

TITLE:	Area Tourism Partnership Meeting	
DATE:	7 th March 2008	
VENUE/TIME:	Solway House, Dumfries	
PRESENT:	J Mitchell, D Holland, L Chambers, L Vickers, D Smith, R Soutar, L Walker, J Denerley, T Gillespie, I McLatchie, S Garnsworthy, G Hood	
IN ATTENDANCE:	T Smeaton, A Bielinski, 2 Interpreters	
		ACTIONS
1. <u>BIOSPHERE PRESENTION</u>	<p>Andrew Bielinski from SNH gave a presentation on the Biosphere which covers the area of Cairnsmore of Fleet, Merrick Kells and Silver Flowe.</p> <p>ATP to send a letter to DGC (Roger Grant) in support of the £5K grant that SNH have applied for as a contribution towards a joint research project with South and East Ayrshire..</p>	JM
2. <u>WELCOME & APOLOGIES</u>	<p>Joan Mitchell welcomed everyone to the meeting.</p> <p>Apologies were received from S Hellowell, M Hannay, T Fitzpatrick, M Dickie, T Brown, R Smith and A MacColl.</p>	
3. <u>MINUTES OF PREVIOUS MEETING</u>	<p>The Minutes were proposed by DS and seconded by LC.</p>	
4. <u>MATTERS ARISING</u>		
4.1 Gatehouse of Fleet TIC	<ul style="list-style-type: none"> A partnership agreement with Mill on the Fleet has been reached and they will provide a visitor information provision within their building. This will be opening w/c 17 March in time for Easter. The old TIC building will be utilized in the short term by the GoF community as a shop window for local arts and crafts. In the longer term, it is hoped that GoF Development Initiative, working with DGC, can source funding to purchase the building on behalf of the community. 	
4.2 Skills Group	<ul style="list-style-type: none"> To be progressed after 1st of April. Noted that Caroline Matheson has since moved on to another position. 	SH/DS
4.3 Branding Meeting	<ul style="list-style-type: none"> LW gave an update from the Branding Meeting which was held on 28 February. Contractor trying to incorporate all ideas. Also trying to add small icons to cover all sectors. 	
4.4 Economic Strategy	<ul style="list-style-type: none"> 1st draft of the new Economic Strategy from the LEF was circulated to members for comments. JM raised concerns that Tourism has been given a low priority within the future strategy and that data used is out of date. ATP members expressed their concern at this priority and at the lack of linkages with the Area Tourism Strategy. JM and DH to submit these concerns and comments by 19th March for a revised draft to be presented at the next LEF meeting at the end of March. 	JM/DH

CONTINUATION SHEET	ACTIONS
<p>5. <u>QUALITY ASSURANCE</u></p> <p>DH introduced the discussion on Quality Assurance in D&G, making the following points:</p> <ul style="list-style-type: none"> • There is a high penetration of quality assurance across the region • However, difficulties have arisen on the ground due to the differing national strategies for different tourism agencies e.g. neither Scottish Enterprise nor FCS work with only quality assured businesses. This is beginning to create problems when promoting groups of businesses e.g. 7stanes. It also created challenges in promoting groups of businesses such as ADGAP. • LC raised the following points: <ul style="list-style-type: none"> - ADGAP would encourage businesses to be QA'd to grow the quality of D&G. - However, they do not exclude businesses who are not QA'd – but prefer to be inclusive - Businesses are not always inferior if they are not QA'd. - What come back does VS have regarding complaints about QA'd business? DH informed that VS keep records for future QA visits. • The following was suggested: <ul style="list-style-type: none"> - The ATP to lobby all organisations to work to same criteria nationally and locally - VS should consider a second 'tier' grading scheme for businesses with a unique selling point e.g. Corsewall Lighthouse. • DH to prepare a paper for the ATP meeting in April. 	DH
<p>6. <u>AREA FORUMS</u></p> <ul style="list-style-type: none"> • All agreed that these went well and were very useful – need to keep momentum going. • Agreed to contact the people identified as key contacts to try and arrange meeting dates for May. • Topics proposed for future discussions were; Homecoming, Customer Segmentation, Market Research. • VS to re-visit database used for invitations - DGAA for example did not receive an invitation, neither did event organizers. • Agreed to include regular Agenda item at the forums to update on what the ATP are doing. • Agreed to use press releases to inform people of when these forums will be held. 	AM TS
<p>8. <u>ACTION PLAN UPDATE</u></p> <p>Agreed to spend further time on this at next meeting to review progress.</p>	
<p>9. <u>ANY OTHER BUSINESS</u></p> <p>9.1 WMBC</p> <ul style="list-style-type: none"> • World Mountain Biking Conference will be held on the 12-15 May 2009. • It is also proposed to link in with Homecoming to expand around the conference and have a festival of cycling. • Prime Strategies (event organizers) and Dan London (conference 'owner') had visited D&G in February and been impressed with the facilities and enthusiasm for the event. • The Mayor of North Vancouver, Richard Walton will be visiting the region at the beginning of June to raise awareness of the opportunities presented by the conference. 	

CONTINUATION SHEET	ACTIONS
<p>9.2 Scottish Mountain Biking Guide</p> <ul style="list-style-type: none"> • A joint publication between VS and the Forestry Commission has been released and JM raised concerns about the inaccuracy of the South of Scotland information contained within it. • JM to email her comments to DH and RS and also draft a letter from ATP suggesting it be withdrawn. <p>DH informed everyone that she would be taking the opportunity of the VisitScotland re-structure to retire at the beginning of April. She would keep the ATP Chair informed of the regional changes as they developed. Everyone wished Delia well in her retirement.</p> <p>10. <u>DATE OF NEXT MEETING</u></p> <p>This will be held on Wednesday 30th April 2008 – 10.00am at Solway House, Dumfries</p> <p>J Mitchell, Chair 10 March 2008</p>	<p style="text-align: center;">JM</p>