

14 August 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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Business Funding and Support

Scottish Government announces £10 million fund for apprenticeships

The First Minister announced details of a £10 million fund to support a range of measures to recruit and retain apprentices, including additional funding for the Scottish Government's Adopt an Apprentice programme.

Skills Development Scotland are also working with employers to identify other measures to recruit and retain apprentices. [Read more.](#)

Scottish Tourism Alliance accommodation survey

Calling all accommodation providers, the STA are running a short survey (30 seconds) of the accommodation sector. They are looking for feedback on your bookings in August, September and October in order to share insights with VisitScotland and the Scottish Government in their weekly conversation. [Please complete the survey here.](#)

Scottish industry supports frontline workers mental health with anxiety toolkit

Glasgow's hospitality industry has launched an anxiety toolkit in response to the ongoing situation with COVID-19 and how it has impacted the mental wellbeing of the trade. [Read more.](#)

Claims service for the Eat Out to Help Out scheme is now live

If you have registered your establishment for the [Eat Out to Help Out Scheme](#) you can now submit claims.

What you'll need in order to claim

You'll need the records you've kept for each day you've used the scheme, including the:

- total number of diners (covers) who have used the scheme, including children.
- total amount of discount you've given.
- period you're claiming for.

If you're making a claim for more than one establishment, you will need to have the:

- records for each establishment.
- overall total value of the claim for all establishments ready before you claim.

Series of webinars on various COVID-19 support schemes

The Department for Business, Energy and Industry Strategy are running a series of webinars on various COVID-19 support schemes:

- Extension to the Coronavirus Job Retention Scheme and flexible furloughing - [Register here](#) Friday 14 August.
- COVID-19 Self-Employment Income Support Scheme, Universal Credit and Child Benefit - [Register here](#). 18-21 August.
- COVID-19 Statutory Sick Pay Rebate Scheme - [Register here](#). 20 August.

Industry Updates

Glasgow restaurant extends Eat Out to Help Out offer until at least the end of September

Glasgow based Scottish restaurant [Mharsanta](#), is delighted to announce that it will be extending the current 'Eat Out to Help Out' scheme until at least the end of September.

Mharsanta's owner said: "We have seen a fantastic response from guests to the introduction of the government scheme and will continue to offer the same discount for diners until at least the end of September. We see the extension of this scheme as an opportunity to encourage our guests to continue to use the restaurant at normally quieter times of the week."

The discount scheme will continue to offer a 50% discount on all food and non-alcoholic drinks up to a maximum of £10 per person, all day every Monday, Tuesday, and Wednesday in September, just as the current government scheme does in August.

Kelvingrove Art Gallery and Museum is reopening



One of Glasgow's best loved visitor attractions will reopen its doors on Monday 17 August, with free tickets now available to book. The team at Kelvingrove have been working hard behind the scenes to ensure safe and enjoyable visits. [Read more.](#)

Glasgow Cathedral and other historic sites ready to welcome visitors again

A dozen Historic Environment Scotland (HES) visitor attractions across Scotland will reopen this month after being shut due to coronavirus. The list of venues and opening dates include Glasgow Cathedral on 28 August. HES said it hopes another 10 ticketed sites could follow in September. [Read more.](#)

Scots urged to get outdoors and help save nation's heritage

The National Trust for Scotland (NTS) is urging people to get outside and enjoy walking in some of the country's most beautiful and breath-taking scenery, while generating vital funds for its SOS appeal. [Read more.](#)

Glasgow Harbour development: £100 million plans to rejuvenate River Clyde waterfront move forward

Glasgow Harbour Lifestyle Outlet, next to the Riverside Museum, will house restaurants, cafes, a 200-bedroom hotel, 12-screen cinema, casino, and a waterfront promenade. [Read more.](#)

Scottish tourism chief calls for Edinburgh festivals rethink

VisitScotland chief executive Malcolm Roughead suggested the festivals needed to "step back" and consider their impact on the environment and how to retain their quality without growing in size every year. [Read more.](#)

Marketing

'Glasgow is open' consumer campaign helps galvanise support for city businesses

The inspirational #GlasgowIsOpen launch film has already been viewed more than 55,000 times across social media channels, while a series of compelling digital features and blogs across People Make Glasgow channels has been produced as part of the campaign. [Read more.](#)

Get involved 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 if your business is already open or tell us your reopening plans by completing our short survey: [Business Reopening Register](#).
- Share your open for business or reopening 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 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.](#)

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 update and your VisitScotland listing

Currently over 6,000 Scottish business have signed up to the Good to Go scheme and social media is full of people proudly displaying their award. Remember to [update your VisitScotland listing](#) with you award and that your open as both can now be filtered on the search results.

VisitScotland.com has seen a rapid uplift in site visitors throughout July, with search traffic +72%, referrals passed onto accommodation web booking engines increasing by 187% to over 20,000, and a further 215,000 referrals to businesses own websites via their web listings. It is more important than ever to ensure your web listings are up to date to convert this visitor interest.

[Apply now for your Good to Go accreditation](#), confirm that your business has taken the necessary measures and is operating in line with the [Government guidelines](#) and [Public Health guidance](#).

Conferences and Events

Iconic Glasgow venues back Light It Red campaign

This week saw some of the city's most iconic venues support the #LightItInRed campaign to bring attention to the critical condition of the events industry. Barrowlands, King Tuts, Glasgow Clyde Arc Bridge, Scottish Opera, The SSE Hydro, SWG3 & Britannia Music Hall all lit up in red.



What's next for Scotland's £6 billion events industry?

With the COVID-19 pandemic wiping out so many of our cherished sports tournaments and live music festivals there is hope to be found in the fact organisations are planning for a degree of normality in 2021. [Read more.](#)

Sam Fender kicks off Gosforth Park socially-distanced gigs

Neat rows of fenced-off areas, no crushing crowds and not worrying about losing your prime spot when you nip to the toilet – is this the future of gigs? [Read more.](#)

Tron Theatre and Citizens Theatre among Glasgow venues to receive £1.4 million boost

Some of Glasgow's most iconic performing arts venues have been handed a lifeline, with £1.4 million in support given from the Scottish Government and Creative Scotland. The Performing Arts Venue Relief Fund was announced by the Scottish Government in July, with venues such as Citizens Theatre, Tron Theatre and the Tramway Theatre all benefiting from the support. [Read more.](#)

Scotland leads the return of women's sport

Scotland will celebrate the return of international events in the coming two weeks with the staging of the Aberdeen Standard Investments Ladies Scottish Open and the AIG Women's Open, underlining the country's commitment to women's sport.

Both championships will be held as TV-only events behind closed doors at The Renaissance Club in East Lothian and Royal Troon in Ayrshire respectively, but represent the first international events taking place in Scotland and the first tour-level women's events anywhere in the UK since lockdown. [Read more.](#)