p>Area Tourism Plans are being reviewed but R & R not priority in new versions. D & G and Borders have set up groups to look at retention. LB to keep group posted on this.</p>
<p>Encourage more friends of Pride & Passion</p>	<p>All: To encourage as many contacts as possible to sign up via the P&P website</p>	<p>P & P using Community Challenge to promote Friends. Agreed that P & P leaflet should be sent to Group members to distribute through their networks, and through trusted advocates. QA inspectors, business coaches, Springboard, SE and HIE to further distribute leaflet</p>
<p>Encourage further membership of STF</p>	<p>Fiona Colley (Chair TFFC Imp Group)</p>	<p>Event held in Glasgow to encourage further membership with 80 attendees. Event got press coverage and later interest from some attendees. ST Week in March can be forum for further promotion. Muriel Gray to film 'Back to the Floor' at GSC as part of ST Week.</p>