

MINUTES OF THE TOURISM FRAMEWORK FOR CHANGE MONITORING GROUP MEETING, THURSDAY 1 MARCH 2007, SCOTTISH ENTERPRISE, GLASGOW

Present:

John Brown	Scottish Executive	(Chair)
Kirsten Foubister	Scottish Executive	
Ian Gardner	National Trust for Scotland	
Robin Warsnop	Rabbie's Trail Burners	
Riddell Graham	VisitScotland	
Fiona Colley	Glasgow Science Centre	
John Ward	Highlands and Islands Enterprise	
Sandra Campbell	Scottish Executive	
Eddie Brogan	Scottish Enterprise	
Audrey MacLennan	Highlands and Islands Enterprise	
Alan Rankin	Scottish Tourism Forum	
David McHattie	People 1 st	
Steve Hunt	Scottish Natural Heritage	
Gavin Ellis	BHA	
Melanie Lynch	Scottish Executive (minutes)	

Apologies:

Sue Crossman	Tourism Innovation Group
Tom Brock	Scottish Seabird Centre
Marlyn Howitt	Springboard
Deborah Murray	SLAED
Stuart Aitken	Scottish Executive

1. Welcome and Introductions to new members

John Brown welcomed the new members to the group and advised the group that David Govan was no longer able to act as Chair due to no longer working for Nevis Range. Catherine Tuff had also resigned due to work commitments. Alan Rankin will be leaving the Scottish Tourism Forum to take up a position at the Aviemore and Cairngorm Destination Management Organisation, so a new Corporate Scotland and Infrastructure Champion would have to be found. John Brown asked the group for suggestions for a new Chair.

2. Minutes of Meeting on 28 November

The group confirmed that the minutes were a true reflection of the previous meeting on 28 November.

3. Matters Arising

Topics on the agenda.

4. Implementation Groups – Update from Champions

4.1 Market Intelligence & Innovation – Robin Warsnop

Robin Warsnop advised the group that the first implementation group meeting took place on 24 January. Robin expressed concern that there had been no local authority representation. John Brown suggested that SLAED should be invited.

The Group's first task was to establish what information is already been gathered and what is being done with it, so following the meeting, a questionnaire was provided to the members covering the group's four key targets.

Having attended the first meeting of the Tourism Research Network (TRN), Robin was unsure about the need for all the various different groups / organisations – eg TRN, TIS, Market Intelligence and Innovation Group, TIG – and wondered whether they might be duplicating work. He suggested that TIS should include other public sector organisations, and wondered what additional work the TRN would do that TIG was not already doing.

The Monitoring Group discussed this issue. Kirsten explained that the role of the TRN is not simply to disseminate research and intelligence from the public sector to the industry, but also to encourage and engage the industry in gathering their own information about their customers and sharing that information. It was agreed that it was important that the industry takes ownership of the TRN and takes the lead on the information it needs and how it should be disseminated.

Eddie Brogan explained that the role of the implementation group is to lead and co-ordinate the work rather than doing it all itself. Its role was therefore to step back and consider the work that was being taken forward by the various organisations and groups to ascertain whether there were gaps or duplication, and to make suggestions about any changes that need to be made.

4.2 Marketing – Ian Gardner

Ian Gardner told the group that the first implementation group meeting took place on 15 February – under the Chairmanship of Julie Hunter, who was now on maternity leave - and was a success. The group consists of twelve people and is a good mix from the public and private sectors. The key questions being considered by the Group are - is effective and co-ordinated marketing being carried out across all parts of Scotland; and are businesses making increasingly good use of e-technology. At its first meeting, the group went through its list of targets and actions in detail to consider who was responsible for them, whether they were still the right thing to be doing, and whether the timescales were appropriate, with the aim of putting together an action plan..

Ian reported that the Group had strong links with VisitScotland, and that although there was no one there from VisitScotland.com, it was hoped they would attend subsequent meetings. John reminded the Group that the Marketing theme was not just about VisitScotland, but that it should also be stimulating the industry's own marketing, for example through the Challenge Fund.

4.3 Customer Experience – Fiona Colley

Fiona Colley told the group that the first meeting took place on 23 February and the members are a good mix from the public and private sectors. The group looked at the Tourism Framework for Change (TFFC) targets and identified four key areas for their group – Sharing Best Practice; using customer research for business benefit; Development of Quality Assurance Schemes; and training and confidence building. The next step was to do an audit of best practice so that this could be shared. At the next meeting, People 1st and Springboard would deliver a presentation to the Customer Experience Group on recruitment, training and retention of staff.

4.4 Sustainability – Tom Brock

Kirsten Foubister fed back to the group in the absence of Tom Brock. The Sustainable Tourism Partnership had now had a number of meetings and its remit was agreed. A Sustainable Tourism Partnership sub group is currently working on indicators, along with an economist from the Executive's Analytical Services Unit. Successes so far were that VisitScotland was almost ready to launch its new GTBS entry level, sustainable tourism had featured heavily in this year's Scottish Environment Week, and VisitScotland was becoming greener as a result of the work of the Sustainable Tourism Unit. Its biggest challenge now was how to engage the wider industry.

Riddell Graham noted that economic and social sustainability should be on the STP's agenda too and that it shouldn't be just about green issues. It was also agreed that there should be more private sector representation on the Partnership – suggestions were other businesses in GTBS and businesses that had been shortlisted for the Green Thistle Award.

Given that sustainability goes through all of the TFFC themes, it was suggested that the minutes from all the implementation group meetings should be provided to the STP as this would help set its agenda. It was agreed that there was a lot of work going on across Scotland on sustainability issues and that the STP's role was to pull all this work together and co-ordinate it.

4.5 Corporate Scotland & Infrastructure – Alan Rankin

Alan Rankin told the group that the first meeting took place on 23 February. The group looked at its objectives, subject matters and wide ranging issues and broke them down into four subgroups: Transport, Planning, Legislation and Economic Development. Given that this group is focussing largely on the work of the public sector, Alan expressed concern that Scottish Enterprise, HIE and Cosla did not attend. It was suggested that SLAED should be invited to join the Group rather than Cosla. One of the Group's roles would be to ensure that tourism is pushed up the agenda for the new administration.

5. Are we heading in the right direction?

All Group members agreed that things were moving in the right direction. It was agreed, however, that we need to keep the momentum going and that a PR strategy is required.

6. Communications Strategy

John Brown asked the question: how do we communicate the TFFC message, and progress in implementing it, to business? It was agreed that the most effective communication would be industry to industry and would have a call to action. Ian Gardner suggested that the communication could therefore most usefully come from the STF to the industry and back again. Alan Rankin suggested that the message should be translated into case studies to demonstrate what it means for businesses. Eddie Brogan proposed that the industry engagement should happen at a more local level, as that is where the change can really happen, and that various groups such as TIG, Pride and Passion and the STF could have a role in facilitating this.

It was agreed that a communications plan was required. John Brown suggested that the Executive's Tourism, Culture and Sport press team might be able to help with this, and that Jo Wedlock, from the Homecoming Scotland team might also be able to offer some advice. It was agreed that a meeting would be arranged between the industry champions and Jo Wedlock.

7. Scottish Tourism Week

Alan Rankin provided the group with a timetable of events and a general overview of the week's events. The industry conference would provide the first opportunity to introduce the industry champions to the industry. Alan Rankin also advised the group that the Minister would be attending the Gala Dinner, Industry Conference and Parliamentary Reception.

8. Public/Private Sector Protocol

Kirsten Foubister introduced this paper which set out a draft protocol between the public and private sectors on the implementation and monitoring groups. This had been requested by the industry champions at their meeting with David Govan several weeks previously. The Group was asked to comment on the draft paper. The Group was broadly content with the protocol, agreeing that it was about influence rather than control, but suggested that it needed to be made more explicit that the public sector representatives on the Groups would act as a conduit for the private sector to other parts of their organisations. Kirsten Foubister agreed to amend the protocol accordingly, and to re-circulate to the Group.

9. Any other business

The need for a new chair was raised again and suggestions are to be fed back to Kirsten Foubister. Robin Warsnop mentioned that it was important to select a chair from out with the central belt, such as the Highlands. John Ward advised that he would come up with some suggestions.

The Group agreed that it would be good if the Minister would write to the members of the implementation groups, thanking them for getting involved. John Brown also suggested that there could be a TFFC reception in the summer, perhaps at Edinburgh Castle, to bring the implementation groups together and thank them for getting involved.

John Brown explained the process from the election period through to the spending review to the group.

10. Future Work Plan/Date of Next Meeting

The Group discussed its future work plan. It had previously been agreed that the monitoring group probably only needed to meet around twice a year, which would mean that the next meeting would not be due until autumn. However, the Group agreed that it was vital to keep the momentum going and that the Group could usefully meet again in June. Melanie Lynch would propose dates.

The group agreed, however, that written reports from each of the implementation groups would not be required until March 2008.

**Scottish Executive
Tourism Team
March 2007**