

SSDA BREAKOUT

Act Responsibly - Communities



Introducing Community Led Tourism, SCOTO CIC & Angus Tourism Cooperative

What is Community Led Tourism?



More and more communities are opting to be directly involved in delivering and managing tourism in their area and ensuring tourism derives added value for their people and places.

SCOTO has categorised two types of community led tourism in Scotland:

- 1. Community Led Visitor Services & Experiences**
- 2. Community Led Destination Development, Management & Promotion**

Introducing SCOTO CIC

A rapidly growing network
seeking to grow, develop
and promote community
led tourism across Scotland.

Launched on 25 April 2022

8 Board Members

450 + Networkers

www.scoto.co.uk
www.belocal.scot



SCOTO's Vision

is for **every community in Scotland** to have the opportunity to develop community led **tourism as a force for good** which enables

to provide:
a forum for networking and connecting with peers
better place to live, work and visit.

an online resource to support learning and development

SCOTO's Mission

is to build the **skills, connections and confidence** of everyone involved in community led tourism

national, regional and local strategy, policy and delivery

SCOTO's Ambition

to **recalibrate tourism** in Scotland to **deliver for our communities and environment first**



SCOTO's Purpose

1. to provide a **forum for peer to peer networking**
2. to provide an **online learning and development** resource
3. to provide **programmes of support** including grants
4. to provide **leadership and representation** to influence strategy, policy and delivery
5. to provide a visitor facing **promotional platform**
6. to gather **data and intelligence**
7. to undertake **contracts and services** to grow community led tourism



SCOTO's Annual Gathering 2025



A community led approach to destination development, management and promotion which defines and responds to each individual community's needs and desires ...

... with business and community interests at the same table

SCOTO
PRESS PAUSE



Why Press Pause?

Strategic Context

The National Strategy for Economic Transformation (NSET) has a vision *“to create a wellbeing economy: a society that is thriving across economic, social and environmental dimensions, and that delivers prosperity for all Scotland's people and places.”*

Scotland Outlook 2030 – the national tourism strategy – is seeking *“responsible tourism for a sustainable future”*. Responsible tourism considers four themes – reducing carbon, inclusion, biodiversity and communities.



SCOTO Press Pause



The Approach

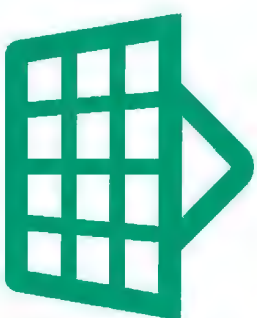
Mystery shopper appraisal of the community as a visitor destination – **online and in person**

Face to Face workshop

- Facilitated conversations between **business and community interests**
 - Collective consideration and critical appraisal of **what is and isn't working**
 - Reflections on what could **make a difference**
 - **Insights** on what is happening elsewhere
- Feedback and **Recommendations** Report

Recalibrated Community Led Local Tourism

Impact Measurement Template



SCOTO

PRESS PAUSE

By the end of February 2025 SCOTO has delivered

- 43 Press Pause workshops
- supporting over 58 individual communities, and
- a population base exceeding 102,000



NHI COMMUNITIES

- Thurso
- Lochcarron
- Brora
- Plockton
- Wick
- Durness , Eriboll & Tongue

WESTER ROSS BIOSPHERE / NHI

- Ullapool
- Kyle of Lochalsh
- Dornie

SEA INFT COMMUNITIES

- Glen Urquhart
- Girvan
- Langholm
- Selkirk & The Valleys
- Colmonell

KINTYRE WAY SCIO

- **9 communities**

ARIA VALLEYS

- SAC – Stinchar Valley x 3 communities
- EAC – Loudoun Valley x 3 communities
- NAC – Garnock Valley x 3 communities
- Muirkirk, Dalmellington, Cumbernauld, Whiting Bay
- North Carrick x 5 communities

INDEPENDENT COMMUNITIES

- Upper Nithsdale (3 communities)
- Braemar
- Gorebridge
- Callander
- Strathard (Aberfoyle, Kinlochard, Stronachlachar and Inversnaid)
- Tyndrum, Crianlarich & Killin (tbc)
- Dunkeld and Pitlochry (tbc)
- Eyemouth (tbc)

SCOTLAND

What's now happening in Press Pause Communities?



**LOCHCARRON
UNITED**

Business & Community Workshop
22 August 2024

Tartan Week

Lochcarron



Community Led Tourism in Action



EAST HAVEN, ANGUS





ANGUS TOURISM
COOPERATIVE

**Working
together
for the
benefit of
tourism
in Angus**





**ANGUS TOURISM
COOPERATIVE**

ATC's Mission

**The Angus Tourism
Cooperative will provide
one voice for tourism
businesses and
organisations.**

**A forum to share views
and experiences and the
opportunity to network,
collaborate and develop
the skills of the
members**



ATC's Story

- Established in 2018
- 6 volunteer directors
- 210 members
- 6 Sector groups
- 2 freelance workers





ANGUS TOURISM
COOPERATIVE

ATC'S CLT members

From cinema to
camera...

19 members
across the whole
of Angus

From planes to
trains....

Biodiversity to
toilets



**We don't
compete, we
collaborate!**

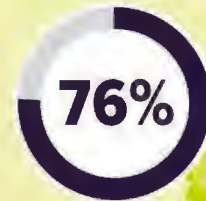
Discover what's on your doorstep



events and offers
over 7 days



Approximately
2,800
visitors to venues



of visitors rated
the programme of
events as excellent



of visitors rated their
experience as excellent

**LEADER funded
transnational
cooperation project
with Belgium and
Romania wins
award in 2024**

3 key themes,

- **welcoming visitors**
- **traditional craft skills**
- **local food and drink**

Volunteering

**Sustainable and lasting
legacy**



SSDA CONFERENCE BREAKOUT ACT RESPONSIBLY

“Highlight the opportunities of community led tourism and how all businesses, communities and enterprises can benefit.”



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