

## SCOTLAND'S REGIONAL FOOD TOURISM AMBASSADOR PROGRAMME

### APPLICATION GUIDANCE NOTES

#### INTRODUCTION

Thank you for your interest in Scotland's Regional Food Tourism Ambassador Programme. Before completing the online form, please carefully read the guidance notes below.

Please note that you can either apply to be an ambassador yourself, or nominate someone else.

If you have any questions at all, please email Fiona Richmond, Head of Regional Food, Scotland Food & Drink [fiona@foodanddrink.scot](mailto:fiona@foodanddrink.scot)

#### ABOUT THE PROGRAMME

Scotland's national food tourism plan, launched 2018, by Scotland Food & Drink (SF&D) and Scottish Tourism Alliance (STA), stated that:

*"In 2030, Scotland will be a nation of food tourism ambassadors and internationally recognised as a leader in collaborative and innovative product development. Scotland will have a strong food tourism network, with regions working together. We will be an active member of the international food tourism community"*

*Food tourism ambassadors are respected community members who lead by example, mentor their peers and see the potential for food tourism to become a sustainable contributor to their local economy. They are invaluable sources of creativity and innovation and they often inspire entrepreneurial activities and change. Importantly, ambassadors can and should be featured in campaigns to help elevate the profile of professions within the food tourism industry. We will therefore establish a formal Scottish Food Tourism Ambassador Programme"*

Scotland's food tourism recovery group, jointly chaired by SF&D and STA, is pleased to be launching this exciting new programme and is looking for amazing people from across the food, drink and tourism sectors to apply (or nominate a peer).

The programme aims to play a positive role in the industries' efforts to rebuild from the devastating effects of the pandemic, and will be supported by a food tourism communications campaign.

#### WHEN DOES THE PROGRAMME TAKE PLACE

- Applications will open on **Wednesday 24<sup>th</sup> March** and close at **5pm** on **Wednesday 28<sup>th</sup> April**
- The ambassador role will start Summer 2021, date tbc, and run for 2 years

#### WHAT WILL AMBASSADORS DO

Subject to change, this voluntary role may include any number of the following responsibilities:

- Represent food tourism at national/international events

- Participate in learning journeys/benchmarking trips
- Undertake local area visits e.g., to food tourism businesses, regional food groups
- Develop a food tourism project, relevant to the national recovery plan e.g., food tour; producer trail/tasting collaboration; regional food group project or events (virtual or in-person)
- Actively work with local regional food groups
- Participate in any national campaigns as required
- Host/work with food tourism media
- Contribute to communications content; act as spokespeople when required
- Provide practical guidance to food tourism recovery board on strategy/action planning – be the key link with what’s happening on the ground
- Inspire youth to take part in food tourism and foster future champions via formal and informal educational platforms
- Produce a report/presentation at end of 2 years, but supply interim updates as required

## WHAT WE ARE LOOKING FOR

Scotland is looking for brilliant food and drink ambassadors to champion food tourism and be seen as guiding lights for a vibrant and exciting industry, whether a food producer, restaurateur, accommodation provider, event organiser, food writer, educator or anything in between. All levels of experience are welcome, but applicants must demonstrate that they are:

- Embedded in food/drink/tourism sector
- Rooted in their local community/region
- A strong communicator, internal and externally
- Willing and ability to be a ‘face of’ the campaign
- Highly collaborative and willing to work with regional food groups and other partners
- Willing to positively work with fellow ambassadors as a team, sharing knowledge and support
- Willing to commit to a 2-year term

We’re also interested to hear how applicants are able to inspire young people into the food tourism profession.

## HOW TO APPLY

### What you need to do

- Complete the online application form [here](#)
- You can save the form as you go along
- Only applications submitted via this form will be accepted
- Note the deadline of **5pm, Wednesday 28<sup>th</sup> April**; applications after that date will not be accepted

### Top tips

- Read the application questions [here](#) and prepare your answers before starting your application online
- Please be clear, succinct and avoid jargon
- Provide clear evidence of how you believe you meet the criteria, avoiding vague answers
- Submit your application in good time, if possible, to avoid rushing to meet the deadline

## ASSESSMENT PROCESS

- An independent, expert panel will assess the applications
- Online interviews may be required in some cases

- All applicants will receive acknowledgement of their submission
- Both successful and unsuccessful candidates will be notified of the outcome of their application within 14 days of the closing date

## **FAQs**

### **Can I apply myself as well as nominate someone else?**

Yes, you can. Please submit two separate applications - one for yourself and one for the person you are nominating

### **If I am nominating someone, should I tell them?**

That's completely up to you, but you may need their help to complete some of the questions. We may also contact the nominee for further information if required, so please do make sure you provide their contact details on the form, as requested

### **Can I nominate more than one person?**

Yes – you are welcome to nominate as many people as you like, using a separate form for each nominee

### **Do I need to commit to the full 2-year term?**

Yes, ambassadors must commit to a full 2-year term

### **What would the time commitment be?**

It's tricky to be completely precise about this at the moment, but we'd estimate about 1-2 days per month (sometimes more, depending on the activities). We understand that people have day jobs/other commitments, so there will be lots of flexibility to make sure this role fits around these

### **What happens if I can't participate in the required events or activities?**

We understand that things happen, and that there may be times when you can no longer take part in something you've committed to. If withdrawing happens repeatedly, though, we would have to reconsider your ambassador role

### **Is there a fee for the role?**

We believe that this is a huge opportunity for ambassadors to represent their country and be a catalyst for bigger and better things. Whilst there is no set fee for the programme, all expenses incurred during the programme will be reimbursed. Full details of the claim process will be provided

### **Will training be provided?**

There will be ongoing support and guidance, including:

- Induction/training session
- Ambassador handbook
- Communication assets
- Regular meetings (online and, when possible, face-to-face) – sharing knowledge/experience; performance & progress review
- Single point of contact for support and queries at SF&D

### **Will the ambassadors work only in their own regions, or Scotland as a whole?**

A combination. We're looking to have a good geographical spread of ambassadors, but they will work together on a combination of regional-specific as well as Scotland-wide activities

**THANK YOU AND GOOD LUCK**