

PERTSHIRE TOURISM PARTNERSHIP (PTP) NOTE OF MEETING

Date: 31 January 2019

Venue: Ballintaggart Farm, Grandtully

In Attendance

- David Smythe, Cloag Farm Cottages - Chair
- Sue Cole, Blairgowrie & East Perthshire Tourist Association (BEPTA)
- Rose La Terriere, Rannoch & Tummel Tourist Association
- Joyce Kitching, Historic Environment Scotland
- Cllr Tom Gray, Perth & Kinross Council
- Stuart McLaren, Crieff & Strathearn Tourism Association
- David McCann, Crieff Succeeds
- Paul Newman, Visit Aberfeldy / Errichel
- Vicki Unite, Perthshire Chamber of Commerce
- David McLeod, Culture Perth & Kinross
- Suzanne Cumiskey, Perth & Kinross Council
- Alan Graham, Perth & Kinross Council
- Caroline Warburton, VisitScotland

Speakers/Invited Guests

- Fiona Richmond, Scotland Food & Drink – speaker
- Rachel Rowley, Ballintaggart Farm – speaker
- Michelle Maddox, Cloutie McToot Dumplings - speaker

Apologies

- George Laurie, Loch Leven Tourist Forum
- Ken Chew, Breadalbane Tourism Association
- Adrian Blundell, Dunkeld & Birnam Tourism Association
- Lindsay Gibb, Perth & Kinross Country Trust
- Alison Beddie, Scottish Enterprise
- Laura Brown, VisitScotland

1. Welcome, Apologies and Introductions - David Smythe, Chair

David opened the meeting by welcoming everyone and thanking Rachel and her team at Ballintaggart for hosting the meeting. Following introductions, David noted the sad passing of chef Andrew Fairlie and commented on the significant legacy he has had and will continue to have on the whole industry.

2. Update - Alan Graham (Perth & Kinross Council) & Caroline Warburton (VisitScotland)

Tay Cities Deal: [Heads of Terms](#) were signed with Scottish & UK Governments on 26th November 2018. A total of £300m was committed by UK and Scottish Governments. Funding within in the Tay Cities Deal is for capital spend only and all proposals will be subject to the provision of a robust business case. Within the items outlined was £37m for a Regional Tourism & Cultural Investment Programme, subject to a full business case. Two Perthshire tourism projects were specified, Pitlochry Festival Theatre and Perth City Hall.

As part of the development of the Deal, the offer to Governments from the region was a collaborative approach to economic development which included tourism. Regional tourism marketing activities were through the **Scotland's Tay Country** activities, initially aimed at capitalising on the opening of V&A Dundee. This was a digital campaign (largely through Facebook and online advertising) aimed at new markets who are less familiar with the geographies of Scotland. To help shape future tourism development activities, a **Regional Tourism Strategy** is being developed, with industry consultation taking place before Christmas.

The strategy will be presented at the first **Regional Tourism Conference on 19th March at Dundee Rep**. Everyone is encouraged to share the details with networks and attend. In addition to the Tay Cities Deal commitments, the Scottish Government also announced £40m to be invested in the **Cross Tay Link Road**.

Other items of note included:

- **Perth City Plan:** review underway
- **Perthshire Go Large** marketing campaign continues: digital campaign, partnership between VS and PKC, focuses on UK markets and drives traffic to [Visitscotland.com/Perthshire](https://visitscotland.com/Perthshire)
- **Rural Perth & Kinross Micro Enterprise Fund:** up to £5k, 90% intervention rate, application can be turned round within a couple of weeks.
- **The Solheim Cup** at Gleneagles will take place from 9-15 September 2019 with the key tournament days taking place on 13-15 September. The event is the largest and most prestigious women's golf event in the world. [A free event for tourism businesses](#) to find out more is being held at Murrayshall at 6th February.
- **Year of Coast & Waters 2020:** the [business toolkit](#), including the 2020 logo is now available.

3. Scotland's Food Tourism Action Plan - see attached slides

Fiona Richmond, Head of Regional Food at Scotland Food & Drink presented the [national food tourism action plan](#) and opportunities for Perthshire.

Followed by three excellent examples of local food tourism businesses

- Rachel Rowley, [Ballintaggart Farm](#)
- Michelle Maddox, [Cloutie McToot Dumplings](#)
- Paul Newman, [Errichel House & Restaurant](#)

Discussion included the themes of supply chain difficulties (the challenge of getting the small quantities required by small businesses; distances to abattoirs ([mobile abattoirs research by Scot Gov](#)) and how there should be more opportunities for businesses to visit each other to experience the many quality products available in the region.

4. Any Other Business

Meeting of Local Tourism Associations: David Smythe asked those present representing local tourism groups if there was value in having a one-off meeting outwith the PTP meetings to discuss the local industry groups. All the groups are volunteer-led with limited financial & human resources. The meeting would be to discuss how communication and engagement with local

tourism businesses could most efficiently be achieved to ensure that industry views are fed in to discussions.

Action: Industry representatives interested in being involved to contact [Caroline Warburton](#). Additional comments to [David Smythe](#).

Industry Updates

- **Sue Cole, BEPTA:** Destination is marketed as [Cateran Country](#). VisitScotland iCentre in Blairgowrie is now closed and BEPTA who own the building are looking for a new tenant. Businesses in the area had highlighted that there appears to be problems with connectivity in the region. Also Blairgowrie Community Market which runs from April is to be featured in Lonely Planet's Great Britain Travel Guide (to be published in May 19).
- **David McCann, Crieff Succeeds:** David has recently started as the new Crieff BID manager and highlighted the strength of Crieff to promote itself as a food destination.
- **Stuart McLaren, Crieff & Strathearn Tourism Association:** serious concerns raised by local businesses about [closure of A822 in Crieff by SGN for six weeks](#) in the school summer holidays to replace old gas pipes. A business survey indicated anticipated losses of almost £2m.
- **Joyce Kitching, Historic Environment Scotland:** *see attached update provided.*
- **David McLeod, Culture Perth & Kinross:** onward development of Perth City Hall has been recently approved by councillors. New exhibition "[Only In Whispers – The Myths and Legends of Perthshire](#)" will open on March 16th until 9th June (#CPKwhispers). At present we are running a [competition](#) which closes on Feb 6th. Also holding a number of library events as part of LGBT History Month events over February ([GLOW: LGBT History Month Exhibition](#), [An Evening of Film – 'Call Me By Your Name'](#), [Drag Queen Story Time](#) and ['PRIDE' \(2014\) Film Showing](#))

Dates for Diary

- Weds 6 February, Murrayshall Hotel, 6pm – 8.30pm: [Let's Get Solheim Cup Ready – Industry Event](#) (free)
- Tues 19 March, Dundee Rep, 9am – 2pm: [Regional Tourism Conference](#) (small registration fee)
- Tues 9 April, RSPB Loch Leven, 5.30pm – 7.30pm: VS Industry Event to showcase new accessible heritage path & facilities at RSPB Loch Leven (details tbc) **NB: THIS EVENT HAS BEEN POSTPONED - TO BE RESCHEDULED**
- Thurs 14 March, SEC, Glasgow, all day: [Scottish Tourism Alliance Signature Conference](#)
- Thurs 14 March, EICC, Edinburgh, 6.30pm – 9.30pm: [Scottish Thistle Awards](#)