



ASSC

Supporting self-catering in Scotland

Board of Directors Meeting - DRAFT

Tuesday 9th May 2023

Virtual

Present:

Adrienne Carmichael, Chair
Barry Burton
Clare Winskill
David Nash
Donald Dunlop
Geraldine Hamilton
Jane Slaughter
Simon Allan

Fiona Campbell, Chief Executive
Victoria Brooks, Strategy & Communications
Joyce Borthwick, Partnerships & Events
Sharon Luke, Membership & Finance – and
Minutes

1. Chair's Introduction & Welcome

Adrienne Carmichael, Chair, welcomed the Board members to the meeting. Adrienne acknowledged the challenging times that the self-catering sector is facing. There were, however, still many positive things to discuss.

2. Apologies for Absence

Noemi Alonso
Nigel Pollard
Louise Dickens
Tara Scott

3. Minutes of Meeting 21st February 2023

Minutes of meeting were approved as distributed.
Proposed by Clare Winskill, Seconded by Barry Burton.
There were no matters arising.

4. Chief Executive's Report

Fiona welcomed Sharon Luke to her first meeting of the Board of Directors. Fiona circulated her Chief Executive's Report, below. There followed a short discussion of items in the report that were not addressed later in the agenda.



Chief Executives
Report February 202

4.1 Updated Crowd Justice Fund

Congratulations were offered to the Judicial Review team who have worked tirelessly on behalf of the sector. The Board wished them all the best for the court case on Thursday 11th and Friday 12th May. Fiona advised that the Crowd Justice fund stood at £303,074, which enabled the Judicial review to proceed.

4.2 Fiona referred to her reports. In addition, she updated the Board on the following:

- **Partner Meeting, 3rd May Glasgow:** an extremely successful Partner meeting was held at The Citizen on 3rd May with 25 attendees. Feedback from the Partners indicated they were delighted with the interaction and networking opportunities and very much looked forward to future meetings. Many thanks to The Cumberland for financially supporting the event.
- **Anna Scott:** the new Membership, Partnership & Events team member would start on 22nd May. Anna has extensive experience of events management and partnership support and we are looking forward to welcoming her.
- **Judicial Review:** Adrienne referred to a letter received from Rosie Walker, Head of Litigation, Gilson Gray LLP regarding the need for recognition of a further delay to the implementation of short-term let licensing. As outlined in the Chief Executive's report, Lord Braid has up to 3 months to deliver a judgement. There may be nationwide implications.

Jane Slaughter advised that her licensing application has been revoked following an objection received after it was shown on the Highland Council register that her licence had been approved. It appears that an objection was received in November which had not been actioned by Highland Council and her application was then taken off the list. Jane is liaising with Fiona and Jo Millar on this.

Fiona advised that Jo Millar has back-to-back Committee meetings in the light of neighbour objections to license applications. Fife Council appeals are going to the Housing Panel and not Licensing Committee. This is inappropriate and possibly unlawful.

It is understood that (at the date of the meeting)

- Highland - 286 licences have been awarded so far out of 1700 applications
 - Edinburgh – no secondary let licences approved
 - Fife Council – 165 licenses have been approved
 - Badenoch & Strathspey – all STLs will require planning permission following decision to designate a Planning Control Area. Fiona noted that this was incorrect in terms of the legislation and has been challenged.
- **Second & Empty Homes Consultation:** Fiona advised that she would be submitting a robust response to this consultation which would be shared with the Board

- **Visitor Levy:** The Visitor Levy Bill has passed with a view to Local Authorities being able to introduce a Visitor Levy in 2026. Camper vans will not be included. Claire noted a huge influx of camper vans on Skye.
- **STA Tourism Fact Sheet:** Fiona reported on recent conversations with Richard Lochhead, Paul MacLennan and Neil Gray and the need to keep a dialogue open. STA has shared a fact sheet with politicians.
- **Fairbnb:** The Board approved a collaboration with Fairbnb and the charity SpringBoard. Fiona to move forward with plans.

5. **Membership Subscriptions & Trends**

Sharon explained that due to website and database migration, accurate data was not available at this time. When this becomes available, this will be circulated to the board.

Adrienne requested robust reporting no later than the August Board meeting. Adrienne also commented that work has commenced on action plans / work streams / measures of success.

6. **Staffing & Restructuring Proposals**

Fiona reported that they had been successful in securing 2 new employees as below:

Sharon Luke – Finance & Governance

Anna Scott – Membership, Partnerships & Events

In addition, recruitment is underway for a part time Marketing & Communications role.

7. **Website Assets**

7.1 **Victoria referred to her report**

No other questions were asked following Victoria's update

8. **Marketing Update**

Victoria referred to her report and commented on how positive and successful the recent marketing campaign has been.

Fiona reminded board members that this is a critical asset and a significant member benefit which will help with upselling, member recruitment and much more.

Guidance Sheets: Fiona thanked Tara Scott for her help on the Guidance Sheets. The Guidance Sheet library has been fully reviewed and they are all up to date and uploaded onto the website. This is an important member benefit.

Talks / Guidance Sheets / Member Requirements: Members will be surveyed to assess what they would like re Talk topics / guidance sheets / regional events and more and to gauge their needs. We are also looking at how to monetise what we offer including cost of Talks / Fiona's attendance at events and supply of information / income from regional events and looking for other revenue streams. Barry commented on Scottish Land & Estates CPD scheme which is not value for money.

No questions were asked following this update.

9. Strategic Planning Update 2022 - 2026

An action/activity plan is being developed alongside the Strategic Plan to identify work streams with delivery of goals and evidence of success measures. A "live" gantt chart will identify responsibility for specific actions.

10. AGM 9th November

Adrienne expressed her desire to have 4 x board meetings a year, and that the 4th meeting could be lined up with the AGM. Consideration might also be given to inclusion of a regional event at the same time.

Joyce commented that further work would need to be done on the format of the day including how the regional event could be made cost neutral and how all 3 elements could be incorporated into one day from a planning and delivery perspective. Adrienne agreed that if this is not a realistic proposition we should look at a separate regional event on a different day. There were no objections to this. The date for the next AGM, Board & Regional event was therefore confirmed as the 9th of November – Venue (possibly Edinburgh) to be arranged & organised by Anna and in conjunction with Joyce before she leaves.

11. Any other business

11.1 Mini Conference: Fiona raised the question as to whether a mini conference might be a good idea – to include representatives from Portugal / Ireland / Housing / Cockburn Association. Constructive conversation was had around this item and it was decided that Fiona would pursue the idea.

11.2 Adrienne asked that Directors prepare to introduce themselves to the new Team members at the next Board meeting. She felt that sharing some of our individual backgrounds and areas of specific interest would be extremely helpful in giving new staff a picture of the Board's structure and contributions.

11.3 Tall Projects: Fiona commented that the litigation is ongoing with Tall Projects and Iain Clarke at Gilson Gray is aware of the importance of getting this resolved, so we can move on and secure compensation.

12. Dates for meetings

Board Meeting: Tuesday 8th August 2023 – 11am to 1pm – virtual

Board Meeting, AGM & Regional Event – 9th November, ideally in Edinburgh.

Adrienne thanked all the Directors for attending and looked forward to seeing colleagues in Inverness in March.

End.