**Perthshire Tourism Partnership**

**Terms of Reference 2018/19**

**1. Background**

Perthshire Tourism Partnership was established in XXXX to bring together tourism associations, stakeholders and public sector organisations based in Perth & Kinross to discuss strategic themes relating to tourism in the region.

Through this forum, Perthshire Tourism Partnership partners are tasked with aligning regional strategies with the objectives of the national tourism strategy **Tourism Scotland 2020** (TS2020).

TS2020’s vision is "*to make Scotland a destination of first choice for a high quality, value for money and memorable customer experience, delivered by skilled and passionate people*”. The mission is to “*grow visitor spend by £1bn from £4.5bn in 2011 to £5.5bn in 2020*”.

**2. Aim and Objectives**

The aim of the Perthshire Tourism Partnership is to:

*To provide a forum where tourism leaders from the private and public sectors in Perth & Kinross can meet to discuss, share and influence tourism issues in the region and ensure that activities continue to align with local and national tourism strategies.*

Through its partners, the Partnership will:

* enable and facilitate engagement between the tourism industry and the public sector and other key stakeholders as appropriate;
* support the development, delivery and alignment of Perthshire’s tourism strategy and other partner strategies and ambitions;
* facilitate opportunity for the sector to come together in the spirit of collaboration to network, share ideas and hear updates from within and beyond the region;
* gather insight through PTP partners on key strategic issue such as skills development, product development, investment in infrastructure and marketing.

**3. Structure**

Perthshire Tourism Partnership hosts up to four meetings a year, and where required supports an annual event programme including an annual conference as part of Scottish Tourism Week.

**4. PTP Partners**

Perthshire Tourism Partnership is chaired by a senior industry representative. The current Chair is David Smythe of Cloag Farm Cottages Self-Catering.

PTP partners comprise of both private and public sector representatives from the following organisations:

**Industry Representation**

* Blair Atholl Tourism Association
* Breadalbane Cooperative
* Crieff & Strathearn Tourism Association
* Crieff Succeeds
* Dunkeld & Birnam Tourism Association
* Federation of Small Businesses (local representative)
* Glenshee Tourism Association
* Golf Perthshire
* Loch Leven Tourism Forum
* Perth City Centre representation (currently no organisation)
* Perthshire Chamber of Commerce
* Perthshire Business Tourism Group
* Pitlochry Partnership
* Rannoch & Tummell Valley Tourism Association
* Visit Aberfeldy
* Visit Cateran Country

**Public & Third Sector Representation**

* Perth & Kinross Council (officers and elected members)
* VisitScotland
* Perth & Kinross Countryside Trust
* Historic Environment Scotland

**For Consideration – to include or not to include**

* Scottish Enterprise
* Cairngorms Business Partnership
* Cairngorms National Park Authority

Stakeholders on PTP will be reviewed regularly. Other associations, organisations and individuals may be invited to join for individual meetings or on a more regular basis. This is at the discretion of the Chair and Secretariat.

If required, short-term working groups may be formed.

**5. Commitment by PTP Partners**

PTP members are appointed as representatives of an industry organisation or sector. Deputies are permitted.

Members (or their deputies) are expected to:

* regularly attend PTP meetings (at least 2 per annum)
* represent the businesses they lead at PTP meetings, seeking grassroot views.
* share news, insights and information received via PTP to their representative groups
* take a positive/constructive approach to their involvement and act as an ambassador for PTP and the sector

**6. PTP Secretariat**

Perth & Kinross Council and VisitScotland will provide administrative and if necessary financial support to the PTP. Secretariat of any sub groups formed will be agreed on a case-by-case basis.

**7. Key Contacts**

* **Perth & Kinross Council:** Suzanne Cumiskey, Business Development Project Officer [scumiskey@pkc.gov.uk](mailto:scumiskey@pkc.gov.uk)
* **VisitScotland:** Laura Brown, Industry Communications Executive (East) laura.brown@pkc.gov.uk

**CW - I would suggest removing this section for now**

Communications/Call to action all needs updating, especially as vs.org not playing anymore.

Perthshire Tourism partnership has various communication channels to keep you updated on regional developments. These include:

Sign up to our monthly eupdates

<http://visitscotland.briefyourmarket.com/Default.aspx>

This will need updating once we have the link and know what is being sent out

Join the Perthshire Business Facebook group

<https://www.facebook.com/groups/VSPerthsireBusinessGroup/>