

Scottish Tourism Forum Newsletter: July 2007

Dear STF member

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

This newsletter details information on STF activities - including an important request for your feedback on anti-business legislation and for input into consultations - updates on tourism events across the country and highlights legislation which may affect your business.

STF Activities

New Chief Executive confirmed for Scottish Tourism Forum



The recent confirmation of the appointment of Iain Herbert to the post of Chief Executive of STF received widespread media coverage, in both the national and trade press.

Iain has extensive experience in the tourism industry, as detailed on the [STF website](#), and he looks forward to joining us in September.

Lobbying

The Forum has requested meetings with numerous representatives of the Scottish Executive, including the tourism minister Jim Mather MSP (Minister of Enterprise, Energy and Tourism) and Cabinet Secretaries John Swinney MSP and Richard Lochhead MSP. STF has also sent copies of our manifesto [Profitable Growth for a Sustainable Future](#) to a number of ministers.

We look forward to meeting the new government to highlight the issues of importance to our members. Meetings are currently being scheduled with Michael Russell MSP (Minister for Environment) and Maureen Watt MSP (Minister for Schools and Skills). Various members of the board of STF will be attending a private sector stakeholders meeting with Jim Mather on August 27th.

Your Views!

With an incoming new chief executive for STF and a relatively new

In This Issue

[STF Activities](#)

[STF Events](#)

[Red Tape News](#)

[Members News](#)

[Industry Events](#)

[New STF Members](#)

New STF Members

Cambo Estate



The estate features historic Scottish accommodation near St Andrews, within sight of Kingsbarns golf links and the sea. Cambo has been home to the Erskine family since 1688. Their impressive Victorian mansion house, built in 1881, lies at the heart of the 1200 acre estate. Serviced apartments and bed and breakfast guest rooms (including the Yellow Room, above) are available within the family home and guests can also book one of the traditional farm cottages.

The estate also features the Cambo Victorian Walled Garden and Woodland Garden which are open to day visitors.

administration this is a critical time for the Forum to hear your views on a range of issues. The Forum is often asked for comment by public bodies and the media and it is crucial that we can feel confident that we are actively reflecting the views of our members.

We are particularly keen to get your feedback on 'anti-business' regulations. Can you identify unnecessary or outdated red tape? Do you feel that the legal definition of a B&B is too restrictive? Are you appalled at the prospect of glass bans in your licensing area? The new administration is keen to tone down cumbersome or out of date regulations which inhibit business growth and are looking for initial industry feedback before taking the issue to a public consultation. This is an excellent opportunity to identify restrictive regs which perhaps stand in the way of the TFFC joint ambition. Please email [Sharon](#) at the STF office with your suggestions.

We will be asking for your views on a range of issues on a regular basis and we hope that you can take the time to respond as your feedback is essential in order to ensure that STF does a good job of representing our members.

Member to Member Deals

The long-awaited secure members' section of the STF website is about to launch! Within the next week you will receive an email and a password which will give you access to this area. You will also receive detailed instructions on how to create user identities - e.g. allocating staff members' individual passwords - and on how to advertise discounted offers **FOR FREE** to other STF members. We have a fantastic bunch of launch offers, including an exciting car rental commission deal from Enterprise-Rent-A-Car and a substantial discount on Eat Scotland's annual subscription fees.

VisitScotland Industry Engagement

STF Vice Chair Ian Gardner recently met with senior management from VisitScotland to discuss the issue of VisitScotland's engagement with the industry. The meeting was a positive and productive one. In a subsequent meeting VisitScotland outlined a progressive programme of initiatives aimed at enhancing collaboration between the agency and the industry. These include:

- VisitScotland will update STF with lists of local industry events.
- VS are reviewing the role and effectiveness of local Area Tourism Partnerships in late summer.
- VS have reviewed the make up of Peter Lederer's Industry Chairman's Committee and have broadened its coverage. STF's CEO will be invited as a member.
- VisitScotland's BRM and QA teams will be looking at their role beyond their core activity to see how they can provide a more effective advisory role (Lynda Johnston is leading a review of the IE business advise strategy).
- VS will share the top line results of their industry /stakeholder research with STF.
- VS will continue to support the industry's Scottish Tourism Week in 2008.

Visit the [Cambo Estate website](#)

Eat Scotland



EatScotland is the VisitScotland food quality assurance scheme for great places to eat and drink throughout Scotland. The scheme assesses hundreds of Scottish restaurants, cafes, pubs and take-aways on the quality of their cuisine, innovation and use of fresh, local ingredients, as well as decor, cleanliness and service.

EatScotland Director and award-winning chef Kevin MacGillivray comments: "*Eat Scotland have joined STF as it gives the tourism industry a collective voice. EatScotland is the recognised face of Food Tourism and it was imperative that we joined.*"

Visit the [Eat Scotland website](#)

Fetternear Estate

TFFC

Gavin Ellis (*right*), director of STF and current Chair of BHA Scotland is now also the new Chair of the TFFC Monitoring Group.

Gavin runs the four star Knockomie Hotel in Forres with his wife Penny. In addition to his BHA Scotland and STF commitments he is also a Director of Spirit of Speyside and a Director of the Mull and West Highland Narrow Gauge Railway.



Tourism Department at the Executive

The structural changes at the new Scottish Executive haven't caused too much disruption at the Tourism department, although the architecture brief has now moved to the Events team. John Brown continues to head the department under the revised title of Depute Director of Tourism and Whisky Legislation. Kirsten Foubister will now be focusing on whisky and Richard Arnott takes over Foubister's role as Head of Tourism Unit from the end of July.

View the new structure of the [Scottish Executive](#).

STF Events

STF AGM and Open Meeting; Thursday 4th October 2007

Be sure to reserve the 4th Oct in your diaries. The STF AGM and Open Meeting will take place on that date, at a location to be confirmed. The AGM is a short meeting for members only but is followed by a meeting/debate which non-members can attend. Last year this popular event was fully booked and we had to open a waiting list so watch out for confirmation of final details of the meeting and be sure to book your place early this year.

Members have been notified of STF Director posts which are up for election this year and members within the relevant sectors/geographic areas will receive nomination and ballot papers within due course.

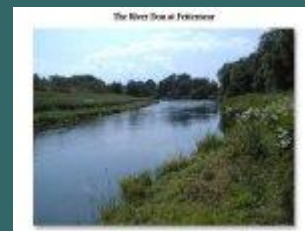
Scottish Tourism Week 2008, 4th - 11th March 2008

The dates for the next Scottish Tourism Week have been confirmed as Tuesday 4th March - Tuesday 11th March 2008. Events will overlap slightly with British Tourism Week which will take place from 10th -18th March.

If your company, organisation, forum, association or academic institution would like to host an event or be actively involved please get in touch with [Sharon](#) at the STF office as soon as possible.

Scotland United, Wednesday 5th March 2008, Murrayfield Stadium, Edinburgh

This major industry conference has been moved from November 2007 to 5th March 2008 to become one of the highlights of Scottish Tourism Week 2008. This



In the middle of the North East's well known 'Castle Trail' Fetternear Estate is a working, agricultural estate which has already diversified, creating the North East's first 'rural' business centre.

At the heart of Fetternear is the site of the Roman Catholic Bishops of Aberdeen's ruined summer palace and the estate plans an HLF bid to stabilise and open the site to the public. An established annual archeological dig attracts participants from around the world.

Only 15 minutes from Aberdeen's Dyce Airport the estate features extensive drives and walks in a mature woodland setting.

Owner David Fyffe hopes to develop additional business and leisure facilities to create a 'rural tourism resort' for both business and short break markets. He explains: *"I'm involved in the Scottish Rural Property Business Association which has 2,500 members, some of whom own huge chunks of land which is often in rural areas where it can be difficult to develop new business opportunities. Tourism is a critical opportunity.*

I believe tourism is hugely under developed in the North East but there are a lot of things we can do if we work together - the reason I joined STF."

Visit the [Fetternear Estate website](#)

year STF will chair the event, with BHA taking a vice-chair role, and we will announce the agenda as soon as final details are confirmed.

Red Tape News



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

Holiday Entitlement

The Department for Trade and Industry has concluded the consultation process on the draft regulations regarding an employee's entitlement to paid annual leave. The new rules will increase the statutory minimum from 20 to 28 days in order to ensure that workers receive their full entitlement of bank holidays plus 20 days. As a consequence of the consultation the Government has made two important amendments to the first draft of the regulations as they were outlined in January. The first significant change involves the implementation schedule. The plans were to increase leave to 24 days in October 2007 and then 28 days in October 2008. This second increase has now been delayed until April 2009.

[More Information](#)

Gaming Machines

Implementation of the Gambling Act 2006 on September 1st may affect you if you have gaming machines on your premises.

[More Information](#)

F-Gas

As of 4th July new EU regulations will require air conditioning, refrigeration and heat pump systems which have greater than 3 kgs of fluorinated gas to be checked regularly for leaks. (Small 'fridges with a 13 amp plug fall below the 3kg threshold.) Contact your installer or maintenance company to find out the amount of f-gas in your equipment.

Members News

Well Done to ...

***The Caravan Club** which has been celebrating its centenary with a series of high profile events throughout the year, including a recent reception at Buckingham Palace. The organisation also recently won a TravelMole web award for its revamped website*

*...and to **BHA** which is also celebrating its centenary this year!*

Congratulations to...

***The Marcliffe Hotel and Spa** and **Edinburgh's Smart City Hostels** for achieving five star status in their respective categories*

HI-Arts

Based in Inverness HI-Arts is an independent charity originally established by Highlands and Islands Enterprise in 1990. HI-Arts continues to deliver a programme of arts development and promotion throughout the Highlands and Islands for HIE. HI-Arts is also a Foundation client of the Scottish Arts Council.

The organisation works through a combination of core services - e.g., their website, various funding schemes and Screen Machine mobile cinema - and dedicated projects, including the booth online box office (www.thebooth.co.uk), and a web resource for the heritage sector, (www.heritagenorth.org.uk).

HI-Arts Director Robert Livingston explains: "Our development work in arts and heritage takes us increasingly into the tourism sector, and we are seeing more and more that visitors to the area are benefiting directly from our services, whether that's our website, our mobile cinema, our online box office, or the activities of the many arts organisations which we work with. We felt it was important, therefore, to ensure that the needs and resources of the arts in the Highlands and Islands can be represented through the Scottish Tourism Forum."

Visit the [HI-Arts website](#)

Market Research Partners

...and to **The Gleneagles Hotel** which was voted "Best Hotel in Scotland" and "Best Country House Hotel" at the inaugural HotelClub Hotel Awards

Three Cheers for

...Andrew Lennox of the **Glasgow Language School** who stepped in to protect Scotland's reputation when he offered a free place on one of his courses to a victim of the recent Glasgow colleges' scandal. Read all about Andrew's generous gesture in this article in [The Herald](#)

...and to the Communications team at **BAA** for doing a great job in projecting a positive message in the wake of the terrorism incident at Glasgow Airport ...

New products from...



Tartan Silk is set to promote the first Kremlin Zoria an international military tattoo in the Red Square (**pictured left**) which will involve over 80 Scottish performers and which is predicted to boost Russian tourism to Scotland

...respected guides Jackie Queally of **Celtic Tours** and Ivor Henrichson of **vorScot Tours** have teamed up to launch some unique new longer tours, including 'Templar Scotland' and 'Celtic Saint of Scotland' tours

...Rene and Pamela Loper of Moray-based **TuMinds Ltd** have launched the [Greater Speyside website](#)

...**The Gleneagles Hotel** will launch a Gundog School in August, the first school of its kind in the world

Support needed for...

Glasgow Science Centre which hosts a special fundraiser on Saturday 15th and Sunday 16th of September. One hundred lucky people will have a unique opportunity to abseil down Scotland's tallest free standing building, Glasgow Tower, to raise funds for the Glasgow Science Centre and Radio Clyde's Cash for Kids.

Spaces will be allocated on a first come first served basis so daredevils and adrenalin junkies should sign up quickly!

View more information on the [Glasgow Science Centre website](#)

...and for Scotland's World Shore Angling Team which is heading to Vitoria in Brazil this October for the World Championships and which is keen to promote the best of Scotland during their trip. The team seeks sponsorship support and offer to carry sponsors names or logos on items of clothing or tackle and to distribute promotional materials.



Market Research Partners (MRP) is a full service market research agency. Based in Edinburgh, MRP specialise in tourism related research and offer the full range of research services, both qualitative and quantitative. Services include visitor surveys, website usability, marketing evaluation and product development.

Research director, Louise Walker points out that the company has joined STF "to ensure that we remain close to the tourism industry."

Louise adds: "In order to provide added value in our reporting analysis, it is important that we have an in-depth understanding of the sector, and are up to date with any key issues. The team at MRP are looking forward to our involvement in the Forum."

Visit the [MRP website](#)

Tartan Silk



Tartan Silk mixes creativity with level headed strategic thinking, not only with PR but also wider marketing and communications issues. Founded in 1997 by Martin Hunt the company has gained a reputation for a fresh and innovative approach in

Team member Barry Scholes of the Scottish Federation of Sea Anglers points out that the opening parade ceremony will attract media attention from across the world. If anyone can help please contact Barry on **07769804024**.

Events

30th June - 1st July, Scottish Traditional Boat Festival, Portsoy

A fantastic display of the largest collection of traditional boats in Scotland will grace the harbour of Portsoy.

[More information](#)

1st-16th September, Scottish Food Fortnight

A national promotion of Scottish food and drink with events taking place across Scotland.

[More information](#)

30th September to 3rd October, The Vital Spark 2007: an international conference about heritage interpretation, Aviemore.

For more information visit www.thevitalspark2007.org.uk

2nd October, Scottish Enterprise Sustainable Tourism Conference, Edinburgh.

Cost £85 + VAT

For more information visit the [Scottish Enterprise website](#)

14th Nov, Tourism Masterclass - Attracting, Developing and Retaining Top Talent, The Gleneagles Hotel, Perthshire

Cost £85 + VAT

For senior decision makers and influencers in tourism businesses

For more information visit the [Scottish Enterprise website](#)

supporting Scottish and UK companies. The company has a great deal of experience in working with companies in the tourism sector and is well known for a creative approach, attention to detail and effectiveness in achieving high quality, intelligently placed coverage for its clients.

Martin Hunt comments: "*It's incredibly important for people in our line of work to be the first to know what's going on in the industry. That's why we like the Forum news digest so much, it's absolutely indispensable!*"

Visit the [Tartan Silk website](#)

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

If you'd like to participate in the Member 2 Member Affinity scheme please contact [Sharon](#).

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

Kind Regards

STF Team