

**Minutes Area Tourism Partnership Meeting held  
Wednesday 25 April 2007**

**Venue: Glencloy Suite, Auchrannie Spa, Brodick, Isle of Arran**

**Present:**

Bob Leitch, Ayrshire Chamber of Commerce & Industry (Chair)  
John Spooner, East Ayrshire Council  
Stuart Gibson, North Ayrshire Council  
Michael Wright, Scottish Enterprise Ayrshire  
Carolyn Elder, Largs Yacht Haven  
Howard Wilkinson, ACTF  
Cllr Margaret Toner, South Ayrshire Council  
Malcolm Simpson, Gales Restaurant & Hotel  
Martin Hunter, Federation of Small Businesses  
Glenn Wedlock, Prestwick International Airport  
Alastair Dobson, Taste of Arran  
Sandi Hellowell, VisitScotland  
Catriona Mackie, VisitScotland  
Liz Boyle, VisitScotland

**Apologies:**

Apologies received from: Cllr Tom Barr, North Ayrshire Council; Alex Anderson, North Ayrshire Council; Stewart Selbie, Turnberry Hotel; Cllr Eric Ross, East Ayrshire Council; Nick Larkin, South Ayrshire Council

**1. VisitArran A Destination Management Organisation**

A. Dobson gave the above presentation, which explained the aims of VisitArran and also displayed the new branding which will be launched next month. Following the presentation there was some discussion covering:

- accessibility - use Arran as a stepping stone to the Western Highlands and Ayrshire
- affordable accommodation on the island and housing for staff
- transient population
- education/training within schools
- community involvement
- use of ferry for commuting workers from other areas to the island.
- plan towards year round tourism

The chair thanked A. Dobson for his presentation.

**2. Previous Minutes and Actions**

The Minutes of 13<sup>th</sup> February 2007 were taken as an accurate account of events and approved.

**Outstanding action items update:**

**Action Update:** M Simpson has met with A Anderson to discuss European funding and is progressing establishing the brainstorming group.

**Action Update:** M.Wright will co-ordinate golf workshop dates and communication to Liz/Elaine.

### **3. Local Industry Liaison**

No items tabled for discussion.

### **4. Tourism Conference**

C. Mackie referred to the report already circulated.

The Tourism Conference proved to be a success and every year has shown an improvement.

Discussion followed regarding various ideas for future conferences.

- ½ day workshop in afternoon
- possibility of lengthening the conference
- establish number of stands and realising importance of stands from networking opportunity.
- opportunity to hold an additional event on a different date (mini-event)
- improve local press representation
- improve Arran representation

DVD was successful. B. Leitch advised that one copyright approval was still outstanding, but once this is resolved the DVD would be made available at a cost of £10 per copy.

#### **Action:**

- Investigate possibility of hosting a lunch with local press representatives

**Responsible: C. Mackie**

- Any additional observations regarding Conference to be emailed to C. Mackie

**Responsible: All**

- A. Dobson to make enquiries at VisitArran meeting regarding Arran representation at Tourism Conference

**Responsible – A. Dobson**

### **5. Partnership Representation**

#### **- Selection of new partners**

B. Leitch explained the voting process. There are 4 nominees, 2 of these will be elected. All present (12 ATP members) within the room were entitled to vote and invited to do so. S. Hellowell collected the voting papers and counted the votes. Stewart Selbie was voted to remain as a Partnership member and Mark Rodwell was voted to be invited to become a Partnership Member. B. Leitch received approval for the voting forms to be destroyed.

#### **Action:**

- C. Mackie will write to individuals advising outcome.

**Responsible: C. Mackie**

### **Appointment of Chair & Vice Chair**

At this point B. Leitch left the room. C. Mackie asked the Partnership to consider extending the term of the Chairperson to a 2 year term for practical reasons, as one year was not thought to be a sufficient period of time to hold this term of office. The Partnership agreed to this suggestion and the group present agreed that Bob Leitch should remain as Chairperson. C. Mackie stated that Cllr. Eric Ross was happy to continue as Vice-Chairperson

Further discussion ensued regarding rotation of public and private sector in the role of Chairperson. It was agreed that the guidelines should be amended to state that the "most appropriate" person would be elected as Chair.

**Action:**

- C. Mackie to amend guidelines to reflect the 2 decisions above.

**Responsible: C. Mackie**

**6. Date and venue for next meeting**

**Next ATP Meeting** – Tuesday 12 June 2007, starting at 10.00am at South Ayrshire Council offices, County Buildings, Ayr.

**Responsible - L. Boyle/E. Sykes**

The following meeting will be held on 14<sup>th</sup> August 2007, and the venue will be Largs Yacht Haven.

**7. A.O.B.**

**ATP Agenda Items** - C. Mackie would like the partnership to drive the agenda and asked for suggestions to be sent to her.

**Responsible - All**

**Expo** - S.Gibson asked what the intention of the Partnership was regarding Expo. as he thought presence at this exhibition was extremely important. Discussion followed with C. Mackie explaining that the role of this Partnership is more about encouraging groups of businesses to attend. It was felt strongly by members of the group present that it would be beneficial for Ayrshire & Arran to have presence at this promotion - perhaps with a combination of council and private sectors having a role to play.

This is to be considered further by the partnership.

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## **PART 2**

### **Partnership Plan Workshop -**

- Presentation: How will we achieve 50% growth
- Review of Partnership Plan actions
- Priorities actions

Workshop in the afternoon followed with the objective of revisiting the Partnership plan actions and reprioritising them.

The Partnership Plan will be updated with the outcomes and circulated.