

Note of Meeting Perthshire Tourism Partnership 3 November 2020

Attendees

Alexandra Winton, Glenshee and Strathardle Tourism Association
 Alan Graham, Perth & Kinross Council
 Adrian Blundell, Dunkeld and Birnam Tourism Association
 Constance Boddice, Perth & Kinross Countryside Trust
 Caroline Warburton, VisitScotland
 David Smythe, Perthshire Tourism Partnership/Owner Gloagburn Cottages
 (Chairperson)
 George Laurie, TRACKS
 Joyce Kitching, Historic Environment Scotland
 Councillor John Duff, Perth & Kinross Council
 Jonathan Wilson, Visit Aberfeldy Tourism Association
 Kate Hunter, Glenshaw and Strathardle Tourism Association
 Peter Crane, Cairngorm National Park Authority
 Roy Jenney, Culture PK
 Rhona Metcalfe, Blair Atholl & Area Tourism Association
 Suzanne Cumiskey, Perth & Kinross Council

	Note of Meeting	
1	<p>Welcome and Introductions David Smythe, Chair Perthshire Tourism Partnership welcomed everyone to the meeting.</p>	
2	<p>Local Tourism Association Updates (LTAs) Key points/challenges raised by Chairs of LTAs were</p> <ul style="list-style-type: none"> All reported the ongoing challenge of operating a business in an environment of change and uncertainty. Continuing difficulties to keep up-to-date with information and actioning and responding to conflicting guidance across the four nations. Perthshire placed in Tier 2 under the Scottish Government Five Tier Strategy. In terms of marketing businesses can market to visitors in either Tier 1 or Tier 2. This has resulted in immediate cancellations from those in Tier 3. Self-catering businesses were performing better than bnb/guest houses, although they were impacted 	See attached LTA Update document 03 11 2020

	<p>significantly by the one household rule which resulted in cancellations (particularly for large self-catering properties).</p> <ul style="list-style-type: none"> • Hospitality businesses negatively impacted by brake restrictions impacted on operating hours and ability to sell alcohol indoors. • Permanent hotel closures across the area were reported. • Businesses quick to adapt operations and many had utilised outdoor spaces creatively, using on-street or other options to create space for residents & visitors. However, this is now difficult to operate outdoors in winter. • Increase in use of cafes across the area reported with people now unable to meet indoors in their own household, using cafes and adhering to rule of six. • Huge concern over winter bookings with new SG Strategic Framework placing several local authority areas into Tier 3 causing cancellations/day trips etc. • Challenge to communicate what is on and when. • Retail performing well in some areas with reports of strong footfall & shop-in-person. Push on the #lovelocal #shop local messaging (https://lovelocal.scot/) • Community events/coffee mornings/fundraisers had impacted on community fundraising efforts due to the pandemic and in some cases age demographic of volunteers. Businesses are stepping in to fill this gap. • Outdoor walking and cycling trails have been busier than usual and demand for experiences further into the season. • Whilst difficult to plan, we must be ready for Easter 2021 to make the most of the next season. • Positives are that new tourism products are in development across Perthshire with River Tay Way led by Perth&Kinross Countryside Trust, longest safari zip line in development by Glenshee Ski Resort, Scottish Crannog Centre redevelopment at Dalerb. • Blair Atholl & Area Tourism Association have a new resident, business and community partnership in development which is being supported by Cairngorm National Park Authority. • Blairgowrie & East Perthshire Tourism Association have a new Chairperson Murray Scott. 	
3	<p>Perth & Kinross Council Update Alan Graham, Team Leader Place Development, Perth & Kinross Council</p> <p>AG provided update on the Perth & Kinross Economic Wellbeing Plan. The Covid-19 Business Support Task Force was established in March 2020 to coordinate business support and advice to local businesses.</p>	

The Task Force has developed a draft [Economic Wellbeing Plan](#) for Perth and Kinross (2020-2028). This is a fluid document with three strands of [People, Business and Place](#). A draft plan was finalised in September 2020 following consultation with industry and will go to Perth & Kinross Committee on 16 December 2020 for approval.

The plan has short, medium- and long-term actions. The Economic Development Team have been delivering on the short term immediate actions including processing of Business Support Grants, offering [guidance and support for re-opening](#), running a Destination Marketing Campaign 'Live Life Well' (currently paused) and contributing to the Inconsiderate Camping multi agency efforts including options for visitor management for 2021.

Part of these efforts include developing and submitting applications to the Rural Tourism Infrastructure Fund. Council officers have been working closely with partners and submitted two applications. Announcements are expected by 15 December 2020.

The two projects submitted were:

River Tay Way, Aberfeldy Car Park

New toilet block & shower block, waste disposal points for camper vans, River Tay Way information point. Application led by Perth & Kinross Countryside Trust.

Loch Leven Heritage Trail

New toilet block, including changing places toilet and accessible toilet, increased car parking including disabled parking, vehicle charging points. Application led by RSPB Loch Leven.

The third project led by Loch Rannoch Conservation Association (LRCA) to support a package of measures including two toilet blocks, one at Carrie and one at Kilchonan Car Park, with waste disposal points and recycling points. Although council officers have been working extensively with the LRCA, some elements of the project were incomplete at the point of the RTIF deadline. PKC will continue to support the group towards a future application.

Commercial Property Regeneration Fund

Perth & Kinross Council recently launched was the Commercial Property Regeneration Fund

<https://www.investinperth.co.uk/support/commercial-property-regeneration-fund/>

	<p>Tay Cities Deal Tay Cities Deal is unsigned. https://www.taycities.co.uk/</p>	
4	<p>VisitScotland Update Caroline Warburton, Regional Leadership Director (East) There are 450 businesses in Perth & Kinross signed up to the Good-to- Go Scheme initiative. VisitScotland.com has 1064 businesses listed for Perthshire however only 243 have updated their link with this information. VisitBritain have developed a Good-to-Go map of all businesses signed up to the scheme. https://www.visitscotland.com/about/practical-information/good-to-go-scheme/</p> <p>COVID 19 Consumer Tracking Report published 16 October 2020 which shows consumer confidence has dipped significantly and is lowest amongst retirees. Families and Pre-nesters most likely to take a short break in winter, retirees least likely. Booking window very short and as such challenging for businesses.</p> <p>https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/weekly-tracker/covid-19-consumer-tracking-report---scotland-level-summary-31st-august-2nd-october-2020-final-1.pdf</p> <p>Continuing with the Only in Scotland campaign, national marketing is on pause as negative sentiment was starting to be seen. Regional video produced for Perthshire. The Live Life Well paid Facebook campaign was performing well however is now paused in line with VS activities. Key themes for autumn were City-Plus and Rural Escapes. VS looking at a winter advocacy campaign to encourage Scots to support local.</p> <p>Request to encourage members of local tourism associations to</p> <ul style="list-style-type: none"> • Keep social media up to date • Sign up to the Good to Go Scheme • Update business listings on visitscotland.com • Join VS Perthshire Business Facebook Group • Sign up for VisitScotland Industry newsletter 	See attached VisitScotland presentation
5	<p>A.O.B.</p> <p>Perth & Kinross Countryside Business Support Schemes https://www.pkct.org/business-support-schemes</p> <p>Perth Sustainable City Webinar</p>	

	https://hopin.to/events/perth-the-most-sustainable-small-city-in-europe-day-1	
6.	D.O.N.M. 10 December 2020	