

Scottish Tourism Forum Weekly News Digest



23
November 2009

Dear STF,

Welcome to your weekly news digest from STF, the independent forum of Scottish tourism businesses and associations. This digest gives a brief round up of the main stories concerning the industry over the past week.

If you have any comments about any of the issues mentioned in this week's digest I would be glad to hear them. Email ruth.greig@stforum.co.uk

STF News

STF held an TFFC Investment Group this week to look at approaches and potential opportunities for future investment framework to encourage tourism and hospitality across Scotland. STF held it's quarterly board meeting this week in Edinburgh at the Edinburgh Residence - minutes of this meeting will be placed on the members area of our website at the end of November. STF attended an ATP meeting in Aberdeen this week, giving an update of TFFC and the ATP review being conducted by STF - this due to be fully reported with recommendations in the run up to the Scottish Tourism Week.

STF attended the Scottish Enterprise Business Tourism Conference 2009 held in Glasgow.

VAT CHANGE UPDATE: HM Revenue and Customs have now confirmed the arrangements for the 1 January 2010 reversion to 17.5 per cent VAT. The details are available at www.hmrc.gov.uk/briefs/vat/brief6809.htm and there is detailed guidance at www.hmrc.gov.uk/vat/forms-rates/rates/rate-rise-guidance.pdf on the overall changeover, including the handling of deposits.

Scottish Tourism News

15 November 2009 - **Taxpayer to fund £80m bailout for Glasgow Games** - [Times](#)

16 November 2009 - **It's the latest nightspot where all the stars go - the darkest place in UK** - [Scotsman](#)

16 November 2009 - **Tall Ships look for sponsorships** - [Shetland Marine News](#)

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16 November 2009 - **New proposals to save lifeline filling stations** - [Press & Journal](#)

16 November 2009 - **Park to go down electric avenue** - [BBC](#)

16 November 2009 - **St Kilda features on new banknote** - [Press & Journal](#)

16 November 2009 - **Raising alcohol price to 60p a unit would save 900 lives a year - expert** - [Scotsman](#)

16 November 2009 - **Campsie park 'worth £500m'** - [Evening Times](#)

16 November 2009 - **Proposals to change Fort waterfront may be altered** - [Press & Journal](#)

17 November 2009 - **Forth bridge legislation unveiled** - [BBC](#)

17 November 2009 - **Winter tourism campaign launched** - [Press & Journal](#)

17 November 2009 - **Rail chief: Glasgow-London trains may be cut** - [Scotsman](#)

17 November 2009 - **Coupled to inflation - fares to fall** - [Scotsman](#)

17 November 2009 - **'No growth' for economy next year** - [BBC](#)

17 November 2009 - **Budget hotel rivals hit the capital** - [Scotsman](#)

18 November 2009 - **New Forth crossing to go ahead despite concerns over cost and environment** - [Times](#)

18 November 2009 - **Royal Mile highlight of Hogmanay party** - [Scotsman](#)

18 November 2009 - **Edinburgh top in best value study** - [TravelDailyNews](#)

19 November 2009 - **Venues for 2014 'behind schedule'** - [BBC](#)

19 November 2009 - **Scots hydro plant planned** - [Scotsman](#)

19 November 2009 - **Holyrood will be asked for second bailout of debt-ridden clan event** - [Scotsman](#)

19 November 2009 - **Six Scottish quango bosses are paid more than the PM and First Minister** - [Herald](#)

19 November 2009 - **Inaugural Rally of Scotland to begin** - [STV](#)

19 November 2009 - **Plans 'progressing' to reopen Hill of Tarvit** - [Fife Today](#)

19 November 2009 - **Fort to get £317k town centre boost** - [Lochaber News](#)

20 November 2009 - **Luxury Scottish hotel finally opens** -

HIT Scholarships

STF Swine Flu Web Poll - please cast your vote!

STF is running a web poll on the current impact of Swine Flu on tourism. Please vote and tell us if Swine Flu has affected your business. [Click here](#) to complete the web poll.

Swine flu: the definitive guide. [Guardian](#)

Health Secretary Nicola Sturgeon announced plans for the second phase of the H1N1 vaccination programme [19 November 2009](#).

Events

26 November 2009

**Profit from Knowledge Seminar
Golf Tourism Scotland
10.00 - 4.30**

Fairmont St Andrews Resort.

Operating effectively and efficiently is a 'must' in today's economic climate.

One way of achieving this is by working more closely with others in golf tourism through establishing relationships and maintaining them.

This seminar is to provide advice, guidance, practical assistance and inside information that should help mutual understanding and highlight the possibilities for tour operators and accommodation providers to work more closely together. Additional seminars will follow, bringing together the other sectors of the Scottish golf tourism industry.

Golf Tourism Scotland members: £25 non-members £40. For more information contact Jamie Gardner T 01334 479 500 or email secretary@golftourismscotland.com

26 November 2009

**2.00 - 5.00pm
Developing your Business & Your Team**

**Institute of Hospitality
Robert Gordon University
Faculty of Health and Social Care
Building, Aberdeen**

Join IoH for an informative and interactive afternoon with presentations from: IDeaS - Revenue Optimisation; Business Environment Partnership; Institute of Hospitality Management Qualifications; Scottish Enterprise; Johnston Carmichael - Accountants and Business Advisers; Hospitality Assured; VisitScotland.

[Travelmole](#)

UK Tourism News

15 November 2009 - **High speed chief says Newcastle central to new rail line** - [Sunday Sun](#)

17 November 2009 - **Tourist businesses VAT cut call** - [BBC](#)

18 November 2009 - **Halloween boost to sales figures** - [BBC](#)

18 November 2009 - **Airline warning over 'unfair' tax** - [BBC](#)

20 November 2009 - **Ryanair expands in UK regions** - [Scotsman](#)

International Tourism News

16 November 2009 - **BA cabin crew strike ballot starts** - [Travelmole](#)

16 November 2009 - **BA-Iberia 'like two drunks trying to prop each other up'** - [Travelmole](#)

16 November 2009 - **Bmi slots fail to attract buyers** - [AirCargo](#)

17 November 2009 - **Easyjet sees profits drop by 50%** - [BBC](#)

Want to make a difference to Scottish Tourism?

Want to make a difference to Scottish Tourism? Appointment to the Board of VisitScotland.

VisitScotland has a vacancy arising in 2010 for a new Chair, and invites applications from people with skills, knowledge and experience which can be applied to promoting the tourism industry in Scotland. The work is interesting and challenging and offers an unrivalled opportunity to contribute to prosperity and economic growth in Scotland. **Closing date 27 November 2009**

www.appointment-for-scotland.org

2 December 2009 - Open Meeting "Combining Forces, Building for Success"



Venue: Eden Court Theatre, Inverness

Timing: 11am - 3.30pm

Tourism requires a collective approach that allows local tourism businesses to contribute effectively to the local economy with a focussed support from the public sector in that particular area. There is a need for entrepreneurship, creativity, innovation and a sense of community both locally and nationally. In Scotland it is recognised that investment is essential as a means of supporting growth

across the industry and accessibility is the key element that impacts on the tourism offer across Scotland.

Iain Herbert, CE, STF will be reporting on the review of the framework for change and the next step forward. Iain will discuss the TFFC's review on priorities and on accessibility and the focus on skills, leadership and sales and marketing.

This event is free but pre-booking is essential. Please email details to IoHScotland@hotmail.com or call Ishbel Moffat 0131 240 8820

**HIT Scotland Christmas Party
3 December 2009**

Glasgow Crown Plaza Hotel

HIT Scotland is throwing a stylish Christmas party in Glasgow for hospitality workers. The Glitz & Glamour themed party promises fine food and opens with an oyster bar, luxury cheese stall and a jazz band. The evening draws to a close with headline 80s tribute band Vienna. The money raised for the event will support HIT Scotland's hardship and bursary scheme for Scottish students. Tickets cost £68 per person. Visit www.hitscotland.org for more details.

The money will also support the emerging talent scholarship programme that helps to raise aspirations in the industry. Scholarship applications are open to anyone working in the hospitality, leisure, tourism and travel. Entries close on 12 December.

17-20 March 2010

Best of Britain & Ireland Travel Trade Forum

Olympia, London

This event is dedicated to showcasing the wealth of tourism products and destinations from across the UK and Ireland to travel buyers and consumers. The travel trade forum takes place on 17-18 March 2010, with consumer days following on 19-20 March. Each event delivers thousands of engaged visitors and forms the centrepiece of the fourth annual British Tourism Week.

For further details or to book a stand, email Angie Watson

angie@bobevents.co.uk or Madeleine Johnson maddy@bobevents.co.uk or call 020 8563 3249. [Click here](#) for more details

Institute of Leadership and Management Level 4 Programme



Tickety-Boo Scotland
EXPLORE | SOAR | GROW

Tickety-Boo Training would like to invite you to join their Institute of Leadership and Management Level 4

Programme. STF members will benefit from a 20% discount on this interactive and informative 7 day programme held in the St Andrews area September to

- [Scott Armstrong](#), Regional Director, VisitScotland will update delegates on localised marketing for the highlands.
- [Donald MacKenzie](#), Business Gateway Services Manager, Business Gateway, Inverness; will update delegates on funding and business advisory services.
- [Chris Taylor](#), Head of Tourism Food and Drink, Highlands and Islands Enterprise; will update delegates on HIE activities and opportunities.
- [Caroline Williams](#), Business Development Manager, Highlands and Islands Airport; will discuss transport accessibility.
- [Stewart Spence](#), Owner, Marcliffe Hotel; will discuss investment tourism.
- [Jane Gotts](#), Project Manager, Business Club Scotland; will discuss business opportunities in the area.
- [Russell Thomson](#), Highlands Canals Manager, British Waterways; will discuss customer experience.

Delegate rates:

STF members are entitled to one free delegate place and up to three guests at £25+VAT.

Non-member rate: £50+VAT

Inserts:

Members insert: £30 + VAT

Non-members insert: £75 + VAT

Exhibiting:

Members exhibition space (includes one free delegate place) £150 + VAT

Non-members exhibition space (includes one free delegate place) £250 + VAT

Insert and Exhibiting:

Member: £175 + VAT

Non-member: £275 + VAT

For full speaker details and an agenda visit www.stforum.co.uk

To register your delegate place email Elaine Townsend at events@stforum.co.uk

New Members



Small Creek Communications

From strategic public relations to specialised

event management and media relations, Small Creek Communications offer an in-depth knowledge of PR gained through professional qualifications and over 20 years experience across the public and private sectors.

Providing advice as part of an operations plan or forming a campaign around a specific product or event, Small Creek Communications will develop and implement an appropriate public relations strategy within the available budget. Experience in both working in-house and as a consultant.

For more information visit www.smallcreek.co.uk



The Tourism Excellence Consultancy, is a creative young company committed to transforming your tourism business from the inside out.

With over 25 years' experience in the Scottish tourism industry, our dedicated team of experienced professionals delivers a dynamic and unrivalled range of services, tailor made to your tourism business, to maximise your

November.

Designed to improve delegate's performance in the organisation through focus on understanding the management role and developing management skills. This highly practical programme can also generate significant payback for the employer in terms of cost savings and quality improvements in the workplace through work-based assessment. To benefit from this exclusive offer call the Tickety-Boo team on 01786 825200 or email val@ticketybootraining.com or check out our details on www.ticketybooscotland.co.uk

Making the most of STF - member2member scheme

Please tell us of any offers you would like us to forward onto our members and we will feature these on our website, and feature weekly through NewsDigest with a link to the web for more information.

Email ruth.greig@stforum.co.uk with details of the offers you would like us to promote.

*Please note: This offer applies to all subscription paying members of STF.

Visit members' section of our website www.stforum.co.uk for full details of offers.

Launch of Springboard Scotland 24 November 2009 8.30am - 10.30am

**Venue: Prestonfield House,
Prestonfield Road, Edinburgh EH16 5UT**

Stephen Moss CBE, Peter Lederer CBE and Graham Box invite STF members to a VIP Networking breakfast and the launch of Springboard Scotland Business Partnership Programme. The breakfast is a timely one given the recent review of the TFFC and the priorities emerging out of the new Skills Group. One of the most important of these priorities is how we improve the appeal and attract more domestic talent into a career in the industry. This is a priority that STF and People 1st are looking to

potential, productivity and market impact.

Services include (but are not limited to):

- Business coaching
- Benchmarking trips
- Organisation restructuring
- Staff training
- Customer Satisfaction improvement projects
- Team development
- Mystery shopper programmes
- Customer/employee satisfaction surveys
- Industry excellence standards assessment (eg HA, EFQM, Quality Scotland)
- Continuous improvement programmes
- Industry awards applications advice

www.tourismexcellenceconsultancy.co.uk

Bringing best practice to your business

 **Imprint Group**

Imprint Group offer a wide range of in-house print processes including large format digital, multi colour screen and state of the art studios and colour management systems. Our experience in the production of retail point of purchase advertising means that we are in an excellent position to understand your requirements, and completely project manage this service for you.

Imprint Group will be the first in Europe to boast 2 Inca Onset S20 presses before the end of 2009, greater capacity and increased vibrancy of colours means a whole new world of opportunities has been opened up for you.

We feel the responsibility to minimise our impact on the environment and our accreditation to ISO14001 proves this commitment. Quality assured with ISO 9001, prove that Imprint group are the right partner for your business.

Contact us and we will send you one of our sample prints that demonstrates the impact of vibrancy and finish of colour that could further enhance your brand. You have to see it to believe it!

www.imprintgroup.co.uk



Jacobite Cruises

Jacobite Cruises has been sailing Loch Ness for over 30 years with a five star fleet, a passionate crew and a choice of exciting cruise and tour options. Whether our visitors wish to go on a cruise, explore Urquhart Castle or visit the award winning Loch Ness Exhibition Centre, Jacobite has the experience, the enthusiasm, the fleet and, perhaps best of all, provides them with the opportunity to experience the sheer beauty, drama and history of Loch Ness. Jacobite has picked up several awards in recent years including the recent VisitScotland Thistle Award for 'The Extra Mile' for a medium sized business.

For more information visit www.jacobite.co.uk

Springboard Scotland to drive forward. The Business Partnership Programme has been designed to provide direct, cost effective benefits back to you and your business. You will be able to hear first hand from some of our existing Business Partners about how they have gained significant tangible business benefits from their involvement with Springboard and how Springboard are helping to address potential resourcing challenges going forward.

RSVP to Carolyn Baird

carolynb@springboarduk.org.uk to confirm your attendance.

Training Courses



REHIS Elementary Food Hygiene Course - 1 Day - £80

Essential learning for anyone involved in any aspect of food handling
Dates (2009) 26 Nov (exam 03 Dec), 03 Dec (exam 10 Dec)

BIIAB Scottish Certificate for Personal Licence Holders - 1 day - £150

This course is for anyone who wishes to work in a licensed premises or any venue or site where alcohol is sold, for drinking on or off the premises; in a position where they will authorise the sale of alcohol to the public.

Dates (2009) 24 Nov

3 Hour Staff Licensing Training - 3 hrs - £20 (am = 10:00 to 13:00, pm = 13:00 to 16:00)

This course gives completed training records required for all staff in a position where they sell alcohol to the public. The Licensing Scotland Act (2005) becomes law on 01 Sept 09.
Dates (2009) 25 Nov (am), 10 Dec (am)

For more information or to book your place on this programme contact:
Business Development Centre, Perth College
Tel: 01738 877333 Email: info.bdc@perth.uhi.ac.uk



Skills Academy

REHIS Elementary Food Hygiene Certificate (4 March: 9am-5pm, Golf Practice Centre)

Scottish Certificate for the Responsible Sale of Alcohol

(9 Feb, 10am-1pm, Rufflets Hotel)
Emergency First Aid at Work (3 Dec,

Member2Member Offer

Service Assured offer £20 discount off training courses



Service Assured are delighted to offer STF members a special discounted members rate for the Delivering Service Assured programmes due to run in November. A rate of £75 + VAT (reduced from £95 + VAT). Dates are: 12 November - St Andrews, 17 November - Glasgow. For description of the course see 'Training Courses' in

NewsDigest.

To book your place or for more information email info@service-assured.com or T 0131 467 3131

Member 2 Member Offer:

Mount Stuart offer discount on concert tickets and accommodation

27 November 2009

St Andrew's Celebrations with Alyth McCormack, Ceilidh Concert, Marble Hall, Mount Stuart, Isle of Bute.

STF members are offered a special M2M rate £16 (normal rate £20). Stay for 2 or 3 nights at one of Mount Stuart's luxury self catering lodges, Nether Stravannan (each lodge sleeps 8) for 27-29 November (incl.) for a special rate of £350 inc VAT (normal rate £418) per lodge. For further info www.mountstuart.com/hospitality/holiday_lodges

To book your concert ticket Tel 01700 503 877 or email contactus@mountstuart.com quoting **STFStAndrew's09**

Scottish Tourist Guides Association - Blue Badge Tourist Guide Training Course 2010-12

- Do you have a passion for Scotland?
- Can you be an ambassador for Scotland?
- Would you enjoy the freedom and flexibility of being self-employed?
- Can you cope with a demanding part-time University based course over two years, involving considerable self study time?

If you have answered yes to any of these questions we want to hear from you. The Scottish Tourist Guides Association, the organisation for Blue Badge Guides in Scotland is inviting applications for the 2010 intake for guide training at the University of Edinburgh.

Preference will be given to candidates who are fluent in a foreign language, especially French, German, Italian and Central and Eastern European languages.

Whilst we welcome applications from all over Scotland and beyond, there is a particular need for guides willing to work in the North-East of Scotland and the Highlands.

Deadline for applications: 30th November 2009

Application packs available from www.stga.co.uk/become_guide.aspx. For further information please contact our Training Manager, STGA, Norie's House, 18b Broad Street, Stirling, FK8 1EF; direct Tel: 0141 334 3170; email info@stga.co.uk

15 Jan, 9am-5pm, Rufflets Hotel)
St Andrews Standard (14 Jan, 25 Feb, 9 March: full-day, Rufflets Hotel). Booking facilities, prices and more details are available on our website - www.standrewsskillsacademy.co.uk or by contacting us directly: info@standrewsskillsacademy.co.uk or 0845 1300074

Be a HIT: Scholarships

Hospitality Industry Trust (HIT)
Scotland helps continuous development in the workplace.

To keep employees motivated and up to date in key skills, within the competitive world of hospitality, leisure, travel and tourism, HIT Scotland provides scholarships that can take place locally, nationally and internationally.

The Scholarships recognise the need to continually update skills within the industry, enhance personal development and bring fresh ideas back to Scottish businesses to remain at the forefront of international innovations. As a scholar you will potentially spend time working in many operational areas or on structured programmes to gain valuable knowledge that will give you the insight and confidence to get to the next level.

The limited Scholarships are available to all aspiring individuals working within Scottish hospitality (in its broadest sense) and the awards are presented at the annual Emerging Talent conference, which takes place in February. The conference moves around the country and has taken place in Aviemore, Edinburgh, Glasgow, Ratho and the venue for 2010 is The Perth Concert Hall on the 3rd February.

Funds are raised by the industry, for the industry, at events such as the Industry Dinner, 18th March 2010 at the Radisson Hotel, Glasgow.

Scottish Tourism Week

1- 8 March 2010

Visit STF website www.stforum.co.uk to find out full details of next years Scottish Tourism Week 1-8 March 2009.

- 2 March: Industry Dinner, The George Hotel, Edinburgh
- 3 March: STW Conference "Delivering for Scotland", Murrayfield Stadium, Edinburgh
- 3 March: MSP Parliamentary Reception
- 4 March: Skills Conference
- 5 March: STW Seminar "Delivering for Scotland - The Rural Question", Easterbrook Hall Hotel, Dumfries
- 8 March: STW Seminar "Delivering for Scotland - The Highland Question", Drumossie Hotel, Inverness

Visit our website for the agenda, speakers and how to sign up and benefit from Early Bird offers (18 December deadline).

Early Bird Offer Expires: 18 December 2009

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