

Angus Tourism Framework – Pride of Place Activity

In April 2019, a new Angus Tourism Framework was launched which was produced in collaboration with tourism businesses, community groups, individuals and key stakeholders including [VisitScotland](#) and the [Angus Tourism Cooperative](#). The framework has identified priority themes as follows:

- Industry Leadership & Collaboration
- Pride of Place
- Product & Experience Development
- Marketing

For more information, see the [Angus Tourism Framework action plan](#).

Each theme has a small working group made up of interested individuals from Angus Tourism Cooperative, community groups, businesses, the local authority, government support agencies and Visit Scotland.

Pride of Place Group

Pride of Place is the theme that most closely aligns to our Flourishing Destinations project. The aim of the theme and group is to get local communities more involved in tourism and to become ambassadors for the area where they live. The industry led Pride of Place working group have worked on two large scale projects over the last 18 months, although both have been impacted by Covid-19 they are great examples of community led activity and how we engage with our community.

My Angus Project

At the end of 2019 the group had organised and created a celebration of everything Angus called 'My Angus'. This weeklong event was due to be held in the last week of March 2020. Although the event was ultimately cancelled all communications and planning had been completed. For more information on this please follow the links to documents below.

The My Angus programme was an opportunity for people who live in Angus to discover the array of venues, attractions and experiences on their own doorstep. All participating restaurants, venues and experiences were offering a discount or special offer to any Angus resident during that week. The people of Angus will be encouraged to share their experiences, ultimately raising awareness of the venues and increasing the profile of the area. 34% of people who visit Angus are visiting friends and family, and so this event provides a great opportunity for residents to find out and experience all there is to see and do, so they can visit again with their friends and family in future.

We are planning to hold the event in 2021.

[My Angus Toolkit](#)

[My Angus Overview](#)

[My Angus Programme](#)

Insider's Guide to Angus

One of the exciting projects that has been progressed over the last few months is the development of an Insider's Guide to Angus. The people of Angus were asked for their favourite places to visit, eat, walk, cycle and more, so that we can create a unique guide to the top 100 unmissable experiences in

Angus. There was a great response and the group are currently collating the guide, which will be featured on the Visit Angus website soon.

We wanted to engage with the community during lockdown to remind them of all the great places on their doorstep. We felt this was important as restrictions slowly relaxed and people could only travel in their own localities. We gathered feedback over 10 weeks, focusing on one category each week.

Advertising our [activity and plans](#).

Collecting the data [using social pinpoint](#).

Collecting data on [social media](#).

Now that we have collected this information we are collating the information to be used as 10 text blog guides online, 10 videos and will eventually create a published Insiders Guide to Angus. We have also selected 10 community ambassadors to create the videos focusing on each category and the top 10 results from that category.

Observations from our work.

1. We did not have records or listings of all of the top 100 places to visit in Angus.
2. We have been able to engage with the community for them to help write suitable content for Visit Angus to encourage visitors to find their favourite spots.
3. We have been able to make contact with new businesses.
4. We are now engaging with passionate individuals and local social media influencers.
5. We have a new understanding of the challenges that Visit Angus have with engaging with tourism businesses.
6. Community engagement was high. Local community have knowledge that they want to share with visitors to Angus.
7. By all interested parties working together we can utilise our contacts, enthusiasm, drive and resources to deliver projects in an efficient way. Without community backing Visit Angus would not have tackled these two campaigns and the community required Visit Angus resources to support the projects.
8. Lack of copyright free resources to advertise Angus. New photographs were commissioned of Angus to be used as a free resource for all businesses or individuals.