

NEST in Scotland

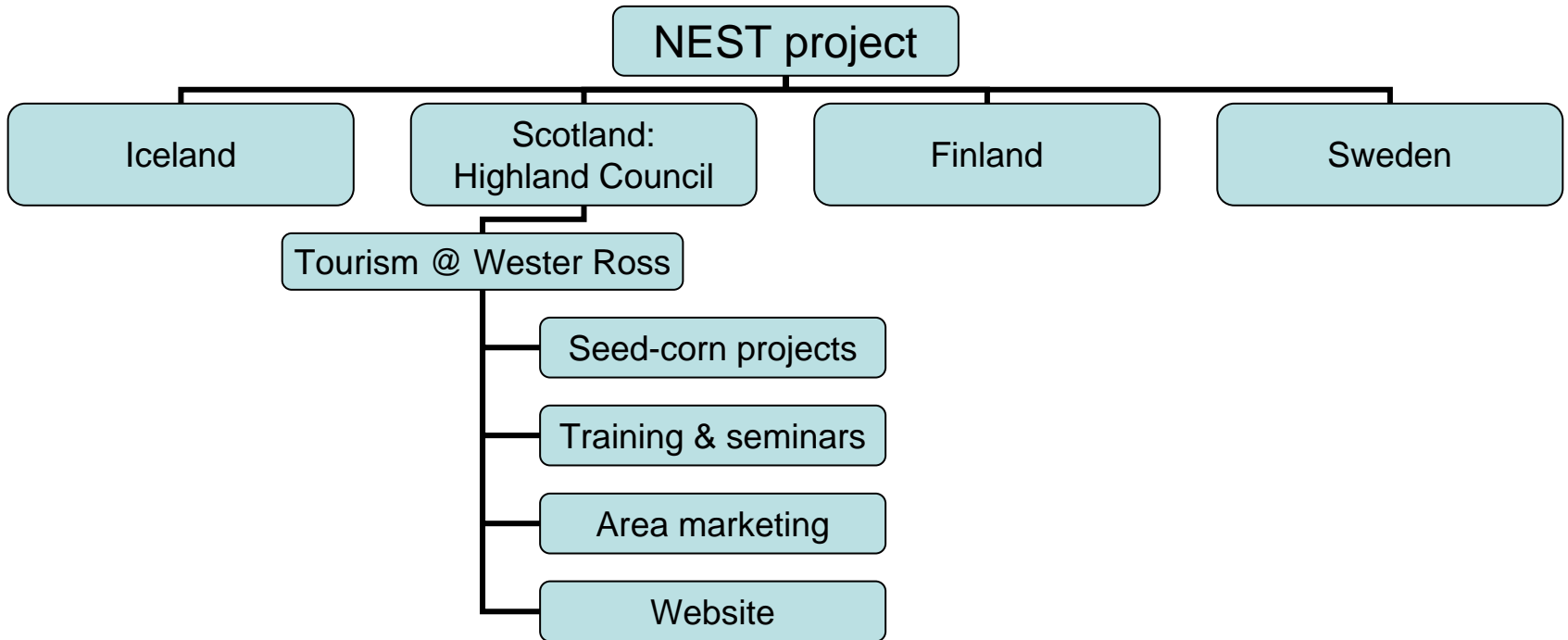
The first Year

2005

PARTNERS

- Highland Council is lead partner in Scotland, but
- Has devolved much decision-making and budget to local industry and communities through Tourism @ Wester Ross

Devolved Partnership



T@WR progress so far

Formed steering group made up of:

- 4 local industry associations
- Public sector agencies in tourism, business development and natural environment
- Elected representatives

T@WR progress so far

Planned, Organised and implemented first
NEST conference, Ullapool, April 2005

T@WR progress so far

Organised a series of local Business to Business (B2B) meetings so that local accommodation providers and local activity providers/visitor attractions can meet and learn about each other

T@WR progress so far

Commissioned an Area Marketing plan (and found 100% external funding for it) to guide the development of marketing Wester Ross as a nature tourism destination. Draft plan now available.

T@WR progress so far

Prepared local website which will develop as a high profile entry-point for potential visitors to the area. Will link to information on accommodation, visitor attractions, etc

T@WR (**lack of**) progress so far

We haven't spent much NEST money yet:

- B2B meetings were funded by venues and those attending as being in their own interest
- We secured 100% funding for the marketing plan
- Local businesses have contributed in-kind support to, for example, the website

Considerations

- NEST activities locally are business-led and community-led, not agency-led. Agency concerns are not priorities for local people (such as working in theme groups)
- Lack of a local authority with power and budget to pursue political issues – Highland Council is very big, Community Councils have no power, nothing in between

Programme for 2006

Implement phase 1 of Marketing Plan:

- Recruit one staff member
- Design Wester Ross brand
- Produce suite of leaflets
- Improve and develop website
- Series of training seminars for local industry
- Attend NEST conferences in Sweden & Iceland!

Our Objectives for Conference

- To learn about public/private partnerships for business in parks
- To learn about ecolabelling and quality control
- To learn about opportunities for nature tourism businesses