

Minutes of the Meeting of **VisitScotland**  
held within **CROYTHORN HOUSE, EDINBURGH**  
on **FRIDAY 21 JUNE 2002**

<b>PRESENT:</b>	Chairman:	Peter Lederer (PL)	
	Board Members:	Donald Anderson (DA) Pat Buchanan (PB) Michael Cantlay (MC) Brian Houston (BH)	
<b>IN ATTENDANCE:</b>	Chief Executive:	Philip Riddle (PR)	
	Directors:	Hugh Hall (HH)	Corporate Services
		William Macleod (WM)	Industry Services
		Malcolm Roughead (MR)	Marketing
	Staff:	Anne Bennett (AB)	Minutes
<b>APOLOGIES:</b>		Donal Dowds (DD)	Sheena Kitchin (SK)

Action/Notes

1. The minutes of the Board meeting held on Friday 3<sup>rd</sup> May 2002 were approved.

2. **MATTERS ARISING FROM PREVIOUS BOARD MINUTES**

2.1 The Board noted action taken to progress matters arising. The Board Awayday to discuss ATB Review will take place on 25<sup>th</sup> July in Edinburgh

3. **CHIEF EXECUTIVE'S REPORT**

In presenting his report to the Board, the Chief Executive highlighted the following:

3.1 **Season to Date**

- 'Season to Date' shows good signs across the industry for the first quarter although [visitor numbers] are still patchy in some areas.
- The importance of forecast as well as historical data was recognised. The formation of a new research team coupled with the improvements in information via the new contact centre should greatly assist in the forecasting process.

**Marketing**

3.2 **Spring Campaign**

- The response from the Spring Campaign had been very positive.



Action/Notes

- MR
- The results of the campaign will be shared with the trade and media using a variety of media; the closer working relationship between ATB's and VisitScotland on marketing campaigns was noted.

**3.3 Communication**

- The recent negative press coverage in the Scotsman was noted with concern. Action has been taken to encourage a more balanced approach in future. VisitScotland will continue to embrace a culture of openness but processes will be reviewed to ensure that the confidentiality of information is safeguarded where appropriate.

**3.4 VisitScotland Funding**

- HH
- Progress on the Spending Review 2002 was noted: A strong business case had been made to the Scottish Executive for an appropriate level of funding in the current year and for the next 3 years covered by the spending review. The Board discussed points to be put to the Minister when he arrived later in the day.
  - The draft business plan will be finalised by the end of June and will be circulated to the Board for approval.

**4 DIRECTORS' REPORTS**

**MARKETING**

In presenting his report, the Director of Marketing highlighted the following:

**4.1 Spring Campaign –**

- MR
- Some elements of the Spring Campaign were stronger than others.
  - Further work is required to secure more interest from the trade and while good progress is being made involving the network in certain projects, there is scope to increase this.

**4.2 Autumn Gold –**

- Filming is starting for the 2002 Autumn Gold. Expectations for this year's Autumn Gold Campaign are high and over 400 participants are already signed up – the highest ever.

**4.3 French Market Research –**

- Following the release of the latest IPS figures, a complete review of the French Market will be carried out due to the fall in visitors from France. This will include an analysis of the preferred holiday destinations of the French.

**4.4 Tartan Day –**

- Efforts in 2003/4 are likely to concentrate on New York and Chicago.
- The 2002 celebrations reached 85m people and our advertising and PR activity was worth \$4m in advertising equivalent.
- The importance of involving the industry and ensuring a planned follow through of opportunities on the back of the event was underlined.

**4.5 E-Tourism -**

- HH
- Positive progress with BITOA was noted.
  - A presentation on e-tourism will be given to BTA at their Board meeting in Glasgow on 16<sup>th</sup> July 2002.
  - VisitScotland information held on the BTA Visit Britain website was discussed.



**Action/Notes**

**4.6 Scotland the Brand –**

- There was a positive report of the first meeting, which was attended by the Chair.
- It was agreed that a report on marketing initiatives between VisitScotland and Scotland The Brand would be prepared.

MR

**4.7 London –**

- Consideration will be given to hosting a reception in London later this year.

**INDUSTRY SERVICES**

The Director of Industry Services Reported:

**4.8 ATB Review –**

- It was confirmed that a programme for the Board seminar on the 25<sup>th</sup> July 2002 would be prepared.
- A joint submission from all ATB's will be available by mid-July, in time for the seminar.
- Deadline for responses to the ATB review is the end of August. It was agreed that VisitScotland would not be submitting a formal response, but would work with Scottish Executive colleagues in advising the Minister.

WM

**4.9 Ayrshire & Arran –**

- Ayrshire and Arran TB are due to have a meeting with the Minister on Monday 24<sup>th</sup> June 2002 to discuss funding.

**4.10 GGCVTB/ WITB –**

- Discussions are ongoing with both Boards regarding their involvement in eTourism and the associated funding implications.

**4.11 Grading Schemes –**

- It was reported that the Head of Quality and Standards for VisitScotland was in discussion with National Boards.

WM

**4.12 Food Quality Scheme –**

- So far Feedback on the scheme has been satisfactory. Consideration is being given to the grading symbols to be used.

**4.13 Thistle Awards –**

- A review of the Thistle Award categories to allow large hotel groups to enter was requested.

The Board noted the Directors' reports.

**5 FINANCE REPORT**

The Board received a report from the Chair of the Audit Committee including:

- the outcome of the work of both the internal and external auditors.
- the progress being made on the delivery of a risk strategy.
- recommendation that the Board approve the Accounts of the Scottish Tourist Board for year ended 31<sup>st</sup> March 2002.



Action/Notes

The Board:

- Approved the annual Accounts for 2001/02
- Expressed appreciation to the Finance Team for their efforts in finalising the Accounts
- Noted that a report on Risk Management Strategy would be made to the Board in September.

AB

The Board also noted that plans were underway for a public open meeting in Inverness on 5<sup>th</sup> September.

**6 SEASON TO DATE**

**6.1 Season to Date –**

- The Board noted the Season to Date Report. It was agreed that future reports should be condensed down to bullet points and summary, with a fuller report available on request.

**7 BOARD MEETINGS**

AB

- Suggested dates for 2003 to be confirmed.

**8 ANY OTHER COMPETENT BUSINESS**

PR

**8.1** The Board agreed to support the NDPB work shadow initiative.

**8.2** The Board agreed Pat Buchanan's appointment as a member of the Remuneration Committee.

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