PROGRESS UPDATE REPORT - 26 MAY – 8 JUNE
SIG MEETING 8 JUNE 2020

INTRODUCTION

Due to the cancellation of the 21 May SIG meeting, an update on the Recovery Plan activity was issued to SIG Members on 26 May. Further updates on progress are provided below (in purple) in lieu of "Matters Arising".

PROGRESS UPDATE

➢ The Data Analytics Project which Josh Ryan-Saha presented at the last meeting (7 May) has successfully secured funding via UoE and is now well underway. This is being led by Dr Ewelina Lacka from the University of Edinburgh Business School and is engaging a range of partners including VisitScotland, Edinburgh Airport, HES etc. The project is still on track to deliver an initial proof of concept in late June/early July

➢ **An additional 26 industry stakeholders/businesses have now agreed to provide data analytics for this project (including Marketing Edinburgh)**
➢ **A further 36 businesses have expressed a willingness to supply data, subject to more information being provided – this has now been circulated and followed up**

➢ In addition:
➢ A second DDI project has secured funding – this will bring together a range of partners including UoE, Edinburgh Napier University, EventScotland, The List, Festivals Edinburgh and Intechnology and "will perform epidemic analysis customised to datasets available for the city and directly contribute to the development of strategies for the City of Edinburgh Council (CEC) and festival organisations to gradually open up activities without risking rapid spread of the COVID virus"

➢ **This project is now underway following a partner briefing meeting**
➢ **Several areas of additional analysis are being explored, including extending the research to cover a peak school holiday season (Easter) and inclusion of business viability as part of the modelling**
➢ **The project will be presented to the ETAG Full Group on 11 June to encourage industry engagement;**

➢ The Students as Change Agents Initiative has taken on the ETAG Challenge:

➢

- **Following the Challenge call, 74 students are now signed up to work on this**
- **Briefing sessions will be held on 9 June and projects will be finalised and presented by 7 July**

- 2 additional DDI Tourism & Festivals projects have now secured funding

- **This brings the total Tourism & Festivals DDI Call funding via the UoE to circa £50,000**
- **More information on all 4 projects is available via the "DDI Recovery Plan" PDF (circulated)**

- The audit of existing creative assets developed to support previous visitor campaign activity is underway, with a view to identifying existing assets that can be repurposed for the recovery plan

- **The bulk of this work is now complete and the technical & legal issues around storing and reusing the identified assets is underway**

- The proposed delivery & development model, plus funding/investment case agreed at the SIG on & May was presented to the ETAG Full Group on 13 May – this was welcomed as a significant step forward and fully endorsed – with industry welcoming the public sector support & leadership and recognising that they also have to fully engage, support & participate

- **A further ETAG Full Group was held on 27 May to build industry engagement and consider other recovery plan actions & opportunities, which are now in development**
- **Strong indications of support, both cash & VIK have been received, subject to the CEC confirmation of support for the Recovery Plan**

- [Initial comms](#) have gone out to the wider tourism sector via the ETAG mailing list to inform them about the recovery plan – this was well received and has generated significant further offers of VIK support
- The creation of a "Team Edinburgh" database has been initiated via a call for industry & partners to complete a survey. This will:
    - Identify partners who are willing to participate in the recovery campaign
    - Establish and quantify the combined digital/social media reach of those partners
    - Support the development & delivery of the campaign creative

- **To date, ETAG has received 177 responses to the Team Edinburgh Survey, which is well ahead of expectations**
- **The results show that:**
    - **Business have a collective reach of over 3 million followers across key social media channels (Twitter, Facebook & Instagram)**
    - **Only 34 businesses have developed COVID19 responses to date**
    - **83 businesses have/planning specific post COVID19 marketing campaigns**
    - **83 businesses have existing photo resources they are willing to share**
    - **58 businesses have existing video resources they are willing to share**

- **These results provide an excellent foundation for the development of the recovery plan**
- **Inform the key issues/areas where further support & advice for tourism business are required**

- Discussions regarding the CEC funding contribution are underway within CEC and a report is being prepared for the Policy & Sustainability Committee

- **A CEC P & S Committee has been prepared and published for consideration on 11 June (included in SIG Agenda for discussion)**

- CEC continue work to resolve ME issues

- **Actioned and options for CEC consideration included in P & S Committee Report**

- A formal invite to both Old Town Community Council and Edinburgh World Heritage to join the next SIG meeting will be issued

- **Actioned**

- The next SIG meeting is scheduled for 8th June and further updates will be provided then

- **Actioned**

NEW ACTIVITY

In addition, since the most recent update was issued, there have been further areas of activity progressed, including:

- **Briefing and commissioning an agency to develop the initial recovery campaign core theme & creative – for discussion at the SIG 8th June Meeting**
- **Successfully bidding for Edinburgh to participate in the "Roots to Recovery" Initiative – separate paper issued to SIG**
- **Engagement & alignment with national tourism activity – ongoing**
- **Review of the proposed SLWG delivery structure for the Recovery Plan, reflecting the current situation, priorities and need to focus more effectively on specific areas – this work is ongoing and SIG will be updated on progress at the next meeting (date tbc)**