

Minutes – CPG Recreational Boating and Marine Tourism, 28th January 2014

Attendees

Stuart McMillan MSP; John Clark; James Stuart; Pauline McGrow; Brian McLeish; Isabel Glasgow; Daniel Steel; Martin Latimer; Graham Russell; Robert Kitchin; John C Hamilton, Simon Limb, Frances Edwards, Aileen Monk, Richard Millar, David Scott, Frank Pullen, Andrew Carnduff, Sarah Brown, Margaret Mitchell MSP, Nick Underdown, Esther Brooker, Colin Henderson, Lawrence Durden, David Adams McGilp, Alan Laidlaw, Lynsay Ross, James McLachlan

1. Welcome and Apologies

Apologies

Alex Currie, Myles Farnbank, Paul Taylor, Paul Bancks, Victor Sandison, Richard Walsh, Ruth Briggs, Capt Bob Baker, David Vass, Annabelle Ewing MSP, Fiona McLeod MSP, Kathryn Logan, Tom Findlay, Jim Traynor, Shane Wasik, Campbell Gerard, Sam Lawson, Kevin Peach, Gavin McDonagh, Bruce Harris, Cindy Robb, Sarah Birrell, Stuart Smith, David Carpenter, Rhona Fairgrieve, Jane Maciver, William Wilson, John Crowther, Alvin Barber, Marc Crothall, Christopher Main, Chris Taylor, Richard Alexander, Hugh Henderson, Jamie McGrigor MSP, Gordon Daly, Mike McGregor

The meeting was opened by Stuart McMillan MSP, Convener who welcomed everyone to the meeting.

2. Minutes and Action Points from last meeting

These were approved as an accurate record.

Proposed: Simon Limb Seconded: Brian McLeish

Action Points from Last Meeting

1. Cruise Scotland to be invited to the next meeting

SMCM reported that he received notification that Victor Sandison is unable to make the meeting; Richard Alexander will represent Cruise Scotland at future meetings.

3. Presentation by Simon Limb, BMF Scotland and Daniel Steel, Chief Executive of Sail Scotland

SL introduced Aileen Monk, appointed as the Executive Officer for BMF Scotland. Aileen started in post 10 days ago and brings a broad range of experience to our board, she has been tasked with delivering our strategic goals as laid out in the

business plan and will be the face of BMF Scotland to our membership and other sectoral groups.

This position is supported with gap funding from HIE.

Marine Tourism Initiative: December saw the first full Marine Tourism Steering Group meeting. This group comprises BMF, RYA, Sail Scotland, Scottish Canals, Visit Scotland, HIE, STA and also joined by Crown Estates.

We have all of the sectors main players sitting down together and contributing. The group is focused initially on developing the industry and sector wide strategy for the growth of marine tourism. There is general agreement that the shape of the strategy mirrors that of the STA, to be easily recognisable and understood. Also that the STA vision statement of "Scotland should be a destination of first choice" is widely understood and completely applicable to the Marine Tourism Initiative.

3 working groups have been formed to define the building blocks of the strategy. This will provide the structure we need to focus down on the issues and then plan the initiatives and the pathway forward.

The groups should be reporting over the next couple of weeks with a further full steering group meeting in the second half of February and then producing information and a briefing for the STA conference 12th March at Tourism week.

We'd also like to propose that in 3 months at the next CPG that BMF, RYA and Sail Scotland launch the full strategy document. This will apply a discipline to the timescale to keep us driving forwards and provide a profile to launch this important document. It was agreed that this be added as an agenda item.

January saw the release at the London Boat Show of the BMF UK Economic Benefits of Marine Tourism report. This is a major piece of work UK wide providing a comprehensive picture of the economic contribution a thriving boating tourism sector generates.

In overview Scotland is the largest area in the UK by economic benefit. Scotland represents 10% of the UK totals both for financial assessment and full time employment. Scotland produces an annual direct and indirect GVA of £349,000,000m per annum Scotland has a total employment relating to boating tourism of 9,500 full time jobs.

For every job in the core boating tourism sector there are an additional 10 jobs supported in the wider economy. The overall GVA contribution of boating tourism is 14 times larger than the core boating expenditure when all direct and indirect effects are included.

We are drilling down into the report and the information behind it to provide a more detailed assessment of the marine tourism contribution to Scotland's Economy. We expect to be able to make this available at the next CPG.

BMF is also producing an assessment of the available capacity of the Scottish marinas and berthing, this won't be definitive but will give us a snapshot of what is available for short term growth and will help us to focus initially on what is currently available for expansion.

We are working with HIE to find ways to fund a Marine Tourism project and development manager to concentrate on driving this forward. But we're aware of the restrictions under the State Aid rules and need to find solutions to that so that we can continue to go forwards – without this placement it will be very difficult to maintain the momentum.

A study is being conducted on marinas and this will provide a snap shot of what is available to expand.

Presentation by Daniel Steel – Sail Scotland Strategy (Please find attached presentation)

DS introduced himself as Chair of Sail Scotland and explained that he has been in post for the last 3 months. He explained that Sail Scotland began 20 years ago and it has 60 member organisations including marinas, leisure groups, small companies and a huge spectrum of businesses.

DS outlined purpose of Sail Scotland. **“With a clear focus on Northern European countries, Sail Scotland will become the national marketing organisation through which sailing tourists will be attracted to Scotland”**.

Marketing

DS stated that Sail Scotland is a marketing organisation. There is a regular magazine that has circulation of 30,000 that covers boat shows, marinas and boat yards.

The Sail Scotland website contains information on Marinas and Boatyards, Yacht Charters, Sailing holidays, sailing schools, dinghy sailing and powerboating. Sail Scotland had presence at London Boat Show in collaboration with Malin Waters and Visit Scotland and also had a presence at the Paris International Boat Show.

Their Marketing Strategy contains the following elements -

- Key Markets – UK and North Europe
- Balanced portfolio
- Multiple channels
- Digital and CRM
- Brand

Partnerships

Sail Scotland has partnerships with -

Highlands and Islands Enterprise
Visit Scotland
Scottish Development International.
Scottish Tourism Alliance,
RYA Scotland
Malin Waters
Scottish Association of Yacht Charters
BMF Scotland
Scottish Enterprise
Scottish Canals

Sail North Scotland

Leadership

The Sail Scotland board consists of the following members and gives a broad mix of sectors -

Gavin McDonagh, Holt Leisure (Chair)
Stephen Bennie, Troon Yacht Haven
Marc Crothall, Scottish Tourism Alliance
Colin Taylor, Moonshadow Yacht Charters
Mark Cameron, Ardfern Yacht Club
Charmain Entwistle, Isle of Skye Yachts
Jamie Hogan, Inverness Marina
Alasdair Burns, Scottish Canals

Setting Sail for Growth

- Sustainability
- Commercialise a lot of what we do, bring in revenues.
- Strengthen partnerships
- Strong leadership
- Good business model

SMCM gave his thanks to Daniel Steel and Simon Limb for their presentations.

SMCM welcome Margaret Mitchell MSP and Aileen Monk. SMCM wished Aileen Monk every success in her new position.

SL asked if it would be possible to hold a reception at the Parliament to launch the full strategy document. SMCM will discuss with Parliament to see if this would be feasible. BM stated suggested that for launching the strategy it may be good to launch from a location such as a marina. JS suggested that we could have a Parliamentary reception.

SL asked whether the Marine Tourism Conference could become a bi-annual event?

It was agreed that the Marine Tourism Conference should be a bi-annual event and that a date be set at the next meeting.

Proposed: JS Seconded: SMCM

SMCM asked if the UK wide report and figures for Scotland are robust? SL stated that the information is well based and is neutral. SL will email report to Sarah Brown.

SB asked about additional raw data. SB stated that the data they are collating will be local authority and will cover a variety of water sports and will be compatible with data from BMF.

SMCM stated it may be worthwhile to have a members debate and then when the data is finalised there could be a further debate.

JS explained that there are 2 groups of activity -

1. Data
2. Framework

The actual product from the data and have conference to enable us to look forward again.

SB stated that once we collate the data we can inform the parliament what improvements/facilities/gaps will be. JS stated that it will accompany the framework.

National Planning Framework 3

GR reported that we are currently looking at the National Planning Framework 3 and there is an increase in marine references, with one of the actions being that local authority must take account of the Visit Scotland strategy. SMCM stated that he will raise this at the Local Government Committee.

JS stated that they have been asked for further comments and that we are looking to reiterate what we have raised in our submission and we also want to ensure that we have the opportunity to build a network of points, long distance trails, strands of tourism strategy and turn marine assets into experiences.

JS encouraged people to provide comments on the framework. RM stated that SNH/Sustrans and Scottish Canals have come up with long distance paths to bring together destinations with paths sea to sea, long distance sails and long distance trails. RM reported that they have also included cycling and are also working with canoeing. ML requested that a joint submission be made on any further comments made.

4.Update on Work of Data Sub Group

SB introduced Lynsay Ross, Marine Scotland who is working on the research specification and outlined the following organisations that are involved in the data collation -

- Visit Scotland - Visitor numbers
- Scottish Canals - Canal people and demographics
- RYA Scotland - Cruising routes
- BMF Scotland - Economy/Methodology
- West Highland and Islands Mooring Association - broader reach
- Sail Scotland - Giving information to market Scotland

Thanks were given to Crown Estate, funders and outreach moorings associations for all their support. SB further outlined that they are working with the following organisations and that there is a good cross section of stakeholder engagement.

- Highlands and Islands Enterprise
- **sport**scotland
- Marine Scotland
- Pentland Firth and Orkney Waters
- Case Study
- Scottish Coastal Forum

Stornoway are also very keen and supportive.

SB reported that she is awaiting approval of budget and ministerial approval. The partnership approach ensures that consultation is taking place. The following organisations are looking at the following -

- Sail Scotland, how do we get more people to area.
- BMF Scotland – economic/turnover, employment.
- Marine Scotland/Firth of Clyde Forum – look at spatial data for marine planning.
- RYA Scotland want to know barriers to getting people out on the water.

SB asked for the group's support. AL stated that there are a variety of aspects providing a direct opportunity that communities are looking to unlock. It is extremely beneficial to have a robust data set so that there is real tangible benefit.

SB expressed her thanks to AL and the Crown Estate for all their support.

AC requested that we liaise with yacht associations as this will provide a different slant. SB stated that we will be communicating at club level and we can also use the Marine Scotland website. AL stated that we have difficulty in reaching out to coastal communities and require to look to improve broadband.

JS stated that RYA Scotland has 140 clubs and 220 training centres and we would be looking to harvest the information. JS asked if it needs to be streamlined so that we are not using various methods of contacting clubs. FP stated that it is difficult with people who are not members of clubs.

SB explained the process of the collation of data -

1. Master research students are collating data on our behalf.
2. Scotland has been split into 4 regions in 10 day cycles and also require to look at hard to reach clubs.

SMCM stated that with the more data that we collect, this will strengthen our case for roll out by BT Scotland.

Action: AL stated that he will make contact with BT Scotland and Community Broadband Scotland to discuss.

NU reported that Dave Jones was involved in collation of data and would be able to share the process he undertook for the collation.

5.Round Table Updates/Events/AOCB

Loch Watch - DAM reported that Loch Watch provide guidance and training and are keen to share best practice. DAM stated that Jamie McGrigor is a trustee of Loch Watch.

Coastal Communities Fund

SB reported that applications will be opening for Coastal Communities Fund and that they will require to be shovel ready projects that have planning permission. SB encouraged applications from projects that have a coastal element and that are linked to employment.

Action: Coastal Communities Fund information to be circulated round the group.

Sail Hebrides

SB reported that Sail Hebrides is an information website that provides comprehensive information to enable you to plan a visit to the Hebrides area.

Community Empowerment Bill

GR reported that comments on this bill have been submitted to the Scottish Sports Association for inclusion in their response. Comments raised were on storm damage to buildings. SMCM stated that there has been some work undertaken by the committee but there also huge challenges in community empowerment to take decisions. GR stated that Harbour Trusts have some major liabilities with some historic harbours crumbling away and so require to look at opening up potential funding streams.

Margaret Mitchell MSP stated that for community empowerment to be successful, it must be ground up and general enterprise from the community.

JS reported that the SSA submission is broadly supportive and the key was trying to identify what the barriers are and there are some risks too high for the community.

AL stated that there are a lot of groups that are stepping up to this and are drawn by the motivation to sustain their communities. There are currently some local management arrangements in place that are taking on assets from local authorities.

Commonwealth Flotilla

JS provided an update on the Commonwealth Flotilla and stated that it there will be staged promotion of the event. Information on the event will be circulated to the Cross Party Group. SMCM stated that we are looking forward to more information, and gave his congratulations to JS.

David Scott asked whether there would be any way for businesses to be given greater access to business opportunities as a result of the Commonwealth Games that would benefit this forum.

Action: Margaret Mitchell MSP stated that she will raise this at the Commonwealth Parliamentary Association to see if it can feature in Globescot and SMCM to feed back. M Mitchell will also raise Skills Development Scotland.

Action: D Scott stated that he will circulate the Microbusiness Marine Report to the Secretariat and if this is of interest to CPG then this could be presented at a future meeting.

Scottish Tourism Alliance - LD reported that the Scottish Tourism Alliance Conference taking place on 12th/13th March at the Assembly Rooms. This event is open and anyone can register.

Action: Information is available on the STA website and this will be circulated to the group.

The Scottish Apprenticeship Week has 3 anchor points and will take place 19th – 23rd May and are seeking support from the group and we would encourage small businesses to get involved.

Action: PM will circulate link scotapprenticeshipweek@sds.co.uk. If you require further information please contact Lawrence Durden.

SMCM asked what discussions had taken place with colleges regarding courses in the Marine Tourism sector? LD stated that he is meeting with colleges next week. He further reported that there is a meeting in February with Adventure Tourism at Glenmore Lodge. We are currently looking at skills gap and further discussion will be taking place with colleges.

SMCM suggesting inviting a representative from college towards the end of the year. ML suggested that we identify the skill gaps first before inviting representative along to the meeting.

ML stated that we need to be sure that if we run courses that these courses are successful. JS stated that the hard skills are fine but soft skills need to be looked at.

JS stated that there is a gap in training centres. ML stated that some of the courses such as hospitality basic courses could also be identified. LD stated that there are solutions out there but we require to get some skills questions out there. SB stated that the University of Highlands are running an Marine Tourism undergraduate course. LD to obtain an update from College Scotland.

JS reported that they have received notification from Ayrshire Tourism that they have access points and a data source whereby you can link and plan journeys and it acts as a useful starting point and spurs broader discussion about large data machine that could be populated. SMCM asked if it is a local authority and whether the information has come through COSLA? SB confirmed that it has been shared with local authorities and will also check if it has been shared with COSLA.

SMCM stated that it could be used as a benchmarking tool and it is a worthwhile tool with 47 different indicators, some static, some will change. It will provide opportunity for local authorities and give a more cohesive approach.

Action: It was agreed that Ayrshire Tourism database should be added as an agenda item for the next meeting.

The meeting closed with thanks to everyone for their contributions and stated that we have made great strides and have a more cohesive approach as a result of the work of the Cross Party Group. Thanks were also given to Simon Limb/Daniel Steel and Sarah Brown for their presentations.

(Please also see Summary of Actions)

6. Future Business/Date of Next Meeting

A discussion took place on venue for next meeting. SMCM stated it may be difficult to get a good number of MSPs if they are attending meetings within the Parliament that day. A discussion took place on the group's thoughts on the venue for the meeting.

SMCM raised that the Cross Party Group on Health and Safety have Watersports on their agenda for their meeting being held on 25th March. A discussion took place on the possibility of either a member of our group attending the meeting or vice versa. It was agreed that it may be beneficial to have a joint group meeting.

Action: SMCM to speak to CPG for Health and Safety to discuss possibility of joint meeting.

BM suggested that we consider having it on a non parliamentary day. SMCM stated that Monday and Friday can be quite challenging.

M Mitchell MSP stated that it would be meet outwith and this would help to raise the profile of the group.

It was agreed that Plan A would be to have meeting in Falkirk and Plan B at the Parliament.

ML suggested having later meeting start.

Action: SMCM will look into what is feasible for the next meeting and will report back.

RM stated that he will book venue and if it does fall by the way side, we could arrange for a site tour at a later stage.

Action: SMCM will look into the possibility of a joint meeting between CPG for Health and Safety and the CPG for Recreational Boating and Marine Tourism.

SUMMARY OF ACTIONS

	Actions	Resp.	Date Raised
.1.	It was agreed that the Marine Tourism Conference should be a bi-annual event and that a date be set at the next meeting.	Stuart McMillan/Secretariat	28/1/14
2.	SMCM to speak to CPG for Health and Safety to discuss possibility of joint meeting.	Stuart McMillan	28/1/14
3.	SMCM will look into the possibility of a joint meeting between CPG for health and Safety and the CPG for Recreational Boating and Marine Tourism.	Stuart McMillan	28/1/14
4.	Coastal Communities Fund information to be circulated round the group.	Sarah Brown	28/1/14
5.	Margaret Mitchell MSP stated that she will raise this at the Commonwealth Parliamentary Association to see if it can feature in Globescot and SMCM to feed back. M Mitchell will also raise Skills Development Scotland.	Margaret Mitchell/Stuart McMillan	28/1/14

6.	D Scott stated that he will circulate the Microbusiness Marine Report to the Secretariat and if this is of interest to CPG then this could be presented at a future meeting.	David Scott	28/1/14
6.	Scottish Tourism Alliance Conference - Information is available on the STA website and the link to be circulated to the group.	Pauline McGrow	28/1/14
7.	PM will circulate link for Scottish Enterprise Week.	Pauline McGrow	28/1/14
8.	It was agreed that Ayrshire Tourism database should be added as an agenda item for the next meeting.	Pauline McGrow	28/1/14