

Ayrshire & Arran Tourism Leadership Group

Minutes of meeting held on Wednesday 28th of November 2012 At Perceton House, Perceton, Irvine

Present

Moira Birtwistle (Chair)
Annique Armstrong
Bill Costley
Carolyn Elder
Sharon Hodgson

Lesley Bloomer
Jordi Tarrida
David Mann
Ros Halley
Laura Cree (Minutes)

Karen Yeomans
Charlotte Rostek
Gillian Forbes
Linda Johnston

1.	<p>Apologies –</p> <p>Nat Edwards, Alan Neish, Guy Redford, Aileen Stevenston and Mike McFadyen.</p>	
2.	<p>Minutes of Previous Meeting – 19th of September 2012</p> <p>A couple of questions were raised about minor omissions. Previous meeting was LC's first and agreed that LC and MB will meet to ensure discussion is captured.</p> <p>Confirmed as an accurate record. Proposed by LB, seconded by DM.</p>	LC MB
3.	<p>Matters Arising</p> <p>MB talked through previous minutes. The following points were noted:</p> <p>As stated at previous meeting, there would be feedback from the Taste Ayrshire Festival. Lisa Tennant was asked to submit a paper which was circulated on 17th of October 2012 and will be discussed at a TLG meeting next year.</p> <p>BC enquired if Lisa will be asked to present. MB advised not at this stage as paper has already been submitted</p>	
4.	<p>Full Proposals</p> <p>MB advised that there would be 5 presentations from the Tourism Development Officers, 3 full proposals and 2 outline proposals.</p> <p>Culture & Heritage</p> <p>MB welcomed KH to the meeting to present her full proposal. This was followed by a question and answer session.</p> <p>BC enquired whether the signposting would be installed in all visitor attractions – both public and private. KH advised that it would be made available to all visitor attractions and heritage venues.</p>	

BC highlighted the importance of a large-scale event to raise the public's awareness of the region's visitor attractions and enquired whether this was planned in the future. KH stated that this had been a consideration in previous discussions for a tourism conference and could be included as part of the tourism gathering planned for 2013.

DM stated his support for the proposal and mentioned that the signage and cultural map would encourage visitors to travel between venues. DM raised the issue of financial contribution and whether venues should contribute to the cost of the signage. Following a discussion, agreement was reached that, at this stage, no financial contribution will be requested from venues for the installation of signage.

CE enquired how businesses would be selected for signage. KH stated that all attractions in the region would be approached and more venues could take part in the project if required.

JT queried whether larger venues like Culzean would benefit from the proposal. KH confirmed that the smaller venues would benefit more but the overall aim was to encourage cross-selling and collaboration between visitor attractions.

BC stated that tourism signage is vital and is concerned about the issues surrounding Brown Signs. MB stated that she is aware of the issues surrounding Brown Signs and this has been noted.

DM & CE raised the issue of the amount of tourism publications available and how this could be rationalised and improved. KH advised that the team is acutely aware of the number of tourism publications and is looking at producing material as effectively as possible e.g. online, pdf links. GF confirmed that the majority of visitors undertake research online prior to coming to an area, so accurate online information is vital.

MB asked if all TLG members were in support of the proposal - all in support and happy for KH to progress.

MB thanked KH for her presentation.

Golf

DS invited to join the meeting to present his full proposal for Golf. This was followed by a question and answer session.

GR was unable to attend the meeting however had given his feedback to RH prior to meeting. He was very positive about the proposal and it is in line with the national golf tourism strategy. He commented that a proper business plan was very necessary and welcomed its inclusion in the proposal. The November 2013 timeframe is realistic and believe the On The Tee project will be useful and provide a quick hit - on the whole everything looks good.

JT raised some points regarding the 3 Open Courses in Ayrshire and how there should be more emphasis on these. Discussion then ensued and was agreed that the 3 Open Courses are certainly something to be proud of and they will be used as a key feature to market golf within Ayrshire & Arran.

LB raised some minor issues and agreed that timescales were realistic.

MB asked the TLG if all were in support of the proposal. All in support, and DS to ensure that 3 Open Courses are highlighted within marketing.

MB thanked DS for his presentation.

Watersports

GM joined the meeting to present his full proposal, which was followed by a question and answer session.

LJ advised that Arran has limited facilities especially with regard to sailing due to the lack of berthing opportunities. It was noted that potential exists for infrastructure developments, although this would require significant capital funding. LB would like to see a feasibility study about the potential for walk ashore developments on Arran.

LJ also mentioned that concerns had been raised by Arran Adventure Company about the move by NAC Arran Outdoor Education Centre to develop into the leisure market and the negative impact that this may have on small privately run watersports providers. KY stated she would look into this issue.

CE highlighted the need to limit any duplication of online mapping with existing developments, particularly Malin Waters. GM agreed and advised that the focus of the Scottish side of Malin Waters project was on sailing and did not include wider watersports.

KY advised NAC and the AEP are currently developing an Ayrshire Marine and Coastal Strategy, which can be shared and KY offered to have this presented to the TLG at a future meeting.

DM enquired if fishing would be included. GM confirmed that sea angling opportunities would be included in the coastal mapping and that inland water fishing would be given consideration in the Natural Environment theme.

MB asked the TLG if all were in support of proposal - all in agreement for project to progress.

MB thanked GM for his presentation.

KY

KY

5. Outline Proposals

Natural Environment

MB welcomed KH back to the meeting and advised that KH would be presenting her outline proposal for Natural Environment. This was followed by a question and answer session.

MB stated she has watched a Webinar regarding walking and its popularity and number of different routes.

LJ stated there are issues with walking routes regarding parking and interpretation of information.

GF enquired why there was no mention of hunting and shooting etc, there is a massive market with huge spend and we need to market Ayrshire & Arran more to these particular pursuits.

KH stated this something the team is aware of this and are currently looking into Country Sports to see if it is a viable area for the Tourism Team to work with.

MB asked the TLG if they were happy with how KH was progressing. All in agreement and happy with way proposal is going forward.

MB thanked KH for her presentation.

Legacy Events – 2013 Year of Natural Scotland

GM was invited back to the meeting to present his outline proposal for Legacy Events in particular the '2013 Year of Natural Scotland'. This was followed by a question and answer session.

DM stated that the National Historic Ships Photography Competition receives a large number of entries from school children highlighting the importance of including a schools/children element to the campaign.

MB stated that the proposed activity would encourage a sense of pride of place.

LJ suggested that social media could be beneficial and GM confirmed that there would be a social media element to the activity through a media partner.

LB enquired about the stage the team was at with regard to social media. RH advised that social media and consumer website were currently being researched and an outline proposal will be put forward by GM at the next TLG meeting.

Unanimous agreement was given for the outline proposal to progress and be developed to full proposal.

MB thanked GM for his presentation.

6.	Chairman's Update Ayrshire & Arran SMILES - All courses have been delivered. RH and MB will have a meeting on Thursday 6 th of December for feedback and paper will be published. Roadshows - all 5 roadshows were very well attended and received positive feedback. Masterclass with Bill Costley - the recent Masterclass with Bill Costley was very well attended and very good. MB thanked BC for his time and is looking for volunteers for future Masterclasses.	
7.	Action Plan – Update MB asked RH to advise on progress. Delegated Powers - There has been a paper produced regarding delegated powers, which has been discussed at the Public Sector Partners Group and we are still awaiting outcome. Work can still progress with the TLG making decisions in order for things to move along quicker. Signposting - RH advised she has been in discussion with the roads departments for the 3 Local Authorities regarding signposting and progress is slow, but looking to make a start fairly soon. Industry Action Plan – The strategic projects for the area were circulated prior to TLG and this is an ongoing project. From this the key projects/events for 2013 have been identified. Projects - 6 of the 12 projects are currently being worked on by the Tourism Development Officers, with 75% in action by Spring 2013. Business to Business Communication - Tenders received and DS, MB & NE spent the previous day going over them. The winning bid will be announced after all the tenders have been advised of the outcome. It is planned for it to be in place Feb / Mar 2013. Carrick Community Council - Members of the Tourism Team, TLG and LB attended an event at County Buildings, Ayr which Carrick Community Council arranged to promote and discuss their new website and publications.	

<p>8.</p>	<p>AOCB</p> <p>Industry news Taste of Ayrshire Debate had been well attended.</p> <p>Festival of Flight – KH representing the Tourism Team</p> <p>VisitScotland no longer offering its online booking facility.</p> <p>Events Burns 1759 in January 2013.</p> <p>Scottish Tourism Alliance Event in Inverness next week, based on food and drink.</p> <p>TLG Membership Mike McFadyen will be stepping down as chair of ABBA and offered his resignation to the TLG. Discussion regarding replacement of MM on TLG - Liz Drysdale has been proposed. MB & RH to discuss appointment under TLG Terms of Reference.</p> <p>General AOB AA circulated VisitScotland's 6 months Activity Report.</p> <p>DM enquired about branding on behalf of Val Russell at Ayrshire Chamber of Business. RH will speak to Val to discuss more.</p> <p>Date of the next TLG meeting: Wednesday 13th February 2013 2pm – 5pm, location will be SAC (TBC).</p>	<p>RH & MB</p>
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