

TITLE:	Area Tourism Partnership Meeting	
DATE:	9 th January 2008	
VENUE/TIME:	Solway house, Dumfries	
PRESENT:	J Mitchell, S Hellowell, L Chambers, L Vickers, M Hannay, D Smith, R Soutar, M Dickie, T Fitzpatrick, L Walker, J Denerley, A MacColl, J Aitken (DGAA rep)	
IN ATTENDANCE:	K Wilson, Steve Hunt - South of Scotland Alliance Officer, 2 Interpreters	
		ACTIONS
1. <u>WELCOME & INTRODUCTIONS</u>		
Joan Mitchell welcomed everyone to the meeting		
Karen Wilson presented an update on the refreshed regional Branding work by the Brand sub-group and the proposed 6 step action plan. Noted that we are at stage 2 regarding visual design. Information can be obtained from Karen, including the brand wheel which collated the findings of the original branding workshop. The concept for the new design and recommended strapline - Dumfries & Galloway, naturally inspiring - was welcomed and feedback on fonts; icons and use of colour was given.		
LW to attend future Branding meetings representing ATP. The Brand sub-group was thanked for their work so far.		LW
2. <u>APOLOGIES</u>		
Apologies were received from T Smeaton, D Holland, T Gillespie, I McLatchie and P Gilroy.		
3. <u>MINUTES OF PREVIOUS MEETING</u>		
The Minutes were proposed by MH and seconded by LC.		
4. <u>MATTERS ARISING</u>		
4.1 Skills Group		
<ul style="list-style-type: none"> • Presentation at Buccleuch Arms, Moffat (3 Oct) it was proposed that a skills sub group be formed. • Expressions of interest were received from Caroline Mathieson (Springboard) and Caroline Kennedy (SEDG). • Dave Smith agreed to champion group with VS Dumfries to provide admin support and to steer the initial setting up of the group. • SH attended meeting with Scottish Borders College and DG College. Application for EU funded project to stimulate business engagement being discussed. • Proposed Sub Group membership: <ul style="list-style-type: none"> - Dave Smith (chair), Caroline Mathieson (SpringBoard), Caroline Kennedy (SEDG), Representative from Learndirect, DG College, Crichton, DGC, Scottish Skills Dev. Agency, Barony College, VSDG. • DGC representative to be nominated. <i>Update - Chick McKenna confirmed as the DGC rep.</i> • First meeting to be arranged • New skills agency – Scottish Skills Development Agency – operational April 2008. 		TF DH/TS/DS/ SH

CONTINUATION SHEET	ACTIONS
<p>4.2 Gatehouse of Fleet TIC</p> <ul style="list-style-type: none"> • 4 Groups interviewed by DGC and VisitScotland, 2 proposals received. Mill on the Fleet. • Proposal was successful and discussions are underway to develop a partnership for the provision of visitor information services from March 2008. • Current building previously used as TIC to be used for local retailing – arts, crafts, food etc. • Working closely with community. • Opening for Easter. • Any questions should be directed to DH. • MH advised that the Community Council had asked him to raise their concerns regarding the Mill on the Fleet decision with ATP. 	
<p>5. <u>PROGRAMME OF BUSINESS CONSULTATION</u></p> <p>Concern raised regarding scheduling contact with industry for consultation, workshops, conferences etc. Diary of events to be maintained as far as possible through TOG (Tourism Officers Group).</p>	<p>TOG members</p>
<p>6. <u>AREA FORUMS & INDUSTRY CONFERENCE</u></p>	
<p>6.1 ATP Area Forums</p> <p>Some ATP members and wider audiences had not received the e-mail regarding forums. VSDG to circulate invitation. Schedule of events:</p> <ul style="list-style-type: none"> • 16th Jan 08 – Wigtown area – Creebridge House Hotel, Newton Stewart • 17th Jan 08 – Annandale & Eskdale - Sommerton Hotel, Lockerbie • 22nd Jan 08 – Nithsdale – Station Hotel, Dumfries • 24th Jan 08 – Stewartry – Selkirk Arms Hotel, Kirkcudbright <p>All events will be held from 2pm – 4pm. SNH keen to be involved with Newton Stewart event due to its focus on nature based tourism.</p>	<p>SH/VSDG</p> <p>VSDG</p>
<p>6.2 ATP Conference - 27th Feb 08</p> <p>Round table discussion re approach / content. General opinion was the conference should be seen as ATP and not VSDG. Development of conference to be taken forward by small group this year in view of tight timescales.</p>	<p>SH/JM/ VSDG</p>
<p>7. <u>ACTION PLAN UPDATE</u></p> <p>Agreed to spend further time on this at next meeting to review progress. Some concern raised regarding several areas with little/no action to date.</p>	
<p>8. <u>QUALITY ASSURANCE</u></p> <p>LC raised concerns around QA. QA will be a main topic at the next meeting. Martin Hunter (Federation of Small Businesses) to be invited to speak at a future meeting.</p>	

