

**SCOTLAND'S ADVENTURE COAST**

# COLLABORAT

**PRODUCT DEVELOPMENT TOOLKIT 2022**

# Contents

**ABOUT COLLABORAIT 2022**  
**CREATING BIG IDEAS**  
**EXAMPLES OF COLLABORATION**  
**THE HOUSE COLLECTION**  
**HOW TO COLLABORATE**  
**THE PRODUCT DEVELOPMENT PROCESS**  
**WE ARE HERE TO SUPPORT YOU**  
**TEMPLATES TO HELP YOU**





## About Collaborait 2022

- A leadership initiative funded by the Tourism Leadership Recovery Fund – 1 of 10 projects Scotland-wide
- Three core components
  - The Drinks Cabinet and The Pantry exemplary collaborative food and drink products
  - Product Development Workshops
  - The Future Leaders Forum
- Oban pilot Feb 2022
- Roadshow 7-18 March 2022
- Exemplar showcase end March 2022
- AITC Summit and the Staff Club Days Out 20-21 April in Oban

FIND OUT  
MORE ABOUT  
COLLABORAIT >

**“Scotland’s future  
will be shaped by  
those who think,  
act and lead in an  
entrepreneurial way”**

**Argyll & Isles must continue to  
innovate and create new interesting  
& immersive experiences to attract  
new and repeat visitors.**

**Collaborait has been designed to  
provide you with learning and support.**



**WILD ABOUT  
ARGYLL**

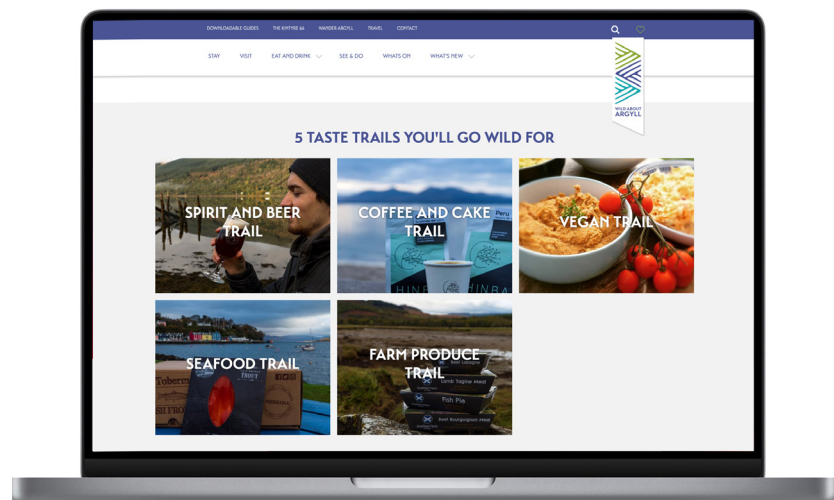
# Argyll & Isles Future Leaders Forum



## Visitor wants 2022

- Localism and authentic experiences
- Adaptable adventure
- Workcations
- Artisanal retail and food and drink
- Voluntourism
- Wellness-based experiences

## Example



Find out more about WAA Taste Trails >

Tourism in Argyll & Isles is significantly important to the economy and for employment. Did you know that in 2019...



5,793,000

Visitor Days



2,885,000

Visitor Numbers



£364m

Direct Expenditure



£510m

Economic Impact



9,618

Jobs in the sector

# CREATING BIG IDEAS



SCOTLAND'S ADVENTURE COAST

# Argyll & Isles Future Leaders Forum



**We want to create a forum** where future leaders can develop visitor facing product ideas, with support from the AITC team.

**Start small & dream big,** through this short programme, we will give you two examples of what could be achieved.

**The online resources and this toolkit** will give you some ideas on how to start your product development. It's an opportunity to work with others in your industry and share ideas.



**Think about ways in which to bring businesses products/attractions together to create an experience for a visitor.**

- How could it solve a visitor problem?
- Or bring two popular experiences together...
- Or create something brand new...
- Or reimagine something that already exists...
- Or bring new types of visitors...

# EXAMPLES OF COLLABORATION

# Product Development Examples Linked to AITC Campaign Activity

Click on each box to find out more >



## AITC

AITC was established in 2012 as a cooperative with its members being the local marketing groups from across the region. Its early focus was on a 'stronger together' campaign bringing the nine area together under an umbrella brand portraying the layering of the different areas and developing content and collateral for each area through a suite of leaflets, a new web site and a strategic presence at VisitScotland's EXPO.

## WILD ABOUT ARGYLL

In 2016 AITC collaborated with Mark Beaumont, endurance athlete to assess Argyll's credentials as an adventure tourism destination. This was undertaken over 12 days involving 32 different activities and local providers and filmed by a three-man adventure film crew. The content was then used to develop a 12 month awareness raising marketing campaign with a series of films created to showcase the regions adventure tourism credentials. The launch event took place at Oran Mor in Glasgow at which Skerryvore launched their latest single with a Wild About Argyll video.

The following year Mark successfully completed his Around the World in 80 Days world record challenge.

## HEART & SOUL

Following Wild About Argyll's success including the launch event in Glasgow, People Make Glasgow and Wild About Argyll joined forces in a twin destination campaign. The Heart & Soul of Scotland was a 12 month campaign running over 2018-19. There were nine videos created showing casing the wonderful contrasts between Glasgow and each of the nine areas of Argyll using fun word pairings - and showcasing the ease of access offered by train, bus, plane and hire car and contrasting the food and drink, culture and adventure offers in each destination.

This was a strategic collaboration bringing together all the main transport providers and two Scottish destinations sitting on each other's doorstep.



# Product Development Examples Linked to AITC Campaign Activity

Click on each box to find out more >



## TASTE OF PLACE TRAILS

This food and drink campaign and product development initiative is a collaboration between AITC and Food From Argyll and members of each organisation. Its primary aim is to showcase the incredible breadth and depth of food and drink offer across Argyll and the Isles and to focus on the experiences available to meet the producers and sample the products. This has been achieved through five themed trails displayed on an interactive map – seafood, spirit & beer, farm produce, coffee & cake and vegan. Blog and media content has been developed and itineraries under single themed and for missed parties.



## PEDADDLING

In 2021 the first Scotrail adventure carriage was launched on the Oban Line which sparked the collaboration with Scotrail and Sustrans to promote the wealth of opportunities the carriage gives access to. This in turn sparked the inspiration for 'Pedaddling' as AITC's recovery campaign focusing on people powered adventures across Scotland's Adventure Coast. This is profiling the wealth of breadth and depth of pedalling and paddling activities across Argyll and the network of trails and routes for different types of cycling and abilities. New challenges are being developed – the 40 Lochs and the 50 Islands, encouraging experienced



kayakers to take up the challenges and bag their lochs and islands across the region.

## ABOVE & BELOW

Above and Below is a pilot green recovery initiative being piloted in Argyll around the Mid Argyll and Lorn areas and focused on the Argyll & The Islands Hope Spot. Scotland (and Argyll) is renowned for its outstanding scenery with this being one of the prime reasons for visiting.

However this is often referring to the terrestrial landscapes of hills, glens and lochs. Of note, some of the marine environments are of an outstanding quality and the dark skies some of the best in Europe. This collaboration between NatureScot and AITC is seeking to develop a series of trails under five themes to help existing visitors and locals better appreciate these 'above and below' environments – snorkelling, wild swimming, seaside safaris, sunsets and dark skies. Sites are being identified for each trail working with local experts and consulting communities to ensure all sites included in the trails don't create issues. Business engagement, product development and collaboration are at the heart of this initiative.



# Product Development Examples

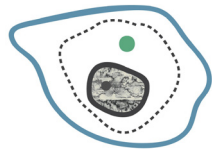
## Brand Collaborations

Click on each box to find out more >



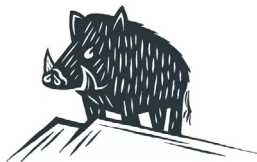
As a core part of the Collaborait initiative, The View in Oban has been working with Kintyre Gin and CHArts – the Culture Heritage and Arts Assembly for Argyll and The Isles.

The View is the former Skippinish Ceilidh House in Oban and over the last 2 years has been converted to provide a venue offering a variety of spaces for events, a pub and cocktail bar overlooking Oban Bay.



CHARTS.  
ARGYLL & ISLES

CHArts runs a number of initiatives to support local artists and makers across Argyll. CHArts has collaborated with AITC and The View to source and appoint a local artist to develop a range of crockery specifically for showcasing food produce linked to the themes of AITC's Taste of Place Trails.



BEINN AN TUIRC  
SUSTAINABLE DISTILLERS • EST. 2016

Kintyre Gin and Beinn an Tuirc Distillers have been winning numerous awards for their botanical gins and during lockdown they opened their gin school on Torrisdale Estate next to the distillery. The gin school model is now being developed in partnership with The View to allow the Kintyre Gin and other local spirit and beer experiences to be offered in Oban.

**“The gin school model is now being developed in partnership with The View to allow the Kintyre Gin and other local spirit and beer experiences to be offered in Oban.”**



# Product Development Examples

## Brand Collaborations

Click on each box to find out more >



Collaborative product development can work on a 1-2-1 basis to create a new product or bring larger groups together to create trails, festivals and events.

Here are just a handful of good examples of 1-2-1 collaborations in Argyll which could readily spark some new ideas

### KINTYRE GIN & BEINN AN TUIRC DISTILLERS

Niall and Emma set up the distillery over 5 years ago in outbuildings at the home farm and with it powered by their newly installed hydro scheme. Niall and Emma have collaborated with a number of local producers including a gin inspired candle with Zing Organics and handmade gin chocolates with the Oban Chocolate Company. During lockdown they opened their new gin school and a café serving local produce and fresh ingredients from their walled garden.

### ARGYLL COFFEE ROASTERS

Eve began roasting coffee in 2018 and has since put a lot of energy into product development doing special roasts for different cafes and restaurants. She has collaborated with Kintyre Gin to create their Orange Coffee Liqueur and speciality coffee chocolates. Eve is often on the road supporting local events and festivals with a coffee stand and provides coffee bags for sale in many tourism outlets.



### THE HAYSHED GALLERY

During lockdown Fiona and her family converted an old hayshed to be a gallery to sell her own and other local artists products. The layout was devised to include space for Argyll Coffee Roaster's to operate a coffee shop which also sells cake from a local baker. The new gallery has also allowed Fiona to convert the old gallery into a space for Argyll Botanicals to operate creating a wonderful creative destination close to Tighnabruaich

### LOCH MELFORT HOTEL

For many years Calum and Rachel displayed different pieces of art throughout the public areas of the hotel which were available to purchase. This collaboration works on a commission basis and helps support local artists who don't necessarily have their own studio space open to the public to be able to display and sell their art to visitors. The Hotel in 2021 converted what was the bistro into a new gift shop showcasing local and highland keepsakes and stocking many local crafts and products.



# Product Development Examples

## Area Collaborations

Click on each box to find out more >



When larger groups come together this works best when the group focuses on a key strength or point of differentiation the area has as the focus for businesses to collaborate and help increase spend in their area. There are several good examples across Argyll and the Isles – and many opportunities for more!

### KINTYRE 66

Prior to lockdown Explore Kintyre & Gigha working with the AITC development agent scoped out the idea of the Kintyre 66 - a 66 mile loop around the peninsula with the primary purpose of drawing people down into Kintyre. It has been developed as a map with a number of spurs off the main loops and with themed itineraries showcasing great sites and locations for heritage, food and drink and wildlife experiences. The trail was launched as lockdown lifted and has really captured the imagination of the media and visitors in a very short space of time.



### WRITE BY THE SEA

In March 2020 just before lockdown hit, the Kyles Marketing Group came together to deliver a new book and creative writing festival in Tighnabruaich. This brought together many local businesses providing venues, food and drink and entertainment with a number of different writers and authors featured at different events across the area. The event was warmly received and although Covid has prevented it happening again in 2021 and 2022, plans are afoot to make it an annual event.



### MULL & IONA FOOD AND DRINK TRAIL & MOVEABLE FEASTS

Mull and Iona has a number of quality food and drink producers and numerous artisan makers operating across the islands. The trail was devised by a small group to bring the different providers together on a map which would help visitors and locals find the different enterprises to meet the producers and buy their products. Moveable Feasts was then developed as a programme of events in stunning locations focused on a food and drink offering. Imagine a picnic with puffins on Staffa, or a Seafood Extravaganza at Dervaig Hall, or a Syrian feast set in Duart Castle. Tree and Cake events are planned in 2022 celebrating different trees around the islands with family fun, foragers and picnics.

### THE DUNOON DIRT DASH

In 2019 Markus Stitz of Bikepacking Scotland collaborated with Dunoon Presents to stage a new gravel biking event over a weekend which started in the town of Dunoon and covered gravel tracks and some hike a bike sections to an overnight stay near Carrick Castle with food served up by Winston Churchill Venison. The riders returned to Dunoon for the finish. The event served to raise awareness of the great gravel riding around Dunoon and could become an annual event post pandemic.





WILD ABOUT  
ARGYLL

# THE HOUSE COLLECTION

SCOTLAND'S ADVENTURE COAST



# Bookable Experiences



## THE HOUSE COLLECTION

BY WILD ABOUT ARGYLL



THE  
PANTRY



THE  
DRINKS  
CABINET

Tourism trends and insights have demonstrated that visitors are seeking authentic experiences which help them sample local food and drink and meet the producers. Authenticity is at the heart of what visitors are seeking. The demand for these experiences to be searchable and bookable online has grown exponentially and is the expected way for people to experience a destination. Arguably if your experience is not bookable online it will be invisible to most visitors and the scope to grow and extend a business will be very limited. Packaging experiences on line under key themes of interest will ensure experiences are readily findable and also cross fertilise different interests.

AITC working with The View in Oban and under the Collaborait initiative initially developed two bookable experience concepts – The Drinks Cabinet and The Pantry – each aimed at offering packaged local food and drink experiences within The View venue.

This concept was then developed to sit under an umbrella brand – The House Collection - with scope for different bookable experiences to be offered as part of either The Pantry or The Drinks Cabinet at multiple venues across – and outwith the region.

Argyll has hosted a number of arts, book and music festivals and through CHArts has access to a number of individuals artists, musicians and creative writers who could readily collaborate to provide unique and authentic bookable experiences for visitors under The House Collection – creative writing weekends, music tuition, art classes and workshops.

The House Collection is an umbrella brand for bookable experiences offers scope for numerous other types of experience under different 'room' themes across Argyll and the Isles:

- The Drinks Cabinet
- The Pantry
- The Library
- The Gallery
- The Music Room

[Find out more about The House Collection >](#)

# Bookable Experiences



Bookable food and drink experiences featuring local authentic produce and products are at the heart of The Drinks Cabinet and The Pantry concepts - and to add to the sense of place and exclusivity AITC and The View have commissioned local craftspeople to develop associated products to 'present' the experiences.

Michael Acey, a local cabinet maker is fabricating a bespoke Drinks Cabinet to be used as a core part of the drink experiences to be offered at The View. Using local timber and metalwork to create a full height cabinet, the Drinks Cabinet will house the specialist equipment needed to provide an authentic gin school and similar experiences. The cabinet will be centre stage at all Drinks Cabinet experiences on offer at The View.

Karen McPhail, a ceramicist based in Cowal, has been commissioned via CHArts working in partnership with AITC to create a range of crockery which will form 6 place settings with associated cutlery and linen. These will be used to serve up bookable foodie experiences across the five themes of the Wild About Argyll Taste of Place Trails at The View.



# HOW TO COLLABORATE

SCOTLAND'S ADVENTURE COAST



# Collaboration & Generating Ideas



There are many different techniques you can use to help create your initial idea, here are a few:

## Mind Mapping

This involves writing down a central theme and thinking of new and related ideas which radiate out from the centre.

## Storyboarding

A storyboard tells a sequence of events using images, drawings and collages.

## Brainwriting

Brainwriting is a technique where participants write ideas onto cards and then pass their idea cards on to the next person, moving those cards around the group in a circle as participants build on the ideas of others.

## Forced Relationships

The technique consists of comparing the problem with something that has little or nothing in common with it and as a result produce new ideas. For example imagine combining fishing and spa treatments – how could that work

Its always easier to work with someone else – check out Argyll & Isles Forum Leaders directory for someone to work with >

# THE PRODUCT DEVELOPMENT PROCESS

SCOTLAND'S ADVENTURE COAST

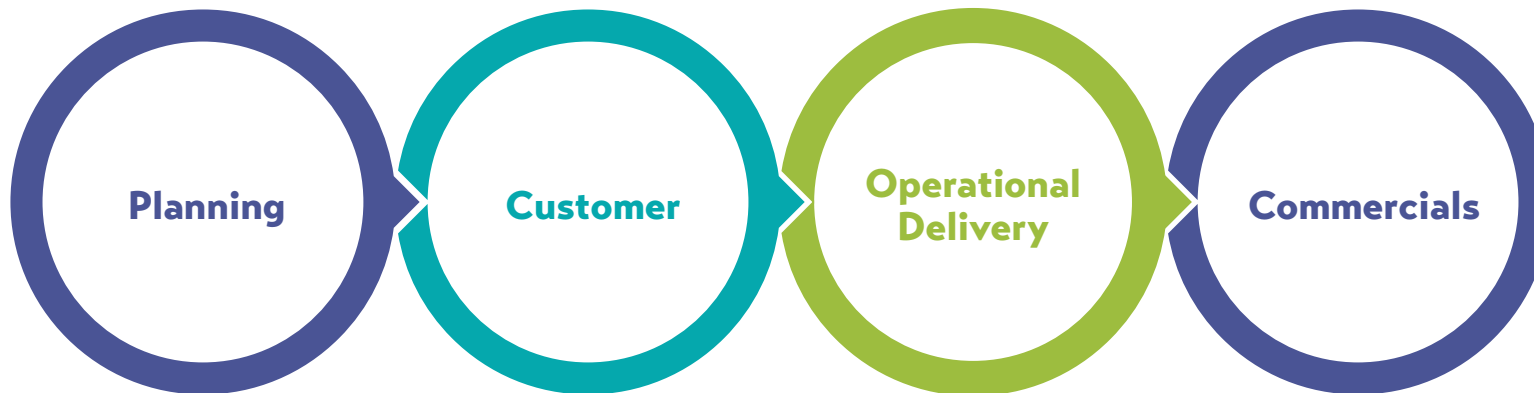


# Product Development Process - Planning



- The **planning phase** is critical to the success of the overall product and should not be rushed
- It forms the foundation of the product development
- It ensures you stick to the original intended outcomes and can avoid additional costs and scope creep
- It enables you to consider the product from different perspectives – most importantly – the intended customer!

USE THE BIG  
IDEA TEMPLATE  
TO SKETCH OUT  
YOUR IDEA >

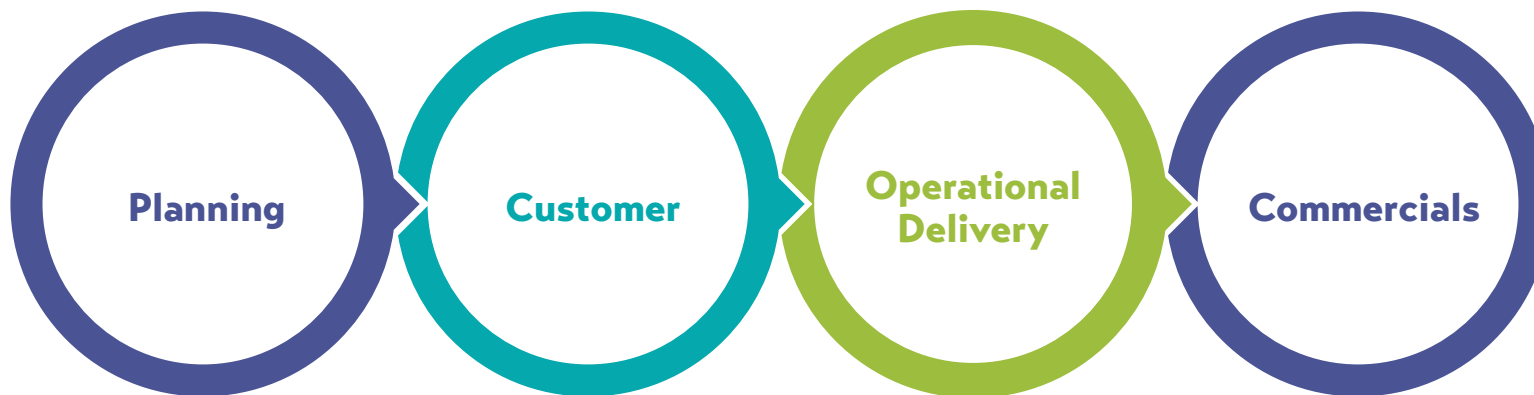


# Product Development Process - Customer



## Customer

- Who is it for?
- Why will they want it?
- How is it different/unique?
- Who does it well?
- Why now?
- What will it not be?



# Product Development Process - Delivery



The third stage of product development is to consider how to deliver the product or experience. Use the Delivery Checklist template here to work through your delivery options:

## Delivery

- Where can it be offered?
- Who would be ideal to collaborate with?
- What resources will you require to deliver?
- What regulatory/law or environmental considerations do you need to make?



# Product Development Process – The Commercial Case

You need to consider if the product/service is financially viable **before** launching.  
You can use a simple formula to calculate this known as the return on investment - ROI.  
You will need this to apply for funding/or investment. A multi year projection is best.



Here is a simple example spreadsheet showing the costs and projected income for the new Drinks Cabinet experience

	2022	2023	2024	2025	2026
Development Costs	5,000				
Delivery Costs					
staff wages	2,000	2,500	2,600	2,700	2,800
breakage	250	250	250	250	250
gin	1000	1050	1100	1200	1300
TOTAL INVESTMENT	8,250	3,800	3,950	4,150	4,350
Projected Income					
No tickets	50	100	150	200	200
Ticket price	25.00	27.50	30.00	30.00	35.00
TOTAL INCOME	1,250.00	2,750.00	4,500.00	6,000.00	7,000.00
NET PROFIT	-7,000.00	-1,050.00	550.00	1,850	2,650
ROI	-85%	-28%	14%	45%	61%

# WE ARE HERE TO SUPPORT YOU

# Next Steps / Support

You are offered the following support to develop your idea into a product:

- Support from your local Community Engagement Agent – Karen MacCorquodale
- Support from peers through the Collaborait WhatsApp group
- Collaborait half day event; 21st April, Corran Halls, Oban – 10am-13.00pm
- Any product developed & launched we will promote via our social media channels (must be Direct members of AITC)



# TEMPLATES TO HELP YOU





Outline the idea here. You can describe the product / service, draw an annotated diagram or a mind map which shows the main idea.



Outline the idea here. You can describe the product / service, draw an annotated diagram or a mind map which shows the main idea.



## THE CUSTOMER CHECKLIST

**Who is this product/  
Service aimed at?**

Describe the ideal  
customer

**Why will customers  
want this product/  
service?**

Which needs/want/  
pain points will this  
deliver for them?

**How is it different/  
unique?**

What's its Unique  
Selling Point?

**Who does it well?**

Who delivers  
something similar  
or similar outcomes  
really well – what can  
you learn from them?

**THE CUSTOMER CHECKLIST**

**Who delivers something similar or similar outcomes really well – what can you learn from them?**

Timing is important for new products- why is now the right time – what trend, political/ environmental/ social change helps this product/ service?

**What will it not be?**

This is a great way to give clarity to the product by outlining what it will not be e.g., this will not be expensive, or this will not be vegan friendly, or this will not be a budget product / service

**PEER FEEDBACK**







## THE DELIVERY CHECKLIST

**Where can the product/service be offered?**

Describe the ideal delivery location(s) & method of delivery e.g., eCommerce, restaurants, pop ups, in destination customer

**Who would be ideal to collaborate with?**

Who would you like to collaborate with and why would they want to collaborate with you? WIFT (What's in it for them?)

**What resources will you require to make/ create & deliver this product/service?**

e.g., Time, money, materials, venues, market data, pricing comparisons



### THE CUSTOMER CHECKLIST

**What regulatory/  
law/environmental  
considerations do  
you need to think  
about?**

e.g., health & safety,  
sustainability,  
licencing

**Likely costs &  
mitigations?**

List all the likely  
costs needed for the  
design/development  
& delivery of the  
product/service.  
Remember to put a  
cost on your time too!

### COMMERICAL TEST

Complete the separate worksheet.

### PEER FEEDBACK







Before launching a new product idea / service, you need to consider the commercial case – will you make a profit? When would that profit be likely? Which costs could go up? This worksheet will help you construct a simple Return on Investment ROI.

<p><b>What will your basic development costs be?</b></p> <p>e.g., raw materials, sub-contractors customer</p>	
<p><b>What will your anticipated delivery costs be?</b></p> <p>e.g., venue hire, ticket costs, equipment hire</p>	
<p><b>Which costs are likely to rise year on year? What is your assumption on the % rise?</b></p> <p>e.g., staff wages, raw materials cost</p>	
<p><b>What can you do to mitigate cost increase?</b></p> <p>e.g., what steps can you take to keep costs down or fix costs for a period of time? really well – what can you learn from them?</p>	



<p><b>What can you do to mitigate cost increase?</b></p> <p>e.g., what steps can you take to keep costs down or fix costs for a period of time?</p>	
<p><b>What measures do you need to take to improve the ROI?</b></p> <p>e.g., how can you reduce cost without damaging quality? How could you improve income?</p>	

## COST ASSUMPTION NOTES



## SPREADSHEET

Your ROI Calculations:  $(\text{Net Profit} / \text{total investment}) \times 100$

	2022	2023	2024	2025	2026
Development Costs					
Delivery Costs					
staff wages					
breakage					
gin					
TOTAL INVESTMENT					
Projected Income					
No tickets					
Ticket price					
TOTAL INCOME					
NET PROFIT					
ROI					

