**PERTHSHIRE TOURISM PARTNERSHIP**

**NOTE OF MEETING**

**6 October 2022**

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| Adrian Blundell | Dunkeld and Birnam Tourism Association |
| Bailie Michael Williamson | Perth & Kinross Council |
| Caroline Warburton | VisitScotland |
| Constance Boddice | Perth & Kinross Countryside Trust |
| Councillor Noah Khogali | Perth & Kinross Council |
| David McLeod | Culture PK |
| David Smythe | CHAIRPERSON Perthshire Tourism Partnership |
| Janet Hunter | Growbiz |
| Jonathan Wilson | VisitAberfeldy |
| Laura Brown | VisitScotland |
| Ross Dempster | Perthshire Adventure |
| Sarah Russell | Great Perthshire Regional Food Group |
| Suzanne Cumiskey | Perth & Kinross Council |

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|  | **PERTH AND KINROSS COUNCIL UPDATE** SHORT TERM LETS LEGISLATION; earlier this year the Scottish Parliament approved legislation to introduce a new mandatory licensing scheme for short term let properties from 1 October 2022. After 1 October 2022, new operators of short-term let accommodation must have a licence before taking any bookings or receiving guests. This also applies to existing operators who establish new short-term let accommodation after 1 October 2022. If you are an existing host or operator (operating before 1 October 2022) you can continue to accept bookings and receive guests while your application is being determined and have until 1 April 2023 to apply for a licence. Further information on the local licensing scheme is available now on our website at [Short Term Lets - Perth & Kinross Council (pkc.gov.uk)](https://www.pkc.gov.uk/article/22511/Short-Term-Lets?fbclid=IwAR23_J0Rpm0RH9ZV79taHVRYPErmOvQ5ETN50w5Cwm8L75B_S0faxSks-Xk)   * **SCOTLAND’S DEPOSIT RETURN SCHEME**. Scotland’s Deposit Return Scheme will go live on 16 August 2023. The UK’s first deposit return scheme will go live across Scotland helping to recycle single use bottles and cans every year. [https://circularityscotland.com/](https://l.facebook.com/l.php?u=https%3A%2F%2Fcircularityscotland.com%2F%3Ffbclid%3DIwAR1fet-3wiFOriMQt4ssUx8vnXSnxkULSU4vygguzPZj2kpm3NwYRxHaVcQ&h=AT0mw9x8pEQPk1ObjjSPL_X8wdiUnSnAF5E2jpu_FJPCXzPStIzCRlBGS3N05E0lmvfZ5dmPHBNvDr25uVW3rBJZYG-UBbOoOGSgVR53Yt7ht5tulZHkpn30jwFuo5io4A&__tn__=-UK-R&c%5b0%5d=AT3UAbBiJnjC4bYU_RurGLZGpwRamujxef8O18izG_kpi4PegegrTJVEQw6GLHWf1FOgQY-o1DLx-HErDM4dJwk68WcTbOpgnbFCuLt4OI7pI7GaSmjfvj4nkxPylsVc4Lfo4jbrmd8caNsGSSIXSygzRo-gxS71ZTRQyYHwPMNhnL_5i7iU4p-I7JzPG8Gb8PEFupCycCpKKjMxk5I4_Vs) PKC Waste Services are leading on this. * **EVENT TOURISM.** Major Events & Festivals are back. PKC working to deliver Royal National Mod 2022 in October with anticipated 7500 visitors; Enchanted Forest celebrates 20th Anniversary, sold out; Christmas Programme; will be launched end of November, Switch On 19 November 2022. City of Light Plan, latest installation is a Nathan Coley in Cut log vennel * **PERTHSHIRE TOURISM PARTNERSHIP.** Date of next meeting 17 November 2022, 10.00-12.00 at Birnam Arts and Conference Centre |
|  | **VISITSCOTLAND UPDATE**   * **Royal National Mod / Enchanted Forest:** helping to support these events through our VS channels * **Scotland is Calling:** global campaign: next phase UK & US launched in September with a further phase in January. Content to all markets will continue to be promoted through our owned channels (i.e., social media, VS.com, enewsletters etc) * **Visitor Management:** VS leads the ‘awareness raising’ subgroup within this multi-agency national partnership and has once again led on the national ‘Keep Scotland Unspoiled’ campaign with partners. The most recent phase ran from July – September. More info here: <https://www.visitscotland.org/news/2022/keep-scotland-unspoiled-phase-two> * **Scotland’s UNESCO Trail** (nearest designations are Dundee City of Design and The Forth Bridge): A paid campaign is underway, promoting the 13 place-based designations to potential visitors in UK & Ireland, Germany and France. The campaign will run across social media channels and include display advertising and a publishing partnership with travel magazine, Wanderlust. CW wanted to flag that although Perth as UNESCO City of Craft and Folk Art is not currently on the Trail, it is in the pipeline to be added at an appropriate stage. More info detailed here:   [Scotland's UNESCO Trail marketing campaign - News | VisitScotland.org](https://www.visitscotland.org/news/2022/unesco-marketing-campaign)   * **Days Out Campaign:** The marketing team have been liaising with ASVA and other partners to look at autumn/winter activity to support visitor attractions. An ‘offers-led’ promotion is underway. More info detailed here: [Great Days Out in Scotland Campaign - Opportunity Advice | VisitScotland.org](https://www.visitscotland.org/supporting-your-business/marketing/opportunities/great-days-out-campaign) * **Quality Assurance:** The Quality & Tourism Advisors are back out and doing face-to-face QA visits. Catching up on the backlog. * **Short Term Letting Advice:** The short term lets licensing scheme is being led by Local Authorities, however VS have provided some guidance here: <https://www.visitscotland.org/supporting-your-business/advice/short-term-lets-legislation> * **Scottish Thistle Awards**: 13 Perth and Kinross businesses were shortlisted as finalists within the Central, Tayside and Fife region. More info detailed here: [Scottish Thistle Awards (eventsair.com)](https://visitscotland.eventsair.com/thistleawards2022/regional-finalists). The winners will be announced on 27th October 2022 |
|  | **GREAT PERTHSHIRE REGIONAL FOOD GROUP**   * Great Perthshire Food & Drink Festival 2022, 65 businesses participated in 2022. Festival has not yet been evaluated. * B2B Event Programme underway, informal meet ups at Summer Harvest Oil. Looking at a local event to brief businesses on Deposit Return Scheme, new legislation which will come into effect August 2022 * Great Perthshire Cookbook is in development with Meze. Launch of Great Perthshire Cookbook at Aberfeldy Watermill in December 2022 ahead of Christmas, 20 businesses signed up to participate, mix of City & Rural businesses * Discussion about farmers markets and what is the future of farmers markets going forward given ongoing cost of living crisis * The Yard Market is held last Sunday of the month. Typically showcases creator. Makers. September’s market was focused on food & drink as part of the festival. It is an accessible market for producers, the fee to participate is reasonable. 400 attendees usually. * Website audit is to take place and website will be redeveloped. |
|  | **CULTURE PK**   * Culture Perth and Kinross have launched 2 new exhibitions, *are you going to the dancing?* And *A Lost Community:* *Muirton of Ardblair*. Both exhibitions are on at Perth Museum and Art Gallery until 23 December 2022 * CPK also unveiled a new display celebrating 100 years of Georgina Ballantine catching the largest ever rod caught salmon featuring new items and objects loaned to the museum by Miss Ballantine’s family. Links with Scotland’s Year of Stories. * CPK also released their Autumn/Winter What’s On events program. The full list of events detailed here <https://www.culturepk.org.uk/whatson-search-results/?event=aw2223> * CPK are running the Warm Places Scheme * New general manager for Perth Museum has been appointed, Katy Jack. |
|  | **VISIT ABERFELDY**   * AGM October 2022 – Will be discussing future of VisitAberfeldy, engagement has been low with the tourism association * Considering what the membership model should be post covid * Taymouth Castle have been actively engaging with residents and communities and the situation has improved. * Residents are monitoring this closely. * Feedback has been positive about the levels of visitors in the area   **GROWBIZ**   * Enquiry levels are very high, especially from tourism and hospitality businesses * Enquiry levels are also high in relation to short term let legislation * Perthshire Talks Tourism on STL in September was welcomed |
|  | **PERTHSHIRE ADVENTURE**   * Lack of engagement with Perthshire Adventure the collaborative group for outdoor adventure * Previously set up to sell direct to customers, handpicked adventures ( visitor experiences) * [Perthshire Adventure | Home | Outdoor Activities in Highland Perthshire (perthshire-adventure.scot)](https://www.perthshire-adventure.scot/) * Outdoor providers are often micro businesses and time poor, however noted engagement was strong during last two years during pandemic * Previous funding Scottish Enterprise & Smart village Project. * Looking at a new structure/membership models – initial thoughts to act as B2B voice for Perthshire |
|  | **A.O.B.**   * Scotland’s National Tourism Conference 9-10 November 2022   [Scotland’s National Tourism Industry Conference 2022 (scottishtourismalliance.co.uk)](https://scottishtourismalliance.co.uk/scotlands-national-tourism-industry-conference-2022/)   * UNESCO City of Craft, JH asked what was the basis of the application, what does it mean for the area? Useful to know if asked what it is. Whilst the designation has been achieved, it is not clear yet what the product is, or what it could be. The Cultural Services team have all been focusing on the Mod and next will be UNESCO. |
|  | **D.O.N.M**   * 17 November 2022, 10.00-12.00 |