**Note of Meeting - Perthshire Tourism Partnership Virtual Meeting**

**26 January 2023 – 11am**

**Attendees**

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| Adrian Blundell | Dunkeld and Birnam Tourism Association  |
| Alan Graham | Perth & Kinross Council  |
| Bailie Michael Williamson | Perth & Kinross Council  |
| Caroline Warburton | VisitScotland  |
| Constance Boddice | Perth & Kinross Countryside Trust |
| Councillor Jack Welch | Perth & Kinross Council  |
| Councillor Noah Khogali | Perth & Kinross Council  |
| David Smythe  | PTP Chair & Owner Cloag Farm Cottages  |
| Jonathan Wilson | Visit Aberfeldy/Dewars Aberfeldy Distillery  |
| Laura Brown | VisitScotland  |
| Lorna Reid | VisitScotland  |
| Martin, Jason | Cairngorm Business Partnership  |
| Ross Dempster | Beyond Adventure  |
| Suzanne Cumiskey | Perth & Kinross Council  |

**Note of Meeting**

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| **1** | **Welcome & Introductions** DS welcomed everyone to the meeting incl. Jason Martin, Destination Development Manager at Cairngorm Business Partnership |
| **2** | **Perth & Kinross Council Update****Suzanne Cumiskey, Business Development Project Officer** **Business Support**PKC Place Development continue to communicate to businesses via the Business Bulletin on funding opportunities, skills and training and around new policies and consultations. PKC are responding to enquiries on new legislation at a local level. Nationally aNEW Regulations Taskforce has been set up Chaired by John Swinney. The first meeting of the group took place in December 2022. The Terms of Reference for the group are still being discussed and will be updated. It is expected that the Task Force will work together to consider how regulations should be applied and to make sure that regulations are applied in the best possible way. N.B. The he role of the Task Force is not to lobby against regulations. * **Scottish Tourism Alliance Local Visitor Levy Manifesto**

[STA Policy Update: STA publishes Local Visitor Levy Manifesto with Recommendations | Scottish Tourism Alliance](https://scottishtourismalliance.co.uk/sta-policy-update-sta-published-local-visitor-levy-manifesto-with-recommendations/#:~:text=The%20Scottish%20Tourism%20Alliance%20%28STA%29%20Local%20Visitor%20Levy,decide%20to%20proceed%20with%20local%20visitor%20levy%20legislation.)* **Short Term Let Legislation Extension** - *1 September 2023*

Existing short-term let hosts / operators will have more time to apply for a licence after plans for a one-off extension were announced. The Scottish Government has said it plans to extend the timeframe for the short-term let licensing scheme by six months. Existing hosts have up until 1 October 2023 to apply for a short-term let licence. The change for existing hosts recognises the impact of the wider economic circumstances on tourism businesses[Application extension for existing short-term lets - News | VisitScotland.org](https://www.visitscotland.org/news/2022/short-term-lets-extension#:~:text=Extension%20applicable%20to%20existing%20short-term%20let%20hosts%20%2F,the%20short-term%20let%20licensing%20scheme%20by%20six%20months.)[Short Term Lets - Perth & Kinross Council (pkc.gov.uk)](https://www.pkc.gov.uk/article/22511/Short-term-lets-licensing-scheme#:~:text=Short%20term%20lets%20If%20you%20are%20an%20existing,and%20you%20could%20be%20fined%20up%20to%20%C2%A32%2C500.)* **Deposit Return Scheme** - 16 August 2023

[Deposit Return Scheme | Deposit Return Scheme (zerowastescotland.org.uk)](https://depositreturnscheme.zerowastescotland.org.uk/)* **Restriction of Alcohol Advertising & Promotion Consultation.** *Closes 9 March 2023*

Restricting alcohol advertising and promotion: consultation - gov.scot (www.gov.scot) **Other business support includes** **Business Support Information & Funding** [Business support and funding - Perth & Kinross Council (pkc.gov.uk)](https://www.pkc.gov.uk/businesssupportandfunding)**Green Tourism Accreditation Scheme** PKC have been promoting the Green Tourism Accreditation Scheme. Green Tourism along with Earth Key and Green Check were awarded funding from the Destination Net Zero Programme to encourage membership of the Green Tourism scheme. This is a £500 discount towards new membership. There are currently 52 Green Tourism award holders in Perth and Kinross and ten new businesses have signed up. Funding closes end of March 2023.<https://www.green-tourism.com/campaigns/visit-scotland-net-zero-tourism-recovery-fund>**Build, Run and Scale Accelerator (Tourism/F&D)**PKC are delivering Accelerators again for 2023.Elevator has been awarded the contract to run 3 Accelerator Programmes on behalf of Perth & Kinross Council. The first programme (Build, Run and Scale – Work AND Life Balance Programme) began on Tuesday 24 January 2023 with participants embarking on eight sessions which are designed to equip them with the tools they need to help themselves and their businesses succeed. The 2nd and 3rd programmes will focus on *Design Led Innovation*, and how to *Build a Sustainable Business* respectively – dates will be announced shortly. The Accelerator Programmes are free and open to Perth & Kinross businesses from all sectors. [Build, Run and Scale - Work AND Life Balance Programme | Elevator UK](https://www.elevatoruk.com/accelerators/build-run-scale/work-and-life-balance/)**VISITOR INFRASTRUCTURE** Our Visitor Management Project Co-ordinator will be retained for 2023/24. Greenspace are hopeful Rangers Service will be funded for 2023-24 however PKC budgets are not set until 1 March 2023. FLS and CNPA recruiting for seasonal rangers now. PKC submitted applications to Rounds 3-5 of the RTIF fund and has been awarded £900k+ towards visitor infrastructure projects. Please see below. **River Tay Way Hub**PKCT secured £308k through the Place Based Investment Fund to allow the project to go ahead and close the funding gap. As such the build has commenced and the contractors found a window with the weather allowing the foundations to be put in. It is a 20 week build programme due for completion in May 2023. The facility will include toilets, showers facilities and a waste disposal point for motorhomes/campervans and interpretation. **Grandtully Station Park**Scottish Canoe Association have long term plans to improve the site and facilities by refurbishing the existing building to create more toilets, changing cubicles and baby changing facilities which will be open to the public. The tender for the major build will go out this month, with a view to starting the physical building works as soon as possible. This means there will be a slightly disrupted summer onsite. EV charge points are already installed and operational. [Grandtully Station Campsite, Pitlochry | Campsite Development](https://www.grandtully.scot/campsite-development)**Broxden Park & Ride**A new Waste Disposal Point for motorhomes will be available from June 2023 at the Broxden Park & Ride Strategic Waste Disposal Network All three will have waste disposal facilities for motorhomes & campervans  |
| **3** | **VisitScotland Update****Caroline Warburton, Destination Development Director****NATIONAL:*** Tourism & Hospitality Industry Leadership Group: linked to the delivery of national tourism strategy - Scotland Outlook 2030 and aim to help drive recovery and sustainable growth across both tourism and hospitality in the long term. Group has met twice. Link: <https://www.visitscotland.org/supporting-your-business/advice/industry-leadership-group>
* Short-term Letting and Deposit Return Scheme: continuing to update pages available on VisitScotland.org with latest national information.
	+ Deposit Return Scheme: <https://www.visitscotland.org/supporting-your-business/responsible-tourism/deposit-return-scheme>
	+ Short-term Letting Licensing: <https://www.visitscotland.org/supporting-your-business/advice/short-term-lets-legislation>

**MARKETING:*** Scotland is Calling: VisitScotland’s current global campaign. Our ‘always on’ activity (content, social media, PR etc) continues, with paid and partnership activity also continuing in UK and US markets
* Great Days Out: offer-led winter campaign focused on supporting visitor attractions runs until end of March (<https://www.visitscotland.com/holidays-breaks/day-trips/offers/>). Attractions can still sign up - <https://www.visitscotland.org/news/2022/days-out>
* VisitScotland Marketing Calendar: monthly list of themes which guide our social media and content teams. Link: [VisitScotland's Marketing Calendar 2023](https://www.visitscotland.org/supporting-your-business/marketing/opportunities/calendar)
* World Gaelic Week: 20 – 26 February. Activity planned by VS to support.

**BUSINESS DEVELOPMENT:*** Scotland Connect 2023: VisitScotland’s travel trade show will be held in person on 19 – 20 April at P&J Live in Aberdeen. 15 P&K businesses signed up to date, and Perthshire as a destination will continue to be represented through the Scotland’s Tay Country partnership which has been successful to date. Desks are still available if businesses are interested in attending. More info here: <https://www.visitscotland.org/news/2022/connect-2023-announcement>

**PERTHSHIRE-SPECIFIC:*** Overview of VisitScotland’s Perthshire Activity (Oct – Dec 22): quarterly update to illustrate how we are promoting Perthshire and supporting tourism businesses. Link: <https://www.visitscotland.org/news/2023/perthshire-industry-update>
* Perthshire Talks Tourism: to support work of Perthshire Tourism Partnership, updated page on VisitScotland.org with details of next in-person event at Birnam Arts which will be themed around outdoor adventures. Link: <https://www.visitscotland.org/news/2023/perthshire-talks-tourism>
* Perthshire Tourism Industry Facebook page: reminder of this closed (i.e., not visible to the public) page where industry can share news, updates and ask questions. Link: <https://www.facebook.com/groups/VSPerthshireBusinessGroup>
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| **4** | **Member Updates****PKC, Alan Graham -**PKC 1 March 2023 budget meeting. Events & Festivals 2022 – Event Tourism back, evaluation of Winter festival events is underway#, as is an evaluation of the Christmas Gift Guide**Beyond Adventure, Ross Dempster -** Perthshire Adventure were struggling with engagement, however, do now have a strategy to move forward as a collaborative group**PKHT, Constance Boddice - River** Tay Way Hub is underway. Press Release issued and media coverage secured. Media Coverage [Big funding boost for Aberfeldy tourism facilities | Perth and Kinross Countryside Trust (pkct.org)](https://www.pkct.org/News/big-funding-boost-for-aberfeldy-tourism-facilities)<https://www.heartland.scot/news/local/new-welfare-hub-to-open-in-aberfeldy-this-spring/><https://www.pressreader.com/uk/the-courier-advertiser-perth-and-perthshire-edition/20230120/page/21/textview>Looking to develop a launch event and ask Cameron MacNeish their Patron to open the facility.**Visit Aberfeldy, Jonathan Wilson –** Area quiet. Looking to re-engage with Committee/and Members. Taymouth Castle issues have settled, and business is putting on events for residents&communities e.g., light display at Christmas.**VisitScotland, Lorna Reid –** Share the Marketing Content Calendar**Cairngorm Business Partnership, Jason Martin** – New Marketing Campaign Where Winter Comes to Life - <https://www.visitcairngorms.com/plan-your-visit/winter/> also promo of gravel trails Gravel Film - <https://www.youtube.com/watch?v=75XiUaOWNpI>**Perthshire Tourism Partnership, David Smythe**Highlighted there are gaps in representation from locality areas.Issues in LTAS with lack of engagement, low member take up and commitment. As well as admin support. Discussion around support for LTAs and the possibility of funding via the Community Local Led Development Fund for a CO Ordinator Post.**SCOTO**SCOTOCommunity Tourism Roadshow 2023 scoto.co.uk. Perthshire roadshow event at Birks Cinema 9 February 2023 |
|  | **D.O.N.M.** 24 February 2023 - This meeting will be Online and we’ll have presentations from Katy Jack, General manager at Perth Museum .  |