



Thursday, 09 July 2020

Cold Comfort Scotland Postponed

After consultation with Transport Scotland, the NWSRG and other major winter service stakeholders, the Cold Comfort team have decided to postpone the next planned Cold Comfort Scotland event. It was due to take place in September 2020 but will now take place as a physical event on **22 April 2021**.

Due to the expected continued travel and social distancing restrictions, it was felt we could not put on an event this autumn that would deliver best value for our partners and delegates. The move will also bring the conference back in line with Cold Comfort Harrogate due to be held in March 2021 and give time for decision-makers to use the knowledge gained at our Cold Comfort events to help plan for the next winter season.

Craig Donovan, Cold Comfort Transport Director, said: 'The team are committed to making the physical conference a true celebration and showcase of winter service and to delivering best value to the industry. This means a postponement is the right thing to do considering the social distancing and possible restrictions to non-essential travel in Scotland, which may have limited the physical event.'

Cold Comfort Digital Academy

Craig added: 'The team understand that Cold Comfort, Harrogate and Scotland both have a central place in the winter service sector and many delegates rely on our expert content and training, as both are continuing to grow in both size and scope.'

'For over 30 years, Cold Comfort has never missed a year and to do so completely would be a real shame. For this reason, the team are proud to announce a new virtual initiative that will be launched on 21 September 2020, called 'Cold Comfort Digital Academy'. The editorial team will be working

throughout the summer to reconfigure some of the planned content from this year's Cold Comfort events into a virtual platform and provide this content for free to the sector to help them prepare for the winter season ahead. We will be publishing various exclusive videos and virtual sessions to keep the sector up to date on best practice, guidance and learning.'

Throughout 2021, the team also have plans to expand this new digital initiative to work alongside the physical events. Craig concluded ' We plan to create a new and improved media offering to support the winter service industry throughout the year - starting with the Cold Comfort physical events in the spring and running through to Transport Scotland's resilience week in the autumn.

Details of the new Cold Comfort Digital Academy programme, speaker places, how to get involved and how to register to view this exclusive content will be communicated throughout the summer.

ENDS