

Tourism Policy Group Meeting Minutes
Monday 28th September 2009
Apex Waterloo Hotel

Attendees

Jack Munro, Chair
Iain Limond, Vice Chair
Graham Birse
Gordon Fraser
Gordon Rintoul
Hugh Aitken
Lynn Jones
Sue Stewart
Susan Morrison
Tony Dick
Douglas Logan
David Hinrichs
Carol Cairns

Apologies

Gordon Drummond
Rob Moore
George Nicol
Martin Hunt
Alison Ross
Frances Christensen
Julie Sanderson

1. Welcome and Apologies

Jack Munro welcomed new members to the group, Dr Gordon Rintoul National Museums of Scotland, Hugh Aitken BAA, Sue Stuart ECB, Martin Reynolds Edinburgh Festivals and Gordon Drummond- Harvey Nicholls. He also noted apologies had been received, (see above).

2. Overview of Vision – Purpose and actions

Vision – It was agreed that the group should be the private sector champion of tourism in Edinburgh, passionate advocates of our city. G Birse had previously circulated the outcomes of the strategy review session and these were agreed by the group. GB also explained to members how the industry could work in partnership with DEMA. This was also covered in Kenneth's DEMA presentation.

3. Presentation on DEMA by Kenneth Wardrop Director of DEMA

K Wardrop presented work of DEMA which focused on governance, current activity, mobile marketing, Bluetooth, Edinburgh Sparkle, Target Audiences, 2010. Further information can be found at the following websites;

www.edinburghinspiringcapital.com

www.edinburghbrand.com

Group Members were generally very supportive of DEMA as a coordinator of umbrella campaigns which would add value and complement existing activities.

However it was acknowledged that there were some funding issues and that it would take time for DEMA to develop into that role..

4. Assess and clarify relationships with other Industry Body/Organisations i.e. DEMA, ETAG.

It was agreed that clarity in respect of the role and function of ETAG in view of the arrival of DEMA and the strengthening of the Chamber's Tourism Policy Group was necessary. This should be raised with ETAG and **any** perceived weaknesses in delivery of industry communication addressed.

5. Determine need for sub groups

Jack asked members if they thought we required sub groups. We discussed whether DEMA should have an individual sub group it was agreed that we should offer an advisory/advocacy role as a tourism group for DEMA. Agreed to meet in 3 months time date to be confirmed.

Advisory group will be attended by J Munro, G Birse, G Fraser, H Aitken, I Limond.

6. Visit Scotland Growth Fund Application

G Birse advised members of the growth fund. Project Champions – Visitor led, off season after discussion with UK short breaks and Easy Jet. Work in progress on a re-application working with VS, SE and DEMA. Hugh Aitken/GB leading.

7. AOB

7.1 The Chair suggested that it might be useful to have a senior University representative with a research and development background on the Group and suggested Dr Joe Goldblatt as a possible candidate. It was agreed to carry this forward to the next meeting

7.2 Presentation for next meeting- Gordon Rintoul agreed to provide a speaker on the re-furbishment of the National Museum on Chamber St.

7.3 Next Scheduled meeting for the group is Monday the 7th December although November was the month discussed with date to be confirmed.

Meeting Ends.

The best value membership package of any business organisation in Scotland

SAVE PAPER - Please do not print this e-mail unless absolutely necessary

Edinburgh Chamber of Commerce is incorporated under Royal Charter and not a registered Company
CDL: SC 058816 and EBD: SC 144062
CDL and EBD are registered in Scotland

Registered office address: Ground Floor, Capital House, 2 Festival Square, Edinburgh, EH3 9SU
VAT number: Edinburgh Chamber of Commerce: 270-7433-63
CDL: 271-9336-45 EBD: 593-2808-15

The information in this e-mail is confidential and for use by the addressee(s) only and may contain confidential and/or privileged information. If you are not the intended recipient of this e-mail, please notify the sender immediately and delete the message from your computer. You may not copy or forward the e-mail, or use it or disclose its contents to any other party.

Opinions, comments or other information expressed in this e-mail that do not relate to the business of the

Edinburgh Chamber of Commerce or its subsidiary companies (the Chamber) should be understood as neither given or endorsed by the Chamber.
We do not accept any liability or responsibility for : (1) changes made to this e-mail after it was sent, or (2) viruses transmitted through this e-mail or any attachment.

This message (and any associated files) is intended only for the use of the intended recipient(s) and may contain information that is confidential, subject to copyright or constitutes a trade secret. If you have received this message in error, please contact Onyx Group immediately by replying to the message and deleting it from your computer. Any content included in this mail does not necessarily reflect the views of The Onyx Group.

Onyx Group Ltd, Registered in England Registration Number: 5682619, VAT Number: 884255494

Registered Office: Aurora Court, Barton Road, Middlesbrough, TS2 1RY.