

**Perthshire Tourism Partnership
Minutes of Meeting held on 10 July 2008
Huntingtower Hotel, Perth**

In Attendance

Scott Edwards; Geraldine Balfour; Cllr Willie Wilson; Ben Notley; Stephen Ballie; Alan Graham; David Smythe; Jane Grimley; Cllr Alasdair Wylie; Kirstie Crear; Ian Brown; Chris Maguire ; Margaret Wearmouth; Tracy Logan

Item 1 - Chairman's Welcome and Apologies

Apologies were given for Richard Pinn, Chris Maguire attended in Richard's place.

Round the table introductions were carried out.

Item 2 – Matters Arising/approval of minutes

- 100K Welcomes training has been moved to October with Ian Hunt as the trainer
- The action group set up to review Destination Development and Future Values documents and existing area action plan and to identify key area priorities have not met. Scott Edwards to follow this up with Richard Pinn

Item 3 – ERDF Tourism Development project

Alan Graham updated the group on background and progress of the ERDF Tourism Development project. The aim of the project is to unlock the economic potential of rural areas in Perthshire and Angus. The project will focus on four key tourism product portfolios:

- Activity tourism
- Ancestral / heritage tourism
- Food and Drink tourism
- Freedom Tourism

It is a 3-year project with 3 phases. The first and current phase will be an audit looking at what is already available in the area and will identify gaps and opportunities. The second will be a support and development phase and the third will be a marketing phase.

Alan circulated a project summary document to the group and will keep the group informed of progress with a further update in due course.

Item 4 – Update on Homecoming Scotland

Chris Maguire gave an update on Homecoming Scotland 2009. With the programme of events launched it is now important to use available channels and opportunities to raise awareness of HS09. Chris talked about the various 'tools' that are available for the Partnership and other stakeholders to use to help promote HS09 and local events including:

- Events engine ('What's On' module)
- Promotional toolkit (including logos, brand guidelines, branded buttons, banners etc)
- E-cards on the homecomingscotland2009.com website

ACTIONS

Scott
Edwards
Action

- Posters ('empty belly') into which stakeholders can insert their own specific HS09 related messages
- Sections on the homecomingscotland2009.com website dedicated to local authority areas, which nominated staff can content manage themselves
- Homecoming Scotland 2009 programmes

Chris circulated a Homecoming Scotland update document and a Homecoming Scotland programme of events to the group.

It was noted that it would be useful to have an inventory of local events taking place that could be linked with the HS09 events to enhance the overall offering in Perthshire.

Cllr Wilson also raised the point that College / University could promote the HS09 messages / information to alumni. VisitScotland is in the process of identifying opportunities and channels to enhance awareness of HS09. Tracy Logan (VisitScotland) to get in touch with Cllr Wilson for further information.

There also followed a discussion on the development of a whisky trail. Jane Grimly reported that Dewar's and other whisky companies had been working on a project looking to develop a whisky trail but that due to external business factors there was not much enthusiasm from the various partners to develop a trail. Scott Edwards felt there was still scope to develop the whisky product in the area for mutual benefit and said that he was happy to set up another meeting to discuss potential opportunities further.

Item 5 – VisitScotland Update

Chris Maguire gave an update and overview of the VisitScotland restructure including the driving force for the changes; the purpose and profile of VisitScotland, objectives of the restructure and the new customer groupings around which the organisation is now structured. Chris also gave an update of key VisitScotland staff who have a Perthshire remit. A booklet containing this information was circulated to the group.

A discussion followed this update where various members of the group made the point that there have been positive results from the VisitScotland reorganisation but that there was a need to build up contact between VisitScotland and local businesses. Members of the group felt it would be particularly useful to build up contacts with TIC staff again. Margaret Wearmouth said that she would provide a list of local TIC staff to the group for their information. Margaret also noted points made about TIC staff visiting local attractions / accommodation to further build their awareness of local products and services and generally about VisitScotland contact with businesses and will follow this up with Patrick O'Shaughnessy, Regional Business Development Manager for Tayside.

Geraldine Balfour also suggested that the College and VisitScotland could work together on a 'road show' type activity around Perthshire to help raise awareness of local tourism products and services.

ACTIONS

Tracy Logan
Action

Scott Edwards
Action

Margaret Wearmouth
Action

Margaret Wearmouth gave an update on tourist information services in the area. Overall performance for the area saw visitor numbers and retail spend were down slightly with the exception of Dunkeld TIC where visitor number to the TIC and retail spend were up.

Margaret also highlighted the categorisation activity that was taking place across the TIC network, which will see TICs grouped into gateway, strategic and local TICs. Results from the categorisation activity should be available at the end of September but it is business as usual across TICs for now. Margaret will keep the Partnership updated on the outcomes of the categorisation.

It was noted that the TIC network was a key part of the VisitScotland SLA with Perth and Kinross Council and Cllr Wilson said that a meeting should be held in the next few weeks regarding the future of Perthshire's TICs, in particular Crieff and Dunkeld TICs.

Chris Maguire provided the group with a document detailing VisitScotland marketing activities for Perthshire for members to read in their own time.

Item 6 – Round Table Updates:

Scottish Enterprise

Stephen Baillie gave an update on the restructure of Scottish Enterprise and their account management system. A priority industry team has been created to look after priority industries, which includes tourism. Stephen will continue to cover tourism in his role at Scottish Enterprise.

Key themes for tourism include:

- Leadership Skills – such as master classes at Gleneagles and other conferences.
- Destination Development – Destination Perthshire, Countryside Trust, Big Tree Country, Enchanted Forest and Cittaslow
- Project Development of national and strong regional projects.

Perth & Kinross Council

- PKC Economic Development has a sub-team looking after events and tourism, particularly events funding, health, safety and welfare and co-ordination of events. Ongoing and forthcoming events include:
 - Perth Festival of Arts
 - Scone Palace Highlander event
 - Blair Horse Trials
 - Perth Races
 - Amber Pitlochry
 - Enchanted Forest
 - International Youth Tattoo
 - International Rally Challenge (Support from EventScotland)
 - Six days of orienteering, campsite at Perth Racecourse

ACTIONS

- Perth 800 programme 2010 - an event programme is being developed. Further updates will be given to the Partnership in due course.
- PCCM now part of PKC
- Perth & Kinross now has Cittaslow status and there is a need to grow awareness of this. A series of weekends has been organised for September with a focus on Food, farmers' markets and access to the countryside. Alan suggested that it might be worth discussing with David Smythe, how local food / farmers markets could be promoted through self-catering providers. A business accreditation scheme is being developed to give appropriate businesses in Perthshire Cittaslow 'supporter status'. A Cittaslow communications plan, running through to March 2009, has also been developed.
- Perth & Kinross Council has published a Perthshire magazine, promoting the region as a great place to work, live and visit.

Cllr Wilson noted that the recent Elton John Concert at McDiarmid Park was a great success and really established the venue as a great location for such events, with good parking facilities and accessibility. The concert was a great boost for the area with accommodation and eating places busy.

David Smythe asked if there was going to be any follow up on the value of the concert for the area. Alan Graham noted that such an evaluation had not been agreed to take place but it could be asked if any such information was available.

Alan
Graham
Action

Perth College

- Geraldine Balfour gave an update on the launch of the 'Our Perthshire' CD – a presentation style CD aimed at the tourism and hospitality business sector that can be used as a staff induction or coaching tool. Around 200 people attended the launch. Learn Direct Scotland and PCCM are helping to roll the CD out to local businesses. The CD was also promoted at the recent STF event at Perth Racecourse.
- Migrant worker training at Perth College – Migrant workers now need appropriate training before they can gain entry to the UK for work purposes. Geraldine also highlighted issues relating to the training and sustainability of migrant workers as more are going back home to work.
- Hospitality academy – initial discussions have been had regarding a proposal for a hospitality academy for Pitlochry to help with recruitment and retention of hospitality staff.

Item 7 – Area Tourism Partnership review / area tourism strategy

The ATP review will look at how ATPs work and best practice across the country. Following the review recommendations will be suggested.

Ian Brown raised the point that while Highland Perthshire was well represented, the Perthshire Area Tourism Partnership lacked representation from some areas of Perth and Kinross. Ian felt that it would

be beneficial if there was wider representation from other local tourism associations and offered two proposals

- 1. That representatives from each of the 8 local tourism associations would be able to attend the Partnership meetings.
Or if 8 additional people would be too many
- 2. To agree to having clear geographical membership with an additional 3-4 representatives able to attend the Partnership meetings.

Some felt that 8 additional representatives could be too many but it was agreed that it would be useful to have geographic representation on the Partnership.

Ian Brown suggested then that one representative from Highland Perthshire would be pulled back and that representatives from Crieff/South Perthshire, Blairgowrie and Kinross would be invited to attend the Partnership meetings going forward. This was agreed.

It was also reiterated that local groups could continue to be invited to give a presentation at the Partnership meetings when held in their respective areas.

Alan Graham raised the point that it may also be worth including Perth City Centre Action Group. Scott Edwards highlighted the point that Perth Tourism Action Group no longer exists but that there is money left over from this group that needs to be relocated for use. Scott to discuss this with Alan Graham.

A discussion on the Perthshire Area Tourism Action Plan was deferred but Tracy Logan to send a copy of the action plan to members with the minutes so that all were familiar with the document.

Item 8 – AOB

David Smythe asked if there had been any feed back on the Conference organised by Perthshire Tourism Partnership held at Perth Racecourse in February. General feeling was positive, good networking event and good speakers.

Item 9 - Date and venue of next meeting

- Venue - It was agreed to have the next meeting in Aberfeldy, possibly the Fortingall Hotel.
- Date -to be agreed but in approx 3 months - suggested dates for end of September / early October to be circulated.

ACTIONS
<p>Scott Edwards Action</p>
<p>Scott Edwards Action</p>
<p>Tracy Logan Action</p>