

THE COIG



**FIVE ROUTES.
ONE GREAT ADVENTURE.**

COLLABORATE, COOPERATE, SUCCEED.

The Coig will help local businesses and communities to thrive and grow, and we want the whole region to benefit from its success. Get involved as a partner business today to take advantage of the marketing platforms and business opportunities that The Coig will offer. We look forward to working with you and enabling you to grow tourism for everyone's benefit.

GET INVOLVED

JOIN US

MEMBERSHIP@THECOIG.COM

EXPLORE ONLINE

WWW.THECOIG.COM

FOLLOW & SHARE



**WE LOOK FORWARD
TO SHARING IN
THE COIGS SUCCESS
WITH YOU**

THE COIG

FIVE ROUTES.

ONE GREAT ADVENTURE.

YOUR NEWSLETTER.

THE JOURNEY

The Coig started its journey over a year ago as a result of a project to position and market Ayrshire, the Firth of Clyde, Arran, Bute and Cumbrae as an appealing, credible and recognisable tourism destination. The project had input from Professor John Lennon, Director of the Moffat Centre for Travel and Tourism Business Development, and Tom Campbell who created and is now the Managing Director of the North Coast 500. John and Tom worked alongside North Ayrshire Council (NAC) and the tourism industry, resulting in The Coig becoming a reality. Everyone involved agrees that The Coig is a game changing opportunity for businesses, communities and local authorities to work together to ensure the region recognises its potential for tourism.

The Coig is now an industry led 'not for profit' organisation with four voluntary industry directors (Linda Johnston, Alastair Dobson, David Mann and Malcolm Simpson) who have been working hard behind the scenes with John, Tom, local authority personnel, multiple individuals and organisations to ensure everything is in place for launch. The website and app are now complete and a full time Operations Director (Daniel Steel) has been appointed to build the team and drive the initiative forward on a day to day basis.



The Coig (Gaelic for five) is a collection of five routes, each designed to feature and showcase some of the best of Scotland's landscapes, history and culture. Within easy reach of Glasgow and Edinburgh, The Coig routes offer an accessible and exciting day trip or a longer stay for those wishing to take advantage of the excellent accommodation that the region has to offer.

Key to the success of The Coig is creating sustainable financial and business models and given the level of support, encouragement and enthusiasm the project has received so far, there is no doubt that targets will be met. The Coig is grateful for the seed funding provided by the Scottish Government and NAC over the last two years without which the project would not have been able to reach this stage. The Board are pleased to report that private industry funding is now starting to flow in ahead of projections. The Coig will continue seeking to retain links with local authorities, other key public sector partners and communities however aims to be sustainably funded and led by industry moving forward. This is an incredibly exciting time for all involved and an important opportunity to create economic growth throughout The Coig areas.





FIVE ROUTES.
ONE GREAT ADVENTURE.



OUR AMBASSADOR

LEE MCKENZIE TAKES POLE POSITION FOR THE COIG

Lee McKenzie was born in Ayrshire and has become a widely recognised face on national TV having presented events such as Formula One and the Olympics. Lee has taken the opportunity to return home and become The Coig's ambassador. In doing so she hopes to promote the area as a top destination for locals and visitors seeking outdoor adventure, excellent hospitality and wellbeing.

“ I was born and raised in this area and it holds so many happy memories for me so I'm really proud to help people get out and active across the region this autumn, winter, and beyond. It's nature at its best and no matter where I've been in the world, it always feels great to be home. ”

The Coig will promote the region as a tourist destination nationally and internationally by showcasing the outstanding natural beauty and rugged landscapes that the region offers. It is expected to bring a wealth of opportunities, benefit the local economy and add value to businesses and rural communities. The Coig will create jobs and bring economic and social change throughout Ayrshire, the Firth of Clyde and Clyde Islands.



PARTNER BUSINESSES

The business model for The Coig has at its core partner business subscriptions. It is believed that this is the best way to encourage businesses to become an engaged part of a growing business community that are showing their commitment to The Coig and the growth of the whole area economically. The Coig has a fantastic Business Engagement Manager in Gill Savage. Gill is well known to many of you as she grew up on the Clyde coast and is very passionate about the area. Gill has worked with tourism, hospitality and leisure businesses across Ayrshire for several years and is a huge supporter of The Coig.

“ It is an amazing opportunity we have to showcase The Coig with the support of people and places across these five routes. We all need to work together, to share our love of these areas with a wider audience, to help grow local economies and create sustainability for future generations. ”

Please take the opportunity to get in contact with Gill by dropping an email to membership@thecoig.com to find out how you can get involved and support the great work that is already underway.

BENEFITS OF BECOMING A PARTNER BUSINESS

- Click through to booking platform
- Permission to use Coig Branding
- Listing on The Coig website
- Priority stockist of the map
- Annual partnership review
- Click through to own Social Media
- Business newsletter
- PR and marketing opportunities
- Creative marketing inclusion

THE WEB AND APP

The web and app are being developed by Whereverly, a Scottish tech company with a great track record in this field. They have created the Explore Stirling, Scotland Starts Here, NC500 and Highland Discovery apps as well as a host of others. They have brought a unique and innovative approach to promoting Scottish culture by animating routes with stories, music and interactivity which in today's digital world is key for ensuring users are engaged in the experience. They are passionate about promoting Scottish culture and believe the best way to do so is by immersing oneself in local culture through music, song, stories and audio routes. Their apps cover regions in both rural and urban Scotland so visitors can get a feel for everything Scotland has to offer.



The app will work most effectively when more businesses get involved so we can continue adding new and exciting content for visitors to look at and engage with. The website and app are both tools at your disposal for showcasing your business and this incredible destination to the world. Now we need your support and engagement in The Coig to ensure that the project is a success, delivering for local businesses and communities throughout the entire region.

GET INVOLVED

This is an incredibly exciting time for The Coig but more importantly for local businesses. This is an opportunity to showcase the fantastic environment, facilities and products that the five routes The Coig promotes have to offer. We want this to be a working, two-way relationship with businesses and local organisations as we believe this project is going to be a success but will require input and enthusiasm from everyone involved. Business is better when there is an opportunity to work together and this project will enable the entire region to do just that.

**HAVE
YOUR SAY**

ASK US QUESTIONS
INFO@THECOIG.COM

FIND OUT MORE
WWW.THECOIG.COM

JOIN THE CLUB
MEMBERSHIP@THECOIG.COM

**FOLLOW
OUR
SOCIALS**

 [TWITTER.COM/THCOIG](https://twitter.com/THCOIG)

 [WWW.FACEBOOK.COM/THCOIG/](https://www.facebook.com/THCOIG/)

 [WWW.INSTAGRAM.COM/THCOIG/](https://www.instagram.com/THCOIG/)



**FIVE ROUTES.
ONE GREAT ADVENTURE.**



THE PEOPLE BEHIND THE COIG

THE BOARD

LINDA JOHNSTON

Linda is the Co-founder and Managing Director of Auchrannie Resort and has been involved in Ayrshire tourism for a number of years; she is passionate about the need for the industry to work together to create great tourism destinations. Linda is Chair of The Coig and a member of many tourism groups including Arran's Destination Management Organisation 'VisitArran'. She believes that The Coig will be a game changer for the area and will bring much needed visibility to the region's fantastic tourism assets at a national and international level.



DAVID MANN



David has been Director and a trustee of the Scottish Maritime Museum for seven years after working as its Operations Manager for a decade. David is Chair of Industrial Museums Scotland and is involved in several other ventures including the Skylark Trust. David is an avid member of his local community; until very recently he held the position of Chair of West Kilbride Community Initiative which operates Craft Town Scotland. Ideally David would spend his time making his way around some of The Coig's many golf courses or walking his dog across the spectacular countryside of the The Coig routes. David believes that The Coig offers an incredible opportunity for development across local communities and businesses in the region.

ALASTAIR DOBSON

Alastair is Managing Director of family owned Arran Dairies Ltd and of Taste of Arran, which is a collaborative business that manufactures, promotes, sells and distributes products from 10 SMEs across the Isle of Arran nationally and internationally. Alastair's other board appointments include Ayrshire Economic Partnership Board, North Ayrshire Economic Development Board, Arran Economic Group, VisitArran, Scotland Food & Drink Leadership Forum and Scottish Food Tourism Strategic Board.



MALCOLM SIMPSON



Malcolm is a Director of Simpsinns Ltd, an award-winning, family owned hospitality company that offers accommodation, cuisine and leisure facilities across Ayrshire. Malcolm was recently appointed a trustee of the Ayrshire College Foundation, is an active participant of the North Ayrshire Regeneration Board and is on the board of the Ayrshire Golf Scotland Partnership. He has a wealth of business knowledge and experience which both contribute towards making him a great addition to The Coig's board.

OPERATIONS DIRECTOR

DANIEL STEEL

Daniel has been CEO of Sail Scotland for the past six years, overseeing its transformation into one of the most respected tourism groups in Scotland. He has won two Scottish Thistle Awards, played a key role in Scotland's Marine Tourism Strategy and delivered marketing campaigns which have driven millions in additional visitor spend to Scotland. He leaves the steering Group which has shaped Scotland's Year of Coasts & Waters 2020 to join The Coig. Daniel said: "It is such a privilege to join The Coig team - it is a hugely exciting project, promoting an area with incredible assets which make it appealing to an international audience. Having lived and worked in the region for the past 14 years, I know first-hand just how special this area is. I am looking forward to working with the Board and team at The Coig to make sure we capitalise on the many opportunities ahead."



THE COIG



FIVE ROUTES.
ONE GREAT ADVENTURE.