

# Year of Active Scotland 2011

## Summary Report

### Background

The Scottish Government has dedicated the interim years between Homecoming 2009 & Homecoming 2014 to showcasing some of Scotland's greatest assets in the run up to a second year of Homecoming and 2011 was designated the Year of Active Scotland.

During 2011 the focus was on celebrating and promoting the benefits of an Active Scotland for all the people of Scotland and its visitors. This is particularly important in the run up to 2014 as Scotland prepares to stage two of the world's greatest sporting events in the Commonwealth Games and the Ryder Cup

The year had a core budget of £450,000 for funding support for events in Scotland and additional marketing and PR activity to raise the profile of Scotland as an active country and an active holiday destination and will inspire Scotland's people and visitors to take part in and enjoy the benefits of sport and physical activity.

### Objectives and Results

The year had an agreed set of objectives with related outcomes, measures and targets. The principal objective was to raise the profile of Scotland as an active country and an active holiday destination. A summary of the outcomes of the year is shown below;

Objective	Outcome	Result
Raise the profile of Scotland as an active country and an active holiday destination	Increase awareness amongst potential visitors of Scotland as an active tourism destination	<ul style="list-style-type: none"><li>77% of respondents from long-haul destinations and 84% from European destinations agreed that Scotland was one of the best destinations for an Active Holiday.</li><li>VisitScotland brand tracking research showed that perception of Scotland as an active destination increased from 7.64 to 7.98 by Q4 2011.</li></ul>
Inspire all the people of	Increased number of events	<ul style="list-style-type: none"><li>During 2011 EventScotland supported an additional 7 events</li></ul>

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Scotland and our visitors to take part in sport and physical activity	with mass participation elements that involve attendees taking part in some form of physical activity.	which featured opportunities for mass participation as well as a further 17 recurring events supported in previous years.
	Increased number of participants in events (sporting and cultural) where there is a primary focus of the event involving participants being physically active.	<ul style="list-style-type: none"> <li>Using data from 10 events supported in 2010 and in 2011 through EventScotland programmes, there was overall an increase of 6% in participation levels to 29,827.</li> </ul>
	Increased number of visitors to sites where physical activity is undertaken.	<ul style="list-style-type: none"> <li>National Trust for Scotland report that attendances at sites totalled 1.1m in 2011 compared to 968,000 in 2010, an increase of 14%</li> <li>20% of the Scottish population visited a National Nature Reserve in the 12 months between September 2010 and 2011.</li> </ul>
Improve collaborative working and drive efficiencies between the tourism & events industries and other sectors to promote sport and physical activity	Increased number of promotional campaigns & initiatives involving Steering Group agencies.	<ul style="list-style-type: none"> <li>Scottish Natural Heritage and VisitScotland promoted long distance routes using the theme "Where will Scotland's Great Trails Take you?" in a joint advertising campaign which included a radio campaign feature programmes and produced 400,000 gazetteers inserted into national press.</li> <li>Sailing at <b>sportscotland's</b> National Centre at Cumbrae, was featured as part of Visit Scotland's 'Grab a Glen' initiative. This enabled <b>sportscotland</b> to promote the Centre to a new audience.</li> </ul>
	Joint working by all partners to deliver objectives of the year	<ul style="list-style-type: none"> <li>Examples where collaborative work will continue following the year of Active Scotland, into year of Natural Scotland would be SNH and VS collaborating on Simple Pleasures campaign.</li> </ul>

## Other Results

### Growth Fund

- Five tourism groups across Scotland received an Active Growth Fund award. These were: Lochaber-based Outdoor Capital of the UK; Love Loch Lomond; Cairngorm Business Partnership; Dumfries & Galloway Chamber of Commerce; and Wild Scotland, a group representing outdoor and activity providers around the country. Over 280 tourism businesses across Scotland are members of these groups.

### Partnerships

- Partner agencies were able to identify linkages between their promotional activity and that of VisitScotland in order to strengthen the promotional activity undertaken through the year. This included partnering on specific campaigns such as when SNH and VisitScotland collaborated on Simple Pleasures easily found.
- Other activity completed by Partner Agencies in support of the Year included National Trust for Scotland's Munro Challenge, **sportscotland's** Go Canoeing and Go Rambling initiatives and NHS Health Scotland providing a web-based activity finder for use in identifying opportunities to participate in activity across Scotland.
- There was some evidence of an increase in visits to selected sites, with National Trust for Scotland reporting 1.1 million visited sites during the year of Active Scotland, which is in excess of target figures.

### Marketing & PR

- VisitScotland promotional activity included the Grab a Glen campaign which saw a variety of different activities being showcased and profiled during the campaign. This also allowed for linkages with other partners activities - for example including sportscotland National Centres in a VisitScotland campaign.
- VisitScotland was tasked with delivering 300,000 visits to active content and we therefore included active messages across all relevant VisitScotland websites. This generated 9.8m page views and 3.1m unique page views / visits.
- Through a number of different campaigns run in UK & Ireland, in excess of 85 million opportunities to see Scotland promoted as an Active destination were provided.
- There was widespread coverage of year of Active Scotland promotions with over 3 million page views of the Active Scotland pages on VisitScotland websites. Comparing participation at events supported by EventScotland saw an increase in participation of 6%.

