

Briefing for consultees

Introduction

It's been 8 years since the [Edinburgh 2020 Tourism Strategy](#) was launched and as it reaches the end of its intended lifespan, it is now time to look forward beyond 2020.

Edinburgh is embarking on the process of developing the new 2030 Tourism Strategy with a strong track record of positive growth. However, the world has changed dramatically since the current strategy was developed and it is essential that the city and the sector use this opportunity to take stock, consider how we can work differently, do things better, and build on the successes to date.

With that in mind, in October 2018 the [Strategy Implementation Group](#) (SIG) initiated the process to develop a new Tourism Strategy for the city. This is being delivered via a phased approach:

- Phase 1 – Research & Evidence gathering (due to be completed by the end of March 2019)
- Phase 2 – Industry & Stakeholder consultation (between March and June 2019)
- Phase 3 – Consolidation of all research/evidence and consultation findings (July to September 2019)
- Phase 4 – Forming the strategy and testing with stakeholders (October to December 2019)
- Strategy Launch – on 30th January at the 2020 ETAG Conference

The process of developing the new Edinburgh Tourism 2030 Strategy is being guided by the following principals:

- This is a “Team Edinburgh” approach with shared investment across the members of the Tourism Strategy Implementation Group
- It will focus on ‘Good’ Growth taking cognisance of the sustainability of both the city and sector
- The strategy will aim to ensure an appropriate balance between residents, businesses and visitors
- A new strategy must be founded on a robust evidence base and an inclusive and transparent development process

Phase 2: Industry & Stakeholder Consultations

On behalf of SIG, Edinburgh Tourism Action Group (ETAG) has appointed Melanie Sensicle Consulting Ltd to design and deliver Phase 2. Melanie is working with her colleague Jason Freezer. Short biographies for Melanie and Jason are provided at the end of this briefing.

Phase 2 aims to be as inclusive and comprehensive as possible and involves gathering the views and input from a wide range of tourism businesses, organisations and stakeholders to help inform and shape the new strategy. The intention is to hold around 25 facilitated group sessions and approximately 15 one to one interviews.

To inform the face-to-face consultations and interviews, a survey has also been created to capture input on a wider range of topics than can be covered in the consultation sessions, and to ensure those who are unable to attend can provide their views.

It should be noted that in parallel with Phase 2, the City of Edinburgh Council Tourism and Communities Working Group is taking on the role of engaging with the wider resident community to ensure that their views are also captured and considered as part of the new strategy.

Strategy context

The context for the new tourism strategy is the wider [Edinburgh's Economy Strategy](#) which sets out a vision for Edinburgh to continue to be the most productive major city in the UK; a welcoming, international city that is home to a successful economy in which all our citizens can benefit from the prosperity the city creates.

Three priorities have been identified as central to achieving this ambition and delivering “Good Growth”; inclusion, innovation and collaboration.

The tourism definition of “Good Growth” is provided by the [United Nations World Tourism Organisation](#):

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."

It will be for the new tourism strategy to articulate how tourism can make a positive contribution to the city which ensures long-term success and is based on the principles of sustainable tourism.

Contacts

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Please Note:

- *In order to validate the consultation findings, all feedback provided, whether at a session, in an interview, or via a survey must be attributable in order to ensure the process is robust*
- *Individual comments will not be made public and all feedback will be aggregated for the purposes of presenting the findings*
- *It should be noted that wherever possible, group sessions and interviews will be audio recorded for reference*
- *All information provided will be treated in line with our [Privacy Policy](#) and the 2018 GDPR legislation.*

Melanie Sensicle

Melanie Sensicle is an experienced tourism professional who spent 15 years working in senior roles in destination organisations before establishing her own consultancy. She was Head of Marketing and Conferencing in Brighton for seven years and Chief Executive of Visit County Durham the destination management agency for the county.

She chairs England's Historic Cities a collection of 13 of England's top flight heritage destinations and is an associate director at Marketing Lancashire. She has run high profile projects for VisitEngland and VisitBritain including the Northern Tourism Growth Fund, a £20m international marketing initiative and was involved in the set up of the £40m Discover England Fund. She currently directs two large scale Discover England Funded projects, developing new approaches to interpretation and packaging of heritage product for US millennials, and developing a 500km touring route from London to the Scottish Borders for German visitors.

She has played a leading role in some high profile cultural projects including the development of Lumiere Durham, the largest light festival in the UK and the staging of Lindisfarne Gospels Durham, an exhibition and regional festival working with Durham University, Durham Cathedral, Durham County Council and the British Library.

Her areas of interest and expertise include: strategic planning for destinations and organisations, research and market intelligence, brand development, communications, evaluation, creating partnerships and audience development.

Jason Freezer

Jason brings over 25 years' experience working at all levels of the tourism and hospitality industry and a decade of experience with the National Tourist Board (VisitEngland/VisitBritain) where his role was to facilitate the growth and development of English Tourism through effective Destination Management. Working alongside colleagues in the public, private and third sector Jason has been proactive in shaping and implementing of the Strategic Framework for Tourism as the VisitEngland lead for the Wise Growth, Rural Tourism and Destination Management Action plans.

During his time at the national tourist board his responsibilities were wide ranging including work on the quality agenda, business development and most significantly on sustainable tourism. Jason was the national tourist board's expert on sustainable tourism and destination management developing a range of strategic and practical tools that helped ensure VisitEngland was recognised in the top 4 tourist boards in the world for Responsible Tourism (by Responsibletravel.com) in 2015.

Jason's career prior to joining VisitEngland includes senior management roles in hotels and restaurants for over 12 years, and Hotel and Restaurant Inspection for The AA which enables him to approach his role as a consultant from both the national strategic and local business perspective.

Having left the national tourist board in Spring 2015 to run his own consultancy and has held a number of positions including associate director of the National Coastal Tourism Academy and project manager for Creative Sheffield's Outdoor City project.