**Note of Meeting Perthshire Tourism Partnership**

19 November 2022 10.00-11.30

**Attendees**

* Adrian Blundell, Dunkeld and Birnam Tourism Association
* Alan Graham, Perth & Kinross Council
* Councillor Bob Brawn, Perth & Kinross Council
* Councillor John Duff, Perth & Kinross Council
* Caroline Warburton, VisitScotland
* David Macleod, Culture PK
* David Smythe, Chair Perthshire Tourism Partnership
* Debbie Deeks, Pitlochry Partnership
* David Strachan, Perth & Kinross Heritage Trust
* Joyce Kitching, Historic Environment Scotland
* Laura Brown, VisitScotland
* Suzanne Cumiskey, Perth & Kinross Council
* Pete Crane, Cairngorm National Park Authority
* Robin Frankham, Rannoch & Tummel Tourism Association
* Murray Scott, Blairgowrie & East Perthshire Tourism Association

**Guest Speakers**

* Linsay Duncan, Speak Scotland & The Pickled Peacock
* Sarah Russell, Great Perthshire

**Apologies**

* Alex Winton, Glenshee & Strathardle Tourism Association
* Constance Boddice, Perth & Kinross Countryside Trust
* Kate Hunter, Glenshee & Strathardle Tourism Association
* George Lawrie, Loch Leven Heritage Trail
* Peter Quinn, Perth & Kinross Countryside
* Rhona Metcalfe, The Atholl Glens
* Rose la Terriere, Rannoch & Tummel Tourism Association
* Ross Dempster, Perthshire Adventure

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| 1 | **Welcome & Introductions** David Smythe, Chairperson, Perthshire Tourism Partnership* DS welcomed everyone to the meeting and advised that the meeting was themed around Food Tourism and Hospitality.
* Perthshire Tourism Partnership has met regularly during 2020/21, allowing Local Tourism Associations & collaborative groups to feedback issues & concerns which the partnership can respond to. It exists and is Important for the exchange of information and cascade to members.

<https://www.investinperth.co.uk/key-sectors/tourism/perthshire-tourism-partnership/> * Perthshire Tourism Action Plan has been launched setting the direction for 2022 and beyond.

<https://www.visitscotland.org/news/2021/perthshire-actionplan-launch>* Perthshire Talks Tourism is a new virtual series aiming to update the wider tourism industry of new tourism products and visitor experiences coming onstream for 2021-22. Two events held with 4 in planning.

<https://www.visitscotland.org/news/2021/perthshire-talks-tourism>* DS recognised this has again been a challenging season, with staff recruitment issues across Scotland and continuing, high COVID cases still, continued restrictions, and continued uncertainty
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| 2 | **Approach to developing Food Tourism in Perthshire**Sarah Russell, Food Co-ordinator, Perthshire Food Tourism Group (Great Perthshire)* [Great Perthshire](http://www.greatperthshire.com/) set up as a collaborative group to o make Perthshire a food destination for everyone. The group work with local Perthshire based food & drink businesses to collaborate & create new partnerships; share knowledge and experience; create high quality food tourism visitor experiences; increase spend into the area and ultimately retain & create jobs. The majority of businesses in the food & tourism sector are SMEs.
* Group recently delivered Great Perthshire Food & Drink Festival in September 2021, as part of the [Scottish Food & Drink Fortnight](https://fooddrinkfort.scot/). [Great Perthshire](http://www.greatperthshire.com/) is an inclusive festival celebrating & showcasing a wide range of businesses in Perthshire. 50 businesses participated with 40 event listings – tastings, special offers, unique events and menus, as well as promotion of services such as tours and Neighborhood. Feedback was positive with survey respondents reporting they had seen an increase in and awareness of their business, with good uptake of offers and events.
* In the next 12 months Great Perthshire are looking to develop their own governance arrangements; build their digital channels and engage further with press; work with two new food ambassadors Emma Niven and Nicola Henry; produce a Perthshire Cookbook; develop Perthshire Food Trails; build the Great Perthshire community and offer up skills & training.
 | See attached presentation  |
| 3 | **The Pickled Peacock at Cairn Mohr**Lindsay Duncan, Owner, Speak Scotland, and The Pickled PeacockLD provided an overview of [Speak Scotland](https://www.speakscotland.co.uk/about-us)  & new business start up the Pickled Peacock* Speak Scotland started in 2015. The business promotes food &drink businesses and they act as brand ambassadors. They aim to bring to life and animate the food product at trade shows, product launches, via tours and instore tastings. Speak Scotland represent 35 food and drink businesses incl. Dobbie’s Cairn o Mohr Winery and House of Bruar. Pre pandemic they employed 14 brand ambassadors. Pandemic put a halt to the business with consumer confidence in tastings low and both businesses and consumers cautious about any instore tastings. Like other business the brand ambassadors during the pandemic went to work in other jobs, however post pandemic 50% of the ambassadors are now back, and sales representation has re-started.
* During the pandemic LD started a new business with her sister ‘The Pickled Peacock’, which is based within Cairn O Mohr Winery. LD worked as a tour guide at the winery for the past seven years. The café was always separate, the aim with The Pickled Peacock was to create a new cafe bar, combining both businesses and creating a ‘destination’. LD manages the tour groups for Cairn O Mohr winery, the only mainland winery in Scotland (the other is on Orkney). They use the café for tastings. Open 7 days per week, fully booked since opening.
* Recognise importance of supporting local and have experienced own issues with supply chain e.g., Brakes have closed smaller accounts due to lack of drivers; increased prices; staff retention. Supply chain is all locally sourced, with strong partnerships with producers from Dundee & Perthshire. They showcase local chefs/musicians and run supper clubs. They support local artisans, all furniture made by Perthshire artisans.
* Provide job opportunities and work with Perth College on a mentor programme and have apprentices through the Kickstart schemes.
* Future for 2022. Opening a barn as a new venue, implementing a new voucher scheme to encourage spend in off season January-March 2022, will be working with walking cycling groups on tours and working with nearby wedding venues handling wedding breakfasts.

<https://www.facebook.com/PickledP/><https://www.speakscotland.co.uk/about-us> |  |
| 4 | **VisitScotland Update**Caroline Warburton, Regional Leadership Director (East), VisitScotland CW provided the following update on VS activity **Scotland Is Calling / Tread Lightly**New UK and International Campaign[Scotland is Calling | industry guide - News | VisitScotland.org](https://www.visitscotland.org/news/2021/scotland-is-calling-industry-checklist) #ScotlandisCalling #VisitScotland[New marketing film | Tread lightly - News | VisitScotland.org](https://www.visitscotland.org/news/2021/tread-lightly) #RespectProtectEnjoy**Days Out Campaign:**Consumer campaign is now live and will run until Feb 22: <http://www.visitscotland.com/greatdaysout>Visitor attractions, day tour excursions and activity providers still have an opportunity to benefit from the Great Days Out in Scotland campaign. ***The Days Out Incentive Fund has reopened for businesses to apply. Will close on Tues 30 Nov.***More info: [Days Out campaign launches - News | VisitScotland.org](https://www.visitscotland.org/news/2021/days-out-campaign)**Scot Spirit Holiday Voucher Scheme:**Initiative to provide holidays for unpaid carers, low-income families, and disadvantaged children. Will run until end of 22.***Opportunity for businesses to sign up to offer accommodation/experiences***, which will be reimbursed (T&Cs apply)More info: [Scot Spirit Holiday Voucher Scheme - News | VisitScotland.org](https://www.visitscotland.org/news/2021/holiday-voucher-scheme)**Year of Stories:**Soft launch to industry. Consumer launch in the next few weeks.YoS Community Events Fund: Round 2 will reopen on 24 JanMore info: [Scotland's Year of Stories - Events Funding | VisitScotland.org](https://www.visitscotland.org/events/funding/themed-year-funding)**Ctrl+Alt+Succeed: 23 Nov: 9.30am – 5pm**Free / aimed at visitor attractions, tour companies and activity providers.More info: [Ctrl+Alt+Succeed Scotland 2021 - News | VisitScotland.org](https://www.visitscotland.org/news/2021/online-event)**Visitor Management**Update (via webinar) from the Visitor Management Steering Group on activities over the summer. Includes case study about Loch Clunie, PerthshireMore info: <https://www.visitscotland.org/news/2021/visitor-management-summit>**Outdoors Scotland Tourism Strategy**Work is underway on the development of an Outdoors Tourism strategy for Scotland – largely focused on outdoor activity provision (adventure, marine and wildlife tourism). Led by Wild Scotland and Sail Scotland on behalf of the wider sector. Funded by Scottish Government and overseen by a steering group. Series on workshops being held (in person and online) until end of January.More info: <https://www.visitscotland.org/news/2021/outdoors-strategy> |  |
| 5 | **Member Updates** Culture PK have secured the Joan Eardley exhibition which is opening at the end of November 2021https://www.culturepk.org.uk/whats-on/joan-eardley/Romans Edge of Empire is open<https://www.culturepk.org.uk/whats-on/romans-edge-of-empire/>All libraries are now open and Comrie and Birnam have just opened. DM encouraged everyone to use this service and the resources available. CNPA Ranger Service led to much improved situation on the ground. Rangers engaged with 12.500 visitors however collected 581 bags of rubbish. CNPA and PKC working on Strategic Tourism Infrastructure Development Plans and solutions such as wate water disposal from campervansCampervan leaflet which rangers gave to visitors [Version-2-Campervan-Guide.pdf (visitcairngorms.com)](https://www.visitcairngorms.com/wp-content/uploads/2021/07/Version-2-Campervan-Guide.pdf)BEPTA successful funding award from Destination and Sector MARKETING Fund for a new Cateran Country marketing campaign. BEPTA have re-introduced member fees for 2022 to join the tourism association [Official East Perthshire Tourism - Scotland | Visit Cateran Country™.](https://visitcaterancountry.com/)Perth & Kinross Heritage Trust awaiting funding outcome for Lower City Mill. Perthshire project to create a centre of heritage conservation[Lower City Mills - PKHT](https://www.pkht.org.uk/lowercitymills/)DS advised the Scottish Milling Conference 2022 will be held in Perth City centre.  Historic Environment Scotland Update.Please see attached. |  |
| 6 | **A.O.B.*** AB eon how businesses with outdoor space can apply to extend this. SC to send latest Business Occupation of space guidance.
* AB highlighted issues with staff recruitment, especially in rural areas and enquired what initiatives there were to address this. SC to follow up with employability initiatives information.
* BB asked if an EV Strategy in place and what support there is for businesses looking to install EV charge points. Laura Brown advised Destination Net Zero programme will have funding opening to support EV infrastructure. SC to send link once open [Destination Net Zero - News | VisitScotland.org](https://www.visitscotland.org/news/2021/net-zero-announcement#:~:text=The%20Destination%20Net%20Zero%20Programme,leader%20in%2021st%20century%20tourism.)
* Reminder to join the Vs Perthshire Closed Facebook Group for all industry updates

[VS Perthshire business group (facebook.com)](https://www.facebook.com/groups/VSPerthshireBusinessGroup) |  |
| 7 | **D.O.N.M** 3 February 2021 |  |