

**MINUTES OF THE TOURISM FRAMEWORK FOR CHANGE (TFFC)  
MARKET INTELLIGENCE & INNOVATION IMPLEMENTATION GROUP  
MEETING ON 25 OCTOBER 2007  
TOURISM INNOVATION GROUP OFFICES,  
29 DRUMSHEUGH GARDENS, EDINBURGH.**

**Present: TO BE CHECKED**

<b>Robin Worsnop (RW)</b>	<b>Rabbies Trailburners (Chair)</b>
<b>Sue Crossman (SCr)</b>	<b>Tourism Innovation Group</b>
<b>Sharon McCord (SM)</b>	<b>Scottish Tourism Forum</b>
<b>Janet Sylvester (JS)</b>	<b>Scotinform</b>
<b>Stephen Budd (SB)</b>	<b>Highland Research Centre</b>
<b>Jennifer Medcalf (JM)</b>	<b>Tall Poppies</b>
<b>Carl Watt (CW)</b>	<b>Scottish Museums Council</b>
<b>Henk Berits (HB)</b>	<b>Scottish Natural Trust</b>
<b>Sandra Campbell (SC)</b>	<b>Scottish Government</b>
<b>Jenny Hess (JH)</b>	<b>Historic Scotland</b>
<b>Catherine Dunkerley (CD)</b>	<b>VisitScotland</b>
<b>Marco Truffelli (MT)</b>	<b>VisitScotland.com</b>
<b>Richard Arnott</b>	<b>Scottish Government</b>
<b>Chris Taylor</b>	<b>Scottish Government (Minutes)</b>

**Apologies: TO BE CHECKED**

<b>Mike Callaghan (MC)</b>	<b>COSLA</b>
<b>Katie Ramsay (KR)</b>	<b>Mariott Hotel</b>
<b>Barbara Absolon (BA)</b>	<b>EventScotland</b>
<b>Julie Franchetti (JF)</b>	<b>Scottish Enterprise</b>
<b>Caroline Packman (CP)</b>	<b>VisitScotland</b>
<b>Sue Stuart</b>	<b>Edinburgh Convention Bureau</b>

**Welcome and Introductions**

1. The Chair welcomed everyone to the meeting and welcomed new members (if any they need to be named) .

**Minutes of Last Meeting**

2. approved - yes/no?

**Matters Arising**

3. The following issues were discussed:
  - 3.1. Scottish Ministers were in the process of realigning VisitScotland, Enterprise Agencies and the new Skills Development Scotland (SDS) in order to improve public sector support to the tourism industry. This would require

changes to the internal structures of all organisations. New structures would become fully operational on 1 April 2008.

3.2. Changes to the structures of the enterprise agencies include:

- Local Enterprise Companies (LEC) Boards would become part of the main Enterprise Agency Board (HIE / ScotEnt);
- Local Authorities would assume responsibility for Business Gateways;
- VisitScotland would realign their regional boundaries to reflect the current 5 and 1 enterprise agency boundaries;
- Minister for Finance and Sustainable Growth will establish a high-level Strategic Forum to ensure new arrangements are working and all organisations are working in partnership;
- COSLA are in discussions with Ministers regarding the impact these changes may have on local authorities (especially Edinburgh)

4. TIS update (TRN) – now John Ward for HIE

- 4.1. Walking has been well received
- 4.2. Next one on segmentation
- 4.3. TISLG useful meetings. Public sector research been the focus for now.
- 4.4. Business Plan approved in principle (funding mix of 2 + resources) based on SE is Edinburgh/Glasgow.
- 4.5. SE/HIE meeting soon to discuss this!!
- 4.6. Chair of TISLG reporting in to this Group (The group will not have a Chair as such – but we will feed back)
- 4.7. Need clarification of roles of Board/L. Group – this will be done in the remit.
- 4.8. Firm up baseline TFFC figures [ACTION]
  - 4.8.1. who provided this?
  - 4.8.2. is it robust?
  - 4.8.3. VisitScotland/Scottish Enterprise pushing for more businesses to note data which may alter outputs
  - 4.8.4. is it a TREND or TRUE REFLECTION??
- 4.9. Scottish Enterprise had problems establishing baseline for six key destinations
- 4.10. We are responsible for encouraging more input at grassroots.
- 4.11. Queries on ALL STATS – too any discrepancies out there
  - 4.11.1. HPG commissioned research
- 4.12. Business growth potential less than initially expected which is a global issue.
  - 4.12.1. Doubts over future growth – and maintaining levels.
  - 4.12.2. It needs INVESTMENT!!
  - 4.12.3. Conference ??
- 4.13. How will TIS ?? ?? Business Tourism?
  - 4.13.1. They are doing it – dependent on topic!

5. CUSTOMER FEEDBACK PROJECT – Scottish Enterprise lead. Karen Craig organising stakeholder meeting soon. [GET INVOLVED]

- 5.1. Should Karen be on the Customer Experience Group?

6. ATPs Update (Target 8)
  - 6.1. VisitScotland only provide support to these
  - 6.2. Always industry led
  - 6.3. Some of ?? of review ongoing/hoave ink to RA ??
  - 6.4. Need better comms on this.
  - 6.5. COSLAm response – nothing on it
  - 6.6. There are more things happening other than ATPs
    - 6.6.1. DMOs etc
    - 6.6.2. Need to get other identified – whisky, food
    - 6.6.3. How do we share BP? More stories, workshops etc.
    - 6.6.4. ?? – leading group on suite of products [INFO]
    - 6.6.5. How can this Group keep involved on this?
  - 6.7. EventScotland – focus on attracting people to events then focus on developing opportunities.
    - 6.7.1. Need someone to report back to this group
    - 6.7.2. Need to instill the right mindset bottom – up!
  
7. Item 4 (Target 7)
  - 7.1. Summary
  - 7.2. How do disseminate learning across the industry?
  - 7.3. National Box Office timescales
    - 7.3.1. BOOTH website (based in Highlands) [JOHN]
    - 7.3.2. When do pilots end?
  - 7.4. What happened to the CONSULTATION of this pilot?
    - 7.4.1. Is this now Culture to take forward
    - 7.4.2. Is ?? the JB survey? Paper
  - 7.5. Food tourism needs clarification as too many people doing their own thing  
CHECK THIS WEBSITE [foodtourism.scotland.com](http://foodtourism.scotland.com)
  
8. ACTION PLAN – Gaps, comments,
  - 8.1. 7.19 – can we get any comments for the Plan? [VisitScotland/CB to meet?]
  - 8.2. Can Sue get more?
  - 8.3. 2.3 Change TRN to TFS
    - 8.3.1. We need to take forward [FORWARD]
  - 8.4. NM ?? on A Plan and fill gaps
  - 8.5. Identify any GAPS (new to ?? TFFC) at each meeting
  - 8.6. Improve measure column – does it need to be outcomes
  
9. Any Other Business
  - 9.1. Agree to other smaller meetings
  - 9.2. Museums research – Carl to TISLG
  - 9.3. Date of next meeting – March 2008

