

# Glasgow Tourism Industry Weekly Update

10 July 2020

Dear Member and industry colleague

Welcome to our weekly update. As well as providing a round-up of the latest news, announcements, and guidance, we are keen to share industry news, updates and examples of best practice. If you would like to share ideas or contributions, please do get in touch.

## In this issue:

### Government Updates:

- First Minister updates.
- UK Government updates.

### Marketing:

- Glasgow restart consumer marketing campaign.
- New content on People Make Glasgow channels.
- Visitor Charter.
- VisitScotland, Little Adventures marketing activity.
- Good to Go.
- Are you planning to reopen? – Complete our short survey!

### Business & Funding Support:

- New licensing hotline launches to support Scotland's tourism businesses in run up to reopen date.
- Scottish Government publishes events guidance.
- £1.57 billion for Culture, Arts and Heritage.
- Scottish Government announce £10m fund to support performance arts venues.
- Sign up to the Glasgow Gift Card scheme.
- What to do if a guest develops COVID-19 symptoms on the premises.

### Industry Updates:

- SEC confirms £168 million worth of future conference business.
- FCO exemptions to non-essential travel advisory notice.
- Doors Open Days digital programme.
- Save Our Sub Crowdfunder smashes target within hours.
- Tennent's to hand out free pints to customers when Scottish pubs reopen.

## Join the conversation & useful links

Keep-up-to-date with Glasgow's tourism news by following [@GlasgowTourism](#) on Twitter and using the hashtags **#GlasgowTourism**. You'll also find the [latest industry news](#) on our website and via the [LinkedIn Group](#) and VisitScotland's [Glasgow City Region Business Group](#) on Facebook.

Other useful resources: [VisitScotland.org](#) - Scotland's tourism industry website providing support to tourism businesses across the country. [The Scottish Tourism Alliance](#) – the representative body of the Scottish tourism industry. [Experience Glasgow](#) - Supporting hospitality and leisure businesses in Glasgow.

## First Minister updates

The First Minister, Nicola Sturgeon's confirmed that as of today, Friday 10 July, Scotland will move into Phase 3 of the Scottish Government's route map. Key points include:

- Indoor gatherings with a maximum of eight people, from three different households, will be allowed from 10 July – the 2-metre rule must be observed
- Outdoor gatherings with a maximum of 15 people, from three different households, will be allowed from 10 July – the 2-metre rule must be observed
- Shopping centres can reopen from 13 July
- Face coverings will be mandatory in shops.
- Indoor restaurant, cafés and pubs can reopen from 15 July. Outdoor and indoor hospitality will be granted an exemption from the 1-metre rule, however, this is dependent on the implementation of relevant mitigating measures and appropriate discussion taking place with trade unions. Mitigating measures include for example: clear information for customers that they are entering a 1-metre zone, revised seating plans and improved ventilation.
- Holiday accommodation and hotels can also reopen from 15 July
- Museums, visitor attractions, libraries and cinemas can reopen from 15 July, however, tickets must be purchased in advance.

## UK Government updates

Yesterday the Chancellor of the Exchequer, Rishi Sunak, gave his summer economic statement in which he set out a ['Plan for Jobs'](#) to continue the UK's recovery from the Coronavirus outbreak. The Chancellor noted that tourism has been one of the worst affected sectors and below is a summary of the key points from the Chancellor's statement for tourism businesses.

- The **rate of VAT applied on most tourism and hospitality-related activities** will be cut from 20% to 5% for the next six months.
- To encourage people to safely return to eating out at restaurants the Government has set up a new **Eat Out to Help Out discount scheme**. It will provide a 50% reduction for sit-down meals in cafes, restaurants, and pubs across the UK from Monday to Wednesday every week throughout August 2020. [Register for the voucher scheme here](#) and [find out more here](#).
- A **'Job Retention Bonus'** will also be introduced to help firms keep furloughed workers. UK Employers will receive a one-off bonus of £1,000 for each furloughed employee who is still employed as of 31 January 2021.
- A new **£2 billion Kickstart Scheme** will also be launched to create **fully subsidised jobs**. Businesses will be given £2,000 for each new apprentice they hire under the age of 25. This is in addition to the existing £1,000 payment already provided for new 16-18-year-old apprentices and those aged under 25 with an Education, Health and Care Plan.

## Marketing

### Glasgow restart consumer marketing campaign

Planning is currently being finalised for Glasgow Life's consumer marketing communications activity to coincide with the official reopening of the tourism sector on 15 July. This will position Glasgow as 'reawakening,' providing inspiration for citizens to explore their city like a tourist and warming up the market for future phases.

Launch campaign activity will focus on the local Greater Glasgow market, extending over the weeks ahead throughout west central Scotland. The first wave of activity will be aimed at the day visit market and will initially focus on a younger demographic and the family market. Activity will be extended to wider audiences over time, moving to short break and staycation inspiration as guided by government policy, industry reopening status and consumer behaviour.

Activity will include:

- A hero film asset – reinforcing pride and ownership of the city and reassuring audiences that the city is open, ready, and safe. This will be uploaded to the destination image library for industry access once launched on 15 July.
- Creation of digital articles and features on People Make Glasgow channels – highlighting practical/know before you go information, Support Local, Inspire Locals and Inspire Scots.
- Radio promotions across west central Scotland.
- Targeted digital activations.
- PR outreach to local and Scottish regional titles.

Top ways to find out more and get involved with the campaign:

- Let us know you're reopening plans (you're ready for business) by completing the short 2 minute [Business Reopening Register](#).
- Update your [VisitScotland.com](#) web-listing with your 'We're Good to Go' accreditation. [All you need to know about a web listing](#).
- [Download images and the video](#) from our library. (password: Destination2020)
- Follow People Make Glasgow on social channels, use our hashtag and share content.
- Tweet! Use the campaign hashtags and spread the word.

### New content on People Make Glasgow channels

The following features, plus updated versions of our [Experience Glasgow Virtually](#) and [Glasgow's Amazing Food & Drink Scene](#), will be included in our July edition of the PMG consumer newsletter which will be distributed to our 15k subscribers.

[Glasgow's Amazing Shopping Scene](#) (published Thursday, July 2) and [How to be a Tourist at Home in Glasgow](#) (published Tuesday, July 7) were promoted on People Make Glasgow social media channels along with partner outreach, with significantly positive feedback from partners. Each guide focuses on a different aspect of the visitor offering and both encourage our audiences to be a tourist in their own city, support local and enjoy what's right on their doorstep.

### Visitor Charter

VisitScotland has developed a Visitor Charter that informs visitors of how they can work together with businesses and communities to help the tourism industry get back on its feet,

in a safe way. [Download the Charter](#), promote it to your visitors and encourage responsible visiting.

### **VisitScotland Little Adventures marketing activity**

VisitScotland launched Little Adventures to encourage family holidays and breaks in Scotland. The new content is now live and you can see the video on [VisitScotland's family breaks page](#) and is being promoted via email, social channels and PR.

### **Good to Go**

Over 2000 tourism businesses are now 'Good to Go' in Scotland so if you haven't done so already, please apply now to confirm that your business has taken the necessary measures and is operating in line with the [Government guidelines](#) and [Public Health guidance](#) (relating to Scottish businesses) clearly set out in your [COVID-19 Risk Assessment](#).

Upon successful completion of the application, you will be sent a secure link to download your certificate, mark and a toolkit with practical steps for telling your customers that your business is **Good to Go**.

This is your signal to customers, visitors and your local community that you have worked hard to follow Government and industry COVID-19 guidelines and have a process in place to maintain cleanliness and aid social distancing. [Apply here](#).

### **Are you planning to reopen? Complete our short survey**

We're keen to find out more about what businesses will be reopening over the next few weeks and have a short 2 minute survey to complete.

We would be grateful if you could take the time to do that to give us a clearer picture of the expected activity. [Please click here to complete](#) - thank you to everyone who has completed the survey so far.

## **Business and Funding Support**

### **New licensing hotline launches to support Scotland's tourism businesses in run up to reopen date**

The Scottish Tourism Alliance has partnered UK law firm TLT to provide a new, free support line for its members as Scotland's tourism industry gets geared up to reopen next week.

The hotline allows STA members to speak directly to a specialist licensing solicitor for a free 30-minute consultation. Members can also receive discounted fees on a subsequent legal instruction if one is needed. [Read more](#).

### **Scottish Government publishes events guidance**

The Scottish Government has published guidance for event organisers ([available here](#)), allowing them to begin the process of planning for the return of events to Scotland. The guidance, which has been developed with input from EventScotland alongside representatives of the events and festivals industry in Scotland, including the newly established Event Industry Advisory Group, gives recommendations as to how event organisers can return staff to work while minimising risk as well as planning for the delivery of events with appropriate health & safety protocols in place.

### **£1.57billion for Culture, Arts and Heritage**

The Government has announced that organisations across a range of sectors including the performing arts and theatres, heritage, historic palaces, museums, galleries, live music and

independent cinema will be able to access a [£1.57 billion package of emergency grants and loans](#). **This package includes £97 million for Scotland.** Details of the organisations that will be eligible and the process by which organisations will be able to apply for this funding should be available soon.

### **Scottish Government announces £10 million fund to support performance arts venues**

Created as part of the Scottish Government's £185 million Business Support Fund, the Performing Arts Venues Relief Fund will help venues which cannot yet reopen to their audiences due to the ongoing impact of coronavirus. It will be run by Creative Scotland.

### **Sign up to the Glasgow Gift Card scheme**

Generating £100,000 for the city's economy last year, there are no fees and the scheme is free for businesses to join in July. <https://experienceglasgow.com/glasgow-gift-card-join-the-scheme/>.

### **What to do if a guest develops COVID-19 symptoms on the premises**

There's an important update in the recently published Scottish Government guidance regarding advice for accommodation providers on what to do in the event that a guest develops COVID-19 symptoms whilst staying in holiday accommodation. Please refer to the operational guide and checklist – under the heading 'COVID-19 on the premises'. [Read more](#).

## **Industry Updates**

### **SEC confirms £168 million worth of future conference business**

The Scottish Event Campus has said it has secured new conference business for the future in partnership with Glasgow Convention Bureau and the city's academic institutions. The business secured amounts to 189,944 participant days for the city and will contribute £144 million to Glasgow's economy.

Aileen Crawford, Head of Conventions at Glasgow Convention Bureau, observed that it has been widely recognised that recent weeks have been a huge struggle for the tourism and events industry in Glasgow, but noted it is reassuring to see that conference organisers continue to be confident that face-to-face meetings are “still valuable and important to the future vision and mission of their organisation.”

“It is important that we continue to secure high profile conferences that are aligned to the city's key sectors and areas of academic research excellence, as they will support the socio-economic recovery of the city in the medium to long term,” she said. [Read more](#).

### **FCO Exemptions to Non-Essential Travel Advisory Notice**

The list of those countries and territories that the UK Government has lifted its advisory notice to avoid all non-essential travel can be found [here](#).

The Scottish Government has approved almost all of the "air bridge" travel destinations set out by UK ministers. This means that from 10 July, Scots can travel to 57 other countries without having to self-isolate on returning. However, Spain and Serbia have been omitted from the list due to concerns about the prevalence of COVID-19.

It should be noted that flights are not yet available to all these places and not all countries have indicated that they will accept British visitors.

**Doors Open Days digital programme**

Glasgow Building Preservation Trust is delighted to announce that in 2020, Glasgow Doors Open Days Festival is going digital, 14 - 20 September. Expect a host of digital events including webinars, film screenings, podcasts, 3D digital environments and more. Programme launches mid-August.

**Save Our Sub Crowdfunder smashes target within hours**

A campaign to save Glasgow nightclub, The Sub Club, which has been open for more than 30 years has smashed its target to raise more than £120,000. [Read more.](#)

**Tennent's to hand out free pints to customers when Scottish pubs reopen**

Tennent's has pledged hundreds of thousands of complimentary, freshly poured pints for its customers. Licenced venues across the country will be taking part in the 'Dedicated to You' campaign to lift the spirits of people separated from friends and family over lockdown. [Read more.](#)