

Ayrshire & Arran Tourism Leadership Group

Minutes of meeting held on
Wednesday 13 May 2015

At
Auchrannie Resort, Brodick, Isle of Arran

Present

Nat Edwards (Chair)
Liz Drysdale
Ros Halley
Annique Armstrong

Guy Redford
Danny Anderson
Linda Johnston
Sheila Gilmore

Alasdair Laurenson
Mark Hastings
Laura Cree (Minutes)
Graeme Maciver
Julie Sloan
Abigail Coia

1.	Welcome NE welcomed everyone to the meeting and introduced new members Danny Anderson and Sheila Gilmore. NE thanked SG for her hospitality and for arranging the familiarisation trip to the Arran Distillery and also thanked LJ for hosting the meeting at Auchrannie.	
2.	Apologies – Moira Birtwistle, Audrey Sutton, Carolyn Elder, David Mann, Charlotte Rostek, Ralph Porciani and Sharon Hodgson	
3.	Minutes of Previous Meeting – 11 February 2015 Charlie Smith from VisitScotland will be invited to next TLG meeting. Congratulations to VisitArran for hosting a very successful Cold Water Tourism Conference. Tourism Gathering 2015 great success and continues to go from strength to strength. No Issues	<u>TLG Minutes - 11 February 2015</u>
4.	Matters Arising No matters arising	
5.	Spaceport Presentation and discussion NE welcomed Mark Hastings from South Ayrshire Council to the meeting. Mark was invited to give the group an overview of the bid for Prestwick Airport to become UK Spaceport. Following the presentation discussion ensued. Members of the TLG expressed their interest in getting involved in making the bid successful and identifying the tourism benefits. Ros confirmed that Mark had already been in touch and had requested that the tourism team take forward thinking around the tourism element of the bid.	

	<p>It was agreed by members of the group that there was too much to discuss with the time constraints of the meeting and that a Spaceport Discussion Day should be set up for TLG members and the wider industry.</p> <p>Action: Arrange Spaceport Discussion Day and invitation to be sent via B2B</p>	LC
6.	<p>Role of TLG and Terms of Reference</p> <p>Since the last TLG meeting in February a second TLG action-planning session took place at Enterkine House.</p> <p>During this session the group discussed the role of the TLG moving forward and possible priorities for tourism post March 2016.</p> <p><i>Reminder of key points to come out of the action planning session:</i></p> <ul style="list-style-type: none"> • <i>Compelling brand for Ayrshire & Arran</i> • <i>To build the capacity of industry</i> • <i>Social Media / engagement</i> • <i>Events</i> • <i>MICE (business tourism)</i> • <i>A defined marketing strategy with targets and KPI's via an open procurement process</i> • <i>A 2016 – 2021 vision for growth and product development with priorities – e.g.</i> <ul style="list-style-type: none"> • <i>Spaceport / Dark Skies Park</i> • <i>Air Show with tied in attraction i.e. Palace of Engineering/Sprit Aerospace building at Prestwick Airport</i> • <i>A fit for purpose communication strategy including digital</i> • <i>A unified public sector regime for tourism planning and investment</i> <p>During the current meeting, discussion also took place regarding the marketing of Ayrshire & Arran via VisitScotland.</p> <p>It was the general conscious that more needs to be done to market Ayrshire & Arran and members of the group enquired if there was anything the TLG can do to feed into the Minute of Agreement with VisitScotland.</p> <p>AA advised that there is still some work to be done for the Autumn/Winter Campaign but that this would have to be completed within the next three weeks.</p> <p>Some members of the group felt that the discussion was just going over the same points which have been raised at the previous two brainstorming sessions and so it was decided that a TLG subgroup would be created to discuss with VisitScotland what can and cannot be done regarding industry input to campaigns. It was agreed that as well as industry representation on the sub group there should be at least one local authority member on the sub group.</p> <p>Action: Arrange date and time for sub group to meet and extend invitation to members not present at meeting. Notes from the Enterkine House workshop to be circulated to TLG members.</p>	LC
7.	<p>Year of Food & Drink</p> <p>Due to time constraints this was not discussed.</p>	

8.	<p>Year of Architecture, Design and Innovation</p> <p>Due to time constraints this was not discussed.</p>	
9.	<p>Ayrshire & Arran Tourism Team project update</p> <p>RH provided a comprehensive update on all the tourism team projects. Significant progress has been made across the key priority areas set out in the Action plan. This is available as word document and will be circulated to the group.</p>	
10.	<p>AOCB</p> <p>N/A</p>	
11.	<p>Date of Next Meeting</p> <p>The next meeting will be Wednesday 12 August 2015 at Seamill Hydro, West Kilbride.</p> <p>A few members have advised they will be unable to attend, NE requested a change to the date.</p> <p>Action: Reschedule meeting</p>	<p>LC</p>