

stf newsletter: december 2006



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Dear STF member,

Welcome to your December newsletter from Scottish Tourism Forum, the independent forum for the tourism industry.

This month's newsletter includes information on;

- E-Commerce Workshops
- Scottish Tourism Week 2007
- STF 5 Dec Open Meeting
- Submission regarding Licensing Act (Scotland) 2005
- Lobbying

Good luck to all our members for 2007 and a special message of support to [Highland 2007](#) who launch their exciting programme on 12 Jan in Inverness (detailed below in Events).

STF Events



E-Commerce Workshops

STF's popular series of Highlands and Islands E-Commerce Workshops return in 2007. There have been some alterations to the initial schedule and the programme now launches on Jan 23 in Tarbert. These excellent events help you to make more money from the internet. Today, effective presence on the internet is needed to keep existing customers and it's not

just for winning new business!

For more information, including dates, locations and agenda visit the [STF website](#)

Scottish Tourism Week 2007

A [draft timetable](#) is available on the STF website and interest is already building for next year's event. Steering groups are currently being established for the regional meetings, to be held on Monday and Tuesday, which are at the core of the week, and we urge members to get involved in the formation of the agenda for these meetings, which will focus on issues important to your locality and feed the results back to the national conference on the Wednesday.

To find out how to get involved contact [Sharon](#) at the STF office.

Marketing Opportunities

STF have now devised a range of marketing opportunities for Scottish Tourism Week and would

like to offer these to members first. For more information contact [Sharon](#).

STF Activities



Open Meeting

STF held a very successful Open Meeting on 5 Dec, sponsored by Macdonald Hotels & Resorts, at the Macdonald Inchrya Grange Hotel (pictured left). Hosted by the STF's Chief Exec Alan Rankin the meeting explored the ways in which tourism businesses can meet the 50% growth ambitions outlined in the TFFC in a profitable way.

Speakers included the Scottish Executive's Acting Head of Tourism Kirsten Foubister (who urged delegates to get involved with STF and address any concerns to the Forum), Riddell Graham, Director of Strategy, Partnership and Communications at VisitScotland and Eddie Brogan of Scottish Enterprise.

A consistent theme which emerged is that the TFFC growth ambition is not a government set target, as has repeatedly been reported in the media, but is, of course, a joint ambition with the industry. A key message from the speakers and from the input from delegates in the lively question and answer session which followed was that it will be changes in business behaviour which will drive this growth forward, collaborative working being central to this theme.

Delegates were also addressed by Alison Bell, Marketing Manager of [Highland 2007](#), who outlined the exciting forthcoming programme of events and Janet Hood of BII Scotland, whose dynamic presentation on the overly bureaucratic regulations for the Licensing Act (Scotland) 2005 was a revelation to many.

The new format of the meeting, drawing to an earlier close than usual in order to facilitate a longer networking lunch, was enthusiastically praised by the majority of those who attended. Overall, 83% of delegates rated the event as either "Excellent" or "very good" with the remainder deeming it "good."

Submission to the consultation on the Draft Regulations and Guidelines of the Licensing Act (Scotland) 2005

Following the Open Meeting STF distributed material on this issue to all members and made a submission to the consultation, on behalf of members, objecting to the potentially restrictive aspects of the regulations.

Lobbying

STF have had a further productive meeting at Holyrood with Chris Ballance, tourism spokesperson for the Scottish Greens, who noted many areas of agreement with the STF Manifesto, ***Profitable Growth for a Sustainable Future***.

Red Tape News

Keep up to date with changes in legislation which may affect your business.

New Alcohol Byelaw in Edinburgh

As you may already be aware Edinburgh City Council has



been given the go-ahead to introduce a byelaw giving the police the power to stop the consumption of alcohol in designated public places. The byelaw will be introduced from **8 January 2007** and will cover the whole Council area.

The Scottish Executive's Tourism Unit has assured the Forum that the purpose of the byelaw will not be to enforce a blanket ban on a particular area. Instead, the police and Council have agreed that in cases where an individual or individuals are drinking alcohol in a public place and engaging in anti-social behaviour and the police consider that the anti-social behaviour is a result of the consumption of alcohol, those individuals will be required to stop drinking if asked to do so by the police. If the individual refuses, s/he will be committing a criminal offence and the police would have the power to arrest him or her.

The Executive are keen to stress that this should not impact negatively on the tourism experience and state "The intention is not to prevent visitors from enjoying a drink with their picnic in the meadows, or taking part in a street party - unless of course they then engage in anti-social behaviour as a result of their drinking. In fact, if anything, this byelaw should have a positive effect on tourism in Edinburgh as it should make Edinburgh a safer, more welcoming place for visitors."

Please reassure your visitors that it is "business as usual" over the Hogmanay period.

Copyright - TV in bedrooms

The European Court of Justice decided on 7 Dec that, as a result of a Directive which took effect in the UK in 2003, broadcasts into TV sets in hotel bedrooms are now generally subject to copyright licensing. You may already pay for bedroom TV music - if you don't you should await further advice.

Compliance with new pension rules

This compliance relating to anti-age discrimination could cost employers up to £1million. An article in Personnel Today revealed that research by law firm Eversheds has uncovered the fact that one in 10 businesses have not yet considered the potential impact of the new regulations (which came into force on 1 Dec) on their pension scheme,.



Industry Events

12 Jan Highland 2007 Lifescan 2007 Monster Street Party, 7 - 10pm

The launch event for Highland 2007, marks the 'Old New Year' with celebrations throughout the city centre of Inverness. Produced by Unique Events, this Monster Street Party will include fantastic fireworks and lighting effects, street theatre companies from all over Europe, traditional and contemporary Scottish music and a spectacular finale you will never forget.

Visit the Highland 2007 [web site](#) for more info.

Jan - March 2007 Twin City People: Glasgow & Edinburgh Product Knowledge Tours

80% of tourists visiting Scotland enter via Glasgow or Edinburgh, offering a huge opportunity for everyone involved in the tourism industry to deliver confident, informed and up to date advice about what's best to see, do and experience during their visit to our key cities.

As part of the Glasgow and Edinburgh Collaboration Project, an innovative series of product knowledge tours has been developed to give frontline staff a good grounding in what makes your sister city tick.

For more detail on the tours and to book places online, visit Rabbie's Trail Burners [website](#).



21 Feb 2007, Tourism Innovation Day, Edinburgh Corn Exchange

The general theme of this year's exciting event is Collaboration: Achieving Together! The headline speaker is Tim Smit, founder and CEO of Eden Project, (*pictured left*) and other speakers include Gerben Baaij, part of the development team for " Rembrandt 400" , which is a city-wide collaborative initiative to celebrate 400 years since the painter's birth (excellent product development to extend the brand away from pure museums and galleries, e.g. Rembrandt the Musical; Walking with Rembrandt) and Geoff Ellis, the man behind T in the Park, and a host of other festivals and musical events.

For more information and to book online visit the Tourism Innovation Day website at www.tourisminnovationday.com.

Awards & Funds

Free French language course for tourism businesses

STF member Tim Steward of Language Network Scotland has alerted us to a fantastic opportunity for small businesses in the tourism sector. The TalkIT project, a transitional EU funded project, has been developed to provide a French language course for small entrepreneurs with a particular emphasis on the tourist sector. Please contact Andrew Shorey of Careers Europe for more information on this free training. Email: Andrew.Shorey@careersb.co.uk or Tel: 01274 829601

HIT Scholarships

There's only a few weeks left to submit an HIT Scotland scholarship application. These scholarships are designed to provide a unique experience to those seeking to make a significant difference to Scottish Hospitality. For more information on the scholarships visit the [HIT website](#) or download an [application form](#) here.

Shine Awards 2007

The Shine Awards recognise women who have made a special contribution to the Travel, Tourism & Hospitality Industry. Submit nominations for individuals or companies by 10 Jan 2007. For more information visit the Shine Awards [website](#).

Members News



Blokes Day New STF member Kirkcaldy Town Centre Management

has come up with an ingenious way to boost sales with the introduction of a 'Blokes Day'- men who turn up at Kirkcaldy town centre this evening (Thurs Dec 21) can enjoy stress free Christmas Shopping, aided and abetted by the services of personal shoppers in 30 participating outlets. Read all about the initiative - [Fife Today](#)

The Attractions of Tourism

Ian Gardner, Marketing Manager, **National Trust for Scotland**, Board Member AVA and Vice Chair of STF emphasises the importance of the role of visitor attractions to tourism in Scotland in VisitScotland's Scenario Planning Viewpoint article - read Ian's thought provoking article [here](#).

The Springboard Annual Awards for Excellence 2006

These annual awards, attended by almost 600 people, were held at the Emirates Stadium in London on 29 Nov. For details of all nominees and award winners visit the [Springboard website](#):

Mini site review opportunity

STF member **Lightershade** is currently offering other STF members the opportunity to sample its site review service by choosing one of the four key areas of the service. This mini-review offers practical advice without any commitment. Members can select from the following;

Statistical Recommendations

Assessment of visits to the site over a two week period (full report would cover one full month, and the monitoring of one route to a specific conversion goal, such as "how many people get to our contact form, and what percentage of people fill it in")

Search Engine Ranking

Analysis of search engine exposure on specific key words.

Usability and Accessibility

Analysis of site according to Web Standards.

Performance and Integrity

A scan of the site for technical issues with the website.

Contact Douglas Shirlaw on 0131 514 4004 to take advantage of this limited offer which is valid until 12 January 2007.

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