



The Association of Scotland's Self-Caterers

Why Join the ASSC?

About the ASSC

Formed in 1978, the Association of Scotland's Self-Caterers (ASSC) is Scotland's only self-catering trade association, endorsed by Government and industry. The ASSC lobbies on behalf of self-catering on national and local issues, and is recognised by consultative bodies, and local and central government, as a respected and effective voice in the Scottish tourism sector.

The Association was founded on its commitment to quality and high standards in self-catering.

With over 600 members, The ASSC is led and managed by people who own and run Scottish self-catering properties.

Member Benefits

Member benefits include access to the members' area, with information about industry news and events, and guidance sheets on a range of topics and trends affecting the self-catering industry, including licensing, fire regulations, rates, and customer feedback. Members benefit from discounted rates from trade suppliers, as well as specialist insurance packages, and an active discussion forum. In addition, the marketing package includes marketing opportunities on the ASSC's visitor-facing website (www.embracescotland.co.uk), via social media and newsletters sent out to a database of 12,000 visitors. Our low-cost Web Booking Engine powered by SuperControl allows instant online booking capability, as well as keeping your EmbraceScotland and VisitScotland availability updated automatically.



"ASSC membership is extremely useful in the running of my business. I like being able to ask advice from other self-caterers on the discussion forum, and find out what others are talking about by reading the different threads."
(Donald Dunlop, High Kirkland Cottage Holidays, Kirkcudbright)



"Networking with others running similar businesses is an important membership benefit, alongside the support and helpful information about basic but important things like rates revaluation, private water supplies, and fire safety regulations...the annual AGM meeting is now a highlight in our calendar."
(Denys Mathieson, Appin House Lodges, Argyll)

- Advice, news and networking
- Online booking income from EmbraceScotland.co.uk
- Discounts and offers from suppliers to the trade
- Specialist insurance policies for self-caterers



Committed To Quality

In 2014 the ASSC launched its own quality initiative, extending membership to businesses without a VisitScotland quality assurance award (VS QA).

David Smythe, Chairman of ASSC, said *"Our Association has been aware for some time that there are high quality self-catering businesses operating in Scotland out with the VisitScotland grading scheme. By launching Committed to Quality, we are delighted to offer these businesses the opportunity to join us, where they will strengthen the voice of the sector and be able to take advantage of our marketing opportunities and member benefits."*

Self-caterers who choose the ASSC's Committed to Quality (CTQ) option as an alternative to VS QA must be recognised in an online review system, show a commitment to engage in on-going professional development and sign an annual declaration in order to achieve CTQ status.

For full details of the ASSC CTQ scheme and how to become a member, visit our website:

www.assc.co.uk/join-us

ASSC Conference

The only event aimed directly at Scotland's self-caterers, a key part of the annual ASSC AGM and Conference is the opportunity for self-caterers to network with other people involved in the sector as well as trade suppliers and key industry figures.

As well as members and non-members being able to network and learn from each other, the programme each year includes well-known personalities and experts in tourism. The 2015 Conference will be held at the Hilton Hotel in Glasgow on Tuesday 10th November.

Further information on the conference and how to book, go to:

www.assc.co.uk/conference

- Inclusion in the ASSC Committed to Quality Scheme
- Use of the ASSC logo
- Free business advice
- Member's forum for discussion and advice
- Value for money membership