

SHAPING THE FUTURE FOR SOUTH LANARKSHIRE TOURISM | WELCOME



 The Falls of Clyde Wildlife Reserve



**STEPHEN KEATING, ECONOMIC DEVELOPMENT
MANAGER**

SOUTH LANARKSHIRE COUNCIL



**MARTIN BRESLIN, REGIONAL PARTNERSHIPS
EXECUTIVE**

VISITSCOTLAND

 The Falls of Clyde Wildlife Reserve



SHAPING THE FUTURE OF SOUTH LANARKSHIRE TOURISM 1 FEBRUARY 2022

THE BIG OPPORTUNITIES AHEAD

**MARTIN BRESLIN, REGIONAL PARTNERSHIPS EXECUTIVE
VISITSCOTLAND**

来自苏格兰的呼唤

**OPPORTUNITIES:
GLOBAL MARKETING**

卡尔顿山
爱丁堡

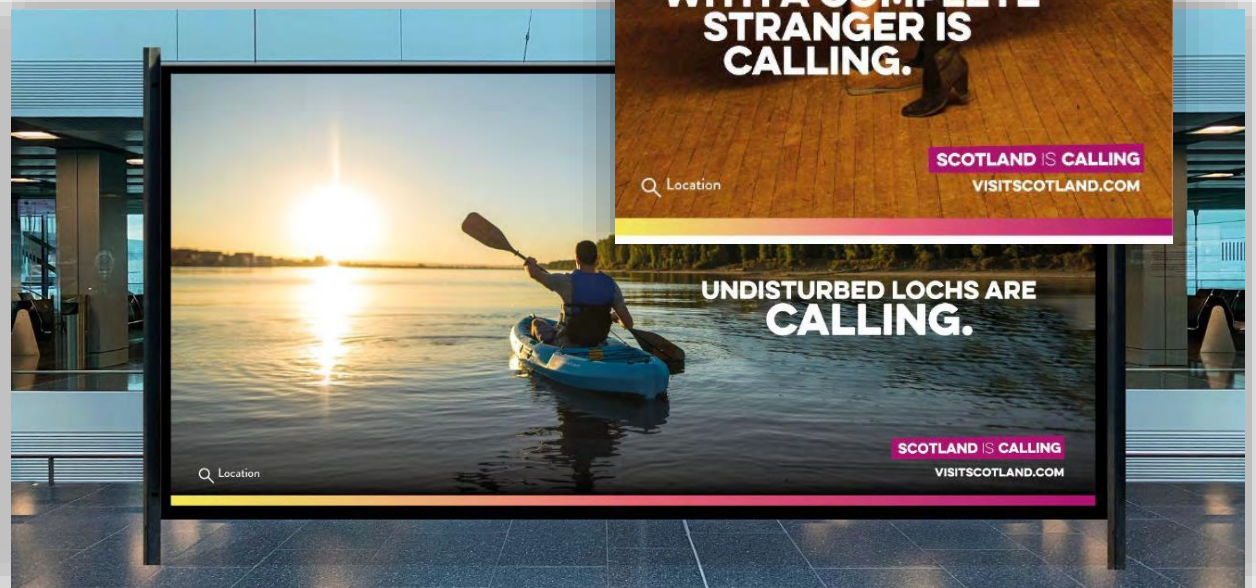
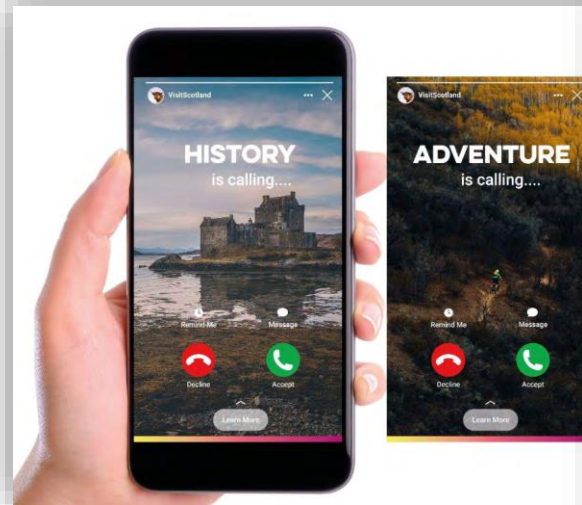
VISITSCOTLAND.CN

**Help Scottish
Tourism recover
as quickly as
possible in a
responsible way
spreading the
benefit**

**Maintain / grow
our share of the
domestic
market**

**Increase
awareness &
consideration
of Scotland
internationally**

**Position
Scotland as a
responsible year
round
destination that
packs a punch**





30/09/2021

Scotland is Calling | industry guide

Launched today (30 September) our new global marketing campaign – Scotland is Calling – is designed to support the recovery of Scotland’s tourism...

#SCOTLANDISCALLING INDUSTRY GUIDE AT VISITSCOTLAND.ORG

- How to align with campaign
- Launch webinar
- Hero videos
- Choice of campaign images
- Themed content calendar
- Sign up for digital review



**OPPORTUNITIES:
SCOTLAND'S UNESCO TRAIL**

SCOTLAND'S UNESCO TRAIL | TOURISM INDUSTRY TOOLKIT

Home > Supporting your business > Marketing > UNESCO trail

Share    

How can businesses get involved?

The businesses included in the campaign content are Green Tourism accredited. By taking part in the Green Tourism Business Scheme (GTBS) these businesses are showing the world that they take environmental considerations seriously and are taking practical steps to tackle issues such as energy efficiency, water saving and mindful waste reduction. All of which are in line with the 17 UN Sustainable Development goals and UNESCO values. [For further information on the National Value of UNESCO read the report on their webpage](#).

Get involved

1 Get listed

Creating a web listing on VisitScotland.com allows you to connect with visitors across the world. This is a free service for all types of tourism businesses including: accommodation providers; visitor attractions, activities, or experiences; places to eat and drink; transport providers; local retail establishments and tour operators.

#UNESCOTRAIL

- Unique partnership – first of its kind in the world
- Responsible tourism focus
- Green Tourism-accredited businesses to use Trail assets and benefit from campaign
- VisitScotland paid media activity in UK, France and Germany starts March 2022
- Industry toolkit at visitscotland.org



OPPORTUNITIES: 2023 CYCLING WORLDS

#POWEROFTHEBIKE

- 13 world championships into one mega event for the first time
- 1 million visiting spectators, 3.2 million followers, 1.1bn TV audience
- Inspire increased bike use – catalyst for change
- Regional place marketing opportunities across Scotland





**OPPORTUNITIES:
YEAR OF STORIES 2022**

YEAR OF STORIES — 2022 —

#YS2022

Five strands:

- Iconic stories and storytellers
- New stories
- Scotland's people and places
- Local tales and legends
- Inspired by nature

Community Stories Fund:

- Awards from £500 - £5,000
- Constituted, not-for-profit groups
- Round 2 open until 18 March 2022

Toolkit at visitscotland.org



**OPPORTUNITIES:
SOUTH LANARKSHIRE COUNCIL'S
£0.5 MILLION INVESTMENT IN TOURISM**



THANKS

MARC CROTHALL, CHIEF EXECUTIVE SCOTTISH TOURISM ALLIANCE

 The Falls of Clyde Wildlife Reserve



SCOTLAND OUTLOOK 2030

Responsible tourism for a sustainable future.

Marc Crothall
CEO Scottish Tourism Alliance

Our Pathway To Recovery
1st February 2022

A person stands triumphantly on the peak of a dark, craggy rock formation. Their arms are raised in a 'V' shape against the sky. The background is a vast, scenic landscape of rolling hills and mountains, with a large, winding body of water (likely a loch or fjord) in the middle ground. The sky is filled with soft, golden clouds, suggesting a sunset or sunrise. The overall color palette is dominated by blues, greys, and warm golden tones.

WE STILL HAVE AN AMBITIOUS SHARED VISION

SCOTLAND.
WE WILL BE THE WORLD LEADER IN 21ST
CENTURY TOURISM.

WHY TOURISM MATTERS



OVER 3.5 MILLION OVERSEAS VISITORS CAME TO SCOTLAND IN 2019



IN 2019 there were **133 MILLION** DAY VISITORS TO SCOTLAND



TOURISM EMPLOYED 229,000 PEOPLE IN 2019
AROUND ONE IN 11 JOBS IN THE ECONOMY



THERE WERE **14,970 TOURISM BUSINESSES** IN SCOTLAND IN 2019, 8.4% OF SCOTLAND'S REGISTERED BUSINESSES

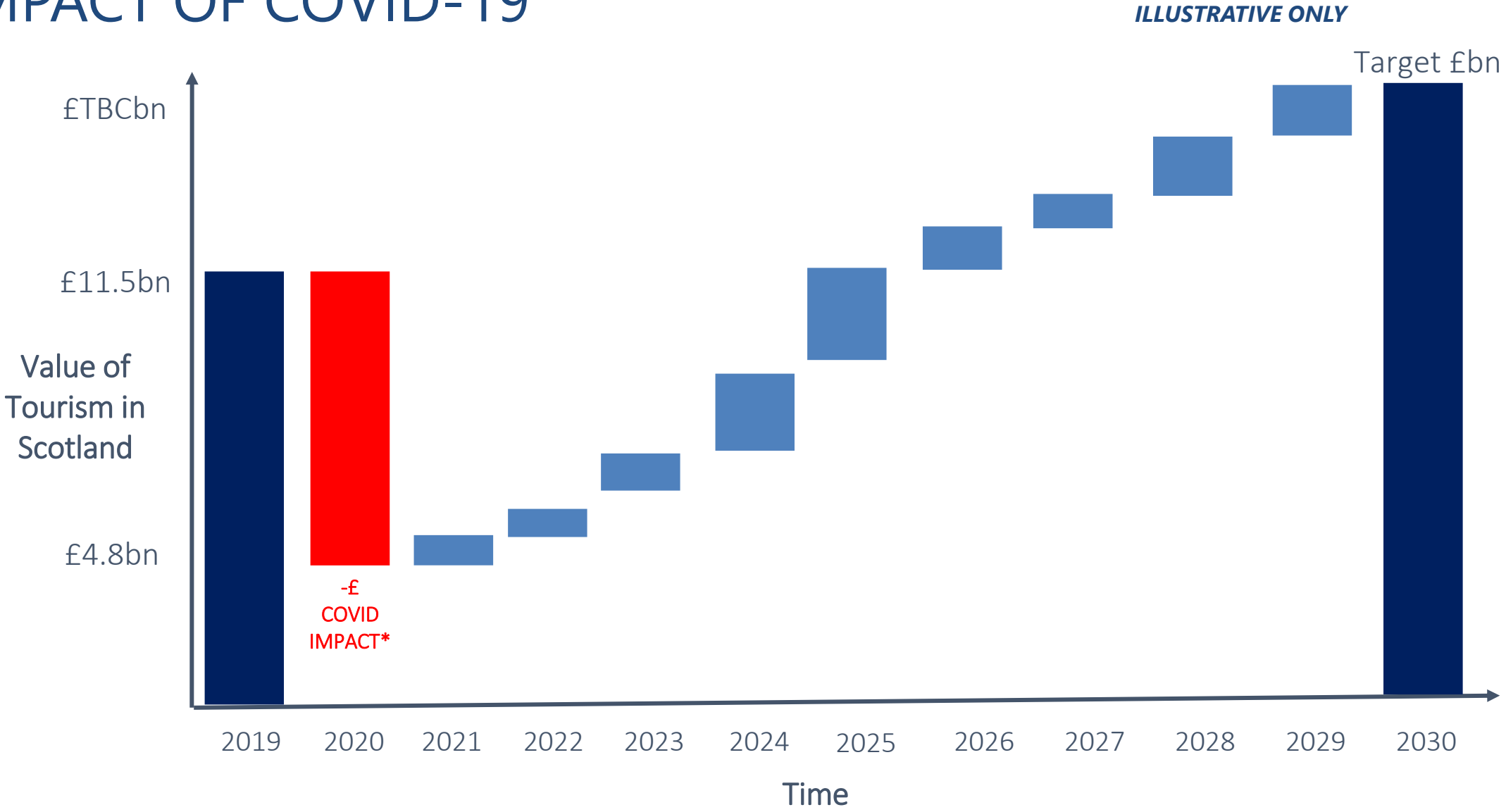


IN 2019 **£5.7 BILLION** WAS SPENT BY OVERNIGHT VISITORS TO SCOTLAND. **£11.5 BILLION** TOTAL SPEND



PRE COVID TOURISM CONTRIBUTED **AROUND £7BN** OF GDP TO THE SCOTTISH ECONOMY, 5% OF THE TOTAL

IMPACT OF COVID-19



*VisitBritain's internal forecasts have suggested international visits to Scotland may decline by 78% compared to 2019, to 775,000, with spend declining by 85% to £388 million. VisitBritain also forecast that spending from domestic overnight and day visitors in Scotland may both reduce by around 50% from 2019 levels, to £1.6 billion and £2.8 billion respectively. VisitBritain (2020)

COMMITMENTS TO 4 PRIORITIES



- **Businesses**
Building business resilience, sustainability and profitability
- **People**
Attracting, developing and retaining a skilled, committed, diverse and valued workforce
- **Places**
Creating and developing a sustainable destination together
- **Experiences**
Providing the very best, authentic and memorable experiences

UNDERPINNED BY ENVIRONMENTAL, SOCIAL & ECONOMIC SUSTAINABILITY

TOURISM RECOVERY FRAMEWORK



PURPOSE

Deliver a strategic and coordinated approach to recovery which supports the rebuilding of the visitor economy in a responsible way.

VISION

“Scotland is a world leader in 21st Century tourism with a thriving, responsible visitor economy”



Short-term aim:

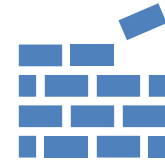
Secure the asset base to maintain and increase the domestic market share in the next 6 months

Medium-term aim:

Secure the levels of social and economic benefit brought by tourism pre-Covid within two years

Longer-term aim:

Create the conditions for longer-term resilience and agility



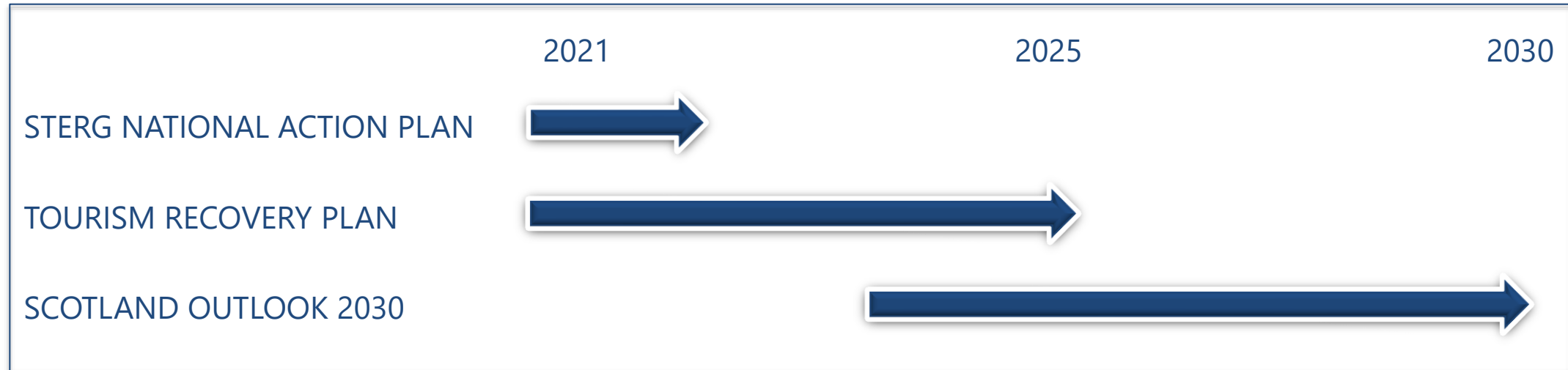
Rebuild our Diverse Businesses

Protect and support our Passionate People

Restore our Thriving Places

Reimagine our Memorable Experiences

A NATIONAL RESPONSE TO COVID-19

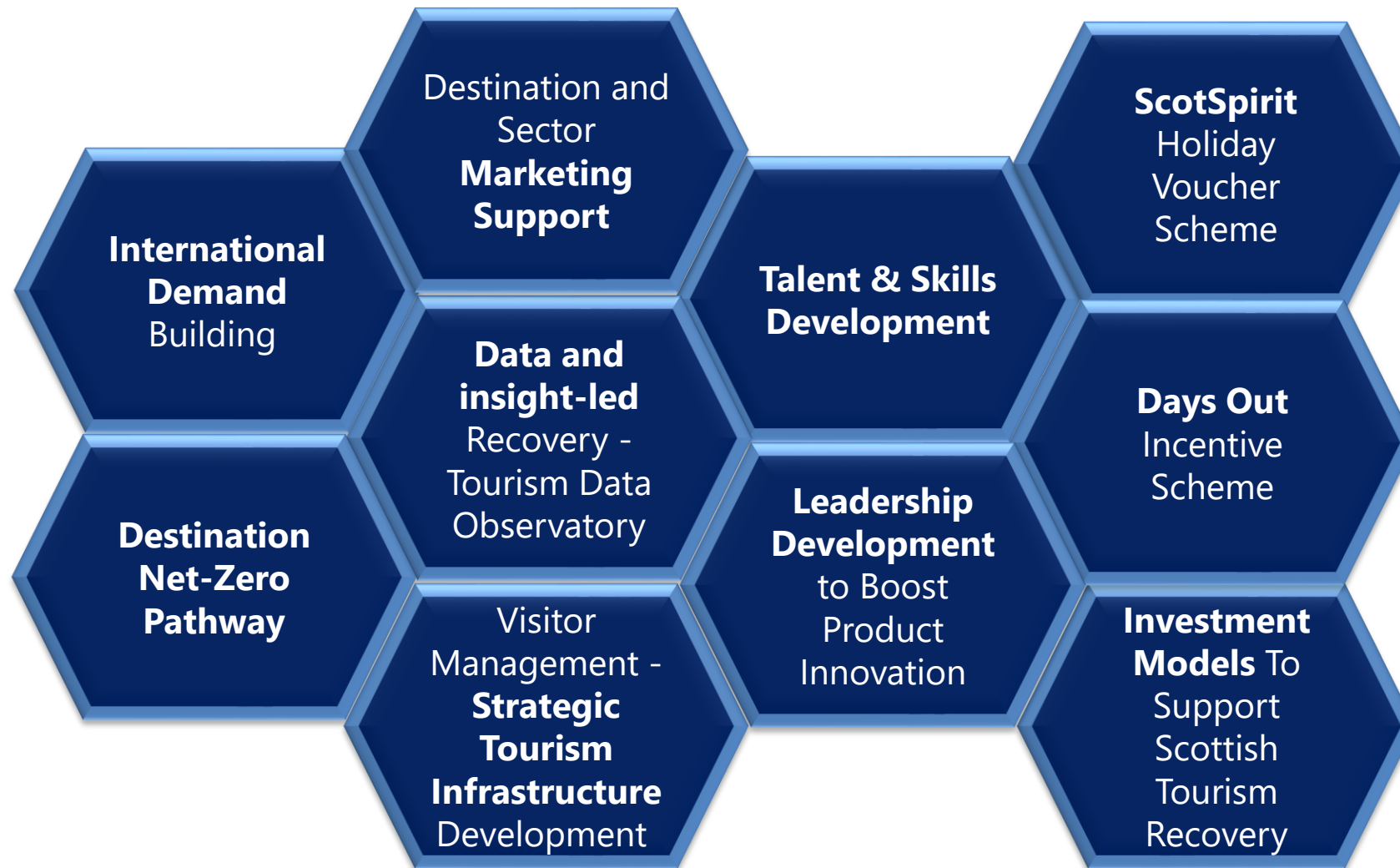


- **STERG Action Plan** - Immediate actions to support businesses to reopen and mitigate business failure. C. 6 month timeframe
- **Tourism Recovery Plan** – Short to medium term recovery plan - Built on the Tourism Task Force Recommendations - The essential actions to support tourism recovery in Scotland up to 2025.
- **Scotland Outlook 2030** – A set of long term strategic commitments which will enable Scottish Tourism to achieve the strategy’s core outcomes and its vision to become the world leader in 21st century tourism.

THE RIGHT CONDITIONS FOR A RESILIENT RECOVERY

- Strategic, targeted support measures across the sector
- Favourable financing conditions for servicing debt and enabling investment
- Supportive fiscal policy and proportionate legislation
- Consistent and coordinated policy response
- International connectivity - the ability to compete and attract international visitors (including (re)establishment of key routes)
- Ability to embrace technology

PHASE 1 PRIORITY RECOVERY PROJECTS 2021-2022 (IN PROGRESS)



PHASE 2 TWO-YEAR RECOVERY RECOMMENDATIONS 2022-2024



THE JOURNEY AHEAD

- The successful delivery of Phase 1 recovery projects is a priority, however;
- Responding to the ongoing challenges and the continued uncertainty of COVID-19 will be addressed in parallel.
- Phase 2 recommendations will provide a pathway to recovery, while also delivering outcomes aligned to the national tourism strategy, Scotland Outlook 2030. Investment models to support these recommendations must be identified.
- The ambition remains to transition back to Scotland Outlook 2030 and to deliver the agreed commitments.

SUCCESS WILL BE DETERMINED THROUGH COLLABORATION AND PARTNERSHIP
BETWEEN INDUSTRY, PUBLIC AGENCIES AND SCOTTISH GOVERNMENT

THANK YOU!



A scenic autumn forest path with a wooden fence and stairs leading up a hillside. The trees are covered in vibrant orange and yellow leaves, and the ground is covered in fallen leaves. The path is paved and leads up a gentle slope. A wooden fence with vertical posts and horizontal rails runs along the right side of the path. In the background, a set of wooden stairs leads up a hillside. The overall atmosphere is peaceful and natural.

JOHN STRACHAN, BUSINESS GROWTH ADVISER

BUSINESS GATEWAY

**LYNSEY ECKFORD, INDUSTRY RELATIONSHIP
MANAGER**

VISITSCOTLAND

 The Falls of Clyde Wildlife Reserve





John Strachan

Business Growth Adviser

- 8 years experience
- Retail & business development background
- Former business owner
- Associate Lecturer @ UWS

- [John Strachan | LinkedIn](#)

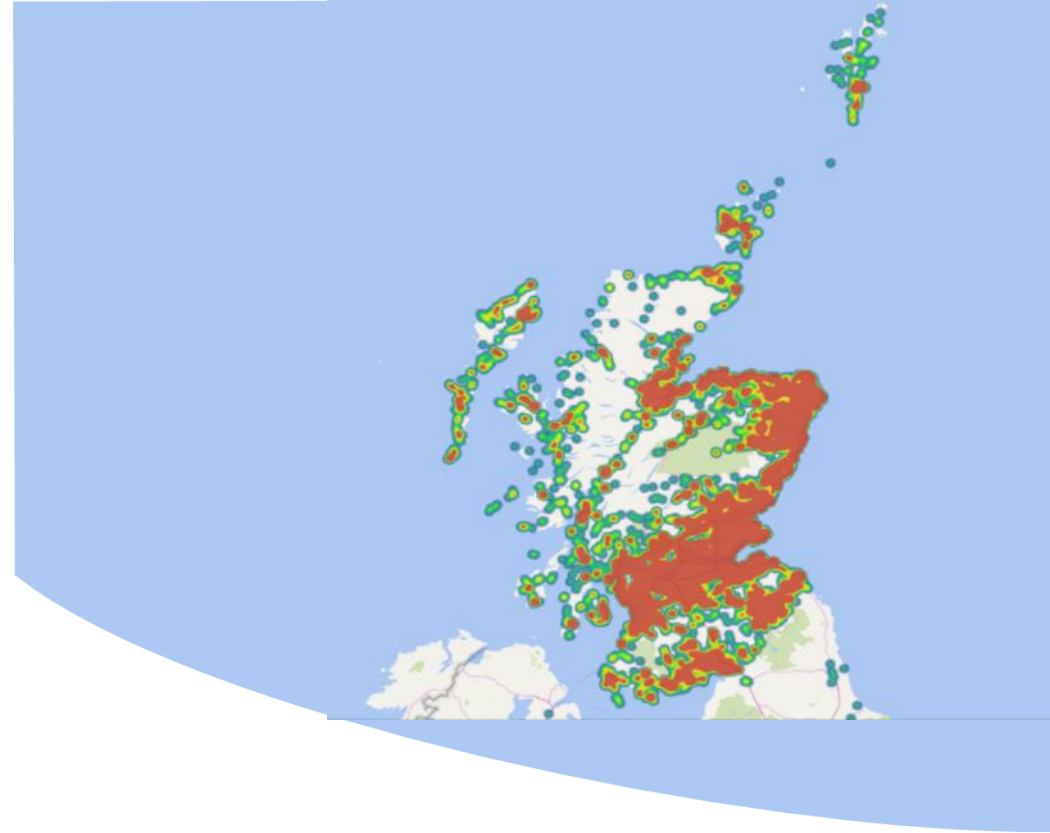


Structure

- A universal business support service managed and delivered via Local Government, led by 18 lead local authorities, in partnership and collaboration with the enterprise and skills agencies
- Over 50 local offices and around 170 business advisers the length and breadth of Scotland
- Central enquiry and information service managed and staffed by Scottish Enterprise
- Operational Network of Local Authority managers overseeing the local service (Business Gateway Operational Network)
- National Unit providing core services: Customer Research, Operations, CRM, Marketing

Remit

- Business Gateway is a first point of contact for all public sector business support for pre-start, start-up, early stage growth and established businesses
- A consistent national service with local flexibility



Our Teams



- Advisers: Start-up & Growth
- Support Staff
- Community Engagement
- Marketing & Communications
- Eco-system

EFRS & Workshops / Webinars



- Information Factsheets
- Market Report Extracts
- Competitor & Customer Lists

- Start-Up Webinars
- Existing Business Webinars
- Specialist Webinars
- Future in person workshops

Start up support



- Dedicated 1-2-1 Adviser
- Lifestyle Business Support
- High Growth Business Support
- Specialist Surgery Sessions & webinars supporting
 - HR
 - Tax
 - Exporting
 - Digital

Existing Business Support



- Dedicated 1-2-1 adviser
- One off engagement
- Rebuilding Support
- Support for growing businesses
- Experts Surgery Sessions & Webinars
 - HR
 - Supply Chain
 - Tendering
 - Internationalisation
 - Innovation
 - Marketing
 - Strategy
 - Sales

What we deliver

- Provide one to many support through guides and content on the comprehensive website www.bgateway.com
- Deliver a catalogue of core workshops that help to develop key business skills
 - Objective is to ensure that people starting and growing businesses have the support to start, run or grow a business effectively
 - Ongoing support is fit for purpose and relevant to the needs of the business



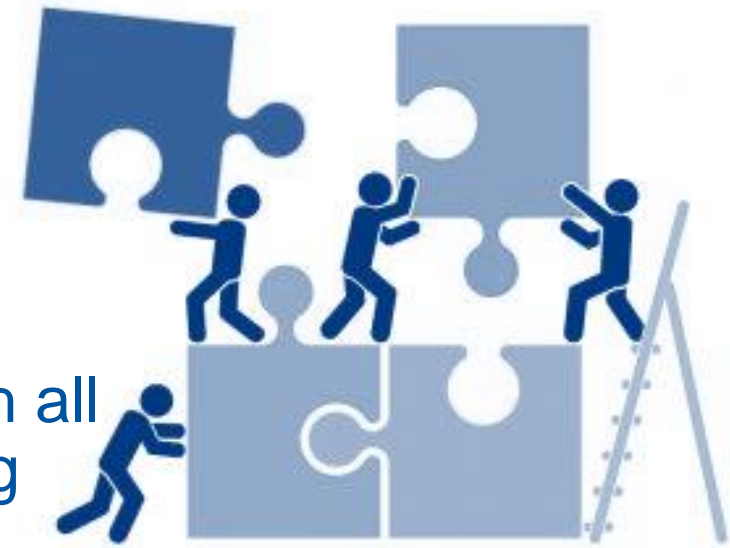
What we deliver

- Experienced and qualified advisers working one to one with growing businesses to realise their potential
- Pipeline of support drawing products and services from BG and other agencies such as Scottish Enterprise, Skills Development Scotland, Councils, Colleges, Universities & Visit Scotland
- Signpost to other specialist support e.g., Exporting from Scottish Development International



Partnership and Collaboration

- Business Gateway Lanarkshire are proud to work with all Lanarkshire stakeholders to offer support and learning through delivery of bespoke services
- BG are only one part of the network but can connect you to all support agencies & services
- Please make time to see what is available to your business



GET IN TOUCH



➤ Call:

01698 756 956

➤ E-mail:

northlan@bgateway.com

southlan@bgateway.com

MOMENT FOR CHANGE

Lynsey Eckford

VisitScotland

Industry Relationship Manager

01786 459 204

Lynsey.Eckford@visitscotland.com





SUPPORTING YOUR BUSINESS



Marketing

Improve your digital skills

Delivering a quality visitor experience



responsible tourism

Year of Stories 2022

Develop and grow your business



Our global website





**ELIOT JORDAN, ECONOMIC DEVELOPMENT
OFFICER**

SOUTH LANARKSHIRE COUNCIL

 The Falls of Clyde Wildlife Reserve

South Lanarkshire Council Business Support Grants

**Eliot Jordan
Economic Development Officer**

- Small Business Support Grant
- South Lanarkshire Business Recovery and Growth Grant

- Business not located in South Lanarkshire
- Project has commenced
- Payment made towards the project
- Not an SME
- Working capital or staff costs
- Applications exceed £20,000 to 31 December 2022

- Capital expenditure
- Infrastructure improvement
- Consultancy support
- Training support
- Exhibition support

Small Business Support Grant

- 50% match funding up to £3,000 (£1,000 for applicants with no employees)
- Grant paid on approval (i.e. up front)
- Full time businesses that have been trading for at least 3 months
- All non-domestic rates or council tax (if working from home) accounts are up to date

1. One clearly marked quote for each item of your proposed expenditure
2. Latest 3 months bank statements for your business
3. Evidence of business address (if you work from home this will be evidence of your home address)
4. Most up to date financial records/accounts
5. 12 month cash flow projection
6. Proof of your personal identity

- The maximum grant amount that can be applied for on any individual application is £20,000.
- All approved applications will be supported at the rate of 50% of eligible project costs (excluding VAT)
- This is a discretionary fund

What's Different?

- Applications which support the safeguarding of jobs will be supported
- Financial need for the application



Business Recovery & Growth Grant

Support key sectors – South Lanarkshire Council will give priority to the following sectors which are key to the economy of South Lanarkshire.

- **Tourism**
- Construction
- Creative Industries
- Engineering
- Food and Drink
- Independent Retail
- Manufacturing
- Social Enterprise

Entry to grant is NOT exclusive to these sectors

- Contribution to business sustainability or growth
 - Alignment with one the following key themes
 - Safeguard current employment
 - Create employment
 - Create training opportunities
 - Support innovation to develop new or improve products, processes or services
 - Assist growth into new domestic or international markets
 - Support transition to net zero and reduce carbon outputs
 - Encourage the implementation of 'green' technologies and low carbon products, processes or services
- Evidence of Need

Application Process

- Apply in advance (as advance as possible!!)
- Completed South Lanarkshire Business Recovery and Growth Grant application form, with relevant appendices
- Recent bank statement clearly showing your last full month of trading, the account name, business address and account details of the business.
- Formal supplier quotes to provide evidence of projected project costs.
 - Capital equipment and property improvement elements require TWO formal supplier quotes for EACH eligible cost item - your preferred quote and a second quote to confirm best value.
 - Consultancy, Training Grant and Exhibition elements require ONE quote for EACH eligible cost item.

Applications where the eligible project costs are £10,000 and grant being asked for is £5,000 or greater MUST also provide the following:

- Business/Project Plan
- Latest statutory accounts
- Latest Management accounts
- 12-month Cashflow projection



Business Support Grants

Eliot Jordan

Economic Development Officer

South Lanarkshire Council

Community and Enterprise Resources

Planning and Economic Development Services

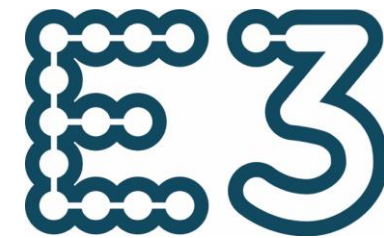
E: eliot.jordan@southlanarkshire.gov.uk

W: www.southlanarkshire.gov.uk

https://www.southlanarkshire.gov.uk/info/200279/support_for_business/1807/financial_help%22

CARRON TOBIN, SOUTH LANARKSHIRE TOURISM LEADERSHIP PROGRAMME

PROGRAMME LEADER



Tourism Leadership Programme

SOUTH LANARKSHIRE 2022

Carron Tobin
Programme Leader



UK Government

This project is funded by the UK Government through the UK Community Renewal Fund.



UK Government

COMMUNITY RENEWAL FUND

- The £220 million UK Community Renewal Fund will provide funding to help places across the UK prepare for the introduction of the UK Shared Prosperity Fund.
- Contributing to the levelling up agenda by investing in people, places, businesses and communities improving everyday life across the UK.



UK Government



Aberdeen | Dundee | Perth | Glasgow

At the heart of Scotland's entrepreneurial ecosystem

Elevator UK is a trading name of Enterprise North East Ltd, registered in Scotland No. SC223601
Registered office of 5-9 Bon Accord Crescent, Aberdeen AB11 6DN / VAT no. 808 6385 06

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elevatoruk.com

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- Contributing to the levelling up agenda by investing in people, places, businesses and communities improving everyday life across the UK.

Elevator's Entrepreneurial Ecosystem E3* South Lanarkshire

*pilot project running January-June 2022



6

**DEDICATED
ENTERPRISE
SUPPORT
STAFF**



Award
up to

£50,000
grants

Social media training
and enhanced digital
support for all
businesses



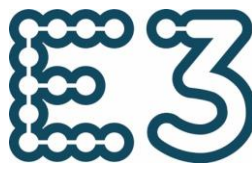
£15 million+
estimated additional
GVA in South Lanarkshire
as a result of E3 and
UK Community
Renewal Fund*

Establish **2**
pop up HUBs
in Lanark and
Blantyre



ENGAGE WITH
10,000
BUSINESSES

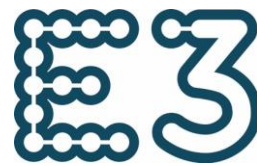
*based on Elevator's most recent GVA assessment by EKOS in 2021 of £18 per £1 invested



SOUTH LANARKSHIRE

Tourism Leadership Programme 2022

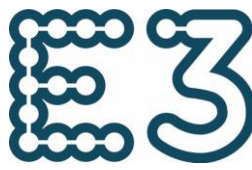
- Open to 15 participants within South Lanarkshire
- Aimed at developing individual tourism leadership skills to use in your own business environment with added scope to apply these to group settings at a local and destination level
- 6 week programme – 1 day a week
- 6 individual days with peer-to-peer learning and development and additional online resources
- Initial face-to-face get together on 29 March
- Main programme online on Tuesdays from 26 April to 17 May
- Final session face-to-face with key stakeholders on 24 May



SOUTH LANARKSHIRE

Tourism Leadership Programme 2022

DATE	FORMAT	SAMPLE ACTIVITY - TBC
29 March	Face to Face	Scotland Outlook 2030, tourism in South Lanarkshire, the post Covid 'norm' and the need for industry leadership
26 April	On-line	Your individual business as part of the destination offer – place branding, product development and collaborating to succeed
3 May	On-line	Data driven decisions, the digital world and positioning ourselves amongst competitors
10 May	On-line	Market led tourism – segmentation and where to find them, changes in domestic and international markets post covid and cultural inclusion
17 May	On-line	Sustainable business practices – Net Zero, visitor decision making and taking ownership of how tourism affects our communities
24 May	Face to Face	Leading change and recovery – individual action planning and next steps



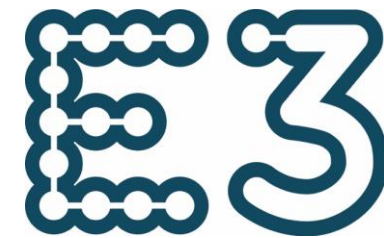
SOUTH LANARKSHIRE

Tourism Leadership Programme 2022

Is it for you?

- Do you own your business and/or are you in a decision making role?
- Are you keen to develop your business leadership skills?
- Do you want to better understand the post covid world and what it means for your business?
- Do you want to better understand where your business fits into the wider Lanarkshire offer?
- Would you like to work more closely with other like-minded businesses and develop new products?
- Would you like to reach new markets?
- Do you want to be a more sustainable and responsible tourism business?
- ...

COMPLETE OUR EXPRESSION OF INTEREST FORM – SEE THE LINK IN THE CHAT



Tourism Leadership Programme

SOUTH LANARKSHIRE 2022



Carron Tobin
Programme Leader

EMAIL: carron.tobin@ruralDimensions.com
CALL OR TEXT: 07715 773660



UK Government

This project is funded by the UK Government through the UK Community Renewal Fund.

STEPHEN BALFOUR, PROJECT OFFICER

SOUTH LANARKSHIRE COUNCIL

LAURA MILLS, PROJECT OFFICER

SOUTH LANARKSHIRE COUNCIL



Developing a new tourism strategy for South Lanarkshire

Stephen Balfour & Laura
Mills, South Lanarkshire
Council



Contents

1. The new draft South Lanarkshire Strategy
2. Should we create a new tourism organisation / group in South Lanarkshire?
3. Get involved & tell us views

A key sector - tourism's contribution to the Lanarkshire economy

2019 Pre-COVID stats (pan-Lanarkshire):

- Visitor numbers - 1,400,070
- Visitor days – 3,170,300
- Economic impact – £205.5M
- Jobs – 3,013

SOURCE – Scottish Tourism Economic Activity Monitor (STEAM)



COVID – impact on the Lanarkshire Visitor economy

Tourism stats 2020:

- Visitor numbers **-55.9%**
- Visitor days **-58.7%**
- Economic impact **-61.3%**



Get South Lanarkshire Working

- Additional funding for social enterprises, inward investment & tourism support
- £0.5 million to develop a new tourism strategy & new tourism membership organisation/cooperative

**Council
Budget**
2021-2022

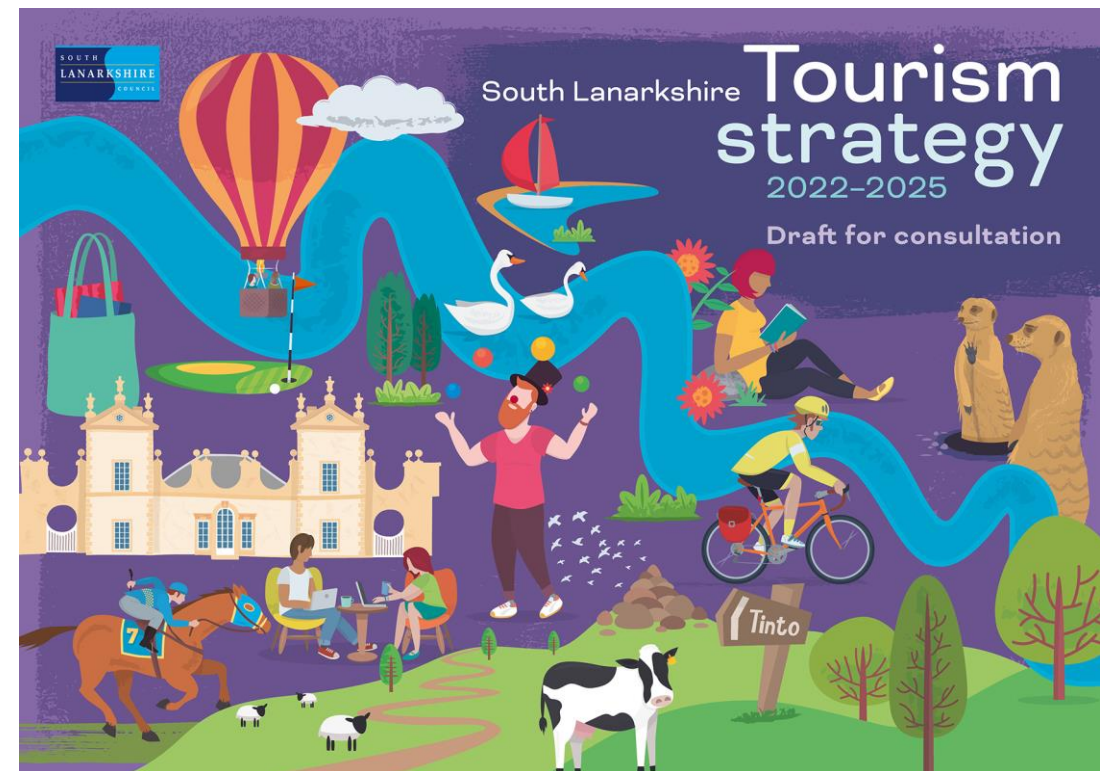


Informing the new strategy



The new draft strategy

- Strategic context
- Consumer trends
- Six priority areas: people, place, business, marketing, responsible tourism & partnership working including the possible creation of a new DMO
- How do we measure success?
- Action plan



Turning strategy into action

Business					
We will:	High Level Actions	Steps we will take to deliver this action	How will we know this step is complete and measure outcomes?	Timescales	Lead
Provide support to small medium enterprise (SME) tourism and hospitality businesses through the Council's grants scheme	Offer targeted support to South Lanarkshire tourism and hospitality businesses, enabling them to create and safeguard jobs, increase turnover and profit	Administer the micro-grants scheme for small and start-up businesses	Annual evaluation of programmes / interventions: <ul style="list-style-type: none"> 🕒 Number of grant applications. 🕒 Number of businesses supported. 🕒 Number of jobs safeguarded/created 	2022 then annual evaluations	SLC Economic Development team
Provide larger recovery and growth grants through the Council's grants scheme	Offer larger growth and recovery grants to tourism and hospitality business, based on jobs created and increased turnover	Offer discretionary recovery grants (up to a max. £10k, 50% intervention), and growth grants (up to a max. £20k, 50% intervention) are available to tourism and hospitality businesses to apply for	Annual evaluation of: <ul style="list-style-type: none"> 🕒 Number of grant applications. 🕒 Number of businesses supported. 🕒 Number of jobs safeguarded/created 	2022 then annual evaluations	SLC Economic Development team

Does South
Lanarkshire
need a new
tourism
membership
organisation?

Potential Benefits:

- Self-governing
- Democratic
- Give industry a voice
- Access funding

Potential costs/risks:

- Is it a priority for businesses just now?
- Is there a size issue?
- Takes time to gain commitment / momentum
- Ongoing funding challenges

What options exist?

- Tourism cooperative
- Tourism Improvement District
- Not for profit company limited by guarantee
- None of the above?



Tell us your views



- Draft strategy & survey is online: [Tourism Strategy consultation - South Lanarkshire Council](#)
- Contact stephen.balfour@southlanarkshire.gov.uk / laura.mills@southlanarkshire.gov.uk
- Feedback from this event will be captured
- Tell us your views in the breakout sessions

BREAKOUT DISCUSSION

 The Falls of Clyde Wildlife Reserve

THANKS FOR JOINING US ONLINE TODAY

 The Falls of Clyde Wildlife Reserve