

Edinburgh & Lothians Area Tourism Partnership (ATP)

Friday 15th December 2006

at 9.45 am

Edinburgh Zoo

Present

| | |
|----------------------------|---|
| Nico De Freitas | East Lothian Tourism Forum |
| Bill MacNair | East Lothian Tourism Forum |
| Sue Stuart | Edinburgh Convention Bureau Ltd |
| Richard Jeffrey | Edinburgh Tourism Action Group |
| Simon Williams | Edinburgh Tourism Action Group |
| Provost Sam Campbell | Midlothian Council |
| Fergus Waters (Vice Chair) | Midlothian Tourism Forum |
| Quintin Young | Midlothian Tourism Forum |
| Susan Watson | Scottish Enterprise Edinburgh & Lothian |
| Cllr Hugh Owens | West Lothian Council |
| Pamela McMahon | West Lothian Tourism Forum |
| Raoul Barbier | City of Edinburgh Council |
| Kenneth Wardrop | City of Edinburgh Council |
| John Beveridge | Midlothian Council |
| John Masson | West Lothian Council |
| Ben Carter | VisitScotland |

In Attendance

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|------------------|--------------------------------------|
| David Windmill | Royal Zoological Society of Scotland |
| Stephen Spencer | Ascension Solutions |
| Jennifer Medcalf | Ascension Solutions |
| James Kennedy | VisitScotland |
| Ailsa Falconer | Inspiring Capital Brand |
| Sharon Watt | VisitScotland Edinburgh |
| Sandi Hellowell | VisitScotland |

Apologies

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| Cllr Donald Anderson (Chair) | City of Edinburgh Council |
| Cllr Ricky Henderson | City of Edinburgh Council |
| Cllr David Costello | East Lothian Council |
| Stephen Gallagher | Scottish Enterprise Edinburgh & Lothian |
| Wendy McCann | West Lothian Tourism Forum |
| Claire Dutton | East Lothian Council |

Susan Smith
Sandy MacMillan
Alistair Shaw

East Lothian Council
Midlothian Council
West Lothian Council

1 Welcome and Introductions

Ben Carter began by welcoming everyone to the meeting of the Area Tourism Partnership (ATP). Introductions were given to Sue Stuart, representing The Edinburgh Convention Bureau, and the guest presenters at the meeting; David Windmill, Chief Executive, Royal Zoological Society of Scotland, Stephen Spencer, Ascension Solutions, 100K Welcomes Skills Initiative, James Kennedy, VisitScotland.com, Ailsa Falconer, Brand Project Manager, Inspiring Capital Brand.

Apologies were noted as shown above.

Ben thanked David Windmill for hosting the meeting, at Edinburgh Zoo and also congratulated Fergus Waters as the new Vice Chair of the ATP.

2 Minutes of 5th September 2006

- All agreed as a correct record

3 Matters arising

- Visitor services – The sale of 4 Rothesay Terrace has been completed. Ben Carter will confirm the final balance of available proceeds when made available. Ben will agree use of proceeds with each of the four local authorities.
- ATP vice chair – Congratulations to Fergus Waters who has accepted position of Vice Chair.
- Edinburgh Convention Bureau Ltd. Membership of ATP – Introduction to Sue Stuart, Chief Executive, who will be representing the Edinburgh Convention Bureau.
- Local action plans – ETAG and the tourism forums in East Lothian, Midlothian and West Lothian are all working towards new action plans to be in place by end of March 2007. These will be in a common format to enable sharing of best practice and monitoring of an overarching ATP plan
- ATP input into national tourism strategy – Sandi Hellowell noted that further discussions are required on how best to proceed, paying particular attention on how to monitor and collate feedback.

4 Exceeding Visitors' Expectations: Edinburgh Zoo Master Plan

David Windmill, Chief Executive, RZSS presented an overview of the 20 year Masterplan for Edinburgh Zoo. The first part of the manifestation is now underway; phase one; "The Budongo Project" will house 40 chimpanzees and research on their behaviour will be studied. Due for completion in August, this will also include a 200-seat lecture theatre, overlooking the chimpanzees. The 20-year plan is estimated to

cost £58m and the aim is to attract 900,000 visitors per annum by completion. Visitors for 2006 are approximately 650,000.

The Royal Zoological Society of Scotland Society will work in partnership with other organisations to fund, research and continue conservation projects globally.

For further information on Edinburgh Zoo's Masterplan go to;
www.rzss.org.uk/zoovision

5 Exceeding Visitors' Expectations: 100K Welcomes Skills Initiative

Stephen Spencer delivered a presentation on 100K Welcomes skills initiative, described as a "New Customer Service Training Experience", developed for the Scottish tourism industry on behalf of Scottish Enterprise and Highlands and Islands Enterprise. The programme has been built on the success of Welcome Host and Scotland's Best Service and is a developed improvement.

There are two programmes available

- The Leadership Programme - aimed at the industry from the top down. Designed to support leaders at all levels.
- The Operations Programme – aimed at frontline staff. Designed to generate awareness and passion leading to a customer focussed approach, focussing on four action topics:
 1. Customer Expectations/Customer Focus
 2. Positive Attitude
 3. Customer Feedback
 4. Continuous Improvement

For further information you can log on to the website www.100kwelcomes.com

6 Marketing Your Product: visitscotland.com

James Kennedy presented to the ATP on visitscotland.com's role in Scottish Tourism, and recent changes to the technology platform. The ATP were keen to develop measures to monitor how effectively Edinburgh and Lothians businesses present themselves for online bookings. James Kennedy and Ben Carter are to discuss and develop measures for Area Tourism Partnership consideration.

7 Marketing Your Product: Inspiring Capital Brand

Ailsa Falconer gave an update on developments with the City Region Brand. Good progress is being made in incorporating the brand and its key messages into promotional activity. Industry support for, and reinforcement of, the brand will help to consistently present and promote key messages to potential residents, investors, visitors and students. For more info log onto www.edinburghbrand.com

8 Area Tourism Action Plans and Activity – round the table update

The Chairman requested at the September 2006 that the area updates be provided in writing in advance of each meeting. These are now supplied as Appendix 1 of these minutes.

9 VisitScotland – Area Director Report

Issued in advance of the meeting. Ben thanked all present for their support in 2006 on what has been a successful year for tourism in Edinburgh and Lothians.

10 Any Other Competent Business

Nico De Freitas, raised on behalf of East Lothian Tourism Forum that the Forum have stressed the importance of tourist information provisions in the area.

11 Dates of Future Meetings

Wednesday, 7th March 2007 – Scottish Mining Museum, Newtongrange

Friday 15th June 2007 – East Lothian, Venue to be confirmed

Wednesday 5th September 2007 – West Lothian, Venue to be confirmed

Friday 7th December 2007 – VisitScotland Offices, Ocean Point, Edinburgh

Appendix 1

Edinburgh and Lothian Area Tourism Partnership Meeting: 15th December 2006 - Area Updates Paper

East Lothian

- **East Lothian Tourism Attractions Group**
 - Website is to be relaunched December 2006, with information on accommodation, attractions, places to visit, activities including walking, watersports, cycling etc...
 - Attraction representatives will also attend the Holiday and Travel Show in Glasgow (19th-21st January 2007)
 - Business and Marketing Plan with SEE&L account manager support
- **East Lothian Tourism Forum** is undergoing a revamp and will have a new structure for the New Year in line with the Area Tourism Partnership meetings

- **Joint working:** Lothian officers joint meetings have taken place to discuss opportunities to progress projects which cross over the 4 local authority boundaries. Interest in 'touring' and 'Scottishness and culture'
- **Golf:**
 - Golf Officer recently attended UK golf show in NEC Birmingham
 - The East Lothian Golf Alliance has healthy membership with additional members welcome; joint marketing
 - 2007 Golf Guide planned for February 2007, update on schedule
 - Business & Marketing Plan with SEE&L account manager support
- **Watersports:** ELC continues to work with Napier University and the Moffat Centre at Glasgow Caledonian University to help develop watersports businesses in East Lothian.
- **Tourism Grant** fund approved for LEADER+ area in East Lothian. Up to £1000 grants are available to tourism businesses and organisations wishing to develop tourism projects in the designated area.

Edinburgh Convention Bureau

- ECB is likely to **achieve or exceed all targets** set in its 2006-7 business plan. The Bureau is confident of achieving £42.8m economic benefit from conferences confirmed through their efforts representing a 11.5% increase on achieved figures for 2005-6 . During the last quarter successful bids by the sales team at ECB have secured the following conferences:
 - Microsoft Government Leaders Conference – January 2007
 - Chartered Financial Analysts Conference 2007
 - European Conference on Antennas and Propagation 2007
 - Cancer and Bone Society Conference 2008
 - European Conference and Advanced Materials & Processes – Euromat 2009
 - Bioelectrical Magnetical Society Conference 2009
 - Mycological Congress 2010

These conferences will bring over 7,000 delegates to the city and generate over £10m in economic impact.

They demonstrate the growing profile that Edinburgh is developing in medicine, life sciences and biotechnology – excellent news for the city, as these are fast growing sectors worldwide.

- **ECB's vision** is to position Edinburgh as one of the world's foremost meetings, incentive, conference & exhibition destinations by 2015 with ECB being one of the world's leading bureaux. To help achieve the vision and to develop a strategic direction for the next five years the Bureau commissioned a comprehensive review of ECB's role in developing business tourism for the city. Its purpose was to review ECB's current activities, analyse its strengths and weaknesses, identify various options for future growth and provide a framework within which the Bureau can increase the economic benefit for business tourist for the city over the next five years. The consultants report has now been received.

- The consultants looked at Edinburgh's performance in relation to eight major competitor cities: Amsterdam, Barcelona, Budapest, Copenhagen, Prague, Vienna and Munich and included Glasgow in terms of accommodation provision.
 - Overall the benchmarking exercise revealed that Edinburgh "punches above its weight" highlighting the ECB's efficiency in terms of operating ratios, bookings in relation to numbers of staff, budget and yield and achieving high performance levels and return on investment with relatively limited resources, both human and financial.
 - The city itself was seen as a key strength in terms of attracting international business but weaknesses were identified as lack of resources compared to similar destinations and increasing competition from better-resourced city destinations, not only in Europe but from the emerging markets in Asia.
 - Opportunities were seen as being many and varied : - building on strengths and recognising ECB areas for development, creation of new products, services and commercial opportunities and generating higher-yield business as well as improving communications and working more closely with partners.
 - Additionally the concept of an 'umbrella' organisation comprising business tourism, the city brand and event should be explored with ECB playing a lead role in influencing its development.
 - The plan will inform the ECB business planning in phased cycles – short term actions over the next 12 months followed by mid and longer term activities which will be phased in over the next five years.
- ECB participated in several sales and promotional events during the autumn. These included:
 - **Edinburgh Connections, Hamburg**
 - **VisitBritain Workshop York** – a key opportunity for reaching the international meeting and incentive market. ECB participated along with 50 other MICE suppliers in this two day event which took place in York. The workshop attracted over 80 overseas decision makers from US, Canada, France, Germany, Benelux, Scandinavia and Italy. Interest in Edinburgh as a conference and incentive destination was extremely high – ECB is now following up on a number of leads generated at the event.
 - **ICCA Annual Conference & AGM Rhodes** – The International Congress and Convention Association (ICCA) is one of the most prominent organisations in the world of international meetings, and the only association with a membership representing the main specialist in handling, transporting and accommodating international events. The ICCA General Assembly meets annually and includes workshops on the latest trends and innovations in the international meetings industry.
 - **BestCities Workshop, Singapore** - ECB held successful face-to-face meetings with international association buyers from all over the world. Edinburgh is a founding member of this global network of premier conference destinations the other members are Cape Town, Copenhagen, Dubai, Melbourne, San Juan Singapore and Vancouver.

- **EIBTM, Barcelona** – This is the annual global meetings and incentives exhibition bringing together nearly 3,000 international suppliers with 6,000 visitors, buyers and press for three days of business opportunities and networking. ECB took part in the event representing all member venues and services as well as promoting the free services that ECB offers to conference organisers – as always interest in Edinburgh was high ,15 leads with potential worth of £17m are now being followed up.
- **Business Extenders:** ECB is currently developing a brand new facility to sell pre and post conference experiences online to conference delegates – encouraging the conference delegate to become a leisure tourist and increasing spend with tourism suppliers in the city.
- **ICCA Marketing Award 2006:** Scotland swept the board at the year's international marketing awards ceremony, held in Rhodes on 31st October with the top two places being awarded to Glasgow and Edinburgh. ECB 's submission – The Power of Partnership which demonstrated the success of working with the Royal College of Surgeons of Edinburgh to maximise the marketing opportunity of the Quincentenary of the College was beaten (just!) by Glasgow's 'Scotland with Style' campaign.

Edinburgh

Edinburgh Winter Festivals. You will be aware that Edinburgh's winter Festivals are in full swing. A copy of the Capital Christmas and Edinburgh's Hogmanay brochure will be available at the meeting. Also available is a 4 minute DVD portraying the excitement of Edinburgh's Hogmanay.

Edinburgh was awarded the accolade European City of the Year by RIBA.

City Promotion DVD developed by partners; City Development, City Brand Team, Edinburgh Convention Bureau, VisitScotland, Edinburgh Film Focus and SEEL has been completed and will be launched in January 2007. DVD focuses on promoting the City Region. Introductory chapter is followed by sections on Live, Invest and Visit. If any member of the ATP would like a copy please contact Pam Turnbull on 0131 529 4826.

Tourism Visitor Levy. This is an ETAG research project to discover the reality behind the myth and prejudice surrounding the possibility of raising revenue for the industry from visitors as opposed to ratepayers. Consumer research completed to support original report produced by Deloitte. The commissioning partners represented by Simon Williams, Aileen McDougall of SEEL and Raoul Barbier have discussed the research outcomes with the St Andrews Destination Management Company. A meeting is scheduled with EPHA members in January.

Edinburgh Visitor Survey. VisitScotland, Scottish Enterprise Edinburgh & Lothians and City of Edinburgh Council have commissioned TNS to carry out the next phase of the Edinburgh Visitor Survey – 2007. This will be structured to enable direct comparison with previous surveys and to extrapolate trends since the survey began in 1992.

Inspiring Cuisine. This is a new ETAG project championed by Martin Wishart. The aim is to promote Edinburgh as an inspiring place to eat for residents and visitors. The support partners are: CEC, SEEL, VisitScotland, Edinburgh Restaurateurs Assoc. and Edinburgh City Centre Management Co.

ETAG Conference will take place on 6th March 2006 at Royal College of Surgeons in Edinburgh. Aimed at Tourism businesses in the City Region, the conference will see the launch of the new Edinburgh Tourism Strategy. The focus will be on becoming a successful business to meet the challenges of the next 10 years and delivering the 50% revenue growth target.

Edinburgh Connections – Hamburg. As trailed in the papers for the last ATP meeting, a delegation from all sectors of the city spent two days in Hamburg promoting Edinburgh as a tourism destination, in support of the new BA Connect route. This included the world premier of the City promotion DVD. Very good press coverage was achieved.

ETAG Website. A new trade website www.inspiringtourism.co.uk has been launched to allow for better communication between ETAG members.

Audit and Evaluation of City Marketing study – Hall Aitken has been appointed to carry out an audit and evaluation of the marketing carried out on the city's behalf by the public sector partners, including VisitScotland, VisitBritain, EventScotland, ECB Ltd, City Brand and the Council itself. The consultants will report back in January 2007.

Midlothian

- Two Midlothian Tourism Forum (MTF) projects were approved at the Local Action Group meeting on the 20 November 2006 and will receive funding through the Tyne Esk Leader+ Programme:
 - **Midlothian on Video:** The project builds on the work done by the Gems of Midlothian and iFrame Media Ltd with regard to the CD rom/video. The new dedicated video website www.midlothianonvideo.com will feature re-edited footage and new material. The site is available for the community and it is likely that the content will expand into other sectors.
 - **Cultural Activities Programme:** Funding supports the Midlothian History Fair (28 April 2007, Scottish Mining Museum) and the Rosslyn Chapel Medieval Fair (12 May 2007, Roslin).
- **IKEA Winter Festival:** 23 November saw the official opening of this 3 week programme of activities involving community groups, schools and tourism attractions with the wonderland featuring an ice rink and a continental market.
- **Meet in Midlothian.** Sandra Boothman of Wing-Ding is pushing ahead with work on business tourism pilot packages aimed at the Conference; Company Meeting; Seminars, Incentive and Motivational market sectors. An innovation workshop facilitated by Andy Kelly from SEE&L was held at Bush House, Edinburgh Technopole on the 2 November 2006 that came up with some interesting themed packages by looking at the strengths and unique products of the area.

- **VisitScotland Expo 2007** (17/18 April 2007): The steering group of MTF meets on the 20 December 2006 to determine content and operational structure.
- **Midlothian Snowsports Centre:** Upgraded to four stars.
- **Cousland Smiddy:** Restoration work including a reconstruction of the smith's sitting room, a kitchen and an interpretation room including video story completed.
- **Scottish Mining Museum:** Received recognition as one of the most important sites in Europe's industrial history, being awarded an anchor point plaque by the European Route of Industrial Heritage. The other two Anchor Points in Scotland are New Lanark world Heritage Site and Verdant Works in Dundee.
- **Wild-Life Tourism:** Steering group formed and investigation underway to determine potential.
- www.ride-scotland.co.uk has been launched by BHS Scotland with the aim of attracting more riders. Tyne Esk Trails have their own section on the new website with full descriptions and downloadable maps.
- Midlothian Council in partnership with Dalkeith Business Renewal has been successful in the first stage of the heritage Lottery-Townscape Heritage Initiative Grants Scheme. The £1.28 million grant award is to conserve key buildings such as the Corn Exchange and Tolbooth.

Scottish Enterprise Edinburgh and Lothian

- **Accommodation Supply/Demand Study:** Following completion of the study which was undertaken with the City of Edinburgh Council, East Lothian Council, Midlothian Council, West Lothian Council and VisitScotland, we are now agreeing the methodology for the next stage of work. This will involve close co-operation with the planners in the 4 authorities to identify sites which are designated and available for Accommodation development. A meeting was chaired by SEEL on 6 December to agree the way forward. Having gathered together the site information, a development prospectus will be produced communicating the opportunity and the sites to potential investors.
- **East Lothian Tourism Group Support Pilot:**
 - Groups have been benefiting from the support of a SEEL Account Manager since March this year
 - 2 Groups involved - East Lothian Tourism Attractions Group and East Lothian Golf Alliance
 - Key milestones over last few months - completion of Growing Business Review, creating Development/Business Plans for each group, focus on more strategic approach, identification of key objectives for each group, each group now accessing support to help with development of websites, focus now on creating joint products and marketing packages, most members now working towards the Green Tourism Business Scheme

- **Museum of Flight** - SEEL supported the Museum in creating a development plan/vision for the Museum. Development Plan now complete which sets a clear long term vision for the Museum supported by a shorter 3-year Action Plan.
- **Amisfield** - SEEL supported Amisfield Preservation Trust in commissioning a development plan for Amisfield Walled Garden. This is now complete and a range of development options have now been identified. The Trust is now exploring how to take the development plan forward.
- **Tourism Skills Passport**
 - Initial Pilot now complete, 16 businesses involved in pilot (including 2 of the key attractions in East Lothian) which saw approx 60 staff benefit from support.
 - Range of businesses - mainly Accommodation Providers and Visitor Attractions.
 - Feedback very positive - evidence that the product is successful in achieving the learning outcomes that were expected but also additional aspects in relation to upskilling line managers/mentors, creating Networking opportunities for businesses involved and encouraging better working relationships between staff and their line manager/mentor.
 - Next Steps - funding now secured to extend the pilot over the next 4 months, aim to get a more diverse range of businesses involved. Key aspect of next stage is to develop a strong business case which will be identify management and delivery models, potential owners and potential routes to taking onto a national scale.
- **Tourism Leadership Programme 2006/07:**
 - Recently launched Scottish Enterprise Tourism Training Programme
 - Aimed at helping Tourism Businesses develop
 - Range of courses/events available which aim to inspire leaders, managers and business owners.
 - New addition this year is a number of programmes aimed at frontline and operational staff i.e. new suite of Product Knowledge Tours, 100K Welcomes
 - More details available from http://www.scottish-enterprise.com/sedotcom_home/sig/sig-tourism/tourism-initiatives/tlp.htm
- **Meet in Midlothian:** Support provided by SEEL for Business Tourism project through a feasibility study. Innovation Workshop held in November and SEEL awaiting feedback to inform next set of actions.
- **Pride and Passion – Linlithgow:** As part of wider national pride and Passion initiative (which is supported by SE), pleasing to see that there is a pilot project led by tourism businesses in Linlithgow.
- **West Lothian Tourism Forum:** Offer has been made of a SEEL Account Manager to support the Forum's Marketing Plan. Awaiting feedback.
- **Edinburgh Convention Bureau:** Funding assistance given to development of 5 year ECB business Plan which has recently been completed and endorsed by the

ECB Board. Currently working on summarising its content in an Executive Summary which can be easily communicated to members, partners and influencers. Also working on a pilot project which will maximise links between business tourism and the talent agenda.

- **Cow Parade:** An evaluation of the Cow Parade which was held in Edinburgh in the summer has recently been completed and findings will be communicated very soon.
- **Golden Oldies:** SEEL worked closely with partners to bid for and secure the Golden Oldies Rugby Festival for Edinburgh in 2008. This will bring over 4,000 additional visitors to the Lothians and be a further example of how an event can be used to communicate Edinburgh's brand values to a global audience.
- **Edinburgh's Culinary Excellence:** Working closely with partners, SEEL has helped to secure Taste of Edinburgh Culinary Excellence event which will take place in June 2007. The industry is playing a lead role with representation from restaurateurs including Malcolm Duck and Gavin Ferguson. The event will be featured on Channel Four.
- **Homecoming Scotland 2009:** This national initiative aims to attract Scotland's diaspora back home in a year long celebration. It is being led by a dedicated national team, supported by the Scottish Executive. ETAG, with support from SEEL and CEC, held a breakfast briefing on 12 December, to outline the opportunity and to encourage participation by businesses. Whilst it was an ETAG led event, invitations were issued to the Chairs of East, West and Mid forums. A follow on Innovation Workshop will be held in January 2007.
- **Ross bandstand:** The City of Edinburgh Council has recently set up an Investment Board to manage the next stage of planning for new event space in Princes Street Gardens to replace the ageing Ross Bandstand. An OJEU advert was placed in October. SEEL is supporting this next phase of design work.
- **Cruise Liner:** A 2nd workshop was held in November to review site options for the new facility. Once the site has been determined this will allow Forth Ports to undertake detailed site investigations early next year. Forth Ports are leading this initiative with selective funding and/or support from CEC, VS and SEEL.
- **Edinburgh Zoo:** As will be heard at a presentation at the ATP, the first phase of the Zoo's 20 year Masterplan will be on site next month. SEEL has been a key player in the project, supporting the initial feasibility work and providing significant capital funding to act as the catalyst for the first phase of the project.
- **Thundering Hooves:** Following completion of the Thundering Hooves report which reviewed Edinburgh festivals positioning against international competition, an action plan has been prepared by the festivals with support from public sector partners. One of the early actions was to appoint a Director of the new Festivals Edinburgh grouping. Earlier this month it was announced that Faith Liddell is the new Director.

West Lothian

- **Transport:** Discussions taking place on tourist vintage bus service over summer period linking rail stations and key visitor attraction in West Lothian.
- **West Lothian Tourism Forum AGM:** Over 40 members attended AGM at Hopetoun House on 8th December. Keynote speakers - Ben Carter (VisitScotland), Alan Rankin (Scottish Tourism Forum) and Cllr. Willie Dunn (VisitScotland Board).
- **Scotty Exhibition:** Scotty (James Doohan) Exhibition scheduled to open at Annet House Museum in Linlithgow early 2007.
- **Visitor attractions:** Proposals for 2 new visitor attractions currently being developed - Country Estate museum / tearoom and Bagpipe museum / workshop.
- **Christmas / Bathgate:** Extended Christmas events programme in Bathgate including outdoor concerts and skating rink in the Steelyard.

Farmers' Markets: Following a successful trial in October, regular monthly Farmers Markets are due to start in Linlithgow in early 2007. Farmers Markets are also planned for Bathgate.