

Subject: Newsletter from Scottish Tourism Forum



Scottish Tourism Forum Newsletter: October 2009

STF,

come to your latest newsletter from Scottish Tourism Forum, the independent forum for tourism in Scotland.

This newsletter is a survey update for non-members over the period 1st September - October 2009.

Activities

Scottish Tourism Forum continues to grow its membership and reach across Scotland during what has been a solid but challenging year in tourism. Reports of solid numbers have come through from members, however a concern is that margins have been squeezed and some businesses may face a long winter ahead. The Forum has continued to work on the industry's behalf through the review of the Tourism Framework for Change highlighting the opportunities and importance of our industry to the decision makers.

Met with several MSPs over the past few months, discussing the TFFC Committee: Marilyn Livingstone MSP (Scottish Labour) and member of the EET Committee and CPG for Town and City Centre Development; Stuart McMillan MSP and member of the EET committee and CPD for Recreational Boating and Tourism, Gavin Brown MSP (Scottish Conservatives) and party spokesman on tourism.

Has been in meetings to discuss tourism investment banking. The meeting was attended by the Chairman of an Austrian bank along with representatives from RBS and Clydesdale.

Is a member of the Skills Task Force Group, set up by Scottish Government. The Skills Group reported its findings to the EET committee in June and will be published later this month.

Tape News

[Scottish Government](#) is to double the number of Modern Apprenticeships in the hospitality sector by opening the apprenticeship to all ages of applicants.

National Infrastructure projects, including a high speed rail link to London, have been identified in the Scottish Government's [National Planning Framework 2 \(NPF\)](#). Infrastructure Minister Stewart Stevenson said the document outlined a vision for Scotland's development to 2030. It includes a list of 14 national developments with the potential to support economic recovery and increase sustainable economic growth well into the future.

Scottish Government announced the number of board members for Scotland's [National Park Authorities](#) will be reduced as part of the Scottish Government's commitment to streamlining the public sector. A National Parks Strategy Group, chaired by Environmental Minister Anna Cunningham, will also be set up to shape the future direction of

In This Issue

[STF Activities](#)

[Red Tape News](#)

[Industry News](#)

[Regional Blog - Willie Macleod](#)

[Board Profile - David Maguire](#)

[Board Profile - Alan Keith](#)

[Advertisement Feature](#)

[New Members](#)

[Awards](#)

[Events](#)

[Keep in Touch](#)

New Members

- Aberdeen City Council
- Arnold Clark Car Rental
- BETT Associates
- Cowalfest
- Cameron House Hotel
- Crerar Hotels
- DataDriven Logistics
- Dumfries & Galloway Destination Development Organisation
- Elma McMenemy
- Empact Management & Training Services
- Explore Scotland (West)
- Inveran Lodge
- GHABBA
- Klincribs.com
- Liz Young - Marketing Consultant
- Lomond & Clyde Tourist Association
- Mount Stuart Trust Ltd
- North Lanarkshire Council
- MGT Training

Scotland's most iconic areas.

Industry News

Scottish Government has published the report of **Tourism Education and Training Task Group**. STF as a result of this [report](#) will be forming a new industry steering group.

Tourism Intelligence Scotland has recently launched their newsletter 'Ear to the Ground' featuring 'Emerging ideas in the downturn' and 'Top tips for success'. [Download your copy](#).

VisitEngland has announced it is undertaking a review of the harmonised hotel grading scheme in which 13,000 accommodation businesses are being canvassed for their views. In the autumn consumer research will also be undertaken to assess the relevance of the criteria presently used. [The full report](#)

The first **Tourism Innovation Fund Awards** were announced on 28 September by Scottish Enterprise. Successful applicants received match-funding of up to £30,000 and one-to-one professional business support. For more information visit www.scottish-enterprise.com

HM Revenue and Customs confirm that licensed premises will be able to continue trading at the old VAT rate of 15% until (probably) 6am on 1 January 2010. Detailed guidance notes on the changeover are available from HMRC.

Member's Blog - Part Time Work - Willie Macleod

I decided to work 'part-time' when I left VisitScotland for the second time some 15 months ago. My plan was to do a bit of work, travel with my wife, spend time with our extended family and go sailing. Those who know me are aware that I'm a keen sailor and that I don't believe there to be a better place to do this than off the west coast of Scotland!

Well, it didn't quite work out as I'd thought - well, not during 2008 at least. I set up a wee company, Wilson-Macleod Consulting, with the aim of working on an associate basis for other firms. And that's gone pretty well according to plan. Since last year I've been involved in a number of contracts with SQW Consulting, the company of which I was regional

director in Scotland before I joined VS in 2001.

The work has been varied, interesting and, mostly, south of the border. We've looked at the impacts of a new stretch of inland waterway in Bedfordshire, worked with market towns in the West Midlands to respond to consumer needs and improve their tourism potential, assisted the regional tourist boards in the north-west with performance measurement and are working with a local development partnership to advise on 'ceramics tourism' in north Staffordshire. With an old friend, Jim Wilson, we've completed a job close to both our hearts - advising ONE North East on the potential for sailing tourism on the north-east coast of England.

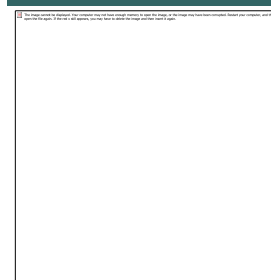
What's been notable on all of these projects, perhaps unsurprisingly, is that tourism in other parts of the UK faces the same issues as does tourism in Scotland. What's been gratifying for me has been how well placed Scotland is to compete with other parts of the UK and how far ahead we are in addressing the challenges presented in the competitive tourism marketplace.

I've been fortunate to become involved with a number of new interests too. I've joined the board of the New Lanark Trust which works hard to conserve New Lanark Village (probably the most complete, single visitor destination in Scotland) and which successfully operates a number of tourism-related businesses to support the conservation effort. I've joined the board of the company that operates Lennoxlove House at Haddington. This magnificent home of the Duke of Hamilton is open for public tours and provides a great venue for weddings, social and corporate events. These and other activities, including STF, happily keep me busy on more than a part-time basis.

But what of the sailing? Well, the boat was moved in the spring to a newly developed marina at Tarbert Loch Fyne. Jobs that have been in progress on the boat for at least four years have (almost!) been finished, several trips have been undertaken and a trip through the Crinan Canal to Gigha and Jura (home of, I think, our best malt) is planned. But, sailing is about tourism too... the development at Tarbert has greatly increased the capacity of this popular

- Oyster Lodge Co Ltd
- Platinum Graphics
- Ramada Jarvis Hotels
- Rubix Solutions
- Service Assured
- South Ayrshire Council
- St Andrews Skills Academy
- Susan Reid Collection
- TicketScotland
- Timberbush Tours
- Tourism Excellence Consultancy
- Valu8
- View Marketing
- Whisky Coast

Awards 2009



Springboard Awards for Excellence 2009 Open for Entries
Hospitality skills champion
Springboard is now calling for entries to its annual Awards For Excellence.

Now in their seventh year, the Springboard Awards for Excellence reward inspiring people, organisations and initiatives - those that work hard to elevate the profile of the hospitality industry as an employer and attract and retain talent.

With several awards in each category, there's something for everyone in every sector - and you can submit as many entries as you want.

Entries can be made by individuals, teams or partnerships for initiatives that have achieved measurable results over the past year. **Closing date for entries 13 October 2009**

To enter the awards visit [Springboard](#).

Events

19 October 2009
Springboard Charity Golf Day
Dalmahoy Marriott Hotel and Country Club, Kirknewton

The Golf Day is open to Hospitality senior executives and is likely to attract teams from the top hospitality and tourism companies in Scotland. The Springboard Scotland Golf Day will underline the Scottish industry's commitment to helping home grown talent of all ages find sustainable employment and rewarding careers in the Scottish Tourism industry. For more

harbour, growing both the numbers of visitors to the town and their spending and creating new jobs... Just what tourism is meant to do.

Willie Macleod represents Attractions and Activities on the STF Board and runs his own consultancy business.

Board Profile - David Maguire

David represents Glasgow and Strathclyde and is Chief Executive of Glasgow Restauranters Association.

What was your first job in the tourism industry?

Strictly speaking delivering groceries in Lenzie to the likes of Moira Anderson and Kenneth Mckellar, though not at the same address, now that would have been interesting! On finishing 5th year at school at 16 years old went as commis waiter to the Alexandra Hotel in Oban, progressed to wine waiter and then head waiter in just 8 weeks mainly based on my ability to stay off the bevvy a bit longer than

others. Some things don't change

What made you stay in the industry?

Dead simple I enjoyed and compared with some other professions you can do it with honesty and still be successful and sleep at night with a clear conscience. NB I actually trained both as a banker and a solicitor Ouch!

What did you want to be when you were 7 years old?

16 and allowed to go out with girls.

Describe a typical day in your current job?

Drink tea, check news, check emails, drink tea, check mail, answer emails, answer letters, drink tea. Read Glasgow Herald especially letters page, consider becoming one of those old badgers who have something to say about absolutely everything. Think better of it, drink tea. Chase up members of GRA for their thoughts on current issues or their offers for our next promo or their annual sub or what they think of our new logo.

Send out info I think might be useful to them i.e. STF newsletter, latest market trends, or new offers from wannabee suppliers. Drink much tea. Perhaps attend STF meeting, Licensing Forum meeting, GTSI meeting, West of Scotland Food Forum Meeting, Glasgow Industry Leaders meeting, meeting with Scottish Enterprise, VisitScotland, or Glasgow City Marketing Bureau.

Visit members at their restaurants, chat about rubbish economy, how awful banks are etc. Get home check emails, drink tea, and just before bed check emails again. I like email.

What would you say to someone who wanted to enter the industry?

Go for it, it's an industry where hard work and reliability are highly rewarded and its nice to be nice to people.

What would you be doing if you weren't in the tourism industry?

Living in Verbier Switzerland being a Ski Instructor, absolutely best job in the world. I did it for 3 seasons and I would return to it tomorrow

What's your favourite place in Scotland?

Ma Hope when my wife and 3 kids are all about doing mad stuff and making me realise that actually it doesn't really matter where you are so long as you have your family around.

Board Profile - Alan Keith

Alan represents the South of Scotland and representative for Association of Dumfries & Galloway Accommodation Providers.

What was your first job in the tourism industry?

Buying in 1997 and running, with my wife as partner, a guesthouse and one self-catering cottage near Castle Douglas. We're still doing that, though we've reclassified it as a farmhouse B&B to attract the clientele that most appreciates the product we offer.

What made you stay in the industry?

It's satisfying to be your own boss and meeting people from all walks of life and every part of the world is an

information contact Anne Piece, annep@springboarduk.org.uk

20 October 2009

2-5pm

**Institute of Hospitality Scotland
Developing your business**

The Royal Hotel, Bridge of Allan

An informative and interactive afternoon with presentations from Institute of Hospitality, VisitScotland, Scottish Enterprise Tourism Team, Hospitality Assured, Johnston Carmichael - Accountants and Business Advisers. This event is free but pre-booking is essential. Email your details to johscotland@hotmail.com or call Rob Moore on 077717 781 187

23 October 2009

Technology Showcase 2009

Promoting Small Business

Collaborating with Glasgow

Caledonian University.

Saltire Centre, Glasgow Caledonian University

Expert advice on green technologies, IT & Communications, food technology, sustainable construction, business process improvement, current project exhibitions, discuss project ideas with experts, network with businesses over lunch, business and grant advice, information on placements, CPD.

To register visit www.kit-out.org email kitout@gcal.ac.uk 0131 331 8458

27 October 2009

Mind the Gap - Hospitality Skills

Shortages in Scotland

Prestonfield Hotel, Edinburgh

Brought to you by Caterer.com in association with Scottish Tourism Forum, the conference is aimed at employers operating within the Scottish Hospitality Industry. Joined by leading industry figures and facilitated by BBC Broadcaster Shereen Nanjiani, the conference will seek to tackle some of the key issues affecting your business. What makes your business attractive to jobseekers. How to keep staff turnover down even after a recession. How to develop your people without spending your budget. How to tap into Government funding for training and development of your people. Join the debate and explore the solutions. [Register](#) as a delegate today for just

interesting and rewarding experience.

What did you want to be when you were seven years old?

An engine driver - of course. Unfortunately the days when that job was respected as an airline pilot is today were gone before I reached working age, as were the steam engines that fired my imagination. Obviously I was born into the wrong era.

Describe a typical day in your current job?

Tricia, my wife excels as front of house, so I help out with breakfast and the deal with any maintenance requirements in our B&B. I had previous experience as a builder, so over the last couple of years I've been converting a disused barn into a large self-catering house. We also run the agricultural holding of 70 acres. We have no livestock other than a few hens and ducks, but let out most of the fields for grazing on a yearly let. We do manage an environmental scheme known as Rural Stewardship. This involves looking after woodland, water margins, crop fields for bird food and cover etc. so a typical day can be very varied.

What would you say to someone who wanted to enter the industry?

I can only speak for that part of the industry that I have experience of, B&B and self-catering, both on quite a small scale. It's a good life if you have a liking for people of all types, as you will meet all of them! Freedom to operate your business the way you want to is a benefit, but the work is hard and you're on duty 24 hours a day. Meal times are often disrupted. You must always greet the guest with a smile, however tired or busy you are with other things. It's a way of life not suitable for everyone, but if you have the right qualities it can be a satisfying lifestyle.

What would you be doing if you weren't in the tourism industry?

That's a difficult question to answer. I've had several career changes in my life. I've been an engineer, and a building contractor. I can turn my hand to many things, so long as there is a challenge involved.

What's your favourite place in Scotland?

Probably the place we live now, Airds Farm, as it's such a beautiful unspoiled place. But in my early teens I worked a summer season on Loch Lomond and memories of the loch, its islands and places such as Luss and Rowardennan have stayed with me all my life.

Advertisement Feature Energy Saving Trust



Increase your profitability reduce your environmental impact

Interest free loans of up to 100,000 available to help Scottish

businesses reduce their energy costs

The Energy Saving Scotland small business loans scheme provides loans to help Scottish businesses to invest in renewable energy technologies or install measures that reduce energy consumption to increase their profitability and reduce their environmental impact. Funded by the Scottish Government, interest free loans from 1,000 to 100,000 are available to businesses that fall within the EC definition of small and medium sized enterprises (SMEs), including private landlords, charities and not-for-profit organisations.

Get a free energy review

The first step in applying for a small business loan is to get a free energy review for your business. Our business advisors can help organise this - pointing you towards those measures which will lead to an immediate and ongoing reduction in your costs.

This is an important opportunity to replace your old and inefficient technology and turn your energy and resource savings to your business advantage.

Measures and renewable energy technologies eligible for funding include:

- Improved lighting and controls
- Compressed air fittings
- Boiler replacements
- Heating controls
- High efficiency electric controls
- Building and pipe work insulation
- New plant/machinery

£35.00 www.btss.caterer.com?events.html

28 October 2009

5.30 - 8.00

**The Tourism Society Scotland
The Changing Landscape of
Destination Promotion: the DEMA
approach.**

**Apex Waterloo Place Hotel,
Edinburgh**

Why Destination Edinburgh Marketing Alliance (DEMA), why now? What is it and what are its objectives? The seminar will look into the whole question of DMO's. What are the Destination Promotion trends and influences and different models and approaches being adopted around the world and what are the influencing factors leading to the different approaches?

Speakers: Sue Crossman, Tourism Innovation Group; Dr Constantia Anastasiadout, Tourism School of Marketing, Tourism & Languages, Business School Edinburgh Napier University; Kenneth Wardrop, Head of DEMA. Fees £15 for TS/TMI members, Non-members £25, students £10. Visit web site to register www.tourismsociety.org

5 November 2009

**Golf Tourism Scotland Gold
Standards Awards Dinner
Turnberry Resort.**

GTS awards dinner has become Scotland's red-carpet showpiece for golf tourism. The awards ceremony brings together industry representatives from travel, hospitality, and the golf sector.

GTS members and guests: Table of 10 £700.00 per table

GTS member individuals: £75.00

Non-members: Table of 10 £950

Non-member individuals: £100.00 For more information visit

www.golftourismscotland.com

20 November 2009

**Highland & Islands Tourism Awards
Drumossie Hotel, Inverness**

The event attracts over 350 representatives from the region's top tourism, hospitality, leisure and travel business and this year's event will be attended by First Minister Alex Salmond. Entertainment will be provided by Inverness fiddle maestro Bruce MacGregor and band, and triple platinum sensation the Red Hot Chili Pipers. Full details available at:

Solar photovoltaic
Hydro-electric
Wind turbines
Solar water and space heating
Wood fuel heating systems
Ground, air and water source heat pumps.
The list is not exhaustive and other energy saving or renewable energy technologies may be considered.

What to do next

Call your Energy Saving Scotland advice centre on 0800 512 012 and ask to speak to a business advisor.
Or go to www.energysavingtrust.org.uk/smallbusinessloans for more information.

Advertising Feature Caledonia Play



Caledonia Play, the leading Scottish based provider of outdoor play equipment, is launching a new brochure with the Scottish

tourism sector specifically in mind.

By providing an exciting space for children of all ages and abilities tourism businesses can increase their family appeal throughout the year.

Our understanding of what children want from their play area has resulted in a wide range of innovative products which are physically challenging, mentally stimulating, safe and guaranteed to ban the boredom! Certified to safety standard EN 1176 and constructed using natural, sustainable timbers our products are designed to last with minimal maintenance. Our service includes both full design and build or self build options.



Let us use our experience to develop your play area, adding value by creating a place that children - and their parents - will happily return to again and again. Call Caledonia Play on 01577 840570 to register for a copy of the new brochure or to discuss your play area requirements.

Caledonia Play, Drumbog House, Drum, Kinross, KY13 0UN
www.caledoniaplay.com info@caledoniaplay.com

www.highlands-tourism-awards.co.uk

2 December 2009 STF Open Day 'Combining Forces, Building for Success'

Eden Court Theatre, Inverness

Iain Herbert, CE, STF, will be reporting on the review of the Tourism 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 with a view to maximising tourism growth across Scotland.

Speakers: Scott Armstrong, Regional Director, VisitScotland; Donald MacKenzie, Business Gateway Services Manager, Business Gateway Inverness; Chris Taylor, Head of Tourism Food and Drink, Highlands and Islands Enterprise; Caroline Williams, Business Development Manager, Highlands and Islands Airport; Stewart Spence, Owner, Marcliffe Hotel; Jane Gotts, Project Manager, Business Club Scotland; Russell Thomson, High and Canals Manager, British Waterways. Full details on www.stforum.co.uk.

Keep in touch with the STF team about your news and events.

Email your news, events and suggestions to [Ruth](#)

Please advise [Elaine](#) of any changes in your contact details.

Kind Regards

STF Team

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to ruth.greig@stforum.co.uk by ruth.greig@stforum.co.uk. Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Scottish Tourism Forum | 29 Drumsheugh Gardens | Edinburgh | EH3 7RN | United Kingdom