SCOTO®
PRESS PAUSE



COMMUNITY LED DESTINATION DEVELOPMENT, MANAGEMENT AND PROMOTION

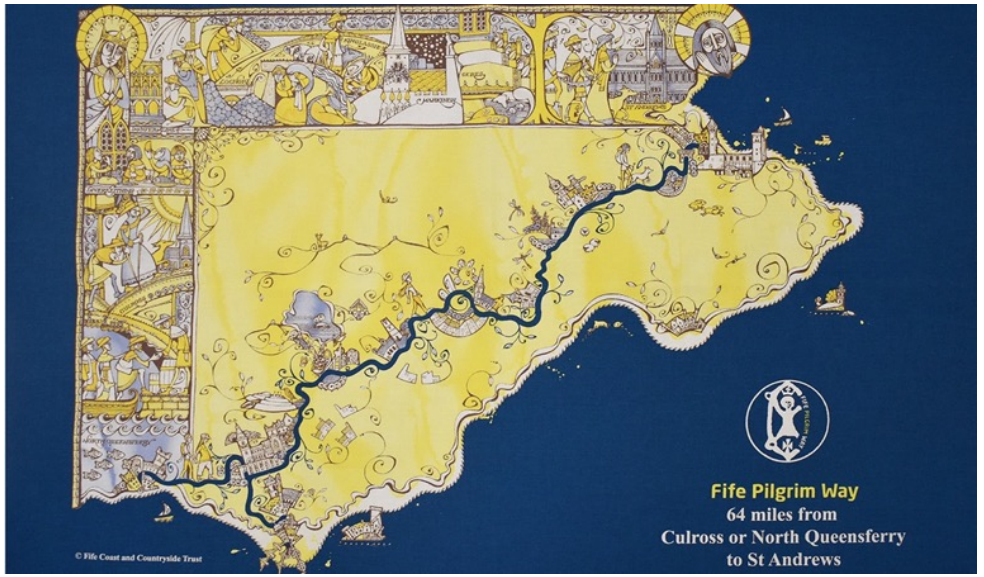
ST ANDREWS, FIFE

9 December 2025

Fife Pilgrim Way

The Fife Pilgrim Way is a 102 km long distance walk from Culross to St Andrews. It is a key strategic tourism asset in Fife attracting domestic and international visitors to explore the history and culture of the people and the places along the route with locals and fellow walkers and spreading the social as well as economic impact of visitor activity across the region.

Environmental and economic factors are driving a need for change across communities. The Fife Coastal Path is suffering erosion, and many churches are at risk of closure and so needing to look at re-purposing buildings to create sustainability.



Fife Pilgrim Way Partnership Programme

The purpose of the Fife Pilgrim Way Partnership Programme is to support each of the churches and communities on the route to build a cohesive, sustainable, and immersive visitor experience through a community led approach to tourism and the visitor economy.

Partners

Organisations: FCCT, Fife Council, VS, SPRF
Communities: Culross, St Andrews, Markinch, Ceres and St Andrews

PILLARS OF A SUCCESSFUL PILGRIM ROUTE

PILLAR	FPW Status				
Pilgrim information and signage	■	■	■	■	■
Pilgrim passport and stamping	■	■	■	■	
Accommodation Support	■				
Spiritual and cultural support	■	■	■	■	■
Event and community engagement	■	■			
Certification	■	■	■	■	
Transportation links	■	■	■	■	

TOP 5 REASONS FOR VISITING SCOTLAND

RANKING	REASON	%
1	Scenery and landscape	72
2	History and culture	48
3	Outdoor activities available	33
4	Visiting friends and family	29
5	Scotland's people	24
Source: VisitScotland		

Source: Fife Council



PRESS PAUSE®

ST ANDREWS, FIFE

This Press Pause ® initiative in St Andrews has been funded through Climate Action Fife with funding from the UK Shared Prosperity Fund and Fife Council plus the National Churches Trust.
SCOTO was commissioned by Fife Council to undertake five Press Pause® workshops for the Fife Pilgrim Way Partnership Programme in Dunfermline, Markinch, Ceres and St Andrews, and also in Kirkcaldy.
This work was initiated by the Fife Pilgrim Way Partnership in Summer 2025.

COMMUNITY FUND

Fife COUNCIL

NATIONAL CHURCHES TRUST

A' Mhaoin-Dualchais Heritage Fund

CLIMATE ACTION FIFE

Funded by UK Government

PRESS PAUSE® IN ST ANDREWS, FIFE

The St Andrews Workshop took place on 9 December 2025 in the Holy Trinity Church. SCOTO met with various local business and community interests. Time was taken to experience the area and explore local sites and features of interest prior to and following the workshop.

This report provides context on community led tourism and the community of St Andrews and then sets out the key workshop findings. It then offers several ideas and recommendations for the short and longer term to more directly involve the community in tourism and for tourism to provide meaningful benefits to the people of St Andrews in general and linked to its relationship with the Fife Pilgrim Way.

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A: ST ANDREWS: PRESS PAUSE® AT A GLANCE

The Press Pause® workshop in St Andrews (December 2025) explored how tourism can be better shaped to benefit the local community, particularly in relation to the Fife Pilgrim Way (FPW) - a 102 km walking route from Culross to St Andrews that aims to spread tourism benefits across Fife.

The workshop, delivered by SCOTO CIC and supported by Fife Council and partners, brought together community groups and businesses to assess tourism in St Andrews and identify opportunities for community-led destination development.

Context

Tourism in Scotland is entering a period of transformation, with national policy increasingly focused on responsible tourism, sustainability and community wealth building. Community-led tourism places local people and organisations at the centre of destination development to ensure the visitor economy contributes positively to local priorities such as employment, heritage conservation, climate action and community wellbeing.

St Andrews is one of Scotland's most recognised destinations, known globally for its association with golf, its historic university, and its rich medieval heritage. Tourism is a major economic contributor, with current STEAM data recording approximately 1.14 million visitors generating £275.6 million in economic impact in 2024.

However, workshop discussions highlighted a growing perception among residents and stakeholders that tourism can feel externally driven, with pressures relating to infrastructure, housing and visitor management. Participants expressed a strong desire to ensure tourism delivers clearer and more equitable benefits for the local community.

Key Findings

The workshop identified a number of strengths that underpin St Andrews' visitor appeal:

- A strong international reputation and established tourism tradition
- Exceptional historic and cultural assets including the cathedral, castle and university
- A compact, walkable town centre with a distinctive retail and hospitality offer
- A vibrant programme of events and cultural activity
- Strong natural assets including beaches, parks and coastal landscapes.

Despite these advantages, participants also identified several areas requiring improvement:

- Limited budget and one-night accommodation, particularly for long-distance walkers
- Lack of facilities and services tailored to Fife Pilgrim Way visitors
- Closure of the traditional Visitor Information Centre and gaps in orientation signage
- Persistent challenges with parking, transport connectivity and general infrastructure
- A destination narrative dominated by golf and the university, with less emphasis on St Andrews' wider historical and cultural significance.

Strategic Opportunities

A central theme emerging from the workshop was the opportunity to reposition St Andrews as a major pilgrimage destination, building on its historical status as one of medieval Europe's most significant religious centres and its role as the endpoint of the Fife Pilgrim Way.
Participants highlighted several opportunities for community-led tourism initiatives, including:

- Development of pilgrim-focused experiences, such as guided heritage walks, lectures and wellbeing activities
- Establishment of a pilgrim welcome centre and improved interpretation of pilgrimage heritage
- Creation of budget accommodation options such as a hostel or bunkhouse to support walkers and outdoor visitors
- Development of a coordinated town events calendar and potential walking or pilgrimage festival
- Improved visitor information, signage and digital integration across existing tourism platforms
- Greater promotion of nature, outdoor recreation and climate-conscious tourism.

Strategic Priorities

Two overarching priorities were identified for future development:

1. **Place Branding:** Refreshing the St Andrews destination narrative to complement its global reputation for golf

and academia with its historic role as a pilgrimage centre and spiritual destination.

2. **Product Development:** Creating new experiences, events and visitor services that bring the pilgrimage story to life and encourage longer stays, deeper engagement and increased local spending.

Conclusion

St Andrews is already an internationally recognised tourism destination with significant visitor numbers and economic impact.

However, the Press Pause workshop demonstrated strong interest among local stakeholders in reshaping tourism to ensure it better supports community priorities and wellbeing**.**

By embracing a community-led approach and leveraging the growing appeal of walking, heritage and pilgrimage tourism, St Andrews has a significant opportunity to diversify its visitor economy, enhance its sense of place and strengthen the positive relationship between visitors and the local community.

The report provides a framework for further collaboration between community groups, businesses and public agencies, with the aim of developing a cohesive, sustainable and community-driven visitor experience along the Fife Pilgrim Way and within St Andrews itself.



B: BACKGROUND & CONTEXT

INTRODUCING COMMUNITY LED TOURISM

Community Led Tourism isn't new. For decades many communities across Scotland and elsewhere have set up charities and social enterprises that have a visitor facing element to what they do. Examples are Heritage Centres, Highland Gatherings and local festivals. The visitor aspect is not necessarily 100% of what is on offer and equally may not be the primary driver, but the presence of visitors helps generate revenue and to support the charity or social enterprises' core purpose. Community led tourism therefore is not new but is rapidly growing in Scotland with our community empowerment legislation enabling communities to own and manage assets and have a stronger voice. Community led tourism is now being recognised as a more sustainable and responsible way of providing much needed visitor services and experiences.

What is new is the idea of communities – geographic places – reviewing how tourism is playing out in their community and seeking to be more involved to ensure the visitor economy delivers meaningful benefits that help the community tackle known issues and priorities and be an even better place to live work and visit.

Of note, SCOTO CIC undertook a 27-venue roadshow across Scotland in 2023. A key sentiment shared at every workshop was that most communities feel that tourism happens to them - rather than with them. Tourism feels like it is being imposed and although not necessarily a bad thing in itself, communities would welcome being more involved in what happens.

And as more communities across Scotland form local development trusts, take ownership of assets, and are providing visitor facing services and experiences, there is a growing sense that tourism should have the community's interests to the fore.

If managed proactively tourism can deliver many positive and lasting benefits which can help address priority issues within a community providing fair work, tackling social isolation, retaining young people, promoting local supply chains, showcasing local producers and crafters and conserving local traditions, artefacts and assets.

Community led tourism can significantly improve community cohesion by bringing community and business interests together to develop collaborative products that celebrate their individual sense of place, give visitors a meaningful experience and enhance the sense of welcome.

DEFINITIONS

What do we mean by 'community'?
Place based communities. Where people live, work and visit.

What is community tourism?
Tourism that prioritises community involvement and meaningful local benefit. Tourism that focuses on people, places and purpose.

Why is community tourism important?
A happy place to visit must first be a happy place to live and work.

What types of community tourism are there in Scotland?

- **Community led destination development, management and promotion** - geographic communities lead the management and promotion of their home as a host community
- **Community led tourism enterprises** - community groups, charities and social enterprises provide visitor-facing services and experiences
- **Community centred tourism businesses** – purpose driven businesses embed community wealth building in their operations and support locally defined social, environmental and economic priorities
- **Community centred tourism policy and planning** – community voice and aspirations are involved in local and regional tourism leadership, decision making and promotion

WHAT IS SCOTO PRESS PAUSE®?

SCOTO's Press Pause® Initiative has been developed to support geographic communities in considering their community as a destination and how tourism is developed, managed and promoted. A workshop takes place which is designed to help business and community interests come together and take time to review their current situation in relation to tourism – to reflect on what is and isn't working and what could be done differently or better.

SCOTO first piloted Press Pause® with the North Highland Initiative in summer 2023 working with two communities on the North Coast 500 - Thurso and Lochcarron.

Press Pause® takes place in destination and facilitates several reflective conversations with key business and community representatives at the table.

Each workshop generates key findings which SCOTO collate and then provide recommendations on what the community can do to address identified problems and opportunities for community led tourism enterprises and initiatives that can build community cohesion. The report is then the basis for developing an activity plan and agreeing specific asks of agency and private sector partners.

WHY SCOTO PRESS PAUSE®?

An important consideration is that tourism has entered a new era. Tourism and travel choices were already changing – and this rapidly accelerated during and following the pandemic in 2020

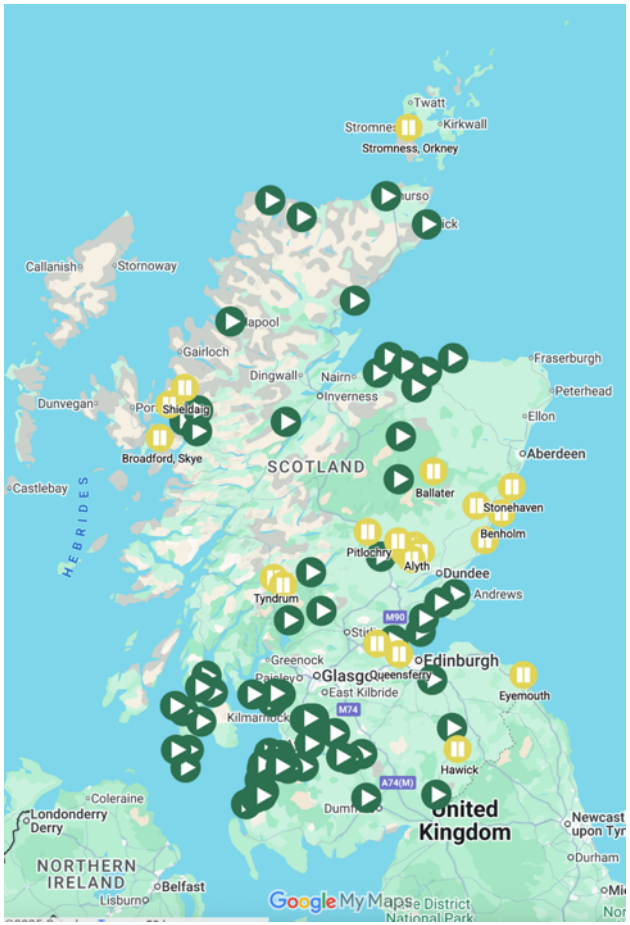
- Technology is revolutionising travel, tourism and everyday lives
- Digital content is an increasingly important source of travel inspiration
- Visitors are now seeking to slow down, meet local people, have authentic experiences
- Everyone is much more conscious of their wellbeing
- We are increasingly aware of the climate emergency and the need for individual action

Meanwhile …

- Scotland is seeking a 'wellbeing' economy and to support community wealth building
- Scottish Communities are being empowered to do more for themselves - to own assets and strengthen their voice
- Scotland is seeking 'responsible tourism for a sustainable future'

Communities are increasingly coming to the forefront of strategy and policy and are vitally important to the visitor economy. Communities are primarily where the visitor experience takes place and their role as host destinations needs nurtured. SCOTO Press Pause® seeks to help individual communities be outstanding hosts and consider what matters most to them and explore how tourism can support their wellbeing.

SCOTO PRESS PAUSE® COMMUNITIES



Map of Press Pause® Communities as of November 2025 – source www.scoto.co.uk

GLOBAL CONTEXT

In 2015 all United Nations Member States adopted the **2030 Agenda for Sustainable Development.** This provided a shared blueprint for peace and prosperity for people and planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs) which are an urgent call for action by all countries – developed and developing – in a global partnership. They recognise that ending poverty and other deprivations must go hand in hand with strategies that improve health and education, reduce inequality and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

#SDG8 & #SDG11 are the most relevant to Community Led Tourism:

- **#SDG8 and Target 8.9** is very specific to community led tourism

Target 8.9: Promote Beneficial and Sustainable Tourism - By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

- **#SDG11** focuses on making cities and human settlements inclusive, safe, resilient and sustainable





NATIONAL CONTEXT

The National Strategy for Economic Transformation (NSET) has a vision:
*"**To create a wellbeing economy: a society that is thriving across economic, social and environmental dimensions, and that delivers prosperity for all Scotland's people and places. We aim to achieve this while respecting environmental limits, embodied by our climate and nature targets**."*

Scotland Outlook 2030 – the national tourism strategy – is seeking ***"responsible tourism for a sustainable future"***.

Responsible tourism considers four themes – reducing carbon, inclusion, biodiversity and communities.

The national strategy focuses on four priorities:

- Our passionate people
- Our thriving places
- Our diverse businesses
- Our memorable experiences

Scotland has provided the strategic context for a new way of doing tourism with communities to the fore. Press Pause ® seeks to support individual communities in considering how tourism can be a meaningful force for good locally.



LOCAL CONTEXT

In Scotland communities have been undertaking **Community Action Planning** for many years. Community Action Planning seeks to identify the priorities that the community feel is important to them and set out how they wish to pursue their goals and aspirations. This process is ensuring that local people have a real voice and can influence the decisions which impact on their communities.

More recently **Local Place Planning** has been introduced by the **Planning (Scotland) Act 2019**, which contains a new right for communities to produce their own plans as part of the new Scottish planning system. Local Place Plans contain the community's proposals for the development and use of land and provide a new opportunity for communities to feed into the planning system with ideas and proposals.

Many communities across Scotland identify tourism and visitor management as key themes and priorities within their local community action plans and place plans. Even where tourism is not singled out as a theme or priority, tourism can often be the key to addressing some of the issues and opportunities that have been identified – tourism as a means to an end.



PRESS PAUSE®
ST ANDREWS, FIFE – MAIN REPORT















C: SETTING THE SCENE

ST ANDREWS

- St Andrews is located on the east coast of Fife
- St Andrews is 10 miles southeast of Dundee and 30 miles north of Edinburgh
- St Andrews has a population of c18.4k
- A monastery was first established in 747AD and the current day town developed from 1140 onwards
- St Andrews is Fife's 4th largest town
- St Andrews University is the oldest university in Scotland
- The nearest train station is at Leuchars which is just over 5 miles away



THE FIFE PILGRIM WAY

The Fife Pilgrim Way was opened to the public in 2019 as a modern long-distance trail following historic pilgrimage routes to St Andrews. It re-establishes a medieval route and links religious and historical sites across Fife. It starts in Culross and North Queensferry before converging in St Andrews and heading north to St Andrews via Markinch.

Since its launch several churches along its length have either been placed at risk of closure and sale due to diminishing congregations and a lack of ministers or are struggling to source sufficient funds to undertake essential maintenance works.

The National Lottery and other partners have recognised the scale of issues that are emerging and have launched funds to support churches – but are seeking a strategic impact from this investment – which the Fife Pilgrim Way provides.

"We want to help places of worship across the UK tackle heritage challenges systemically, become more sustainable and welcome people from all backgrounds, including those who rarely visit. We will invest a minimum of £15million in projects that have a strategic impact at a regional or national level for places of worship over the next three years."

The National Lottery Heritage Fund

Early in 2025, the Fife Pilgrim Way Partnership reached out to SCOTO to learn more about Community Led Tourism and its potential in helping communities along the route explore how tourism could better support their ambitions as a community and the future role and purpose of the churches at risk.

SCOTO provided insight into their pioneering Press Pause® initiative which helps individual communities consider how to embrace tourism as a force for good. Funding was successfully secured to progress Press Pause® initiatives in St Andrews, Markinch, Ceres, St Andrews and, latterly, for Culross.

This Press Pause Report sets out the key findings and lists several quick win and longer-term recommendations for St Andrews to consider as part of their journey in community led tourism and linked to plans that are being discussed for Holy Trinity and other churches in the town.

The individual community-by-community findings will also be aggregated into a Fife Pilgrim Way strategic review of community led tourism along the route.



SCOTLAND'S TOWNS PARTNERSHIP & UNDERSTANDING SCOTTISH PLACES – ST ANDREWS

St Andrews is listed as one of 509 towns in Scotland with the full listing here This provides very useful socio-economic data about the town, trends and the ability to compare with other Scottish towns.

The listing states:

St Andrews is in Fife. It is an historic town with an ecclesiastical history stretching back to pre-reformation times. The university was founded in 1412. Post-reformation times saw the town decline. Today it is known as a tourist town popular with both local and international visitors. It is also the home of golf and the Royal and Ancient Club are a governing body for the sport. The university has expanded its student numbers over the last 40 years with new building on the North Haugh.

St Andrews has a large student population, with many living in privately rented accommodation with other students. Many are in part time work in the accommodation and food service sectors. This shows that a significant part of the workforce is likely to be made up of those working alongside their studies. Many are reliant on walking, cycling, or public transport to move around, with a comparably small proportion of the population owning cars.

St Andrews is an interdependent to independent town.

The university characterises the town in a way that uniquely sets it apart from all other Scottish towns analysed here.



The St Andrews Inter-relationship diagram on the USP website.

This socio-economic data provides an excellent understanding of local strengths that could lend themselves to community led tourism or issues that purpose driven community led tourism could address.

Of note St Andrews has a unique diversity of retail offer and a notably higher than average number of charities per head of population. There could be scope to explore community led tourism initiatives they could focus on or support.



ST ANDREWS: COMMUNITY STRUCTURES

The Royal Burgh of St Andrews Community Council - St Andrews has one active community council covering the town – The Royal Burgh of St Andrews Community Council. It acts as the voice of the community through elected members, who must be local residents.

The St Andrews Community Council acts as the voice of the population of St Andrews through a maximum of 20 elected members, who must be residents of St Andrews and engages in various ways with the people of St Andrews, promote community participation in local matters and are involved in projects and activities that promote the best possible environment for those living, working, studying in or visiting the town.



The Community Council in St Andrews plays an active role in organising and supporting a wide range of events throughout the year that celebrate the town's heritage and vibrant community life. The community council has a new and comprehensive website providing information about their activity and the town itself.

RBSACC has produced both a Local Place Plan and a Community Action Plan.

The St Andrews Links Trust and St Andrews Community Trust

In 2010 St Andrews Links Trust established a commercial partnership with the Royal Burgh of St Andrews Community Council. Under the agreement the St Andrews Community Trust was formed to distribute funds generated through the protection and exploitation of trademarks associated with the St Andrews names and the town crest of the Royal Burgh.

ST ANDREWS LINKS®
the home of golf®

The Links Trust guaranteed to fund the Community Trust. Through commercial activities and continuing work to protect the St Andrews name throughout the world, St Andrews Links Trust and with the support of Auchterlonies, is committed to returning revenue generated by this back to the community via the Community Trust.

The St Andrews Community Trust covers a larger area than the town. It covers the following community council areas:

- The Royal Burgh of St Andrews
- Leuchars
- Strathkinness
- Cameron
- Boarhills and Dunino
- Guardbridge (from March 2021)

With the funding from the Links Trust (and additional funding from Auchterlonies), the Community Trust exists to support local community projects that meet one or more of their nine objectives including focus on the community, education, environment, heritage, health and supporting those in need.

Other Community Led Groups in St Andrews

There are a notable number of community led groups and organisations operating in the St Andrews area - some covering the town and wider area and others operating at a more local level. These cover various sector interests and charitable purposes

Examples include

- The St Andrews Preservation Trust which was formed nearly 90 years ago by the community to protect historic buildings from demolition and redevelopment.
- The St Andrews Environmental Network was established more recently as a charity aiming to reduce CO2 emissions and promote sustainable living within the community.
- St Andrews Space for Cycling, a community driven group dedicated to promoting cycling and creating safer spaces for cyclists in and around St Andrews.

Not all, but many of these community groups and organisations will have potential to develop community led visitor services and experiences directly or to support initiatives being progressed by others. It is important to stress that tourism may not be the primary driver, but community led tourism can bring in much needed revenue to support and sustain charities and community ventures.

ST ANDREWS: TOURISM STRUCTURES

Welcome to Fife is the Destination Marketing Organisation (DMO) and digital presence for the Fife area. Welcome to Fife is run by the Tourism Team within Fife Council and works with the tourism sector in Fife. It is responsible for:

- *Setting the tourism priorities for Fife*
- *Promoting and marketing Fife as a tourism destination*
- *Destination development*
- *Overseeing the delivery, monitoring and evaluation of the Fife Tourism Strategy*
- *Engaging and lobbying on behalf of the tourism sector in Fife within the national tourism context*
- *Driving the tourism economy through developing a quality product in Fife*
- *Supporting the Local Tourism Associations to help them develop new products*
- *Encouraging people working in the industry to develop their skills and to promote tourism as a positive career choice*

A new strategy for Welcome to Fife was launched in 2023 for the period up to 2030 aligning with the national strategy 'Scotland Outlook 2030'.

Fife

***OUR VISION**: By 2030 the Kingdom of Fife will be a world class visitor destination known for being a leader in sustainable tourism, and renowned for the warm welcome visitors receive. Fife will be a venue for major events, and a first-choice destination renowned for its variety of offering including stunning scenery, relaxing escapes, cultural attractions & experiences, outdoor activities, and excellent local food & drink.*



There is also a Fife Tourism Climate Action Plan, which is guided by the Glasgow Declaration which is explained later in this report.

St Andrews Local Tourism Association (LTA).
The St Andrews Local Tourism Association (LTA) consists of hospitality, leisure and tourism businesses within St Andrews. The benefits of becoming involved in the Local Tourism Association are numerous. Members can network with other people and organisations in a relaxed and informal manner, discuss existing challenges and examine best practice. Ongoing Local Tourism Association initiatives can help attract visitors and lead to new opportunities for sales and increased business. Through greater commercial interaction and collaboration, Local Tourism Association membership can help businesses grow, increase their exposure and meet their key objectives.

Meetings are held throughout the year and are open to all hospitality leisure and tourism businesses.

The St Andrews LTA's Aims and Objectives

1. To develop an active network of visitor businesses in St Andrews
2. To promote and encourage training for tourism businesses
3. To build effective linkages with other organisations and interest groups in St Andrews and whole Fife region
4. To establish effective linkages with the Welcome to Fife, VisitScotland and other national agencies
5. To promote the work of the St Andrews Local Tourism Association locally, nationally and internationally

St Andrews also has a BID – a Business Improvement District – where the businesses have come together to fund, manage, and implement an agreed programme of projects.

St Andrews Tourism Action Plan
St Andrews' tourism action plan focuses on sustainable growth, leveraging its reputation as the "Home of Golf" and a historic destination to manage over 600,000 annual visitors while protecting local heritage.

Key actions include improving the visitor experience, boosting overnight stays, enhancing digital connectivity, and balancing development within strict conservation areas.

Key Components of St Andrews Tourism Action Plan

- **Sustainable Growth & Management:** Addressing the challenges of high-volume tourism, such as capacity limitations and preserving the historic character of the town, which is largely within conservation areas.
- **Visitor Experience & Infrastructure:** Enhancing the "customer journey," which includes improving transport links, signage, and tourist amenities to ensure high-quality, memorable visits.
- **Economic Impact:** The strategy aims to increase the value of tourism by encouraging longer stays and promoting local, independent businesses.
- **Cultural & Heritage Focus:** Utilising St Andrews' rich history and unique assets to attract international visitors, particularly from North America and Europe, who are drawn to its heritage and cultural significance.
- **Collaboration:** Working with partners like Fife Council and stakeholders to build local capacity and deliver on these goals.

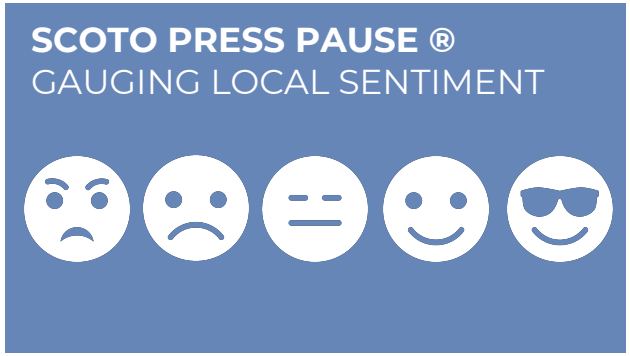
D: ST ANDREWS PRESS PAUSE® FINDINGS & RECOMMENDATIONS

The workshop took place at Holy Trinity Church in December 2025 with a range of business and community interests present, including interests relating to the Fife Pilgrim Way



TOPICS EXPLORED AT THE WORKSHOP

The workshop covered several inter-related conversations exploring local sentiment towards tourism; the geographic destination in the eyes of locals; competitors and comparators; the changing visitor profile; destination competence; place branding and measuring the impact of tourism on the town.



1. LOCAL SENTIMENT

When asked to share their current personal sentiment towards tourism in St Andrews using emojis there was a mixed response between happy, sad and neutral.

- *"The approach is the issue, not the tourists themselves – planning needs to change"*
- *"The last few years we have witnessed more of a money-spinning attitude which neglects the town as a place"*
- *"With the loss of the VIC it's so much harder to promote all there is in the town and the history – can it be repurposed?"*
- *"The Links Trust are talking about a VIC which is to be welcomed"*
- *"St Andrews does need tourism but lacks good infrastructure, especially parking"*
- *"There are pros and cons – the town sees a lot of overseas visitors and high spend but how much spend stays in St Andrews?"*
- *"There is a legacy of government policy and the council chasing money and not focusing on place making"*
- *'Housing for locals has been a tension with students and visitors"*
- *"In many ways the tourists and students do complement each other in terms of the seasons which keeps the shops and restaurants going all year – St Andrews isn't seasonal"*
- *"Visitors have been coming for centuries, literally, and the pressures ebb and flow"*
- *"Some of the large caravan and holiday parks are no longer owned locally so a lot of spend goes out the area"*
- *"There are jobs in tourism, but affordable housing is an issue"*
- *"It feels like Fife leaves St Andrews to get on with it"*

The Fife Pilgrim Way ends in St Andrews and could be a strong basis for complementing the university and golf aspects of St Andrews, showing a different side to the town and enriching the visitor experience.



2. DEFINING THE DESTINATION

When considering the area to define as the 'destination' it is important to consider what makes sense as a cohesive unit to visitors, but also and arguably more importantly, what makes sense to locals. In St Andrews this was seen to be relatively straightforward with there being one community council for the entire town and its area of interest making sense as the basis for managing and promoting tourism.

3. CURRENT THOUGHTS ON TOURISM

WHATS WORKING IN ST ANDREWS?

Initial thoughts shared at the workshop:

- St Andrews has a strong brand name – everyone has heard of it
- St Andrews is a golf magnet which has allowed many businesses to grow and develop
- The town has several historic features of interest and is compact so easy to explore on foot
- Many independent shops
- The beach is a great attraction
- The university being here supports a strong cultural programme of activity which benefits locals and visitors
- The university draws a lot of people visiting friends and family
- St Andrews has so much history going back over centuries
- The town centre is very attractive with traditional buildings and cobbled streets
- The park and ride at Leuchars is great value at £1 to leave a car for the day
- Tourism and the university support a great range of restaurants and cafes

WHATS NOT WORKING IN ST ANDREWS?

Initial thoughts shared at the workshop:

- No rail station in the town – Leuchars is nearest and 5 miles away
- The VIC is now closed (Links Trust are considering a new VIC)
- The golf reputation feels like it overshadows the historic significance of the town
- There has been too much focus on individual businesses making money at the expense of what is right for the town
- It can be hard to get volunteers to support activity – there are fewer actual permanent residents than you'd expect for a town of this size
- Permanent residents have reduced by 20% recently and the number of students during term time is now greater than the number of permanent residents
- St Andrews has a really unusual age profile dominated by retired people and students which can restrict staff for hospitality and tourism
- There are not many families
- On busy days parking is a serious issue - most residents walk into the town due to lack of parking
- Very limited public toilet provision for the numbers in the town
- Very limited one-night stay budget accommodation for FPW walkers – tend to stay outside the town and use bus or taxi
- Accommodation is often booked out so hard to get last minute options
- Restaurants tend to be expensive

WHAT COULD BE DONE DIFFERENTLY/BETTER

Initial thoughts shared at the workshop:

- Make much more of St Andrews as the final destination on the FPW
- Many of the CLT ideas shared by SCOTO at the workshop have appeal
- Finding a way to offer cheaper hostel type accommodation that will appeal to pilgrim and other walkers, cyclists etc and family groups
- Mercat Tours Edinburgh style walking tours of the historic town
- Headset tours – self guided and a business opportunity
- Explore how to engage students in volunteer activity

4. ST ANDREWS COMPETITORS AND COMPARATORS

A useful exercise is to consider communities/ areas that are either direct competitors or comparators from elsewhere Learning exchanges to comparator communities can be very fruitful.

ST ANDREWS COMPETITORS

The workshop agreed that St Andrews is quite unique with its outstanding golf credentials and the significance of the university and therefore doesn't really have any direct competitors nearby. It has its own appeal.

ST ANDREWS COMPARATORS:

NORTH BERWICK – features several local shops that promote buy local l. Don't charge for parking.
CRAIL – much smaller but some good examples could learn from – eg very active folk club, local museum
MARKINCH – excellent work in opening their church to welcome pilgrim walkers and providing walker services and tours
MOFFAT – Moffat has worked as a community to develop its walker friendly credentials through the accommodation offer and festival and event activity.

Of note with the Fife Pilgrim Way ending in St Andrews and there being very limited one-night stay budget friendly accommodation many walkers leave the town and stay elsewhere or travel home. Although not a lucrative market the final destination for pilgrim walkers could support much longer dwell time and be more of a 'host'.

5. FIFE & ST ANDREWS VISITOR PROFILE

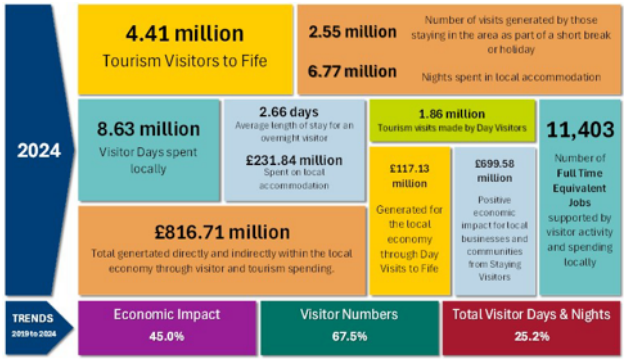
STEAM DATA

Fife Council collects STEAM data for tourism on an annual basis and at a regional level.

STEAM is a tourism economic impact modelling process which approaches the measurement of tourism from the bottom up, through its use of local supply side data and tourism performance and visitor survey data collection.

The data for 2024 states Fife

- enjoyed 4.41 million visitors in 2024 and 8.63m visitor days
- The data suggests 58% of all tourism visits were overnight.
- In 2024 tourism generated a total of £816.7million in the local economy which is believed to be up 45% on 2019 when economic impact was £563.3million indicating tourism in Fife has more than recovered from pre-pandemic figures.



Summary of STEAM data for Fife in 2024

VISITSCOTLAND DATA

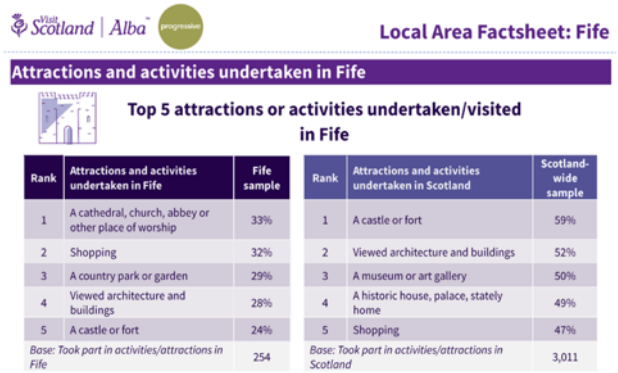
Using data from the International Passenger Survey 2024 and Great Britain Tourism Survey 2024, VisitScotland state that Fife experienced:

- 620k overnight visits
- 2.44m overnight stays
- £254m total spend
- £412 average overnight visitor spend

The VisitScotland Visitor Survey for 2023 provides data for Fife. It is not disaggregated within Fife.

2023 figures state:

- 65% of visitors are domestic (of which 19% are from Scotland) and 35% are from overseas (22% long-haul).
- 81% are repeat visits
- 84% are older independent or retirement age
- 1/3 use serviced accommodation and 2/3 are in self-catering


Visit Scotland | Alba

Local Area Factsheet: Fife

Attractions and activities undertaken in Fife

Top 5 attractions or activities undertaken/visited in Fife

Rank	Attractions and activities undertaken in Fife	Fife sample
1	A cathedral, church, abbey or other place of worship	33%
2	Shopping	32%
3	A country park or garden	29%
4	Viewed architecture and buildings	28%
5	A castle or fort	24%
Base: Took part in activities/attractions in Fife		254

Rank	Attractions and activities undertaken in Scotland	Scotland-wide sample
1	A castle or fort	59%
2	Viewed architecture and buildings	52%
3	A museum or art gallery	50%
4	A historic house, palace, stately home	49%
5	Shopping	47%
Base: Took part in activities/attractions in Scotland		3,011

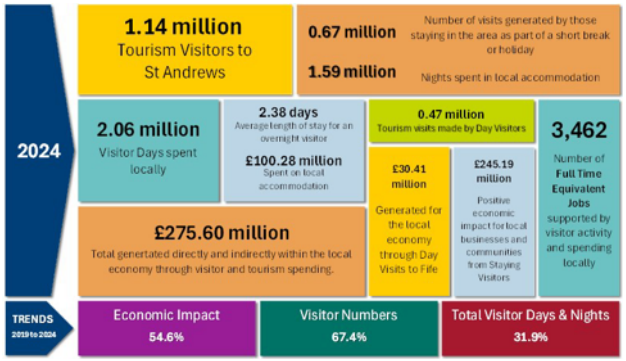
Extract from VisitScotland Visitor Survey 2023 Local Area Fact Sheet for Fife.

ST ANDREWS STEAM DATA

VisitScotland data is not broken down to a more local level, but Fife Council do receive STEAM data for St Andrews.

The STEAM data for 2024 states that St Andrews

- Welcomed 1.14m visitors and 2.06m visitor days
- 54% of all visitors stayed overnight
- Tourism generated £275.6 million in economic impact which is an increase of approximately 55% from 2019 when economic impact was £178.26m



Summary of STEAM data for St Andrews in 2024

This STEAM data suggests that St Andrews plays a notable role in Fife with approximately a quarter of all tourism visitors to Fife coming to this specific area. However, and of note, the economic impact is a third of the total for Fife which suggests spend per head is higher than average.

ST ANDREWS VISITOR PROFILE – PAST, PRESENT & FUTURE

An appraisal of what participants are seeing and would like to see in St Andrews revealed:

PAST

- Golf-tourism has dominated for decades
- Caravan parks around St Andrews with week-long/fortnight holidays
- VFR - visiting friends and family linked to the University and overseas students

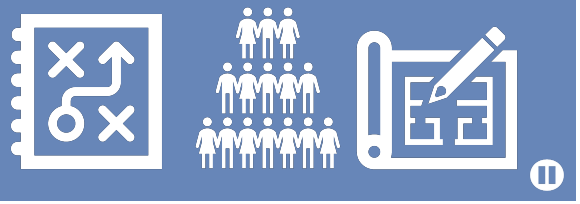
PRESENT

- More and more overseas golfers (notably Americans)
- Increasing numbers of overseas students (St Andrews is relatively cheap to study)
- Caravan parks have evolved into holiday parks with onsite facilities and a mix of owned and rented units
- Much less touring caravans and camping
- Royal connection – has had an impact in last 15+ years

FUTURE – WHAT IS DESIRED

- More walkers and outdoor interests arriving and spending time in St Andrews

SCOTO PRESS PAUSE ®
APPRAISING WHAT MATTERS IN THIS COMMUNITY



6. WHAT MATTERS LOCALLY

The Royal Burgh of St Andrews Community Council is very active and has both produced a Local Place Plan which has been submitted to the council in 2024 and have then produced a Community Action Plan.

These were developed following extensive consultation with residents and organisations.

Local Place Plan
LPP sets out the community's vision:

"St Andrews will use its significant opportunities and assets to be a welcoming, thriving, connected and well-integrated town offering a great quality of life and good prospects for everyone who lives, studies, works and visits here."

There are six priority themes with quick win and longer-term aspirations set out under each:

- Theme 1 – a connected and accessible place (including traffic, town centre and parking; active travel; public transport)
- Theme 2 – a place with housing for all
- Theme 3 – an integrated place
- Theme 4 – a climate friendly place with a just transition to Net Zero (including net

zero and the built and natural environment)
- Theme 5 – a place with fit for purpose community facilities
- Theme 6 – an entrepreneurial place

Tourism is clearly integral to the Local Place Plan as is climate action.

Community Action Plan
The Community Council also established a Community Action Plan (CAP) to track, highlight, and encourage progress on the goals identified by residents through the LPP process.

The CAP exists to:
- Showcase Progress – Highlighting projects, big and small, that contribute to making St Andrews a more sustainable, connected and inclusive place
- Encourage Community Participation – Promoting local initiatives and providing opportunities for residents to get involved in shaping their town
- Monitor and Influence – Keeping track of key developments and lobbying Fife Council and other stakeholders to ensure the community's voice continues to be heard.

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7. DESTINATION COMPETENCE

Being a successful destination is a function of many factors and how they interplay. SCOTO has devised a competency appraisal for geographic communities to undertake as part of the Press Pause® conversations.

Through conversation and discussion at the workshop the participants described their current offer under each of 20 criteria and then jointly rate each in terms of
- **Red – things do not work/exist.**
- **Amber – things do need improved.**
- **Green – things are functioning well.**

This rating is debated and agreed by all present and helps facilitate collective thinking and trigger ideas for improvement. It helps contextualise project ideas by stepping back and thinking first about how well the community functions as a destination and how any weaknesses can be addressed either directly or indirectly. This can trigger new projects or refine and ratify project ideas already under consideration. The results are presented and although comparisons can be made with other communities these are not league tables. They reflect local lived experience and sense of capacity and capability

No.	DESTINATION COMPETENCY CRITERIA	CURRENT OFFER	JOINTLY AGREED RATING	IDEAS & RECOMMENDATIONS FOR THE COMMUNITY TO CONSIDER
1	**Tourism Tradition**	A strong and long-standing offer linked to its golf credentials and also family holidays at the surrounding caravan parks		Some of the attractions are operated by third sector partners and are free to enjoy. Making visitors more aware of the role of the third sector could attract more donations. This tradition is strongly linked to the heritage offer – scope to refresh this through a new place brand?
2	**Sence of Place outwith the area**	St Andrews has a very strong sense of place in Scotland and the UK, but also overseas linked to golf and the university		A community led refresh of the Place brand to create something more contemporary and relevant
3	**Features & Attractions**	Significant assets - including • The Links golf courses • The Old Course • St Andrews Castle • St Andrews Cathedral • The university campus • The Aquarium • St Andrews Botanic Garden • St Andrews Museum • The R&A World Golf Museum • West Beach • St Andrews Aquarium • St Andrews harbour		Scope to create more themed itineraries and self-guided walks, and especially linked to the medieval and pilgrimage element of St Andrews history
4	**Culture & Heritage**	A significant aspect of St Andrews but the main focus tends to be on golf and university, and the rest is much less prominent and needs brought out – notably the medieval significance of the town and the many historic remains that are still evident		Develop a bespoke package of tours and itineraries for each era in St Andrews development with particular emphasis on it being one of the main pilgrimage centres in Medieval Europe and its connections to other places
5	**Wildlife & Nature**	There is a lot of natural features of interest and notable habitats and wildlife, but these are not promoted as a core part of the St Andrews experience • The beach and dunes • Bird spotting • Parks and gardens • Green walkways		Develop a map of local natural and outdoor features and attractions and self-guided trails Better promote the outdoor assets linked to active travel routes Encourage visitors to engage in the Space for Cycling events

6	**Activities & Experiences**	A lot on offer linked to golf activities and experiences Walking, swimming and running at West Sands Beach wheelchairs Fife Coastal Path and the Fife Pilgrim Way		Scope to develop a programme of natural and cultural heritage walking experiences with locals – guided walks and walks in company Consider an annual week-long heritage festival in Spring or Autumn with local community groups able to each provide ticketed experiences that bring in revenue and
7	**Visitor Accommodation**	Contrast of the town being surrounded by caravan sites and holiday parks and luxury golf hotels, guest houses, B&Bs and self-catering. A notable lack of budget and 1-night stay options in the town for walkers completing the Fife Pilgrim Way and also on the Fife Coastal Path.		Consider options for a walker's/pilgrim's hostel offering budget one-night stays and appealing to touring groups, families and individuals. Potentially link this with youth training in hospitality (Callander Youth Project example)
8	**Food, Drink & Refreshments**	Good offer both day and night-time Generally expensive and concern about limited budget options in the town centre NB no Macdonalds or fast-food chains – which is regarded as a positive		Create a simple Walkers Welcome guide on where to eat with budget options and identifying premises that are suitable for people with wet clothing, baggage etc - include links to individual businesses for opening hours Consider potential pop-up options to allow new businesses to trial ideas and also profile what is in the town at events
9	**Events & Festivals**	Very good range of events and festivals throughout the year Good mix of events First Pilgrim Way Ultra in 2026 – finishes in St Andrews at St Andrews Cathedral The University and others have their events programme online		Consider a single online St Andrews What's On events calendar that collates everything in one place and also provides a clash calendar for anyone considering a new event. Consider new events to promote the pilgrim way and walking in the area – eg weekly walking in company events. Consider an annual pilgrimage/walking festival based in the town in the shoulder season that allows local groups and organisations to put on events and raise revenue as well as profile the significance of the town's pilgrim heritage Ensure the new Ultra event showcases and promotes the heritage significance of the FPW and St Andrews
10	**Makers and Producers**	Major strength with several galleries, local artists and artisan producers		Consider options to encourage local makers and artists to develop pilgrim way related products and create art inspired by the pilgrimage story of St Andrews
11	**Travel & Connectivity**	Leuchars station is nearest – 5 miles - £1 to park and ride Road to Dundee is a concern Significant parking concerns especially at the height of the season		As part of reviewing the St Andrews Z-map consider information on public transport and the main parking options for different purposes and including payment requirements Encourage attractions and accommodation to provide good advice on public transport options for access and best parking options to minimise congestion in the town centre
12	**Retail**	A major strength with many independent shops and very few empty units		Consider how the St Andrews Z-map could be improved to indicate where the main shopping streets are, and what is on offer

				Encourage more businesses to engage in the local gift card scheme and encourage accommodation providers to promote the cards to staying guests. Support new buy local initiatives that incentivise locals and visitors to use the shops and cross sell each other
13	**Amenities & Infrastructure**	Reasonable amenities with the university presence – good medical and sports facilities Larger supermarkets are outside the town centre Major concerns over lack of parking and impacts spreading out from the town centre Park and ride was considered but failed Student flats in the town are impacting on parking availability		Provide a parking guide that differentiates between different types of users and needs (type of vehicle, length of stay) and EV options, and clearly sets out options outwith the town centre Consider revisiting the park and ride opportunities Ensure readily available information online for medical needs – eg location and tel nos plus information on out of hours pharmacy, A&E, dentist.
14	**Visitor Information & Signage**	VS VIC has now been closed – Links Trust are looking at taking on a shop which will provide information. Welcome to Fife have a new flagship 'Love Fife' info point with prominent decals in the window. Several blue plaques around the town A-board clutter on the streets Poor signage and orientation for pedestrians		Review the provision at the flagship Welcome to Fife 'Love Fife' info point at the St Andrews Students Union – consider bespoke content for pilgrims and walkers Audit what existing signs and interpretation exists across the town and identify gaps Devise a simple signage and interpretation strategy. Consider options to add QR codes to the existing blue plaques that link to more detailed information Consider simple 'i' information boards with maps of key features and facilities to display at key locations at bus stops, main car parks and attractions – consider possible window displays as an interim measure
15	**Digital Presence & Marketing**	St Andrews presence is hosted on Welcome to Fife website Independent websites come up on google searches: www.aboutstandrews.co.uk www.standrewsguide.co.uk (who also publish a printed annual guide) and www.standrewsnow.co.uk which provides news and updates. Most operators in St Andrews have their own websites and good quality content and promotion Scored green as there is a strong presence – but recognition that it isn't necessarily as joined up as it could be		Consider a joint Digital St Andrews initiative to audit what does exist and who provides what. Multiple sites exist and not overly clear of their different status and purpose. Consider the potential to establish a singular umbrella presence and seek to integrate all content as pages/links
16	**Climate Action**	The University is exceptionally good on many fronts St Andrews is known as a leading destination for green tourism in Scotland, with several high-		Scope out a singular climate action and tourism plan approach for St Andrews that brings all activity under one banner and helps visitors engage in local climate action initiatives

		profile hotels as well as institutions achieving top-tier environmental certifications. Traffic and congestion are a major climate action issue EV – there is not good coverage yet		
17	**Inclusion & Accessibility**	As a medieval town with cobbled streets there are challenges Not good for partially sighted Sense recent council works have made it worse University is very strong on inclusion - noticeably getting better in the town		Collate a schedule of the shops, café and attractions that are accessible and create mini itineraries/days out for people with accessibility needs Promote VisitScotland 'Detailed Access Guide' advice for businesses
18	**Community Assets**	Sense this is really limited The University does support a lot but also does on the face of it restrict community groups The Country Park is leased from the council and run by a community charity No1 Greyfriars Gardens		Several needs could be addressed through community led tourism if land/building options can be explored with the council, university and others including the local church organisations. Examples include motorhome aire provision, a pilgrim centre, budget hostel accommodation for pilgrim walkers and events. Undertake a simple audit of possible land and buildings and optional uses based on the destination competency appraisal and known gaps
19	**People & Players**	There are a lot of people involved in a lot of different groups and organisations across St Andrews Aware that with the student population there could be greater involvement from young people		Consider a St Andrews Volunteers Fayre event to raise awareness of all volunteering opportunities and allow different organisations to showcase what they do, provide sign up opportunities
20	**Destination Collaboration**	Limited awareness of the key players in VS and Welcome to Fife at the workshop Low awareness of St Andrews LTA – what it does and how to get involved - sense that they focus on accommodation providers		Engage with the StA LTA to better understand what it does, who is currently involved and share Press Pause findings and recommendations

SUMMARY OBSERVATIONS

St Andrews has been a fascinating town to appraise as, on the face of it, it is an exceptionally well-known destination which already appeals to the overseas higher spend market plus the domestic family market enjoying the surrounding holiday parks. There is also a very strong visiting friends and family market associated with the university.

However, and especially with Fife Pilgrim Way interests attending the workshop, it is very apparent that the current tourism offer is primarily focused on the university and golf, and with quite limited focus on its exceptional role as a Medieval pilgrimage destination, which is being rekindled with the Fife Pilgrim Way now in place.

St Andrews sense of place is very strong as is its tourism tradition. There are many high-quality features and attractions, activities and experiences available, a strong events and festivals calendar, a notable range of makers and high-quality independent retail offer. and producers, and an exceptional visitor facing retail offer.

The main weakness identified was the lack of assets within community control, and the main areas agreed as requiring improvement related to some of the specific needs of pilgrim walkers such as budget one-night accommodation, budget food and drink options, visitor information and orientation plus the outstanding heritage and culture, wildlife and nature assets being much better interpreted and integrated in the marketing and promotion of St Andrews

The heritage offer is outstanding but could be more joined up and experiential. There are wildlife and nature offers but St Andrews is not at all well-known for this and there could be more bookable activities and experiences in the country park, at the beach and throughout the town.

Fife Pilgrim Way

The destination competency appraisal flags several challenges and opportunities for St Andrews as the final destination on the Fife Pilgrim Way. St Andrews was the ultimate destination for medieval pilgrims but today St Andrews offers quite limited experiences that bring this significance to life and offers quite limited services and facilities for pilgrim and other walkers. The current lack of budget one-night accommodation is both restricting dwell time in the town and limits opportunities for walkers to meet locals and engage in activities at the end of their walk.

At present there are no pilgrim centres on the Fife Pilgrim Way. St Andrews is the obvious place for one at the 'end point'. There are aspirations for the Fife Pilgrim Way to be positioned as Scotland's premiere pilgrim route and to attain the Scottish Pilgrim Route Forum's gold accreditation reinforcing the merit in creating a pilgrim centre in St Andrews, and other investments.



8. NOTABLE COMMUNITY LED TOURISM OPPORTUNITIES IN ST ANDREWS

Sense of Place – There is a very clear challenge with St Andrews being so strongly linked to golf and known as the Home of Golf, and the University. There is a clear opportunity to develop new marketing and promotional material to reinforce the additional appeal of the town as a significant historical and current day pilgrimage destination.

Features & Attractions – Consider a dedicated space at Holy Trinity for an interim Pilgrim Centre with access to interpretation, services and facilities, and a programme of times/events to meet and walk with locals and also any scheduled events with the Pilgrim Pastor.

Accommodation - Consider opportunities for budget one night stay accommodation tailored to pilgrim walkers' needs and interests

Events and Festivals - Collate and present a unified St Andrews Event Calendar on an agreed platform. Identify gaps in the calendar and consider small local events linked to pilgrimage, medieval heritage and other themes. Develop a new St Andrews week-long event in the shoulder season building focused on St Andrews and pilgrimage.

Travel & Connectivity - Consider how to better promote active travel itineraries bringing people to St Andrews by public transport and to car parks outwith the main town centre to then explore by foot and bike.

Visitor Information – Liaise with Welcome to Fife and the LTA on their plans for Love Fife information points in St Andrews. Review the current area Z-map and consider additional information requirements. Create a poster based welcome and information map that can be displayed at key attractions and in

windows/in a sealed frame at car parks and public transport points. QR code link for more information on Welcome to Fife website

Digital Presence - Audit all digital presence and social media channels and seek to work with partners to establish which is the official visitor facing St Andrews presence, and what content should be hosted there (eg the coordinated events calendar), and links then get set up from other sites

Community Assets – Liaise with the main community organisations operating in the town to review what assets they own and services they provide which could have a visitor facing focus if not already. Develop a communication strategy to reinforce the charitable/purpose driven approach to these operations to help visitors better appreciate the benefit they provide to the community. Jointly consider if any are underutilised and visitor facing/pilgrim related uses could be considered. Enter discussions with the council on possible asset transfers or partnership initiatives– eg pilgrim welcome hub, toilets and changing, bunkhouse/hostel.



INSPIRATION FROM ELSEWHERE

There are several opportunities for community led tourism enterprises in and around St Andrews. Case studies are available on www.scoto.co.uk and can be useful learning exchanges:

Findhorn Campervan Aire
https://www.scoto.co.uk/media/fsqnta50/scoto_findhorn-case-study.pdf

Callander Youth Project/Callander Hostel
https://www.scoto.co.uk/media/f3oerevm/scoto_callander-hostel-case-study.pdf

Loch Ness Hub, Drumnadrochit
https://www.scoto.co.uk/media/ylepaaos/scoto_loch-ness-hub_case-study.pdf

Wild Skies Shetland
https://www.scoto.co.uk/media/xgzchqln/scoto_wild-skies-case-study.pdf

Tweedsmuir The Crook Inn Plus
https://www.scoto.co.uk/media/bznbggxg/scoto_tweedsmuir-case-study.pdf

Isle of Eigg Camping Pods
https://www.scoto.co.uk/media/zy4lzqkt/scoto_eigg-camping-pods_case-study.pdf

Lewis Point & Sandwick Trail
https://www.scoto.co.uk/media/31khsd2p/scoto_point-sandwick-case-study.pdf

Strontian Oakwood Tourism & Crafts
https://www.scoto.co.uk/media/yppgkurp/scoto_oakwood-case-study.pdf

Moray Walking and Outdoor Festival
https://www.scoto.co.uk/media/341kukao/scoto_moray-walking-festival-case-study.pdf

MANAGING VISITOR EXPECTATIONS

A key consideration for any destination is understanding and managing visitor expectations.

Visitors don't always do their research or may struggle to find current and up to date information and can arrive with preconceived ideas of what to expect whether staying overnight or passing through.

This can be anything from getting access to free WIFI or 4G/5G to finding toilets, being able to use credit cards and exchange currency, get an Uber, find a room that night, order a takeaway for delivery or not needing to book a sit-down meal in the evening. Given the strength of tourism in St Andrews many of these are unlikely to be major issues but may need better signposting.

Recommendations include

- Ensure the new Links Trust and Love Fife information points are well signposted, and local information is provided for their use
- Consider amendments for the next print of the St Andrews LTA Z-map to highlight info points, emergency services and facilities, ATMs, EV charge points, pharmacy, plus nearest rail and bus interchanges, out of town parking for walks.
- Integrate a simple version of the map in an information poster to display at bus stops and main car parks and as a tear off map to be available at reception points
- Encourage more businesses and organisations to use the St Andrews Scotland Community Facebook page and respond to visitor enquiries plus post updates and features for locals and visitors

9. LOOKING TO THE FUTURE: CLIMATE ACTION AND NATURE

Looking to the future, a discrete area within community led tourism relates to climate action and nature, and how visitors can help and support local endeavours, as well as consider how they can reduce their carbon footprint when visiting this community.

Climate action and tourism are inextricably linked and there are many ways to motivate and encourage visitors to support climate action when in your community. This relates to both the domestic and overseas markets. Overseas travellers could have a significant carbon footprint from air travel in particular. Helping them see how they can reduce their local carbon footprint when 'in destination' both helps their decision making but also demonstrates that St Andrews as a host destination is taking climate action seriously and is inviting guests to do the same.

The domestic market can also have notable carbon footprints so encouraging travel by public transport is an obvious action. And an even more impactful action will be to focus effort on encouraging locals in and around St Andrews to explore their own back door and not necessarily travel too far for day trips and for short and longer breaks. There is a lot on offer locally and across Fife and often this can be overlooked by locals in favour of travelling further afield. Clever local marketing and promotion can have impact as can a Fife-wide campaign approach.

In terms of visitor facing providers, businesses and community groups with premises can reduce running costs, minimise food miles and differentiate themselves by adopting climate friendly practices. An increasing percentage of visitors are keen to ensure their visit has minimal climate impact and are actively seeking out operators who are clearly making an effort and finding experiences where they can support local endeavours.

Climate action was rated as amber at the workshop with participants flagging that the university in particular has several climate action initiatives underway, and there are several community groups focused on climate related projects.

The university has published its own ambitious sustainability strategy wherein the university aims to be carbon neutral by 2035, focusing on reducing emissions, enhancing biodiversity and adapting its estate to climate change. The university is involved in several research initiatives linked to climate change.

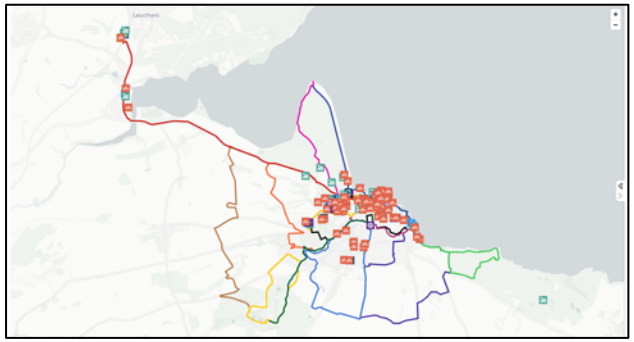
Transition St Andrews is an exciting partnership initiative engaging residents, university students and staff on practical projects aimed at reducing carbon emissions and enhancing biodiversity in and around St Andrews. They are part of a global network of transition towns and are focussing on five projects, each of which is relevant to tourism.



1. Sharing, reuse and repair
2. Smarter travel
3. Climate know how and action
4. Local food
5. Greenspaces and wildlife

Under smarter travel there is a particular focus on reducing car use.

They have two online maps available. Their St Andrews Sustainability Map features the locations of the community gardens, public toilets, recycling points, bike parking, points of interest, biodiversity sites and the other map – their St Andrews Smarter Travel Map - sets out several active travel routes that connect the town key facilities and attractions and to surrounding greenspaces. The map shows where bike repair stations, bike racks and EV charge points are available. These maps are available online and could be better promoted to visitors through accommodation bookings and once in destination.



The local food project focus on 14 community growing gardens around St Andrews and a student cooperative food hub connecting with local and organic food producers.

The Greenspaces and Wildlife theme is implementing a landscape scale project to

create a network of meadow habitat in open spaces in and around St Andrews. They undertake regular tree planting events which anyone can sign up to participate. Again, this could be better promoted to visitors and also tour groups as an activity.

St Andrews Environmental Network operates across the town and is an award-winning environmental charity. Of note it has several projects that relate to businesses and tourism.

Clean and Green is a partnership with the BID who identified the need for this project up which now employs 2 local people undertaking various tasks linked to with litter picks, waste management, floral displays and event support



In 2025 the network launched St Andrews Beach Wheelchairs to support all abilities access to the West Sands which is available to locals and visitors.

The Network also lead on **Sustainable St Andrews** working with businesses throughout St Andrews with a focus on improving sustainable practices and environmental initiatives. It emerged following the pandemic and supports businesses and community groups and charities linking the activity to the UN's Sustainable Development Goals

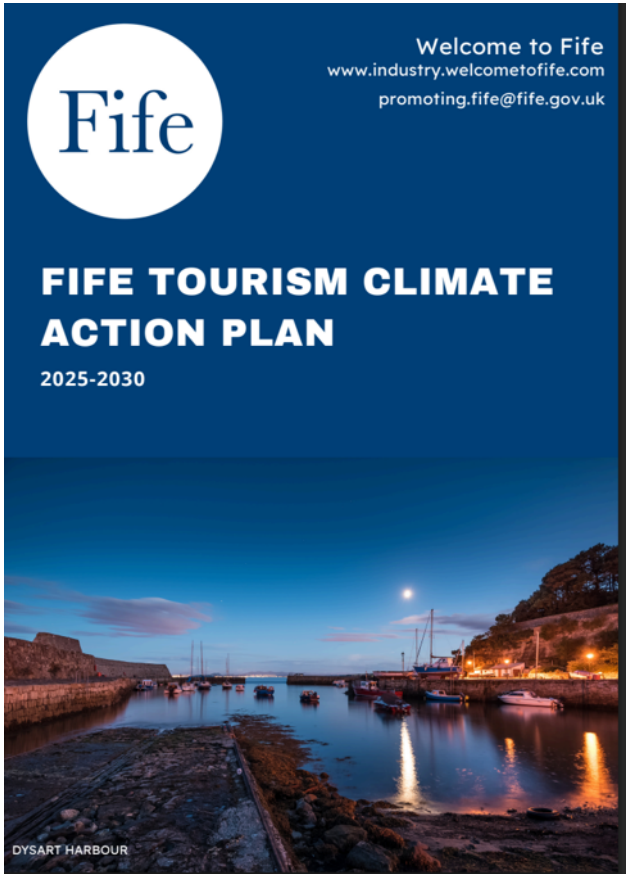
The workshop recognised that St Andrews is seen as leading destination in terms of the number of high-profile hotels and attractions which have achieved Green Tourism and other climate action accreditations. This is an important feature to promote to visitors both when exploring options online and also once in destination.

Green Tourism

However, the amber rating was agreed as there are ongoing issues relating to traffic and parking in the town centre and flagged the failure to get an effective park and ride scheme as a key concern that is restricting attempts to achieve net zero ambitions. In addition, the limited availability of EV charge points for visitors was flagged as a climate action concern.

Of note Fife Council has recently worked with Green Tourism to offer fully funded one year membership of Green Tourism and has a resource library on the Welcome to Fife industry website with guides, templates and recorded webinars.

This links with the five-year Fife Tourism Climate Action Plan was launched in 2025 setting out a clear pathway for the tourism sector to cut emissions, strengthen resilience and lead in sustainable tourism. The plan is guided by the Glasgow Declaration, Scotland's net zero ambitions and the UN Sustainable Development Goals.



The plan focuses on the 5 separate pathways to combat the impact of tourism on the planet set out in the Glasgow Declaration.

- Measure
- Decarbonise
- Regenerate
- Collaborate
- Finance

The key issues Fife, and St Andrews will face are identified as

- Increasing annual rainfall totals (wetter winters and drier summers)
- Rising temperatures across all seasons, with a significant reduction in frost, ice and snow, and heat wave conditions becoming more common
- Extreme weather impacts disruption tourism assets, events and transportation
- Sea levels and coastal change with threats from sea level rise, erosion and extreme weather events, and loss of coastal heritage.

Climate change could be, if it isn't already, a threat to key businesses, sites and assets through flooding, storm damage and other impacts.

There Old Course has experience floods which restrict play.



St Andrews is a coastal town, and the historic West Sands have suffered from coastal erosion with several measures introduced to protect this fragile habitat. The town has also experienced extreme weather events and storms and outdoor events like the St Andrews Day celebrations are at risk. A case in point is the Edinburgh Hogmanay Celebrations in 2024 which were cancelled due to extreme weather with financial and also reputational costs for the city.

Being aware of risks and having contingency plans in the event of an incident will ensure visitors feel informed and have alternatives to consider.

Travel and connectivity scored amber in the appraisal recognising that there is no railway station in St Andrews and the nearest station is at Leuchars, 5 miles away. There is a bus station in St Andrews, and several buses operate around the town and connect it to nearby towns and villages. Parking has been and continues to be a major issue and although several ideas have been considered there are concerns that public transport isn't currently seen as viable alternative. Overall, everyone recognised that active travel options are being developed but major investment in transport and connectivity. The public transport and active travel options that do exist could be better connected and promoted, especially for visitors.

A further consideration which ties in with the Fife Local Transport Strategy 2023-2033 is the commitment to not growing traffic and instead looking to reduce how much people travel, switch to active travel and public transport and transition to zero emissions vehicles.

Encouraging locals to spend days out locally exploring the outstanding natural and cultural heritage features of St Andrews will support climate action, as will developing and promoting new trails and ways to explore the town and its surrounding by active travel and public transport. Installing EV charge points for vehicles and bikes when upgrading infrastructure is another action.



There is a lot of climate action activity, but it is not necessarily as visitor facing as it could be. A simple visitor facing climate action audit is recommended for St Andrews, which will help everyone understand what is already happening in the town and how visitors can engage and support. Then a plan can be developed to spell out how businesses and organisations can reduce their own impact and specifically support visitors in making positive choices. This could set out simple recommendations for individual businesses and organisations to consider, building on the skills and resources available from St Andrews Environmental Network and Transition St Andrews.

Community Climate Action in Fife is led by the Climate Action Fife (CAF) partnership. CAF is a cross-sector partnership of 12 organisations that covers the width and breadth of Fife and partners include community groups, third sector, Fife Council and Fife College.

Greener Kirkcaldy is the lead partner. Based in the heart of Kirkcaldy – with a community building, training kitchen, bike shop and garden – Greener Kirkcaldy carry out activities across Kirkcaldy and work with partners to deliver projects across Fife. Climate Action Fife has already been looking at some visitor facing climate action initiatives including a project that will encourage locals to stay much closer to home. This is a welcome play on the concept of staycations which gained prominence following lockdown where many people discovered things to see and do on their own doorsteps.

VisitScotland, Welcome to Fife, Business Gateway and other partners provide advice and training on climate action initiatives and accreditation schemes for individual businesses and enterprises.

A key consideration that needs borne in mind is that although St Andrews has several large high-profile businesses, the tourism and hospitality industry is characterised by a high percentage of small businesses and enterprises, and the current cost of living crisis is hitting these smaller businesses hard. There has been increasing regulation with associated costs, plus additional costs for national insurance, energy and supplies. This means climate action can slip down their priorities so targeting any support schemes and grants will help as will highlighting where initiatives can help save money.

Community cohesion and resilience is key to all of this and opportunities for visitors to engage and support the community should feature in a local climate action plan. The appendix sets out key considerations and pointers for creating a community led visitor facing tourism climate action plan.

As well as a town level audit and action plan, a strong recommendation is for individual businesses and organisations that are visitor facing to develop simple climate action statements and to display these on their website and in their premises to help existing and potential customers see what action is being taken and what this means for the business, the community and them as a visitor.

A key observation from the workshop was the rating of wildlife and nature as amber. This wasn't because there isn't much of a resource and more that this is an aspect of St Andrews that it is not necessarily known for and is not, yet, packaged and promoted to visitors as a key part of the town-experience.

There are several green assets, not least the extensive beach area and Tentsmuir to the north of St Andrews and Craigtoun Country Park to the west.



Map of Craigtoun Country Park

Craigtoun is managed by the Friends of Craigtoun, a charitable trust (SCIO) based on a long-term lease from the council. The park and café are open all year and there are several seasonal attractions. The Park can be accessed by active travel, and the Fife Pilgrim Way connects the Park to the town centre following the Lade Braes which is an old mill lade.



There are a few projects underway in the town turning disused spaces into community gardens and green spaces.



St Andrews Botanic Garden is a key green space in the town extending to over 18 acres and with an events programme for locals and visitors. The gardens are characterised by

woodlands and meadows plus the plant collections, and it is promoted as being accessible by active travel and being only 10 minutes from the bus station. The Kinness Burn connects the Botanic Garden to the Harbour.



There are also several green spaces in the town centre, especially around the university and the Cathedral.

There are several bike trails and walking routes visitors can follow to access, explore and experience nature in the town. There are cycle trails connecting the town to Leuchars train station, Tentsmuir and Craigtoun, plus longer distance routes linking the town to the cities of Dunfermline, Dundee and Perth.

Together these provide varied opportunities for different abilities to explore St Andrews on foot or with wheels, and to enjoy the great outdoors, the town's heritage and culture, and stimulate mental and physical health and wellbeing.



THE FIFE PILGRIM WAY: Welcoming Pilgrim Walkers to St Andrews

There was a clear desire to develop the FPW experience in St Andrews. The town is both the finish point for the current day route but also, more significantly was one of the main pilgrimage destinations in Medieval Europe for over 400 years.

"Rich and poor flocked to be near the bones of St Andrew, one of Jesus' disciples. In fact, being in St Andrews was considered to be the next best thing to being in the Holy Land and walking in the footsteps of Jesus himself. Therefore, St Andrews joined ranks in terms of importance with the popular disciple destinations of Rome (St Peter) and Santiago de Compostela (St James the Great)."

Fife Coast & Countryside Trust website

A notable discussion explored the fact many visitors to St Andrews are not aware of the significance of the town's connections with St Andrew himself, and that the town was a major pilgrim centre in its day. Most visitors are unaware and simply overlook this.

Two key points were explored:

- how can the 'final destination' experience be enhanced for Fife Pilgrim Way walkers to encourage them to dwell longer in the town, meet more people and be able to experience more of the pilgrim heritage and its significance in St Andrews?
- for the many everyday visitors arriving in St Andrews with no awareness of the Fife Pilgrim Way and the town's significance, how can they be made more aware and interested in exploring and experiencing it first-hand?

Walkers in general have specific needs which communities can cater for to ensure they feel welcome.

These are simple things like well signposted public toilets, a water refill station, cafes that allow people to come in with muddy boots, and provide areas for drying wet clothing, and clear signage, and places they can eat a picnic, make a cuppa and charge their mobile phone.



With the Fife Pilgrim Way being a recognised long-distance trail there are additional needs as many FPW walkers will be doing the full route over several days.

The route may also be used by day walkers, but the needs of longer distance walkers need specific consideration.

A Walkers Welcome plan and a community pledge is recommended that forms the basis to how the community goes about welcoming walkers:

"We welcome walkers and pilgrims. We will provide clear information, essential facilities, and a warm local welcome while ensuring tourism benefits our community."



St Andrews has a newly installed welcome sign for the Fife Pilgrim Way at the Holy Trinity Church. Ensuring key services are easily found nearby is important and exploring what the church itself provides is key.

An important consideration is that in many countries churches are open to the public and visitors and locals can readily come inside. This isn't as common in Scotland (for a variety of reasons). So, taking time to consider when the church will be open and what information and other services can be provided is recommended, as well as clear signposting for when it is closed.

With St Andrews being the final destination on the route, there are additional needs relating to accommodation. The hope and expectation is that walkers will chose to stay and spend time exploring the town and learning more about the incredible pilgrimage heritage within the town and visiting the sites and attractions.

Walkers typically, but not exclusively, are not looking for luxury accommodation and are more interested in budget options which allow simple one-night stays, have communal space to meet other walkers, space to dry kit, and is located close to shops and cafes for supplies and an evening meal plus breakfast.

The number of B&Bs across Scotland has fallen, and many serviced and self-catering accommodation providers have moved to 2-night minimum stays due to increased costs and changeovers being one of the main cost headings.

Where existing providers are willing to provide one-night stays in general or specifically for walkers it is helpful to ensure this is clearly displayed online and when providing information for listings on other websites.

St Andrews has a lot of accommodation available for visitors as self-catering houses and apartments, Hotels and B&Bs. However, it currently does not have much in the way of budget one-night accommodation and does not have either a hostel or a bunkhouse. Online searches suggest there was one at Inchape House, but this is now apartments.

As well as appealing to walkers, budget accommodation is of interest to other outdoor enthusiasts like cyclists, and both for individuals and groups.

A key recommendation is to consider options for this type of accommodation and to do some scoping in terms of likely demand to then consider optional buildings or development options. If premises are identified, a feasibility study would allow the

size and operation of this to be fully scoped out to ensure any facility is viable and sustainable.

Key considerations for any bunkhouse or hostel is to minimise staffing costs (in terms of hours, not hourly rates) and to be imaginative in how the place operates. The model of dormitories with beds to rent has lost traction since Covid and lock down. Many hostels opted to convert to smaller rooms with ensuite facilities and to let the room rather than individual beds to meet social distancing requirements.

An example is Callander Hostel which is operated by the Callander Youth Project Trust. The rooms were all reconfigured in light of social distancing requirements, and rooms that previously had 6 or 8 beds where individuals could book a single bed, were converted to be self-contained ensuite rooms that can only be booked as a room.



One distinct advantage of this approach has been the ability to use key locks and allow self-entry at any time, which was not possible when individuals were sharing a dorm and arriving at different times. Staff had to be available into the evening which is now no longer needed. The Callander Hostel have opted to continue this room only booking and have found it has great appeal for families and groups as well as groups and individuals enjoying the great outdoors.



A more recent example of a bunkhouse where people do pay per person rather than per room is the New Town Hall Bunkhouse in Whithorn. This has been purpose built and rather than have large dorms, it has a choice of 2, 4 and 6 bed ensuite rooms and payment is per person. They have staff on site at the adjacent Town Hall to welcome visitors, and they provide a communal kitchen area. They also have a fully accessible room with facilities on the ground floor.

There are several other considerations for a community to ensure walkers and Pilgrim Walkers in particular feel welcome and can easily find key information on local facilities, accurate opening times and events they might enjoy, as well as places that can stamp the FPW Pilgrim Passport

Online information is important for planning and is also welcomed while walking.

However, a visitor information point is really valued by walkers when in a community to ensure they have up to date information and can also chat with locals and get tips on where to eat or events that are on. VisitScotland have closed all their VICs but Welcome to Fife now have Love Fife information points being installed and the Student Union in St Andrews is their flagship. This has 'i' decals in the windows and is centrally located in the town so should easily be found by walkers and other visitors.



Appendix 2 sets out a template for St Andrews to develop a community led place-based pilgrim walkers' welcome plan. It also highlights other considerations, not least explaining how local businesses can be walker friendly.



10. PLACE BRANDING

Place branding is the idea that a place, a town, a town, or a region can be branded – given an identity with a value proposition for a target market and have branding techniques and marketing strategies applied to drive campaigns, stimulate product development and build brand loyalty. Much in the same way a product, service or business can.

In essence, place branding is "a strategy for projecting images and managing perceptions – and expectations – about a place".

Place Branding seeks to strategically create a unique image and identity for a town, an island, a town, a region, or a country to attract visitors, investment, talent, and residents, essentially marketing a location like a product by highlighting its unique features, culture, and aspirations to build pride and economic growth. It goes beyond simple advertising, involving cohesive strategies in hardware (infrastructure), software (events), and storytelling to shape perceptions, boost local economies, and foster community identity. Authenticity is crucial and place branding should convey what has made the place what it is today

THE PLACE BRAND HIERARCHY

Place brands ideally nestle within each other from a country down to an individual business level and at each level have clear ownership of that place brand.

Within an individual community this may be the local business association or development trust and ideally has a singular web presence and social media channels to convey the place brand and develop content that reinforces it.

A common issue in communities is multiple websites and no clear ownership or differentiation as to which is the 'official' site for that community. The 'official' place brand is a key element of this. In addition, sites may have a mix of local and visitor facing content and it is important to be clear what is visitor facing to aid easy navigation and finding information easily.

Once a place brand has been established Individual businesses and organisations should then use this place brand in their own content and celebrate being part of the place through their own marketing and product development.



VISITOR TOUCH POINTS AND THE CUSTOMER JOURNEY

Traditionally visitors were significantly inspired by national and area tourist boards and made decisions using advice in travel books.

Today visitors are influenced by so many different 'touch points' – both print and often online.

Social media is a significant source of inspiration both through blogger and influencer content and TikTok videos from individuals and businesses.

TV and film have hugely influenced travel with Outlander being a classic example.

Recent research by VisitScotland identifies the key sources of inspiration for different visitors.

3.4 Sources of Inspiration when deciding on Scotland: breakdown — Deep Dive

Digital sources	All Visitors	UK	Europe	Long haul
Online travel feature providers	6%	4%	6%	12%
Online travel guides	7%	4%	8%	15%
Peer review websites	12%	11%	16%	14%
Information from travel bloggers and influencers	13%	9%	24%	23%
Online travel agent	6%	5%	6%	6%
Online information from tour operators	3%	2%	4%	11%
Travel or price comparison providers	2%	2%	3%	4%
Online information, imagery or itineraries from VisitScotland	18%	16%	20%	23%
Online information from transport providers	6%	5%	6%	10%
Online information from tourism businesses	7%	7%	7%	9%
Bargain deals on airfares, accommodation or tours	4%	4%	3%	4%

Interpretation note: Long haul refers to USA, Canada and Australasia

A significant point to note following the Press Pause Workshop is that early in 2026 VisitScotland have amended how their website operates. They no longer have their own VisitScotland business listings, and their new map is based on Google Maps. Their site now pulls profiles and content from Google. Google profiles and map entries are now key to being found on the VS website and in general.

ST ANDREWS – "TO SEE OURSELVES AS OTHERS SEE US"

A key consideration when exploring local place branding is to understand how the place is being portrayed at present by others – and consider if this is how the community wants to be seen by the outside world.

- Places across Scotland are promoted by many players – notably VisitScotland and DMOs (Destination Marketing Organisations) as well by the media, bloggers and influencers, the travel trade, film and TV, plus online review sites
- These players often have very good reach online and are targeted in how they share their content to interested audiences
- Community groups and individual businesses have limited reach
- There is therefore significant value in firstly seeing how others portray the community to their audiences - and how it fits with reality – and then seek to influence their content

This is a very good prompt for communities to develop and take ownership of their own place brand and to then develop new content that reinforces how the community sees itself and wants to be portrayed to the outside world.



VISITSCOTLAND

The listing at the time of the workshop on VisitScotland for St Andrews states:

St Andrews

St Andrews, Scotland's world-famous Home of Golf, is known for its historic university, medieval streets and gorgeous traditional buildings.

Standing proudly on the east coast and within half an hour from Dundee and less than two hours from Edinburgh and Glasgow, the town is filled with exciting things to see and do, from St Andrews Cathedral to nearby Scotland's Secret Bunker.

Top 9 things to do:

1. St Andrews Cathedral
2. Golf in St Andrews
3. St Andrews Castle
4. St Andrews Ghost Tours
5. Fife Pilgrim Way
6. Eat Walk St Andrews Food Tour
7. St Andrews West Beach Wheelchairs
8. St Andrews Aquarium
9. Wardlaw Museum

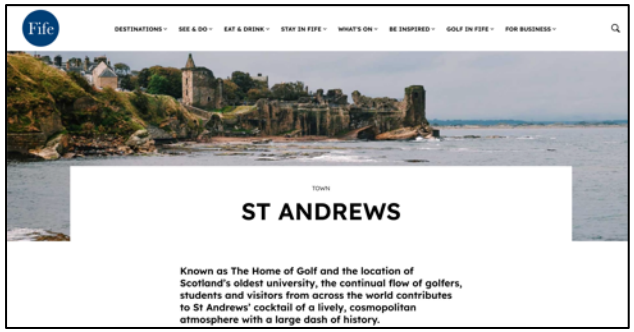
VisitScotland has recently switched their website to work with Google Profiles rather than their own businesses listings. However, this place-based content introducing St Andrews is still live on their website. And St Andrews is listed under 'Places to Go' and then is one of nine listed under 'Towns'.

WELCOME TO FIFE

The current listing on Welcome to Fife for St Andrews states:

St Andrews

Known as The Home of Golf and the location of Scotland's oldest university, the continual flow of golfers, students and visitors from across the world contributes to St Andrews' cocktail of a lively, cosmopolitan atmosphere with a large dash of history.



TRIPADVISOR

At the time of the workshop this was the list of 12 top attractions in St Andrews:

1. Kingsbarns Distillery
2. St Andrews West Beach
3. The Swilcan Bridge
4. Wild Scottish Sauna
5. St Andrews Cathedral
6. Craigtoun Country Park
7. St Andrews Castle
8. Cambo Gardens
9. St Andrews Aquarium
10. University of St Andrews
11. St Andrews Botanic Garden
12. Darnley's Gin

FIFE PILGRIM WAY

The current listing on the Fife Coast and Countryside Trust website for the Fife Pilgrim Way for St Andrews states:

St Andrews

St Andrews was still known by its earlier name, Kinrymont, when it was visited by its earliest recorded pilgrim. An Irish prince called Aed or Aodh died in the town during his pilgrimage there in 967. Its popularity as a pilgrimage destination started to grow in the 11th century, and by the 14th century it was considered a national shrine.

St Andrews' popularity led to the building in the town of one of the largest cathedrals in Europe. It was 12 metres longer than the one in Santiago de Compostela (take that St James!) This magnificent building, which took over 150 years to build, housed the saint's sacred shrine and created an awe-inspiring, once in a lifetime experience for its pilgrims.

The town centre was also redesigned in the 1100s, with two broad streets providing the ultimate processional route. With its walls, gates and massive place of worship, St Andrews became Scotland's answer to Jerusalem. Feast days were celebrated with spectacular processions, feasting and bonfires. By the middle of the 1400s, nearly all the city's 3,000 inhabitants were involved in some way in supporting the booming business of pilgrimage.

In that place (St Andrews) by the touch of the relics, many astounding miracles were worked and are worked to this day ... the blind from their mother's womb received their sight, the dumb were made to speak,, the lame to walk, and all who piously bespoke the favour of the apostle, were immediately, by God's mercy healed from the sickness that possessed them.' (Excerpt from Chronica Gentis Scotorum, c 1260)

In search of saints: The Pilgrim Kingdom

St Andrews was one of the main pilgrimage destinations in Medieval Europe for 400 years. Rich and poor flocked to be near the bones of St Andrew, one of Jesus' disciples. In fact, being in St Andrews was considered to be the next best thing to being in the Holy Land and walking in the footsteps of Jesus himself. Therefore, St Andrews joined ranks in terms of importance with the popular disciple destinations of Rome (St Peter) and Santiago de Compostela (St James the Great).

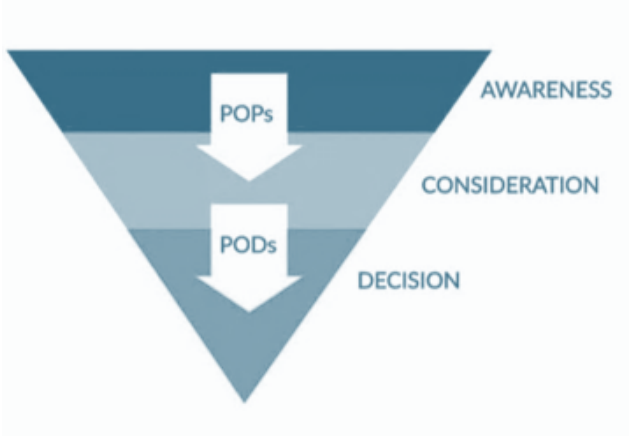


DEVELOPING THE ST ANDREWS PLACE BRAND - USPs, POPs and PODs

Using marketing jargon, a valuable exercise in place branding is to first consider the community's unique selling points – USPs. These are the claims that the community can make which others can't.

The next consideration is Points of Parity – POPs – which are shared features the community may have with other communities and which confirm it is acceptable in calling itself a visitor destination and will meet the baseline needs of visitors.

PODs – Points of Differentiation then consider what attributes the community has which set it apart from others creating a unique advantage or benefit and in the case of a community, a compelling reason to visit. These relate to attractions and activities and help visitors decide where to



ST ANDREWS POPs

The Destination Competence Appraisal demonstrated that St Andrews has several attributes that confirm it is a more than viable as visitor destination with outstanding heritage features and attractions, parks, walks and trails, events, pubs and restaurants, and of course the golf appeal.

ST ANDREWS'S USPs & PODs

Several points of differentiation and claims to fame were shared at the workshop and it is evident this list could readily be supplemented through further research and engagement:

- St Andrews is the end destination on the FPW and other pilgrim routes
- The town is named after St Andrew the Apostle
- St Andrew is Scotland's patron saint
- St Andrews – international 'Home of Golf'
- The Royal and Ancient Golf Club of St Andrews used to exercise legislative authority over the game worldwide (until 2004)
- St Andrews is Scotland's oldest university and third oldest in the English-speaking world
- The Old Course in St Andrews has been the most frequent venue for The Open Championship
- St Andrews was the ecclesiastical capital of Scotland
- St Andrews Cathedral is the largest in Scotland, and was once the largest in Europe
- St Rules tower was a beacon for pilgrims approaching St Andrews
- The bottle dungeon at the Castle is one of medieval Britain's most infamous castle prisons
- West Sands Beach is where Chariots of Fire was filmed

Examples of famous people associated with St Andrews:

- Prince William & Kate Middleton: Attended the University of St Andrews.
- John Knox: the 16th century religious reformer was educated at St Andrews University and preached at Holy Trinity Church on a number of occasions.
- KT Tunstall: Singer-songwriter, brought up in St Andrews.
- Susan Fleetwood: Actress (*Clash of the Titans*), born in St Andrews.
- James Wilson: US Founding Father and Supreme Court justice, attended the university.
- Jean-Paul Marat: French revolutionary leader, studied at the university.
- Tom Brewster: Olympic curler, born in St Andrews.
- Iain Bayne: Drummer for Runrig, born in St Andrews.
- Benjamin Franklin: Political philosopher and one of the US founding fathers studied at St Andrews
- John Sawers: Former head of MI6 studied at St Andrews
- Hikmat Abu Zayd: First female cabinet minister in Egypt studied at St Andrews.
- Rudyard Kipling: Author, served as Rector of the University



PLACE BRANDING - INITIAL OBSERVATIONS

This list of USPs and PODs, is presented simply a starter for 10 and demonstrates very clearly that St Andrews has several points of interest which readily explain why it has been a very popular destination for the domestic and overseas markets for many years. Its credentials as the home of golf are world renowned and the ancient university has attracted students for centuries, and notably from overseas.

Possibly of more note, St Andrews does have several themes that have not in recent times been overly developed or promoted and are therefore worth considering for new potentially community led product development and experiences.

St Andrews is an incredibly well-known place name in Scotland and overseas but from this appraisal undertaken in the context of the Fife Pilgrim Way, there is concern that the home of golf and the ancient university appeal and promotion overshadow the town's significance as a pilgrim destination both historically and today, plus the towns connections with Scotland's patron saint and the origins of the saltire cross.

The creation of the Fife Pilgrim Way in 2019 and recent discussions about elevating its status to Scottish Pilgrim Route Forum 'gold' accreditation, suggest that the significance of St Andrews as the end destination will increase in profile and developing the pilgrim related place brand will be hugely beneficial.

This also ties in with the guidance provided in the Appendix on developing a St Andrews Pilgrim Walkers Welcome plan.

PLACE BRANDING – IDEAS

St Andrews – Scotland's Camino/Premier Pilgrimage Destination

St Andrews has played a significant role in pilgrimage within Scotland and Europe, being described as one of the main pilgrimage destinations in medieval Europe for four centuries. This has diminished since then but not disappeared and with the advent of the Fife Pilgrim Way in 2019 this is being rekindled. The Three Saints Way from Killin is also gaining momentum and leads to St Andrews

St Andrews in its heyday was as important as Rome and Santiago de Compostela.



The Camino de Santiago (the way of St James) is a network of pilgrim walks leading to Santiago de Compostela in Spain. The route starting near Biarritz in particular is very well known and a great example of the draw a pilgrim route provides in current times. Of note it is understood many people walk the Camino for personal rather than deeply religious reasons, and a lovely statistic that is quoted is that one third start it for spiritual reasons and two thirds finish it recognising it has been a deeply spiritual experience. Similar health and wellbeing as well as spiritual benefits will come from walking the Fife Pilgrim Way and reinforcing St Andrews as the end destination where walkers can dwell and continue to experience these benefits has significant appeal.

For pilgrims, and FPW and other walkers arriving in the town there are already several points of interest to explore, not least the cathedral ruins and castle, plus Holy Trinity Church. Developing a range of simple spiritual and wellbeing experiences targeted at walkers and others will elevate the whole FPW experience and raise the towns appeal to a different market. Many of these experiences could already exist and the key is to package a selection that are targeted at pilgrims and walkers that they can easily find and book.

Developing existing talk and lecture programmes around pilgrimage themes would provide interest for walkers completing the route and could be linked to a programme of simple pilgrim suppers that happen on a set evening each week over the season and could begin with a guided walk or a group activity. The key is packaging some simple elements together to reinforce the sense that St Andrews not only welcomes but warmly caters for pilgrim walkers reaching their final destination.

Offering a programme of 'walks in company' with trained local walk leaders could attract interest from pilgrims having completed the route but could also be targeted at more casual visitors to the town who have little prior awareness of the Fife Pilgrim Way or St Andrews' medieval pilgrimage significance. These could connect the town and the country park using the FPW route and bring to life the medieval pilgrim experience of approaching the town.

Celebrating St Andrews Day in St Andrews



St Andrew is Scotland's patron saint and St Andrews Day on 30 November is a day of celebration and a national holiday in Scotland.

St Andrew's Day is celebrated all over Scotland and in the town, and since 2017 the local celebrations have been organised by BID St Andrews in partnership with VisitScotland and Fife Council Strategic Events.

The event is badged as 'celebrating the spirit of St Andrew in the town of Scotland's patron saint'.

In 2025 the event focused on the Big Hoolie with a community market selling local products, live music and an outdoor ceilidh plus a torch procession to the West Sands Beach and fireworks display.



This provides a great foundation for additional activity, extending the current celebratory event programme to become a larger festival and engaging other groups and organisations around the town in staging their own events under an umbrella St Andrews Day Festival programme.

Moray Outdoor and Walking Festival is a great example of an 'umbrella' festival which is coordinated centrally but delivered by several groups and organisations each staging their own activities and benefitting from overarching branding, promotion and marketing, plus a booking platform. They each stage their own activities and take proceeds from their ticket sales which can be important fund raisers as well as ensuring costs are covered.



Having a programme of activity centred on the Holy Trinity Church (for example) on St Andrew's Day itself could build on activity that currently takes place and include guided walks, tours of the church, talks, services, shared eating experiences, a craft fayre and music.

St Andrews the town has a unique claim on these celebrations and the recommendation is to ensure this is central to the messaging about the annual celebrations to both raise awareness and anchor the connection between St Andrews and Scotland patron saint. It is obvious when considered - but realistically how many people make the connection between the place and the patron saint, and then having made the connection can be tempted to explore and find out more about this fascinating and quite lengthy chapter in St Andrews history?

A further recommendation following the Press Pause workshop is that consideration be giving to developing a strand of festival activity relating to the Fife Pilgrim Way and its final destination in St Andrews.

A week long walking and heritage festival along the Fife Pilgrim Way either leading up to or from St Andrews Day itself would be a great aspiration, and could simply start with a day or even a weekend of events in and around St Andrews, and steadily grow from there both in terms of days and also along the FPW engaging each of the communities along its length. This would be a strong shoulder season offer and complement the many other walking festivals which tend to occur between April and October. It could have a strong seasonal quality, including torchlight walks.



11. MEASURING LOCAL IMPACT

"*What we measure affects what we do. If we measure the wrong thing, we will do the wrong thing. If we don't measure something, it becomes neglected, as if the problem didn't exist*". Carnegie UK

Tourism is typically measured by footfall, bed nights and spend at a regional and national level. Recalibrating how tourism is measured locally will demonstrate how tourism is delivering local benefits and helping the community be a better place to live, work and visit.

The focus is on seeking to ensure tourism being a net contributor and not a net extractor.

With there being both a community action plan and local place plan for St Andrews, a key recommendation is to consider the priority themes and then establish some measures that can demonstrate benefits in relation to these themes from visitor activity.

In St Andrews there are 6 themes:

- Theme 1 – a connected and accessible place (including traffic, town centre and parking; active travel; public transport)
- Theme 2 – a place with housing for all
- Theme 3 – an integrated place

- Theme 4 – a climate friendly place with a just transition to Net Zero (including net zero and the built and natural environment)
- Theme 5 – a place with fit for purpose community facilities
- Theme 6 – an entrepreneurial place

Examples of what could be measured under Theme 4, is how many tourism businesses have green credentials and accreditations? And under Theme 6, how many entrepreneurial ventures in the town are tourism and/or hospitality related? This helps demonstrate how tourism is helping the community achieve what has been identified as important to them – what difference is tourism making?

Other valuable things to measure relate to the number of volunteer hours provided, number of local artists and makers supported, number of cultural assets retained, number of new products developed, number of cultural events provided, etc. By agreeing the measures, everyone can focus on what they can do to help deliver positive impacts.

An infographic template can be developed for the business interests in the area to record and demonstrate the community benefits they provide. This will hopefully encourage them each to do even more.



12. RECOMMENDATIONS

There are several opportunities for the community to embrace community led tourism in St Andrews, notably relating to events and festivals, and visitor experiences.

However, from the workshop discussions, the St Andrews community and the community organisations are not currently in direct control of suitable land or building assets to invest in community led tourism enterprises so partnerships with the council, the university and other players should be explored.

- **Budget one-night Accommodation is** a key consideration in St Andrews and may not be an easy option for the community itself with there being limited community owned assets but flagging the issue and likely demand and synergies with some of their own needs may open up a suitable partnership with the university for example.
- A **St Andrews What's On Events Calendar** – the workshops revealed there are many different events happening in the town, but this is not necessarily centrally coordinated and there isn't an umbrella what's on guide for St Andrews. Creating a single calendar to be displayed on an agreed digital platform and with others linking to this would ensure visitors as well as locals are readily able to find out what's on and able to use it as a clash diary when considering new ideas and possibilities for events. This may already be a consideration and should be strongly supported if so.
- A further opportunity would be for interested locals to come together and do **walk leader training** to then have a series of regular walks available for visitors and locals to join with take walkers to key pilgrim and other sites around the town with a local voice sharing insights. These can be built into health and well-being walks, and key is to have an online donation or payment system that visitors can readily find to know the times, book and make an online payment, and also have a cancellation policy set up. It will be important these don't directly compete with local tour guides.

Two key recommendations are to focus energy on a) the place brand for St Andrews, and b) to package a range of new products to bring the place brand to life

a) **PLACE BRANDING** – Evidence demonstrates the 'Home of Golf' and Scotland's Oldest University are the focus of current place narratives for St Andrews. The pilgrimage significance of St Andrews is not currently a focus, and it is highly recommended this is given a clear focus and targeted at this particular market, but also with appeal to a more general audience.

This is a valuable point of differentiation that is being brought back to life with the Fife Pilgrim Way now established.

b) **PRODUCT DEVELOPMENT** – There are built heritage features linked to St Andrews pilgrimage past that can readily be visited. The key opportunity relates to developing a range of simple experiences that will appeal to pilgrims, such as well-being activities, walks in company, communal eating experiences and talks and lectures.

This can readily build on activity already happening at the Holy Trinity Church for example and simply make it more apparent that walkers and visitors are more than welcome to take part, how to book and either pay or donate.



CLIMATE ACTION & NATURE: A further recommendation is to undertake a review of the existing community groups in St Andrews who have facilities and services available, and explore the potential for these to more fully engage in community led tourism provision, either through a development of the service or marketing and promotion of what is offered. A review is also recommended of all the climate action and greening activity to see where visitor interaction could be promoted and encouraged.

St Andrews's Role on the Fife Pilgrim Way

The Fife Pilgrim Way follows the traditional route of pilgrims travelling to St Andrews from the Forth and was launched in 2019. The FCCT and community partners on the route are keen to elevate this route to be a gold standard as defined by the Scottish Pilgrim Routes Forum accreditation scheme and are also seeking to relaunch it in 2026.



St Andrews is the final destination on the FPW, but the importance of St Andrews and this pilgrimage route could be much better acknowledged in the local area.

In addition, with the Three Saints Way from Killin, and ultimately the St Columba Way from Iona also leading to the town, comparisons can be made with the Camino and Santiago de Compostela to help everyone appreciate its significance – and potential.

In the case of Dunfermline further south on the FPW, it has been twinned with Trondheim for 80 years. Trondheim is where nine St Olav pilgrimage routes converge and lead to Nidaros Cathedral built on the burial site of Norway's patron saint King Olav II. The city has fully embraced the pilgrimage significance of the St Olav and the cathedral as the destination. It is often referred to as Europe's pilgrimage centre. Work is already underway to develop the pilgrimage relationship between Dunfermline and Trondheim and with direct reference to pilgrimage and the pilgrim routes. This developing relationship will be significant for St Andrews too.

A St Andrews Festival of Walking and Pilgrimage

The title isn't necessarily right, but the principle has been set out as part of the suggested place branding.

An annual festival with a programme of events that celebrates St Andrews exceptional pilgrimage heritage with programmes of walks, talks and experiences could play an important role in raising awareness of just how significant a part of the town's heritage this is.

It can also be a platform for many businesses and community organisations to engage and develop their offer for pilgrims throughout the year.

St Andrew's Day could be an anchor 'day' and develop the festival before or after and let it grow in length over time from a single day to a week.

Many towns and cities in Scotland and beyond put energy into a collaborative week of celebration around a theme.

- Wigtown has its annual book festival which started as a daylong event following it being declared as Scotland's Book Town and it is now 10 days long after 25 years and attracts several thousand people to this remote village in Dumfries and Galloway.
- Following Press Pause, Lochcarron has now celebrated Tartan Week Lochcarron in September/October 2024 and 2025. They are taking the concept from New York's week-long festival and celebrating their exceptional tartan heritage linked to the highland clearances and a global brand using their name. This week-long celebration was a community event in 2024 and had a 'big tartan draw' in the village for the children, art exhibitions and workshops, themed menus, a grand ceilidh, heritage quiz and tartan fashion show. In year two there has been more of a focus on welcoming visitors.
- Callander, following Press Pause, have instigated their first Advent Callander with different businesses doing something special each day of the advent for customers – locals and visitors – crossing their threshold.

In all cases community cohesion has been a key outcome.

BUILDING MOMENTUM IN ST ANDREWS

Based on the workshop discussions and findings, there are several opportunities St Andrews could consider which would help embed the significance of the town as a pilgrimage destination and with meaningful benefits for walkers and locals.

The following are suggestions that would help build momentum and be a catalyst for wider engagement and local collaboration:

- Engage with the St Andrews LTA, St Andrews BID to review the current digital presence and agree how to refine and seek to have singular visitor facing presence
- Develop St Andrews narrative relating to its pilgrimage significance
- Scope out ideas for new pilgrimage and other locally inspired products and experiences with partners
- Consider a simple and distinctive logo for Pilgrimage and St Andrews which conveys its status with confidence and intrigue
- Develop a self-guided themed trail linking key pilgrim sites in the town with detailed information on each location accessible online
- Review the current St Andrews Z-map with the LTA and identity any gaps in information and suggested updates
- Consider locations for visitor information panels which have a simplified version of the St Andrews Z-map and highlighting the new Love Fife hub. Provide copies to accommodation providers and at the attractions
- Invite locals to create and share new photography, video and other content to reflect the place branding and visitor proposition and develop a St Andrews Content Toolkit for all local partners to use

This report collates the feedback from the various Press Pause conversations that took place during the workshop and then sets out various ideas and recommendations on possible ways to tackle the issues or grasp the opportunities.

The report provides a lot of food for thought based on what other communities in Scotland are doing in similar and not so similar circumstances and will trigger yet more ideas from local interests.

Every community is different and each has its own priorities, so a key next step is to bring representatives back together to consider the findings and recommendations and debate what action to take. This would allow an activity plan to be developed with some early actions and quick wins that don't necessarily need much resource and establish how to socialise what comes next to get further buy-in and resource.

Community cohesion is at the heart of community led tourism and Press Pause®. Developing a shared sense of pride in the town and strong positive connections will bolster the community and taking time to explore which ideas can best achieve this is an important next step.

An overview report will be generated collating the findings across the Fife Pilgrim Way Press Pause communities and setting out an activity plan that will help to build a cohesive, sustainable, and immersive visitor experience through a community led approach to tourism and the visitor economy.

SUGGESTED FIRST STEPS

- Share this report with the LTA and the BID to glean further insights and input.
- Jointly review the amended report with the SCOTO facilitator, to prioritise what the community would like to progress and develop as an activity plan
- Set up a What's App group for all those interested in this initiative – starting with the workshop attendees
- Arrange an open day event in the town to share the Press Pause findings and proposed activity plan to gather interest (potentially link this with a volunteer fayre)
- Establish (or repurpose an existing) Be Local St Andrews Facebook page and encourage business engagement on the page with posts on features and offers, plus quick responses to any visitor queries
- Arrange a learning exchange to Whithorn in Dumfries and Gallowy to share ideas on pilgrimage, interpreting medieval heritage and their new bunkhouse
- Agree a quick win project for the next tourist season to galvanise everyone (eg a programme of walks in company)





13. REFLECTIONS

The St Andrews Press Pause® workshop was interesting not least because a good number of the participants had a keen interest in the Fife Pilgrim Way.

St Andrews is a very popular and well-known destination in Scotland not least for its golf and university connections and as a day trip for its independent shops and its medieval built heritage.

However, there is a sense that tourism happens to St Andrews and parking, as an example, is a major issue with infrastructure investment sadly lacking. Moreover, there are serious concerns that a lot of the visitor spend doesn't necessarily stay in St Andrews, and things are getting worse.

Of note, St Andrews' origins and the significance of its place name are not generally well understood or conveyed.

This is significant because, the Fife Pilgrim Way was established in 2019, and this aspect of the town's heritage has renewed interest and therefore significant scope to attract a new and different market which will spend locally and appreciate local connection.

In essence a core reflection and therefore primary recommendation is that St Andrews needs to elevate this story and share the significance of its connection to St Andrew himself, and the reasons why so many medieval pilgrims sought out this place. Developing product and experiences that bring this to life in a non-religious and more spiritual manner will be key to helping visitors and locals better appreciate just how significant this town on the Fife coast has been and continues to be at a European level.



The Press Pause® initiative seeks to help individual geographic communities take time out to consider tourism and how it could be much more of a force for good within their community. This involves business and community interests having constructive conversations – and being willing to take ideas forward.

Post pandemic there has been a focus on recovery and 2019 was treated as a benchmark. However, we are in a new era in tourism – post Covid, post Brexit, in the midst of a technological revolution and a climate and biodiversity emergency.

SCOTO believes this requires a new approach which has responsible tourism at its core. It also presents many exciting opportunities at a local level for individual communities to focus on what more visitors are seeking – to meet local people, have meaningful authentic experiences, discover new places, learn new skills and spend locally.

This report seeks to set out what was discussed together, highlight what could be done differently to help the community embrace tourism as a force for good. It provides a range of ideas for consideration and sets out inspiration from elsewhere. The community is the driver and can establish which ideas to pursue or explore further.

Whatever action is taken the primary aim is community cohesion and for tourism to deliver meaningful benefits that address local issues at an individual community level. The presence of visitors should be making a positive difference and helping make the community an even better place to live, work and visit.

PRESS PAUSE®

ST ANDREWS, FIFE – APPENDICES















APPENDIX 1:
Key Considerations for a Community-Led Tourism Climate Action Plan

Guiding Principles:

- *Tourism should strengthen the community's climate resilience while reducing its environmental footprint and improving local quality of life.*
- *Visitors should readily understand that climate action matters to the community and feel able to help and contribute.*
- *Businesses and organisations should proudly profile what climate action they are taking and what this means for their business, their community and their customers*

Recommended Format and Content:

1. Vision & Community Values

Define what climate-responsible tourism is and what it means for this community

- A shared vision for low-carbon, resilient tourism
- Explain the community priorities (eg. livelihoods, culture, ecosystems, equity)
- State the community's commitment to local leadership in climate action and inclusion (residents, community groups, small and micro businesses, young people)

2. Climate Risks & Tourism Impacts

Set out a clear understanding of what climate change threatens in relation to tourism and the visitor experience within this community

- Highlight the key climate hazards that have been experienced (floods, storms)
- Highlight vulnerable tourism assets (infrastructure, heritage assets, paths and trails, natural resources and habitats)
- Highlight outdoor events and activities that could be impacted by extreme weather
- Consider social vulnerability as a consequence (eg jobs at risk, informal and seasonal workers income, volunteering impacts)

3. Tourism Emissions Snapshot

Identify the major carbon sources relating to tourism in this community

- Visitor transport (how they arrive and local travel once in destination)
- Accommodation options and their energy use and waste management
- Food systems and supply chains at cafes and restaurants; use of local seasonal produce
- Waste management and accessibility for visitors
- Highlight the main sources and desire to tackle these

4. Climate Action Audit

Undertake a simple audit of what already exists and/or is available

- Collate which businesses and organisations already have green accreditations (eg Green Tourism gold, silver or bronze accreditation)
- Review who has participated in local climate action training programmes and advisory workshops
- Review current visitor facing information and guidance available online to promote for example public transport and active travel to visit the destination
- Develop simple case studies of good practice

5. Climate Mitigation Actions

Outline the actions that will help reduce tourism-related emissions and promote these to visitors

- Low-carbon mobility (public transport, EVs, active travel)
- Highlight energy efficiency and renewables in tourism attractions and facilities
- Showcase local, seasonal food and waste reduction
- Showcase local circular economy initiatives including plastic reduction

6. Adaptation & Resilience Actions

Explain what is being done locally to protect people, livelihoods, and ecosystems

- Climate-resilient infrastructure investments and land use decisions
- Nature-based solutions (forests and woodland planting projects, care and enhancement of meadows, rivers, wetlands and other habitats)
- Event planning and contingency measures for extreme weather incidents
- Disaster preparedness and early warning systems that have been developed by the community

7. Community Benefits & Equity

Provide details on what is being progressed locally to ensure tourism supports local well-being

- Local ownership of assets

- Green jobs
- Skills training and capacity building
- Cultural and built heritage protection
- Campaigns and incentives to extend the season and disperse visitors across the community

8. Education & Behaviour Change

Align visitors and locals

- Visitor awareness of climate impacts and what they can do reduce their personal impact in this community
- Voluntourism opportunities for visitors to support local endeavours – tree planting, litter picks
- Low-impact travel guidance for visitors provided at accommodation and at time of booking
- Training for tourism and hospitality workers and operators
- Annual award for climate action heroes – local individuals and enterprises plus visitors who have engaged in activity
- Transparent communication (avoid greenwashing)

9. Governance & Partnerships

Explain how the community is ensuring shared responsibility and accountability

- Clear roles for community, public agencies and private sector
- Participatory decision-making
- Integration of local knowledge
- Partnerships with charitable groups, universities and colleges, and climate experts

10. Financing & Incentives

Set out what support is available to support climate action in this community

- Grants
- Potential tourism levy (if approved and introduced by the Council)
- Incentives for small and local businesses
- Community benefit or reinvestment funds

11. Targets, Monitoring & Review

Track progress using available indicators or proxies and demonstrate adaptions being made in response

- Emissions reduction and resilience targets
- Simple indicators (energy use at premises, waste management and litter pick stats, jobs, biodiversity measures)
- Annual public reporting
- Regular plan updates

APPENDIX 2:
Key Considerations for a Place-based Community-Led Pilgrim / Walker Friendly Plan

City/Town/Village:
Date:
Lead Organisation / Steering Group:

SUGGESTED FIFE PILGRIM WAY COMMUNITY PLEDGE:
"We welcome walkers and pilgrims. We will provide clear information, essential facilities, and a warm local welcome while ensuring tourism benefits our community."

SECTION A – UNDERSTANDING YOUR WALKER MARKET
2. Walker Profile Assessment
What is lived experience telling us?
Percentage split and key characteristics.

Category	Current Situation	Desired Future
Day walkers		
Long-distance pilgrims		
Group walkers		
International visitors		
Families		

Key Questions:
- Where are walkers coming from?
- When do they visit (seasonality)?
- How long do they stay?
- What do they struggle with?

SECTION B – ESSENTIAL WALKER FRIENDLY INFRASTRUCTURE
3. Core Facilities Checklist

A. Toilets
☐ Public toilets available
☐ Opening hours displayed
☐ Donation/contactless option
☐ Accessible toilet

Action Plan:
- Improvements required:
- Responsible party:
- Timeline:

B. Water & Refreshment
☐ Drinking water refill point
☐ Café / takeaway option
☐ Early breakfast option
☐ Packed lunch provision

Improvements Required:

C. Accommodation (Critical for Pilgrim Routes)

Type	Available?	Gaps
B&B / Guesthouse		
Self-catering		
Budget bunkhouse / hostel		
Campsite		
Group accommodation		

Key Consideration:
Pilgrims often seek:
- 1-night stays
- Budget pricing
- Drying space
- Communal areas

Feasibility actions required:

D. Wayfinding & Signage
☐ Clear route signage through town/village
☐ Directional signs to facilities
☐ Brown tourist signage (if applicable)
☐ Route maps displayed centrally

Gaps:

SECTION C – WALKER EXPERIENCE
4. Arrival & First Impressions
- Is the welcome/entry point at both ends of the town/village obvious?
- Is there a "Welcome FPW Walkers" sign?
- Is there seating near key points?
- Are businesses visibly walker-friendly?

Enhancement Ideas:

5. Walker-Friendly Business Standards Suggested Local Charter
Businesses agree to:
☐ Allow water bottle refills
☐ Provide drying space (where possible)
☐ Accept card payments
☐ Offer early breakfast or takeaway options
☐ Display route map

Consider creating:
"Certified FPW Walker Friendly Business" window stickers

6. Digital Presence
☐ Dedicated "Walkers" page on website
☐ Downloadable town map
☐ Accommodation list
☐ Live opening hours information
☐ Transport links
☐ Emergency contact info

Recommended:
- Single official visitor-facing page
- WhatsApp / Facebook group for updates

SECTION D – EXTENDING STAY & SPEND

7. Encouraging Overnight Stays

Opportunities:

- Heritage evening walks
- Pilgrim meals
- Cultural storytelling evenings
- Group packages

What could encourage a walker to stay 2 nights instead of 1?

8. Added-Value Experiences

☐ Pilgrim passport stamping points
☐ Guided heritage walks
☐ Heritage themed talks/lectures
☐ Local food tasting
☐ Craft workshops
☐ Nature walks

Consider partnerships with:

- Churches
- Heritage groups
- Local producers
- Walking clubs
- Artists and crafters

SECTION E – TRANSPORT & CONNECTIVITY

9. Getting To & From the Route

☐ Bus links
☐ Rail links
☐ Taxi availability
☐ Luggage transfer services
☐ Bike hire

Is your town a:

- Through-stop?
- Staging point?
- Midpoint hub?
- Base for circular walks?

SECTION F – SAFETY, INCLUSION & ACCESSIBILITY

10. Accessibility

☐ Accessibility statement available
☐ Step-free access where possible
☐ Clear terrain grading on walks
☐ Seating at regular intervals

Recommendations:

11. Managing Expectations

Clearly communicate:

- Limited services?
- Seasonal closures?
- Rural connectivity issues?
- Cash vs card availability.

Transparency prevents negative reviews.
Recommendations:

SECTION G – CLIMATE & RESPONSIBLE WALKING

12. Climate Action

☐ Promote public transport
☐ Water refill promotion
☐ Waste reduction messaging
☐ Local sourcing in cafés
☐ Repair / reuse culture

Optional:
“Walk Lightly Here” campaign messaging

SECTION H – COMMUNITY BENEFIT

13. Measuring Local Impact

Agree 5–10 simple metrics:

- Number of walker overnight stays
- Volunteer hours delivered
- Revenue generated for community assets
- Number of local businesses engaged
- Events delivered

SECTION I – ACTION PLAN

14. Priority Actions (12–24 Month Plan)

Priority	Action	Lead	Funding Required	Timescale
1				
2				

SECTION J – GOVERNANCE & DELIVERY

15. Who Owns This Plan?

- Community group?
- Church?
- Business association?
- Informal tourism network?

Establish:

- Named coordinator
- Quarterly review meeting
- Annual public update

SCOTO PRESS PAUSE® WALKER FRIENDLY ANNUAL SELF-ASSESSMENT SCORECARD

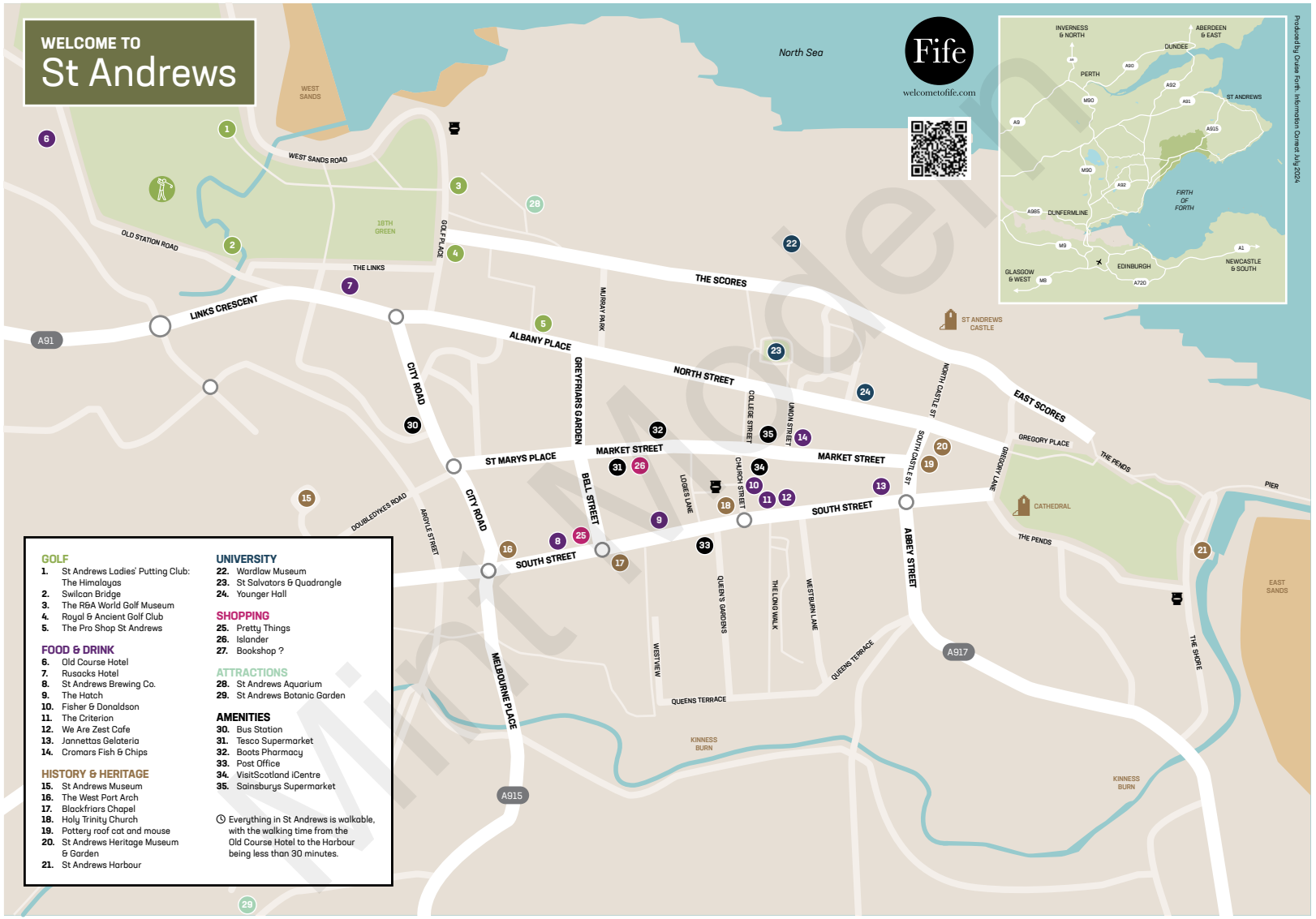
Rate each 1–5 as ‘Fife Pilgrim Way Walker Friendly’ where 1 is poor and 5 is excellent

- Public Toilets
- Accommodation
- Signage
- Digital info
- Food & Water
- Communal Spaces
- Business engagement
- Events
- Transport
- Climate action

Total Score:
Target Score (Year 2):

APPENDIX 3: CURRENT Z-MAP OF ST ANDREWS





DISCOVER ST ANDREWS: EVERY CORNER REVEALS A STORY

www.welcometofife.com/XXXXXXX

AS A VISITOR TO ST ANDREWS, YOU LIKELY KNOW THE SIGNIFICANCE OF GOLF AND THE UNIVERSITY. WHATEVER YOUR INTERESTS, THIS GUIDE WILL HELP YOU MAKE THE MOST OF YOUR TIME HERE. THE MAP PROVIDES A SIMPLE LAYOUT OF THE TOWN, MAKING IT EASY TO FIND YOUR FAVOURITE PLACES TO VISIT, SHOP, EXPLORE, AND TASTE. WHETHER WANDERING HISTORIC STREETS OR BROWSING LOCAL SHOPS, ST ANDREWS OFFERS A CAPTIVATING BLEND OF PAST AND PRESENT, WHERE EVERY CORNER REVEALS A STORY WAITING TO BE DISCOVERED. ENJOY YOUR VISIT!


CATHEDRAL

EXPLORE THE REMAINS OF SCOTLAND'S LARGEST AND MOST MAGNIFICENT MEDIEVAL CATHEDRAL.

USEFUL INFO

STAYING LONGER?

Trains to Edinburgh and Dundee depart from Leuchars Station check **trainline.com**

Bus service takes about 10 minutes from St Andrews to Leuchars, check **stagecoach.com**

For Taxis Call:
- St Andrews Taxis: 01334 600600
- St Andrews Shuttle: 07902488770

NEED ESSENTIALS?

Tesco and Sainsburys supermarket are located on Market Street for all your essentials

Post Office: South Street
Boots Pharmacy: Market Street

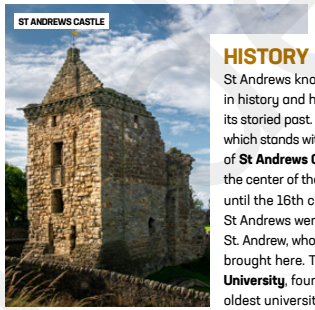

SWILCAN BRIDGE


HARBOUR


THE HIMALAYAS

THE HOME OF GOLF

Known as the Home of Golf, St Andrews offers the ultimate experience for enthusiasts. Watch professionals and amateurs on the **18th Green** of the **Old Course's** legendary links. The St Andrews Links Trust manages seven golf courses in the area, including six nearby and the **Castle Course** to the south. Walk pathways through the courses or for a fun activity, enjoy putting on **The Himalayas** near the **1st Green**. Explore 400 years of golf history at the award-winning **R&A World Golf Museum**. Don't miss the **Golf Shop of St Andrews** for the perfect souvenir.


ST ANDREWS CASTLE

HISTORY & HERITAGE

St Andrews known as the **"Auld Grey Toun"**, is steeped in history and heritage, offering visitors a glimpse into its storied past. The town is home to **St Andrews Castle,** which stands with a view over the **harbour**, and the ruins of **St Andrews Cathedral**, built in 1158, which became the center of the **Medieval Catholic Church** in Scotland until the 16th century Reformation. Early visitors to St Andrews were likely **pilgrims**, drawn to honour St. Andrew, whose remains were believed to have been brought here. The town also boasts **St Andrews University**, founded in 1413, making it the second oldest university in the English-speaking world.


WARDLAW MUSEUM

UNIVERSITY OF ST ANDREWS

University of St Andrews, world-renowned and integral to the town's character, invites exploration of its historic **courtyards** and **quadrangles** along **North Street**. While modern buildings are located on the outskirts, the original campus buildings hold a unique charm. This prestigious university is where **William and Kate** first met and later graduated in the **Younger Hall** in 2005. Don't miss the **Wardlaw Museum** - The Museum of The University of St Andrews displays artefacts from a collection that has been **six centuries** in the making.


MARKET STREET

SHOPPING

Offering a diverse shopping experience, from **local makers** and **independent retailers** to well-known **national outlets**. Discover unique fashion at **Pretty Things** or find the perfect book on golfing history at **Waterstones**. If you have some extra time, you can even make your own **Harris Tweed** purse at **Islander**. Whether you're looking for something special or just browsing, the town's variety of shops has something for everyone.


CROMARS

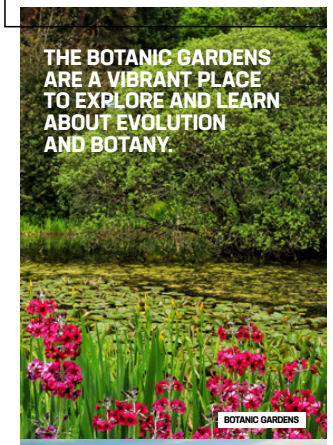
FOOD & DRINK

Enjoy a light bite and coffee at the award-winning **We Are Zest,** savour a famous fudge doughnut from **Fisher and Donaldson**, or indulge in traditional fish and chips at **Cromars**. For something quick, stop by **The Hatch**. Treat yourself to ice cream from **Jannettas**, a beloved local spot since 1908. Experience a tasting at **St Andrews Brewing Company** or enjoy a pint with the locals at **The Criterion**.

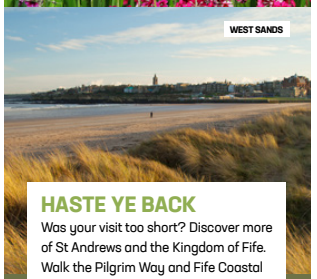

EAST BEACH

NATURAL PLAYGROUND

Walk or run along the iconic **West Sands**, famously featured in **"Chariots of Fire"**, or explore the serene **East Beach** by the **Harbour**. For a more tranquil experience, take the woodland walkway by the **Kinness Burn**, known locally as the **Lades Braes**, which runs close to the beautiful **Botanic Gardens**. Each of these spots provides a perfect opportunity to enjoy the natural beauty of St Andrews.


BOTANIC GARDENS

THE BOTANIC GARDENS ARE A VIBRANT PLACE TO EXPLORE AND LEARN ABOUT EVOLUTION AND BOTANY.


WEST SANDS

HASTE YE BACK

Was your visit too short? Discover more of St Andrews and the Kingdom of Fife. Walk the Pilgrim Way and Fife Coastal Path, or visit Dunfermline, Andrew Carnegie's birthplace with royal history. Explore Outlander filming locations in Falkland and Culross, and uncover hidden gems in the East Neuk of Fife's charming villages and harbours.