



Board of Directors Meeting

Tuesday, 25th October 2022

CitizenM Hotel, Glasgow

Minutes

Present:

Adrienne Carmichael (Chair)

Tara Scott (Vice-Chair)

Clare Winskill

David Nash

Geraldine Hamilton

Les Robinson

Louise Dickins

Nigel Pollard

Noemi Alonso

Fiona Campbell (Chief Executive)

Eleanor McBain (Membership/Admin)

Joyce Borthwick (Partners & Events / Minutes)

1. Chair's Introduction & Welcome

Adrienne Carmichael, Chair, welcomed the Board members to the first in-person meeting since Covid and very much appreciated their attendance and support.

2. Apologies for Absence

Donald Dunlop, Simon Allen, Barry Burton, Victoria Brooks

3. Minutes of Meeting 16th August 2022

There were no matters arising

Approved: proposed by Tara Scott & seconded by Nigel Pollard

4. Chief Executive's Report

The Chief Executive's Report was circulated in advance.



2022_CEO
Report.pdf

Chief Executive's Update Report – see below



Short Term Lets

- SLT Licensing Briefing being prepared
- Fiona has called an emergency meeting regarding Edinburgh Festivals on 26th October with VisitScotland (Chief Executive; Director of Marketing; Director of Events; Head of Policy): FSB; Chamber of Commerce: STA as well as other stakeholders to discuss the problem of 31000 less beds available during the Festival from 2023. Discussions are around what can be done; what the group are asking Scottish Government (Shona Robinson / Ivan McKee / who else?) otherwise the Festival will not be able to take place
- David asked where the figures had come from with Fiona confirming from a reliable source / survey
- Nigel commented that this discussion would be more effective with the Festival/Fringe, which it is
- If this continues there will be a blockage in the funnel of visitors going to other areas in Scotland. We are looking at a multiple/parallel attack
- Major discrepancies in each local authority’s interpretation / implementation of the scheme including not permitting to use hot tubs or outside space after 9.30pm / no single sex parties (which needs to be challenged with Perth & Kinross) / every flatted property needing planning permission
- Consideration to be given to legal challenges viz-a-viz ultra vires / human rights / change of work surfaces / enough drawer space for cutlery (Dundee are looking at this in similar way to HMO licence, which is not appropriate – and as this was not challenged when HMO licences were being discussed the condition went ahead). This will not cost ASSC as Fiona has already approached Booking.com and Airbnb who are keen to support and a conversation is being had with Expedia
- Scottish Government will not challenge any local authority, therefore, ASSC needs to do this directly
- Fiona also outlined problems with insurance re short term lets and other activities (which are not specific to STL ie bike and boat hire). It’s come to light that properties cannot be double insured ie factor and owner. Derek Nicol at Bruce Stevenson (Partner for Business) is working on content about this
- Discussion took place around the Fire Safety Talk which James Saunders, Station Commander from Scottish Fire & Rescue participated in on 19th October, specifically around the requirement to show a plan in each property. Nigel thinks there is a requirement under the bench-marks but will check and send information. Les suggested it was worth pushing James which piece of legislation we are working with. **ACTION: Nigel** to email the Board with bench-mark information

ASSC Talks

- Fire Safety, in association with SFRS
- Everything you want to know about website user experience

Regulations Roadshow

Roadshow attendees in person:	1929
Pre-roadshow attendees in person:	1207
Total:	3136
Roadshow videos watched:	1772

Previous videos watched:	5191
Total:	6963
Total engagement (17.10.22):	10,099

Eventbrite income:	£3,807.27 ex VAT
Other income:	£4,720.83 ex VAT
Total:	£8,528.10 ex VAT

Partners

We now have:

- 20 Partners for Business
- 7 Trade Supplier Plus
- 1 Talk Sponsor

- DM Hall have confirmed they are upgrading from Trade Supplier Plus to Partner for Business from 1st November
- New: GuestReady
- Potential: TouchStay

Accounts

2021-2022

- 28% increase in turnover
- 24% increase in profit

2022-2023 (to end September)

- 12% increase in turnover

5. Accounts

- The year to January 2022 has been another successful year for the Association with a significant increase in the number of subscriptions
- Income was over £283,000 compared to £221,000 last year
- Although there have been a few setbacks with the website, ASSC have performed extremely well as they continue to ensure their members get the best services and benefits possible. The team have been busy over the period and the current year with a number of Roadshows which is great to see after the pandemic.
- There was further grant income of £110,000 received from Visit Scotland in the year to January 2022. (January 2021 - £62,000)
- Visit Scotland appreciate the work ASSC undertakes and continue to provide support (£42,000 received to date in the current year)
- Costs in the year have increased in line with the growth over recent years. Wages have increased proportionately, and further investment has been made in IT systems, a new website and PR/Public Affairs. Total costs have increased from £171,000 to £255,000
- The Association is pleased to report a surplus of nearly £139,000. This has derived mainly from the ongoing support of Visit Scotland and the surplus will be reinvested into future ASSC activities
- The company had a healthy bank balance at January 2022 of £226,000. As at today's date the bank balance remains around £200,000
- Included in the balance sheet is a capitalised cost of £16,333 for the work carried out Bulb Studios in relation to the website. There are further costs from Bulb Studios in the current year for the development of the website

- Within the accounts there is £62K balance, included in other debtors, for the costs paid to Tall Projects in relation to the initial works on the new website. The Association has taken advice in relation to these aborted costs and is confident they will be recovered
 - Subscriptions and revenue to September 22 (£318K) are up on the same period in the previous year (£264K) which highlights positive and continued growth
- Adrienne confirmed that the situation is healthy, even with the Tall Projects issue.

6. Membership Subscriptions & Trends

- Eleanor explained that the past months have been extremely busy with the number of new members applying.
- In September membership increased by 135 and October to-date by 110. Principally, this is to do with Short Term Lets and owners, including Airbnb, realising what is happening and desperate to find out information. Other Talks ie Fire Safety and social media are contributing to the increase in membership also. For example, 466 Airbnb owners booked onto Eventbrite for the recent Regulations Roadshow
- Eleanor - and Joyce during Eleanor's holiday periods - are doing their best to keep on top of things but staffing is limited
- Eleanor advised not many members are resigning
- Adrienne reiterated that we are providing a *service* and we are tightening up on giving information free of charge, with in-depth information being available in the Members Area only.

5. Digital & Marketing Update:

- a) **EmbraceScotland Website:** a few niggles exist and there is a power of work going on to make it fit for purpose. Many thanks to Eleanor. Bulb doing October / November marketing push with extremely positive social media engagement. As above we are launching the film next month.
- b) **ASSC Membership Website:** considerable amount of work is taking place, again thanks to Eleanor, as needs to be live by end of the financial year and in time for new renewal period.
- c) **Tall Projects:** this is expected to go to mediation in January. Gilson Gray are confident that at least part of the (TP) costs can be recovered. Bulb Studios have stepped back from this, for obvious reasons. Geraldine asked about costs and Adrienne / Fiona explained anticipated costs.

6. **Dates for Meetings** – dates for February; May; August and November 2023 to be advised.

7. Any Other Business

Strategic Plan:

- Adrienne welcomed the growth of membership, however, staffing has not grown at the same pace. There has been a 3-fold increase in membership in 5 years, together with considerable growth in Partners (Partners for Business; Trade Supplier Plus as well as Trade Suppliers), thanks to Joyce's input and expertise at attracting new partners
- The current team are giving an excellent service but as we are a service-related association the current level of staffing is not sustainable. Victoria Brooks has been taken

on 2 days a week for 6 months and consideration needs to be given to a review of staffing levels and roles, as a priority

- Adrienne also asked Director colleagues to give support under the strategic objectives with a view to formalizing the Action Plan. In the short term working groups will be set up to address certain areas and make use of Directors' expertise and skills. Claire asked how this would work and Adrienne advised this will be task orientated; with limited Directors for a limited period through virtual meetings

Departure of Les Robinson:

- Adrienne, Fiona and the rest of the Board and staff wish to thank Les for his support over the past 8 years and to wish him and the family all the best for the future.

The Chair thanked the Board Directors for attending and looked forward to their support and to meeting again in the near future.

The AGM followed.

End.