**Note of Meeting**

**Perthshire Tourism Partnership**

**10 December 2020**

**09.30-11.00**

**Attendees**

* Adrian Blundell, Dunkeld & Birnam Tourism Association
* Alan Graham, Perth & Kinross Council
* Alexandra Winton, Glenshee and Strathardle Tourism Association
* Andrew Donaldson, Breadalbane Co-operative
* Caroline Warburton, VisitScotland
* Constance Boddice, Perth & Kinross Countryside Trust
* Daniel Muir, Growbiz
* Gavin Lindsay, Perth & Kinross Heritage Trust
* Gareth Ruddock, Perthshire Food Tourism Group/Giraffe Trading
* George Lawrie, TRACKS
* Jonathan Wilson, VisitAberfeldy
* John Duff (Councillor), Perth & Kinross Council
* Laura Brown, VisitScotland
* Murray Scott, Blairgowrie and East Perthshire Tourism Association
* Peter Quinn, Perth & Kinross Countryside Trust
* Peter Crane, Cairngorm National Park Authority
* Ross Dempster, Perthshire Adventure/Beyond Adventure
* Rose La terriere, Loch Rannoch Tourism Association
* Sarah Russell, Perthshire Food Tourism Group/Giraffe Trading
* Suzanne Cumiskey, Perth & Kinross Council
* Vicki Unite, Perthshire Chamber of Commerce

**Note of Meeting**

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| **1** | **Welcome & Introductions** David Smythe welcomed the group and the speakers from both Perthshire Food Tourism Network and Perthshire Adventure. |  |
| **2** | **Open discussion** JW raised issue around Scottish Government Christmas Guidance & Christmas Bubbles. Visitors are being advised not to travel into Scotland from other parts of the UK or to visit visitor attractions in their ‘bubbles’. Difficult to police and keep staff safe at the same time. Difficult to manage requests with a minority looking to break the rules. Managing this process also impacts on customer service of people who are allowed to travel within the agreed Tier. JW raised concern by businesses over continued uncertainty on Tiers, lack of clarity on re-opening dates, advice not to travel to Scotland. Some local businesses had taken the decision not to re-open in January 2021. GL raised this as a concern also with many businesses closing in January and some reporting zero bookings. CW advised that Christmas Guidance & FAQs had been issued and would follow up on this point. See published links<https://www.visitscotland.org/news/2020/christmas-2020><https://www.visitscotland.org/news/2020/frequent-questions?fbclid=IwAR0iqhuytm-v4pV2Efe5sfPUZazMMYsaqvEOmrqi0wR1Xr58EoU-8uVsQ9E>AG advised new funding streams announced by Scottish Government’s, Finance Secretary. They announced additional support for various business sectors totalling £185million on 9 December 2020.  The full breakdown has not yet been detailed, however the sectors / activities covered include hospitality; events industry; food & drink, brewers; travel agents; tour & coach operators; brewers; self-catering & B&Bs; indoor football; visitor attraction; and taxi drivers.  Specific funding amounts mentioned were* £1.5m for travelling shows
* £15m for wedding venues and wedding sector supply chain
* £19m for taxi drivers **(via LAs)**
* £15m for mobile contact services **(via LAs)**
* £16m for tourism and hotels / self-catering
* £30m for one off payments to hospitality & hotels – top up under Strategic Framework Fund **(via LAs)**

These new funds look set to open in January 2021. In addition, the criteria for the Discretionary Fund for Local Authorities isn’t yet agreed and further details on the next phase of the Newly Self-Employed Fund are also awaiting confirmation from Scottish Government. <https://www.visitscotland.org/news/2020/latest-covid-19-funding>DS advised Perth & Kinross Economic Wellbeing Plan was due to be considered in December 2020, however it is still to be signed off by Committee and budgets are still to be set by elected members. DS was on one of the sub-groups for the Place workstream with PTP set to have a role in delivery of the plan.<https://consult.pkc.gov.uk/housing-environment/economic-wellbeing-plan-consultation/consultation/> |  |
| **2** | Perthshire Food Tourism Network, Gareth Ruddock* Food & drink sector development identified in Tay Cities Regional Tourism Strategy as a regional connector
* Perthshire Food Tourism Network is a new collaborative group recently set up.
* Working with Scotland Food & Drink who have funded a Regional Food Co-ordinator on a 1-year fixed term post for 2020/21.
* Appointed Sarah Russell, Development Manager as the Regional Food Group Coordinator for Great Perthshire
* KPIs have been agreed with both PKC & SFD
* *Great Perthshire* is the brand identifier used across all PFTN activity
* PFTN’S first initiative is underway with the *Great Perthshire Compassionate Christmas campaign which* will see 500 Christmas parcels delivered to those in vulnerable situations in Perthshire. Aim to raise £10,000.
* Giraffe have supplied local community with 9000 meals during lockdown
* PFTN are working with producers to donate or purchase at wholesale prices, tying in with Scotland’s Town Partnership’s Love Local Initiative
* Keen to develop packages with accommodation providers and food tourism businesses to promote these visitor experiences.
* Facebook - @greatperthshire
* Website - <http://www.greatperthshire.com>
* Email greatperthshire@giraffe-trading.co.uk
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| **3** | **Perthshire Adventure*** Perthshire Adventure is a new collaborative group of local outdoor adventure providers who provide unique Adventure+ outdoor experiences
* SE supported the group to start in June 2018 through their ‘Planning to Succeed’ programme.
* Initially a positive and connected B2B , however Perthshire Adventure launched to consumers September 2020
* Worked with GrowBiz to develop the website as part of the SMART Village Initiative
* Perthshire Adventure working with VisitScotland launched the group’s new offer and website.
* The experiences involve activity providers working with food drink providers to cross sell.

<https://www.perthshire-adventure.scot/><https://www.perthshire-adventure.scot/adventure><https://www.visitscotland.org/news/2020/perthshire-adventure-launch>* Keen to collaborate with others to expand the membership
* Next step to implement a booking system.
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| **4** | **A.O.B****YCW 2021 Toolkit** <https://www.visitscotland.org/supporting-your-business/marketing-toolkits/themed-years-toolkits>**Year of Storytelling 2022** Details available April/May 21**New Christmas Campaign & Business Directory*** Perth & Kinross Council destination website perthcity.co.uk has been refreshed and updated
* Christmas retail campaign has been running <https://www.perthcity.co.uk/section/christmas-2020> and new business directory set up on [PerthCity.co.uk](http://PerthCity.co.uk)
* Winter blog <https://www.perthcity.co.uk/blog/what-to-do-in-winter-2020>

**Love Local Initiative #ScotlandLovesLocal*** VS advised new winter advocacy campaign – Love Local launched last week.
* Aims to inspire Scots to support the tourism and hospitality industry at this difficult time by showcasing the vast range of gifts, products and experiences available on our doorsteps.
* Consumer facing hub can be found at
* [www.visitscotland.com/lovelocal](http://www.visitscotland.com/lovelocal)
* <https://www.visitscotland.org/news/2020/lovelocalindustrysupport/content>

**Local Tourism Associations**AB keen to speak to other Local Tourism Associations. David will set up a meeting to facilitate this.  |  |
|  | **D.O.N.M.**February 2021 date to be confirmed  |  |