ETAG FULL GROUP
MINUTES

14 September 2016, 10:00 – 12:00
City Chambers, Edinburgh

Present:	Robin Worsnop (RW), Chair Margaret McNeil (MMcN), ETAG Gillian Richardson (GR), ETAG Synden Grieve (SG), ETAG Zeenat Munir (ZM), ETAG Graeme Ward (GW), Radical Travel Helen Ireland (HI), NMS John Donnelly (JD), Marketing Edinburgh Manuela Calchini (MC), VisitScotland Sonia Valcarcel (SV), VisitScotland Karen Robertson (KR), JAC Travel Tristan Nesbitt (TN), Edinburgh Hotels Association Eleanor Pender (EP), City of Literature Trust Wendy Liu (WL), City of Edinburgh Council Jim Galloway (JG), City of Edinburgh Council David Hicks (DH) – Edinburgh World Heritage (speaking on the Year of HHA) Adrian Harris (AH), Edinburgh Cultural Venues Groups Roddy Smith (RS), Essential Edinburgh Elaine Green (EG), Edinburgh Capital Group Rob Lang (RL), Edinburgh Airport Marshall Dallas (MD), EICC Pete Williamson (PW), NMS James McVeigh (JMcV), Festivals Edinburgh
Apologies :	Nick Finnigan (NF), Edinburgh Castle Richard Kington (RK), Vice Chair Gordon Robertson (GR), Edinburgh Airport Andrew White (AW), FSB Margaret McLeod (MMcL), STGA
In attendance:	Martin Reynolds – speaking on the China Activity Sue Crossman – speaking on the Year of HHA Alice He – Edinburgh China Social Media Co-ordinator David Waddell (for Susan Lanham, CEC)

1.Welcome and Apologies	ACTION
RW welcomed the group back following the summer break. In attendance were: • Martin Reynolds – speaking on the China Activity • Sue Crossman – speaking on the Year of HHA • Alice He – Edinburgh China Social Media Co-ordinator • David Waddell (for Susan Lanham, CEC) RW welcomed: • Graeme Ward – returning to the ETAG Full Group in place of Pete Duncan • Zeenat Munir - the new ETAG coordinator, replacing Lynsey Shovlin	
2.Matters Arising	
Visitor Information Centre - Edinburgh iCentre **(Update provided after meeting)** • VisitScotland continue to negotiate with Edinburgh City Council and Waverley Mall on the potential for securing a new location in Edinburgh. • The discussions are currently focussing on utilising an existing back office space close to street level within the current building and converting this into a public space for housing the iCentre. • Once negotiations progress, Lynn Jack will request a further discussion with ETAG to outline the options for this site and what could be achieved from a more visible and modernised facility. • VisitScotland recognise the value to industry of the facility and will be communicating our vision for information provision at this site with ETAG. • A multi-site pilot is currently being conducted in Glasgow with mixed results. Initial evaluation would suggest that international visitors still value one key hub travel site for information provision, itinerary planning and tour booking. **iKnow Community** • VS have now launched the VisitScotland Information Partner (VIP) programme. 43 businesses in Edinburgh have signed up for the VIP programme, confirming their commitment to the provision of F2F local visitor information. • More information can be found here: http://www.visitscotland.org/business_support/quality_assurance/information_partner_scheme.aspx An e-newsletter for VIPs will be sent this Autumn and should ETAG be in agreement, VS would like to promote the 'Our Edinburgh' programme to current	

VIP participants in the area. We also have the ability to provide information on our visitscotland.org pages, designed to inform and encourage new participants. **Wayfinding** • The signage project was presented to the SIG on 21 June and strongly endorsed • Follow up meeting held with Transport for Edinburgh and discussions ongoing in relation to the City Deal as a possible funding route. All other Matters Arising were on the Agenda and the Minute was agreed.	
3. ETAG 2020 Strategy Review Launch **Gillian Richardson, Scottish Enterprise/ETAG**	
GR had circulated the Final Report prior to the meeting and asked for any final feedback by close of play 16th Sept. GR updated the team there will be an extensive Comms Plan put in place, starting at the end of the month: - Aiming for press coverage on 27th Sept (World Tourism Day) – one an opinion piece from RW and the 2nd a more traditional press release to be issued by the SIG - B2B promotion via the ETAG website, social media channels etc will go live the same day – members asked to support this activity via their own channels - A summary document will be produced which will be circulated via a mailshot to appropriate CEC, Scottish & UK Government officials and politicians. - Programme of stakeholder and engagement – GR and MMcN currently compiling a target list and asked for support from members to identify appropriate meetings/routes for comms. - It was agreed that ETAG members should support activity and attend presentations where appropriated to strenthen the "industry support" for the strategy review; - ZM to help with diaries and get dates confirmed.	**ALL** **MM** **ALL** **GR/MM** **ALL** **ZM**
4.China Ready Initiative Presentation **Rob Lang, Chair of China Ready Delivery Group** **Martin Reynolds, China Ready Project Co-ordinator**	
Copy of presentation circulated. **Key points/actions**: • MR updated the group they have been very busy promoting Edinburgh becoming China Friendly. Stats show numbers are already increasing, which is very positive, but a lot more to be done to optimise the growth of the	

market; • A successful pilot "pay to play" photograpy commission was put in place, providing businesses (12 participated) with affordable stock images of Chinese visitors and ETAG with a library of photos that can be used to promote the city; • ETAG has funded an improved Mandarin map of Edinburgh, with enhanced visitor welcome information. Already available via TICs and some concierges, but if businesses require copies they should contact MR (free for hard print and also available via PDF); • A Chinese visitor survey has been created. Promoted via "postcards" at key visitor attractions, it is already providing some interesting/useful insights, but the sample size is still very small (around 50). Support sought for further distribition/promotion of the survey; • Alice He was introduced to the group as the new Edinburgh Chinese Social Media Coordinator. With the support of ETAG and based in Marketing Edinburgh, Alice is the new dedicated resource to help bridge the social media gap we currently have by implementing new channels and direct interaction with tourists. To build on Alice's work and create a meaningful social media presence for Edinburgh in the China market, ETAG is preparing a VS Growth Fund bid for up to £40,000. The funding is subject to 50% match funding from the private sector. RL presented on the funding proposal, campaign and potential business benefits (copy of the Partner Proposal attached). The cost of this to businesses will start at £150 a month to enable us to tap into the largest market there is. It is essential to keep in mind the commercial value to the city which it will bring. Need to have interested businesses by 26th Sept, which help support the VS case to be submitted and allow us to progress. During a Q & A, the following was confirmed: • as part of the Partner scheme, participating businesses would have access to Alice to support business specific China market activity (level of access subject to partnership level); • there is no current social media provision specifically for tourism provided via Scotgov, VS etc • Chinese translation of websites etc was not a condition of participation in the activity, but obviously would help businesses optimise their investment • Core markets would be the Tier 1 east coast cities, Beijing, Shanghai, but opportunities elsewhere • The campaign would reflect the businesses signed up and their target markets ie substantial numbers of "high end, premium" businesses would enable stronger focus on the HNW individuals sector	**ALL** **ALL**

5. Year of 2017 Action Plan **David Hicks, Chair of the 2017 Year of History, Heritage and Archaeology WG** **Sue Crossman, Project Manager**	
Copy of presentation and the draft action plan circulated. **Key points/actions** This theme has particular importance to Edinburgh. A great opportunity for Edinburgh, which we need to maximise;, Developing high level initiatives. - Engage with the businesses in New Town area. - 100 Objects around Edinburgh, objects will be presented across Edinburgh. Currently a panel finalising the 100 objects. To be launched in March 2017. - Scotsman – a pull out map for physical presentation but essentially will be all pulled into an App. - App – 100 objects each described in 100 words EG noted the strong fit between the "Edinburgh in a 100 Objects" concept and the Hop on Hop off Tours – EG to work with Action Group to add to the map. Need to get the message out – work with the ETAG group. RL confirmed, able to platform at the airport – work closely with Action Group and with the partners. Collaboration opportunities also with Tradfest and Story Telling Festivals. Various other activities will be delivered through the course of the year as well Exhibitions taking place. Innovation Fund – Potential to attract more non-local residents – will launch Oct 6th, application form by November and decision by December – support experimentation and de-risk the experimentation for them. Presentation to be circulated to the group. Questions raised by the group: • RL raised the App would be a much more useful tool. Currently in the process of being reviewed. • JMcV raised the question does the group need to endorse the activity – GR confirmed this is an opportunity to present the work currently taking place. An overall endorsement from ETAG was confirmed.	

6. ETAG Activity Autumn / Winter **Margaret McNeil, Scottish Enterprise**	
MMcN updated the group on the current activity taking place. Summary paper attached for information. Establishing the core activity we want to do, to do less but do better, make investment in resources to pull together projects.	**ALL**
7. Round Table Update	
Activity this summer say records are breaking Forward looking – STA carrying out consultation around Brexit and what impact on our industry – group to feed into RW if any thoughts. RL – Airspace consultation ends 19th Sept – group to go online to provide feedback so info can be gathered. RL - APD cuts – need the support – a considerable cut need to maintain the growth we had. EG – Edinburgh City Literature – Launch end of October – running a Familiarisation trip on 25th October – emails to come from ETAG. 20 locations on the trail, a lot of engagement online a digital train through an app – running for 6 months. Funding to run for 3 years JD – City Vision piece – 27th September 6 organisations running – RW to get involved in. The vision of the City. JD to chase up Andrew Kerr for invite to RW. 4 months project.	**ALL** **ALL** **JD**
Date of next meeting: **2 November 2016 cancelled** **Next meeting 7 December 2017.**	