

**PERTSHIRE TOURISM PARTNERSHIP NOTE OF MEETING
MS TEAMS
30 JUNE 2023**

ATTENDEES

Alan Graham, Perth & Kinross Council
 Caroline Warburton, VisitScotland
 David Smythe, Chair, Perthshire Tourism Partnership
 Jason Martin, Cairngorm Business Partnership
 Jonathan Wilson, Dewars Aberfeldy Distillery
 Baillie Mike Williamson, Perth & Kinross Council
 Stuart Broster, Cairngorm Business Partnership
 Suzanne Cumiskey, Perth & Kinross Council
 Yvonne Boles, RSPB Loch Leven

NOTE OF MEETING

1	<p>WELCOME AND INTRODUCTIONS, DAVID SMYTHE, CHAIRPERSON PERTSHIRE TOURISM PARTNERSHIP</p> <p>David Smythe welcomed everyone to the meeting, David highlighted a number of big issues facing the tourism industry including the Visitor Levy Bill which would allow Local Authorities powers to introduce a levy to generate funds to invest in local facilities and services.</p> <p>Local visitor levy - Tourism and events - gov.scot (www.gov.scot)</p> <p>Also highlighted Short Term Let legislation. Highlighted legal challenges in Edinburgh where there has been a judicial review of Edinburgh's implementation of the Scottish government's Short Term Let Licensing legislation and that the proposed short term let control area in Badenoch has been paused.</p> <p>SB advised that CBP are opposed to the proposed Badenoch control area on basis there is not enough evidence. Twelve business closures to date as result of STL. Noted some areas reporting that due to a lack of availability of contractors to conduct work required to meet regulations this is delaying applications into Licensing. SB many in the sector share the view that housing issues will not be solved by a control zone.</p> <p>DS encouraged people to share the link and to respond to the consultation here.</p> <p>https://www.pkc.gov.uk/article/23344/Consultation-proposed-on-short-term-let-controls-in-some-areas-of-Perthshire?utm_medium=email&utm_source=govdelivery</p>	
2	<p>PERTH AND KINROSS COUNCIL, SUZANNE CUMISKEY, BUSINESS DEVELOPMENT PROJECT OFFICER</p> <p>PERTSHIRE TOURISM ACTION PLAN</p> <p>The plan is under review, and PKC issued a survey and invitations to input, to PTP Members in May 2023. The survey was then followed by 121s. This was to check and test the contents of the Perthshire Tourism Action Plan, including the renewed strategic context (cost of living crisis /legislative environment/drive for net zero). The findings will inform the action setting for the next 2 years (until 2025). The outcome will be a re-write of the Perthshire Tourism Action Plan over summer, with the establishment of meaningful kpis.</p> <p>PERTH AND KINROSS CULTURAL STRATEGY 2023-2028.</p>	

Perth & Kinross Council has a new cultural strategy. There has been £53m investment in cultural infrastructure in Perth City in the last decade. This includes Perth Creative Exchange, Perth Museum, Perth Theatre, St Paul's Church and the Perth City of Light Lighting Strategy. Launched April 2023 the strategy has a vision to enable creative communities and creative work in Perthshire to thrive.

[Document.ashx \(cmis.uk.com\)](#)

PERTSHIRE TALKS TOURISM

Perthshire Talks Tourism has ended for summer. Perthshire Talks Tourism is a series of in-person events that covers a range of issues impacting the tourism sector across Perthshire. The series aims to inspire, inform, and connect tourism businesses across the region. This series is hosted and delivered in partnership with VisitScotland and Perth & Kinross Council, on behalf of the Perthshire Tourism Partnership. Recent feedback from business that PT events are valuable due to a lack of platforms to network. Looking to start back Oct 2023

[Perthshire Tourism Partnership - News | VisitScotland.org](#)

[Perthshire Talks Adventure Tourism | the follow-up - News | VisitScotland.org](#)

[Perthshire Talks Cultural Tourism | follow-up - News | VisitScotland.org](#)

CONSULTATION ON STL CONTROL ZONE

Perth & Kinross Council has a Consultation out on the proposed on short-term let control areas.

[https://www.pkc.gov.uk/article/23344/Consultation-proposed-on-short-term-let-controls-in-some-areas-of-](https://www.pkc.gov.uk/article/23344/Consultation-proposed-on-short-term-let-controls-in-some-areas-of-Perthshire?utm_medium=email&utm_source=govdelivery)

[Perthshire?utm_medium=email&utm_source=govdelivery](https://www.pkc.gov.uk/article/23344/Consultation-proposed-on-short-term-let-controls-in-some-areas-of-Perthshire?utm_medium=email&utm_source=govdelivery)

Closes 18 August 2023

EVENTS AND FESTIVALS

There has been a focus on promoting events & festivals taking place in July and August. The What's On page link here [Perth, City and Towns Events - Perth City \(perthcityandtowns.co.uk\)](#)

The Black Watch Castle and Museum this summer have launched The Hauntings Sculpture which will be here from 1 July – 12 Nov 2023.

<https://www.perthcityandtowns.co.uk/blog/the-hauntings-at-black-watch-castle-and-museum>

Perth will also host the Gran Fondo as part of the UCI World Cycling Championships on 4 August 2023. There will be extensive road closures. Please see link to road closures here [Community \(cyclingworldchamps.com\)](#) There are drop in community engagement events taking place 3-7 July 2023.

Perth Show takes place 4&5 August [Annual Agricultural Show | Perth show | Perth](#) and the City of Perth Salute 6 August

Perth City & Towns website is undergoing a web audit and will be refreshed the URL has now changed to perthcityandtowns. Timeline for completion 1 September 2023.

PERTH MUSEUM

There is a focus on Perth Museum opening, which has now been confirmed as end of March 2024. PKC are reviewing all brown signage/wayfinding within Perth City ahead of the opening, as well as considering the Traffic Management Plan. To date agreement has been reached that for visitors to Perth Museum they will be directed to Canal Street. For Perth Theatre, Perth Concert Hall, and Perth Art Gallery they will direct visitors to Kinnoull Street.

Culture PK are engaging with VisitScotland's quality assurance team to seek approval for [brown signage](#) for both Perth Museum and Perth Art Gallery.

	<p>Consideration is being given to coach parking and where we direct coach operators for drop off, pick up, and long stay parking. We previously achieved Coach Friendly designation and will be re-submitting an application.</p> <p>SB noted that there is a huge opportunity for the tourism industry in Perthshire to get behind this new asset and capitalise on the moment. Discussed ways to engage with stakeholders such as huddles/inductions/creative concierge model/new collateral. In particular how would we engage with front of house staff in accommodation.</p>	
3	<p><u>VISIT SCOTLAND, CAROLINE WARBURTON, DESTINATION DEVELOPMENT DIRECTOR</u></p> <p>THEMED YEARS CONSULTATION https://www.visitscotland.org/news/2023/themed-years-consultation Themed Years celebrate the very best of Scotland and its people. The Year of Stories was a great success and work is now underway to scope out options for a future Themed Year. On behalf of Scottish Government, VS have gone out to industry to help them by taking part in an online survey. Closes 20 July 2023.</p> <p>SCOTTISH THISTLE AWARDS https://visitscotland.eventsair.com/thistleawards2023/ VS have a media partnership with STV which will be live from 3 July 2023 on STV for 10 days. There are four previous winners featured, including Comrie Croft.</p> <p>MARKETING Social Media. Influencer activity: Louise May visited Dunkeld in May on a Slow Travel themed trip to Scotland and enjoyed a stay at The Taybank Hotel, eating at Redwood Wines, pottery painting at Going Potty and a yoga session with Tina Logan. View here: https://www.tiktok.com/@loumayyy/video/7231630423942499610 (results are: 228,100 views / 35,100 likes / 1583 saves / 207 comments)</p> <p>Beano Partnership Marketing: As part of a content publishing partnership activity with Beano and Scotrail, The Black Watch Museum's The Hauntings Sculpture and Perth Art Gallery were featured in Daily Record (29 June) and Scone Palace was added to Beano creative.</p> <p>VisitScotland.com Content: 10 Food & Drink Award-Winning Businesses VisitScotland featured Thyme Bistro @Errichel</p> <p>KEEP UP TO DATE Regional Industry News: VS continue to promote regional news and activity via VisitScotland.org: https://www.visitscotland.org/news (filter for Perthshire to see related stories) Including Geotourist trails launched featuring the Highland Chocolatier - https://www.visitscotland.org/news/2023/geotourist-audio-trails</p> <p>VisitScotland ENews VS Tourism Insider (national newsletter): The next edition is focussing on marketing and will be sent out on 6 July 2023. Subscribe here: https://www.visitscotland.org/news/newsletter</p> <p>VS Perthshire Tourism Industry Facebook Group: Please continue to encourage businesses to join and share their news on this closed Facebook: https://www.facebook.com/groups/VSPerthshireBusinessGroup</p>	

	<p>Perthshire Regional Update: these are quarterly overviews of VS activity. The previous quarter for Perthshire was published in April (for Jan – Mar 23), this current quarter's activity will be published in July.</p> <p>CW advised that Liz Shorthouse has now retired, and James Sinclair is covering the Industry Relationship Manager role for Perth & Kinross</p>	
4	<p>LTAs/OPEN DISCUSSION</p> <p>Cairngorm Business Partnership</p> <ul style="list-style-type: none"> • Doors Open Day- https://www.doorsopendays.org.uk/media/8435/how-to-take-part-in-doors-open-days-2023.pdf • E-commerce shop - Soft launch, showcase retailers who are based in Cairngorm National Park. More vendors with Cairngorms linked products are welcomed. • Winter Marketing Campaign - Businesses from across Cairngorm National Park are invited to discuss winter marketing campaign. • Events Planner Guide – This is to showcase the Cairngorm National Park to event organisers. Highlights Blair Atholl and Glenshee Ski Centre with enhanced listings • Labour Insights Report. Change traditional way of recruiting. See attached. <p>VisitAberfeldy</p> <ul style="list-style-type: none"> • Request to push the <i>plan ahead</i> message, noted a short booking window for visitor experiences. • Season is busy with majority of accommodation providers fully booked. • NEW Outdoor dining experience at Highland Safaris • Discovery Land who owns Taymouth Castle are now promoting jobs in the area, requirement for high volume of staff accommodation. Pre-application has gone into PKC Planning. • Birks Cinema experiencing challenges, restricted opening hours, community pushback for cinema to open in evenings. <p>RSPB Loch Leven</p> <ul style="list-style-type: none"> • At RSPB Loch Leven we ended 22/23 with 30,000 less visitors than 2019/20, which had approx. 80,000 engaged visitors. Significant drop in figures, not seeing recovery that others are experiencing further north in the County. Introduced parking charges in 2021 so this may be having an impact. Possibly also the cost of living and lack of disposable income. Parking income is however assisting the organisation with the running costs. • Marketing/ Commencing a radio campaign targeting day trippers from Stirling, Perth and Edinburgh • SC proposed meeting with other businesses around the Loch to discuss how they are finding the season. Also, re-engagement with the Kinross Partnership 	
5	<p>A.O.B.</p> <p>SC advised will be coming out with the revised Perthshire Tourism Action Plan in August/September and may host an in-person meeting to do this.</p>	
6	<p>D.O.N.M.</p> <p>Next online meeting mid-August</p>	