

# TOURISM POLICY GROUP MEETING MINUTES

Monday 3<sup>rd</sup> December 2007

Hume Room, Capital House

## Attendees

Douglas Logan (Chair)  
Graham Birse  
Rob Moore  
Tom Mulhearn  
Alastair McIntosh  
Lynn Jones  
Ian D'Annunzio-Green  
Pat Denzler  
Laura Gordon  
David Hinnrichs  
Alastair McIntosh  
Stephen Spencer  
Julie Sanderson  
(minutes)

## Apologies

Alison Ross  
Guy Hilton  
Martin Hunt  
Ian D'Annunzio-Green  
Richard Jeffrey

## Guests

Mike Connolly (TiE)  
Jennifer Medcalf (Tall  
Poppies)

## 1. WELCOME AND APOLOGIES

D Logan welcomed everyone to the meeting and welcomed Rob Moore to his first Tourism meeting, and noted apologies had been received (see above). He also introduced Jennifer Medcalf from Tall Poppies and Mike Connolly from TiE.

## **2. UPDATE ON TRAMS – MIKE CONNOLLY, TiE**

Mike Connolly told the meeting that the Tram, Retail & Tourism Working Group is now in place. Douglas Logan and David Hinnrichs are both on the group which meets bi-monthly. Information on the tram work is available at [www.tramsforedinburgh.com](http://www.tramsforedinburgh.com)

TiE are receiving very few complaints about the current construction work which is the initial moving of utilities.

L Jones asked if consideration had been given to the architecture of the tram stations? M Connolly said they have been working very closely with Sir Terry Farrell, City Council Design division and the Cockburn Association who are advising TiE on the urban landscape and architecture.

The price for journeys will be the same as the buses as Transport Edinburgh Ltd will be managing both the buses and the trams. There will be 100% inspections to ensure maximum security.

D Logan thanked Mike Connolly for coming to speak to the group and answering their questions.

## **3. MATTERS ARISING:**

### **3.1 SCOTTISH CHAMBERS OF COMMERCE**

D Logan advised that, unfortunately, he had not been contacted by SCC regarding the meeting with Philip Riddle, which was held at the end of November, although he had been in touch with Garry Clark, the Policy Manager at SCC, to remind him. D Logan was concerned that this showed a lack of business courtesy to him and the Edinburgh Chamber of Commerce.

### **3.2 IMAGE AND PROMOTION OF EDINBURGH**

G Birse said the review was being led by Dave Anderson of SEEL. It has 3 strands:

- Live – Kenneth Wardrop
- Visit – Ben Carter
- Invest – Graham Birse

He suggested inviting someone from The Communication Group, who are coordinating the project, to a future Tourism Group meeting once everything has been finalised.

#### **4. PARLIAMENTARY ENQUIRY INTO TOURISM – POSSIBLE JOINT SUBMISSION WITH SCOTTISH CHAMBERS**

Following on from discussions it was felt that, whilst we could feed into the SCC response, it would be better for Edinburgh and Glasgow Chambers to also either submit a joint submission or two separate ones. The cities would have a different view on tourism than rural Chambers. The responses had to be in by 17<sup>th</sup> December and everyone was to email G Birse with their views. The final report is due on the 8<sup>th</sup> March.

#### **5. VISITSCOTLAND RESTRUCTURE – PUTTING THE CUSTOMER FIRST**

Again after considerable discussion the members felt that VisitScotland were not engaging with the industry, especially those businesses in the SME sector. Indeed, members felt that they would welcome the setting up of a membership based organisation that would be able to take the industry's views on board. The only sector with any positive views on engagement were those in Business Tourism and this was through membership of the Edinburgh Convention Bureau.

L Parsons advised members of the phone call that she had received, at Edinburgh Shuttle, from the TIC in Princes Street advising that, unless she increased her commission to 20%, the TIC staff would no longer sell her product. Members were seriously concerned about this attitude, especially as VisitScotland Chairman, Peter Lederer, says that cross-selling of tourism products is one of the ways to reach the 50% growth target. L Parson said that she would keep the Chamber advised of the outcome of her discussions with the TIC.

#### **6. INDUSTRY MEETING WITH MINISTER – UPDATE**

Following the very positive reports back on the initial meeting that Jim Mather had held with industry representatives back in August, D Logan had spoken to two people who had been to the follow-up meeting. Both came away very disappointed

with this meetings – some comments:

- The first hour repeated original discussions
- There were too many small operators wanting to put across their views
- Those attending would have liked some views on the way forward by the Minister.

L Gordon, who was at the second meeting, said that she supported these comments and found it to be a very dis-jointed meeting.

## **7. INNOVATION E:G – JENNIFER MEDCALF, TALL POPPIES**

Jennifer Medcalf gave a short presentation on the Edinburgh/Glasgow Innovation project and asked for support from Chamber members (details were previously sent out to members). The project has been a couple of years in the making and aims to encourage collaboration between Edinburgh and Glasgow in innovation and leadership. The five key areas are food, whiskey, culture, retail and adventure. The ideas exchange and initial brainstorming is on 25<sup>th</sup> February and the final projects are shown to an industry audience on 23<sup>rd</sup> May. The winner will receive £3000 to help develop the project, with £2000 divided between the other short-listed groups. Any feedback from Tourism group would be most welcome. So far they have 20 individuals and 16 members involved.

## **8. CHAMBER EVENTS – ANN BAIRD**

Ann Baird, Director of Events at Edinburgh Chamber of Commerce, asked for thoughts and comments on a possible tourism event for the Chamber. R Moore suggested the possibility of a joint event with the Institute of Hospitality (formerly the HCIMA). Maybe contact a key marketing person in Ireland who is involved in organising St Patricks events on guidance in something similar for St Andrews day. T Mulhearn also suggested speaking to Caledonian Brewery as Deuchars IPA is a product they are hoping to rival Guinness.

Suggestions to be sent to Ann Baird and the events team.

## **9. AOCB**

9.1 T Mulhearn announced he was leaving The Hub so would no longer be able to be part of the Tourism Policy Group, however hopes to be back depending on his next role. D Logan thanked him for his contribution to the group.

9.2 G Birse congratulated Lothian Buses and John Lewis on their recent awards.

9.3 S Spencer expressed his concern about the profusion of notice boards on the Royal Mile and complained that the Real Mary Kings Close were constantly being chased by Council officials to remove their board, whereas Walking Tour Providers seemed to be able to get away with this. It was suggested that perhaps he should try to contact either Jenny Dawe or Tom Buchanan, copying in the Chamber. The council have recently announced a business surgery for Cllr Buchanan.

9.4 It was suggested that we might have a presentation of Homecoming Scotland – 2009 at our next meeting.

#### **10. DATES OF MEETINGS – 2008**

D Logan suggested the following dates for 2008:

Monday 3<sup>rd</sup> March; Monday 2<sup>nd</sup> June; Monday 8<sup>th</sup> September; Monday 8<sup>th</sup> December, all at 11am at Capital House.

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