



Stakeholder Toolkit

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Anyone driving, training or coaching to Scotland will arrive in the South of Scotland first – the very first experiences, touchpoints, memories of Scotland are forged here. But from a historical and cultural perspective the South of Scotland is also central to so much of Scotland's history – battles (both victories and defeats) through the centuries have left an indelible impression that is felt nation-wide. Scotland's identity and psyche were born here. The Scottish nation starts here.

To the visitor and experience seeker that first taste of history, adventure, luxury, beauty, excitement and amazement and so much more starts where Scotland starts – right here in the South of Scotland. By showcasing our broad and unexpected delights we will seduce, surprise and bewitch them. Their memories will start here. And so will their Facebook updates, tweets, Instagram stories and blogposts.



Our 'behind the scenes'

- Our brand to the industry and our partners
- Destination management and tourism product development
- Stakeholder and partner working
- Business to business support
- Promoting opportunities for tourism businesses in Scotland
- Supports capacity building, collaboration between businesses, sharing of expertise



Our 'face to the world'

- Our marketing platform
- Consumer facing campaign
- Promoting tourism to the south of Scotland to audiences across Scotland, the UK and worldwide
- Creating awareness through content (photos, videos, blog posts)

Our brand

About Us

For too long the South of Scotland has been overlooked. But we're not here to say we have what the rest of Scotland has. No, we have more, much more. From heritage to cuisine, escapism to culture and history to luxury this sleeping giant brims with untapped potential. We have to dramatise and celebrate every aspect of it. And showcase this incredible part of Scotland to the world.

And we need your help. We need everyone working with us to help us capture the vibrancy, diversity and authenticity of what the South of Scotland has to offer and sharing it far and wide. This guide will give you access to the information, tools and contacts you need to make sure Scotland Starts Here starts the best way possible.

Brand Guidelines

Please refer to the brand guidelines ([download link here](#)) for detailed examples on how to use our logo and other brand assets in your communications.

MINIMUM SIZE



50mm/188px

CLEARSPACE



Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The size of the clearspace is taken from the height of the letter 'S'.

The campaign headlines

We have a suite of headlines that can be used across digital and print channels that span the diverse treasures and pursuits awaiting visitors in the South of Scotland. The lines all end with **...starts here** but are prefixed by a word, product or feeling that captures the essence of that particular experience. For example, food businesses might wish to use **'Culinary magic starts here'** or **'Tickling taste-buds start here'**. The headlines should cover every possibility but if you're looking for something specific email vanessa@ssdalliance.com

History & Heritage

1. Stories start here
2. Who we are starts here
3. Fairytale castles start here
4. War and peace start here
5. First dates start here
6. Legends start here
7. Digging the past starts here.
8. History starts here

Food & Drink

9. Culinary magic starts here
10. The water of life starts here
11. Locally sourced starts here
12. Melt in the mouth starts here
13. Coastal escapes start here
14. The catch of the day starts here
15. Tickling taste buds start here

Hidden Wonders

16. The last thing you expected starts here
17. Up close and personal starts here
18. Making it famous starts here
19. Luxury starts here
20. Hidden depths start here
21. Brew your own starts here

Active & Outdoors

22. Free wheeling starts here
23. Giggling starts here
24. Adventure starts here
25. The high life starts here
26. Horsepower starts here
27. Landscape (outdoors)-
 - a. Crimson sunsets start here
 - b. Tranquillity starts here
 - c. The great outdoors starts here
28. The warmest welcome starts here
29. I can't believe I'm doing this starts here
30. Going with the flow starts here
31. Wide-eyed wonders start here

Our website, our app and other resources

We've created a toolkit crammed with resources to encourage and inspire visitors to come to the South of Scotland. These are yours to use and share on social media, both your personal and business channels, whenever you choose. Find them here:

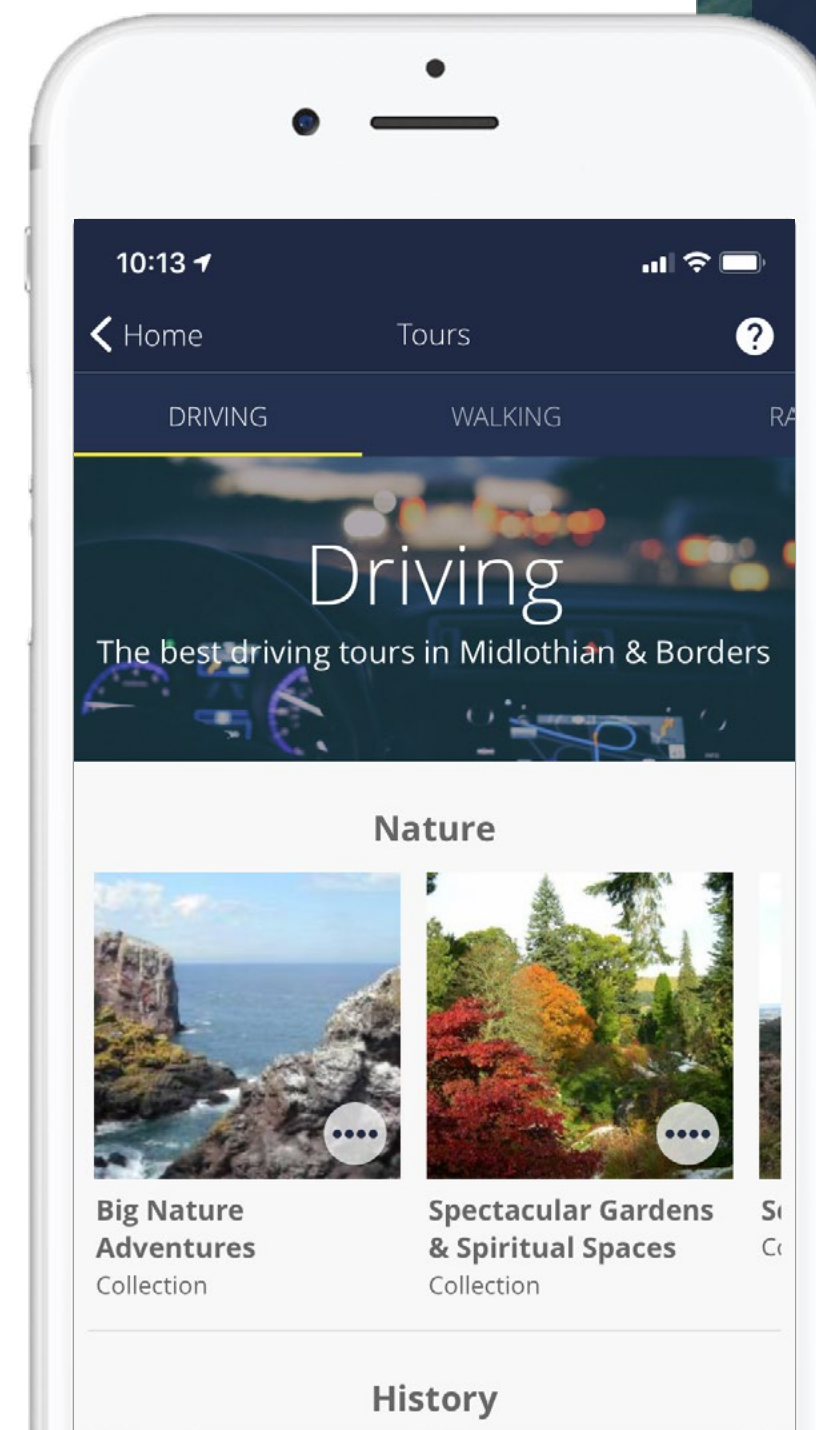
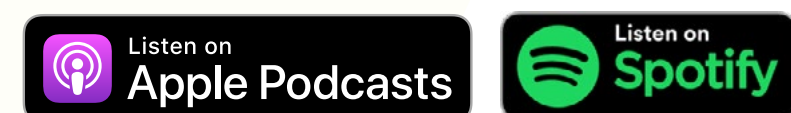
App



Website

<https://scotlandstartshere.com/>
Click **here** for a walkthrough of the Scotland Starts Here website

Podcasts



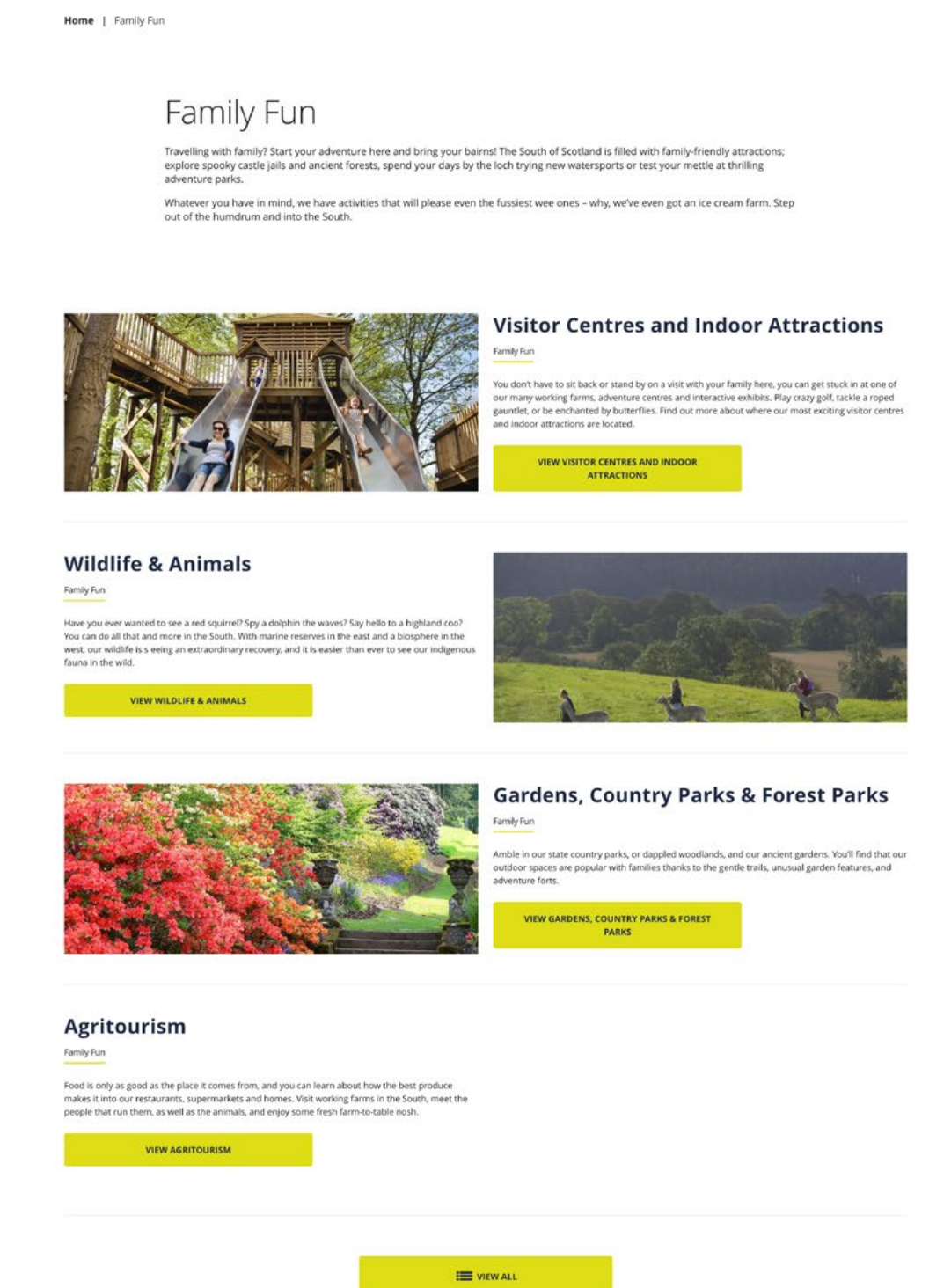
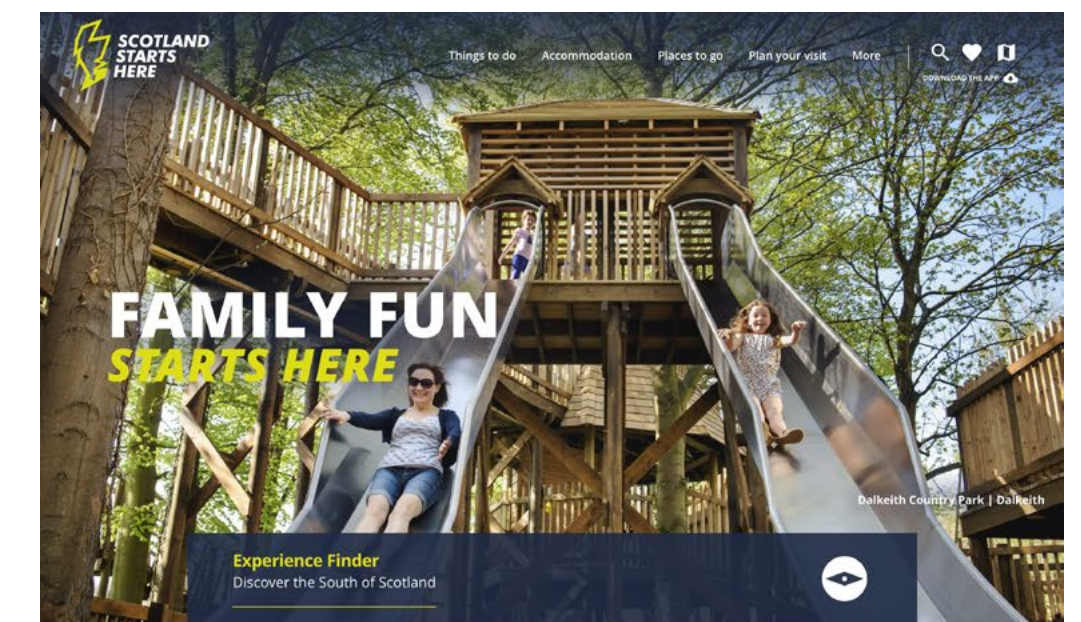
Start at the beginning....

You wouldn't read a book from the middle, and the first page of Scotland's great story starts in the South.

Discover the places that have shaped Scotland: walk where fierce battles once raged, where legendary kings and queens struck deals that forged a nation, and where great poets drew inspiration for the ballads we still sing. Our southern lands have always been central to Scotland's narrative, and you can follow the thread that connects us to a tapestry that has been woven over centuries.

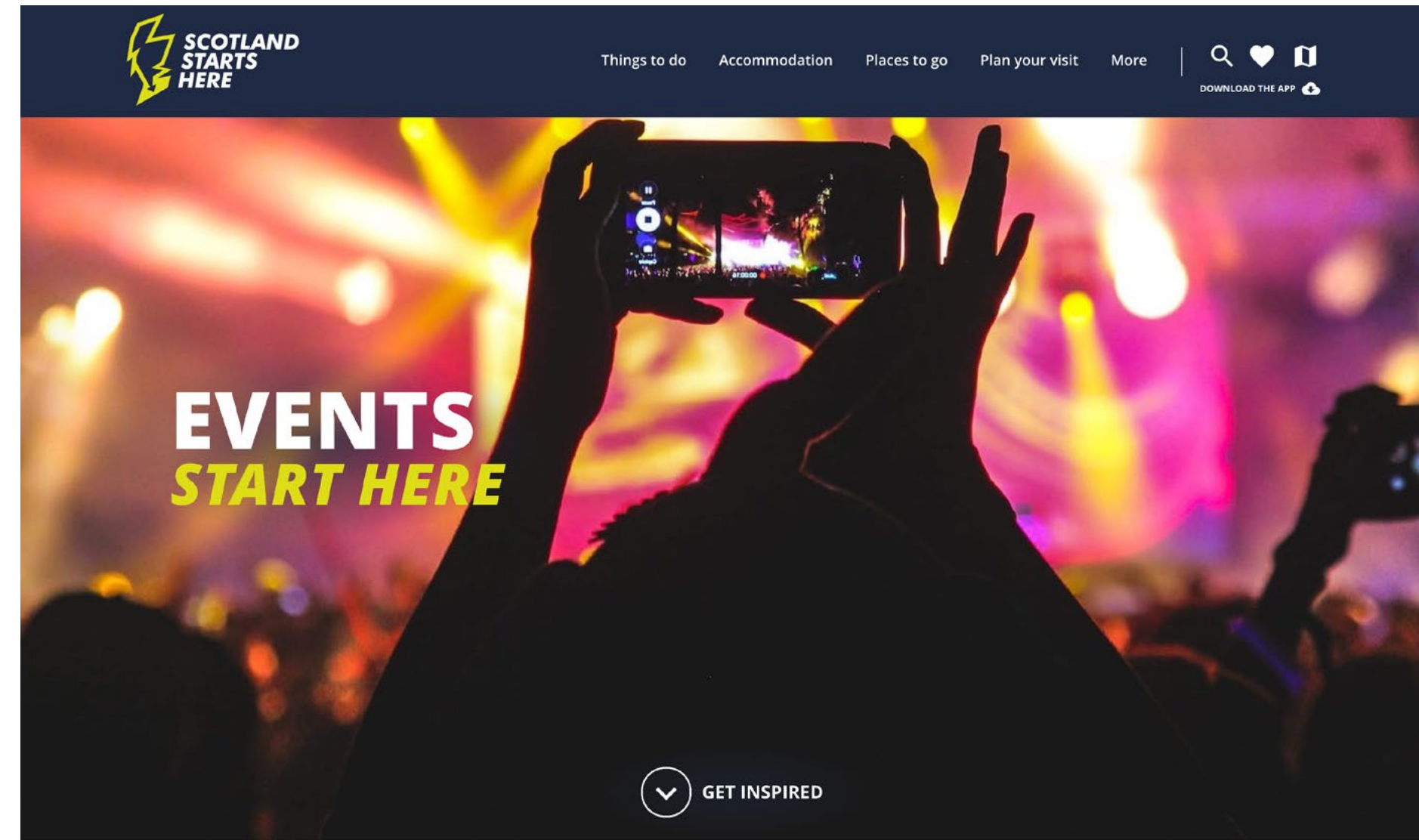
But our story is still unfolding, and you can be part of that story too. Absorb the spirit of Scotland in our heather-clad moors, our enchanted forests, and our star-strewn skies. Explore our rising hillsides and narrow glens, and find peace along the banks of our mirrored lochs. Begin your next adventure right where Scotland starts. We are waiting for you.

History starts here, culture starts here, creativity starts here: welcome to the South.



Award yourself a promotion

Would you like us to promote your event or new product on our website or social media? Contact your local Development Agent for further information on how to list your events on Scotland Starts Here.



[Home](#) | [Events](#)

Join us in celebrating our Scottish heritage and be part of the unique spirit native to these parts. Experience the thundering hooves of the Common Ridings, indulge in a local food festival, dance the night away to live music, and attend a host of fantastic festivals that take place year-round.

Please note: every effort has been made to verify the accuracy of the event information, but we always recommend contacting the event organisers before attending.



Midstock Festival

Midstock invites families, music-lovers and party animals alike to Dalkeith Country Park to enjoy the summer sunshine. With bars serving Scottish ales and more local.....

📅 4TH JUNE, 2021 - 5TH JUNE, 2021

Months

[June, 2021](#)
[July, 2021](#)
[August, 2021](#)
[September, 2021](#)



Dog's Day Out at Traquair

If you love dogs and your dog loves a good day out then Traquair is the place to come on Sunday 12th July. Now in.....

📅 18TH JULY, 2021

Use our brand assets

Help yourself to our wealth of digital assets, and feel free to use them on your website or on social media. These goodies include videos, images and messaging.

To see what's available – and to download as many as you like – visit www.ssdalliance.com/toolkits/



Get involved

We're looking for local businesses based in the South of Scotland to help us attract visitors to the region, which will benefit us all.

Step 1: Follow us

@ScotlandStartsHere

@ScotlandStartsHere

@HereScotland

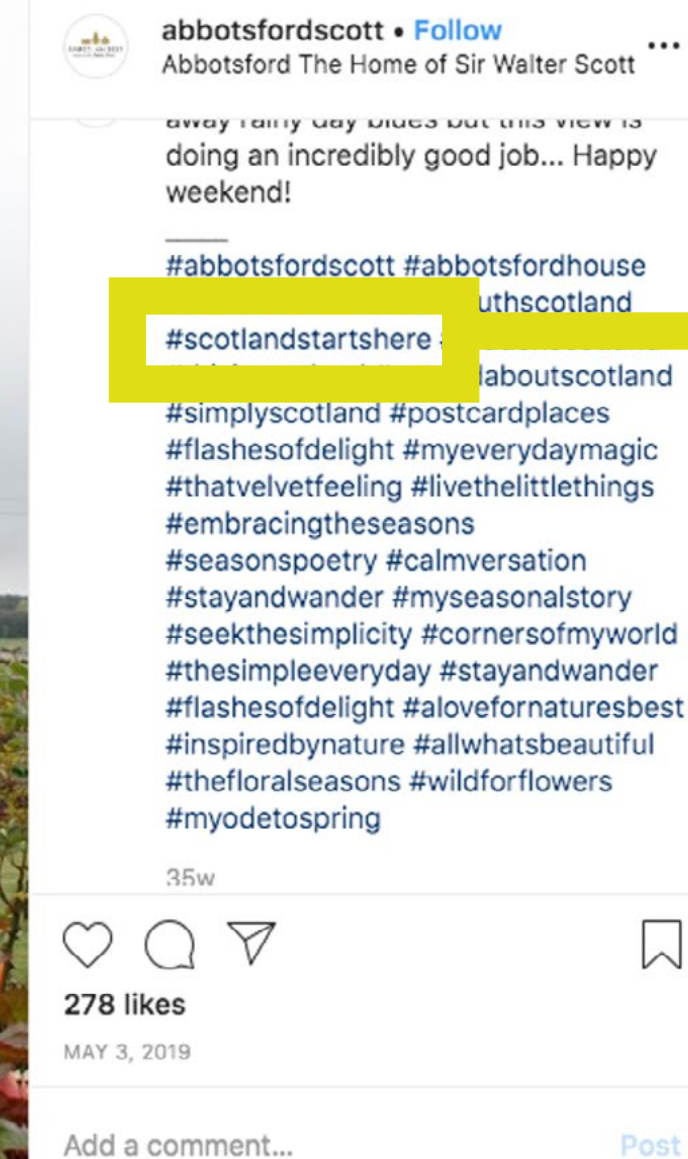
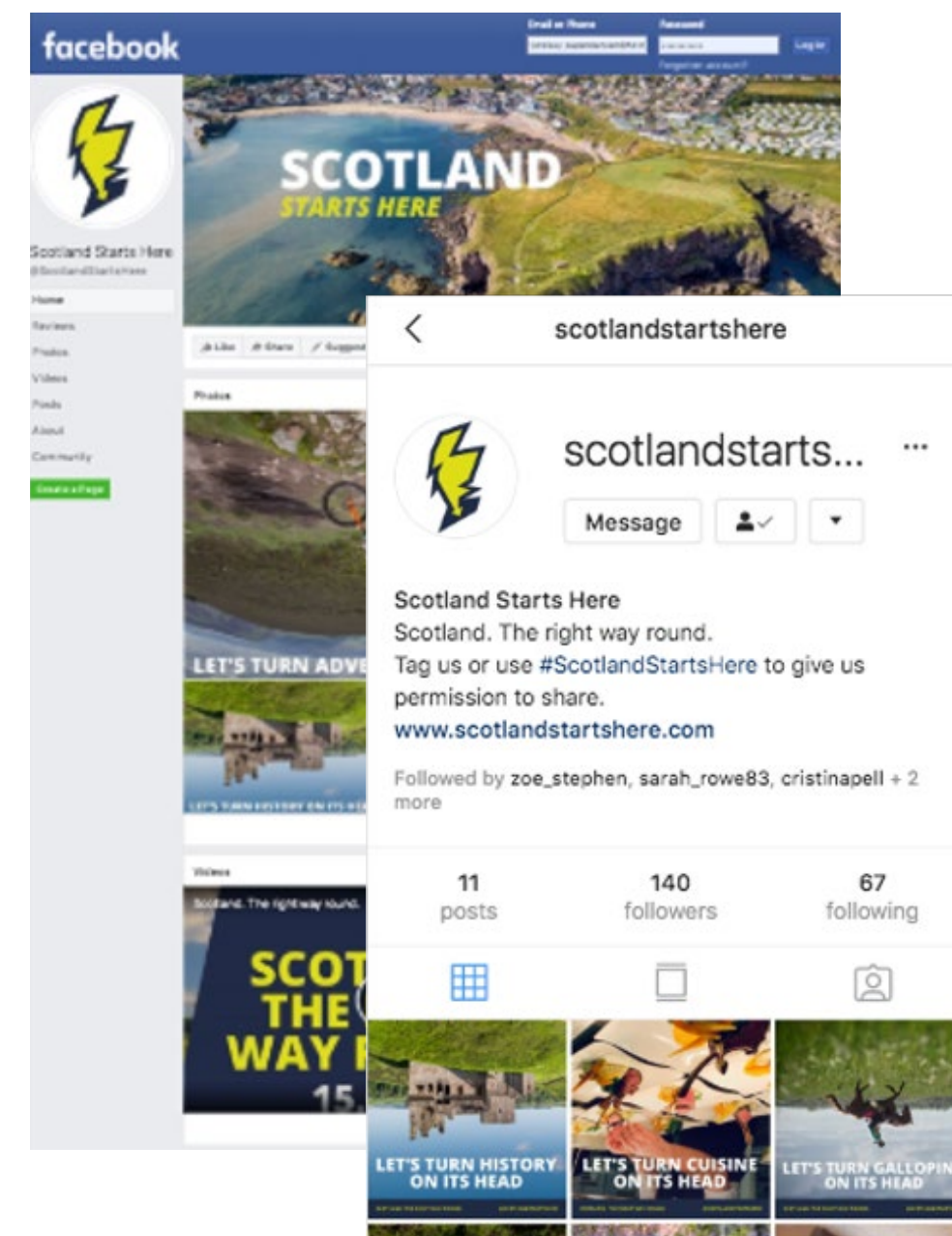
Step 2: Use the hashtag

#scotlandstartshere

Use the hashtag **#ScotlandStartsHere** on social media. And, to be featured on our channels, tag us with **@ScotlandStartsHere**

Step 3: Send us your news

Got some news about your business? Organising any events? Don't keep it to yourself. Contact us via social media or email **vanessa@ssdalliance.com** and we'll soon spread the word.



Thanks to those who have already started!

The best way to share campaign assets

Step 1: Share our content

With Facebook, use the Share arrow.
On Twitter, retweet with the hashtag **#scotlandstartshere**. And for Instagram, use the arrow icon.



Facebook / Twitter

Hit Share / Retweet hashtag **#scotlandstartshere**



Instagram

Hit the arrow icon to share a post to your **story**.

The best way to share campaign assets

Step 2: Share a post on your own channel

Take your pick from our huge array of assets. Browse and download our videos, images and messages at www.ssdalliance.com/toolkits/

Our brand film



Our social media images



Don't forget to tag us! @scotlandstartshere and #scotlandstartshere

The best way to share campaign assets

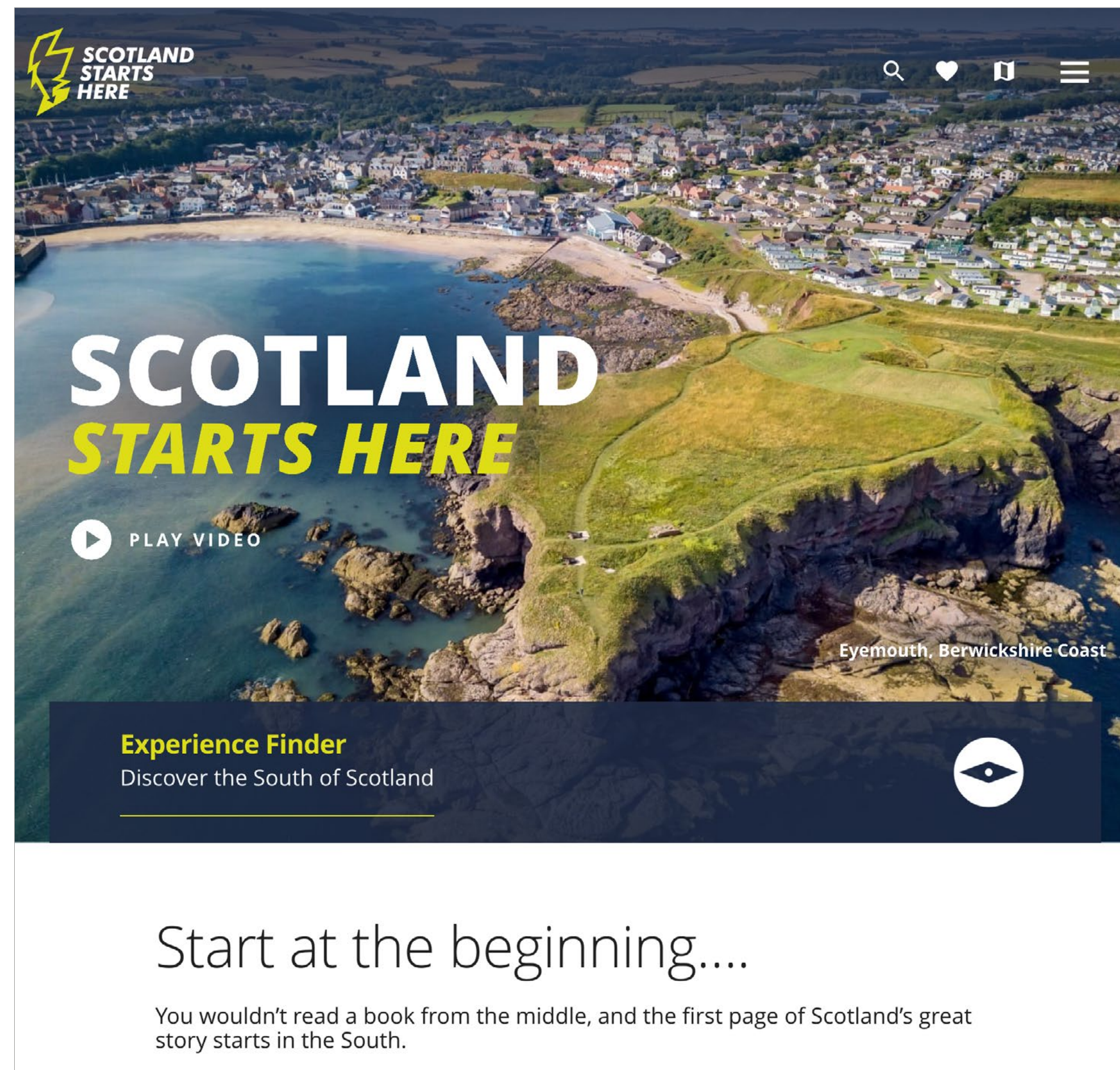
Step 3: Share the content on our website, like eBooks and podcasts

Something else to bear in mind is to tag us with **@ScotlandStartsHere** on Facebook and Instagram. Or with **@HereScotland** on Twitter.

Website

<https://scotlandstartshere.com/>

Podcasts

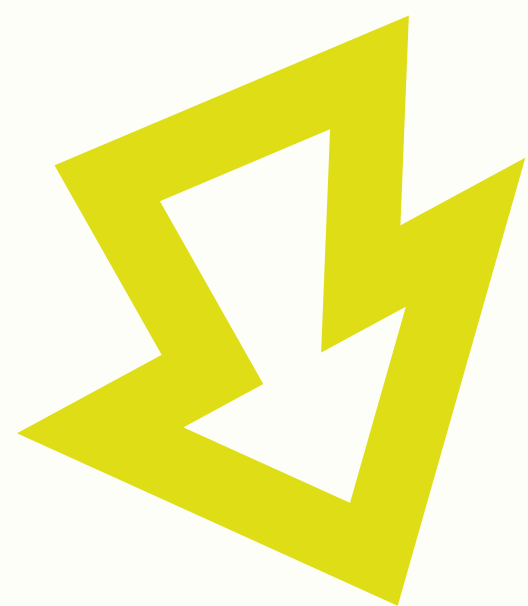


The best way to share campaign assets

Encourage visitors to use the hashtag

Remember to encourage your visitors to use the **#scotlandstartshere** hashtag that you'll be using yourself.

Remind them to tag us!

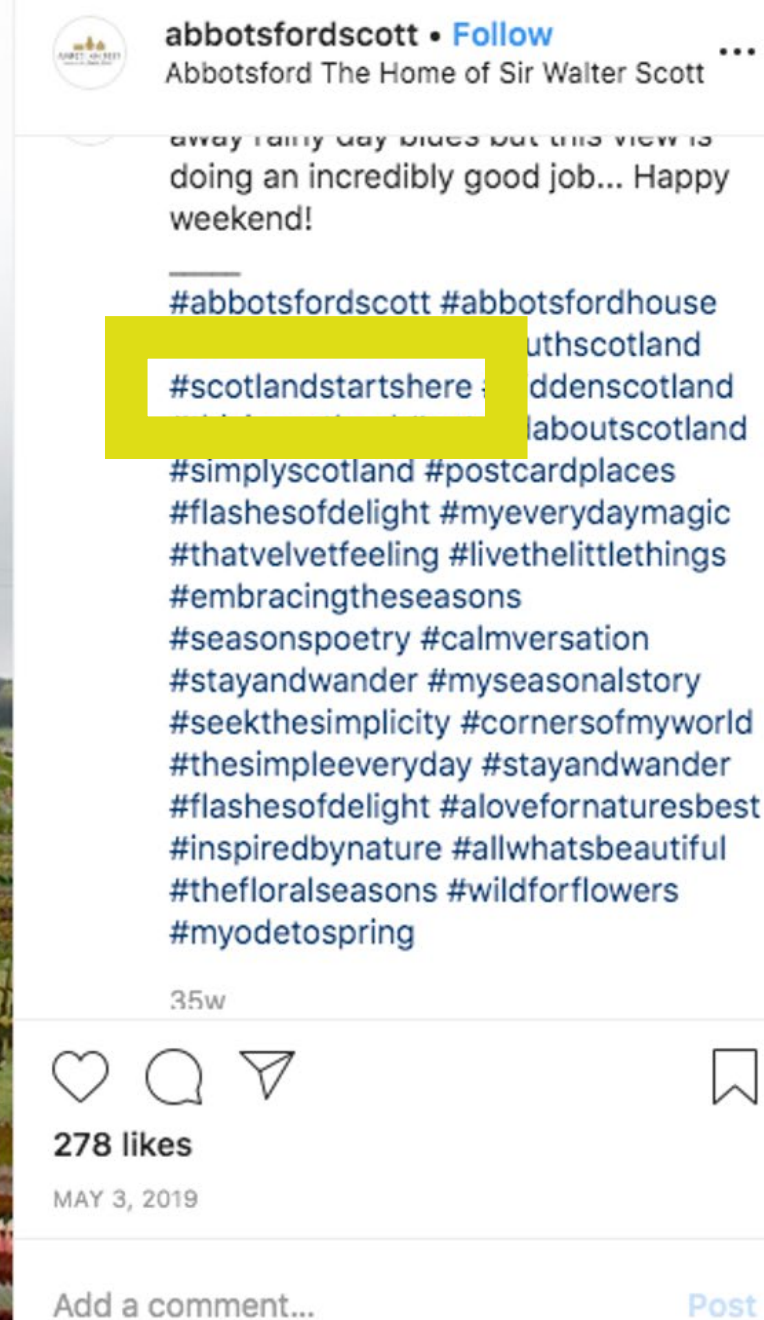


@ScotlandStartsHere

@ScotlandStartsHere

@HereScotland

#scotlandstartshere

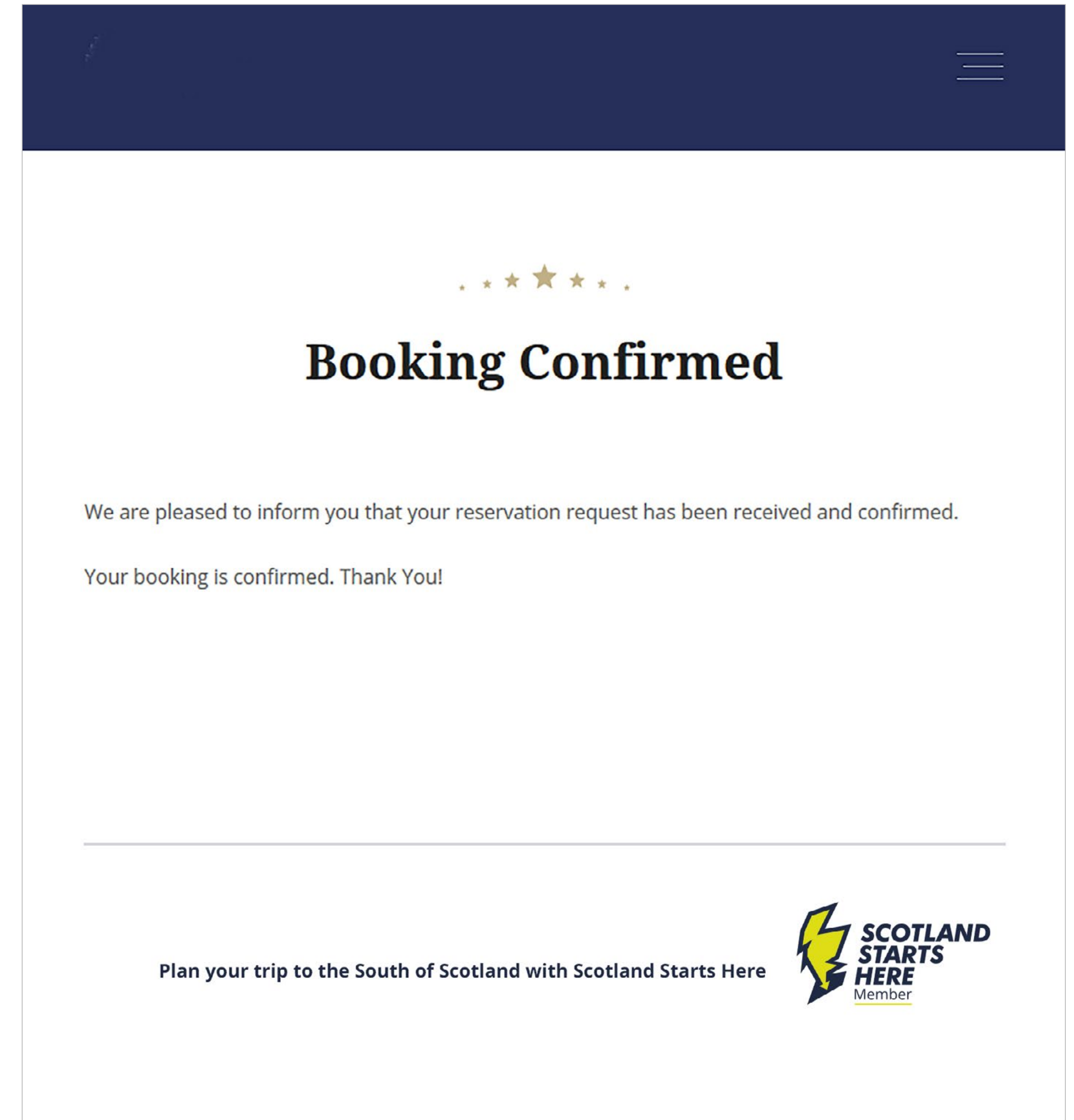


Membership logo

Contact your Development Agent to receive the membership logo. Businesses can use the membership logo on their own website, pre-arrival literature, booking confirmations and more.



Membership logo usage example



Print materials

All print material will be available from the SSDA website and through Development Agents.

App flyer



SCOTLAND STARTS HERE

Explore the South of Scotland with the Scotland Starts Here app

This is a fantastic app which has interactive routes, maps and itineraries across this beautiful part of Scotland. It has walking, cycling, driving, equestrian and Borders Railway routes and even build your own! You are able to filter by interests to see where to go, what to do, where to eat, what to do on a rainy day and even where to charge your electric car. You can immerse yourself in wonderful audio that tells the many stories of this destination through songs, myths, legends and there are even audio tours!

Download the app FREE today!

Download on the App Store | GET IT ON Google Play

Search 'Scotland Starts Here' in the App stores.

All you need to do is:

- Download the app from your App store
- The app will work on and offline
- You set the app up to suit your interests

The Home Page gives you 3 options:

A: Explore our Tours
View pre-suggested tours and routes through all modes of transport including 'Build your Own'.

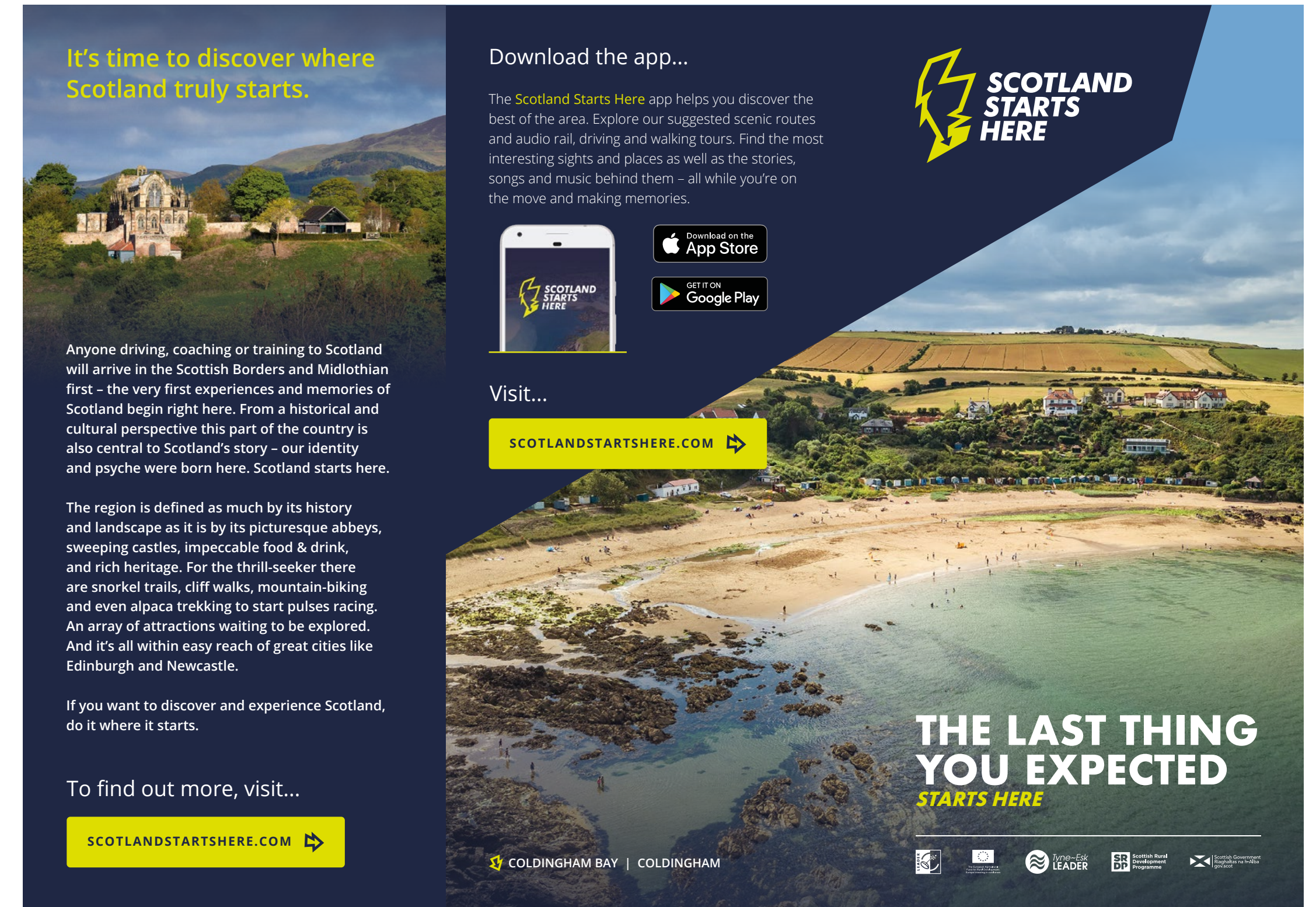
B: Listen to our Audio - Songs, Stories, Myths Legends
This can be done wherever you are in the world but can also be selected when on a route too!

C: View our Map
The map shows the destination in full. The Blue icons are the Towns located around this destination. Press the Red Circle at the bottom to find out where you are in relation to this map. Press Filter to choose what your interests are or what you are looking for to see what is near you! You can even search in the toolbar at the top!

It's that simple! We hope you enjoy exploring this amazing and unexplored part of Scotland.

Please share, review and rate the app!
@SCOTLANDSTARTSHERE | #SCOTLANDSTARTSHERE | SCOTLANDSTARTSHERE.COM

Tri-fold leaflet



It's time to discover where Scotland truly starts.

Anyone driving, coaching or training to Scotland will arrive in the Scottish Borders and Midlothian first – the very first experiences and memories of Scotland begin right here. From a historical and cultural perspective this part of the country is also central to Scotland's story – our identity and psyche were born here. Scotland starts here.

The region is defined as much by its history and landscape as it is by its picturesque abbeys, sweeping castles, impeccable food & drink, and rich heritage. For the thrill-seeker there are snorkel trails, cliff walks, mountain-biking and even alpaca trekking to start pulses racing. An array of attractions waiting to be explored. And it's all within easy reach of great cities like Edinburgh and Newcastle.

If you want to discover and experience Scotland, do it where it starts.

To find out more, visit...
SCOTLANDSTARTSHERE.COM

Download the app...
The **Scotland Starts Here** app helps you discover the best of the area. Explore our suggested scenic routes and audio rail, driving and walking tours. Find the most interesting sights and places as well as the stories, songs and music behind them – all while you're on the move and making memories.

Download on the App Store | GET IT ON Google Play

Visit...
SCOTLANDSTARTSHERE.COM

THE LAST THING YOU EXPECTED STARTS HERE

COLDINGHAM BAY | COLDINGHAM

Logos: Scottish Borders Council, Scottish Borders Development Programme, Scottish Borders LEADER, Scottish Rural Development Programme, Scottish Government

Contact us

For Listing and Membership Enquiries, contact your Area Development Agent.

East – Sarah Macdonald, sarah@ssdalliance.com

Central – Gowan Miller, gowan@ssdalliance.com

West – Lesley Watson, lesley@ssdalliance.com

For marketing enquiries, contact Vanessa Wegstein, vanessa@ssdalliance.com.

Don't forget to check out ssdalliance.com for more information on how to make the most of your membership with industry events, tailored support and more.



Thank you to our
industry and
marketing partners