

Tourism Leadership Group 25th June 2020

Apologies Deirdre Robertson, DIH and Dale Simpson, Malmaison

Observers Bill Burnett, Hotel Indigo/Staybridge; Gemma Henry, Dundee Rep; Ally Kennedy, Apex Hotels

Attendees Caroline Warburton, VS; Jennifer Caswell & Gaynor Sullivan, DCC; Tara Wainwright, V&A Dundee; Jess Reid, DCA; Paul Jennings, Visit Dundee; Mike Metcalfe, DAVAA; Billy Gartley, LACD and Gillian Easson, Creative Dundee

[VS Marketing Campaign](#) and [Good to go Scheme](#)

New regional film will feature Dundee & Angus (more rural) . Urban locations likely to follow later with focus still on outdoor experiences e.g. parks, green spaces, walking trails. Key messages around de-stressing, escapism and authenticity.

Visitor Pledge

Update on campaign

Action Opportunity to upweight the campaign and Caroline will advise if gap in our Welcome Back and City Campaign

Dundee City Marketing Campaign

Open tender out on Monday 29th June with pitches on 30th July to go live September. Brief includes revised Dundee Narrative, Tourism Recovery Strategy and selection of key awards and accolades. Agreed the need to align with VS marketing strategy and messaging.

Dundee Welcome Back Campaign

Starts 29th June with focus on city centre for 4 weeks on radio then can talk about food & Drink and hotels (finish 27th July)

Potential opportunity to continue if successful for August and fits with attractions reopening if get funding from Town Centre Funds

Action: JC & GS to provide Timeline on activity & share toolkit for feedback

Action: Tara, Jess, Gemma to invite Gaynor to meeting re Welcome Back and talk about social media content plan

Openings

Tara advised that ASVA members only 30% planning to open in July and likely our CAN will open mid to late August

V&A will have a Quant branded food truck on site from mid July and plan a reawakening exhibition in Slessor Gardens from start of Aug

DCA early September and McManus will be first from Cultural Services but date tbc

Research highlighting confidence around inside spaces and more research via ALVA which was upweighted by V&A Dundee around sentiment due next week

Dundee.com will list a page with links to all free, open spaces you can visit and an update on what tours, hotels, food & Drink, retail and attractions with opening dates

Action: all to provide Gaynor dates of opening and all to link to the content including Visit Dundee

Hotels to date opening on 15th July

Woodlands & Staybridge never closed

Hotel Indigo

Sleeperz

Malmaison

Queens Hotel

Invercarse

Cultural Resilience and Recovery Plan Update from Jess Reid

In response to COVID-19 a 2 year plan is being devised to be finalised in early July with 4 key objectives. Plan is being developed by a smaller working group drawn from the Dundee Partnership Cultural Development Group, with representation from Cultural Agencies Network.

The intention is for the Cultural and Tourism plans to complement one another, with the suggestion that the chairs of each group to meet quarterly to share progress and identify opportunities to work together.

Visit Dundee

The notes miss my update that the board of VisitDundee have committed to recruiting a Project Officer for the organisation, someone who could be materially important to our joined-up efforts to move things forward and so worthy of inclusion in the minute. I also extended the offer, through the board, that the new postholder, once appointed, would be available to assist in the proposed marketing campaign and hopefully future ones and which Jennifer welcomed.

Role of Chair and TLG

Confirming the strategic position of TLF within Dundee Partnership and will confirm the Chair and Vice Chair(s) asap – we have 3 nominations.

Was also discussed that future meetings should focus back on the strategy action points.

AOB

Gemma Henry offered to work with any of the group and sub groups.

Next Meeting
29th July 1330 – 1530



Tourism Leadership Group Notes 29th July

Attendees			
Deirdre Robertson (Chair)	DIH	Marc Winsland (TLG)	Xplore Dundee
Jessica Reid (Vice Chair)	DCA	Gillian Easson (TLG)	Creative Dundee
Tara Waiwright (Vice Chair)	V&A Dundee	Manny Baber (Guest)	Sleeperz Hotel/DAVAA
Louise Murphy (TLG)	DD Tours	Ronnie Mackay (Guest)	Apex Hotels/DAVAA
Jennifer Caswell (TLG)	DCC	Ally Kennedy (Guest)	Apex Hotels/DAVAA
Gaynor Sullivan (TLG)	DCC		
Apologies			
Dale Simpson (TLG)	Malmaison	Paul Jennings (TLG)	Visit Dundee
Bill Burnett (Guest)	Hotel Indigo/DAVAA		
Mike Metcalfe (TLG)	DAVAA Chair		

Welcome by Gaynor Sullivan	Action
<p>Apologies noted above and notes omitted by Visit Dundee were noted from 25th June</p> <p>GS welcomed Deirdre as Chair and Tara and Jess as Vice Chairs and explained the process of selection.</p> <p>Deirdre was delighted to be in post and had nominated Mike Metcalfe initially as a private sector chair but Mike declined due to other commitments and at the same time had offered her services. The TLG has a good mix of businesses represented but Deirdre also welcomes if the private sector TLG members want to become an additional Vice Chair then any interest should be noted direct to her by Friday 21st August</p> <p>It was also noted that the Chair of TLG will sit on the Fair Work & Enterprise Board and the Regional Tourism Leadership Group.</p>	ALL

AGENDA

Advocacy	Action
<p>The ask to all was to re-emphasise our role as Leaders within TLG it's critical we ensure where possible the current Tourism Recovery Strategy is on the agenda and updates given within all the other groups you represent</p> <p>Deirdre is also happy to give updates directly to other chairs of other groups</p> <p>GS will share the list collated of who from TLG sits on the other groups to ensure it is up to date and who will take the lead within TLG to give that update</p> <p>PR was also raised around the role of TLG and the Tourism Recovery Strategy https://www.d-tag.co.uk/news/recovery-plans-tourism-dundee</p>	<p>ALL</p> <p>DR</p> <p>GS & ALL</p> <p>ALL</p>
Rebuilding the Visitor Economy	JR
<p>Dundee Narrative/Toolkit (JR)</p> <p>It was agreed that the narrative is relooked it and shared for comment and a toolkit prepared to ensure we share the key message and include all assets we have including assets on taycountry.uk. The narrative will then go onto www.d-tag.co.uk</p> <p>There will be an additional toolkit to accompany the city marketing campaign which is due September</p>	<p>JR</p> <p>JC</p>
<p>Seasonal Demand (TW)</p> <p>There was discussion around this in terms of the original focus which was around events and now shift to ie Christmas & Easter</p> <p>Jennifer said the city is working on a plan for Christmas and that will be shared shortly</p> <p>V&A Dundee confirmed it will be open on New Years Day but closed Xmas/Boxing Day and will be open 5 days a week in January</p> <p>Discovery/Verdant dates tbc</p>	<p>TW to create a subgroup to focus on key holiday dates</p>
<p>Grow Visitor No's, Spend – Data</p> <p>GS will provide data each month on occupancy, rail, parking, airport, footfall and visitor attractions monitor. Current footfall counter is in Murraygate and hope a new counter will be introduced at top of Union Street by autumn.</p> <p>In order to understand the demand, the key audiences during the recovery process to ask all was to provide data ideally postcode as this is key from bednights, bookings, ticket sales etc</p> <p>Tara suggested attractions use new Track and Trace systems also for visitor origination monitoring but to ensure correct permissions obtained upfront for GDPR</p> <p>Deidre asked DAVAA to consider how they can input into this process as they also welcome the monthly reporting on other key data</p>	<p>DR</p> <p>GS</p> <p>ALL</p> <p>TW/DR</p> <p>DAVAA</p>

<p>Deirdre also asked that DAVAA raise it at their meeting</p> <p>https://www.green-tourism.com/pages/home</p>	<p>DAVAA</p>
<p>Develop & Grow Workforce</p> <p>This is one of the Tourism Strategy's strategic themes, should it be included in our Tourism Recovery Strategy?</p> <p>The City Recovery Plan; Cultural Resilience Recovery Plan and the STERG all have a focus on workforce. Plus tourism & hospitality has been highlighted is one of the top 10 most vulnerable sectors at risk</p> <p>Gaynor also highlighted that DAVAA members are involved in co design and co delivery of a Hospitality Academy with Dundee City Council's Employability Service and GS is seeking wider hospitality engagement from front of house; bars; restaurants</p> <p>It was agreed that there are other key agencies involved in this and is it also a pillar of the Tay Cities Regional Tourism Strategy so we should at this stage engage with those agencies and include a line in our Tourism Recovery Strategy</p>	<p>GS</p> <p>GS/DAVAA</p> <p>JR</p>
<p>Visit Scotland Update CW</p> <p>Hopefully all seen VS campaign on TV and social media and the hero video which includes Manny/Sleeperz and Discovery Point. More regional videos will be created including Dundee</p> <p>Safety video also launched and the VS Visitor Charter</p> <p>https://www.dundee.com/discover/dundee-welcomes-you is the call to action page for VS staff and should be used by all to promote to visitors/guests</p> <p>Funding - £10m for Events; £1m self catering; £4m independent museums and just announced £14m Hotel Recovery Fund</p> <p>Good to go – over 5000 registered with 28 in Dundee (Xplore Dundee completed it post the meeting!) Only 1 Dundee business has updated their VS listing with the Good to Go logo</p> <p>Deirdre congratulated Caroline and VS for their support for TEAM DUNDEE</p>	<p>CW</p> <p>ALL</p>
<p>DAVAA update (given by Deirdre as Mike unable to attend)</p> <p>Nothing specific to report</p> <p>Welcome monthly reporting and hope to feed into that</p> <p>All hotels now open but a few had remained open during COVID-19: STaybridge; Woodlands & Holiday Inn Express</p>	
<p>Climate Change update</p> <p>The Climate Change Action Plan has 4 themes of which Marc sits on Transport and will now lead on the Environmental Sustainability Subgroup and link into the Tourism element of the Action Plan https://www.d-tag.co.uk/sites/default/files/2019-05/Climate%20Change.pdf</p> <p>Xplore Dundee operated throughout COVID-19 and lowest 13% and now up to 45%</p> <p>Involved in Multi-Modal recovery with Dundee City Council around walk, cycle, public transport and Spaces for People funding and involved in the Union Street project and pop up cycle lanes planned</p>	<p>MW</p>

<p>Low emission zone has been moved a year to end 2021 Xplore Dundee still plan to be mission zero by 2030 ahead of the Scottish govt dates X90 suspended but will return once flights increase Jennifer highlighted that some city centre businesses still believe their customers use cars and park at their door so there is a messaging opportunity here</p>	
<p>Culture Resilience and Recovery Plan (led by Judy Dobbie) JR Led by Dundee Partnership Cultural Development Group has 3 themes:</p> <ol style="list-style-type: none"> 1. Make the case for culture 2. Enable sustainable recovery 3. Drive audience return (tourism role) <p>It was suggested that Deirdre has a catch up with Judy re the 2 plans</p>	<p>JR</p> <p>DR</p>
<p>Creative Dundee GE Gillian highlighted that the greatest advocates a city has is its citizens and WeDundee and the creative sector have been involved in the recent campaign which some of the key points highlighted were green recovery; quality of life; green spaces etc How do we engage with this audience and it was agreed that the marketing campaign could use some of these key assets Can we all share and post and get more involvement</p> <p>99 things to do was on hold due to COVID but after the meeting they may look at getting that ready for our Christmas campaign</p>	<p>GE</p> <p>JC/JR/TW</p> <p>ALL</p> <p>GE</p>
<p>City Promotion Update JC City Centre Recovery Plan – signs; face coverings and Union ST project with UNESCO; just confirmed funding for Love Dundee Local card working with MTC and led by Chamber – follow on from our buy local food listings and will be for all businesses and also gift vouchers – more information will be shared Tourism – social media engagement, B2B engagement, TLG, Welcome Back videos, WBD pages, Visit pages on Dundee.com and campaign to follow Events – focus on activation with painted cobbles in Castle St; We Dundee posters; call out to artists today for Window ideas. Xmas offer as mentioned earlier being finalized Council’s City Centre Strategic Investment Plan has 5 themes:</p> <ul style="list-style-type: none"> • Visit chaired by Billy Gartley • Living • Working • Connectivity • Public Realm <p>Consultation will start soon DD One now known as City Centre Stakeholder Group</p>	<p>JC</p>
<p>Date of Next Meeting – Wednesday 26th August</p> <p>Time: Aug 26, 2020 01:30 PM London</p> <p>Join Zoom Meeting https://zoom.us/j/92639665265?pwd=dzJJT3ovclBqS2luSDBFcGJLY215dz09</p>	

Meeting ID: 926 3966 5265

Passcode: 359053



Tourism Leadership Group Notes 26th August

Attendees			
Deirdre Robertson (Chair)	DIH	Mike Metcalfe (TLG)	DAVAA Chair
Jessica Reid (Vice Chair)	DCA	Paul Jennings (TLG)	Visit Dundee
Tara Waiwright (Vice Chair)	V&A Dundee	Manny Baber (Guest)	Sleeperz Hotel/DAVAA
Louise Murphy (TLG)	DD Tours	Ronnie Mackay (Guest)	Apex Hotels/DAVAA
Dale Simpson (TLG)	Malmaison	Billy Gartley	LACD
Gaynor Sullivan (TLG)	DCC	Caroline Warburton	Visit Scotland
Gemma Henry	Dundee Rep (Guest)	Gordon Morrison (Speaker)	ASVA
Apologies			
Ally Kennedy (Guest)	Apex Hotels/DAVAA	Jennifer Caswell (TLG)	DCC
Bill Burnett (Guest)	Hotel Indigo/DAVAA	Marc Winsland (TLG)	Xplore Dundee
Gillian Easson (TLG)	Creative Dundee		

Welcome by Deirdre	Action
Apologies noted as above & introduction to Gordon Morrison, CEO of ASVA and member of the Govt Tourism Taskforce	
<p>Update from Gordon Morrison</p> <p>ASVA have 250 members representing over 500 visitor attractions Recent survey showed 80% of members will be open by end August Those operating July/August showed that 70% of members running at 50% or lower Top 3 priorities – 2m to 1m; VS national spend local increased and then rest of UK Could there be an initiative similar to Eat Out to Help Out introduced for this sector? Data – VAM is currently 6 weeks out of date and ASVA looking to address that Historic Environment Scotland 65% are England and 13% international</p> <p>Visit Scotland currently not marketing to rest of UK until FM gives the go ahead (public health) so focus is only Scotland for paid activity</p>	

<p>Visit Scotland have a request in via the Taskforce to ask for more marketing budget.</p> <p>Tourism Taskforce supported by Scottish Govt. 3 groups – all with timescales and some 4-8 weeks to longer</p> <p>Recovery led by Marc Cotherrall, STA Demand led by Malcolm Roughead, Visit Scotland Investment led by Malcolm Buchan, RBS</p> <p>Recovery includes Rescue and some of the key asks: 2m to 1m for all sectors (currently only hospitality) but Chief Medical Officer has concerns Reopening dates for all eg weddings, business events etc Provide ongoing financial support and new funding and easier to access Extension of furlough beyond Oct 2020 Extension of business rates Extension of VAT reduction Increase level of Gift Aid</p> <p>National Data Hub 2021 sits in Demand group but cross cutting</p> <p>Action Plans due September</p>	
<p>Minutes from Previous meeting approved</p>	
<p>Matters Arising</p> <p>Vice Chair There has been 3 notes of interest about additional private sector chair enquiries Deirdre will catch up with them all over coffee</p> <p>Building Visitor Economy – Jess shared the current narrative; suggested toolkit and the updated Recovery Plan from the last meeting All asked to feedback to Jess any comments on the narrative Toolkit was agreed as being useful Recovery Plan will be added to www.d-tag.co.uk Marketing Tender will be updated at the next meeting as it's currently with procurement (MM noted maybe TLG partners can support this process in future eg Visit Dundee)</p> <p>Information Gathering Data It was agreed a sub group to come together to discuss what is required to include hotels & attractions – Tara, Dale, Deirdre, Manny & Gaynor intially</p>	<p>DR</p> <p>JR</p> <p>ALL</p> <p>GS</p> <p>JC</p> <p>GS</p>
<p>AGENDA</p> <p>Advocacy – more work to be done around this</p> <p>Building Visitor Economy; Information Gathering as above</p> <p>Environmental Sustainability</p>	<p>JR</p>

<p>The sub group of Marc Winsland, Mark Munsie DHT, Kevin Frediani, UoD Botanic Gardens and Libby Reynolds, Redwood Leisure met on 12th Aug and meeting again to agree strategic theme and actions on 3rd Sept</p> <p>Seasonality Tara will set up a sub group to discuss around key seasons eg Xmas to include attractions, Dundee Rep, hotels and events team</p>	<p>GS</p> <p>TW</p>
<p>Updates</p>	
<p>DAVAA – 43 members Chair Mike Metcalfe standing down as well as Secretary Stuart Clark (there is nomination in) and they need to get Staybridge/Hotel Indigo involved Hotel GM meeting with DCC raised around fear of lockdown and how EH/LSO can support the industry Overall feedback better occupancy than expected but forecasting was low</p> <p>Dundee Rep not opening on 14th September Received funding from Performing Arts Relief Fund for smaller programme which will be announced in September and will include a xmas offering including winter events and pop up performances</p> <p>Apex, Mal & Sleeperz Occupancy for city in July was 40% (most opened on 15th July) All doing better than expected but they had forecast lower Scottish domestic market and Eat out to Help out has had a great impact and many hospitality businesses are continuing offers from 23 – 50% off during September (Anecdotally some hospitality said the shift has moved weekend eating out to Mon- wed) Seeing an increase in weekends with V&A opening Still last minute bookings and unsure how winter will progress</p> <p>DHT Verdant works open 3 days and Discovery open 7 days. Visitor no's around 200 per day at Discovery (50% less) and Verdant 88% less Similar to Industrial Museums in Scotland Outside venues doing better eg Camperdown</p> <p>Visit Scotland Update CW Visit Scotland currently not marketing to rest of UK until FM gives the go ahead (public health) so focus is only Scotland for paid activity Visit Scotland have a request in via the Taskforce to ask for more marketing budget. Sentiment Tracker for UK shows Scotland listed at No 2 Germans are actively booking Visit Scotland use and accommodation referrals from their website is up Scenario Planning being looked at Hotel Support Fund now live</p> <p>Good to Go – 42 businesses in Dundee VS working with Hirst and will feature Mary Quant in Cosmo</p>	

VS working with Airbnb and Dundee will be featured and also on Radio – V&A and Broughty Ferry
V&A Dundee they will look to amplify messaging later in the exhibition as per discussion with V&A Dundee

Constituted groups can join STA Destination forum If a member – is DAVAA on this? Angus Tourism Co-operative is?

AOB

Updates at Next Meeting
Dundee Marketing Campaign
Visit Dundee

Date of Next Meeting – Wednesday 30th September

Time: 01:30 PM London

Join Zoom Meeting

<https://zoom.us/j/93325668287?pwd=M050SE1sUXJSN29SbkZ5YWpKeDhhUT09>

Meeting ID: 933 2566 8287

Passcode: 481796



Tourism Leadership Group Notes 30th September

Attendees			
Tara Wainwright (Vice Chair)	V&A Dundee	Mike Metcalfe (TLG)	DAVAA Chair
Jessica Reid (Vice Chair)	DCA	Paul Jennings (TLG)	Visit Dundee
Tara Waiwright (Vice Chair)	V&A Dundee		
Louise Murphy (TLG)	DD Tours	Ronnie Mackay (Guest)	Apex Hotels/DAVAA
Jennifer Caswell (TLG)	DCC	Billy Gartley	LACD
Gaynor Sullivan (TLG)	DCC		
Stuart Clark (Guest)	Visit Dundee	Gillian Easson	Creative Dundee
Bill Burnett (Guest)	Hotel Indigo/Staybridge	Ally Kennedy (Guest)	Apex Hotels
Apologies			
Deirdre Robertson (Chair)	DIH	Caroline Warburton	Visit Scotland
Gemma Henry	Dundee Rep (Guest)	Dale Simpson (TLG)	Malmaison
Manny Baber (Guest)	Sleeperz Hotel	Marc Winsland (TLG)	Xplore Dundee

Welcome by Chair	Action
<p>Tara chaired meeting as Deirdre was on holiday</p> <p>Apologies noted as above</p>	
<p>Minutes from Previous meeting approved</p> <p>Matter arising covered in AGENDA</p>	
<p>AGENDA</p> <p>Advocacy – more work to be done around this</p> <p>Building Visitor Economy Narrative Toolkit shared for comment and will be designed by PR Social Media Guide to be updated & shared Tourism Recovery Action Plan – a draft 12 month action plan will be created</p>	<p>DR</p> <p>JR</p>

<p>Environmental Sustainability Since the last meeting on 3rd Sept around this action plan, we have been speaking to Green Tourism, Circular Tayside and a webinar is planned to include these speakers and case studies in association with Dundee & Angus Chamber of Commerce</p> <p>Seasonality/Holiday Group Tara met with Claire Dow (Event team); Stuart Clark (Visit Dundee). Mike to go back on group and Bill to also join Discussed Festive/Valentine/Easter focus and align campaign with compelling reasons to visit</p> <p>Xmas in the city this year will focus on animation, painted streets and festive window trail. 3D xmas card in City Square – none of it time dependent</p> <p>Hotels can offer leisure rates midweek as and when required</p> <p>Data/Information Gathering Meeting planned with booking.com next month and Dale chasing Expedia STR can offer to do something but would be bespoke Stats were shared and showed August occupancy at 44% and REV PAR £22.36 Footfall down</p>	<p>GS</p> <p>TW</p> <p>GS</p>
<p>Updates</p>	
<p>DCC Marketing Campaign meeting planned with Jess, Tara, DCC and Punk next week to discuss current guidelines and restrictions and likely start date of campaign Assets will be available for businesses to use</p> <p>Scotrail meeting planned 2nd October to discuss opportunities to promote Dundee when safe to do so</p> <p>Loganair – await feedback from Belfast Airport marketing agency re a blogger coming to Dundee and where we can amplify the opportunity when safe to do so</p> <p>Videos – the council and airport had created 3 videos to promote London City and now been amended to include Belfast and all on www.d-tag.co.uk and www.dundee.com :</p> <p>Foodie Delights Sunny Dundee Gentleman Golfer</p> <p>Travel Trade – Visit Scotland are to update the Scotland’s Tay Country itineraries in English and French and German; Call with LA’s to get our Travel Trade ready businesses featured on the virtual pitchers</p>	

<p>Scotland's Tay Country has renewed the UK Inbound membership and a virtual event with Dundee & Angus will take place 1st week December</p> <p>Cult-CreaTE – Dundee was to host the transnational European partners in April and November and this will now be a virtual event on 10th November. Meeting planned to discuss the programme and virtual creative box to be sent in advance.</p> <p>V&A Dundee Selling out MQ tix 10 days in advance so restricted in terms of hotel packages as well as the 2m rule but hoping to increase capacity They are still closed Tuesday & Wednesday but will open 7 days in December for 4 week They are open on New Years Day</p> <p>Visit Dundee Stuart Clark now in post 2 days per week Creating video content – Faces of Tourism and Food & Drink Creating a social media content plan</p>	
<p>AOB</p> <p>Updates at Next Meeting Visit Scotland Visit Dundee</p>	

<p>Date of Next Meeting – Wednesday 28th October</p> <p>Time: 01:30 PM London</p> <p>Topic: Tourism Leadership Group meeting Time: Oct 28, 2020 01:30 PM London</p> <p>Join Zoom Meeting https://zoom.us/j/94587400381?pwd=TGovRi94Sm1rOWF5SOHZZSWg5bDVzZz09</p> <p>Meeting ID: 945 8740 0381 Passcode: 222660</p>	
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Tourism Leadership Group Notes 28th October 2020

Attendees			
Tara Wainwright (Vice Chair)	V&A Dundee	Mike Metcalfe (TLG)	
Jessica Reid (Vice Chair)	DCA	Billy Gartley	LACD
Deirdre Robertson (Chair)	DIH	Dale Simpson (TLG)	Malmaison
Louise Murphy (TLG)	DD Tours	Gaynor Sullivan (TLG)	DCC
Jennifer Caswell (TLG)	DCC	Stuart Clark (Guest)	Visit Dundee
Caroline Warburton	Visit Scotland		
Apologies			
Ally Kennedy	Apex Hotels		
Gillian Easson	Creative Dundee	Ronnie Mackay	Apex Hotels/DAVAA
Manny Baber	Sleeperz Hotel	Bill Burnett	Hotel Indigo/Staybridge
Paul Jennings	Visit Dundee		

Welcome by Chair - Deirdre	Action
<p>Apologies noted as above</p> <p>Minutes from Previous meeting approved by Tara & Mike</p>	
<p>Matter arising covered in AGENDA</p>	
<p>AGENDA</p> <p>Advocacy – Dierdre to meet with DAVAA and all groups ie CAN; Creative Dundee should have Tourism on Agenda to feedback from TLG Action – Meeting with DAVAA</p> <p>Building Visitor Economy Narrative Toolkit is with DCC design services Social Media Guide to be updated & then shared Tourism Recovery Action Plan – a draft 12 month action plan was shared for comment and agreed to host on google drive with a reminder before each meeting to populate and should include all relevant activity not just TLG Action – ALL</p>	<p>DR</p> <p>JR</p> <p>ALL</p>

<p>Environmental Sustainability Encourage all TLG and wider tourism industry to Join Green Webinar on 12th November Action Increase Green Tourism Members from 6 - ALL</p> <p>Seasonality/Holiday Group Discussions Festive/Valentine/Easter focus and align campaign with compelling reasons to visit</p> <p>Xmas in the city this year will focus on animation, painted streets and festive window trail in assoc with UNESCO/V&A/DCC. 3D xmas card in City Square with Dundee Rep and designers – none of it time dependent</p> <p>St Andrews Day in City Square 26-30 Nov</p> <p>Events Big Wheel commercial success and may come back at Easter</p> <p>DR asked DAVAA what they would like to see in short & long term around events Action DAVAA to discuss with DR</p> <p>Data/Information Gathering Discussion around booking.com presentation and this was shared post meeting Stats were shared and showed September occupancy at 47% and REV PAR £24.58 RGU have been working on Sentiment data for the city and will present at the next meeting</p>	<p>GS</p> <p>TW</p> <p>GS</p>
<p>Updates</p>	
<p>Visit Scotland Caroline gave an update on STERG Action Plan & Taskforce https://www.visitscotland.org/supporting-your-business/advice/coronavirus/sterg</p> <p>Travel Trade Scotland Reconnect 23 – 25 November – those that exhibited at VS Expo last year will be invited. STC will be registered.</p> <p>Sentiment as at 16th October 58% want to visit (pre nesters families over winter) 1 in 4 fairly confident visit Oct – Dec (down 1 in 2 from Aug) 58% would not visit a previously locked down destination at least 2 months after Short booking times and bookings are direct and OTA</p> <p>Marketing</p>	

All marketing has paused and will concentrate on SEO –
Weekend; short breaks; cities; outdoors; city plus; food & drink; rural;
beach, rive and activitie
Spring planning started

DIH/V&A

Discussion took place as visitor attractions were unsure if they were allowed to open or not in Tier 3 and it was confirmed they were
DCA Cinema will close
V&A stats showing 30% rest of Scotland and 12% in UK

Visit Dundee

Campaign on hold
4 videos progressing on faces of tourism

DCC Marketing

Campaign meeting planned with Jess, Tara, DCC and Punk beg December with thoughts to start campaign over festive period

Opportunities will be available for industry to amplify the campaign

Scotrail promo – 7 hotels with various offers and 4 attractions and will only be published if and when Scotrail think appropriate in November to their 80,000 d/b

Loganair – discussed a suitable blogger and await costings and plans re marketing both Belfast & London for leisure visitors in 2021

Travel Trade

Visit Scotland are to update the Scotland's Tay Country itineraries in English and French and German; Call with LA's to get our Travel Trade ready businesses featured on the virtual pitchers

Scotland Reconnects – those who exhibited last year have been invited to participate; STC will be taking appointments

Scotland's Tay Country has renewed the UK Inbound membership and a virtual event with Dundee & Angus will take place 3rd December

Cult-CreaTE – This will take place on 10th November and we have commission Son of the Sea to create 5 videos of which we can repurpose after the event

V&A Dundee

Selling out MQ tix 10 days in advance so restricted in terms of hotel packages as well as the 2m rule but hoping to increase capacity
They are still closed Tuesday & Wednesday but will open 7 days in December for 4 week
They are open on New Years Day

Visit Dundee

<p>Stuart Clark now in post 2 days per week Creating video content – Faces of Tourism and Food & Drink Creating a social media content plan</p>	
<p>AOB</p> <p>Updates at Next Meeting Sentiment Analysis</p>	

<p>Date of Next Meeting – Wednesday 25th November</p> <p>Time: Nov 25, 2020 01:30 PM London</p> <p>Join Zoom Meeting https://zoom.us/j/99421755914?pwd=N3VTVWxnVnpRUWEycXh3TXVxcWlGdz09</p> <p>Meeting ID: 994 2175 5914 Passcode: 815064</p>	
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Tourism Leadership Group Notes 25th November 2020

Attendees			
Steve Bell	DCC	Mike Metcalfe	
Jessica Reid (Vice Chair)	DCA	Judy Dobbie	LACD
Deirdre Robertson (Chair)	DIH	Dale Simpson	Malmaison
Louise Murphy	DD Tours	Gaynor Sullivan	DCC
Jennifer Caswell	DCC	Stuart Clark	Visit Dundee
Caroline Warburton	Visit Scotland	Manny Baber	Sleeperz Hotel/Chair of DAVAA
Gillian Easson	Creative Dundee	Claire Eva	V&A Dundee
David Corsor	RGU		
Apologies			
Ally Kennedy	Apex Hotels	Tara Wainwright (Vice Chair)	V&A Dundee
Paul Jennings	Visit Dundee	Ronnie Mackay	Apex Hotels/DAVAA
Billy Gartley	LACD	Bill Burnett	Hotel Indigo/Staybridge

Welcome by Chair - Deirdre	Action
Apologies noted as above Minutes from Previous meeting approved	
Matter arising covered in AGENDA	

AGENDA

Updates

£100k Recurring Cultural Marketing Budget (administered currently by DCC)

It was noted that the £100k budget for cultural marketing, now administered 100% by Steve Bell. Communications Director for DCC, had been created in the 2019 budget round and approved as a fully recurring budget, negotiated following crisis talks in December 2018 and negotiated in part as compensation for the significant budget reductions that the cultural organisations had suffered in that year.

It was further noted that the first full year of operation ending 2019/20 had been disappointing – with it having been unclear who was administering the fund, how cultural and tourism stakeholders could engage to influence spend priorities, with only 50% of the fund then allocated to Steve Bell who (without the benefit of these new structures) had proactively reached out to and engaged with selected key industry stakeholders to inform spend prioritisation and as a result had invested in a temporary social media assistant to assist the sector in making videos for the sector’s general use.

It was noted that since 2020/21 the fund was now being administered in full by Steve Bell

Steve updated on the strategy and spend plans for 2020/21 and clarified that the videos his team were producing were available for all culture and tourism venues to use as a resource.

It was further noted that marketing spend prioritisation for 2020/21 had been influenced by two of the members of the Tourism Leadership Group (Tarra and Jess)

While it was noted that some stakeholders might have preferred the request for input to have gone further, it was further noted that things were in transition with the DTLG relatively new and establishing its role - this was why Steve had to invited to ensure that the new opportunity presented by the creation of the Tourism Leadership Group was not overlooked in the setting of spend priorities for the 2021/22 budget round through engagement with the Culture and Tourism leadership groups

It was noted that all budgets were under threat but that this budget was considered by the sector to be fully protected given that it had been created to compensate for budget reductions which had not yet and were unlikely to be fully reversed.

It was further noted that in the period since this recurring budget had been set up the needs of the tourism and culture sectors for concerted marketing effort had never been greater - with devastating impacts from COVID (and further negative impacts expected in 2021/22 plus Brexit) – so that there was a strong argument for increasing not decreasing that budget for 2021/22.

The creation of the DTLG since the 2021/22 budget presented an opportunity to reflect on the role of this new group (along side its sister group – the Dundee Partnership Cultural Development Group) in at least

influencing and potentially in time controlling/directing the priorities of this critical marketing fund

Steve had been invited to give an update on spend priorities and the impact of that spend during 2020/21

He advised that the priorities he had signed off on and was managing on the sector's behalf for the 2021/22 budget allocation was follows :-

- £33k - PUNK campaign which would be going live early 2021;
 - £33k - planned 2nd burst planned spring; and
 - £33k - a digital resource who is available to group to create relevant content
- £100k TOTAL

Steve flagged all existing content is open source for all to access and encouraged wide use <https://www.facebook.com/visitdundeecity/videos>

This transparency was welcomed with a few members noting they were unaware of this resource. It was agreed to share contact details both with the DTLG and the wider membership group (formerly DTAG) to encourage wider engagement /use of this resource

Contact details for video/digital - rachael.clarke@dundeecity.gov.uk

Steve was asked when and how the two cultural and tourism leadership groups might engage with him going forwards in setting future spending priorities for that critical £100k recurring fund, noting that budgets are set February/March

ACTION DR & JD to speak to SB about how to ensure the sector felt it had the opportunity to properly influence the spend priorities for the £100k recurring budget and to hear updates on the progress of and impact of those spend priorities

DR/JD/SB

Cultural Resilience and Recovery Plan

Judy Dobbie gave a presentation on the development of the new Cultural Strategy, due to run until 2025 and now paused due to COVID and replaced by a near final draft Cultural Resilience and Recovery Plan which focuses on:

- Culture
- Sustainability
- Audience Return

This Action Summary (attached) outlines the specific actions that will be taken forward by the Dundee Partnership Cultural Development Group. These actions are cross-cutting and each meet a variety of the objectives. They will be delivered in line with the Approach, Values and Principles outlined in the Resilience and Recovery Plan.

It was noted there were a number of cross cutting priorities between the Cultural Resilience and Recovery Plan and the Tourism Recovery Plan and

that it would be helpful to get the DTLG's input ahead of the final draft being issued to wider stakeholders.

**ACTION – ALL to take part in cross sectoral survey once shared.
GS to share the CRRP survey with the wider membership for input/feedback**

ALL

Sentiment Analysis

<https://www.visitscotland.org/supporting-your-business/digital-skills/know-your-customers/social-listening>

GS

David Corsar from RGU gave us an overview of the project (1 year on and 160,000 tweets to date) and how to access positive/negative from hashtags in twitter and also key words.

Largest hashtag was #dundee 16,578 tweets and you can then look at a heat map for each.

Discussion took place if David could feedback to us on how many tweets were in Dundee and how many out of Dundee and also if any key issues/trends/questions were being raised.

General agreement it was a good process and for it to continue and allow us to monitor and compare year on year (hosting issues to be resolved)

Possible next stages to look at 2nd phase of project funded by Interface looking at 3rd party reviews

ACTION

Feedback from RGU via GS

ALL to have a look at the weblink

<http://dundeesentiment-env.eba-vurpjj6r.eu-west-1.elasticbeanstalk.com/index>

GS to speak to IT re hosting

GS/ALL

Advocacy

Deirdre to be invited to all future DAVAA meetings

All members should ensure that for all the city wide groups they attend (ie CAN; Creative Dundee) that they request to have Tourism on the Agenda to feedback from TLG

MB/DR
ALL

There was some discussion about the gaps from the Tourism Recovery & Cultural Recovery Plans;

Night Time Economy and Events was raised and JC advised an opportunity to feed into the City Centre Strategic Investment Plan which will be sent out next week

Action – ALL to feed into this

JC/ALL

<p>https://www.dundee.gov.uk/consultations-and-surveys/our-future-city-centre-strategic-investment-plan-2020-2050</p> <p>Winter Advocacy – all share online activity/shopping and buy local</p> <p>Building Visitor Economy Narrative Toolkit was shared and will go up on www.dundeetourismpartnership.co.uk Social Media Guide to be updated & then shared Tourism Recovery Action Plan – some issues identified with accessing the google drive</p> <p>ACTION – JR to look at google platform</p> <p>Environmental Sustainability Webinar held on 12th November in association with DACC with speakers from Green Tourism and case study from Fairmont Hotel</p> <p>Link to event https://www.youtube.com/watch?v=eLtx_jCdAD8&t=1s</p> <p>Action – ALL to consider Green Tourism Membership and DAVAA to add to next agenda</p> <p>Seasonality/Holiday Group No update</p> <p>Data/Information Gathering GS shared stats with the group and occupancy July – Sept was around 44% with October sitting at 61% STR will present at the Hotel GM meeting on 7th December GS introduced Hotel Benchmark to DAVAA and a meeting was arranged to see what they can offer the group</p>	<p>ALL</p> <p>JR</p> <p>GS/MB</p> <p>TW</p> <p>TW / GS</p>
<p>Updates</p>	
<p>Visit Scotland Caroline advised that marketing plan being looked at early 2021 for Spring; National Planning Scenario Toolkit; St Andrews Day Toolkit available</p> <p>DHT Closed both sites 11th November due to Tier 3 impact. Unicorn also closed and Sciene Centre weekend only opening.</p> <p>DCA Also closed</p> <p>V&A Open reduced days. Pop up shows working well. V&A stats showing 30% rest of Scotland and 12% in Uk</p>	

<p>Visit Dundee Working on videos – faces of tourism and will looking to do activity over festival ‘bubble’ and Jan 2021 They’ve joined STA</p> <p>DCC Marketing Campaign meeting planned with Jess, Tara, DCC and Punk beg December with thoughts to start campaign over festive period/Jan 2021</p> <p>Opportunities will be available for industry to amplify the campaign</p> <p>Loganair – discussed a suitable blogger and await costings and plans re marketing both Belfast & London for leisure visitors in 2021</p> <p>Travel Trade Scotland’s Tay Country has renewed the UK Inbound membership and a virtual event with Dundee & Angus will take place 3rd December</p>	
<p>AOB</p>	

<p>Date of Next Meeting – Wednesday 13th January 2021</p> <p>Topic: Tourism Leadership Group meeting Time: Jan 13, 2021 01:30 PM London</p> <p>Join Zoom Meeting https://zoom.us/j/96125514684?pwd=ei95ZzJiNGxlalk2ektxdHBQck0xQT09</p> <p>Meeting ID: 961 2551 4684 Passcode: 806742</p>	
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