

**ETAG FULL GROUP
ACTION NOTE**

**Wednesday 10 December 2014
Scottish Enterprise, Apex House**

Present: Robin Worsnop (Chair)
 Richard Kington (Vice Chair)
 Ali Bowden, City of Literature Trust
 Andrew White, FSB
 Elaine Green, Edinburgh Capital Group
 Gillian Richardson, ETAG
 Jane Ferguson, NMS
 John Donnelly, Marketing Edinburgh
 Judy Barrie, VisitScotland
 Manuela Calchini, VisitScotland
 Margaret McLeod, Scottish Tour Guides Association
 Margaret McNeil, ETAG
 Nick Finnigan, Edinburgh Castle
 Pete Duncan, Radical Travel
 Pete Williamson, NMS
 Sarah Cooke, City of Edinburgh Council
 Tristan Nesbitt, Edinburgh Hotels Association

Apologies: Andy Neal, Essential Edinburgh
 David Greaves, West Lothian Council
 David Hicks, Edinburgh World Heritage
 Gordon Robertson, Ed Airport/Marketing Edinburgh
 Helen Robertson, Edinburgh Chamber of Commerce
 James McVeigh, Festivals Edinburgh
 Marta Eizaguirre, ETAG
 Nigel Serafini, Lothian Buses
 Quinton Young, Edinburgh & Lothians Area Tourism Partnership
 Rob Lang, Edinburgh Airport
 Steve McGavin, City of Edinburgh Council, Econ Dev
 Susan Lanham, Events Team, CEC

WELCOME AND APOLOGIES	ACTION
RW opened the meeting and welcomed everyone – noting a special welcome to TN as it is his first ETAG Full Group meeting.	

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Apologies were noted.	
MATTERS ARISING	
<p>Connected Capital: The CEC is re-tendering for the city's WiFi, they hope to have a partner in place by Feb/March 2015 and to have WiFi in place by August 2015.</p> <p>EICC: MM and RW have a meeting with the new chief executive Marshall Dallas in January.</p> <p>ETAG Activity in the Autumn: The technology programme has been a huge success with most events sold out. The group was reminded to pass on any ideas/thoughts for future ETAG activity in 2015.</p> <p>VS Segmentation: Marta is following up on this and how best to present it in an Edinburgh context. If you would like to have a look at the Segmentation please go to http://www.visitscotland.org/research_and_statistics/visitor_research.aspx</p>	
CITY BRANDING – John Donnelly, Marketing Edinburgh	
<p>JD presented on city branding for Edinburgh – the presentation will be circulated at a later date. This presentation has been presented to the CEC.</p> <p>Although the 'This is Edinburgh' logo/campaign is continuing to be a success it was noted that it is a logo/campaign not a city brand. In order to have a city brand a lot of work needs to be put in behind the brand. It was also noted that there would need to be an education around the differences between a city brand and a logo/campaign during the consultation period. Sarah Cooke will forward a piece of work done by a student around city branding.</p> <p>The creation of the brand will be done in consultation with residents, the council and key stakeholders. JD confirmed that ETAG and key stakeholders would have sign off on the brief and would be involved in the branding process. It creates a unique opportunity to have a unified message and define agendas for the city. ME hope to have this branding done by mid-summer.</p> <p>The Full Group expressed their full support of the project.</p>	SC
CEC CYCLING AND CRUISE TOURISM – Sarah Cooke, City of Edinburgh Council	
SC presented on the action plans for both Cruise and Cycling Tourism in and	

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<p>around the city – please refer to presentation. Both of these areas are seen by the CEC as areas of potential growth.</p> <p>Cruise: It was noted that consumer behaviour is changing and this is bringing in more independent travellers to the city which is good for the city. There are also larger cruise ships and more turnaround cruises coming to Edinburgh creating the benefits of bookend stays. VisitScotland is keen to be more involved. The challenges are still focused around informing the visitors about Edinburgh before they arrive. It was noted that Cruise Forth who are a primarily volunteer organisation do a fantastic job of providing visitor information and welcoming tourists coming off cruises – the CEC plans to support this activity.</p> <p>Cycle: CEC plans on supporting businesses to be more cycle friendly – this could include running some business briefings and providing clearer business information – MC said that VS would be keen to help out with this – she will liaise with SC. It was pointed out by the group that Edinburgh is not a particularly safe place to cycle and that improvements in infrastructure would be needed if people were to cycle more in and around the city. It was also noted that there is not a huge demand for cycling.</p> <p>If you have any further feedback or ideas please speak with SC.</p>	<p>MC</p> <p>ALL</p>
<p>VISITOR SIGNAGE UPDATE – Sarah Cooke, City of Edinburgh Council</p>	
<p>The signage for bus shelters, billboards and pedestrian way-finding was all put out to tender – the tender for all three has been won by JC Decaux. Pedestrian way-finding has been prioritised - JC Decaux has sub-contracted this out to experts. There will be consultation in Jan/Feb 2015 around what to have on the signs.</p> <p>The group called for ETAG and the Quality of Experience Group to be involved and consulted from an early stage in the design. The group also agreed that visitor behaviour should inform any pedestrian signage design. If anyone else would like to be involved please contact SC.</p> <p>SC suggested that ETAG invite Anna Grant from the CEC will come along to the next ETAG Full Group meeting to discuss further.</p>	<p>ALL</p>
<p>AOB & DATE OF NEXT MEETING</p>	
<p>The closure of Princes Street to tour buses was raised. CEC will put out to consultation in January – it was noted that individual businesses should use this opportunity to discuss the plans with the CEC further.</p>	

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<p>Jane Ferguson has a new role as the Director of Audiences and Media at the V&A in Dundee – she is due to start in March 2015.</p> <p>STA tourism skills group are looking at refreshing their STA skills investment plan and are keen to hear any feedback – please speak with Peter Duncan.</p> <p>SDS have been working on having job opportunities on a website http://www.myworldofwork.co.uk/ – if you would like to have your business featured on the website please speak with Peter Duncan and he will pass you onto the relevant contact.</p> <p>The ETAG Conference has 120 signed up so far – so don't miss out if you want to attend http://www.etag.org.uk/event/etag-conference-2015/ As part of the conference this year we are using Confbuzz for pre-networking so if you are attending sign up to Confbuzz where you can see who else is attending. http://www.confbuzz.com/ETAG2015/</p> <p>Date of the next meeting: 25th February 2015 VisitScotland Board Room, 94 Ocean Drive, Edinburgh, EH6 6JH</p>	<p>ALL</p> <p>ALL</p>
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