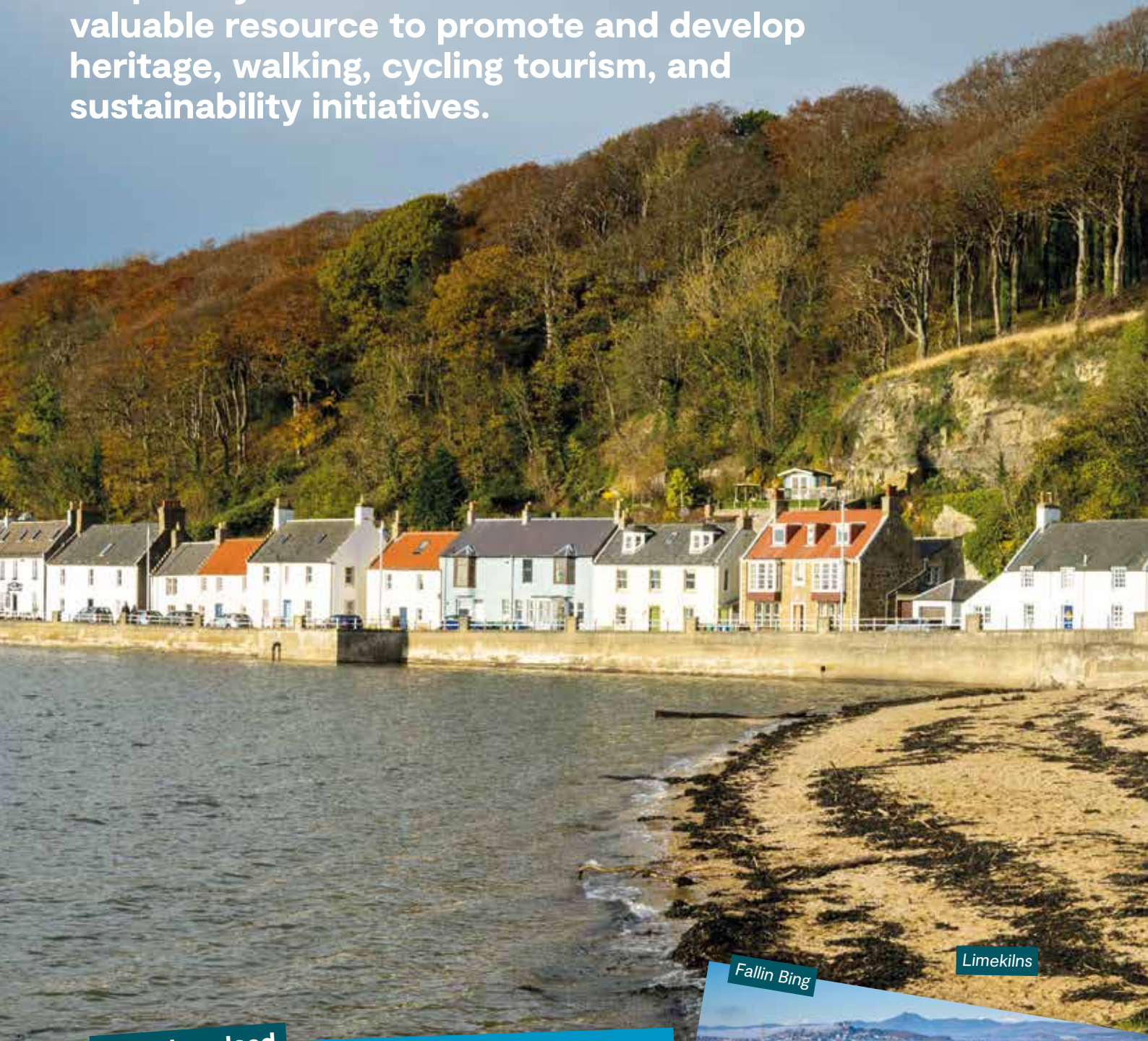


# Your Inner Forth Tourism Toolkit



This toolkit has been crafted to empower hospitality and tourism businesses with a valuable resource to promote and develop heritage, walking, cycling tourism, and sustainability initiatives.



### Free download

It is available for free download on the Inner Forth Futures website [innerforthlandscape.co.uk](http://innerforthlandscape.co.uk), with a limited number of printed versions to be distributed at events. The toolkit may also be hosted on partners' websites including Destination Marketing Organisations and Local Tourism Associations websites.



Fallin Bing

Limekilns

Stirling Old Bridge



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# About this toolkit

**Is this toolkit for me?**

**Absolutely! This toolkit is for any tourism or hospitality business in the Inner Forth area, covering parts of Falkirk, Fife, Stirling, and Clackmannanshire around the upper Firth of Forth.**

The toolkit is carefully crafted to provide you with valuable resources and information. Share these insights with your guests and customers to enrich their experience during their visit. If they have a good time, they will likely tell their friends and family, encouraging more visits. It's a win for all.

We know that tourists and visitors, whether first-timers or returning, are looking for more authentic, local experiences. There is a desire to venture off the beaten path, to uncover hidden treasures, all the while adopting a more sustainable approach to travel. The Inner Forth ticks all these boxes, and this toolkit aims to promote the area's fantastic offerings while advancing and expanding them too.

Are there other benefits to this toolkit? Yes, in addition to valuable visitor information, it provides business development guidance and resources, including training tips and support for awards and grants.

Just as importantly, there is a section dedicated to developing and promoting the Inner Forth as a sustainable destination. Lots of good stuff in one easy-to-reference place.

# How can I get the most out of this toolkit?

## Share

insider knowledge and tips  
with your guests about the

**best places to visit**

and how to get there.

**Recommend**  
where they can

**experience art,  
culture, and heritage.**



## Showcase

where they can

**eat and drink,  
and spotlight**

**local producers.**



## Explore

what makes  
your area

**so special.**



## Create

**promotional material**

for your business.



## Promote

**sustainable travel**



in the Inner Forth, inspiring  
visitors and tourists.

## Align your business

with current visitor trends  
and help reach national

**net zero goals.** 



## Equip

your team with

**valuable resources.**

# 1

PART

# Unlocking the Inner Forth's assets

## Our Inner Forth

Nestled between The Trossachs, Fife, and Edinburgh, the Inner Forth spans over 200 square kilometres from Old Stirling Bridge in the west, to Rosyth and Blackness in the east. This landscape is undeniably distinctive and vibrant, blending towns and villages with rich historical tales, alongside an abundance of flourishing wildlife on former industrial heritage sites.

Formerly recognised for its multitude of chimneys and factories, the perception of the Inner Forth is evolving. Shedding its past image as being primarily an industrial hub, it's gaining acclaim as a thriving landscape with woodlands, wild meadows, historic harbours, and stunning shorelines.

Rich in Scotland's history, remnants from the Roman invasion to the Industrial Revolution are evident, where steam engines, collieries, and limekilns once fuelled the local economy. In more recent times the area's diverse habitat has become home to an abundance of precious plants and wildlife. Acknowledged for its ecological significance, the region has been granted global protection.

The Inner Forth is an oasis of discovery for both locals and visitors alike, whether it's for a spontaneous day trip, a rejuvenating weekend getaway, or an extended holiday. Cyclists, foodies, and wildlife enthusiasts are in for an extraordinary adventure.

### Did you know?

**Nature-based tourism contributes to nearly 40% of tourism spending, supporting 39,000 jobs, with the primary motivator for visitors being our scenery and landscapes!**

(NatureScot, 2022<sup>1</sup>)

With a wealth of hidden gems and treasures waiting to be unveiled, we aim to streamline information on attractions, food & drink, and activities. By providing easy access for visitors in the planning stages – and during their stay – we hope to foster longer, more immersive explorations of the area.

The purpose of this section is to highlight, signpost, and amalgamate existing resources into a single point of reference for the Inner Forth landscape.

Our goal is to provide you with a comprehensive guide to proudly promote the destination. So, let's kindle curiosity and inspire visitors to explore this fascinating region!

<sup>1</sup>NatureScot, 2022: [www.nature.scot/professional-advice/social-and-economic-benefits-nature/tourism](http://www.nature.scot/professional-advice/social-and-economic-benefits-nature/tourism)

# Natural heritage in the Inner Forth

The Inner Forth has significant estuarine and coastal habitats, holding local to international importance with vital Sites of Special Scientific Interest (SSSI), and nature reserves. Diverse landscapes include salt marshes, ancient woodlands, sand and mudflats, grasslands, and freshwater marshes.

Nature reserves are sanctuaries of biodiversity, cherished for their importance to flora, fauna, fungi, and features of geological or special interest. Reserved and carefully managed, they embody conservation. Check out nature reserves within the Inner Forth, with these five to get you started:

## SWT Cambus Pools (Clackmannanshire)

Located behind an industrial area of the Inner Forth, this small wetland reserve demonstrates perfectly how its reedbeds, grassland, and open water are a vital habitat for attracting waders, warblers and wildfowl.

» [www.scottishwildlifetrust.org.uk/reserve/cambus-pools](http://www.scottishwildlifetrust.org.uk/reserve/cambus-pools)

## RSPB Black Devon Wetlands (Clackmannanshire)

This quiet gem of wet grassland, reedbeds and pools is a haven for flocks of wintering wading birds and wildfowl. Not forgetting the thriving community of frogs, newts, and dragonflies.

» [www.rspb.org.uk/days-out/reserves/black-devon-wetlands](http://www.rspb.org.uk/days-out/reserves/black-devon-wetlands)

## Kinneil Local Nature Reserve (Falkirk)

Once home to the Kinneil Colliery, a former industrial site, and transformed into a coastal parkland with cycling routes, picnic benches, and stunning views.

» [www.kinneil.org/nature-reserve](http://www.kinneil.org/nature-reserve)

## Torry Bay Local Nature Reserve (Fife)

The reserve is built from ash from the neighbouring Longannet Power Station. It has an international status for wading and wintering birdlife inhabiting the artificial lagoons.

» [www.fifecoastandcountryside.co.uk/pins/torry-bay-local-nature-reserve-preston-island](http://www.fifecoastandcountryside.co.uk/pins/torry-bay-local-nature-reserve-preston-island)

## Gartmorn Dam Country Park (Clackmannanshire)

Sir John Erskine engineered the 170-acre reservoir to power pumps for draining his Sauchie mines. Nowadays, an SSSI for migratory wildfowl in the winter months, and the many birds who live and breed at Gartmorn year round.

» [www.clacks.gov.uk/culture/gartmordam/](http://www.clacks.gov.uk/culture/gartmordam/)



RSPB Black Devon Wetlands viewing screen

Kinneil Local Nature Reserve

Other SSSIs in the area include the **Firth of Forth, Wester Moss, St Margaret's Marsh, Ferry Hills, Long Craig Island, and Carlingnose**. SSSIs are areas of special scientific interest due to the rare species of plants and wildlife they contain – or even important geological or physiological features that may lie in their boundaries.

### Want to know more about SSSIs? Start here:

» [www.nature.scot/professional-advice/protected-areas-and-species/protected-areas/national-designations/sites-special-scientific-interest-sssis](http://www.nature.scot/professional-advice/protected-areas-and-species/protected-areas/national-designations/sites-special-scientific-interest-sssis)

**Did you know?** Wetlands and estuaries are vital habitats for preserving diverse wildlife, ensuring the health and balance of our planet's ecosystems. Intertidal salt marshes contribute to biodiversity, provide breeding grounds, and filter water, helping our ecosystems to flourish.

For tips on promoting responsible access and practical guidelines, check out the section on Responsible Tourism.

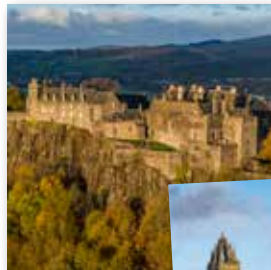
# Historic attractions and hidden gems revealed

The Inner Forth has a rich tapestry of history, heritage, and culture, shaping Scotland's identity. Visitors can explore iconic 'hero locations' celebrated in guidebooks and unveil a trove of hidden treasures along the less-charted routes.

## Well-known landmarks:

### Stirling Castle

Perched atop rocky crags, a fantastic family day out  
» [www.stirlingcastle.scot](http://www.stirlingcastle.scot)



### The Wallace Monument

Discover the story of Scotland's National Hero.  
» [www.nationalwallacemonument.com](http://www.nationalwallacemonument.com)



### Blackness Castle, Linlithgow

Revered locally as the 'ship that never sailed'!  
» [www.historicenvironment.scot/visit-a-place/places/blackness-castle](http://www.historicenvironment.scot/visit-a-place/places/blackness-castle)



### The Kelpies, Falkirk

Explore these iconic guardians of the land.  
» [www.thehelix.co.uk](http://www.thehelix.co.uk)



### The Forth Bridges

A wonder of the modern world. Go Forth and explore!  
» [www.theforthbridges.org](http://www.theforthbridges.org)



### Culross Abbey

Constructed in the 1200s, has fascinating ruins and scenic grounds.  
» [www.historicenvironment.scot/visit-a-place/places/culross-abbey](http://www.historicenvironment.scot/visit-a-place/places/culross-abbey)

**Did you know?** Scotland's oldest whisky dynasty originates in Clackmannanshire, with over 350 years of experience. Kennetpans, the world's first commercial distillery, sparked the legacy of iconic brands – Haig and Jameson. Cheers to Clackmannanshire's whisky legacy!

And for those who enjoy less-trodden paths, why not add these hidden gems to your plans:



### The Pineapple, Falkirk

Discover fascinating architecture and beautiful gardens.  
» [www.nts.org.uk/visit/places/the-pineapple](http://www.nts.org.uk/visit/places/the-pineapple)



### The Bo'ness & Kinneil Railway

A mighty heritage diesel locomotive. Toot toot!  
» [www.bkrailway.co.uk](http://www.bkrailway.co.uk)



### North Queensferry Harbour Light Tower

The world's smallest working light tower.  
» [www.visitscotland.com/info/see-do/north-queensferry-harbour-light-tower-p256761](http://www.visitscotland.com/info/see-do/north-queensferry-harbour-light-tower-p256761)



### Kinneil House and Estate, on the outskirts of Bo'ness

Explore 2,000 years of history 1700s.  
» [www.historicenvironment.scot/visit-a-place/places/kinneil-house](http://www.historicenvironment.scot/visit-a-place/places/kinneil-house)



### Charlestown Limekilns

They stand as industrial relics on Fife's coast.  
» [www.innerforthlandscape.co.uk/ifli-legacy/charlestown-limekilns](http://www.innerforthlandscape.co.uk/ifli-legacy/charlestown-limekilns)



### Alloa Tower

Features Scotland's largest surviving keep. Fascinating!  
» [www.nts.org.uk/visit/places/alloy-tower](http://www.nts.org.uk/visit/places/alloy-tower)



The Inner Forth is home to not just one, but two **UNESCO World Heritage Sites**: the Forth Bridge linking Edinburgh and Fife, and elements of the Antonine Wall – Frontiers of the Roman Empire.  
» [www.visitscotland.com/things-to-do/unesco-trail/complete-trail/from-edinburgh](http://www.visitscotland.com/things-to-do/unesco-trail/complete-trail/from-edinburgh)

# Eating, drinking, and shopping: A great way to discover heritage!

Shopping local strengthens the Inner Forth communities and promotes quality craftsmanship. Visitors can discover local art, and handmade artisan crafts or find gifts and souvenirs from shops such as Made in Stirling (King Street, Stirling), Culross Pottery and Gallery (Sandhaven, Culross), and Bean Row Pottery (Bean Row, Falkirk).

Farmers markets are on the rise as we crave fresh, local produce, valuing direct connections with farmers whilst promoting sustainability and supporting local businesses.

The landscape of the Inner Forth is home to many farms and vibrant farming communities. Browse and pick your own organic fruits and vegetables, as well as artisanal products. Here are a few to start with:

## **Mannerstons Café & Farm Shop, West Lothian**

Features a fully stocked farm shop and fresh bakery. The homemade ice cream is worth sampling too!

## **Falkirk Producers Market**

An outdoor event, with individual stalls spotlighting local fisheries, breweries, bakers and so much more.

## **Stirling Farmers Market**

Contains up to 27 stalls with a superb array of local produce.

## **Craigie's Farm, South Queensferry**

The ultimate foodie destination with a great kids' space.

## **Blairmains Farm Shop, Clackmannanshire**

An immersive food discovery. One to visit!

# Digital resources to help plan Inner Forth adventures

Help visitors unlock the Inner Forth's wonders with our recommended online tools and apps that provide access to valuable information and guides at their fingertips, making exploration and planning a breeze.

## **Inner Forth Landscape Explorer App**

The Inner Forth Landscape Explorer app is an immersive guide celebrating the region's rich culture, history, and wildlife. Available on Android and iOS.



## **Falkirk Explored App**

Includes 360 tours and audio tours:

» [www.visitfalkirk.com/blogs/falkirk-explored-app](http://www.visitfalkirk.com/blogs/falkirk-explored-app)

## **Interactive map of the Falkirk area**

» [www.visitfalkirk.com/plan-your-visit/map](http://www.visitfalkirk.com/plan-your-visit/map)

## **Audio tours of West Fife on IZI.travel**

Includes audio tours of West Fife Woodlands Way and Kincardine to Torryburn:

» [www.izi.travel/en/search/fife](http://www.izi.travel/en/search/fife)

## **Explore Stirling App**

Discover walking routes, detailed maps, music and songs, and audio tours. Handy tip – it works offline.

## **Bo'ness Audio Guide**

» [www.bonet.org.uk/audio](http://www.bonet.org.uk/audio)

# Accessible adventures: discover the Inner Forth's treasures

Inclusive tourism removes barriers, ensuring everyone enjoys a great experience. From those with mobility issues, disabilities, and seniors, to families with children, it is about catering to diverse needs and enriching the experience for all.

Follow the links below to find out more, and be a part of the inclusive tourism movement:

## VisitScotland

Offers advice and resources to help your business provide a great experience for all visitors.

» [www.visitscotland.org/supporting-your-business/responsible-tourism/inclusion](http://www.visitscotland.org/supporting-your-business/responsible-tourism/inclusion)

## Access Forth Valley

Provides accessibility information including heritage, outdoors, and family itineraries, as well as public transport.

» [www.accessforthvalley.com](http://www.accessforthvalley.com)

## Simply Emma's blog

Shares wheelchair-accessible "things to do" in Falkirk.

» [www.simplyemma.co.uk/visit-falkirk-wheelchair-accessible-things-to-do-falkirk](http://www.simplyemma.co.uk/visit-falkirk-wheelchair-accessible-things-to-do-falkirk)

## Euan's Guide

Features information on accessible visitor attractions, accommodations, and cafes.

» [www.euansguide.com](http://www.euansguide.com)

## Navigate with local expertise

### Guide services

Check out the Scottish Independent Tour Operators Association (SITOA) website for listings of professional guides. You can filter by tour duration, region, and group size, a very handy tool if visitors want a fully immersive experience:

» [www.tourscotland.org.uk](http://www.tourscotland.org.uk)

## Stay informed

Visitors to the Inner Forth can find out more about the region at these visitor centres:

### Alloa Hub

» [www.alloafirst.co.uk/alloahub](http://www.alloafirst.co.uk/alloahub)

### iCentre Stirling

» [www.visitscotland.com/info/services/stirling-icentre-p332521](http://www.visitscotland.com/info/services/stirling-icentre-p332521)

### The Helix Visitor Centre

» [www.thehelix.co.uk/visit/visitor-centre](http://www.thehelix.co.uk/visit/visitor-centre)

Explore these online resources for valuable insights into the region's visitor offerings:

### Visit Falkirk

» [www.visitfalkirk.com/things-to-do/heritage](http://www.visitfalkirk.com/things-to-do/heritage)

### Welcome to Fife

» [www.welcometofife.com](http://www.welcometofife.com)

### Discover Clackmannanshire

» [www.discoverclackmannanshire.com/see-do](http://www.discoverclackmannanshire.com/see-do)

### Your Stirling

» [www.yourstirling.com/see-do](http://www.yourstirling.com/see-do)

### Top tip:

Are your opening times accurate? Keep your website and social media up to date so visitors know when they can stop by.

# Inner Forth photo library

Unlock the power of captivating, royalty-free imagery. The bank of professional images provided in this toolkit can be used by individuals and businesses for promotional purposes, without paying fees or royalties.



## Image usage guidelines

Use them freely in print, online, and digital campaigns to showcase your local business and the Inner Forth. Always promote the area positively, and avoid secondary commercial use, e.g. producing postcards for resale purposes.

Important – don't forget to credit Inner Forth Futures, and This Way Up Media for the images.

**Access the Inner Forth photo library here:**

» [www.innerforthlandscape.co.uk/photo-library](http://www.innerforthlandscape.co.uk/photo-library)

Explore more free content on VisitScotland.org media library, providing a wide range of downloadable promotional material categorised by location and keywords. It is a valuable resource for your promotional needs!

» [toolkit.visitscotland.org](http://toolkit.visitscotland.org)

# 2

PART

## Visiting the Inner Forth car-free

### Walking and cycling tourism in the Inner Forth – benefits and importance

Exploring the region on foot or bike is popular for the vast variety of places to visit and its positive impact on well-being. Equally important is the significant benefit to local businesses that enjoy footfall from walkers and cyclists, supporting the local economy and communities.

And beyond that, the Inner Forth could benefit from reduced traffic congestion, mitigating negative environmental and social impacts. That's what we consider sustainable travel; something to actively encourage!

# Why is the Inner Forth a great destination for car-free tourism?

There is a wealth of cycling and walking paths, linking visitor attractions and nature with charming towns and villages. These routes can reveal unexpected gems along the way, often unnoticed in alternative modes of transportation.

## Cycling tourism defined

Cycling tourism spans many trends from road cycling to mountain biking, gravel riding and cycle touring, to packrafting and pedaddling – you name it! Whether on a regular bike, an e-bike, a tandem, or even a trike, there is something for everyone, including those not feeling super confident on two wheels.

As cycle tourism continues to grow, with over 2.3 billion cycle tourism trips in Europe every year, Scotland has a clear opportunity to enhance its cycling tourism further. (VisitScotland, 2023<sup>2</sup>).

**Cycle tourism is worth  
over £345 million  
per year  
to the  
Scottish economy**

To give more perspective, cycle tourism on the National Cycle Network (NCN) is worth over £345 million per year to the Scottish economy. Over 152,000 annual visits to Scotland involve holidaymakers who include at least one day's cycling in their itinerary. (Source: Sustrans research, 2015)

In 2023, Scotland solidified its global cycling presence by hosting the Union Cycliste Internationale (UCI) Cycling World Championships – the biggest cycling event in history! This marked a major milestone, firmly placing the country at the forefront of cycling success.

<sup>2</sup>VisitScotland, 2023: [www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-insights/scotland-made-for-cycling.pdf](https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-insights/scotland-made-for-cycling.pdf)



### Useful resources on cycle tourism

Cyclists visiting the Inner Forth have distinct needs compared to car travellers. The resources below provide valuable insight, guidance, and resources from professional organisations in Scotland. Topics covered include the growth of the cycling tourism market, meeting their needs, seizing opportunities, and warmly welcoming new customers.

- i Cycling tourism industry guide - VisitScotland:**
  - » [www.visitscotland.org/supporting-your-business/marketing/toolkits/cycling](https://www.visitscotland.org/supporting-your-business/marketing/toolkits/cycling)
- i The value of cycling to the Scottish Economy - Cycling Scotland:**
  - » [www.cycling.scot/mediaLibrary/other/english/2548.pdf](https://www.cycling.scot/mediaLibrary/other/english/2548.pdf)
- i Leisure cycling tourism guide for businesses - Sustrans:**
  - » [www.innerforthlandscape.co.uk/resources/308](https://www.innerforthlandscape.co.uk/resources/308)
- i Scotland. Made for Cycling - VisitScotland:**
  - » [www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-insights/scotland-made-for-cycling.pdf](https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-insights/scotland-made-for-cycling.pdf)

# Making the Inner Forth a cycling and walking tourism destination

Assess your car-free visitor offerings with this checklist. Whether you are already set or seeking guidance, discover your strengths and areas for improvement effortlessly, and use it as a promotional asset to encourage more visitors!

Highlight your offerings on your website and socials, don't be shy! It gives visitors confidence, knowing they will find exactly what they need during their stay.









Note that not every item on the checklist may apply to your business, considering factors like location, type, etc.
















## Top tip:

Begin by marking the offerings you already provide and assess the "level of commitment" for each action: some may demand minimal resources or time investment.

## Your checklist to being walker and cyclist-friendly

Use this checklist to guide you in creating a warm welcome for walkers and cyclists.

Do you provide...	Commitment	Level of priority	Walkers/ cyclists
<input type="checkbox"/> <b>A space to store and dry wet or dirty clothes</b> <b>Tip:</b> A secured space will give visitors peace of mind.	●●○○○○	Priority	
<input type="checkbox"/> <b>Complimentary water refills</b> <b>Tip:</b> Request a Refill.org.uk window sticker to show you offer this service. Find additional guidance and tips on their website.	●○○○○○	Priority	
<input type="checkbox"/> <b>Secure bike parking or details on the nearest bike rack</b> Accommodation providers: Ensure secured, covered bike storage with provisions for bike locking and e-bike charging. <b>Tip:</b> Offer bike locks and promote this convenient service so visitors are aware.	●●●○○○	Priority	
<input type="checkbox"/> <b>Access to a first-aid kit</b>	●○○○○○	Priority	
<input type="checkbox"/> <b>Free Wi-Fi</b> <b>Tip:</b> Stay Connected!	●○○○○○	Priority	
<input type="checkbox"/> <b>A laundry service (complimentary or at a cost)</b>	●●○○○○	Go the extra mile	
<input type="checkbox"/> <b>Access to bike cleaning equipment</b> <b>Tip:</b> Provide rags or sponges, an outdoor hose, or a water tap. They will be sure to thank you!	●○○○○○	Priority	
<input type="checkbox"/> <b>Access to essential bike tools for minor repairs</b> Consumables (e.g. puncture kit or spare inner tubes) available to purchase. <b>Tip:</b> Include Allen keys, adjustable spanners, a bike pump, old rags, and chain oil in the toolkit.	●○○○○○	Priority	

Do you provide...	Commitment	Level of priority	Walkers/ cyclists
<input type="checkbox"/> <b>Access to buy bike accessories on-site</b>	●●○○○○	Go the extra mile	
<input type="checkbox"/> <b>Access to bike rental</b>	●●●●○○	Go the extra mile	
<input type="checkbox"/> <b>Information on bike repair locations or rental services</b> <i>Tip:</i> There is a list of providers on page 18!	●○○○○○	Priority	
<input type="checkbox"/> <b>Visitor information and advice on local walking and cycling information (including quieter and safer routes) via maps, guides, and leaflets</b> <i>Tip:</i> Check out page 15 of the toolkit for handy local information designed for your visitors.	●○○○○○	Priority	
<input type="checkbox"/> <b>Information on public transport and taxi services</b> <i>Tip:</i> Find examples of public transport routes accommodating bikes on page 16.	●○○○○○	Priority	
<input type="checkbox"/> <b>Accommodation providers: Offer flexible check-in/out times, including early breakfast options</b>	●●●○○○	Priority	
<input type="checkbox"/> <b>Accommodation providers: Offer one-night stays</b>	●●●○○○	Priority	
<input type="checkbox"/> <b>Nutritious breakfast options, and high-energy snacks</b>	●●○○○○	Priority	
<input type="checkbox"/> <b>Packed lunch service</b>	●●○○○○	Go the extra mile	
<input type="checkbox"/> <b>Bag transfer or shuttle bus to designated locations</b>	●●●●○○	Go the extra mile	
<input type="checkbox"/> <b>Discounts for cycling and walking visitors</b> <i>Tip:</i> Encourage car-free visitors with GoodJourney. Get more details on page 16 to join the listing.	●●○○○○	Go the extra mile	
<input type="checkbox"/> <b>Campsites: Reserve pitches for walk-ins, exclusively for walkers and cyclists</b>	●●○○○○	Priority	
<input type="checkbox"/> <b>Campsites: Access to a shelter in bad weather, with tables and chairs</b> <i>Tip:</i> Promote this on your website, it can impact a cyclist's or walker's decision to book!	●●●●○○	Priority	
<input type="checkbox"/> <b>Campsites: A rate for tents without cars, clearly displayed on your online pricing</b>	●●○○○○	Priority	
<input type="checkbox"/> <b>Cashless payment</b>	●○○○○○	Go the extra mile	
<input type="checkbox"/> <b>Weather forecast information</b>	●○○○○○	Priority	
<input type="checkbox"/> <b>Accommodation providers: Help customers with bookings if they encounter issues or break down nearby (within 10 miles)</b>	●○○○○○	Go the extra mile	

This checklist is inspired by Sustrans' Leisure Cycling Tourism – A Guide for Businesses, VisitScotland's "Cyclists Welcome Scheme" and "Walkers Welcome Scheme," as well as by VisitScotland's Cycle Tourism Industry Guide. It is also influenced by Loch Lomond & the Trossachs Countryside Trust's Cycle in the Park Welcome scheme, Bienvenue Velo scheme in Belgium, and Accueil Velo scheme in France.

# What support is available to me to develop cycle facilities?

Join **Cycling Scotland's Friendly Employer award** for customised support and access to funding. Qualify for funds to install cycle parking, secured storage, or drying facilities. Details on the award and funding application are available here:  
» [www.cycling.scot/what-we-do/cycling-friendly/retailer](http://www.cycling.scot/what-we-do/cycling-friendly/retailer)

**Sustrans Scotland** may be able to assist businesses on or close to the National Cycle Network with bike repair stations and improved signage. Contact Jason Clark, Sustrans Network Engagement Officer:  
» [Jason.Clark@sustrans.org.uk](mailto:Jason.Clark@sustrans.org.uk)

Explore essential resources and insights on cycling tourism in the **VisitScotland Cycling Industry Guide**:  
» [www.visitscotland.org/supporting-your-business/marketing/toolkits/cycling#market](http://www.visitscotland.org/supporting-your-business/marketing/toolkits/cycling#market)



South Queensferry



Stirling Old Bridge

“At Coorie by the Coast, we celebrate our prime spot on the Fife coastal path, welcoming cyclists and walkers. Our exciting news is that we’re adding a bike station to our popular bike rack, creating a hub for those taking a break and championing car-free tourism for both environmental and wellness benefits.”

Yasmine Crawford, Coorie by the Coast



Fife Coastal Path

# Discover your path: Essential insights for seamless planning



With a variety of walking and cycling paths in the Inner Forth, including National Cycle Network routes and a growing active travel network, there truly is something to suit every level, regardless of mobility and ability.

Identifying these paths, their destinations, accessibility, en-route facilities, and travel times can be tricky for visitors new to the area.

**The National Cycle Network** is a system of scenic and environmentally friendly routes designed for great adventures in the region. These well-maintained paths are ideal for cyclists of all levels. Get on your bike!

**Sustrans** are custodians of the National Cycle Network in Scotland, featuring over 1620 miles, with 695 miles dedicated to traffic-free cycling. Discover the many routes here:

» [www.sustrans.org.uk/national-cycle-network/the-national-cycle-network-in-scotland](http://www.sustrans.org.uk/national-cycle-network/the-national-cycle-network-in-scotland)

To help, we have crafted user-friendly advice on public transport services, cycling routes, walking trails (with maps, including accessible options), and bike rental/repair stores.



# Bikes, public transport and the new Inner Forth Bike Bus

## Getting to the Inner Forth

Visitors to the Inner Forth may need public transport to explore areas beyond the bike's reach. Scotrail provides the following services:

- \* There are usually spaces for 2-4 bikes per train;
- \* Electric cycles (e-bikes) can be carried on all ScotRail services;
- \* 3-wheel cargo cycles or trailers are not permitted on any Scotrail service;
- \* Tandems and larger cycles (max size 250cm length, 70cm width) are allowed on the following services to/within the Inner Forth: Edinburgh/Glasgow-Stirling/Alloa/Dunblane/Glasgow-Edinburgh via Falkirk High;
- \* Reservations may be required on some trains (e.g. reservations are required on the Glasgow/Edinburgh to Inverness/Aberdeen trains).

You can find out more about travelling with bikes on Scotrail trains here:

» [www.scotrail.co.uk/guide-travelling-bike-train](http://www.scotrail.co.uk/guide-travelling-bike-train)

## New for 2024: the Inner Forth Bike Bus

Biking and walking adventures require time and energy and can present challenges for a timely return to the starting point. In 2024 and 2025, Climate FORTH is piloting a seasonal minibuss service with a bike trailer to help solve this. By providing free transport between designated pick-up and drop-off points around the Forth, we aim to simplify exploration in the region.

The service is bookable in advance and will run every Sunday from April to October. To learn more about this initiative, find the nearest bus stop, and access the timetable:

» [www.innerforthlandscape.co.uk/climate-forth/inner-forth-bike-bus](http://www.innerforthlandscape.co.uk/climate-forth/inner-forth-bike-bus)

**“As Blackness Castle gets busier, we aim to encourage sustainable means of travel for everyone's benefit, promoting cycle and walking routes like the 'John Muir Way', offering bicycle parking facilities and free water-bottle refills, and a 25% 'Good Journey' online ticket discount for those not coming by car.”**

Rachel Sydeserff, Historic Environment Scotland

You too can join GoodJourney to welcome car-free visitors, reduce congestion, minimise your carbon footprint, and meet your sustainability goals! Learn more at:  
» [www.goodjourney.org.uk/join-us](http://www.goodjourney.org.uk/join-us)

# Digital resources at your fingertips

## Downloadable and online itineraries of discovery

### New in 2024: The Round the Inner Forth cycle route (NCN76)

» [www.visitscotland.com/things-to-do/outdoor-activities/cycling/national-routes/round-the-inner-forth](http://www.visitscotland.com/things-to-do/outdoor-activities/cycling/national-routes/round-the-inner-forth)

### Wanderings & Windings heritage trails

The “Wanderings & Windings” are nine marked heritage trails across Stirling, Falkirk, Fife, and Clackmannanshire. Developed by Inner Forth Futures, these trails invite visitors to explore the unique wildlife and history of the region on foot or by wheel. All the details you need can be found here:

» [www.innerforthlandscape.co.uk/about/wanderings-windings](http://www.innerforthlandscape.co.uk/about/wanderings-windings)

### Round the Inner Forth day trips

Developed as part of the Climate FORTH project, six brand new cycle day trip route cards are ready for download!

» [www.visitscotland.com/things-to-do/outdoor-activities/cycling/national-routes/round-the-inner-forth](http://www.visitscotland.com/things-to-do/outdoor-activities/cycling/national-routes/round-the-inner-forth)



### Bo'ness Heritage Trail

Explore the hidden treasures of Bonnie Bo'ness

» [www.visitfalkirk.com/plan-your-visit/itineraries/boness-heritage-trail](http://www.visitfalkirk.com/plan-your-visit/itineraries/boness-heritage-trail)

### Forth Bridges Trail

A circular walk of three bridges spanning three centuries

» [www.theforthbridges.org/visit-the-forth-bridges/forth-bridges-trail/](http://www.theforthbridges.org/visit-the-forth-bridges/forth-bridges-trail/)

### Discover Clackmannanshire's cycling itineraries

All the route details are accessible via QR codes directly on your phones:

» [www.discoverclackmannanshire.com/cycling](http://www.discoverclackmannanshire.com/cycling)

## More local paths and trails

### Inner Forth Futures

Presents a selection of short strolls to long-distance trails, and loops to national cycle routes

» [www.innerforthlandscape.co.uk/walking-and-cycling](http://www.innerforthlandscape.co.uk/walking-and-cycling)

### Welcome to Fife

Lists paths and trails through beautiful forests and countryside

» [www.welcometofife.com/see-and-do-category/paths--trails](http://www.welcometofife.com/see-and-do-category/paths--trails)

### Visit Falkirk

Provides a complete guide to cycling in Falkirk

» [www.visitfalkirk.com/things-to-do/activities/cycling/](http://www.visitfalkirk.com/things-to-do/activities/cycling/)

Falkirk was voted The Best Walking Neighbourhood 2019 by The Ramblers

» [www.visitfalkirk.com/things-to-do/activities/walking/](http://www.visitfalkirk.com/things-to-do/activities/walking/)

### Your Stirling

Has no shortage of outdoor adventures

» [www.yourstirling.com/see-do/cycling-and-walking/](http://www.yourstirling.com/see-do/cycling-and-walking/)

## Long-distance routes

The Inner Forth is home to a superb selection of long-distance walks. Discover diverse landscapes, historic sites, and natural wonders here:



### Round the Inner Forth

» [www.visitscotland.com/things-to-do/outdoor-activities/cycling/national-routes/round-the-inner-forth](http://www.visitscotland.com/things-to-do/outdoor-activities/cycling/national-routes/round-the-inner-forth)



### Fife Coastal Path

» [www.fifecoastandcountryside.co.uk/walks/fife-coastal-path/](http://www.fifecoastandcountryside.co.uk/walks/fife-coastal-path/)



### Fife Pilgrim Way

» [www.fifecoastandcountryside.co.uk/walks/fife-pilgrim-way](http://www.fifecoastandcountryside.co.uk/walks/fife-pilgrim-way)



### John Muir Way

» [www.johnmuirway.org](http://www.johnmuirway.org)

## Accessible trails

Explore the Inner Forth's trails with accessibility for wheelchairs and buggies. These routes welcome all, with lots of natural beauty to enjoy along the way.

### Visit Falkirk

Shares accessible cycling itineraries.

» [www.visitfalkirk.com/things-to-do/activities/cycling/accessible-cycling](http://www.visitfalkirk.com/things-to-do/activities/cycling/accessible-cycling)

### Accessible Walks Scotland

Gives access to useful information including walks with accessible parking, toilets, and play equipment. Some trails feature full videos, such as the West Fife Way and those in Devilla Forest.

» [www.accessiblewalksscotland.com/blog](http://www.accessiblewalksscotland.com/blog)

### Simply Emma

Features a selection of accessible walks in the region.

» [www.simplyemma.co.uk/category/lifestyle/days-out/accessible-walks](http://www.simplyemma.co.uk/category/lifestyle/days-out/accessible-walks)

### Euan's Guide

Presents accessible outdoor activities and trails in the region.

» [www.euansguide.com](http://www.euansguide.com)



Kinneil House

Gartmorn Dam

## Find nearby bike rentals and repair shops

To make car-free travel easier, find the nearest bike rental and repair shops for your customers' convenience. Consult the list below; one might be just around the corner:

### Bike rental:

- \* Greenrig Cycles (FK1 3AZ, Falkirk)
- \* Stirling Cycle Hub (FK8 1PF, Stirling)
- \* Nextbike/Santander Cycle Hire (See locations on the map » [www.nextbike.co.uk/stirling/en](http://www.nextbike.co.uk/stirling/en))

### Ten bike repair shops in the Inner Forth:

- \* Bike Mech Tech (EH51 0AU, Bo'ness)
- \* Falkirk Bike Clinic (FK1 5SD, Falkirk)
- \* Forth Valley Cycle Works (FK3 8LL, Falkirk)
- \* Greenrig Cycles (FK1 3AZ, Falkirk)
- \* CR Cycle Repairs (FK8 2EZ, Stirling)
- \* The Bike Works (FK7 7UU, Stirling)
- \* Stirling Cycles Repairs and Shop (FK9 5JR, Stirling)
- \* Recyke a Bike Repairs and Shop (FK9 5LN, Stirling)
- \* Clackmannan's Active Travel Hub
- \* Ryan's Bike Surgery (KY11 1LW Inverkeithing)

**Top tip:**

Always check the business' proximity, directions, and opening hours on their website and socials for updates.

## Other useful resources about cycling and route options

### Getting to Alloa by Bike

» [www.clacks.gov.uk/visiting/directionsbike/](http://www.clacks.gov.uk/visiting/directionsbike/)

### Clackmannanshire Council Cycling information

» [www.clacks.gov.uk/transport/cycling/](http://www.clacks.gov.uk/transport/cycling/)

### Cycling Scotland

» [www.cycling.scot](http://www.cycling.scot)

### Paths for All

» [www.pathsforall.org.uk](http://www.pathsforall.org.uk)

### Cycling UK

» [www.cyclinguk.org](http://www.cyclinguk.org)

### Forth Environment Link

» [www.felscotland.org/projects/travel](http://www.felscotland.org/projects/travel)

### Falkirk's Green Travel Map

A colourful and easy-to-reference route map for walking, cycling and wheeling, available to download:

» [www.falkirk.gov.uk/maps-local/roads-parking-transport/green-travel-map.aspx](http://www.falkirk.gov.uk/maps-local/roads-parking-transport/green-travel-map.aspx)

# Sustainable adventures

Spread the word on cycling and walking tourism

Let's get the word out on your website and socials, inspiring visitors to explore the wonders of the Inner Forth by foot or wheels!

Need visuals?

No problem, use our collection of photos to showcase your business and the region!



**“We welcome cyclists of all abilities to Brucefield Estate who come to explore our variety of routes, from moderate woodland trails to challenging hills. Situated directly on the traffic-free Sustrans NCN764 route, it’s perfect for families and novice riders. Plus, we offer TREK all-terrain bike rentals.”**

Victoria Bruce-Winkler, Brucefield Estate

## 3

# Responsible tourism: the transformative power of green practices

## What are the benefits and why get involved?

As tourism evolves, we know that many visitors crave more than ‘destinations’ these days. They want sustainable journeys and authentic local stories. Green practices play a big part in this, as they are as much about protecting the environment as supporting local businesses, creating better experiences for visitors, and championing communities.

This narrative is reflected by VisitScotland who advises that visitors actively choose businesses and destinations with robust green credentials. Find out more here:

» [www.visitscotland.org/supporting-your-business/responsible-tourism/green-certification-schemes](http://www.visitscotland.org/supporting-your-business/responsible-tourism/green-certification-schemes)

It's fair to say that by embracing green practices, destinations and businesses become catalysts for positive change, shaping a thriving future. Something we can all aspire to!

# Have you secured your green tourism accreditation?

Having green tourism accreditation verifies a commitment to sustainable practices, aligning your business with eco-friendly principles. It serves as a marker for environmentally conscious travellers, spotlighting your dedication to responsible tourism.

Being involved comes with numerous advantages and benefits to reap, such as:

- \* Reducing environmental impact by lowering carbon emissions, conserving energy and water, and minimising waste costs;
- \* Utilising a management framework that lets you track and enhance sustainable efforts;
- \* Promoting eco-awareness among visitors, employees, and suppliers;
- \* Leverage your certification to stand out from the competition and encourage more visitors. Win, win!

## Top tip:

In addition to highlighting your commitment to the planet, being a member of a green accreditation will also help you to regularly review your impact and to gain insights into what you are doing well and areas for improvement.

## Why not start today?

See if your business qualifies for an award by taking the Green Check, a quick, free 10-minute quiz? You've got nothing to lose!



## There is a selection of green accreditation schemes available:

On a global level, **EarthCheck** is one of the world's leading business advisory groups on sustainability for the travel and tourism industry.

» [earthcheck.org/what-we-do](https://earthcheck.org/what-we-do)

Closer to home is the '**Green Key**' accreditation scheme, designed specifically for the hospitality and tourism industry and managed by Keep Scotland Beautiful.

Perhaps more widely recognised is the **Green Tourism** scheme, founded in Scotland. The scheme assists businesses in their eco-friendly journey centred around benefits for People, Places, and our Planet. The certification programme of Bronze, Silver, and Gold awards is respected internationally.

» [www.green-tourism.com/join-us](https://www.green-tourism.com/join-us)

“Blackness Castle lies on the shoreline. Since 2022, Historic Scotland and ‘Keep Scotland Beautiful’ have teamed up to offer #2minutebeachclean boards at many coastal sites including Blackness, offering litter pickers for people to help clean up our beaches. It’s been especially great to see how many families with young children make use of ours.”

Rachel Sydeserff, Historic Environment Scotland

# Empower your green journey: unlock valuable resources

As Scotland aims for Net Zero by 2045, harness the 'green' initiatives and support systems available. There are many, and sometimes it is difficult to know where to start...

So, we have selected a few for you:

**Business Energy Scotland** offers free expert and impartial support to help you save energy, save money, and grow a greener business.

» [www.businessenergyscotland.org/get-support](http://www.businessenergyscotland.org/get-support)

**Energy Savings Trust** offers free and impartial business advice from reducing energy costs, to sharing research and data insights, and financial support.

» [www.energysavingtrust.org.uk/business](http://www.energysavingtrust.org.uk/business)

**Zero Waste Scotland** offers support, funding, and expert knowledge about the circular economy.

» [www.zerowastescotland.org.uk/business](http://www.zerowastescotland.org.uk/business)

**Scottish Business Climate Collaboration (SBCC)** offers a free membership with access to valuable resources, including a Carbon Tool.

» [www.sbcc.group](http://www.sbcc.group)

## Resources specific to the Inner Forth:

Tap into the **University of Stirling** for a net-zero plan, cutting carbon impact, reducing costs, securing funding, and ensuring legal compliance.

» [www.stir.ac.uk/about/scotlands-international-environment-centre/net-zero-support-for-business/](http://www.stir.ac.uk/about/scotlands-international-environment-centre/net-zero-support-for-business/)

**Destination Marketing Organisations and Local Tourism Associations** regularly share information on sustainable tourism advice, resources, and funding via their website and newsletters – Check out Part 4 of this toolkit and see how to stay informed!

## Top tip:

### Small steps can lead to big changes

Here's an idea of how to start your 'green' journey – join the refill revolution: » [www.refill.org.uk](http://www.refill.org.uk)

It's simple: Launch a complimentary refill scheme, be it for water or refreshments, and do your bit to prevent plastic pollution in three easy steps:

- \* Download the Refill app on your mobile device;
- \* Join or start a refill scheme;
- \* Add your refill station to the map, and be part of a global movement.

For more inspiration on making your business greener check out VisitScotland's Responsible Visitor Industry Guide. It's packed with resources and suggestions about ways to get involved:

» [www.visitscotland.org/supporting-your-business/responsible-tourism/responsible-visitor-guide](http://www.visitscotland.org/supporting-your-business/responsible-tourism/responsible-visitor-guide)

## Case study:

Brucefield Estate is a mosaic of habitats, from semi-ancient woodlands to heathery heaths and wet meadows.

Collaborating with ecologists over five years, Brucefield Estate have amassed extensive flora and fauna data across their 1000-acre estate. This underpins their 10-year wildlife plan to protect and enhance the biodiversity on the estate, and as part of that plan, visitors can participate in a 'no-dig tree planting' experience of Scots pine or alders. Join them and be part of the change!



A photograph of two cyclists riding away on a dirt path through a forest with vibrant autumn foliage. The path is covered in fallen leaves, and the trees on either side have yellow and orange leaves. The cyclists are wearing helmets and backpacks. A large blue speech bubble is overlaid on the top right of the image, containing white text.

# Unlock endless adventures beyond the seasonal calendar

It's always been a given that the best time to visit Scotland is during spring and summer for obvious reasons. During these months we can expect the highest footfall, and deliver a wonderful visitor experience, even when at times resources are stretched and shifts are long.

By promoting out-of-season tourism we have the potential to ease the strain on destinations, preserve natural resources, and support local economies during quieter periods. The result of which is a more balanced, sustainable, and resilient tourism offering.

Through the power of digital and social media, there is massive scope to influence and inspire visitors during quieter months. Here are some suggestions:

- \* Offer distinct, seasonal experiences, like bird and wildlife watching, often more rewarding off-season;
- \* Look at what's happening in the region and embrace local festivals and events;
- \* Make the most of the region's natural beauty and resources;
- \* Entice visitors with off-peak perks, flexible pricing, and seasonal offers;
- \* Collaborate with other local businesses to offer unique experiences;
- \* Target specific audiences with seasonal offers – families, couples, business travellers, retirees, and special interest groups;
- \* Have some rainy-day recommendations at the ready for your visitors.

Implementing these ideas improves the year-round appeal, attracting a wider audience, and potentially new visitors.

# Pay it Forth

**New in 2024: Climate FORTH introduces 'Pay it Forth,' a visitor giving scheme encouraging contributions to enhance the Inner Forth's historic heritage, nature and wildlife.**

Donations from the scheme will help make the Inner Forth local heritage more climate-resilient, such as woodland enhancement, meadow creation and tree planting at Rannoch Park (Grangemouth) and Glendevon Drive (Raploch, Stirling).

You, too, can get involved and inspire your visitors to 'enjoy, invest, and enhance,' celebrating the region's distinctive features that make it extraordinary.



ENJOY

INVEST

ENHANCE



Local businesses are invited to join the initiative as Business Supporters, to help raise funds by collecting contributions from their customers. Options include donation boxes, QR codes on leaflets and posters, and encouraging donations through product and service sales.

'Pay it Forth' is a flexible giving scheme, tailored to each business, making it easy to get involved.

**Keep in mind: small donations, when combined make a big difference!**

Find out more in the Pay it Forth - Business Supporter Guide:  
[innerforthlandscape.co.uk/climate-forth/visitor-giving-scheme](http://innerforthlandscape.co.uk/climate-forth/visitor-giving-scheme)



# Championing responsible tourism and why it's important

## Spread the word – responsibly!

Embracing responsible tourism means we respect local cultures and support communities, and in Scotland, we enjoy the right to roam responsibly on almost all of the land. Yes, it is true.

This unique privilege is rooted in the country's world-class access rights, setting it apart from England and Wales. It is hugely beneficial for locals and visitors of the Inner Forth.

Officially coined 'The Scottish Outdoor Access Code' it was formally introduced in 2003 and allows the public the 'right of responsible public access to land and the countryside'. The code is based on three key principles:

- \* Respect the interest of others;
- \* Care for the environment;
- \* Take responsibility for your actions.

There is guidance on various activities including walking, cycling, camping, dog walking, litter picking, etc. Land managers are responsible for upholding their land and water management, honouring access rights.

For tips on promoting responsible access and practical guidelines, browse the links below:

### Resources to promote responsible access, for use on your social media platforms:

- » [www.outdooraccess-scotland.scot/act-and-access-code/resources-promote-responsible-access](http://www.outdooraccess-scotland.scot/act-and-access-code/resources-promote-responsible-access)

### Download the practical guide to access and responsibilities here:

- » [www.nature.scot/doc/scottish-outdoor-access-code](http://www.nature.scot/doc/scottish-outdoor-access-code)

### NatureScot has a selection of editable posters to download here:

- » [www.outdooraccess-scotland.scot/doc/dog-owner-campaign-dotty-poster](http://www.outdooraccess-scotland.scot/doc/dog-owner-campaign-dotty-poster)

## A gentle reminder

Many historic sites are safeguarded by the law. Please encourage visitors to enjoy them, take care, and leave them as they find them!



PART

# 4

## Business Development and Partnerships

### Unlocking opportunities

**In the world of hospitality and tourism, business networking and partnerships are so beneficial, you might even say they are essential!**

Building connections and developing collaborations fosters growth and sustainability. Through partnerships, you can create opportunities and synergies, access new visitor markets, and gain insights. Ultimately, enriching the guest experience and driving bigger success in a competitive industry.

Knowing where to start and who to speak to can be tricky, and it's important to connect with the right people.

In this section, we will highlight how to get involved in networking and partnerships, and where to source information about training, grants, and awards.

# Forging new connections for positive change

**Destination Marketing Organisations (DMOs) and Local Tourism Associations (LTAs) are great resources for hospitality and tourism businesses. They serve as a central hub to coordinate marketing efforts, develop infrastructure, advocate for local businesses, and provide support services to develop the destination's success.**

Collaborating with your local DMO and LTA provides increased visibility and exposure. It can also give you access to promotional campaigns and events, networking opportunities, support in navigating regulations and permits, and participation in destination development initiatives. Worth the involvement!

In addition to VisitScotland, the national tourism organisation for Scotland, the regional DMOs and LTAs in the Inner Forth are:

## **Discover Clackmannanshire**

» [www.discoverclackmannanshire.com](http://www.discoverclackmannanshire.com)

## **Visit Falkirk**

» [www.visitfalkirk.com](http://www.visitfalkirk.com)

## **Welcome to Fife**

» [www.industry.welcometofife.com](http://www.industry.welcometofife.com)

## **Dunfermline & West Fife Local Tourism Association**

» [www.industry.welcometofife.com/lta/dunfermline-west-fife/](http://www.industry.welcometofife.com/lta/dunfermline-west-fife/)



**Tourism and hospitality businesses located in Stirling, Falkirk and Clackmannanshire can also connect, stay up to date with industry news, and share their own by joining the Forth Valley Tourism Industry Group on Facebook.**

# The process: business grants and awards

**Grant funding is sometimes available through the government and other public bodies, and can be a great boost for businesses, whether funding a specific project or developing new products and services.**

Grants, unlike other funding, commonly don't require repayment, making them appealing to small businesses. They tend to align with policy priorities, promoting economic activity or sustainability, and therefore are accessible only to eligible businesses, often with limited application periods.

Your local Business Gateway office can direct you towards potential grant schemes and funding opportunities, as well as other extensive tailored support. If you haven't already, it's worth connecting with them:



### **Business Gateway Falkirk:**

Address: Falkirk Stadium, Falkirk, FK2 9EE  
01324 804 766



### **Business Gateway Alloa:**

Address: Alloa Business Park, Whins Road, Alloa, FK10 3SA  
01259 207 895



### **Business Gateway Stirling:**

Address: John Player Building, Stirling, FK7 7RP  
01324 804 766



### **Dunfermline Business Centre:**

Address: Izatt Avenue, Dunfermline, KY11 3BZ  
01383 807 914

## **Additional resources to explore for funding include:**

### **Mygov.scot**

Provides access to public services in Scotland for funding and advice:

» [www.mygov.scot/funding-advice-search](http://www.mygov.scot/funding-advice-search)

### **Scottish Enterprise**

Offers guidance on business grants currently available:

» [www.scottish-enterprise.com/support-for-businesses/funding-and-grants/business-grants-and-funding-calls](http://www.scottish-enterprise.com/support-for-businesses/funding-and-grants/business-grants-and-funding-calls)

### **Scottish Growth Scheme**

Backed by the Scottish government offering financial support packages:

» [www.mygov.scot/scottish-growth-scheme](http://www.mygov.scot/scottish-growth-scheme)

### **Interface**

Helps to identify possible funding for innovative business ideas:

» [www.interface-online.org.uk/funding](http://www.interface-online.org.uk/funding)

Check out the car-free tourism section of this toolkit for information on funding for cycle tourism infrastructure development!

# Empowerment through growth: training & development

Online training webinars and events have rocketed in popularity in recent years, making it much easier to attend and get involved, especially if you are short on time or live in a remote area.

In-person events and training are also on the rise, offering valuable networking opportunities and the chance to make fresh connections, as well as improve business skills.

Within the realm of tourism and hospitality, there is a selection of great resources to browse, whether it's online webinars or industry events taking place locally or across the country.

Here are some resources to learn more:

## VisitScotland

Industry events and training:

» [www.visitscotland.org/events/industry-events](http://www.visitscotland.org/events/industry-events)

## Business Gateway

Webinars and events:

» [www.bgateway.com/events](http://www.bgateway.com/events)

## Scottish Enterprise

Business events and webinars:

» [www.scottish-enterprise.com/learning-zone/webinars](http://www.scottish-enterprise.com/learning-zone/webinars)

## Grow with Google

Free digital marketing webinars:

» [www.grow.google/intl/uk/courses-and-tools/](http://www.grow.google/intl/uk/courses-and-tools/)

## Go Forth Stirling

Subsidises the cost of online CPD-accredited training to their members, as well as a variety of free seminars and training:

» [www.goforthstirling.co.uk/online-training](http://www.goforthstirling.co.uk/online-training)  
(for businesses in Stirling).



**Did you know?** DMOs and LTAs keep you updated on the latest tourism and hospitality training and funding through their newsletters. Stay in the loop for opportunities and resources!

## Top tip:

Remember to get your business web listing on VisitScotland.com! It's free and can boost direct enquiries and bookings.



# Introducing Inner Forth Futures and Climate FORTH



**This Inner Forth Tourism Toolkit has been created by Inner Forth Futures as part of the Climate FORTH project.**

Inner Forth Futures is a partnership between RSPB Scotland, Clackmannanshire Council, Falkirk Council, Fife Council, Green Action Trust, NatureScot, Stirling Council and Sustrans, with Historic Environment Scotland as an advisory member.

The Inner Forth Futures partnership aims to make the Inner Forth a better place to live, work, visit and invest in, by helping to promote its natural and cultural heritage, and sustainable transport options. The Inner Forth area includes the parts of Stirling, Falkirk, Clackmannanshire and Fife that surround the Inner Forth.

Climate FORTH (Furthering Our Resilience Through Heritage) is the current project being delivered by the Inner Forth Futures partnership. It will facilitate and demonstrate the transformative action needed to transition to a climate-literate, ready, and resilient place. We will explore and share ways for local heritage to be an asset for a sustainable green recovery with multiple benefits.

The Climate FORTH project is made possible thanks to funding from the National Lottery Heritage Fund and a range of co-funders.

**Find out more about Inner Forth Futures and Climate FORTH at » [www.innerforthlandscape.co.uk](http://www.innerforthlandscape.co.uk)**



**Get in  
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