**Note of Meeting of Perthshire Tourism Partnership**

**24 June 2021**

**Attendees**

* Alan Graham, Perth & Kinross Council
* Clare Rogers, Perth & Kinross Council
* Constance Boddice, Perth & Kinross Countryside Trust
* Councillor John Duff, Perth & Kinross Council
* David McLeod, Culture PK
* David Smythe, Chair, Perthshire Tourism Partnership
* Gavin Lindsay, Perth & Kinross Heritage Trust
* Jonathan Wilson, Dewar’s Aberfeldy Distillery
* Joyce Kitching, Historic Environment Scotland
* Lorna Reid, VisitScotland
* Michaela Anderson, Horsecross Arts
* Pete Crane, Cairngorm National Park Authority
* Peter Quinn, Perth & Kinross Countryside Trust
* Rhona Metcalfe, Chair, The Atholl Glens
* Roy Jenney, Culture PK
* Suzanne Cumiskey, Perth & Kinross Council

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| 1 | **Welcome & Introductions**David Smythe, Chair, Perthshire Tourism Partnership* DS welcomed everyone to the meeting
* DS on behalf of the partnership sent thoughts to Scottish Crannog Centre following the recent shock fire that destroyed this iconic museum & visitor attraction on Loch Tay, Perthshire. The Scottish Crannog Centre opened almost immediately following the fire and opened up a Crowdfunder to start the rebuild process. The plan is to rebuild at the new site at Dalerb. <https://www.justgiving.com/crowdfunding/scottishcrannogcentre-fire-fund>
* Re-opening of Scottish tourism began on 26 April 2021 and DS highlighted that Perthshire is rural, accessible and stands to do well from the staycation movement with Perthshire in Level 1 as of 25/06/2021. However, whilst the press are talking up a buoyant sector there are huge issues & challenges moving from survival to recovery for businesses.
* *Sector Recruitment* is a key challenge with staffing difficult and as a result limiting the viability of businesses with examples of local businesses not operating on certain days due to staff shortages. There are 11,000 people furloughed in Perthshire. Those in new positions have no furlough rights for the first weeks. Real concern for young people with youth unemployment high and expected to rise even further.
* International Travel is a challenge with travel limited, travel corridors fluid. Europeans are not returning this summer and Aus./NZ are still not allowed to travel.
* Accommodation. Large self-catering properties are still unable to open due to numbers on households. Hostels are also reporting problems, occupancy in cities for hotels is low.
* Tour Guides in the main have not worked since March 2020.
* Social Distancing inside venues is still 2m making profitable opening impossible.
* Many businesses that are open are on very tight margins, if indeed there are margins. Knock-on problems for investment.
* COVID case numbers still high due to new variant, however vaccination roll out seems to be working which will hopefully allow Perthshire to move to Level 0 on 19 July 2021 and beyond level 0 on August 9th. Situation is very fragile.
* DS outlined purpose of today’s meeting was how P&K fits in with national & local recovery plans. There is a new Perthshire Tourism Action Plan (was to launch March 2020) and a new Destination Marketing campaign for Perthshsire £50k. Also an opportunity pre summer to hear from PTP members on how things are looking. A key strength of P&K is the LTA structure, but we need to pull the LTAs together. It is hoped the new virtual series Perthshire talks Tourism will provide a platform to do that.
 | Please see STERG minutes for information on what is being discussed nationally. |
| 2 | **Scotland Outlook 2030 & Recovery Planning**Suzanne Cumiskey, Business Development Project Officer, Place Development* SC updated on national recovery efforts being led by the STERG working group.
* The latest project on Phase 1 Recovery Projects was published at the end of May. Next update 5 July 2021. There were 10 projects, 6 of which VisitScotland are delivering on. This phase had a budget of £25 million <https://www.visitscotland.org/supporting-your-business/advice/coronavirus/sterg/tourism-recovery-programme>
* In terms of Phase 2 following recent discussions with the STERG working group it was agreed that the recovery plan will now focus on a two year timescale and not a five year timescale. Feeling is that with continued uncertainty due to new variant and a rapidly changing landscape focusing on more immediate recovery needs will be better approach. The STERG working group will deliver initial project proposals to Scottish Government by June 2021 which will be submitted to the Programme for Government. Budget implications will then be discussed. More information <https://www.visitscotland.org/supporting-your-business/advice/coronavirus/sterg>
* Perthshire Tourism Action Plan was due for launch April 2020, however due to the COVID 19 pandemic this was put on hold. In line with national recovery strategies the action plan has been re-written and is now with the Perthshire Tourism Leadership Group for comment. Positioning Perthshire as a responsible tourism destination is a key objective. *Launching September 2021*
* JW highlighted we need to make the plan more accessible to industry. Consider what does it mean for them, how can they be involved in its delivery. Look at a distilled version of the plan.
 | B2B Comm on the Perthshire Tourism Action Plan.Consider 10 things you need to do right now   |
| 3 | **VisitScotland Marketing Update**Lorna Reid, Regional Marketing Manager, VisitScotland* **Hame Town Tourism Campaign**

Focused on Perth City May 2021* **Water Wellness Campaign**

Link with Scotland’s Year of Coasts & Waters 2021. Includes soft adventure options. Safety messaging important and was developed in partnership with RNLI and Water Safety Scotland. Wild Swimming video filmed at Loch Faskally, Perthshire.* **Who is ready to discover Perthshire Campaign**

Paid social posts on FB for summer. w/c 28 June 2021.* **Now is Your Time/ Only in Scotland Campaign**

VisitScotland new national campaign to drive domestic tourism. 5 themes – Days OUT/ SHORT STAY/CITYBREAKS/ ESCAPE AND CONNECT* **Responsible Tourism Campaign**
 | See attached presentation |
| 4 | **Local Tourism Association Updates****Perth and Kinross Countryside Trust**Perthshire Big Tree Country* Working with PKC and FLS to develop new interpretation at Kinnoull Hill Woodland Park and the Knock, Crieff
* Working with Fortingall Roots to develop new interpretation for the Fortingall Yew

Cateran Trail* Improving access along the whole route by replacing all gates and stiles with self-closing ones, thanks to funding from SNH
* Developing an interactive map for people to see all of the obstacles along the route to better plan (esp for cyclists and horse riders)
* We’re hiring a seasonal ranger for the Trail to help maintain it and carry out works, thanks to funding from Better Places Fund
* Cateran Yomp going ahead in September (it was cancelled last year and has been postponed from the usual June time)

River Tay Way* Map of RTW cycle route on Sustrans microsite on VS: <https://www.visitscotland.com/see-do/active/cycling/sustrans-cycle-map/#/>
* Working to waymark both the walking and cycling routes (the latter with help from Sustrans)
* Planning a promotional video of the route with Sustrans
* Two ultrarunners from Young Heart Run Free Podcast have been first to take on the whole route and set an FKT (fastest known time)!
* Final stretch to achieve funding for comfort block and interpretation hub at Beyond Adventure in Aberfeldy with PKC

Active Travel* Working to develop the Bridge of Earn to Newburgh active travel route. Consultation recently held for six route options through Abernethy.

**Perth &Kinross Heritage Trust** * PKHT Community Heritage Grants up to £5,000 for community-based historic environment projects, details at [www.pkht.org.uk/communitygrants](http://www.pkht.org.uk/communitygrants)
* Perth Medieval Trail has been launched - 11 interpretation boards around the City Centre with linked virtual reality content. Leaflets available from Perth ViC, AK Bell Library or in bulk for wider distribution by PKHT at LCM (by arrangement). App ‘Perth1440’ available from the Appleapp store/GooglePlay. More details at [www.pkht.org.uk](http://www.pkht.org.uk)
* Doors Open Days returns to Perth and Kinross 18-19 Sept. 20+ venues currently signed up, registration still open. Get in touch if you’d like to get involved.
* LowerCityMills – development progressing for the conservation, heritage skills training, mill interpretation project. Experimenting with production of 360 degree virtual tours of Mill interior which will make the site more accessible and form part of our DoorsOpenDays.
* Reminder that King’s Seat hillfort, Dunkeld interpretation is out now, that’s boards in the grounds of Dunkeld House Hotel, leaflets and digital content at the Dunkeld community archives.

**VisitAberfeldy*** Engagement currently quite low amongst the Tourism Association members
* Members are focused on their own business and trading during level 1
* Recruitment is a real concern and again issues are around accommodation for staff.
* Staff are travelling huge distances to get to work as a result.
* VisitAberfeldy commissioned a digital review of all their comms channels
* Issues with face masks and different guidance for England and Scotland
* Issues with track and trace and different apps for English NHS digital check-ins and the Scottish NHS system.

**Historic Environment Scotland*** Huntingtower Castle has reopened now
* **Get into Summer** From 26 June to 17 August**,** tickets to our sites are free for all children under 16as part of the ‘Get into Summer’ campaign. Please note that all children must be accompanied by an adult. We’re also launching a range of family friendly activiites with an online and offline ‘Playing with the Past’ programme. We’ve created a dedicated section on our website: Get into Summer | Historic Environment Scotland
* **Face Masks** HES experiencing issues with face masks as in Scotland anyone age 5 and above has to wear a mask whilst in England under 11s are exempt. This is causing issues.
* **The Future of the Circular Economy in Scotland | Climate Emergency Series** HES is sponsoring the latest in Holyrood’s series of Climate Emergency online events, which takes place next Monday 21 June (09:30-16:30). The event will examine what the circular economy could mean for Scotland, how sectors can work together better manage our resources, and discuss the strategic challenges and opportunities ahead. Joann Russell, Head of Estates at HES, will be speaking as part of the *Built for a Circular Economy?* session at 14:10. The session will explore how we can promote a more sustainable use of the existing built environment focusing on reuse of resources, and how crucial this will be to achieving the net-zero climate ambitions of COP26. The event is free to attend, but you’re required to register in advance. Future of the Circular Economy in Scotland | Climate Emergency Series (holyrood.com)

Please see separateHES attachment **CULTURE PK*** Bioblitz [Www.cpkmuseums.co.uk/bioblitz](http://Www.cpkmuseums.co.uk/bioblitz)
* Libraries are now all open
* Footfall into venues sitting around 50% on previous years
* Summer Programme includes outdoor focus utilising PMAG plaza
* This summer’s reading challenge is themed around nature
* NEW All Aboard exhibition explores rail travel <https://www.culturepk.org.uk/whats-on/all-aboard/>

**HORSECROSS ARTS LTD*** Live & Unlocked Festival, 28 July-2 August 2021
* Gig in a Truck – Moveable/Mobile Theatre. Very small performances
* Pch & BBC 3 Live audiences, first in Scotland to open May 2021
* https://www.horsecross.co.uk/news/perth-concert-hall-first-to-welcome-live-audiences

**CAIRNGORM NATIONAL PARK AUTHORITY** * Sector recruitment is challenging
* Issues with littering still and also wildfires in CNPA, including at Glenmore
* New resources developed including a leaflet for those touring in campervans. This is handed out by Rangers [Campervanning in the Cairngorms - Visit Cairngorms](https://www.visitcairngorms.com/plan-your-visit/campervanning-in-the-cairngorms/)
* Link to ‘Make it Yours’ video [Introducing the Cairngorms National Park – Make It Yours - YouTube](https://www.youtube.com/watch?v=4vDBw0aikgg)
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| 5 | **EV Update**Clare Rogers, Climate Change Graduate* PKC host and maintain 34 chargers available to the public
	+ 20 no. are 22kW Fast chargers (can charge a car between 4-8 hours)
	+ 14 no. are 50kW Rapid chargers (can charge up to 80% of an EV battery in an hour)
	+ There are also 11 no. Fleet use only chargers
* Number of chargers due to go live soon across the region;
	+ St. Madoes, Kinloch Rannoch, Coupar Angus, Blairgowrie, Crieff, Pitlochry, Auchterarder, and Dunkeld later in the year
* There are numerous other chargers across the region that are available to the public but are not hosted and maintained by PKC.
* The Electric A9 funded and administered by Transport Scotland runs from Falkirk Stadium up to Scrabster Harbour and has enabled us to carry out the installs at Dunkeld, Auchterarder and Pitlochry
* Majority of our funding comes from the Transport Scotland LAIP (Local Authority Installations Program) budget
	+ 2020/21 is the final year this is offered to LAs and the focus is to upgrade the existing network to contactless payment where possible
* Other funding streams include;
	+ OLEV ORCS funding to support residents who do not have access to a private driveway or garage to charge their vehicle
		- 2 pilot projects to be launched in Perth hopefully in 2021/early 2022 – Riverside Car Park and Victoria Street Car Park
		- 9 no charging bays (5 no chargers) at each location with a 7kW output
	+ Air Quality Management Funding
		- We have been successful 2 years in a row to receive funding to improve the air quality along the Crieff High Street corridor and in Perth City Centre
* Other projects PKC EV team are involved with;
	+ Car share/car club schemes
	+ TACTRAN regional strategy – along with Dundee City, Angus & Stirling
		- Working towards a collaborative approach (as far as possible) to reach target dates set out by the Scottish Government and
		- Introduction of tariffs – hopefully to be introduced by January 1st 2022
		- Working with taxis and private hire companies
* Other EV related Council Projects
	+ Fleet strategy – to support the decarbonisation of Council fleet by 2025
	+ Broxden Smart Energy Network project (Perth SEN)

Please see attached presentation  | See attached presentation |
| 6 | **Perthshire Talks Tourism**David Smythe, Chair of Perthshire Tourism Partnership DS outlined that the Perthshire Talks Tourism Virtual Series is in development. The purpose of this new virtual series is to update the wider tourism industry of new tourism products/visitor experiences coming onstream for 2021-22. The aim of these is to increase collaboration amongst the LTAs, increase product knowledge. These huddle type events will provide a brief overview from the Local Tourism Association, followed by updates from businesses, or it could be a collective of businesses. The series will co-incide with launch of new Perthshire Tourism Action Plan in September 2021.CR noted that teams involved in EV may wish to participate as well or provide an update where there are good case studies. |  |
| 7 | **A.O.B** |  |
| 8 | **D.O.N.M**9 September 2021, 10.00 – 11.30 |  |