

## Ayrshire & Arran Tourism Leadership Group

### Minutes of meeting held on Monday 25<sup>th</sup> June 2012 At Perceton House, Irvine

#### Present

Nat Edwards (Chair)  
Daniel Steel  
Ros Halley  
Kathryn Howell  
Colin Naismith

Carolyn Elder  
Charlotte Rostek  
Lesley Bloomer  
Guy Redford  
David Mann

Linda Johnston  
Aileen Stevenson  
Alan Neish

<b>1.</b>	<p><b>Apologies</b></p> <p>Apologies received from Moira Birtwistle, Jordi Tarrida, Mike Macfadyen, Gillian Forbes, Bill Costley, and Annique Armstrong.</p> <p>Colin Naismith attended in place of Alex Anderson.</p> <p>Charlotte Rostek attended in place of Michael Fawcett.</p>	
<b>2.</b>	<p><b>Welcome: Ros Halley</b></p> <p>NE welcomed Ros Halley, Ayrshire &amp; Arran Tourism Manager.</p> <p>RH gave a brief overview of her background and expressed enthusiasm for working with the TLG.</p>	
<b>3.</b>	<p><b>Minutes of Previous Meeting – 28<sup>th</sup> May 2012</b></p> <p>Proposed by DM, seconded by CE.</p> <p>Confirmed as an accurate record.</p>	
<b>4.</b>	<p><b>Matters Arising</b></p> <p>NE talked through previous minutes. All matters covered within agenda.</p> <p>Ayrshire Welcomes – NE reiterated the need for attendees at the Delivering Service Excellence pilot session on 29<sup>th</sup> June. Members with consumer facing staff were asked to put names forward to MB as soon as possible.</p> <p><b>ACTION: Names to MB for pilot session on 29<sup>th</sup> June</b></p>	<b>ALL</b>
<b>5.</b>	<p><b>Marketing Ayrshire &amp; Arran</b></p> <p>AQ submitted apologies for this item.</p>	

<p><b>6.</b></p>	<p><b>Tourism Team</b></p> <p>LB provided the following verbal update on recruitment of the Tourism Team:</p> <ul style="list-style-type: none"> <li>• Kathryn Howell commenced as Tourism Development Officer on 11<sup>th</sup> June</li> <li>• Ros Halley commences as Tourism Manager on 26<sup>th</sup> June</li> <li>• Daniel Steel commences as Tourism Development Officer (on secondment) on 16<sup>th</sup> July</li> <li>• Recruitment of the third Tourism Development Officer post should be within the next two weeks</li> <li>• Recruitment of the Admin post should be within the next two weeks</li> </ul> <p>LB reported that the delay in recruiting third officer post was due to the interview panel not reaching agreement on a candidate. Therefore a decision was made to wait until RH was in post to complete recruitment.</p> <p>KH and DS both gave short introductions to the group on their backgrounds.</p>	
<p><b>7.</b></p>	<p><b>Communications</b></p> <p>Discussion took place about the general view from the wider industry that the TLG and progress had stalled.</p> <p>DM reported that Chamber Tourism Group are concerned that the group is slipping into the mistakes of previous structures.</p> <p>LJ reported that the industry on Arran are broadly unaware of the TLG and do not understand how this fits with other agencies and groups such as VisitArran, VisitScotland etc.</p> <p>LB suggested the following early actions to demonstrate quick wins:</p> <ul style="list-style-type: none"> <li>• Fam Visits</li> <li>• Roll-out of Ayrshire Welcomes scheme</li> <li>• Piggy-backing on Ayrshire Food Festival</li> <li>• Bids for 2014 Events</li> </ul> <p>LB stated that it is important to stress the work that has been done to reach this stage.</p> <p>DS suggested that route development at Prestwick Airport would enthuse the industry and demonstrate that the new approach was effective.</p> <p>CE stated the need to have clear messages and keep stories separate.</p> <p>AN raised the opportunity of UNESCO Biosphere designation as a quick win.</p> <p>RH stated the need to avoid being overly distracted by “quick wins” and asked that the Tourism Team be given space to bed in. TLG must stay focused and strategic.</p> <p><b>ACTION: Develop plans for PR and industry communications</b></p>	<p><b>RH</b></p>

<p><b>8.</b></p>	<p><b>Action Plan</b></p> <p>NE asked the group to consider how best to take forward the ideas and potential actions captured in the action planning template to date, developing them into a deliverable action plan.</p> <p>NE suggested a small group of the TLG work with the Tourism Team to develop the actions over a full day session.</p> <p>GR, NE, LB and DM will work with RH, DS and KH to do this over a full day on Monday 30<sup>th</sup> July.</p> <p>The next TLG meeting will be brought forward to 20<sup>th</sup> August to allow the full group to consider the action plan.</p> <p>The Action Plan will be presented to the wider industry at an event in mid-September.</p> <p><b>ACTION:</b></p> <ul style="list-style-type: none"> <li>• <b>Co-ordinate action planning session on 30<sup>th</sup> July</b></li> <li>• <b>Co-ordinate industry event in mid September</b></li> </ul>	<p>RH RH</p>
<p><b>9.</b></p>	<p><b>Ayrshire Welcomes Programme</b></p> <p>Discussed under <i>Matters Arising</i> at point 4 on Agenda</p>	
<p><b>10.</b></p>	<p><b>AOCB</b></p> <p>NE noted that as part of Chamber Business Week, there will be a <i>Question Time for Tourism</i> event on 12<sup>th</sup> October. There is a sponsorship opportunity of £200 +VAT for this event. Please contact MB for further details.</p> <p>CE asked what the timescale was for the Ayrshire Welcomes scheme. DS reported that the pilot sessions are due to be completed by the end of the summer. This should include options on structure and pricing of a model for roll-out as no funding is in place beyond pilot stage at present.</p> <p>NE asked what the role of TLG members is in relation to queries on development of new attractions and projects. DS stated that it is to act as a conduit to the Tourism Team, making introductions to allow the team to provide information, advice and signposting to other agencies etc as necessary to support plans.</p> <p>DM asked what the role of the group was in terms of lobbying. DS stated that this is for the TLG to consider, but asked that members familiarise themselves with the new national tourism strategy and role of the Scottish Tourism Alliance (STA) which will be the mechanism for delivering the new national strategy and for representing industry views to government etc.</p> <p>Members gave a round-table update of current activities and upcoming events and successes.</p>	

**11. Date of Next Meeting**

Monday 20<sup>th</sup> August 2012 @ 1500hrs – South Ayrshire Council Offices, County Buildings, Ayr