

Sustainable Tourism Partnership 2nd Meeting

Wednesday 29 November 2006, Stirling Council Offices

Present

Tom Brock, Scottish Seabird Centre (Chair)
Alan Rankin, Scottish Tourism Forum
Steve Hunt, Scottish Natural Heritage
Jane Clark, Scottish Natural Heritage
Kirsten Foubister, Scottish Executive
Penny George, Scottish Executive
Sandy Dear, VisitScotland
Katrina Morrison, Scottish Enterprise
Mike Greig, Loch Lomond and the Trossachs National Park
Deborah Murray, Stirling Council (representing SLAED)
Bob Aitken, Scottish Environment Link
Jenny Hess, Historic Scotland
Fiona Johnston, Waste Aware Scotland
Gillian McCrum, Macauley Institute

Apologies

John Ward, Highlands and Islands Enterprise
Terry Levinthal, Scottish Civic Trust
Paul Jennings, Sensation Science Centre (representing ASVA)
Ian Gardner, National Trust for Scotland
Chris Taylor, Cairngorms National Park
Bob Kinnaird, Cairngorm Mountain
Richard Pinn, VisitScotland
John Summers, Keep Scotland Beautiful

1. Welcome and introductions	Action
<p>Tom Brock (TB) welcomed everyone to the meeting, and gave apologies for those who were unable to attend.</p>	
<p>2. Minutes of last meeting</p> <p>TB asked if the group were content with the minutes of the meeting on 29 August 2006. The following comments were made:</p> <ul style="list-style-type: none">• Vital to recognise that sustainable tourism is inseparable from sustainable development as a whole• Important to engage with businesses directly, and for the STP to be aware of business engagement mechanisms	
<p>Additional agenda items</p>	

TB took this opportunity to raise some items that were not on the circulated agenda.

Link Annual Congress

TB attended LINK's Annual Congress over the weekend prior to the meeting, and asked Bob Aitken to give the group a short update on the event. BA explained that LINK is a forum for Scotland's voluntary environmental organisations. They currently have 36 members, and celebrate their 20th anniversary this year. The 2-day congress event had a special theme of sustainable tourism this year, highlighting its significance amongst Scotland's environmental groups.

The main concern raised at the congress was the issue of economy vs. ecology, and the need to carefully manage tourism growth so as not to overdevelop or allow environmental damage or negative impacts on communities.

TFFC Monitoring sub-groups

The Tourism Framework for Change Monitoring Group met on Monday 28 November. The new industry champions attended this meeting and it has been agreed that each of them will head up one of the 5 implementation groups being set up to take forward the targets set out in the TFFC. The 5 identified themes are: market intelligence and innovation, marketing, sustainability, customer experience and corporate Scotland and infrastructure. Clearly, it will be important for the work of these 5 groups to be co-ordinated, and the Monitoring Group will oversee their progress to ensure this is happening. The sub-groups will all meet over the next 2 months and will report back to the Monitoring Group in February. The STP is to be the sub-group for sustainability.

Tom Brock and Kirsten Foubister had drawn up a draft remit for the STP, which was open for discussion. Various comments were made on this, and **further comments are invited from members by 15 December**, which Penny George will incorporate into a redraft .

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Scottish Tourism Forum Manifesto

TB asked Alan Rankin to give the group an update on the recently published STF manifesto. AR explained that the manifesto, entitled 'Profitable Growth for a Sustainable Future', outlines 6 key themes, and will be used to brief the political parties on the key issues facing Scotland's tourism industry today, in the lead-up to the 2007 election. The themes are: the customer experience – skills and quality; e-commerce; removing barriers to growth; transport; a sustainable future; and investment in tourism.

Sustainable Tourism Unit

Sandy Dear updated the group on the recent activities of VisitScotland's STU.

- 'Green Week' - the STU co-ordinated VS's first ever 'Green Week' in October this year. This event aimed to raise awareness of 'green' issues amongst the 1200 staff of VS, and focused on 2 key themes of paper usage and transport. There was a lot of interest from staff and a high level of participation. The week will be repeated next year, and clearly demonstrates VS's commitment to environmental issues.

- Sandy has also been working on helping VS incorporate sustainability into their business plans, and area tourism plans. VS has now produced an environmental policy which should be published next year.
- Supporting TIG's proposed carbon offsetting scheme.
- Assisting with the new sustainable tourism Thistle Award.
- The Area Tourism Partnerships will have the remit of delivering on the TFFC targets, and a representative from the ATPs will join the implementation sub-groups.

3. Waste Aware Scotland – Fiona Johnston

Fiona is responsible for the business side of Waste Awareness Scotland, and gave an interesting presentation on the work her project has been doing to raise awareness of waste management options in the regions of Scotland. Businesses can find out more about recycling in their area through the WAS website, at: www.wasteawarebusiness.com

It was decided that Fiona and the STF should explore the possibility of organising workshops for businesses on waste management. **Fiona and Alan to follow up.**

FJ /AR

4. National Transport Strategy

The National Transport Strategy was not yet published at the time of the meeting, but was published the following week. No industry sector has had a specific section devoted to it in the strategy, but the importance of taking tourism into account is recognised in future transport planning. This will inform the strategic infrastructure review scheduled for next year, which will consider tourism aspects.

TB suggested to the group that the next STP meeting focus on transport and tourism.

5. Sustainable Tourism Indicators

Penny George has been working on the indicators with an Executive economist, John-Glyn McLaren, and had produced a draft list of indicators for discussion with the STP action group, chaired (briefly!) by Alan Rankin. This meeting, held on 14 November in Perth, was extremely useful, and has advanced discussions on the STIs a bit further. The process of determining indicators has proven fairly complex and time-consuming but we are nearing a final list. The comments received at the meeting will be taken on board, and **members are invited to submit further comments by email before 15 December** to allow for a re-draft of the full STI list. The STP action group will meet again in late February/early March, with a view to finalising the list.

ALL

6/7. Future Research/Projects/Actions on Mainstreaming Sustainability

TB explained that Alan Rankin has agreed to act as Chair for the Corporate Scotland and Infrastructure Implementation Sub-Group, and will therefore be unable to continue in his role as chair of the STP action group. It was agreed that

Steve Hunt would take on this role henceforth.

8. AOB

Deborah Murray informed the group of the publication of the Stirling 'Green Map' – a map showing all the places of interest in Stirling with sustainable or green links.

9. Date of next meeting

The next meeting will take place on Tuesday 13 February 2007, at 10.30am, in the Keep Scotland Beautiful offices in Stirling.