

Scottish Island Passport

Co-operation Project

Summary

This co-operation project, which is being taken forward by HITRANS, will develop a Scottish Island Passport to help promote all of Scotland's offshore islands which are accessible by regular transport and in so doing help encourage more people to visit more of these islands.

The project will see the recruitment of an island-based project manager for a 2-year period who will be responsible for implementing a detailed project plan that will include the development of both a physical and online app-based version of a Scottish Islands Passport that is capable of appealing to different markets and demographics. HITRANS and ZETRANS will be responsible for funding the remainder of the project manager costs after the end of the LEADER programme.

The project will seek to deliver against a number of core aims and objectives outlined below:

- Encourage more people to visit more of Scotland's Islands in particular those which have a lower profile or are more remote
- Help support sustainable economic development in our island communities
- Use the Passport as a means to help encourage more people to access the Islands by public transport
- Use the Passport as a means of raising the profile of all Scotland's Islands
- Use the Passport as a means to encourage more people to visit the Islands throughout the year
- Ensure that the content developed to support the Passport adds value to the existing information and campaigns
- Identify and implement a sustainable revenue model for maintaining the Passport and associated marketing materials beyond the timeframe of the LEADER project

The Lead LAG for this project is Highland Council. Other participating LAGs are:

- Outer Hebrides
- Shetland
- Argyll and The Islands

The total project cost is £240,645.00, with LEADER funding of £215,645.00 – an intervention rate of 89.61%. Orkney LAG is contributing 20%, or £43,129.00.