

Sustainable Tourism Partnership

Tuesday 13 November 2007

Loch Lomond and Trossachs National Park Office, Loch Lomond Shores, Balloch

Present

Tom Brock, Scottish Seabird Centre (Chair)
Jenny Hess, Historic Scotland
Dorothy McCallum, Historic Scotland
Bob Aitken, LINK
Deborah Murray, SLAED
Terry Levinthal, Scottish Civic Trust
Sandy Dear, VisitScotland
Paul Tetlaw, Transform Scotland
Katrina Morrison, Scottish Enterprise
Mike Greig, LLTNP
Richard Pinn, VisitScotland
Richard Arnott, SG
Jane Clark, SNH
John Summers, KSB

Apologies

John Ward, Highlands & Islands Enterprise
Bob Kinnaird, Cairngorm Mountain Ltd
Paul Jennings, Dundee Science Centre
Heather Galbraith, Cairngorms National Park
Sue Crossman, Tourism Innovation Group
Iain Herbert, Scottish Tourism Forum
Ian Gardner, National Trust for Scotland
Penny George, SG

<p>1. Welcome, introductions and apologies Tom Brock (TB) welcomed everyone to the meeting. Apologies were given as above. Mike Greig gave a summary of the LLTNP actions and plans on sustainability including that a National Park Sustainability Plan for 2008 is nearly complete and a review of Community Futures programme/action plan is also being prepared and shows that tourism features high on the list of interests at a local level. Richard Arnott informed the group that Penny George would be leaving the Scottish Government to go on a VSO break. The group wished Penny all best wishes and noted that her contributions would be missed, particularly in her work with this group.</p>	
<p>2. Minutes of last meeting (item 2) The TIG carbon offset scheme (further details: www.climatechangescotland.com) was launched as a proposal at a recent Sustainability Conference. Seed funding is being sought and it is hoped to fully launch in early 2008. The group fully supported the initiative and agreed that it would promote this scheme which</p>	

<p>will provide funds for sustainable projects in Scotland in favour of other offset schemes such as the Peter Grant scheme that merely plants trees (and not necessarily in Scotland).</p> <p>(item 7) Two well-attended sustainable tourism conferences have been held recently. One organised by VisitScotland – on scenario planning; the other by Scottish Enterprise/ National Parks – part of Greening the Park. There was feedback on both conferences and a discussion about whether there is a need for improved co-ordination. To help ensure that there is always coordination and maximum impact of all relevant events in the future, there was a call was made for circulation to STP members of the papers/presentations and outputs from the events as early as possible.</p> <p>John Summers (JS) noted that Mike Russell, Minister for Environment is due to launch the Tree-planting off set scheme- Peter Grant -scheme at an Eco school on 23 November. This is linked to Climate Change actions. Jane Clark (JC) noted that Climate Change issues are gaining importance and that SNH was planning a conference in November 2008.</p> <p>(item 8) Richard Arnott (RA) reminded the group that Jim Mather is due to hold his 2nd tourism seminar on 19 November and a reception for TFFC implementation group members on 21 November (Edinburgh Castle).</p>	<p>Action: All to advise the group of upcoming plans for relevant conferences etc.</p>
<p>3. Action Plan</p> <p>Each target/action on the table setting out the STP action plan from the TFFC was considered. Updates on progress will be added to tables and circulated. Comments included:</p> <p>13. GTBS Sandy Dear reported that Going Green (new entry level) is nearly ready for launch, but RA highlighted a query about whether the level is equivalent to Bronze GTBS (as specified in TFFC). It was agreed that if the general GTBS levels are to be raised, and GG is equal to the old Bronze level, STP members were content. SD noted that assistance would be needed to promote GG; all members of STP can help in this. Mike Greig (MG) noted that LLTNP had experienced a good uptake from local businesses where a personal contact had been made to help promote GTBS (50 out of 150 businesses). TB reported that a new Gold Star level was planned.</p> <p>14.45 Effective marketing campaigns. RA to check TFFC text of target as probably should relate to geographical and seasonal spread of tourism businesses etc. SD/RA to clarify target text in Action Plan.</p> <p>14.46 Area Tourism Partnerships Need to clarify future of ATPs or what might take their place to identify how to take this target</p>	<p>Action: RA to update the table with update information given at the meeting and then circulate. Action: All to then contribute and fill gaps/add new actions. SD to check on level of Going Green.</p>

<p>forward. Some ATPs working well.</p>	
<p>14.47 Transport. Paul Tetlaw (PT) noted example of new roads in Lewis (WI) where no allowance seemed to have been made for cycle tourism. There is a need for input from Transport Scotland, planning authorities, Enterprise agencies in this action.</p>	<p>Action: RA to consult with SG transport officials and investigate how planning can be improved.</p>
<p>14.48 Natural, urban built environment. There is a role for Historic Heritage Association (HS, NTS, HHA) not just SNH, HS. HS have a Properties in Care business plan. And GTBS targets. SNH considering a tourism plan. This will be included in HS & SNH corporate plans (due 03/08) Richard Pinn noted the relevance of Agriculture diversity plans and potential funding from Agri-rural schemes.</p>	
<p>14.49 Communities. LLTNP will have prepared 20 Community Action plans by end 2008. Local authorities have a role in this target.</p>	
<p>14.50 Planning. It was noted that environmental considerations are now better catered for in the new Planning Act , but implementation is still underway- but does take account of SEAs. RA to check potential impact of future work with SG planning officials.</p>	
<p>14.51 GTBS- see target 13 above.</p>	
<p>14.52 – discussed under agenda item 5.</p>	
<p>14.53 Support for sustainable tourism businesses. JS noted that recycling facilities were gradually improving, and more soon to be available for commercial waste also.</p>	
<p>14.54 Public sector to use GTBS accommodation .This is included in SLAED guidance. GTBS should be promoted in guidance to all staff, booking agencies etc. Reported that John Brown had made progress on getting this principle accepted in SG. PT noted that availability of sustainable travel should be considered when venues for meetings etc are decided.</p>	<p>Action: All agencies</p>
<p>14.55 Market sustainable tourism to green visitors. Discussion on whether we should promote Scotland separately to green visitors or whether should for all tourism to be more sustainable. Some emerging research that even green tourists may not wish to be green on holiday. Feeling that TIS could consider research that has been done (and disseminate it) or</p>	<p>TB to speak to Malcolm Roughead</p>

<p>identify what is needed. It was agreed that VS should be doing more to promote best practice examples in sustainable tourism.</p> <p>14.56 Virtual visitor experiences. There are several good examples of this (Scottish Seabird Centre, RSPB, SWT). HS and SNH doing work on spreading visitor pressures; especially in fragile areas. Noted that recent TV screenings of autumn/spring watch had increased nature tourism.</p>	
<p>4. Development post.</p> <p>Unfortunately the public sector funding bodies had not been able to arrange to meet- but agreed to discuss potential funding of a development post or projects following this meeting (see note at end of minutes).</p>	
<p>5. Future projects</p> <ul style="list-style-type: none"> • RA noted that the UK was due to adopt the Davos Climate Change declaration on tourism on 13 November and suggested that increased industry representation on STP would help. It was felt that Ian Herbert representing STF and Sue Crossman (TIG) would assist in this. • JC asked when the results of the Economic impacts of wind farms on tourism would be available- RA expected this by end December. JC also noted the recent announcement that the Parliament EET Committee is to hold an inquiry into tourism. • Richard Pinn (RP) noted that the VS Visitor Attraction survey should be available shortly. HS also due to complete similar survey shortly. • Bob Aitken (BA) noted that the LINK 20th anniversary work would focus on climate change and seek improved behaviour of individuals. A seminar in December would recognise tourism impacts. • SD noted that VS business plans would again all consider sustainable development. He is aiming to persuade public transport providers to promote a “leave your car at home” scheme (for tourists). He is also due to discuss sustainable development impacts with the VS scenario planners. • JS reported that 32 local authorities had signed Scotland’s climate change charter. • Deborah Murray raised the potential for the Commonwealth Games impact/potential for tourism. Also noted that objectors to the Beaully power line were citing tourism as a material reason against the proposal. • Katrina Morrison (KM) noted that SE/HIE project on food tourism is aiming to assist businesses with an on-line kit, aimed at mid-size businesses and use of local suppliers. • TB noted that a VisitBritain sustainable tourism conference is 	

to be held in London on 27 November;	
7. Next meeting to be held on Tuesday 11 March 2008 at Scottish Tourism Forum offices , 29 Drumsheugh Gardens, Edinburgh EH3 7RN. [NOTE different to that discussed at meeting!]	
8. Funders meeting	
<p>A separate discussion took place following the main meeting. Present: Tom Brock, Richard Arnott, Jenny Hess, Katrina Morrison, Jane Clark, Richard Pinn.</p> <p>It was agreed that the major gap in the work of the STP and in implementing the Action Plan related to actions 14.52 & 14.53: “support businesses in becoming more sustainable.” TB stated that it was essential that resources were made available to help achieve this key objective. The following points were made:</p> <ul style="list-style-type: none"> • SNH 2007-08 funding now allocated although small grants of up to £5 could be applied for. Submissions for future funding would require to be submitted by April '08. • SE has funding available – but prefer to use this for projects rather than core-funding to employ a person. • HS have not in the past provided core funding, but could consider bids for projects if these were prepared. • VS confirmed that 1 day / week of SD’s time could be allocated to STP work. • TB suggested that TIG or STF could be useful “home” for sustainable development support as this would help to ensure that it is industry-lead. TIG members could help to identify the best ways to support tourism businesses to become more sustainable. SE confirmed that they could support this work. TIG already has a sustainable development sub-group. • SD could assist in preparation of a business case or organising a brainstorm session to identify what projects would best support industry. SE would consider funding a facilitator and meeting. • TB offered to discuss with Ian Herbert (STF) and Sue Crossman (TIG) with a view to a submission being made to SE. 	TB

Richard Arnott
EET Tourism
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