



WILD SCOTLAND

Scottish Wildlife & Adventure Tourism Operators Association

ABOUT WILD SCOTLAND

Wild Scotland is the Scottish Wildlife and Adventure Tourism Operators Association, the trade association for the nature-based tourism sector in Scotland. The organisation was formed following the merger in April 2011 of Activity Scotland, the activity providers' association and Wild Scotland, the wildlife tourism association.

The group now represents almost one hundred companies, all of whom are committed to delivering first class experiences. Wild Scotland undertakes a wide range of activities on their behalf including marketing, business development, training and networking. For more information about our activities and the benefits of joining, go to www.wild-scotland.org.uk/about-us/join-us/.

All Wild Scotland members demonstrate their commitment to responsible tourism by signing up to our Code of Practice. The code states that members:

- are supportive of the aims and objectives of the association and will not bring the association or the sector in to disrepute.
- comply with all relevant statutory legislation - local, national and international.
- conduct all activities in adherence to the Wild Scotland Best Practice Guidelines and the Scottish Outdoor Access Code.
- are committed to providing a high quality experience, including professional and knowledgeable staff.
- have appropriate insurance cover (public liability, product liability and employers liability insurance) for at least £2 million. Details and copies of current certificates are available for inspection upon request.
- have due regard for the principle of "sustainable use" of the environment. Environmental and/or sustainable tourism policies are available for inspection upon request.
- are sensitive to the needs of their visitors and take appropriate measures to safeguard visitors' emotional as well as physical welfare.

JOIN US! WILD SCOTLAND MEMBERSHIP

Wild Scotland has three levels of membership. To apply for membership, simply complete the application form overleaf.

- 1. Full membership:** includes voting rights and is open to any organisation/individual located in Scotland who
- offers Scottish adventure and/or wildlife tourism services to visitors in Scotland on a commercial basis;
 - is supportive of the aim and objectives of the association and follows Wild Scotland's code of practice.
 - has been trading for one year or more;

Applicants must be proposed and seconded by full Wild Scotland members, or representatives of tourism or conservation agencies. On acceptance of the application a reciprocal link to Wild Scotland website is expected.

- 2. Tourism Business membership:** open to any organisation/individual located in Scotland who
- offers tourism related services but is not eligible for full membership;
 - is supportive of the aim and objectives of the association and follows Wild Scotland's code of practice
 - can provide an environmental policy for their activities;

Applicants must be proposed by a Wild Scotland member. On acceptance of the application a reciprocal link to Wild Scotland's website is expected. Tourism business members have no voting rights in the association.

3. Associate membership: open to any organisation/individual with a connection or interest in nature-based tourism in Scotland. On acceptance of the application associate members receive a link on Wild Scotland's links page and a reciprocal link is expected. Associate members have no voting rights in the association.

4. Corporate membership: open to any organisation with multiple sites that meet either the full or tourism business membership criteria. Corporate members have no voting rights in the association.

MEMBERSHIP FEES

Fees are reviewed each year at the Wild Scotland AGM. Full membership is based on the number of full-time equivalent (FTE) employees. If joining after 1st October, invoice will be issued on a pro-rata basis.

Full Year membership

Full	
1-3 FTE employees	£ 150
4-8 FTE employees	£ 250
9+ FTE employees	£ 400
Accommodation / Start Up Associate	£ 100
	£ 170
Corporate	
1- 5 sites/facilities	£ 450
6-10 sites/facilities	£ 700
>10 sites/facilities	contact Wild Scotland for a rate

Wild Scotland is VAT registered, therefore VAT is added to fees.

WILD SCOTLAND BOARD OF DIRECTORS

Wild Scotland is a business led association and directors are drawn from the association itself. The Board is elected annually at the association's AGM. Below is the current Wild Scotland Board of Directors.

Ben Mardall- Chair	<i>Rural Tourism Consulting</i>
Donald Riddell	<i>Highland Safaris</i>
James Coutts	<i>Fishing Scotland</i>
Kathy Velander	<i>Napier University</i>
Ian Macleod	<i>Wild West</i>
Angela Mercer	<i>Glenloy Wildlife</i>
Richard Cooke	<i>Springwell Holidays</i>
James Fairbairns	<i>Sea Life Surveys</i>

FOR MORE INFORMATION

Contact Wild Scotland's Membership Administrator Gillian Brymer on 01786 459 233 or gillian@wild-scotland.co.uk