

Edinburgh & Lothians Area Tourism Partnership (ATP)

Friday 13th June 2008

Scottish Mining Museum, Newtongrange

Present

Cllr Jenny Dawe (Chair)	City of Edinburgh Council
Fergus Waters (Vice Chair)	Midlothian Tourism Forum
Cllr Steve Cardownie	City of Edinburgh Council
Robert Conway	East Lothian Tourism Forum
Barbara Smith	Edinburgh Tourism Action Group
Quintin Young	Midlothian Tourism Forum
Graeme Rigg	City of Edinburgh Council
Susan Smith	East Lothian Council
Sandy MacMillan	Midlothian Council
John Masson	West Lothian Council
Sinéad Guerin	VisitScotland

In Attendance

Fiona Michie	Scottish Enterprise
Tracy Logan	VisitScotland

Apologies

Sue Stuart	Edinburgh Convention Bureau Ltd
Provost Adam Montgomery	Midlothian Council
Bill McNair	East Lothian Tourism Forum
Simon Williams	Edinburgh Tourism Action Group
Raoul Barbier	City of Edinburgh Council
Claire Dutton	East Lothian Council
John Beveridge	Midlothian Council
Cllr Martyn Day	West Lothian Council
Robin Chesters	West Lothian Tourism Forum
Geraldine Hamilton	West Lothian Tourism Forum
Susan Watson	Scottish Enterprise
Alistair Shaw	West Lothian Council
Cllr David Berry	East Lothian Council
Greg Ward	City of Edinburgh Council

1 Welcome and introductions

Cllr Jenny Dawe chaired the meeting and commenced by welcoming everyone to the meeting of the Area Tourism Partnership (ATP). Cllr Dawe thanked Fergus Waters and the Scottish Mining Museum for hosting the meeting.

Fergus thanked everyone for coming and welcomed all to the meeting. Fergus also gave a brief overview of the Scottish Mining Museum.

Apologies were also received from those noted above.

Cllr Dawe welcomed Sinéad to her first ATP meeting as new Regional Director for Edinburgh and East Central Scotland and Tracy Logan, Strategic Relations Executive. This was followed by a round the table introduction of everyone.

2 Minutes of 14th March 2008

Matters Arising

The minutes from the meeting of 14th March 2008 were agreed but any changes were to be raised with Tracy Logan.

3 Midlothian Tourism Action Plan

Sandy Macmillan delivered an informative presentation to the group on the Midlothian's Tourism Action Plan and local tourism initiatives. As well as giving an overview of the action plan, Sandy also highlighted some proposed and planned developments in the area, including proposed developments at:

- Flotterstone HQ
- Midlothian Snowsports Centre
- Dobbies, including possible hotel, restaurant and education centre
- Neighbourhood Information Points at Butterfly World and at Rosslyn Chapel's new Visitor Centre.

Sandy also mentioned the importance of events development including the History Fair at the Scottish Mining Museum and the Medieval Fair at Rosslyn Chapel and also events being supported by Homecoming Scotland in 2009.

Also highlighted were pilots on business tourism packages to encourage business tourism to the region.

Sandy also mentioned the various websites for Midlothian which are managed jointly by Midlothian Council and Midlothian Tourism Forum;

www.visitmidlothian.com

www.midlothianonvideo.com

www.midlothianwildlife.com

www.midlothianheritage.com.

Sandy provided the group with folders containing the Midlothian Tourism Action Plan and various leaflets and publications produced to promote the area.

Cllr Dawe thanked Sandy for his presentation and welcomed questions from the group.

Barbara Smith commended Sandy on his presentation and commented on the quality of marketing publications and activities taking place in Midlothian.

Cllr Cardownie asked Sandy if he was aware of the informal gathering of people from Soviet Union countries at Rosslyn Chapel to celebrate their Easter, which falls on a different date to Easter in the UK and asked if this could be made into a formal event.

Sandy said that he was not aware of this particular gathering but that it could be looked into.

Action
SMcM

Cllr Dawe asked Sandy if there was any foreign language facilities on the Midlothian tourism website. Sandy said that this had and would continue to be discussed but that at this time there were no foreign language facilities on the site and that cost was a factor in this. Fergus also followed up on this saying that many overseas visitors to the area have a good understanding of the English language.

Sinéad Guerin also commended Sandy on his presentation and the work going on in the region and asked if the suite of materials made it easier for them to engage with tourism trade / people for example at Expo? Sandy said that things were picking up.

Fiona Michie asked Sandy if more is being done to strengthen link between Midlothian and Edinburgh, particularly in relation to the Midlothian Visitor Pass/ discount brochure/ Edinburgh Pass. Sandy said that linkages are key for a successful future. Midlothian has a strong tourism product and more needs to be done on raising awareness of the area, however, infrastructure is an issue at the moment as there is a need for more hotels in the area and improvements in transport links.

4 VisitScotland – report from Area Director

Sinead Guerin presented the report at the meeting and gave highlights including:

- **Visit Scotland Restructure** – Sinead gave an overview of changes at VisitScotland since 1 April 2008 including changes to the regional groupings, VisitScotland directorates and new staff in the local team.
- **Tourist Information Centres** – made reference to the following:
 - There was a slight dip in the visitor numbers to TICs, with the exception of Newtongrange, but this was largely due to the fact that the figures shown did not include Easter, which fell in March this year.

- **Recent Marketing Activity**

- Ongoing joint activity with easyJet to promote low cost flights and short breaks to Edinburgh and other Scottish cities, which recently included a 'building wrap' in Belfast.
- Update on Mary, Queen of Scots Trail, including recent French press trip to many sites in the trail.
- Hidden Gems marketing activity
- Taste of Edinburgh and VisitScotland support for the event
- Rugby Sevens marketing activity
- Updates to European Cities website
- Consumer e-zines for UK & Ireland markets
- Consumer PR coverage / activity including coverage in Elle Canada, Luxury Travel Advisor and Russian TV crew visit, which included filming in Edinburgh and Lothians ,among other areas of Scotland.
- Edinburgh Pass launch

Sinead also gave an update on Homecoming Scotland, Expo 08 and GTBS

The full report was circulated in advance to the group and will also be posted on:
http://www.visitscotland.org/about_us/local_network_offices/edinburgh_and_lothians/edinburgh_and_lothians-minutes_and_reports.htm

5 Round Table updates

The Chair invited each area's representatives to provide an update on their local activity. Full updates are shown as Appendix 1 of the minutes.

6 Any other competent business

- Robert Conway mentioned that a Green Seminar had been organised to take place at the Scottish Seabird Centre and asked what support VisitScotland could give. Sinead said VisitScotland were happy to support such a positive activity and would follow up on this with Robert at a later stage.
- Sinéad raised that at another Area Tourism partnership meeting, Falkirk has indicated an interest in participating in the Edinburgh and Lothians ATP meeting to explore opportunities to make / build on existing links and work more closely together. All agreed that this would be welcomed. Sinead will invite Falkirk Council to the next E&L ATP meeting.
- Sinéad mentioned a forthcoming Area Tourism Partnership Review, which will take the views of the members of the ATPs and share best working practices to enable the value and purpose of ATPs to be reviewed. Sinéad stressed that the Area Tourism Partnership is very much a group for its members so their views are welcomed in this review.

7 Dates of Future Meetings

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SG

ATP Minutes – 13th June 2008

Friday 5th September Council Chambers, Town House, Haddington
Thursday 4th December VisitScotland, Board Room

Appendix 1

13th June 2008 - Area Updates Paper

EAST LOTHIAN

US Kids Golf Foundation European Championship

East Lothian was recently host to the inaugural US kids Golf foundation's European Championship. Event had approx 480 competitors who came from 34 different countries. Play throughout the week of 26th May, over Gullane, Kilspindie, Luffness New and Craighielaw courses. Children as young as seven competed. Went really well, organisers very happy with first event, hopes to bring back each year.

East Lothian Tourism Attractions

East Lothian Tourism Attractions now have created a passport scheme whereby visitors who visit 3 or more attractions and get their 'passport' stamped at each receive a free branded Frisbee. Tourism Attractions are also developing a number of projects including a snap fax type offer card, attending Ladies day at Musselburgh Racecourse, Royal Highland Show and Air Show, East Fortune.

Disabled go

Disabled go is currently in the process of putting together a guidebook to East Lothian's accessible venues. This will include 175 detailed venues, primarily tourist related – hotels, attractions, restaurants.

New accommodation/venue in East Lothian

Carberry Tower, recently refurbished with extensive grounds. Lennoxlove is also now reopened for business with stunning new rooms and suites. Expo 2008 – Aberdeen. Event went well; leaflet there were less representatives to the stand, but those contacts made were better quality in what they could bring to East Lothian.

Homecoming Scotland

One approved project – John Muir inspired events led by East Lothian Council's museums service and Scottish Seabird Centre.

Golf East Lothian hosted the following press visits.

- Following meetings with VisitBritain at the Toronto Golf Show, four golf and two lifestyle journalists stayed at Winton House. The golfers played at North Berwick and Dunbar, while the non golfing ladies took part in a jewellery workshop at the Bead Shop in Haddington, clay pigeon shooting at Winton and they visited some local attractions.
- Anita Draycott, Managing Editor at GolfStyle Magazine in Canada stayed at the Macdonald Marine Hotel and played at North Berwick and Craighielaw.
- Dave DeSmith, Editor of GolfStyles Boston visited East Lothian to write a travel feature on the area. He stayed at Duck's at Kilspindie House and played at North Berwick, Gullane No.1 and The Renaissance Club.

- Rick Holmes from Tee2Green in Canada was invited to learn about the region for his annual golf publication, He stayed at Fenton Tower and played Gullane No.1 and Craighielaw.

Susan Smith and Robert Conway raised a point regarding support from VisitScotland in the promotion of East Lothian as a destination. It was agreed a separate meeting would be arranged by Sinéad to discuss this further.

Actions

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SG

EDINBURGH TOURSIM ACTION GROUP

Taste of Edinburgh 2008

This Channel 4 event returned to the Meadows from 29th May – 1st June 2008. There were 22 local restaurants participating, and visitor numbers appeared high and will be provided by 'Brand events' at a forthcoming debrief.

Edinburgh Visitor Survey

A brief summary of findings will be issued shortly. Results reported are extremely positive with almost all areas being rated 'good' or higher by the majority of the 738 interviewed.

Waterfront Visitor Destination Plan

A final draft of this plan has been produced and will be presented to the Waterfront Partnership Board on 17th June and ETAG (Edinburgh Tourism Action Group) on 25th June. The core recommendation is to form a working group of developers and tourism professionals to take forward actions.

Innovative Funding

A report summarising the research to date is about to be circulated around ETAG and to other stakeholders. This should help inform the debate on having a Visitor Levy or tourism themed BID (Business Improvement District).

ETAG Conference 2009

Next years conference will be held on 17th March 2009 at Herriot-Watt Conference Centre.

Film Festival

For the first time, the Edinburgh International Film Festival will take place in June. The film festival will be followed by the Jazz and Blues Festival.

Usher Hall

Work at the Usher Hall is still ongoing and will continue until later in the year but the venue will be available and open for the International Festival.

EDINBURGH CONVENTION BUREAU

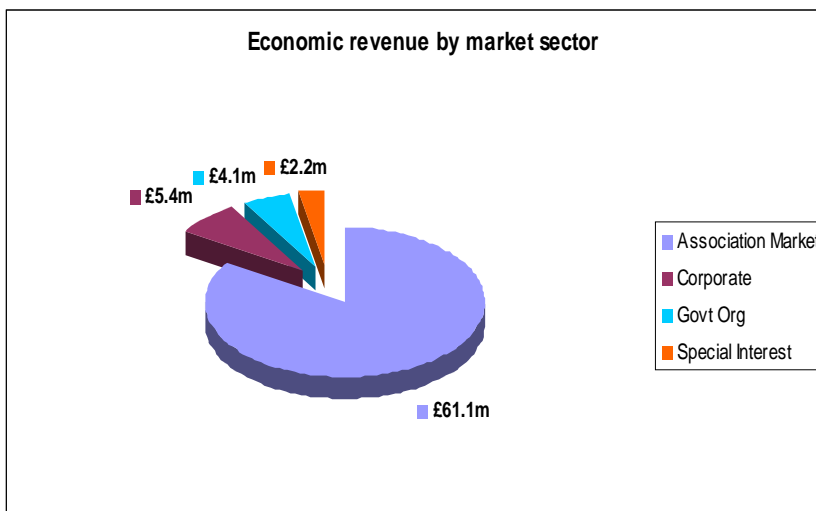
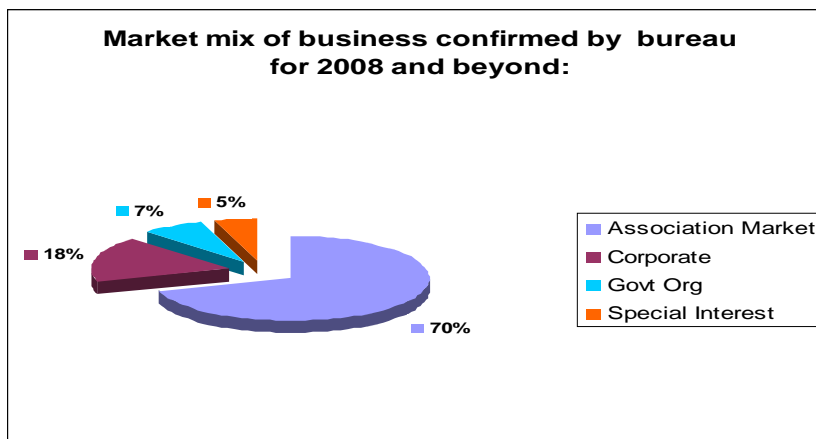
Sales Performance

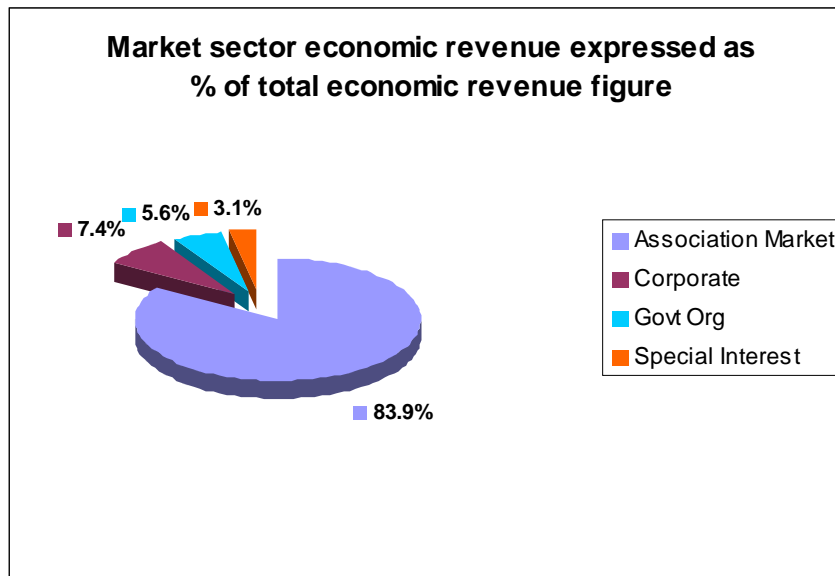
The Bureau's end of year figures 2007/08 record an economic benefit derived from confirmed conferences for the city for the years 2008 and beyond as £72.8 million. This

figure represents a 6.2% increase on the previous year and exceeds the 5% economic benefit target increase set in the 2007/08 Business Plan.

The market mix of business confirmed through the efforts or support of the Bureau for 2008 and beyond, together with the associated economic revenue is broken down as follows:

Sector	Market Mix	Economic Revenue
Association Market	70.0%	£61.1 m
Corporate	17.7%	£ 5.4 m
Government Org.	7.3%	£ 4.1 m
Special interest	5.0%	£ 2.2 m





The above figures support ECB's policy to concentrate its marketing resources on growing economic revenue from association events which generate high yield return for the destination.

International Conference & Congress Association Rankings (ICCA) for 2007

The Bureau has received country and city ranking for international association meetings taking place in 2007. The statistics reveal that 6,500 events took place in 2007 an 11.4% increase over 2006 reflecting the strength and growth of the market.

In terms of Edinburgh's standing in the world rankings the 2007 results reveal that the city moved from 27th in 2006 to 36th in 2007. Whilst this is disappointing it is important to note that:

- the majority of destinations in the top 20 have more than one conference centre, and consequently the ability to host a number of conferences concurrently
- the majority of the destinations above Edinburgh have significantly more public sector support than that of Edinburgh's capital city.
- there are now seven destinations above Edinburgh from South East Asia – an increase on last year and significant increase over the last five years
- in terms of UK cities only London appears above Edinburgh in the rankings – 17th (11th previously). Glasgow is now ranked as 48th (40th previously).

In the longer term, planned developments and expansions to conference and hotel infrastructure for the city from 2012 onwards should assist with future ICCA rankings.

In the short term however, taking into account the constraints on Edinburgh's conference capacity compared to that of competitive cities, it is realistic to assume that the city's standing in the world rankings will, at best, remain static.

Confirmed Conferences

The past few months have seen the Bureau confirm 13 new events for the city. In total they will bring up to 4130 high spending delegates and add £5.1million to the local economy. The largest of the new events is the National Association of Pension Funds conference, with 1000 delegates which will be held next March and be worth almost £1.4m.

Marketing/Sales Activities

ECB initiated and participated in several sales and promotional events during the Spring these included:

Destination Edinburgh - a successful business to business event initiated and organised by ECB which takes place three times this year. The event combines a familiarisation trip with 1:1 business appointments. Clients included: Corporates such as Hewlett Packard, Agresso and Corporate agencies- First Healthlink Events and Carlson Wagonlit Travel. The event resulted in several leads for ECB Members.

Scotland Means Business (SMB) - ECB took part in BTU's SMB event, which is held on a bi-annual basis. Fifty-three conference and meeting planners from corporate companies and MICE agencies based in the UK, US, Russia, Germany Spain and India attended the workshop at Cameron House Hotel where ECB carried out 1:1 scheduled appointments with clients. All leads have been added to the database for future follow up and monitoring.

IMEX 2008 - ECB participated on the VisitScotland BTU Scotland stand at the recent exhibition in Frankfurt. Several business leads were generated most notable amongst these being:

- The European nuclear Society 2009
- Sun Microsystems 2009 and 2010
- International Paediatric Endo Surgery Group Conference
- European Social Sciences Conference 2012
- European Molecular Biology Conference 2011

MIDLOTHIAN

Midlothian Tourism Action Plan

The Midlothian Tourism Action Plan was launched on 26 March at Dalhousie Castle. The plan includes objectives under the headings of Market Intelligence

and Innovation; Customer Experience; Marketing; Sustainable Tourism; Legislation and Infrastructure.

VisitScotland Expo

Fewer people at Expo / Midlothian stand but the quality of contacts made at Expo were felt to be of a higher standard this year.

Brochures

New themed trail leaflets have been produced for Midlothian. Themes are Wildlife, Stones, Heritage and Ghosts

The Explore Midlothian brochure has been updated.

A visitor discount brochure has been produced for 2008, including discounts at restaurants, accommodation, attractions and activities. In addition to discounts for Midlothian there are also some discounts for other attractions / accommodation across Edinburgh and Lothians.

Midlothian visitor orientation panels have also been updated.

Business Tourism Packages for Midlothian have been developed and are being piloted.

Events

Upcoming events include the History Fair at the Scottish Mining Museum and the Medieval Fair at Rosslyn Chapel. Midlothian also had two successful Homecoming Scotland applications. These events are:

- Scottish Mining Mayfest – a series of events taking place over the weekend to celebrate the musical traditions of mining villages.
- Brass in the Park – 20 bands competing at a 3-day music festival

SCOTTISH ENTERPRISE

Customer Feedback Pilot Project

The Tourism Framework for Action highlights the need for tourism businesses to develop business tools to gather and respond to customer feedback. Currently there is a concern that many businesses do not gather any customer feedback and those that do sometimes struggle to build the findings into future business planning. Scottish Enterprise, VisitScotland and HIE are developing a pilot project to help establish new models for gathering customer feedback and responding to it. The businesses involved in this national pilot include Haggis Backpackers, The Town House Company and Crosswoodhill Farm Holiday Cottages. If ATP members know of other businesses who would like to register an interest in the findings of the pilot then they should contact Karen Craib in SE on 0141 242 8281.

Taste of Edinburgh

Following the success of the pilot Taste of Edinburgh event last year, SE worked closely with partners to support this year's event, which took place from 29 May to 1 June. The event was extremely successful, with excellent feedback from the

event organisers. Hundreds of local and national tourism and food and drink business benefited – including Ducks at le Marche Noir, Dakota, and Belhaven Fruit Farm.

Edinburgh Military Tattoo

The Edinburgh Military Tattoo is developing project feasibility and a funding plan for the upgrading of the Tattoo stands which are required in order to meet customer needs. SE is supporting the development of an innovative funding approach which is focussing on identifying a funding package for the project which will maximise sponsorship income, enhanced income from corporate facilities and ticket sales and utilisation of the stand infrastructure out with the Tattoo season.

Edinburgh Destination Alliance

Following a private/public sector workshop back in April 2007, SE worked closely with the City of Edinburgh Council, VisitScotland and the Edinburgh Chamber of Commerce and Enterprise to develop a preferred model for improving the integration of Edinburgh's trade, talent and tourism promotion work and alignment of public sector support. The project's implementation is now being led by CEC, with the objective of launching a formal Destination Alliance by 1 April 2009.

Edinburgh International Conference Centre

A funding agreement has been reached between City of Edinburgh Council and Scottish Enterprise for the delivery of an expansion of the EICC. Work on site is scheduled to commence next year. The project will provide additional conference and exhibition space and be a critical factor in helping Edinburgh retain and grow its competitive performance.

Venue Investment Strategy

Scottish Enterprise and City of Edinburgh Council have jointly funded a venue investment strategy, aimed at identifying the key infrastructure investment required to create the venues that will ensure that the city will maintain its position as the world's leading festival city and a year round cultural destination. The draft final report has been completed and will be subject to extensive consultation.

WEST LOTHIAN

Tourism Company

Plans are well advanced for the setting up of public / private sector partnership tourism company in West Lothian. Following a consultant's report on the future of Tourism in West Lothian and further consultation with West Lothian Tourism Forum, VisitScotland and other key players the company will be set up at the end of June and all future public sector funding for tourism will be channelled through the company. West Lothian Council has significantly increased its contribution to tourism development in the current financial year. Initially, the Board of the company will be made up of representatives from the following organisations / sectors –

West Lothian Council – 1 (Elected member)

West Lothian Tourism Forum – 2

VisitScotland – 1

Hotel, Retail and Heritage Sectors – 3

Cittaslow Linlithgow

Linlithgow has recently become the second town in Scotland, and the eighth in the UK, to achieve Cittaslow status and joins a network of over one hundred towns worldwide. Local organisations and individuals have been working for over six months to get Cittaslow status, a term which, pronounced Chitta-slow, means 'slow city' in Italian and which aims to improve the quality of life for town dwellers and visitors to their town. As part of the application, Linlithgow had to demonstrate its Cittaslow credentials in over 50 different areas, including protection of the environment, promotion of local produce and hospitality – Linlithgow's motto is 'St Michael is kind to strangers'. (Perth is Scotland's other Cittaslow town.)

Grapevine

West Lothian's twinning arrangement with the city of Grapevine in Texas continues to flourish with exchange visits involving marching bands and the formal signing of the twinning agreement taking place over the summer. In September, with support from VisitScotland and MacDonald Hotels, West Lothian Council will have a stall promoting the area at Grapefest, a major festival in Texas.

Homecoming 09

The Council, in partnership with West Lothian Tourism Forum and West Lothian Family History Society, is developing a Homecoming website to facilitate ancestral research and provide information on West Lothian's historic community celebrations such as Linlithgow Marches and Gala Days.