

The Ancestral Welcome Scheme has been created by VisitScotland, in partnership with the Scottish Ancestral Tourism Group, for visitors with an interest in ancestral research. The Scheme helps to clearly identify, by display of the scheme logo and use of promotional material, those businesses and individuals offering support for our visitors. The scheme is open for all sectors and includes, genealogists, museums, family history centres and societies, clan centres and societies, universities, libraries, local authorities, history and heritage centres, bespoke tour operators, archive centres (public and private) and organisations and individuals offering support, guidance and complementary services, all of whom are knowledgeable, passionate and committed to meeting and exceeding the needs of the ancestral tourists.



ANCESTRAL TOURISTS WELCOME SCHEME

Genealogy Support Services

Genealogy has been identified by VisitScotland as a growing and important niche market in Scotland, with an estimated 50m people worldwide claiming Scottish ancestry. Recent research shows that 68% of North Americans cited “genealogy/ researching ancestors” as a motivation for travel to Scotland, with ancestral tourists staying longer and spending significantly more than the average tourist to Scotland.

As the market grows and demand spreads ('Genealogy' is one of the three most regularly requested search topics on the Internet), the opportunity exists to distinguish your business as being able and keen to offer local advice and also provide specialist ancestral tourism services. This opportunity holds particular significance looking forward to VisitScotland's 2017 theme year, the Year of History, Heritage and Archaeology.

The Ancestral Welcome Scheme is relevant for anyone on the frontline of tourism businesses such as accommodation providers, restaurants, pubs and visitor attractions. The scheme is also open to professionals in the industry, and associated businesses, who provide family history or genealogy services including the housing and preservation of archive material.

The intention is to provide a co-ordinated network of ancestral tourism accommodation operators and supporting businesses and agencies. The scheme also acts as an enabler in connecting businesses together under the Ancestral Tourism banner, presenting a comprehensive and structured package to potential visitors researching their Scottish family roots.

As a provider of genealogy support services you will be responsible for offering guidance on where to stay and which historic sites to visit, but also linking, where relevant, with genealogists, tour operators, libraries, local authorities, family history societies and centres, heritage centres, universities, clan societies and many more sources of information.

The mix will be both professional and volunteer organisations and individuals, with the main driver being a passion for Ancestral Tourism.

KEY OBJECTIVES:

- Build a network of national and regional ancestral tourism related businesses
- Develop formal links with VisitScotland accommodation providers and visitor attractions
- Provide services which support VisitScotland accommodation providers and assist our visitors
- Confidently provide accurate information to visitors
- Enthusiastically help to develop this important and growing area of tourism.

KEY SOURCES OF INFORMATION:

- The Ancestral Tourism in Scotland booklet published by Tourism Intelligence Scotland provides an invaluable information resource to assist businesses in leveraging the opportunities of the ancestral market
www.visitscotland.org/research_and_statistics/tourism_sectors/ancestral_tourism.aspx
- The Scottish Ancestral Tourism Group supports Scotland's tourist businesses and other bodies in providing a world class experience for ancestral visitors, providing assistance in maximising income generated from this key market
<http://www.dev.scottishancestraltourism.scot/>.
- VisitScotland has produced an Ancestral Tourism Toolkit with information on how to target ancestral tourists and boost marketing potential
http://www.visitscotland.org/business_support/advice_materials/toolkits/ancestral_tourism_toolkit.aspx

SCHEME REQUIREMENTS

To become an accredited provider of the scheme there is a requirement that individuals, owners, management and staff are committed to delivering an excellent level of customer care. Their attributes will include a warm, friendly and welcoming attitude, a willingness to answer questions and take an interest in their visitor's reasons for visiting Scotland.

A full list of commitments include;

- To refer visitors to other specialists, if their enquiry lies out with the scope of your business or knowledge.
- To contribute to the creation of National and Regional factsheets on genealogy and ancestral support services.
- To link your business with other complementary businesses or services, such as accommodation, visitor attractions, genealogists or resource centres.
- To give guidance on local transport options where applicable.
- To give due consideration for people with access needs, and to make suitable provision where practicable.
- To conduct your business in a professional manner, dealing promptly with all enquiries, and respecting the confidential nature of the visitor's research and their personal and business affairs.

REGIONAL FACTSHEETS

VisitScotland is creating Regional factsheets on genealogy and ancestral support services, to provide a co-ordinated network of ancestral tourism related businesses across Scotland.

Regional factsheets present a comprehensive and structured package to potential visitors researching their Scottish roots, allowing them to be signposted to key sources of ancestral information.

Welcome Scheme Application Form – Genealogy Support Services

To apply for the Ancestral Welcome Scheme, please complete this form and return it to the address below. Alternatively email your completed form to Customer Services.

On receipt of your form and confirmation that you provide all the facilities listed, we will confirm the award by e mail and you will receive promotional goods by post.

Ancestral Tourism (Specialist Sectors)	Free of Charge	<input type="checkbox"/>
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1. Contact Details

Main Contact:	Title		First Name		Surname	
Business/Trading Name						
Address 1						
Address 2						
Town			Postcode			
County			Tel No			
Email address:						

3. Business Information

This section is not applicable to businesses run by local authority.

What is the legal structure of your business?

- | | |
|--|---|
| <input type="checkbox"/> Public Limited Company | <input type="checkbox"/> Limited by Guarantee |
| <input type="checkbox"/> Sole Trader | <input type="checkbox"/> Partnership |
| <input type="checkbox"/> Limited Liability partnership | <input type="checkbox"/> Charity |
| <input type="checkbox"/> Limited Company | <input type="checkbox"/> Co-operative |

How would you define your business?(*)

- Autonomous enterprise (independent business)
 Partner enterprise
 Linked enterprise

* These definitions of small to medium sized enterprises (SME) are for the purpose of complying with the requirements of the European Regional Development Fund (ERDF). If you are unsure of the meaning of these definitions, please consult this document: http://www.visitscotland.org/business_support/SME_definition.aspx (Page 15)

VisitScotland's marketing programmes are being partially supported by the European Regional Development Fund (ERDF), and some of the questions being asked here will ensure that VisitScotland complies with EU requirements. Confidential financial information will only be provided to other Government agencies for the purposes of administering, evaluating and monitoring VisitScotland's programmes, it will not be shared with any other third parties.

Date business established M/Y	How many full time or equivalent employees do you have?
Annual turnover	Balance sheet total (**)

Please give the value in £ sterling to the nearest £1,000. This should be the figure from your most recent financial

accounts. This information will only be provided to other Government agencies for the purposes of administering, evaluating and monitoring VisitScotland programmes. This information will not be shared with any other parties.
 ** This is the net worth of your business = Total assets minus total liabilities.

State Aid

This activity is subject to the law governing the level of public sector State Aid which can be given. It falls into the De Minimis category which limits the level of public sector funding for businesses to €200,000 (around £142,450) over a 3 year period.

We are required to take into account any De Minimis aid you may have received from VisitScotland or from any other public body including Local Authorities, Scottish Enterprise, Highlands & Islands Enterprise, Scottish Government, lottery funding or any EU funding. To enable VisitScotland to meet the regulation requirements, could you please provide us with the date the offer of aid was made, the name of the body providing the aid, what the aid was for and the value of the aid.

Date of offer	Name of body providing aid	Purpose of aid	Amount received £

I am interested in other VisitScotland marketing opportunities, please contact me to discuss these further (please tick)

4. Declaration

By signing below I agree to the following:

I have read the criteria and confirm that I provide all the criteria requirements listed. This may be checked by VisitScotland staff when next in the area.

I understand that I am bound by the working with VisitScotland Terms and Conditions which can be found here: www.visitscotland.org/termsandconditions.aspx and a printed copy is available on request.

I am authorised to order the aforementioned goods/services on behalf of the business detailed on this form.

Signed		Date	
Name (block capitals)		Position	

VisitScotland Ancestral Welcome Scheme

Information for Inclusion on Regional Factsheets



To be included in a Regional Factsheet, please complete this form and return it to the address below. Alternatively email your completed form to Customer Services.

Please provide all details that are applicable to you/ the business.

Details Requested	
Main Contact:	
Business/Trading Name	
Address 1	
Address 2	
Town	
County	
Email address:	

Detail Requested	Response
Name of Business/ Individual	
Business/ Specialist Category: <ul style="list-style-type: none"> • Genealogist • Local Archive • Local Family History Society • Local Heritage Centre • Local Library • University Archive • Local Museum • Tour Company • Historic Building/ Castle • Other (provide details) 	
Brief Description of Area of Expertise (maximum 150 characters)	
Membership in Professional Organisations, Clubs and Societies	
Email Address	
Website	
Contact Number(s)	
Street Address	
Opening Hours	