

Scottish Borders Tourism Partnership Meeting

MINUTE of MEETING of the
SCOTTISH BORDERS
TOURISM PARTNERSHIP held
at The Lodge, Carfraemill,
Lauder, Wednesday 6th June
2007 at 2pm

PRESENT:

Pamela McMahon, VisitScotland Borders
Ben Carter, VisitScotland Borders
Cllr Vicky Davidson
Mrs Sue Beck, Self Catering Representative (appointed as Chair)
Catherine Maxwell-Stuart, Attractions Representative
John Sloggie, Hotel Representative
John Henderson, Activities Representative
Jim Renwick, Retail Representative
Alan Elliott, Scottish Enterprise Borders

IN ATTENDANCE:

Sandi Hellowell, Strategy & Partnership Executive, VisitScotland Borders
Marion Oates, Scottish Borders Council
Nicola Watt, Scottish Enterprise Borders
Helene Sinclair, Business Relationship Marketing Manager, VisitScotland Borders

APOLOGIES:

Kevin Keenan
Colin Chisholm
Bryan McGrath
Jeanette Thomson

1. Welcome and Introductions

Pamela McMahon welcomed everyone to the meeting and introduced herself as the new Area Director for the Borders.

2. Election of Chair and Vice Chair

Sue Beck was proposed and appointed as Chair. The Vice Chair will be appointed by SBC from the two councillors newly elected onto the Partnership (**to be informed by SBC**). From this item Sue Beck Chaired the meeting.

Chris Winson proposed and appointed as Eating & Drinking Representative, **Sue Beck to correspond.**

3. Minutes of previous Meeting and Matters Arising

The minutes of the meeting held on 7th February 2007 were approved after John Sloggie in reference to item 6 under Bedroom Packs highlighted that pilot not started. It was agreed that Gayle would supply costs so that value of this exercise can be considered. – **GS/PM to follow up.**

Sue suggested requesting feedback from D&G on use of their Essential Guide as their Bedroom Pack – **HS to follow up.**

Sue Beck asked for an update on the GTBS search on VisitScotland.com, Helene updated that secondary Quality Assurance awards eg Welcome schemes will be incorporated into the second phase of the web development.

4. Agree role & remit of Tourism Partnership – discussion paper – Appendix 1 attached

Discussion followed and the sub group was tasked with producing a paper detailing the specific role and responsibilities of the partners as agreed. Amends will be made in accordance on the paper to be compiled by the sub group (Sue Beck, Marion Oates, Helene Sinclair) for approval.

Points arising, included proposed name change to Scottish Borders Tourism Partnership – agreed.

Scottish Borders College having representation on the Partnership was not agreed, it was felt there is a conflict of interests, but they could be invited to talk as a guest speaker as appropriate.

Groups/geographic areas to be approached as Group Representatives rather than replacing Sectoral Reps, it was felt these was a need for different types of businesses to be represented and have a figure head to approach.

The method of communicating to the wider tourism industry was also discussed and it was agreed that this should be done through trade reps, Chamber of Commerce, Council Newsletter/press release. Suggestion that relevant papers be added to visitscotland.org (SH to action)

Discussion on holidays (timing of Easter effecting businesses) and whose role the communication and co-ordination of this information lies with. Discussion took place on extending the season and communication amongst businesses key to the success of this. Discussion on gathering information and Commercial Organisations and how this sat with Public Bodies involvement and potential to impact on Private Business. SEB are speaking to Historic Scotland on a project on this theme. Apparently a pilot is underway in other areas of Scotland emailing an events bulletin to trade – **HS to follow up.**

5. Annual Forum meeting 2007 – discussion paper Appendix 1 attached

Discussion followed and amends will be made in accordance on the paper to be compiled by the sub group (Sue Beck, Marion Oates, Helene Sinclair) to progress, formulate and then to full ATP for approval.

Points arising, varied opinions on the timing, either at the end of year or beginning. To avoid Easter holidays ACTION: A Rutherford to be asked to find out school holiday dates in Borders and areas within 2-3 hour travel radius. Agreed beginning of year in line with timing of Information Exchange - advisable if looking at supply and print of leaflets etc. Less formal, POSSIBLY ONE HOUR Information Exchange followed by speakers, followed by another hour of Information Exchange.

ACTION: CM-S to contact Visitor Attraction Group re Easter Opening times 2008 and circulate information to ATP.

Catherine M S raised concerns on this format leaving little opportunity for an update on what VisitScotland. Borders/SBC/SEB have been doing throughout the year.

It was suggested that VAs/businesses be encouraged to circulate relevant information to each other. Action: SH to find out what happens in Fife.

The Market theme popular/food producers/crafts etc on sale potentially.

To be progressed by Sub Group

6. Action Plan – Progress updates from identified lead partners

Marion updated on the role of the co-ordination group, it was suggested that the next meeting should coincide with the ATP mtg and an overlapping lunch arranged to allow representatives to meet.

Actions in the plan were prioritised as to which would be the focus for reporting back at meetings although other relevant activity would be included. The plan to be circulated prior to meetings for update and then any questions to be tabled at the meeting.

7. Future Meetings agenda items/presentations

Meeting dates: 29 August 2007
10 October 2007
05 December 2007

(2pm – 4.30pm)

Homecoming suggested as presentation and combine with a meeting in the Heritage Hub/Ancstral Tourism Theme and tour. Nicola Watt involved in projects linked to The Homecoming –she will supply follow up information – **NW to follow up.**

8. AOB

All representatives to take responsibility for identifying good news stories re: the ATP to raise the profile of the role of the Partnership and the representatives involved, co-ordinated through VisitScotland Borders External Relations Executive.

ACTION: KL to be asked to organise Press release re Sue's appointment and Chris as ED rep.

JR notified group that Lochcarron would be open first week in August and would hope to achieve 5 * attraction status. Possibility for Lochcarron to sponsor SB Marketplace.

AE updated on European Golf Challenge Tour – 9-12 August.

SB suggested that QA should market itself as per paper advert.