

TITLE:	Area Tourism Partnership Meeting	
DATE:	11 th October 2006	
VENUE/TIME:	SEDG, Solway House @ 10.00am	
PRESENT:	G Hood, D Holland, I McLatchie, J Mitchell, R Soutar, L Vickers, L Chambers, T Fitzpatrick, T Gillespie, A McColl	
IN ATTENDANCE:	S Hellowell, T Smeaton, K Wilson, P Buchannan	
APOLOGIES:	M Hannay, J Denerley, M Scott, J Shearer	
CIRCULATION:	Those present, Apologies + J Purdie, R Grant, R Smith	
		ACTIONS
1. <u>WELCOME AND APOLOGIES</u>		
The Chair welcomed everyone and reported apologies from Mark Hannay, John Denerley, John Shearer.		
2. <u>MATTERS ARISING</u>		
<ul style="list-style-type: none"> • Consultations on the Marine National Park will be launched on the 12th October for a 12 week period. The Tour Bus will be in Kirkcudbright on Saturday the 14th October. • A collected response to the consultation for D&G will be sent from the ATP following a presentation from Alison McCall at the November Meeting. 	AMcC	
3. <u>UPDATE ON THE BRANDWHEEL</u>		
Karen Wilson gave an update presentation on The Brandwheel Workshop held on the 16 th of August.		
Comments were as follows:		
<ul style="list-style-type: none"> • Build on what we have and be consistent – JM • Keep Natural Place theme – access to countryside/walks etc. Do not diversify to far away from this – TG • D&G to be distinguishable from anywhere else – LC • How do we highlight events happening in D&G e.g. food town / cycling – TF • Needs to be projected more as a sporty/vibrant place – IMcL • Create a Library photo pool between VS, SEDG and FC. 		
4. <u>RESEARCH & STATISTICS – WHAT DO THEY MEAN</u>		
Paul Buchannan, Corporate Research Director from VisitScotland gave a presentation on research and statistics outlining the current and future approach to STEAM, Occupancy Survey, UKTS and how this data can be used at regional level.		
Issues raised:		
<ul style="list-style-type: none"> • A letter to be sent from ATP Chair to Scottish Executive to support Stranraer Ferryport being included when interviewing and gathering statistics. • Anybody who wishes to participate in providing stats to UKTS please forward your details to Paul who can then pass them on. • Possibility of PDA's being piloted in D&G TIC's for stats gathering – DH to follow up with Paul. 	GH DH	

CONTINUATION SHEET	ACTIONS
<p>5. <u>UPDATES</u></p> <p><u>VS</u></p> <ul style="list-style-type: none"> • Where to Stay and See & Do Brochures are at the finals proofs stage and indications are that they will be the same size as last year. • Autumn 06 - insert mailed in autumn gold pack; web pages created. Good take up of guides. • Winter 06 - campaign developed to take Traveller's Tales idea into postcards from visitors describing their personal experiences in D&G. Early Bird Bookings will also be offered from November till March. • ERDF application is in draft and with SOSEP for initial comments. <p><u>DGC</u></p> <ul style="list-style-type: none"> • The Partnership Agreement is in the final draft stage. • JM stated that funding from DGC to VS is essential. Delia replied that DGC have been a positive support to VS both in terms of funding and in kind support and it was important that this relationship continued. • Regeneration Projects – support provided for the Theme Towns, Walking and Core Pathwork projects. • Keeping in communication with Agencies re the Marine National Park. • Events Strategy – being well received with very active summer season of events. Recognised need to keep Strategy under review. • South of Scotland Competitiveness Strategy – Tony will give an update at the next ATP meeting but currently a ringfenced amount for the South of Scotland within the new EU funding programme has been proposed. <p><u>SEDG</u></p> <ul style="list-style-type: none"> • SE Skills – SE Leadership Programme brochure has been sent out to industry. The calendar of events includes Learning Journeys and workshops. One workshop scheduled for 17th November in Peebles is based on Adventure Sports Tourism and will include a presentation on 7Stanes. • 100K Welcomes – a new programme will be launched in November. • Innovation Tool Kit – Local workshops are designed to encourage industry collaboration and product development ideas that can be taken forward by the businesses. • Skills Action Plan – SEDG Workforce Development Team is currently developing a Tourism skills Action Plan. • Tour of Britain 2006 – this was very successful and positive feedback received regarding the community aspect of the event. An initial meeting has taken place to discuss the 2007 race which will be the last leg of the Tour of Britain 2007 which will start in D&G and finish in Glasgow. • Gateway to Ireland – 4 working groups have been established – one focusing on tourism. The tourism group is currently inviting companies to tender to undertake an audit of current & future tourism development opportunities • SEDG Operations Director - Stuart Dixon has taken up post. 	<p>TF</p>

CONTINUATION SHEET	ACTIONS
<ul style="list-style-type: none"> • SEDG Metropolitan Working – there are 8 projects under the Metropolitan Scale, 3 of which are in the Tourism area: <ul style="list-style-type: none"> - Homecoming 2009 - Adventure Sports/Activities - Gateway to Ireland/Stranraer Regeneration <p><u>FCS</u></p> <ul style="list-style-type: none"> • 7Stanes - the replacement Project Manager is expected to be in post by November. <ul style="list-style-type: none"> - Exit strategy from EU Funding will concentrate on maintaining projects/business development and product growth. - Developments at Ae Forest being considered to improve facilities. • Galloway Forest Tourism Strategy – FCS is recognising difficulties in engaging with local businesses at a practical level. They are therefore conducting a pilot experiment on bike franchises at Kirroughtree Visitor Centre, partly as a means to develop business to business procedures • GFP Visitor Centre Review – FCS have changed their investment procedures and so Galloway FD are going back to the Board to confirm the way forward (no change expected other than a clearer timetable). • JM was concerned that businesses in Newton Stewart do not maximise the GFP and that the Visitor Centres compete with Town Centre businesses e.g. bike hire. Rob replied that the FCS approach is to support the local tourism economy and will not invest in the centres if they are considered to be competing directly with local businesses. • Biosphere Reserve – SNH and Leader funding received for a Project Officer. RS to provide background info on the Biosphere Reserve at the next ATP. <p><u>SNH</u> – Updated provided by Mike Scott</p> <ul style="list-style-type: none"> • Southern Upland Way - Recruitment of Marketing & Business Development Officer - working with DGC an appointment has been made to this important new post (initially for 18 months). They will be working to develop links with local businesses and to raise the profile of the SUW - attracting more short and long distance walkers to the area. • Wildlife Cameras at Creetown - Isabel Glasgow (Chair - SNH West Areas Board) formally opened the CCTV screens at Creetown Heritage Museum in August, showing live footage of Red Squirrels and peregrines. • Cairnsmore NNR - work on re-developing the visitor centre at Cairnsmore will start shortly, to provide improved facilities for visitors. This will significantly increase the interpretation and facilities at the reserve. • Replacement of Knocktar Bridge, New Abbey – SNH providing funding to enable the Council to replace a missing footbridge at New Abbey. This will open up a path network to locals and visitors that was identified at a recent path consultation event - giving them increased opportunities for walking in a popular area for visitors. 	<p style="text-align: center;">RS</p>

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<ul style="list-style-type: none"> • Support for VisitScotland D&G Marketing - SNH are keen to support the Objective 2 bid by VisitScotland, and we hope to be able to offer a significant grant for this work shortly, reflecting the importance we attach to this partnership. • Original Mountain Marathon Event - formally the Karrimor Mountain Marathon and now in its 39th year, this massive event on 28th & 29th October will be held around Glen Trool. <p>6. <u>ATP PLAN UPDATE</u></p> <ul style="list-style-type: none"> • Comments have now been collated and the Plan is at the stage of being refined to make it realistic and achievable. Once complete it will be circulated to ATP members for sign off in November. <p>7. <u>ANY OTHER BUSINESS</u></p> <ul style="list-style-type: none"> • Ian McLatchie will represent the ATP on the Transport Partnership. • Numerous Wind Farm Applications have been received and it was suggested that a letter be sent from the ATP to the Council requesting information about the local policy for windfarm applications. More discussion required at a future meeting regarding the detail of this. <p>8. <u>DATE OF NEXT ATP MEETING</u></p> <ul style="list-style-type: none"> • The next ATP Meeting will be on the 5th of December 2006 at 10.30 held at SNH Offices, Carmen House, Crichton Campus. <p>G Hood Chair</p>	