

16 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](#).

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Marketing

#GlasgowIsOpen campaign launches

Glasgow Life's new consumer marketing campaign **#Glasgowisopen** launched on Wednesday 15 July, to coincide with the official reopening of Scotland's tourism industry. [Read more and download digital assets here.](#)

Campaign activity will include creation of a specially commissioned film as well as digital articles and features on People Make Glasgow channels. The assets aim to reinforce civic pride and ownership of the city and reassure audiences that Glasgow is open, ready, and safe. They will further highlight practical information, Support Local, Inspire Locals and Inspire Scots. [View the video here.](#)



How you can get involved with the campaign.

- Follow People Make Glasgow social channels and use the campaign hashtag **#Glasgowisopen** when sharing the new film and other content across your own social media and digital channels.
- Let us know your reopening plans – complete our short [Business Reopening Register.](#)
- Share your re-opening images with us on Twitter @GlasgowTourism using **#Glasgowisopen**.
- Download city images for your own promotions and social media posts from our [multi-media library](#) (password: Destination2020).
- Update your [VisitScotland.com web-listing](#) with your '[We're Good to Go](#)' [accreditation](#).

Glasgow business reopening register

We are continuing to maintain a register of tourism and hospitality business and their reopening plans to help inform our ongoing marketing activity. We'd be grateful, therefore, if you could [complete the short survey](#).

VisitScotland Take five for Tourism initiative



VisitScotland is calling for people across Scotland to support our valuable tourism industry by outlining five simple actions that Scots can take to help restart the visitor economy, including taking a trip, eating out and booking a staycation. Find out more at [Take five for tourism initiative](#) and encourage your visitors to share their experiences using #Take5fortourism on social media channels to help spread the word.

Good to Go accreditation

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](#).



Business and Funding Support

Glasgow recovery webinars

In June and July, VisitScotland and Glasgow Life hosted a series of webinars tailored for businesses across Glasgow and the surrounding area. The programme aimed to help support reopening and recovery from the current coronavirus pandemic as lockdown restrictions are eased. [The full series of webinars is now available for you to watch back here](#).

Scotland's grassroots music venues can 'now plan recovery' after £2.2 million rescue funding

The Scottish Government has allocated the funding to grassroots music venues, which industry leaders say will "stabilise" the cultural sites that are facing an economic crisis amid the Covid-19 lockdown. [Read more](#).

Sector guidance updates

The Scottish Government has now published its guidance for retail, tourism and hospitality customers. You can find the guidance [here](#).

Updated guidance on exemption to 1-metre for the hospitality industry

[Guidance on the permitted exemptions](#) for transport, retail and hospitality sectors to allow a move from 2-metre to 1-metre physical distancing has been published on the Scottish Government website. This is conditional on appropriate additional mitigating measures being implemented to reduce the elevated risk. The [assessing risk](#) section of the sector guidance provides information and tools to help carry out risk assessments and [the checklist](#) has been updated to incorporate the additional mitigating measures.

'Eat Out to Help Out' scheme is now open for registration



The UK Government 'Eat Out to Help Out' scheme is now open for registration, please register your bar or restaurant to offer a discount to diners and encourage them to eat at your premises. [Read more](#).

You can [download promotional materials](#) to help you promote the scheme and let your customers know that you're taking part.

To support the initiative, the UK Government will launch a [restaurant finding service](#), on 20 July, whereby the public can search by postcode for a list of participating restaurants.

Business support at the Mitchell Library

The Business and Intellectual Property Centre Glasgow (BIPC) at the Mitchell Library supports entrepreneurs and innovators to start, grow or run a business. It offers access to resources, support from staff and advice from partner organisations as well as an enquiry service. [Read more](#).

Conferences and events

Events supply chain consultation feedback

VisitScotland recently conducted a survey to find out how businesses in the events supply chain were being affected by the immediate and ongoing challenges of Covid-19. [Read the summary of feedback and next steps here](#).

Impact of Covid-19 on Glasgow's conference business

The impact of Covid-19 on conference business for the city continues to change daily. The Conventions team have been working closely with clients, the SEC, the city's hotel community, Universities and unusual venues to help with the changing plans caused by postponements and cancellations.

As of the end of June 2020, 115 conference clients have considered their options with 41 deciding to cancel, which equates to a resultant loss of £55 million to the city's economy.

Meanwhile, 63 conferences worth £105 million to the local economy through delegate spend, have now been postponed to 2021 - 2022.

Since 1 April to the end of June, Team Glasgow has continued to attract and win conference business for the city. 14 conferences have confirmed for future years, attracting 8,000 delegates, worth £12 million in delegate spend.

Future conference business as at the end of April 2020 (figures are subject to change)			
Timescale	No. of Conferences	Delegates	Economic Benefit
Sep-Dec 2020	20	2,000	£2 million
* Jan-Dec 2021	81	65,000	£100 million
2022-2025	37	50,000	£85 million

* COP26 has been postponed to 1-12 November 2021 but has not been reflected in the above figures until more information becomes available regarding delegate numbers.

Industry updates

Glasgow Life's Tourism and Events Update

The July edition of [Glasgow Life's Tourism and Events Update](#) provides a snapshot of recent and forthcoming activity undertaken by our destination marketing, conventions and major events teams.



Glasgow parking spaces could be turned into outdoor seating for pubs and restaurants

Glasgow could soon see 'parklets' popping up around the city as businesses look to expand their premises outside. Parklets allow businesses without the benefit of widened footpaths to take over parking spaces outside their premises instead. [Read more.](#)

Dive In: Glasgow Short Film Festival's free online fest



DIVE IN Cinema is a fortnight of online screenings to enjoy from home, with screening programmed and supported by some of our favourite festivals, programmers and film clubs. The screenings are all free to watch, with the festival asking for donations for two Scottish charities. [Read more.](#)

Cinemas are coming back in the spotlight after lockdown

Cinemas are finally re-emerging from the pandemic-induced lockdown – and, in common with shops and stores, priority has been placed on new safety measures. [Read more.](#)

Historic Environment Scotland sets out plan to reopen its properties. [Read more.](#)

Gleneagles, 'Our Turn to Care' initiative for NHS staff

Scotland's most iconic hotel and sporting estate announced today the launch of 'Our Turn to Care', a charitable initiative to thank the heroes of NHS Scotland in a significant long term gesture of gratitude by donating 365 free room nights to healthcare workers each year for the next five years. [Read more.](#)

Il Pavone unveils new Covid-safe dining room in Princes Square. [Read more.](#)

Leading adventure sports businesses land funding from Experience Glasgow



Three of Scotland's leading sports attractions have been awarded funding from Experience Glasgow to team up to create a unified adventure and alternative sports brand and must-visit destination for the city. Pinkston Watersports, Glasgow Wake Park and The Loading Bay Skatepark are joining forces to establish a collaborative and exciting visitor experience in north Glasgow. [Read more.](#)

City Sightseeing reopening tomorrow

As the city and tourism across Scotland starts to reopen Experience Glasgow caught up with Glasgow's famous red bus, Glasgow City Sightseeing, to find out about their reopening plans ahead of Friday, 17th July. [Here's what to expect from City Sightseeing and their brilliant tours of the city.](#)



Fore Play Crazy Golf awarded double industry Covid-19 safe accreditation



Looking for ways to make your guests confident to return to your venue? [Fore Play Crazy Golf has been awarded a double industry Covid-19 accreditation](#) from VisitScotland and the AA, along with two new courses for golfers to play.

Glasgow retail is open! St Enoch Centre is ready to welcome customers back

Leading Glasgow shopping centre, St Enoch, is following guidance from the Scottish Government, and implementing a range of measures for staff and customer safety, as stores including Hamleys, Game and The Body Shop begin to open their doors to customers once again. [Read more.](#)



PLATFORM pivots their business from indoor street market to Scotland's largest restaurant



An exciting newly-styled street food concept has been announced for PLATFORM set in Glasgow's iconic Argyle Street Arches in the catacombs of Glasgow Central Station. The indoor food market will now be home to Scotland's largest casual restaurant and street food kitchen. [Read more.](#)

The Gate marks birthday and reopening with month-long series of events

Glasgow's The Gate is set to reopen with a bang and celebrate their first year anniversary with a month-long series of events. They've created this hilarious high-energy launch video to celebrate their bar reopening in Glasgow. [Read more.](#)



Join the conversation & useful links

Keep-up-to-date with Glasgow's tourism news by following [@GlasgowTourism](#) on Twitter and using the hashtags **#GlasgowTourism** **#Glasgowisopen**. 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.