

Ayrshire & Arran Tourism Leadership Group

Minutes of meeting held on
Monday 16th April 2012

At
County Buildings, Wellington Square, Ayr

Present

Moira Birtwistle (Chair)
Daniel Steel
Gillian Forbes
Linda Johnston

Alan Neish
Annique Armstrong [AQ]
Lesley Bloomer
Guy Redford

Nat Edwards
Aileen Stevenson
Mike Macfadyen

1. Apologies	
<p>Apologies received from Jordi Tarrida, Carolyn Elder, David Mann, Alex Anderson, Bill Costley.</p> <p>MB informed the group that Alex Anderson is unwell and may be off for up to six months. Colin Naismith may deputise for him on the TLG during this time. The group noted best wishes to AA for a speedy recovery.</p>	
2. Minutes of Previous Meeting – 5th March 2012	
<p>Proposed by LB, seconded by AN.</p> <p>Confirmed as an accurate record.</p>	
3. Matters Arising	
<p>MB talked through previous minutes. All matters covered within agenda.</p>	
4. Role of TLG	
<p>DS presented updated paper on Terms of Reference for the TLG and invited comments on each section of the document. DS noted that the group is already larger than the proposed 12 members.</p> <p>Agreement that wording on 7-10 industry representatives to be revised to reflect “range of industry sub-sectors”.</p> <p>Discussion around the appropriate length of time for reps to serve on the group to ensure continuity. Agreement that term of reps should be amended to “2 or 3 years”.</p> <p>Reps will be asked at next meeting to confirm their willingness to serve for 2 or 3 years. Ideally half the group should be for each term to ensure staggered refreshing of membership.</p> <p>LB proposed NE as Vice-Chair of the Group. This was accepted by the group and NE duly elected as Vice-Chair of TLG.</p>	

	<p>ACTION:</p> <ul style="list-style-type: none"> • Revise Terms of Reference for next meeting 	DS
5.	<p>Tourism Team</p> <p>LB updated the group on recruitment of the Tourism Team.</p> <ul style="list-style-type: none"> • Manager and 2 Officer posts advertised on s1jobs • All 3 year fixed term positions, reflecting agreement of Councils on funding <p>Tourism Manager</p> <ul style="list-style-type: none"> • 36 applications received • Good quality of applications • Shortlist of 5 candidates will be interviewed on Thurs 19th April • Process includes psychometric testing and assessment centre • Panel will be LB, AN, MB, plus Colin Naismith and an HR Officer <p>Tourism Officers</p> <ul style="list-style-type: none"> • 70+ applications received • Quality of applications varies greatly • Long-leeing has been done to narrow the pool of candidates • Shortlisting still to be undertaken • Interviews to be held 30th April and 1st May with 6-9 candidates • Panel will be MB and LB plus HR Officer • Hoped that Tourism Manager may be able to join interview panel 	
6.	<p>Action Plan</p> <p>MB stated that VS Conference had gone well and underlined importance of the action planning process as key piece of work for TLG. MB explained need for a half day session focusing on action planning.</p> <p>DS circulated timeline for action plan development, and draft template action plan populated with initial ideas from first TLG meeting and VS Conference.</p> <p>DS stated that he had secured support from Scottish Enterprise to deliver a facilitated half-day session on 9th or 16th May to work with the TLG on strategic action planning. Unanimous agreement that this was a good idea.</p> <p>MB asked group to indicate their preferred date. 8 members available for 9th May and 9 available for 16th May. Agreement that timing should fit with ferry times to allow LJ attendance.</p> <p>Preferred date and time confirmed as 16th May at 1230-1700hrs. Venue TBC.</p> <p>MB talked through action planning process and noted all agreed timescales were realistic.</p> <p>ACTION:</p> <ul style="list-style-type: none"> • Confirm facilitated session for 16th May 	DS

	<ul style="list-style-type: none"> • Those in absence to inform DS if available for facilitated session on 16th May 	JT/CE/DM/BC
7.	<p>Early Actions</p> <p>DS gave a brief verbal update on preparations for VS Expo on 25th and 26th April at the Royal Highland Centre, Edinburgh. All plans now in place with four stand partners:</p> <ul style="list-style-type: none"> • VisitArran • Auchrannie Resort • Gales Golf Experience • Accommodation Ayrshire <p>DS also updated group on VS fam trips around Expo, including Russian tour operators group on 23rd April and further visits to Arran.</p> <p>MB gave a verbal update on the Ayrshire Welcomes pilot programme, noting the following points:</p> <ul style="list-style-type: none"> • Met with existing customer service trainers (Jonathan Bryant and Lyndsey Phillips) to ensure synergy with new pilot programme • Local Authorities contributing £1k each to pilot • Scottish Enterprise contributing £2k to pilot • Pilot of “Leading Service Excellence” to be held 23rd May for 12 people <p>MB asked for TLG members to be involved in pilot on 23rd May to critically review the Ayrshire programme. LJ, GF and MM volunteered. Other members to confirm attendance to MB by 23rd April.</p> <p>ACTION:</p> <ul style="list-style-type: none"> • Inform MB if available to attend pilot session on 23rd April 	<p>ALL</p>
8.	<p>AOCB</p> <p>MB noted the importance of TLG members being well informed about current developments in Ayrshire, and listed a number of upcoming events which may be of interest for members to attend:</p> <ul style="list-style-type: none"> • Taste Ayrshire meeting on taste trails on 25th April @ 1730hrs, Gales Hotel • Rural Demo Day on Country Sports on 26th April, Drumlanrig Castle • Taste Ayrshire marketing meeting on 30th April @ 1300hrs, Western House • DMO “Changes and Challenges” event on 3rd May, VS Offices, Edinburgh • National TLG “Strategy Refresh” Session on 3rd May, Edinburgh <p>Members noted the events and details for attendance.</p> <p>NE noted importance of PR around Tourism Manager appointment. Wide ranging discussion on PR concluded with a call for PR ideas to be fed in to LB, with South Ayrshire Council taking lead on PR.</p> <p>MB noted that she is receiving a lot of correspondence in her role as Chair – mostly these relate to litter and public realm issues.</p>	

	<p>NE asked if it was possible to set up a document site for TLG members to access documents for the group. DS confirmed that this should be possible.</p> <p>ACTIONS:</p> <ul style="list-style-type: none"> • Members to attend events where possible and report to next meeting • Document site to be set up for TLG 	<p>ALL DS</p>
<p>9.</p>	<p>Date of Next Meeting</p> <p>Monday 28th May 2012 @ 1500hrs - Dower House, Dean Castle, Kilmarnock</p>	