



SUPPORTER & PARTNERSHIP PACK

GIANT STRIDES
SCOTLAND'S MARINE TOURISM STRATEGY



The Giant is awake and now we need organisations like yours more than ever. We need you to join our team and make Scotland a 21st century leader in sustainable marine tourism adding over £0.5 billion to the Scottish economy.





“This strategy is different. It takes a much broader and fuller view of marine tourism and its unique role in rural, coastal and island communities. It marks a pronounced shift away from the classic narrow focus on financial growth to become a strategy that drives multiple benefits across communities, the environment and the economy.”

Stuart McMillan MSP, Convener of the Cross-Party Group for Recreational Boating and Marine Tourism

Vision: For Scotland to be a world leader in 21st century sustainable marine tourism.

Mission: To ensure Scottish marine tourism is sustainable and meets changing consumer, workforce, community and environmental needs and expectations, whilst growing the industry’s overall economic contribution to over £0.5 billion by 2025.

Strategic Themes: We will deliver our vision and mission by focusing on four strategic themes:

**Our waters:
clean and blue**

To be stewards of the natural environment we access; investing in natural capital, supporting wildlife and addressing our waste and emissions.

**Our experiences:
authentic and seamless**

To provide authentic seamless experiences that create special lasting memories.

**Our people and our communities:
valued and healthy**

To establish marine tourism as a career of first choice, as a force for good across the communities we are part of and to inspire more people to engage in our activities.

**Our businesses:
profitable and sustainable**

To support our businesses to be more sustainable, more profitable and more ambitious.

Our Supporter and Partnership Plan

An annually refreshed plan that aligns and focuses delivery of the 14 objectives (see page 11) through our partnerships and supporters.

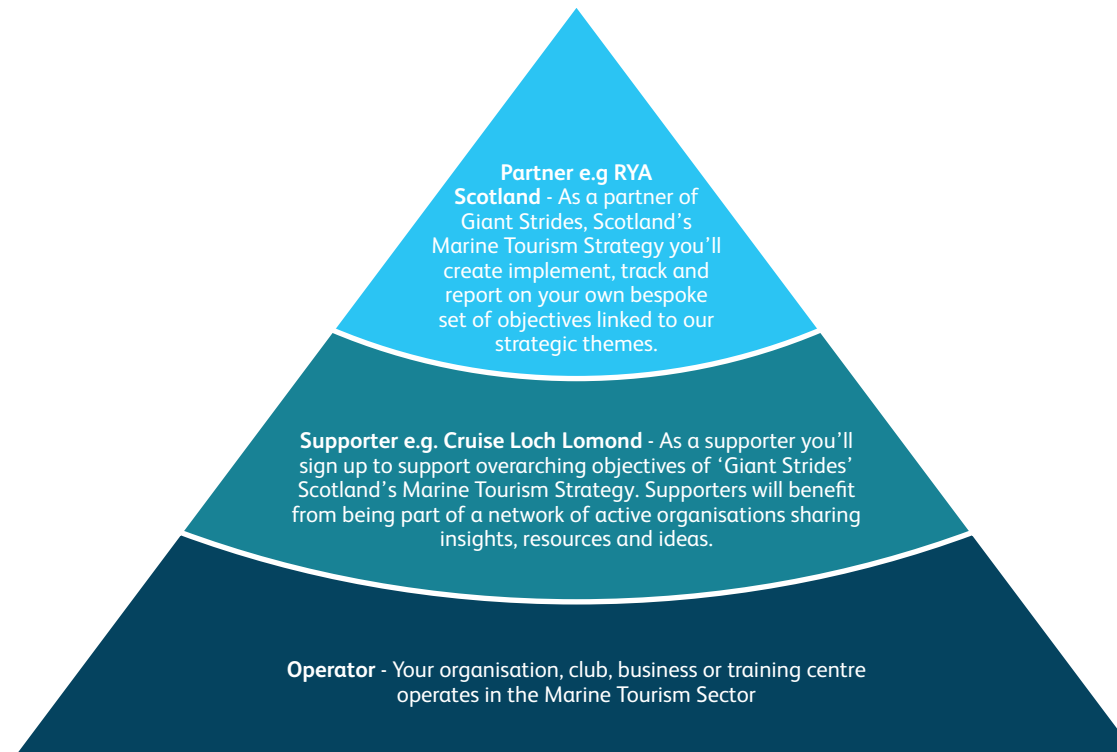
TEAM GIANTS

WHY GET INVOLVED?



You already operate in the Marine Tourism Sector, now we are looking to build a team of active members to unlock the collective impact of organisations, businesses and clubs to ensure Scotland becomes a world leader in sustainable marine tourism.

We understand across our sector different organisations, clubs and training sectors depending on what they do and their size will have varying levels of resources to invest and goals for being involved, therefore we have created two new levels of membership to give everyone the opportunity to become more actively involved.



Our vision cannot be delivered by any one person or organisation, to make Scotland a world leader in sustainable marine tourism we all must join together and work as a team to achieve our shared goal. The Marine Tourism Strategy was written with this in mind and now we need you to take the next step and to join our team of giants.

How do you do that? It's easy and open to everyone from sailing clubs to canal side restaurants to activity providers on the banks of our lochs, anyone with links to marine tourism can join.



STEP 1

Step up

Decide if you are signing up to become a partner or a supporter. If you are planning on becoming a supporter keep following these steps. If you are ready to become a Partner and create your own objectives flip over to P10 for more information.



STEP 2

Sign up

to become a member of our team, go online to www.giantstrides.scot and register, your certificate will be sent out, sign it and display it with pride on your website, social media or hang it up in your building. When you register we'll also ask you to set some goals to help us with our reporting at the end of the year.



STEP 3

Reach-out


to other members, by sharing ideas, resources and experiences we can increase our sectors influence and have a greater impact.



STEP 4

Shout-out

get talking about all the things that make our sector great, from world class experiences, to climate saving initiatives to community empowerment and economic growth we have plenty of good news to share.



If you are ready to become a partner sail on to page 10

WHAT ARE YOU COMMITTING TO?

The Giant Strides Marine Tourism Strategy is all about making impactful and lasting differences. The four themes of the strategy have been developed to help lead to positive change in sustainable communities, the economy and the environment.

By joining our team of supporters you are committing to one or more of the following:

- Helping keep our waters clean and blue
- Delivering authentic and seamless experiences for our customers
- Becoming more sustainable and encouraging others to follow
- Working together sharing ideas and insights to help grow our sector
- Championing Marine Tourism as a sector of choice for employment
- Celebrating all people involved - from our local communities to our employees, suppliers and beyond
- Promoting the health and wellbeing benefits and opportunities our sector offers

Like any good team, the other members want to see you succeed and are there to help and support you. Part of your role is also to support them, helping ensure we all make progress toward our shared goal.



GIANT STRIDES
A Marine Tourism Strategy supporting communities, the environment and economic growth around Scotland's coasts, bays and waterways.

SUPPORTER AWARD
In recognition

_____ has signed up to be a supporter of Giant Strides and committed to:

- Helping keep our waters clean and blue
- Delivering authentic and seamless experiences for our customers
- Becoming more sustainable and encouraging others to follow
- Working together sharing ideas and insights to help grow our sector
- Championing Marine Tourism as a sector of choice for employment
- Celebrating all people involved - from our local communities to our employees, suppliers and beyond
- Promoting the health and wellbeing benefits and opportunities our sector offers

[Signature]
Name: _____
On behalf of: _____
Date: _____

_____ *[Signature]*
Giant Malcolm MSP, Co-Chairman of the Cross Party Group for Recreational Boating and Marine Tourism
On behalf of the Partners & Supporters of Scotland's Marine Tourism Strategy

Date: _____





TOP TIPS

MAKE THE MOST OF BEING IN THE TEAM



PROMOTE

Once you have signed up, tell the world you are a member.

By letting people know you are part of the marine tourism sector you'll align yourself with the themes of the Strategy and open doors to opportunities.

COLLABORATE

You're part of a team of giants now it's time for some team work.

Going a step further and collaborating or setting up partnerships with other members could help you; unlock economies of scale, build efficiencies, innovate, attract funding and generate more awareness of what you are offering.

PARTICIPATE

You have heard the saying you'll get as much out of it as you put in? Well this is no different.

Actively engage in conversations, identify key influencers and build up a relationship with them – whether its influential bloggers or members of parliament you can participate and champion our sector.

CELEBRATE

Let's shout about our successes and keep the spotlight on us.

Track your activity to allow us to celebrate success. Do this by identifying the themes in the strategy you are aligned with and set clear objectives to work towards. When you or our sector reaches a key milestone we'll tell the world!



To secure more support and investment we need to demonstrate the size, reach and impact of our sector.

To be able to do that we need to gather and showcase the breadth and depth of all that we achieve, big and small, in the diverse areas that make this sector so unique.

We have come up with a simple process to allow us to gather this information for reporting and celebrating our achievements and milestones in an annual cycle.

1

Declare your goal(s) when you register to become a team player. Your goals will all be different depending on your size of organisation and what you do but no less important to help us reach our target of becoming a leader in sustainable marine tourism.

Cruise Loch Lomond example –

Cruise Loch Lomond will increase cruise and outdoor experiences that will enhance positive impacts on mental health, wellbeing and physical activity.

2

Provide a mid-way update, let us know how you are progressing you can do this by sending us an email or giving a verbal update in a cross party group or as part of a partnership group you have formed.

3

Send us an end of year update on your results.

On course to hit a milestone or have a big achievement coming up? – let us know anytime and we'll share it with your fellow members.



BECOMING A PARTNER & GETTING INVOLVED IN THE CROSS PARTY GROUP

Becoming a partner - Next steps

We're delighted you have decided to join us as a Giant Strides Partner. Here's what you need to do now.

STEP 1

Create your own set of objectives, this will become your partner pledge. Your pledge should be linked to one or more of our 14 objectives and be **SMART**.

STEP 2

Get in touch with us by emailing scotland@britishmarine.co.uk we'll then set up a meeting to chat through your pledge

STEP 3

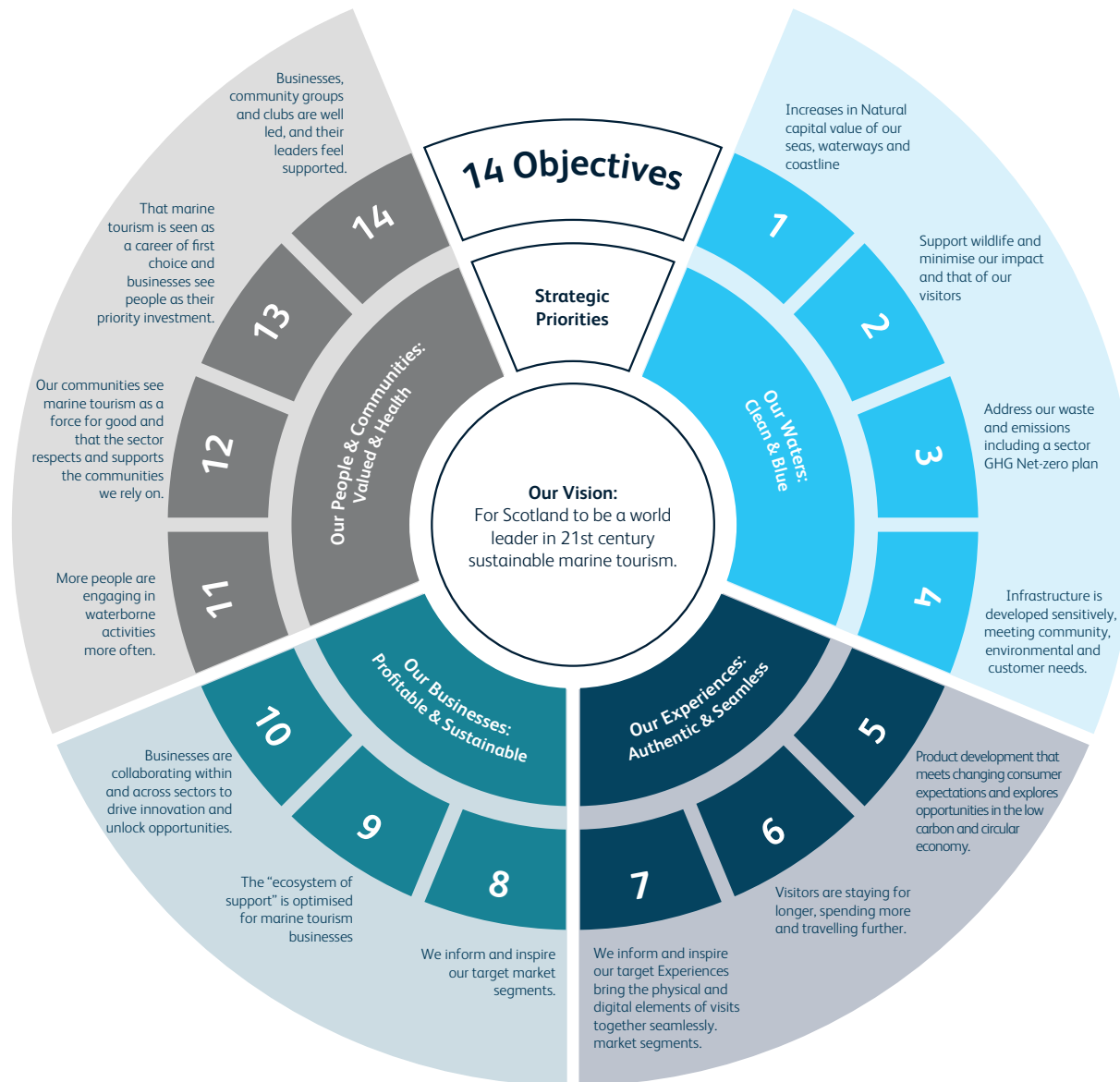
Once your pledge is agreed and you are on your way to delivering it its important you keep us up to date with your progress, this can be done informally through us or you could consider joining the Cross-Party Group for Marine Tourism and Recreational Boating.

The Scottish Parliament's Cross-Party Group (CPG) for Marine Tourism and Recreational Boating meets four times a year to provide a Parliamentary focus for marine issues including the delivery and monitoring of Giant Strides Scotland's Marine Tourism Strategy.

The CPG is made up of individuals, boating organisations, councils, hospitality providers and more, this group offers a platform to share and showcase activity, to explore challenges and opportunities.

To get involved and feed into the Cross-Party Group please contact admin@ryascotland.org.uk





PARTNERS



**Scottish
Canals**



SUPPORTERS



This Strategy and Partnership Pack has been developed and funded by British Marine Scotland, RYA Scotland and Scottish Canals and includes the results of widespread consultation with the members of the Cross-Party Group for Recreational Boating and Marine Tourism, the Scottish leisure marine trade and other stakeholders.

For more information, please email:
admin@ryascotland.org.uk
scotland@britishmarine.co.uk