



# Association of Scotland's Self-Caterers

## Strategic Plan 2023 - 2026

**Our vision** is that the ASSC takes the leading role in supporting and promoting a vibrant and prosperous self-catering sector which is recognised as pivotal to the future of Scotland's Tourism Economy.

**Our purpose** is to empower our diverse & professional membership, enabling them to deliver exceptional experiences to guests.

**Our focus** is on supporting individuals, businesses and communities in the promotion of Scottish self-catering as a sustainable, inclusive and responsible form of accommodation, at the heart of Scotland's tourism offer.

### Our key messages are:

- The ASSC is the leading professional community for self-catering in Scotland.
- Self-catering is eco-friendly, flexible, independent, affordable and offers inclusivity for all.

### We will deliver our purpose by growing our:

- Organisational capability and effectiveness.
- Brand strength and impact.
- Financial stability and influence.

### Our strategic objectives are:

To **ENABLE OUR GUESTS** to create long lasting memories in high quality self-catering properties: by finding immersive experiences and limitless discoveries where they can experience a different way of life for a short time in a new place.

To **STIMULATE SELF-CATERING PROVISION** as a vital element of sustainable tourism in Scotland: by promoting ethical travel where travellers are making decisions based on their conscious and perceived impact on the environment. Ensuring self-catering offers unique inclusive opportunities: enabling holidays for all.

To be an **EXEMPLARY ORGANISATION** by all relevant standards: by being seen as an effective organisation that leads in its field with the highest standards of governance, highly skilled staff and a culture of innovation.

To INCREASE OUR EFFECTIVE ADVOCACY FOR protecting and promoting the legitimate interests of self-catering providers and their guests: by defending self-catering provision, engaging with local and national governments, influencing local communities and developing the economic case for the self-catering sector.

To be an EVIDENCE-BASED organisation to inform all aspects of our work: by gathering the evidence and making the case for the value of self-catering provision to local, regional and national life.

To provide SUPPORT FOR EXEMPLARY SELF-CATERING MANAGEMENT: by delivering management support packages and services; enabling engagement with local communities; participation in relevant tourism development programmes and building our consulting capability.

To EXTEND OUR INFLUENCE and reach by diversifying our support base, networks and partnerships: by extending our impact through effective partnerships, focusing on enhancing our guests experience, continually striving to do more to be equitable, diverse and inclusive.

To PROMOTE OUR BRAND and increase the perceived value of Scottish Self-Catering provision around the world: by increasing our membership and investing in supporting and promoting Scottish self-catering providers and their supply chains.

To BOOST OUR FUNDRAISING capability and FINANCIAL STABILITY: by diversifying our income streams and increasing our membership and multi-year project driven funding.

### Our key measures of success will see us:

- Maintain and expand the membership base.
- Measure and maintain staff development.
- Maintain and build our financial stability.
- Increase our income from a diverse range of sources.
- Expand the range of services provided to members.
- Establish and maintain robust data gathering and analysis processes to support our advocacy and lobbying functions.
- Demonstrate greater economic benefit to communities through better engagement with the self-catering sector.
- Evidence our commitment to inclusivity and environmental improvement in line with Scotland's Net Zero ambitions.
- Continue to have effective partnership participation in national and regional development of the tourism economy.
- Enhance our reputation and credentials in promoting high quality self-catering provision at home and abroad.
- Evidence influence changes in relevant government policy at national, regional and local level.
- Evidence effective planning, highest standards of governance, highest skilled staff and a culture of innovation
- Evidence brand awareness, UK and globally.