

TITLE:	Area Tourism Partnership Meeting	
DATE:	14 th May 2007	
VENUE/TIME:	Solway House - SEDG	
PRESENT:	G Hood, R Soutar, L Vickers, L Chambers, T Gillespie, M Hannay, T Fitzpatrick, L Walker, D Smith, S Garnsworthy, D Mounce (part-time)	
IN ATTENDANCE:	S Hellowell, T Smeaton	
APOLOGIES:	J Denerley, A McColl, D Holland, A Fordyce	
CIRCULATION:	Those present + Apologies	
		ACTIONS
1. <u>WELCOME</u>		
Gordon Hood welcomed everyone to the meeting and asked everyone to introduce themselves for the benefit of new attendees who were Dave Smith from the Buccleuch Arms Hotel, Susan Garnsworthy who was representing the Arts Association and Donna Mounce who was present to give an overview of the LEF.		
2. <u>LOCAL ECONOMIC FORUM PRESENTATION</u>		
Donna Mounce gave an overview of the Local Economic Forum's history.		
Currently the major issue is to re-look at the 5 year Economic Strategy Plan and build on partnership work but taking into account work already in place. Also to include D&G Tourism Strategy.		
The LEF support some very high level projects in the area including the Stranraer Waterfront project, Dumfries Town Centre, Gretna, Lockerbie and Annan initiative (CORES) and the Crichton Campus.		
It was highlighted that there is a vacancy on the LEF for an industry representative from the ATP. It was agreed that this would be discussed at the next ATP meeting.	TS/ATP	
3. <u>APOLOGIES</u>		
Apologies had been received from Delia Holland, Angus Fordyce and Allison McColl Unfortunately it had not been possible to arrange for an interpreter and therefore John Denerley was not able to attend.		
4. <u>MINUTES OF PREVIOUS MEETING AND MATTERS ARISING</u>		
The Minutes were approved by Tom Gillespie and seconded by Mark Hannay.		
Questions were raised by LC regarding the situation with Joan Mitchell. It had been stated in the last minutes that she had been elected as Chair. It was agreed that discussions needed to be held with Joan as her circumstances had now changed.	GH/DH	

CONTINUATION SHEET	ACTIONS
<p>5. <u>WORLD MOUNTAIN BIKE CONFERENCE VISIT - UPDATE</u></p> <p>Dumfries and Galloway has submitted a bid to host the prestigious World Mountain Bike Conference on Sustainability in September 2008. If the bid is successful, the Conference could benefit the local economy to the tune of £1.3 million. Dan London, Business Manager and Richard Juryn, Event Producer for World Mountain bike Conference visited the area in early May for 3 days of site inspections. Gordon Mann (Managing Director, Crichton Development Company) and Fiona Murray (Forest Tourism Initiative Manager, Forestry Commission Scotland) accompanied them on the itinerary</p> <p>Dumfries and Galloway's bid to host the event faces competition from Italy following a short listing exercise by the conference organisers. A decision will be made in late May with an announcement due in June.</p>	
<p>6. <u>BUSINESS TRANSFORMATION PROJECT AT GATEHOUSE OF FLEET - UPDATE</u></p> <p>TF gave an update on the situation explaining that the TIC was now staffed and open for 3 months. During this time DH and himself would be working closely with David Steel of the Gatehouse Development Initiative to consider alternative options for provision of information in and around Gatehouse and that the local community would be fully consulted during the process.</p> <p>David Steel had contacted GH and asked that he raise the situation in Gatehouse at the next ATP meeting.</p> <p>SG raised the point regarding the closure of Langholm TIC and how well it works now within the Town Hall, Gatehouse could learn lessons from that initiative.</p> <p>LC expressed her disappointment at being kept in the dark within the ATP regarding this. She asked the question about DGC match funding – would the Council not consider this a priority for funding of TIC's.</p> <p>MH stated that he thought it not been handled well, with no local consultation. Gatehouse relies on tourism and referrals from the TIC are important, the TIC is central and sits in a perfect location. He urged that consultation and time are given to provide suitable provision. TF raised the question of the decision making process within the ATP and has asked that the role of the ATP with regards to decisions and confidentiality be discussed at the next meeting.</p> <p>RS clarified that the building at the entrance to Cally Palace is not a TIC but an information point.</p> <p>GH expressed concerns about possible closure again in July, as this is one of the busiest times of the year.</p> <p>There then continued general discussion around the provision of information and where visitors need it.</p> <p>Outcomes of Information & Sales Review to be presented at a future meeting.</p>	<p>ATP</p> <p>DH/SH</p>

CONTINUATION SHEET	ACTIONS
<p>7. <u>ACTION PLAN PRIORITIES, PROJECT PLANS & PROGRESSING REPORTING</u></p> <p>Discussions regarding the use of Progress Report concluded that people would prefer not to use it.</p> <p>It was suggested that within the Action Plan table the notes column is made bigger and comments would be fed in to Tracy who will add into this column.</p> <p>Items identified from Workshop would be slotted into Action Plan.</p> <p>It was agreed that a Traffic Light system be used to indicate progress towards achievement of objectives</p> <p>An update of the Action Plan would be a standard item on the Agenda at future meetings.</p> <p>LC & KW produced a project plan which was circulated as an example on how to progress. This objective had been made a medium term priority. Karen Wilson to give an update at future meeting regarding Market Research. Questionnaire to be sent out to Industry to ask for feedback regarding segmentation.</p> <p>TG stated that the ATP should be informed of research that has already been carried out.</p> <p>Other items proposed for presentation at future meetings include: Biker tourism (VS), Tourism Skills (SEDG), Food Tourism (SEDG),</p>	<p>SH</p> <p>TS</p> <p>KW/LC</p>
<p>8. <u>UPDATES</u></p> <p><u>VS</u></p> <ul style="list-style-type: none"> • What's On Info First test template been developed as simple downloadable PDF, first issue later this month with feedback invited on format and content. E-mail test will be sent to staff and selected businesses in pilot research group first then roll out to all subscribers on monthly industry e-update, where there will be a standard link to allow people to access the What's On Bulletin for print out and display near reception desks etc. • Homecoming Second workshop will take place on 23rd May to agree how to take the project forward in D&G. • Visitor Attractions – Representation on ATP It was noted that the visitor attractions association does not currently have a chair. The Association were due to hold their AGM in October, but that clashed with another meeting and was never re-scheduled. • Golf Mailing to 400 clubs with Golf Pass poster and guide. • Biker Tourism Joint website www.bikerroadtrip.com funded 50% with Leader+ ready to launch. • Events Gaelforce festival of autumn events - marketing plans developed. • Walking Direct mail insert within national walking campaign. • Awards Thistle award seminar held with 20 businesses attending. Second event planned for autumn. 	

CONTINUATION SHEET	ACTIONS
<ul style="list-style-type: none"> ● E-newsletter Items included: Food Hygiene courses, Spring Fling, 100K Welcomes, e-business workshops, events update. To see the newsletter follow this link: http://www.visitscotlandupdate.co.uk/ArticleRegion.aspx?id=7 <p><u>DGC</u></p> <ul style="list-style-type: none"> ● R&E News This was circulated at the meeting and details many of the events happening in D&G. ● Stranraer Waterfront Development Plan Work ongoing. ● Events Marketing Plans completed for Kirkcudbright Jazz Festival, Doors Open Days, Wigtown and Langholm Festivals. 3 new beacon events are World Ceildh, Kirkcudbright 2000 and Spring Fling. ● Biker Tourism This is a niche market, which can be built on within D&G. DS added that the Moffat Biker Group is submitting an application to the VS Challenge Fund. <p><u>SEDG</u></p> <ul style="list-style-type: none"> ● Tour of Britain Date: 15th Sept 07 Dumfries to Glasgow – final leg of 2007 race. Venue: Dock Park, Dumfries. Moved from Castle Douglas to Dumfries to accommodate the Tours technical requirements. Timings: Still to be confirmed but likely to be 11a.m. start finishing in Glasgow about 2pm. DG Council organising a Dumfries Film festival that weekend to compliment the Tour. ● Event Strategy Update from DGC. ● 7stanes Update from FCS. ● Galloway Forest Park Update from FCS. ● Innovation Days <i>Events delivered in 2006/7:</i> 2 x Stranraer 2 x 7Stanes 1 x Lockerbie <i>Forthcoming event 2007/08</i> Burns – initial event to explore possibilities for collaboration and product development (June 12th). Similar event being held in Ayrshire (June 6th) Follow up event in Stranraer – 23rd May ● SEDG – Key Industries Team now in place Food tourism Executive – Karen McLeod Food Executive – Kate Henderson Enabling Technologies – Moira Forsyth 	

CONTINUATION SHEET	ACTIONS
<ul style="list-style-type: none"> ● Biosphere Reserve The group working on the rural development opportunities associated with the status of a Biosphere have had a trip to France to look at a working biosphere reserve. ● World Mountain Bike Conference 2008 We supported the bid to encourage the World Mountain Bike Conference for 2008 ● Wildlife Festival – March Generally attendance was better and this was probably due to the increased marketing. Next year it will probably go to become a 3 week festival and if resources were available it could be expanded to cover another part of the year. ● Pilot Project – New Options for Farm Incomes The New Options project opened in February with an invitation to farmers in the D&G National Scenic Areas to attend meetings on different farm diversification themes. SNH has agreed that farmers who are not based in the National Scenic Areas can also now join. Any sort of diversified business is eligible which includes adding value to tourism. Summer activities will be based around developing a business plan and this will be explored over 5 workshops – one of which is imparting valuable information for any enterprise relating to the natural environment e.g. wildlife-watching. For further information contact Charlie Wannop on 01557 500238 or Flora McDowall on 01644 420808. <p><u>FCS</u></p> <ul style="list-style-type: none"> ● 7Stanes The new 7Stanes route at Glentool will be formally launched in June. This site focuses on novice riders and families and offers outstanding views and refreshments at Glentool Visitor Centre. ● Ae Centre The Management Board of Forest Enterprise Scotland have approved the plan to develop the Ae Centre. Current activity will focus on moving the Forest District Office, and this will lead to development of what is now the Forest District Office, with public toilets and a tourism related facility, possibly including a bike hire franchise. ● Galloway Forest Park With excellent assistance from Scottish Enterprise, we are about to commission consultants to review our assumptions so far in terms of investment in the park, and draft a master plan, which will include deployment of visitor services, including Visitor Centres. ● Kirroughtree Cycle Franchise A private cycle hire business was installed at Easter in a refurbished FCS building adjacent to Kirroughtree Visitor Centre. ● Galloway Deer Range There has been a dispute between our ex contractor and ourselves over management of the deer range. The deer range is now being managed by FCS Rangers and there is no truth in any rumours of its closure. Indeed we plan to invest in the facility in due course. <p><u>DGAA</u></p> <ul style="list-style-type: none"> ● SG circulated a Festival & Events Guide for 2007 which had been issued to all Accommodation providers. ● DGAA are working on the Pathfinder Project in conjunction with DGC. 	

CONTINUATION SHEET	ACTIONS
<p>9. <u>ANY OTHER BUSINESS</u></p> <p>GH read out a response received from Mr Broadfoot from St Medan Golf Club regarding the launch of the Strategy brochure stating that 'nowhere does it mention the two most important things for tourists and residents – good roads and clean beaches – both of which are a disgrace in this area'. The letter was forwarded to TF on behalf of the ATP and a letter is to be sent to Mr Broadfoot informing him that it had been passed to DGC.</p> <p>MNP – a summary report of the consultation responses was circulated. Main response was that D&G would welcome a MNP. TF stated he would be happy to report views of the ATP to Scottish Executive. (Post Meeting Note: The new Government have now announced that they will not be taking forward the Marine Coastal National Park initiative at this time.)</p> <p>Date of Next Meeting The following dates have been agreed:</p> <ul style="list-style-type: none"> • Wednesday 18th July at 1.30pm at Solway House – lunch will be available at 1pm. • Tuesday 18th September at 10am at Solway House. <p>G Hood, Chair 3 June 2007</p>	<p style="text-align: center;">TS</p>