**NOTE OF MEETING PERTHSHIRE TOURISM PARTNERSHIP**

**12 August 2020/10.00-11.30**

**ATTENDEES**

Alan Graham, Perth & Kinross Council

Allan Minto, Golf Perthshire

Bob Braun, Councillor, Perth & Kinross Council

Caroline Warburton, VisitScotland

Constance Boddice, Perth & Kinross Countryside Trust

David Smythe, Chairperson Perthshire Tourism Partnership

George Laurie, TRACKS/Loch Leven Tourism Association

Jonathan Wilson, VisitAberfeldy

Joyce Kitching, Historic Environment Scotland

Laura Brown, VisitScotland

Roddy Ross, Perth & Kinross Council

Sue Cole, Blairgowrie & East Perthshire Tourism Association

Suzanne Cumiskey, Perth & Kinross Council

Peter Crane, Cairngorm National Park Authority

|  |  |  |
| --- | --- | --- |
| **AGENDA**  |  |  |
| **1** | **WELCOME AND INTRODUCTIONS**Suzanne Cumiskey, Perth&Kinross Council, Place Development* SC welcomed everyone to the meeting and introduced Roddy Ross, Perth & Kinross Council, Team Leader Safer Communities
 |  |
| **2** | **LOCAL TOURISM ASSOCIATION/COLLABORATIVE GROUP UPDATES****GOLF PERTHSHIRE*** Bigger golf courses are struggling & implementing cost cutting measures (e.g. Crieff, Blairgowrie). Those above £51k RV who haven’t been able to access any grant support are highly impacted, compounded also by cancellation of major sporting events. The smaller golf clubs are faring better with lower overheads.
* Positives were a surge in new memberships as Golf Clubs were one of the first set of businesses permitted to re-open to members only, therefore driving memberships.
* Golf Perthshire were able to secure funds from Creative, Tourism & Hospitality Hardship Fund which has enabled them to retain their Project Manager (on reduced hours) until October 2020. Possibly will be wound down at that point.
* AM joins other golf tourism groups on a monthly call with Cabinet Secretary, Fergus Ewing. The group have put forward alternative models to support golf tourism marketing in Scotland.

**VISITABERFELDY*** JW advised the area has successfully re-opened to tourism.
* JW has joined Community Council meetings which has worked well to date and is strengthening links between tourism industry and the local community
* Overall businesses are busy. The [Eat Out To Help Out Scheme](https://www.gov.uk/guidance/get-a-discount-with-the-eat-out-to-help-out-scheme) has supported local eateries. Accommodation is full, great demand for visitor attractions (although they have reduced capacity). Some concern over forward bookings for autumn/winter
* NB <https://www.visitscotland.org/research-insights/coronavirus-insights/uk-market>
* Kenmore is main area which has been affected by visitor pressures – largely car parking, issues with double parking on the road. Dalerb also filling up/ at capacity with campers as documented in recent press
* Some concern/criticism of rafting companies recently around lack of social distancing, highlighted on social media.

**VISIT LOCH LEVEN*** Area is up and running and open for business. Mood is generally good.
* New interest in Loch Leven. Positive feedback on social media about Loch Leven Heritage Trail
* Green Hotel is up and running again and appears busy
* Loch Leven Brewery is opening 3 evenings a week
* Good to see businesses being creative with their outdoor spaces.
* N.B. PKC Guidance on Business Occupation of Space
* Main problem area is Dryside Road (access to Bunnet Stane and Glen Vale Car Park) with up to 150 cars parked on the side of the road. VS advised not to promote the Bunnet Stane at the moment.
* Concerns over autumn/winter season. Golf and wildfowl shooting over winter is important, however not sure how this will work in winter.
* Kinross-shire Partnership held a meeting which CW attended. Good turnout and has reinvigorated the group. Looking to bring the KP and the Loch Leven Tourism Forum closer together.

**BLAIRGOWRIE & EAST PERTHSHIRE TOURISM ASSOCIATION*** The Angus Hotel is in the process of re-opening
* New baby shop in the town / Eateries initially opened a few days but have increased their opening hours
* Outdoors in their area is very quiet although a lot of littering
* Reminded group of Perthshire Access Forum’s function and opportunity to engage around the responsible camping situation

**CAIRNGORMS NATIONAL PARK AUTHORITY*** Royal Deeside, Glen Clova and Aviemore have been the ‘hotspots’.
* Highland Council in Glenmore have installed yellow no parking cones on one side of the road. They did not go for clearways.
* Police Scotland closed the Loch Muick road at the weekend as car park was full. Working on a one-in-one-out approach. Busy even though Aberdeen in lockdown. Intensive staff resource required.
* Seeing increase in roadside camping & resultant problems with littering/human waste/wild fires.
* Staff on the ground speaking to visitors and are noticing behaviour starting to change.
* Dual approach of encouraging visitors but need to maintain COVID- 19 behaviour and remind people to stay safe. Also actively asking visitors to plan ahead
* CNPA has employed 8 seasonal rangers this year. Forestry & Land Scotland have also employed additional staff to meet & greet at their sites.
* Adopting new approaches to communication using Influencers to reach new audiences that are often hard to reach. Working with VS and other organisations to amplify messages. Recent example of innovative approaches are [‘Don’t be like Barry’](https://www.facebook.com/pg/PineMartenBarGlenmore/videos/?ref=page_internal)
* Discussed positive work of [CAMPA](http://www.campa.org.uk/)
* Discussed new interest in outdoors and how we can encourage responsible use whilst there.
* VisitScotland advised they are working on new content for responsible motorhome use and responsible camping.

**HISTORIC ENVIRONMENT SCOTLAND*** Big 3 – Edinburgh Castle, Stirling Castle, Urquart Castle forward bookings have been really successful
* New video historic reopening
* See HES NOTE

**PERTH & KINROSS COUNTRYSIDE TRUST*** Have been helping to promote Big Tree Country sites together with site owners.
* Working on [River Tay Way Project](https://www.pkct.org/Pages/Category/river-tay-way), extensive planning during lockdown
	+ £250k going on Almondbank to upgrade NC77
	+ Upgrading 250m on North Inch
	+ £77k funding to investigate an active travel route between Stanley and Luncarty (working with Stanley Development Trust)
	+ New toilet block with grey waste facilities by Beyond Adventure Site/Cemetery Car Park. Planning Application is submitted
* New Bridge of Earn to Newburgh active travel route.
* Developing routes around Loch Rannoch.
 |  |
| **3** | **INCONSIDERATE CAMPING MULTI AGENCY GROUP UPDATE**Roddy Ross, Perth & Kinross Council, Team Leader SAFER Communities* 14 staff operating in key ‘hotspot’ sites to encourage responsible behaviour
* Loch Rannoch, Foss, Loch Tummel, Clunie Loch, Loch Earn (increasingly – the latter)
* PKC have introduced some clearways, Coning has a part to play, however having people on the ground works the best.
* Most people are decent and respond well to being asked to behave differently/bag up litter etc
* Key issue is that the infrastructure can’t cope with current volumes. If you introduce a clearway then where will people go to car park? They won’t go home having traveleld, they will just find somewhere else.
* PKC looking at new solutions for toilet/human waste situation
* Not just a COVID-19 lockdown problem. Requires longer term planning. Has been developing for years.
* Needs a national legislative framework – which needs to be light-touch and broad – so that local solutions can be found.
* 3 key issues in priority order are parking / toilets / litter and then the camping
* NB Please see PKC FAQs and advice here

https://www.visitscotland.org/news/2020/irresponsible-camping-bulletin |  |
| **4** | **PERTH & KINROSS COUNCIL ECONOMIC RECOVERY PLAN**Alan Graham, Perth & Kinross Council, Team Leader Place Development* Local Authority breakdown, on the PERF, CTH, NSEHF, B&B fund

<https://www.gov.scot/publications/coronavirus-covid-19-hardship-and-resilience-funds-statistics/>* Perth & Kinross Council Economic Recovery Plan draft was presented to Perth & Kinross Council elected members on 30th July 2020. There are three themes: Place, Business and people
* This is now at the consultation phase and we’d encourage PTP members to comment. Details and link to follow
* Business Barometer 2nd Survey is now open with a closing date of 3 September 2020

<https://www.surveymonkey.co.uk/r/PK-RecoveryBusinessBarometer> |  |
| **5** | **VISITSCOTLAND TOURISM RECOVERY**Caroline Warburton, VisitScotland, Regional Leadership Director (East)* **Scottish Tourism Emergency Recovery Group (STERG)** continues to meet weekly. Notes from the meeting are published [here](https://www.visitscotland.org/supporting-your-business/advice/coronavirus/sterg/updates) and the STERG National Action Plan continues to be updated with activities being delivered and completed ([link here](https://www.visitscotland.org/supporting-your-business/advice/coronavirus/sterg/national-action-plan))
* **Scottish Tourism Recovery Taskforce (STRT)** has been set up, led by Cab Sec for Rural Economy & Tourism and Minister for Business, Fair Work and Skills. Group are responsible for strategic oversight of recovery plans in response to Covid-19 impact on Scottish tourism and hospitality. Those on the taskforce together with the note from the first meeting are available [here](https://www.gov.scot/groups/scottish-tourism-recovery-taskforce/)
* **VisitScotland** launched the first part of our recovery marketing activity with our ‘hero film’ - [Only in Scotland: Why Scotland needs you](https://www.youtube.com/watch?v=h9bQwcndGfo). Regional films are being finalised with the Perth & Kinross one being launched on Saturday (we will share on the VS Perthshire industry Facebook page). A responsible behaviour message is being threaded through all our activities and to reinforce this we have also created [A guide to safe travels in Scotland](https://www.youtube.com/watch?v=JT5oZFu53aw). As mentioned, two videos are being created on responsible motorhome and camping behaviour (due to be ready end of Aug/beg of Sept)
* **‘We’re Good To Go’**: UK-wide self-certification initiative for tourism and hospitality sector to declare that they have met the Government standards around hygiene, risk and safety. Signed up businesses receive logo and certificate which they can use to promote their adherence to guidelines to customers. [More info](https://www.visitscotland.org/supporting-your-business/advice/coronavirus-recovery/preparing-to-open). 422 accredited businesses in Perth & Kinross, out of a total of 6,240 in Scotland (as of 10 August)
* **VisitScotland ICentres:** Perth and Pitlochry iCentres have now reopened with appropriate safeguards to protect both staff and visitors
* **Perth & Kinross’s Hotspots:** We are working closely with PKC on ensuring that we are not promoting areas with too many visitors. Do keep us up to date if there are any new areas which are starting to flare up, or similarly if areas are quietening down and further promotion would be appreciated.
 |  |
| **6** | **A.O.C.B.** |  |
| **7** | **Date of next meeting**23 September 2020, 10.00 – 11.30 |  |