SSDA Annual Conference 2023

INTRODUCING SCOTO & COMMUNITY TOURISM

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Founding SCOTO Director / Project Manager 2023 UCI Cycling World Championships, Glentress



SCOTO is supported by HIE



What is SCOTO?

A networking, representative and promotional cooperative for community tourism enterprises in Scotland

Launched on 25 April 2022

A growing movement First annual conference with over 70 organisations engaged and attending Nationwide roadshow still ongoing

www.scoto.co.uk





WHAT IS COMMUNITY TOURISM?

Community Tourism initiatives are managed and/or owned by the community and are for the community.

Community Tourism provides employment opportunities, revenue generation, local procurement of goods and service and limits the visitor spend that leaves the community.

Community Tourism experiences are hosted and managed by local communities which generate direct economic and wider benefits and are sustainable and responsible.

Community Tourism encourages a deeper connection between the host community and the visitor.

Community Tourism promotes environmental protection, cultural conservation, social responsibility, and the enhancement of livelihoods.

Community Tourism empowers local communities, improves local skills, brings about a sense of ownership by local community members and can lead to development in a locality.



"travel experiences owned, led and run by communities – not-for-profits, cooperatives and social enterprises."

What is our purpose?

To provide: a forum for networking and connecting with peers

an online resource to support learning and development particularly in tourism and the visitor economy

leadership and representation to influence national, regional and local strategy, policy and delivery

a promotional platform targeting conscious consumers and ethical travelers.



What does it mean to be LOCAL?



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VISITORS WANT



What does it mean to be LOCAL?

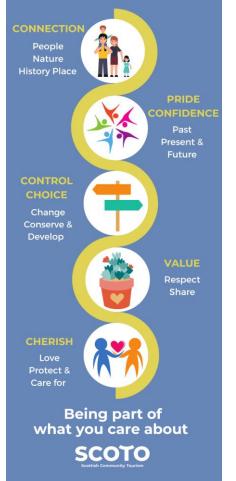


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VISITORS WANT



What does it mean to be LOCAL?



COMMUNITIES NEED



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WHAT DO COMMUNITY TOURISM ENTERPRISES OFFER?

Community tourism operates in all areas of the visitor economy

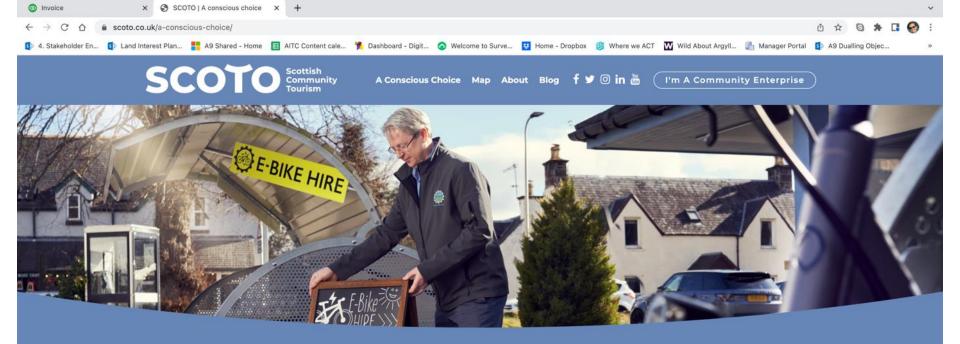
- Stay overnight accommodation from hostels to self catering and Air BnBs
- Eat cafes, pop-ups, community pubs and distilleries
- Buy shops, crafts and provisions
- Do experiences, activities , heritage and arts centres
- Enjoy function spaces, events and festivals
- Find services such as information, toilets, ATMs, bike hire, baggage handling and storage and directions and also online information

WHAT BENEFITS DOES COMMUNITY TOURISM PROVIDE?

The benefits provided typically address local priorities defined through collaborative processes within the host community. The benefits can be

- Social providing much needed jobs and training for locals and keeping young people in the community
- Environmental improving the community's natural capital, enhancing access to it and seeking to address climate change impacts
- Economic expanding the local offer, retaining much needed services and providing income streams to sustain other vulnerable activity
- Cultural conserving assets, developing new cultural activity and keeping local traditions alive
- Place-based developing and reinforcing the local sense of place and distinctiveness and providing responsible means of access





Why make a conscious choice?

Communities across Scotland own and operate a range of tourism services and experience ready for you to enjoy. By making a conscious choice on your travels, any spend you make will have important benefits that are felt across the host community.

SCOTO members are unlike other tourism providers because they are owned and operated by the communities they serve. Every penny spent with our members is reinvested back into local services, generating immediate and long-lasting benefits for that host community.

On the track of community tourism

Professional downhill mountain bike athlete 1996-2001, Scottish and British Downhill Champion Represented GB at World Championships & World Cup circuit racer travelling to world wide tourism destinations

1 x broken collar bone 1 x broken ankle Lots of scars & bruises...



Community & (Good) Business

The Hub in the Forest-Glentress

Cafe, bike shop & mountain bike skills business

Be Local

2002-2012

per les cycling club

scoto.co.ul

SCOTTIS

Tweed Valley Tourism Improvement District 2018-2020

Communities Leading in Tourism course 2020-Social Enterprise Academy

2020-SCOTO

Project Coordinator

GALLERY IN THE LOO

EAST HAVEN, ANGUS



2023 UCI Cycling World Championships-Glasgow and Scotland

Not just a bike race...

Requirements and priorities for mega sporting events are changing, a one or two-week 'spectator bonanza' before the show leaves town is no longer enough. Sustainability in all of its forms, should be front and centre. There is no room for empty rhetoric, genuine evidence of positive impact on the communities involved, long before the event happens and long after it has finished, should be the new normal.



#powerofthebike #powerofcommunity

"From the outset, we knew we wanted to turn the traditional event delivery model on its head and put our policy ambitions for cycling in Scotland at the centre of our decision-making process alongside event delivery.

The strategy we have created has helped us do this by capturing the unique power of the bike that will ensure the Championships are a catalyst for significant change and progress in Scotland by making cycling part of the normal, everyday lives of everyone."

Paul Bush OBE, Chair of 2023 UCI Cycling World Championships and Visit Scotland's Director of Events

VOLUNTOURISM

Volunteers key to success of events and destinations

Temporary locals

Welcomed into the community and build connections with places and destinations

Invested in destinations



Be a part of cycling history with the UCI 2023 Cycling World Championships at Glentress from the 5th - 12th August.

- Be part of the biggest event the Tweed Valley has ever see
- Free camping in the Volunteer Village
- Meals and uniform include

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- Opportunities available from 5th-12th August 2023
- Sign up by Monday 7th November



3-13 AUGUST, 2023 CYCLINGWORLDCHAMPS.COM



Innerleithen Mills to Hills

Strong existing community
 Attracting businesses to the area
 Thriving economy & community

Tweed Valley Trails Association

TVTA is a community led mountain bike charity created to support the development & management of the trail network in Scotland's Tweed Valley.

SCOTTISHBORDERS

Food Punks

Catering Charity with attitude!

Food Punks is a chef led project, teaching cookery, communication and teamwork skills to young people. Providing catering services to local businesses and residents, small intimate gatherings and large scale events.

SCOTTISH BORDERS



CYCLING WITHOUT AGE

To enhance and enrich lives by giving elderly and disabled people access to the beautiful outdoorsthrough pioneering trishaw rides, access which is denied to so many people simply because of age or limited mobility.



Dukes Weekender

Community Interest Company

ABERFOYLE Gravel bike festival

THE FIRST ADAPTIVE OFF-ROAD RACE IN THE UK

'A REALLY COOL EXPRESSION OF THE #powerofthebike'

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LOCH NESS HUB

INFORMATION BIKE HIRE BAGGAGE HANDLING TOILETS RETAIL

DRUMNADROCHIT



WHO WE ARE

SCOTO registered as a cooperative and company limited by guarantee in March 2022, officially launched on 25 April 2022.

Our founding directors are

- Russell Fraser, Loch Ness CHAIR
- Lucy Conway, Isle of Eigg
- Rachel Cunninghame, Easter Ross
- Emma Guy, Scottish Borders
- Carron Tobin, Loch Lomond and The Trossachs

Our Company Secretary is

Catriona Waddington, Shetland Isles

Our coordinator and social media manager is

• Diane Smith, Moray

scoto.co.uk



Scottish Community Tourism



SCOTO's first year of operation is funded through a HIE Proof of Concept grant