

31 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 update



#GlasgowIsOpen campaign launched on 15 July with full page adverts in The Herald, Glasgow Times, Scottish Sun and Daily Record, and roll out of a new inspirational film across People Make Glasgow Channels.

Examples of editorial coverage can be found in [Glasgow Times](#) and [Glasgow Chamber of Commerce news bulletin](#).

The campaign launch performed strongly on social media channels, with high engagement and sharing from businesses and consumers and the launch film has achieved over 50,000 video views so far.

We have been in touch with local media and bloggers and are coordinating several visits and features to take place in the coming weeks including a visit by bloggers [Foodie Explorers](#) this week.

The next phase of activity will roll out in August and will include radio advertising across west central Scotland and targeted digital outreach. Of particular focus will be the younger demographic 18-35. All current activity will focus on the day trip market within approximately a 30 mile radius of Glasgow.

Examples of recent content under the #GlasgowIsOpen campaign include; [Dine out in Glasgow](#) and the [Glasgow Now Content Hub](#) which were published last week (week commencing 20 July), and shared on our social media channels along with partner outreach, to support the city's reopening, providing people with information and inspiration on visiting Glasgow now. All the content within the hub is being regularly updated. Performing strongly on social media these articles achieved engagement rates significantly above our benchmarks.

[Know Before you go: A practical guide to visiting Glasgow](#) This article, published this week across People Make Glasgow (PMG) social media channels, was accompanied by an infographic highlighting some practical considerations ahead of a visit to the city. Please share from PMG channels @peoplemakeGLA using #GlasgowIsOpen.

Here is how you can get involved in the campaign and help spread the word.

- 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 or indeed if your business is already open by completing our short survey: [Business Reopening Register](#).

- Share your re-opening/open for business 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.

The role of food tourism in Scotland's tourism recovery, post Covid-19 - webinar 4/8

Food tourism has become mainstream in the visitor economy, with people travelling for unique, memorable food and drink experiences. This webinar will explore how food tourism can contribute to Scotland's tourism recovery, post Covid-19, and what this means for businesses while being mindful of how to balance the needs of the local economy with those of local communities. For full details and to book your place, please visit [here](#)

Glasgow business reopening register

Understanding which of the city's hotels, shops, bars, restaurants, venues, attractions and other tourism and hospitality businesses are already open or are planning to reopen, is vital to our future destination marketing of Glasgow. If you haven't yet had the opportunity to complete on behalf of your business, we'd be very grateful if you could do so as soon as possible by using the following link: [complete the short survey](#). Thank you!

Good to Go accreditation

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](#) clearly set out in your [Covid-19 Risk Assessment](#). [Apply here](#).

Business and Funding Support

Further funding for Tourism – lifeline support for sector

Two new funding packages, worth £15 million, have been announced to support Scotland's tourism sector as it continues to feel the impacts of coronavirus (Covid-19).

A £14 million [Hotel Recovery Programme](#) will open before the end of August 2020, consisting of grant funding from the Scottish Government, plus bespoke packages of wrap-around business support provided by Scotland's enterprise agencies and their partners.

New £1 million Scottish Government grant available for self-catering businesses in Scotland. The fund will be made available for businesses who haven't received any other Covid-19 funds. Applicants will be eligible to receive a one-off grant of £10,000. Applications for the new [Support Scheme for Self-Catering](#) businesses, which VisitScotland will administer, will go live on Monday 3 August at 9am.

Scottish Government issues £10 million in funding for live events sector

Earlier this month, the UK Government announced a package for the arts sector which would see £97 million given to Scotland through the Barnett formula. Now, Culture Secretary Fiona Hyslop has announced the funding boost, intended to give direct support to venues and businesses in their supply chains, as well as support changes which need to be made to meet social distancing standards upon reopening. [Read more](#).

£2.25 million for music venues

The Government has announced that £2.25 million from the £1.57 billion Cultural Recovery Package would be [allocated to music venues](#) as emergency funding to help prevent them becoming insolvent. This funding will be administered by the Arts Council and will be used to provide grants of up to £80,000 to help an estimated 150 venues. It is expected that details on the allocation of the bulk of the Cultural Recovery Package will be announced shortly.

Scottish Government Test and Protect toolkit

As lockdown continues to ease, more restrictions are being lifted and the most vulnerable are coming out of shielding. Now more than ever, Test and Protect continues to be critical in helping control the spread of the virus.

Here are links to the Test and Protect – Stage 2 Stakeholder Toolkit, with updated marketing tools for your business and customers to reflect the most recent guidance including posters, social media graphics and copy for your website.

You can view the latest 30 second adverts here: [Self-Isolating and Booking a Test](#), [Contact Tracing](#) and download the campaign tools via [WeTransfer](#), [Dropbox](#) or from the [NHS Inform Coronavirus Communications Toolkit](#).

WE NEED YOUR HELP TO STOP THE SPREAD OF CORONAVIRUS

For the health and safety of the customers and staff, we'll need to record your:

- name • contact telephone number • date of your visit • time of arrival and departure

Enjoy your visit and help support NHS Scotland's Test & Protect.

- 1 PROVIDE YOUR DETAILS**
We'll ask you to provide your name, contact details and the date and time of your arrival.
- 2 ENJOY YOURSELF**
Enjoy your food and drink and help us by following instructions from staff.
- 3 LET STAFF KNOW WHEN YOU LEAVE**
When finished, please let a member of staff know so they can take a note of what time you left the venue.
- 4 NHS CONTACTS VENUE**
In the unlikely event there is a cluster of coronavirus cases linked to the venue, NHS Scotland may ask the venue for details of those individuals who were present.
- 5 NHS GETS IN TOUCH**
If you were in close proximity to someone at the venue who tested positive for coronavirus, NHS Scotland will get in touch.
- 6 FOLLOW ADVICE**
Follow the instructions from NHS Scotland.

Thank you for your support

Privacy Notice
The venue has a lawful basis to process your information. Contacting people who might have been exposed to coronavirus is an important step in stopping the spread. Your information will be held securely, controlled by the organisation whose premises you are in and will be destroyed after 21 days. Your information will only be used if requested by NHS Scotland for contact tracing purposes. You have the right to have your data erased or corrected. For the full Collection of Personal Data - Privacy Notice for Hospitality Businesses, visit [gov.scot/hospitality/privacynotice](#).

NHS TEST & PROTECT

Reclaiming money from the 'Eat Out to Help Out' scheme



The Government has produced [new guidance](#) for businesses on the Eat Out to Help Out scheme which includes further details on when businesses can claim reimbursements for discounts given to diners and the records that businesses will need to keep.

The reimbursement service will be available from 7 August to 30 September. It is important to note that VAT needs to be paid on the full amount of the customer's bill before the discount is applied.

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.](#)

New e-learning programme for frontline staff in Scotland

Experience Glasgow and World Host have teamed up to offer a new e-learning programme for frontline staff in Scotland. Empower your staff to keep customers and colleagues safe beyond Covid-19 & drive positive behaviours in a rapidly changing customer-facing environment. [Read more.](#)

City of Glasgow College supports regrowth of hospitality



Just two weeks before the country went into lockdown, City of Glasgow College held a [Hospitality and Culinary Summit](#) attended by industry professionals and specialists from across the country. Its focus was on forging stronger partnerships with industry and working to change perceptions of the sector and the mind set of influencers.

Now that the hospitality, tourism and culinary sector has started to reopen, the College is looking to continue its role in supporting the industry and is keen to hear from industry on how they can continue to collaborate, support and work in partnership with them. [Read more.](#)

Conferences and events

Sector guidance and key dates

According to the attached, Events & Conferences Infographic, from Professor Jason Leitch, indoor events and conferences have an indicative start date of 14 September, with reduced physical distancing and restricted numbers. The Glasgow Convention Bureau are in touch with VisitScotland Business Events for clarification around what is meant by restricted numbers, to ascertain whether this is the maximum number the venue is able to hold, or the maximum number as stated by the Scottish Government.

Keeping Piping Alive!: 2020 programme highlights to stream online in August

After a summer of cancelled events, Piping Live! Glasgow International Piping Festival have announced they'll be live-streaming a mini-programme of this year's event between 8 – 14 August. [Read more.](#)

Glasgow Mela is back for 2020 – virtually!

Glasgow Mela will be live on YouTube from 20 - 30 September, bringing the singing, dancing and show stopping performances that make the Mela, as well as cooking demos, make-a-long crafts and much more. [Read more.](#)

Connectivity

Impact of Air Passenger Duty waiver

Airlines UK has undertaken a study (attached) on how a 12-month waiver on Air Passenger Duty would help rebuild the UK tourism industry by increasing passenger demand and improving connectivity across the UK. Their analysis suggests it would result in around 21 million additional passengers over the period and 56 additional routes being served by July next year. In terms of economic impact, the research indicates that the move would save around 8,000 jobs and £7 million in GVA.

ScotRail to run 90 per cent of train services from next week

The train operator has confirmed that it will increase its services from Monday (3 August), including peak time trains. All routes will have normal early morning, late night, and peak services. 100% of normal capacity will be provided during peak travel hours, although many

seats will need to remain empty to maintain physical distancing. ScotRail has also implemented rules to which they have asked travellers to adhere. [Read more.](#)

Ambitious plans to transform Scottish rail network unveiled

Plans to decarbonise Scotland's rail passenger services by 2035 were launched by Transport Secretary Michael Matheson (Tuesday 28th July) as part of Transport Scotland's 'Rail Services Decarbonisation Action Plan'. [Read more.](#)

Industry updates

Industry spotlight - Ibis Styles Hotel

With more tourism businesses in Glasgow reopening each week, we caught up with **Victoria Smeaton, Director of Sales at Ibis Styles Hotel** on their preparations to #GetTourismReady.

"We are delighted to be open and have already started welcoming more guests back to our hotel with our famous Scottish hospitality.

Our hotels are inspired by the beating heart of Glasgow, the culture, humour, quirky slang, style and swagger. This theme runs throughout our hotel experience, and the journey begins with a true Glaswegian welcome "It's Yerse!"

Before reopening we have taken time to adapt and implement changes to meet the safety needs of our guests and team in line with government guidelines. The hotel now has the official UK mark "We're Good To Go" as well as Accor's "ALLsafe" certificate and training.

Our adaptations include social distancing floor signs and safety screens at reception, public areas, bars and coffee shop but all with our trademark Glaswegian theme as you can see in the photos. Even our hand sanitising stations have got a wee bit of that unique Glasgow humour too!

We pride ourselves to be one of the highest rated hotels for cleanliness as well as customer service. It's important to us our guests and team feel safe, comfortable, and well looked after. With this in mind, some of our items in the bedrooms and public areas have been removed. This includes leaflets, phones and menus - all now available digitally through our WhatsApp. Using WhatsApp you can where you can browse our menus, contact our team for room service or even just sent us a wee hello and have a blether – all from the comfort of your room.

Reopening Ibis Styles Glasgow West and Ibis Styles City Centre has been fabulous. We can't wait to welcome more guests and make the start of their Glasgow experience a belter!"

We'd love to hear from more of you about what you're doing and how it's going. [Get in touch](#) if you'd like to be featured in our next update and social channels.

Glasgow welcomes Scotland's first Rolex boutique

Scotland's first boutique dedicated to luxury watch brand Rolex has opened its doors in Glasgow. The outlet, based near the top of Buchanan Street, debuted following a "significant investment" by owner Watches of Switzerland, which designed the interior and external facade in conjunction with the famous Swiss brand. [Read more.](#)

UN calls on youth activists to advise on climate crisis and Covid-19 recovery.

Seven young people will take on roles to “provide perspectives, ideas and solutions” aimed at helping to scale up global climate action in the recovery from the coronavirus crisis and ahead of COP26. [Read more.](#)

City Sightseeing Glasgow blog will go live today

Keep your eyes peeled for our new blog which has been developed in partnership with City Sightseeing Glasgow. The blog is an interview with City Sightseeing Tour Guide, Katie Tennent.

Invisible Tours Glasgow provides unique trip around city

Invisible Cities is a social enterprise that trains people who have previously experienced homelessness to become walking tour guides of their own city. Walking tours of Glasgow run by former homeless people in the city are back open following months of uncertainty during the virus with a number of family-friendly walks in Glasgow. [Read more.](#)

Glasgow Restaurants Power Rankings

It's different out there, but one thing stays the same. Glasgow has a dynamic food and drink scene. It's emerging from slumber and ready to go. As we move into August, this is the Evening Times' countdown of the most-talked-about, must-visit restaurants in the city right now. [Read more.](#)