

**MINUTES OF THE TOURISM FRAMEWORK FOR CHANGE MONITORING  
GROUP MEETING,  
THURSDAY, 12 JUNE 2007,  
SCOTTISH TOURISM FORUM, DRUMSHEUGH GARDENS, EDINBURGH**

**Present:**

Gavin Ellis	BHA (Chair)
Ian Gardner	National Trust for Scotland
Robin Worsnop	Rabbie's Trail Burners
Riddell Graham	VisitScotland
Fiona Colley	Glasgow Science Centre
John Ward	Highlands and Islands Enterprise
Eddie Brogan	Scottish Enterprise
Audrey Maclellan	Highlands and Islands Enterprise
David McHattie	People 1 <sup>st</sup>
Steve Hunt	Scottish Natural Heritage
Marlyn Howitt	Springboard
Sue Crossman	Tourism Innovation Group
Joanne Deponio	SLAED
Marjory Rodger	Chair of Corporate Scotland and Infrastructure Group
John Brown	Scottish Executive
Kirsten Foubister	Scottish Executive
Sandra Campbell	Scottish Executive
Chris Taylor	Scottish Executive
Mary Ward	Scottish Executive (minutes)

**Apologies:**

Tom Brock	Scottish Seabird Centre
Alan Rankin	Aviemore Destination Management Organisation

**1. Welcome and Introductions to new members**

1.1 The Chair welcomed the Group and introductions were made to the new members. This included Joanne Deponio; Marjorie Rodger who had replaced Alan Rankin; and Chris Taylor who was due to join Tourism Unit shortly and would replace Stuart Aitken. Mary Ward would replace Melanie Lynch as the minute taker.

**2. Minutes of last meeting on 1 March**

2.1 Robin Worsnop noted that his name had been spelled incorrectly in the minutes. The group confirmed that the minutes were otherwise a true reflection of the previous meeting on 1 March 2007.

**3. Matters Arising**

3.1 It was noted that there was now local authority representation on the Monitoring Group and most of the implementation groups. Joanne reported that Raoul Barbier from Edinburgh City Council was going to join the Market Intelligence and Innovation Implementation Group

#### **4. Update from Scottish Executive**

4.1 John Brown offered an apology on behalf of Jim Mather, Minister for Enterprise, Energy and Tourism, who was unable to make the meeting.

4.2 John advised the Group on the following issues regarding the new administration:-

- it has a very business focused approach;
- clear that its top priority is sustainable economic growth;
- it sees tourism as a major driver of economic growth;
- Jim Mather had signalled strongly that the new administration is very committed to the TFFC and the way it's being taken forward by the industry;
- it wants to engage well with the industry to hear what the latter has to say;
- it takes a very pragmatic approach – wants to remove some of the clutter so businesses can get on with growing and making more money;
- Jim Mather wants to hold a brainstorming session with people from each of his 3 portfolio areas (enterprise, energy and tourism) over the summer;
- the First Minister is looking to arrange an event in the North for tourism business operators;
- Jim Mather's Global Markets conference speech had been forwarded to various people and hard copies were provided to those who hadn't seen it yet. It was agreed it would be useful to distribute the speech via the Scottish Tourism Forum (STF); and
- John confirmed that we were working directly to Jim Mather, but we would continue to work with others across the Executive on things that came within other Ministerial portfolios – eg major events, environmental sustainability etc. This is a move away from departmental structure to a matrix set up.

4.3 The group raised the following questions:-

- Was VS going to be absorbed into the Enterprise Agencies? John said the new administration was signalling it wanted to keep VS as a separate organisation, but bring the organisations closer together in their operational delivery. It didn't want to throw the baby out with the bathwater. This would become clearer once Jim Mather has had meetings with businesses and the NDPBs involved.
- Was VS going to be rebranded 'Welcome to Scotland'? John said it was looking unlikely, although the 'Welcome' brand might be used locally for Tourist Information Centres (TICs) etc, while the VisitScotland brand was still used in marketing.

## **5. Implementation Groups – updates from Industry Champions**

### **5.1 Market Intelligence and Innovation – Robin Worsnop**

- Target 1 is underway (TRN being set up) and Target 2 is going to be passed to TRN (although Tourism Innovation Group (TIG) and VS have both been doing work to drive this forward too).
- TRN and TIS – some confusion remained about their roles. Kirsten reported that this was being discussed by the Partnership Advisory Group, and that Julie Franchetti had put forward proposals to develop TIS into a dedicated unit which would take forward the work assigned in the TFFC to the TRN.
- TIG is taking the lead in target 7 which focuses on collaborative working.
- Target 8 – waiting to hear from Catherine Dunkerley at VS re whether Area Tourism Partnerships (ATPs) can take this forward. Riddell said the ATPs were in a bit of flux just now following the local government elections - still waiting to hear who the Local Authority replacements are but that Catherine would report back soon.
- Marco Truffelli from VS.com had raised concerns about Scotland possibly losing its e-tourism research facility - we need to keep an eye on this – and TRN needs to be aware of this.

### **5.2 Marketing – Ian Gardner**

- No meeting since Feb, but will meet next week.
- The Marketing Group is looking at how to ensure that effective and co-ordinated marketing is carried out across Scotland and promoting use of e-business throughout the industry.
- Split issues down into 4 – one for each meeting this year:
  - International marketing
  - Domestic marketing
  - E-commerce
  - Business tourism / events.
- Will bring in other key people for these meetings.
- Group responsible for 12 actions in TFFC. Everyone in Group contributing to action plan at the moment to help identify gaps. Good progress going on behind the scenes.
- Gavin asked if we know what new administration want to do re business marketing overseas - currently done by Scottish Development International (SDI) – no one was aware of any changes yet.

- Ian confirmed that VisitBritain was not involved in the Group – just working through VisitScotland.

### 5.3 Customer Experience – Fiona Colley

- 100% attendance from private sector people at first meeting, but hardly any able to come last time. Need to find ways to keep them engaged and support them to come along to meetings.
- Last meeting - had presentations from People 1<sup>st</sup> and Springboard. A number of concerns were raised re the work of People 1<sup>st</sup>.
- A discussion followed re People 1<sup>st</sup> and its work. It was agreed there were a number of issues to be resolved and these should be discussed in a separate meeting.

**ACTION: Agreed that by the next Monitoring Group meeting there would be a firm timeline on when all the People 1<sup>st</sup> work was going to happen and that everyone was signed up to it.**

- The next meeting in August will look at sharing best practice and use of customer research.
- Eddie noted that customer feedback was being looked at by more than one Group, and a number of organisations also said they were working on this.

**ACTION: Agreed that the various organisations / Groups would discuss and come up with a proposed way forward for which Group this should go into.**

### 5.4 Sustainability – Steve Hunt, in Tom Brock’s absence

- Well on the way to putting together a workplan.
- Significant progress is being made on actions.
- Confirmed that the Group was looking at all forms of sustainability (economic, social and environmental) rather than just environmental.
- Gavin asked Robin about TIG’s work on Carbon Offsetting. Robin said it was still work in progress - they were looking for some funding i.e. £50K.
- A discussion on new GTBS entry level followed.

**ACTION: Riddell agreed to report back re when it would be launched.**

- There was an issue with funding for accreditation, because of the backlog of people wanting to get involved. This is an issue for TFFC.

**ACTION: John agreed to progress this.**

- Sue noted that GTBS was in the QA, not marketing, section on VS and that that was an issue because eg GTBS didn’t get much coverage on VS.com.

**ACTION: Riddell agreed to take this forward.**

## 5.5 Corporate Scotland and Infrastructure – Marjory Rodger

- No meeting since February.
- Splitting actions into 4 themes for consideration:
  - Planning
  - Regulation
  - Business development
  - Transport.
- Next meeting is on 12 July - coming up with an action plan in the interim.
- Group then had a discussion about the importance of transport to tourism, and the fact that we need to have stronger links.
- A number of links were already happening, but this needs to be across the board.
- It was agreed that the industry needs to come up with a list of transport priorities for tourism – not least because the new administration is bound to ask.
- There are a number of lists already there, for various purposes. But need to decide if they're right.

**ACTION: Marjory will take this forward with her Group.**

## 6. Are we making progress?

6.1 John reported to the Group, in confidence, that new statistics were going to be released later in the week, which showed that the volume and value of Scottish tourism in 2006 had declined compared to 2005. There had been a rise in international visitors and spend, but significant decrease in domestic numbers and spend.

6.2 The Group discussed why this had happened, and it was agreed that this was due to a range of factors rather than one single explanation.

6.3 Agreed that we need to be positive and robust in our messaging about this:

- simply highlight the challenge;
- need for the public / private sectors to work together on this challenge;
- Wake-up call to demonstrate that we have to be doing a lot more.

**ACTION: Riddell agreed to circulate a copy of the press release to the Group when it was available.**

## 7. Action Plans

7.1 It was agreed that Action Plans should be robust.

**ACTION: All Implementation Groups should have their action plans prepared and submitted for the next Monitoring Group meeting.**

## 8. Communications Strategy

8.1 The Group discussed the following:-

- industry Chairs had had their second meeting (that morning);
- agreed that the key message to get out to the industry was ‘make more money’;
- 4 key audiences:
  - public sector and politicians
  - industry group leaders
  - industry group members / association members.
  - public

**ACTION: Industry Chairs would put together a strategy for each of these.**

- Eddie suggested that the messaging should be around the half dozen key initiatives that were coming out of the TFFC – rather than trying to cover too much.

**ACTION: Scottish Executive was also going to set up a website to communicate TFFC messages.**

- It was agreed that we have to use existing channels too (eg STF), and that the new TFFC website should be a portal which provides links to these.

**ACTION:**

- **agreed that Eddie would get together with the Industry Chairs and Gavin to discuss how this communications strategy should be taken forward.**
- **agreed that we would ask JM to write to implementation group members (as former Minister had) to thank them to being on the groups, tell them he’s committed to the TFFC, and that he’s relying on them to take it forward.**
- **Gavin also suggested he write to all MSPs telling them about tourism, and to industry leaders every 6 months updating them on our progress.**

- At the last meeting, it had been suggested that the Minister hold a reception for everyone on the implementation groups at some point over the summer to thank them for their work.

**ACTION: John said that this could still be considered, but that it would probably have to be in the autumn now, given that we were having the brainstorming sessions in the summer.**

## 9. Public / Private Sector Protocol

9.1 Everyone was content with the revised version.

**ACTION: The Chair asked for it to be sent around all the Groups.**

## 10. Any other Business

10.1 John asked Joanne how best to get tourism messages across to the new Councillors. Joanne suggested this would best be done at the National Tourism Convention in the autumn

## **11. Future Work Plan / Date of Next Meeting**

11.1 Agreed that next meeting would be in late September.

### **ACTION:**

- **Agreed that next meeting would be in late September.**
- **SE would email re possible dates (not Fridays or Mondays)**
- **Industry Chairs would submit action plans to SE 2 weeks before the next meeting, so these could be distributed.**
- **SE would invite Jim Mather to the next meeting.**