

Edinburgh Chamber of Commerce TOURISM Policy Group

**Wednesday, 9th December 2009 at 4:00pm
in the Edinburgh Convention Bureau, 29 Drumsheugh Gardens, Edinburgh.**

Attendees:	Jack Munro (Chair) Dr Gordon Rintoul Gordon Drummond Graham Birse Martin Hunt Rob Moore Tony Dick Sue Stuart Sylvia Jenkins David Hinrichs Douglas Logan	Edinburgh Hotels Association National Museums of Scotland Harvey Nichols Edinburgh Chamber of Commerce Tartan Silk PR Xpress Recruitement Ltd Scottish Whisky Experience Edinburgh Convention Bureau Edinburgh Chamber of Commerce (Minute) Allison House Hotel Speciality Scotland
In Attendance:	Catherine Holden Bob Downie	National Museums of Scotland The Royal Yacht Britannia
Apologies:	Alison Ross Frances Christensen Iain Limond Lynn Jones Susan Morrison	Ross Tour Consultants Confucious Institute for Scotland JAC Scotland Lynn Jones Research Ltd Scottish Whisky Experience

Item	
1.	Welcome & Apologies
	JM opened the meeting and read out apologies. Welcome extended to Catherine Holden, Director of Marketing, National Museum of Scotland and Bob Downie, Chief Executive, Royal Yacht Britannia. JM also introduced Sylvia Jenkins, temporary PA to Ron Hewitt and Graham Birse, who was taking the Minute
2.	Minute of Previous Meeting: 28th September 2009
(1.)	DH did attend the previous meeting and had been omitted from the list.
(6.)	GM reported that the Visit Scotland Growth Fund Application is now jointly submitted with EasyJet. Visit Scotland does not recognise DEMA funding as private sector funding.
3.	Presentation by Dr Gordon Rintoul, National Museum of Scotland: “Creating a New Visitor Attraction”
	GR gave a Powerpoint presentation on the redesign and refurbishment of the Royal Museum of Scotland at Chambers Street, Edinburgh. Points included: <ul style="list-style-type: none"> • Background of New Vision and Need for Change; • Masterplan and Repositioning of International Collections “See the World in One Day”; • Reordering the Visitor Experience – interlinked galleries with themes Natural Sciences, World Art & Culture, Art & Design and Art & Technology; • Remodelling street entrance and grand gallery, using Caithness Stone, glass lifts and revealing original building features; • 16 galleries, with more interactive, multi-media exhibits. 80% of exhibits will not have previously been on display;

	<ul style="list-style-type: none"> • More focus on commercial events, with space for conferences & receptions. Host up to 900 for dinners and events can be run concurrently; • Cost: £60m by July 2011, spread over a 6 year period. • Funding: £17.8m Heritage Lottery Fund; £16m Scottish Government; £12.6m fundraising. RMS have £2m shortfall currently, which is to be expected for project of this scale. • Timescale: Currently mid-through building works by Balfour Beattie. Interiors handover August 2010 – December 2010 with opening to public on 1st July 2011. <p>There followed a question and discussion session with the Group.</p> <p>Any member interested in obtaining a copy of Dr Rintoul's presentation by USB stick (Powerpoint file is too large to email) please contact his PA Margaret Fraser, M.Fraser@nms.ac.uk</p>
<p>4.</p>	<p>Discussion led by Bob Downie, Chief Executive, Royal Yacht Britannia: "Future of Scottish Tourism"</p>
	<p>BD's paper had been previously circulated with agenda, and he introduced the main points, being: 2008 Scottish Parliament Enquiry into Tourism – resulting report showed mild growth. In contrast, Deloitte's report into Future of British Tourism released early 2009 showed way forward needs investment in quality. Huge increase in England on spending. Yorkshire alone is investing more in Tourism than is Scotland.</p> <p>In October 2009 the Scottish Tourism Forum passed BD's motion to approach Scottish Government with request that Visit Scotland is given statutory powers for product and business development. The Tourism sector needs business advice, a development programme and franchising to improve business, with availability of funding.</p> <p>The Group agreed to support BD's motion to request that Visit Scotland is awarded these additional statutory powers.</p> <p>A discussion followed. GB indicated that the Chamber could contact the appropriate Minister at Scottish Parliament to support BD's motion, and would speak to the Scottish Chamber of Commerce to gain support. GB encouraged other members of the Tourism Policy Group involved in other forums to use their contacts to lobby for this proposal</p> <p>ACTION: GB to contact Liz Cameron at Scottish Chamber of Commerce</p>
<p>5.</p>	<p>Transport Issues</p>
	<p>Ted Gordon, Vice-Chair of ECC Transport Policy Group had posited idea of shared information across Policy Groups. ECC website already hosts minutes of the Transport Policy Group.</p> <p>It was agreed to invite Ted Gordon to next meeting of ECC Tourism Policy Group.</p> <p>ACTIONS: GB to contact Ted Gordon to invite him to Tourism Policy Group's next meeting.</p>

	GB to circulate Transport Survey to Tourism Policy Group. This is attached with the circulated minute.
6.	Destination Edinburgh Marketing Alliance (DEMA)
	GB provided an update, including DEMA's role in the successful "Edinburgh Sparkles" winter campaign. New Chair of DEMA is Alan Johnston, the Chairman of Edinburgh Convention Bureau. New Board members are Professor George Stonehouse of Napier University and Professor Stephen Hillier of University of Edinburgh. The DEMA Board are looking to recruit a hotelier to the Board. GB circulated a declaration from DEMA's website stating it would not underwrite the current £600k entailed from The Gathering 2009 event.
7.	Tourism Summit: Friday 11 December 2009
	This summit is a BAA initiative led by Gordon Dewar of BAA Edinburgh Airport., to be held at the Roxburghe Hotel in Edinburgh. The summit will address key functions, roles and responsibilities of the main tourism organisations; in the city to try to rationalise the duplication and fragmentation and examine funding opportunities The TPG members attending are: JM, GB, and SS. Sinead Feltoe of VS will be representing the Area Tourism Partnership.
8.	Academic Representatives for Tourism Policy Group
	Suggestions given were Roslyn Marshall, Deputy Principal at Queen Margaret University and Michael Heriot, of the Hospitality Dept, Napier University.
9.	Any Other Business
	GB reported that Andrew Ovenstone, GM of the Dakota Hotel, was interested in participating in the TPG. It was agreed that the hotel sector was well represented on the Group at the moment
	GB reported from the ETAG group that Scottish Enterprise were undertaking a large-scale study of the Edinburgh Festivals and also a survey on tourism technology solutions.
	GB reported that Edinburgh Chamber of Commerce had won the UK Chamber of the Year Award at the British Chamber of Commerce 2009 Awards on 26 November. ECC were 2 nd in the International Chamber of the Year category. The TPG congratulated ECC and the team on these accomplishments.
10.	Date of Next Meeting
	It was agreed to hold 2010 meetings quarterly, and at 4pm. SJ to set dates. ACTION: SJ/JM to set dates for 2010 meetings.