

**Minutes of the Meeting of the  
Joint Cross Party Group on Recreational Boating  
and Marine Tourism,  
Cross Party Group on Tourism**

**Committee Room 2, Scottish Parliament**

**15<sup>th</sup> January 2019**

	<b>Name</b>	<b>Organisation</b>
1.	Stuart McMillan MSP	
2.	Pauline McGrow	RYA Scotland
3.	James Allan	RYA Scotland
6.	Andrew Rendle	Scottish Coastal Rowing Association
7.	Chris Cutts	Forth Estuary Form
8.	Gordon Daly	RYA Scotland
9.	Stuart Smith	Scottish Canoe Association
10.	Andy Carnduff	Forth Yacht Clubs Association
11.	Graham Russell	RYA Scotland
12.	Fiona Forsyth	The Majestic Line
13.	Carlene McAvoy	ROSPA
14.	Clare Adamson MSP	
15.	Alexander Burnett MSP	
16.	Robbie Wightman	Scottish Coastal Rowing Association
17.	Brian Weddell	Chairperson, Prestonpans Community Council
18.	Barry Shafe	Scotboats/Chair of Forth Estuary Forum
19.	Catriona Craig	The Majestic Line
20.	Esther Brooker	Scottish Environment Link
21.	Myles Farnbank	Scottish Adventure Activities Forum
22.	Simon Limb	British Marine Scotland
23.	Rachael Hamilton MSP	

24.	Aileen Monk	British Marine Scotland
25.	Martin Latimer	British Marine Scotland
26.	Jonathan Mosse	Inland Waterways Association/Keep Canals Alive
27.	Jim McLachlan	Forth and Clyde Canal Society
28.	Ronnie Rusack	Chair of Lowland Canal Volunteer Group
29.	Annabel Lawrence	University of Highlands and Islands
30.	Alison Downs	Holy Loch Marina
31.	Richard Walsh	Scottish Government
32.	Leon Thompson	VisitScotland
33.	Ken Higgins	Smart Village / Digital Tourism Scotland
34.	Willie Macleod	UK Hospitality
35.	Peter Ovenstone	Heritage Railway Association
36.	David Winpenny	Heritage Railway Association
37.	Denise Hill	VisitScotland
38.	John McGuigan	Cruise Scotland
39.	Callum Miller	Prestonpans Community Council
40.	Kenneth Bramham	Scottish Tourist Guide Association
41.	Benjamin Carey	Tourism Society Scotland
42.	Colin Wilkinson	SLTA
43.	Brian Weddell	Prestonpans Community Council
44.	Alasdair Smart	Scotrail
45.	Breige Swift	EventScotland
46.	Ian White	
47.	Chelsea Charles	VisitScotland
48.	Marie Christie	VisitScotland

## **APOLOGIES**

Name	Organisation
David Vass	RYA Scotland/West Highlands and Islands Moorings Association
Sarah Dolman	Whale and Dolphin Centre
Andy McKenna	Chair, Thomas Telford Corpach Marina
Fergus Duncanson	RYA Scotland
Chris Burrows	Chris Burrows, Principal Officer- City Deal (Waterfront & West End), Glasgow City Council, Development & Regeneration Services
Alex Williams	University of Highlands and Islands
Rhona Fairgrieve	Scottish Coastal Forum
Liam Kerr MSP	
Angus MacDonald MSP	
Mike McGregor	
Emma Harper MSP	

### **GDPR**

**SMCM advised that everyone in attendance will have their name printed in the publically available minutes of this meeting and asked if members do not wish their name to be on the publically available minutes they must let him know.**

#### **1. Welcome from Convenor, Stuart McMillan MSP**

SMCM welcomed everyone to the meeting and introductions were made round the table. SMCM provided an outline of the purpose of the meeting to bring together the 2 groups to discuss Year of Coasts and Waters 2020 and Cruise tourism.

#### **2. Scotland's Year of Coasts and Waters 2020**

**Marie Christie, Head of Development – Events Industry, VisitScotland**

(Please find attached presentation)

MC provided an outline of the concept of themed years and how people can get involved in Year of Coasts and Waters 2020. MC further explained that Round 2 for submissions closes on 7th June with funding allocation of £10 to £50K available (requires to be 50% match funded)

Chelsea Charles provided an outline of integrating messaging to deliver new partnerships and asked members to think about they can tap into their own networks.

There then followed an opportunity for questions;

GD asked how a local sailing Club could get involved. MC advised that the message is shared with club members. MC stated that we are currently looking at opportunities and are pleased to "encourage responsible engagement" and see how can we assist. MC explained that the steering group is focussed on applying appropriate codes. SL asked about a possible business to business event to draw people from down south. MC stated that the focus is on public facing events but will match up where possible.

### 3. **An Introduction to Cruise Tourism – Value and Potential**

#### **John McGuigan, Vice-Chairman of Cruise Scotland and Operations Manager of Aberdeen Harbour**

(please find attached presentation).

John McGuigan provided an outline of the work of Cruise Scotland and explained that it is a marketing organisation that promotes the cruise industry. JMC outlined the highlights of 2018 and outlined the future challenges. He further stated that cruise boats are increasing and they are looking for unique experiences for cruisers. Cruise ships have a significant impact on local economy and he provided examples of impact.

### 4. **Discussion**

There then followed an opportunity for questions;

- Alexander Burnett MSP asked when will you go out to tourist businesses. JM stated that there is a lot happening in the Aberdeen area.
- What liaison do you have with cruise companies for excursions from ports? JM stated that they are working closely with VisitScotland and acknowledged that there is a disjoin.
- SK explained that there are 3 main companies that do the excursions and we need to make sure that we get the conversations going to help promote. There is a 2 year lead time for advertising the cruises. We need to take action so that this in place for 2020 and we will look to get them along to Expo and try and see what opportunities there are. There are a number of planners starting to base themselves in Scotland and we require to encourage more opportunities for independent travellers and create unique niche experiences.
- R Hamiton MSP asked how do we show the customers travel and how do they benefit. Alison Downs gave an example of people who are prepared to travel lengthy distances from cruise berths. JM stated that they need to see what is in the local area and gave some examples.
- The cruise provides a taste for cruisers to return to a specific area for a longer period of time.
- A question was posed about whether there was anyone responsible for pulling together data sets. JM stated that some regional organisations carry out this type of work.  
CA MSP,
- Willie McLeod raised an issue of the tourist tax and that there are discussions taking place and disembarkation taxes are also being discussed and asked whether Cruise Scotland had considered this and will this apply to visitor berths in marinas. WM

further explained that you can make written submissions to the Scottish Government consultation by 25<sup>th</sup> January at 5pm.

**Action: R Walsh, Scottish Government to provide details on the consultation for onward circulation to all members.**

JM stated that there are ways in which we can offset. JM will take back to their committee. ML stated that they are aware of these discussions and we will look into this it as "transient visitor levy". SL further stated that we have been looking at visitor berthings and looking at how do you spread the wealth back to cover the cost of construction.

- SMCM asked if excursions are booked 2 years in advance are we too late to take these items to the cruising sector to take to market. JM stated that new unique items would be attractive to cruise liners and we also require to capture the data of people who return to the areas after being on cruises.
- Question was asked about the 1000 calls target for 2019 and stated that we need to look at ways in which to ensure that we do not go over capacity.
- SL stated that we advocate slow tourism and do we want to preserve the experience or push up the numbers. AD stated that we do not have enough guides or coaches and this will have a bigger impact.
- JM raised that we do not have enough German guides. SMCM suggested having dialogue with German consulate. JM suggested that colleges look at this.
- SK stated that the length of time that people will travel if location is of interest and also need to co-ordinate coach travel times and number of passengers and co-ordinate the cruise liner arrival times and plan in events. Are there cruise companies that start and finish in Scotland? JM explained that you can embark from various locations in Scotland.
- JM stated that they will be trying to market the fly crews. There are a variety of size of cruise ships. We as planning to research to assist the destination management companies, to suit the various locations. It is important to involve public transport to tie in.

SMCM stated that partnership working, do you have good examples that had good economic success. MC gave example of Year of Innovation that formed great new partnerships with MVA, St Peters Seminary in Helensburgh that was really positive and also with HLF, local partners to maximise the TV coverage and it was a significant event. CC stated that Loch Earn were really good in maximising their own areas.

SMCM thanked everyone for attending and thanked Visit Scotland, Cruise Scotland for their presentations. There then followed a networking session and the meeting closed with a vote of thanks to the Chair

**SUMMARY OF ACTIONS/DECISIONS**

	<b>Actions</b>	<b>Resp.</b>	<b>Date Raised</b>	<b>Completed</b>
1.	Richard Walsh to provide details on the consultation for onward circulation to all members.	Richard Walsh	15/1/19	
2.	Presentations from VisitScotland and Cruise Scotland to be circulated.	Pauline McGrow	15/1/19	