

## Sustainable Tourism Partnership

Tuesday 11 March 2008

Scottish Tourism Forum, 29 Drumsheugh Gardens, Edinburgh

### Present

Tom Brock, Scottish Seabird Centre  
(Chair)

Jenny Hess, Historic Scotland

Sandy Dear, VisitScotland

Paul Tetlaw, Transform Scotland

Katrina Morrison, Scottish Enterprise

Richard Arnott, SG

Maren Ebeling, SNH

Sue Crossman, TIG

Iain Herbert, Scottish Tourism Forum

Ian Gardner, National Trust for  
Scotland

Mairi Caldwell, SG

### Apologies

John Ward, Highlands & Islands  
Enterprise

Bob Kinnaird, Cairngorm Mountain

Mike Callaghan, COSLA

Paul Jennings, Dundee Science Centre

Heather Galbraith, Cairngorms  
National Park

Richard Pinn, VisitScotland

Mike Greig, LLTNP

John Summers, KSB

Deborah Murray, SLAED

Bob Aitken, LINK

Terry Levinthal, Scottish Civic Trust

<p><b>1. Welcome, introductions and apologies</b> Tom Brock (TB) welcomed everyone to the meeting. Apologies were given as above</p>	
<p><b>2. Minutes of last meeting</b> The minutes of the last meeting were agreed subject to changing '£5' to '£5m' in Section 8, first bullet. On 14.47 Richard Arnott advised that the transport policy is that transport authorities should now consider provision for alternative modes of transport such as cycling, when designing all new and revised road schemes.</p>	
<p><b>3. Climate Change Scotland</b> Sue Crossman advised the group that CCS is now a not-for-profit limited company with Sue Crossman, Paul Easto, Robin Worsnop and a representative from BAA on the Board. They are currently interviewing for a Chief Executive. CCS have received seed funding of £75k from BAA to provide an online carbon 'offsetting' service for the tourism sector. Tourism businesses can estimate their carbon footprint and then donate funds which will compensate for the carbon emission that they generate. These funds will then be invested in projects that provide a carbon win such as sequestration in forestry/bogs;renewable energy or transport. All the CCS projects will be in Scotland, ideally link with a visitor experience, and will have a range of benefits (e.g. community, social, biodiversity, educational) in addition to the carbon counterbalance. The administration of the scheme (analysis of benefits, measurement of carbon savings etc) will be subcontracted to Tourism Industry Carbon Offset Service (TICOS), who operate such a scheme for the outbound travel industry. CCS is adopting the new DEFRA regulations on voluntary offset and as a result, technically we should not use the term 'carbon offset' as the term can only apply to</p>	<p>Action: <b>All</b> to advise SC of any suitable projects for</p>

<p>investment in countries which are not signed up to the Kyoto protocol.</p>	<p>funding.</p>
<p><b>4. TIG Sustainable Tourism Paper</b></p>	
<p>Sue described the main points of TIG’s sustainable tourism paper sent to SE, VS, SNH, SG, SDCS. Overall aim is to mainstream sustainable tourism across the industry – including supply chain. Useful meetings had been held with most bodies and one due to take place with the EET Committee, the Minister and main players soon. VS had agreed that sustainability should feature as a criterion for the Thistle Awards. QA assessors (with exception of accommodation) were willing to incorporate sustainability elements into their criteria now. VS.com are planning to give more prominence to the GTBS on the new website. Iain Herbert mentioned that 71% STF members thought green tourism represented an opportunity not a threat. Although number of GTBS business is growing, some thought that GTBS could be better promoted through use of case studies and business benefits workshops.</p>	
<p>Discussion also revealed that there were still major problems in communicating with Green Business UK, and in getting them to assess Scottish businesses within a reasonable timescale. Historic Scotland had particular problems and would talk to VS about this. Some thought that GTBS could be better promoted through use of case studies and business benefits workshops.</p>	<p>Action: <b>TB and Phillip Riddle</b> to write to GB UK about resolving difficulties.</p>
<p><b>5. Meeting with VS on sustainability</b></p>	
<p>5.1 TB, SC, PE and RW held meeting with VisitScotland to boost interest in sustainability issues. VS agreed that additional PR for good sustainable businesses would help with marketing to consumers and trade.</p>	<p>Action: <b>All</b> to give examples to TB</p>
<p>5.2 VS agreed to look into doing some work on sustainable tourism indicators. RA mentioned that a group had carried out some research into this in 2007 and perhaps these indicators could be mapped onto the targets in the STP action plan.</p>	<p>Action: <b>MC</b> to fit STIs onto Action Plan and circulate.</p>
<p>5.3 VS agreed that their National Investment Plan should take environmental sustainability into account in infrastructure planning. KM mentioned that VS and SDI were already working together on the development of the National Investment Plan.</p>	
<p><b>6 &amp; 7. TIG - Industry Engagement on Sustainable Tourism and Funding</b></p>	
<p>TIG invited key industry bodies to a meeting about sustainability. Three actions emerged :</p>	
<p>6.1 A Code of Practice for Visitors, outlining how they should</p>	<p>Action: <b>ME and SC</b> to work together on drafting</p>

<p>interact with the environment in a sustainable way should be drafted. It could then be added to the Green Tourism website.</p> <p>6.2 A better PR and communication plan to market the green tourism website to businesses and visitors was needed.</p> <p>6.3 Discussion about the development and funding of a new industry-facing 'green' website was superseded by the information SD gave about greentourism.org which gave details of fam trips, workshops, best practice case studies etc for businesses. SD mentioned that a website was only as good as its currency.</p> <p><b>8. SNH funding support</b></p> <p>ME stated that full details of the SNH grant scheme were now available and that she was willing to go through the application pack with SC in relation to various projects.</p> <p><b>9. Sustainable Tourism Indicators update</b></p> <p>SD reported that no further work had been done on this since March 2007. Discussion revealed that many thought the targets in the Action Plan were too vague, and that any progress report on the TFFC should include more specific targets/indicators.</p>	<p>this. <b>SD/SC and KM</b> to work on this.</p> <p><b>SD</b> would ask VS to fund a person to update this website.</p> <p><b>ME and SC</b> to meet on this.</p> <p><b>Action – See 5.2 above</b></p>
<p><b>10. Future of Sustainable Tourism Unit</b></p> <p>SD reported that the Sustainable Tourism Unit would move to the Strategic Partnerships Directorate of VS, under Director Riddell Graham. SD was working on a VS policy on Sustainable Tourism Development which was likely to go to the VS Board in May/June. He was also applying for funding under an EU programme – ERDF transitional funding.</p>	<p><b>Action: SD</b> to update group on policy /funding when appropriate.</p>
<p><b>11. Update on GTBS and Going Green</b></p> <p>SD reported that GTBS now had over 935 members and was the largest scheme of its kind in Europe. RA stated that the launch of Going Green was delayed as VS were hopeful of receiving ERDF funding to market GG and GTBS to both consumers and industry.</p> <p><b>12. Updates to Action Plan</b></p> <p>TB went through the Action Plan asking for volunteers to be lead on certain Actions and if the group could come up with measures for the targets.</p>	<p>Action: <b>All</b> to check attached, updated Action Plan</p>
<p><b>13. Next meeting to be held on Thursday 4<sup>th</sup> September 2008 at Historic Scotland offices, Stirling, 11:00 a.m. (TBC)</b></p>	

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EET Tourism Unit  
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