

MINUTES OF THE TOURISM FRAMEWORK FOR CHANGE MARKETING IMPLEMENTATION GROUP MEETING, THURSDAY 15 FEBRUARY 2007, THE SCOTCH WHISKY HERITAGE CENTRE, EDINBURGH.

Present:

Julie Hunter (JH) (Chair)	The Scotch Whisky Heritage Centre
John Strachan (JS)	Maximillion Events
Glen Bennet (GB)	EAE
Linda Mellis (LM)	Diageo
Pierre Masson (PM)	SLAED
Ian Gardner (IG)	National Trust for Scotland
Roy Kirk (RK)	Scottish Development International
Kirsten Foubister (KF)	Scottish Executive
Andrew Macartney (AM)	Scottish Executive
Helen Campbell (HC)	VisitScotland
Gwen Raez (GR)	VisitScotland
Rebecca Hamilton (RH)	Historic Scotland
Stuart Aitken (SA)	Scottish Executive

Apologies:

Eddie Brogan	Scottish Enterprise
John Ward	Highlands & Islands Enterprise
Marco Truffelli	VisitScotland.com

1. Welcome and Introductions

1.1 JH welcomed and thanked everyone for accepting the invitation to attend the inaugural meeting of the Group.

2. Background to Implementation Group

2.1 KF provided the Group with a brief background to the reasons behind the creation of the Implementation Group. KF explained that the Tourism Framework for Change (TFFC) was the strategy published in March 2006 that aimed to take the tourism industry in Scotland forward with the overall ambition of increasing the value of tourism revenues by 50% over the decade to 2015. KF stressed that the strategy had been drafted in consultation with the industry, and there was a consensus that this would be a very much industry led strategy supported by the Scottish Executive and the other public support agencies. KF informed the Group that following the publication of the strategy, the TFFC Monitoring Group had been set-up to monitor overall progress of the strategy. The Monitoring Group recommended that five Implementation Groups, including this one, should be put in place to ensure that the various themes contained within the framework document were taken forward in a coherent and co-ordinated way. KF confirmed that the Chairs of the individual Implementation Groups would be required to report back to the Monitoring Group annually on the progress being achieved by their Groups against the relevant action and targets.

3. Implementation Group Remit

3.1 JH thought that initially, the role of the Group would be to look at two key questions namely is effective and co-ordinated marketing being carried out for all parts of Scotland, and are businesses making increasingly good use of e-technology.

3.2 JH said that to do this, the Group would require to focus on the individual actions and targets included in the strategy that fell within the remit of the Group. JH thought that it would be for the Group to try to assess what was currently being done across the country, and look at the actions required to achieve the overall objectives of the Group. In terms of a co-ordinated approach to marketing, JH felt that initially, it would be extremely beneficial for the Group to gain a greater insight into the VisitScotland marketing strategy, and how this is filtered down to private sector businesses.

4. Aims and Objectives of Group

4.1 JH invited everyone round the table to provide some detail on the role and responsibilities of the organisations that they were representing, including the support being made available to enhance the marketing opportunities available to tourism businesses. JH felt there was a good mix of expertise across the Group to allow it to take forward the aims and objectives, although she thought that there may be a need for representation from the accommodation sector at a later stage.

5. Moving Towards an Action Plan

5.1 JH suggested that in the first instance the Group should look at the individual actions and targets that fell within the remit of the Group. Each action and target was then discussed in greater detail, and initial views were sought including information on what individual organisations were currently doing in respect of these actions. During discussions it was agreed that a lot of the objectives were achievable, however, others were seen as being aspirational or required to be refined, and the detail of these would require to be looked at in more detail.

6. Measuring Progress

6.1 JH posed the question to the Group on how progress could be measured in the future. It was agreed that in some cases, there was no mechanism in place to measure progress, therefore, some work would have to be done around individual targets to create a benchmark to enable future monitoring to take place. AM agreed that that progress could not be accurately monitored unless there were robust baseline figures in place, and agreed that this whole issue would have to be looked into in greater detail in the future.

7. Nominations for Additional Group Members

7.1 JH thought that there was a good spread of expertise across the Group, and although there would be a need to engage with other businesses and organisations in the future, it might be more sensible to only invite these organisations on an ad-hoc basis.

8. Any Other Issues

8.1 There were no other issues raised.

9. Next Steps/Future Meetings

9.1 The future work of the Group would be discussed in greater detail at the next meeting of the Group.

10. Next Meeting

10.1 It was agreed that the Group should meet again towards the end of May, and a suitable date for the next meeting would be sought separately.