

SHARE & REPAIR NETWORK TOURISM FUND REPORT

Increasing Circularity in Scottish Tourism
through Sharing and Repairing



Supported by



WELCOME

Welcome to our Share and Repair Network Tourism Fund Report; a story of how small steps in investment in community organisations can make a difference.

Circular Communities Scotland was commissioned by Zero Waste Scotland to administer funds which became available through Airbnb's involvement in the COP26 summit in Glasgow.

Our Share and Repair Network members were given the opportunity to apply for funds, and five grants were awarded in April 2024 ranging from £17,500 to £35,000 for the operation of one-year projects. These grants have supported innovative projects across Scotland, all with share and repair at their heart; reducing the consumption of new goods; avoiding the purchase of goods for single use, and effecting behaviour-change.

We are delighted to report that each of the projects have made an impact in their local area, and it is our vision to encourage the possibility of further change and development of environmental initiatives in the Scottish Tourism Sector through our learning. Thank you to Zero Waste Scotland and SCOTO CIC (Scottish Community Tourism Network Community Interest Company) for their support and input, and to those that have led and been involved in each individual project for their commitment and passion.

Whether a strategic partner in the sector, a service provider, or an individual, we trust that this report will inspire you, and lead to further positive action and behaviour-change for us all.



Michael Cook, Chief Executive



Rhoda Reid, Fund Coordinator



Borrowing instead of buying new is a simple, cost-effective, way of reducing our carbon footprint and holidaymakers are embracing this option more and more. This is why Zero Waste Scotland is proud to have supported these pilot projects. We hope their fantastic work will further highlight the great opportunity we have to increase green credentials in vital Scottish business sectors, including tourism in communities.

Stuart Murray, Head of Resource Management, Zero Waste Scotland

AIM OF FUND:

To grow sustainability in tourism and open possibilities for a more circular approach through sharing goods and repairing rather than buying new.



CONTENTS

- 3 Meet the Projects
- 4 Circularity in Tourism in Scotland
- 5 Summary
- 6 Themes
- 6 Learning
- 8 Opportunities and Recommendations
- 9 Ongoing Impact
- 10 Conclusion
- 11 Case Studies



MEET THE PROJECTS

In early 2024, after a competitive process supported by an external panel, five projects were selected to receive funds. Those five successful projects had until May 2025 to develop and deliver on the aims of the Share and Repair Tourism Fund: to grow sustainability in tourism and open possibilities for a more circular approach through sharing goods and repairing, rather than buying new.

We were pleased that the successful organisations reflected a range in geography and operational size: Geographically, two projects in different areas of the Highlands and Islands (Skye and Strathspey), two in cities - Glasgow and Stirling, and a town in the central belt (Linlithgow). Their turnovers ranged between £50K - £800K and the proposed activities of lending, repairing and reuse has given us a rich seam of learning.

Please read the Case Studies of each project; their individual achievements, impact, and legacy is provided at the end of this report.

Each of the projects, though unique, all shared the same ambition of delivering on the following fund outcomes:

- Reduce the consumption of new goods
- Avoid the purchase of goods for single use
- Effect behaviour-change in the sector
- Open possibilities for a more circular approach in tourism.

One holiday accommodation owner swapped to refillable soaps in her holiday homes because of the project.

Lindsey Campbell, LCDT

This uptake [of rentals] indicates that families are willing to shift their habits and choose rental over making purchases for items they don't need long term.

Rajkiran Atwal, MGR



CIRCULARITY IN TOURISM IN SCOTLAND

The key strategic bodies covering tourism in Scotland are VisitScotland (the national tourism and marketing organisation funded by the Scottish Government), and The Scottish Tourism Alliance being the largest member organisation for tourism and hospitality businesses in Scotland, and the leading representative body for the sector.

Other agencies currently provide support to the sector such as Highlands & Islands Enterprise, South of Scotland Enterprise, and Skills Development Scotland, all of which have environmental sustainability as part of their mission, and support that mission in various ways.

SCOTO CIC, established in 2022, is a network focused on community-led tourism with a vision for tourism which adds value rather than detracts from communities and the environment – regenerative tourism. Helping community groups better understand how the tourism industry functions and providing practical advice that ensures tourism is a force for good locally is at the heart of SCOTO CIC's remit.

Like Circular Communities Scotland, SCOTO CIC is a member of the Scottish Community Alliance. The concept of community-led tourism is not new, with community groups providing heritage centres and cultural events for many years. With Scotland's community empowerment legislation and support, an increasing number of communities across Scotland are opting to own and manage assets. These social enterprises have a visitor-facing aspect to what they do and often generate much needed revenue as well as addressing local priority issues including environmental responsibility.

Scotland Outlook 2030 is the national tourism strategy and sits alongside the National Strategy for Economic

Transformation. Scotland Outlook 2030 is focused on **'responsible tourism for a sustainable future'**. Of relevance to Circular Communities Scotland Share and Repair Network Tourism Fund projects, cross-cutting missions are being championed by the Tourism & Hospitality Industry Leadership Group (THILG) with the aim to successfully influence achieving the ambitions of Outlook 2030. Of their five mission themes, community-led tourism, and pathways towards Net Zero are included.

The Net Zero mission is currently focusing on carbon reduction and seeking to establish a baseline for the industry, and standardised measurement processes to demonstrate movement towards Net Zero. The projects supported by the fund highlights the need for a renewed focus on climate action and circularity into Scotland Outlook 2030. The community-led tourism mission is being delivered by SCOTO CIC in the main, and is seeking a recalibration of tourism in Scotland to deliver for Scotland's communities and the environment.

Circular Communities Scotland had no prior knowledge of the tourism sector before the fund was launched. Contact with SCOTO CIC was made when the projects were operational, providing mentoring support for three of the organisations and helpful contextual information for everyone involved.

RESPONSIBLE TOURISM FOR A SUSTAINABLE FUTURE



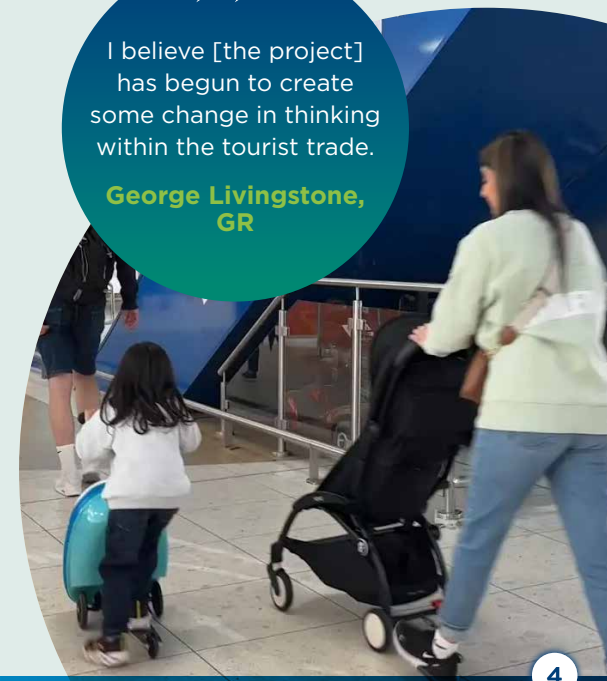
It's been a really valuable opportunity to work with Circular Communities Scotland on this initiative and support the individual projects. This is such an important aspect of climate action; demonstrating the art of the possible and exploring the challenges and opportunities in five communities sparking several ideas relating to community-led tourism and integration within the overall tourism industry.

Carron Tobin, Executive Director SCOTO CIC, THILG member



I believe [the project] has begun to create some change in thinking within the tourist trade.

George Livingstone, GR



SUMMARY

There has been a significant change in practices at the campsite through a growing commitment to reuse and repair as well as repurposing waste glass.

(Emma Bee, BSCC)

The security provided by the fund also led us towards being able to open for a 4th day, something which we will be able to maintain and indeed build upon towards a 5th day of opening.

(George Livingstone, GR)

Grantees:

[Broadford & Strath Community Company \(BSCC\)](#)

[Grantown Remakery at Strathspey Works \(GR\)](#)

[Linlithgow Community Development Trust \(LCDT\)](#)

[Merry Go Round \(MGR\)](#)

[Transition Stirling \(TS\)](#)

WE SET OUT TO GROW SUSTAINABILITY IN TOURISM IN SCOTLAND THROUGH SHARING AND REPAIRING

Total Grant awarded: **£134,650**

5 Projects

Reduced the consumption of new goods:

161 items
borrowed

93 items
repaired

Avoided the purchase for single use:

reusable pizza boxes, food containers and barbeques.

Effected behaviour-change:

We have seen a significant change in practices and a growing commitment to reuse and repair amongst staff involved in the projects and the local communities where the projects operated.

Possibilities for a more circular approach to tourism:

Opportunity for replication and shared learning.

Two Project Consultations carried out - Local tourism providers / Families holiday needs.

Longer-term rentals and sharing for accommodation providers.

To take forward sustainability in tourism we need:

- Increased understanding of the seasonal approach
- Longer-term planning
- More knowledge of the tourism sector
- Developed understanding of the visitor profile
- Collaboration to scale the projects
- Use of intermediaries to reach most visitors

Accommodation providers and project staff would welcome wider education on the circular economy

Opportunities to strengthen sustainable tourism:

- Build a network of sharing opportunities across tourism providers
- Introduce an easy to use, inexpensive and recognised form of sustainability grading
- Increase communication and marketing at all levels
- Train more skilled repair workers
- Increase refilling and reuse opportunities

THEMES

The five organisations appreciated the opportunity to pilot something new or take forward a vision that they had not been able to develop, due to limited resources. The fund allowed each organisation to explore a new area of work within their field of expertise in sharing or repairing.

Two organisations (Linlithgow Community Development Trust and Grantown Remakery), focussed initially purely on repairing, and three began with the vision of making goods available for loan or rental (Broadford and Strath Community Company, Merry-go-round, and Transition Stirling). As the projects developed, other aspects of repair and reuse were introduced, responding to local needs. The strength of the fund was that Circular Communities Scotland was flexible and supportive, responding to projects as needed, believing they were trialling an approach that we hoped would provide valuable learning for the future.

Despite the wide range of projects, key themes emerged;

- Taking time to plan well gave a stronger basis for success
- Timing was important when trying to engage with tourists or service accommodation providers due to seasonal fluctuations
- Communication and reaching into the tourism sector were found to be common challenges with limited marketing resources
- The challenge of future feasibility, developing a service that pays for itself
- Collaboration and information-sharing between the grantees was valued.

Through our survey we learnt some key things about how sustainability is viewed in our community and the barriers that exist: Lack of local business guidance and support, and limited awareness.

Lindsey Campbell, LCDT

Without similar programs elsewhere, it has been harder to scale the concept or create a more widespread culture of resource sharing.

Emma Bee, BSCC

LEARNING

Through the operation of the five pilot projects, the learning was two-fold; covering a more strategic understanding of the sector, and providing some practical considerations for further sharing and repairing opportunities.

More Knowledge of the Tourism Sector

The tourism industry is multifaceted, requiring detailed knowledge and understanding of how it operates and the many different players. From a business point of view the tourism (and hospitality) industry covers a huge range of operators from micro businesses and SMEs to large multinational corporate organisations, with many seeking to demonstrate their social and environmental purpose.

Also included are the many support organisations; marketers, influencers, booking engines, tour guides, travel agents etc. The complexity of the sector should not be a barrier to taking further steps into increasing circularity but provide a range of areas and opportunities for development.

We are making it easier for families to choose renting their children's equipment rather than buying it, promoting a reuse-first mindset which reduces the volume of new goods entering the market and encourages long-term shifts in consumer behaviour.

Rajkiran Atwal, MGR



LEARNING (CONTINUED)

Understanding the Visitor Profile

When supporting visitors to be more aware of the environmental impact of their behaviours we cannot assume one size fits all. Tourists can be independent travellers or those organised by the travel trade; either from within the UK or abroad; staying for a break or simply passing through; residents in the community who are going away and being visitors elsewhere, either for a day or longer.

As demonstrated by the Merry-go-round and Transition Stirling projects, there are three target markets to be considered for a sharing initiative:

- Travellers coming to the community who could 'hire' equipment to save bringing it themselves or buying it here and disposing of it immediately after. These independent travellers are hard to target and influence. Their initial holiday planning can be some time before booking and visiting and this should be a consideration when providing information on what is available
- Intermediaries (e.g., accommodation providers) who can offer guests various 'sharing' options to enhance their stay and allow them to consider options before travelling, and
- Local people who are going on holiday and only need equipment while they are away and don't want to own it and store it for very occasional use.

As demonstrated by the Broadford Campsite project many people using their site are only staying for one night before moving on to another campsite. Travellers will most likely bring things with them unless they are confident that other sites they will visit on their travels will offer the same sharing resources.

Our survey gave us more evidence to work with and make data driven decisions. It gave us a clearer picture of where we stand in the market, audience needs, areas of improvements and helped us identify our unique selling points.

Rajkiran Atwal, MGR

Without similar programs elsewhere, it has been harder to scale the concept or create a more widespread culture of resource sharing.

Emma Bee, BSCC



CHALLENGES FOR ACCOMMODATION PROVIDERS

Grantown Remakery and Linlithgow Community Development Trust have demonstrated what is possible in repairing, and how this aspect links to tourism and hospitality businesses rather than the visitors. The principles in the projects were strong and if anything, a key learning is that the marketplace is not yet ready for this at scale.

Barriers exist where accommodation providers are tied into requirements imposed by booking engines about available equipment, and for some, the need for consistent quality of equipment and furnishings linked to their quality standards.

There is a need for more skilled repair workers for specific items with some reporting a challenge to find people to repair curtains and blinds, microwaves, and 'patch' repairs on furniture. As in the wider population, accommodation providers can find it more expensive to make the sustainability/circular choice which points to the need for universal Extended Producer Responsibility (EPR) schemes which is beyond the remit of this report.

Accommodation providers are returning to us for further business aware that they will have to pay for the service, and some providers who did not take part in the project are now coming to us for repairs.

George Livingstone, GR

OPPORTUNITIES AND RECOMMENDATIONS

Overall Messaging

Holiday homeowners said they would welcome wider education on the circular economy. There is opportunity for businesses to mirror what visitors are likely to experience at home, or indeed encourage behaviours that had not yet been adopted e.g., no single-use plastic for bottled water in rooms, top up shampoo and soap dispensers.

An introduction of an easy to use, inexpensive and recognised form of sustainability grading that could be used in advertising would be welcomed. Feedback has been that the existing privately run Green Tourism scheme is expensive for small operators. SCOTO CIC could explore this opportunity, with support linked to the attraction of community-run / purpose-driven organisations where visitor-spend supports the community and the environment.

VisitScotland could provide the lead on circularity in tourism with talks, training, and opportunities for people to work together. Their business support website provides some resources on sustainability and the journey to Net Zero.

Reaching Visitors

For individual travellers with varied interests and sources of inspiration, and ways of booking, pre-visit marketing is vital for full awareness of what is available and possible. This cannot be done in isolation and best linked to destination marketing and/or the use of intermediaries; for example, by accommodation providers or the travel trade, building this into a booking offer to be selected if appropriate.

The circular message needs to be strengthened by increased communication and marketing of any opportunity. An environmentally minded blogger could demonstrate how a short break can be undertaken using the sharing economy and what this looks like in practice with all the benefits it provides.

Practical Steps

Increase of refilling and reuse opportunities would support self-catering providers and caravan/camping parks to model a move from single use. This could include takeaway premises being encouraged to provide and promote the use of re-usable pizza boxes and other containers and advertise this to encourage take up.

Building a network of sharing opportunities and partnerships across tourism providers for cross sharing e.g., camp sites and holiday lets could focus on tourist needs as they travel from area to area. There is scope to work with SCOTO CIC to integrate this in their BeLocal map which is being developed on www.belocal.scot as a distinct category and worth further exploration if a funder can be identified.

Through the pilot projects, the idea of sharing/hiring equipment when travelling rather than owning and having goods in storage many weeks of the year has proven attractive. Where existing Sharing Libraries are initially aimed at the local population, there is a strong case for fully extending this to visitors with a rental charge rather than a subscription which could possibly further help support a library.

WHAT COULD BE SHARED?

- Travel cots, baby carriers and feed-related equipment for babies
- Bike carriers, rooftop boxes
- Various types of camping equipment such as sleeping bags, camp beds, camping stoves, cool boxes, camp chairs and tables
- Outdoor activity equipment, paddleboards, wetsuits, kayaks, bike pannier racks and bags



We have seen a marked increase in the borrowing of our mobility aids which range from shower seats to wheelchairs, recognising an untapped market for those who may need them for a short time.

Ann Marie Sinclair, TS



ONGOING IMPACT

The Share and Repair Tourism fund has been a catalyst for change for each project in their local area. The fund has helped start initiatives which will continue in some way to positively influence behaviour-change in relation to environmental issues.

In the area of sharing, each project is planned to develop and expand. Broadford and Strath Community Company will continue expanding the Green Shed Sharing Library and bike repair station, and Transition Stirling plan to grow their Library of Things, offering a wider range of items in response to local leisure needs such as festival kits.

For Merry-go-round's Roundabout their goal is to be recognised as a staple part of travelling to and from Glasgow for families with young children and be a leading example of circular tourism in action.


Grantown Remakery plan to seek funding to develop their repairing project to ensure that costs are covered, and Linlithgow Community Development Trust will nurture the relationships made with local accommodation providers to encourage them to seek out repairs rather than replacing broken items by purchasing new. Both these organisations highlighted the cost of repairing, in terms of time, which can be a disincentive, when purchasing a new item can be cheaper.

A welcome and unexpected outcome, but one that is expected to endure, is the impact in each local community. George Livingstone from Grantown Remakery has seen a significant rise in local demand for repairs and Transition Stirling's Library of Things is now more established and increased in membership. Merry-go-round have begun to make rentals to local families and both the Linlithgow and Bradford communities have been open to new opportunities with Emma Bee at Bradford highlighting that their bike repair work is also being accessed by local people.



The Green Shed initiative has provided valuable insights into the challenges and rewards of implementing sustainable tourism practices. We hope that this project can serve as an example for other campsites and tourism sites seeking to reduce their environmental impact while enhancing the visitor experience.

Emma Bee, BSCC



The connections that have been made with tourism businesses in Linlithgow will be nurtured and we'll encourage them to become members of the Tool Library and seek out repairs rather than replacing their broken items wherever possible.

Lindsey Campbell, LCDT

CONCLUSION


Through the operation of this fund, we have seen that with further cooperation and resource, a little can go a long way in making a difference. People either going on holiday or visiting areas of Scotland want to have opportunity to avoid purchasing items that will not be used often, and accommodation providers have welcomed having a service to repair and renew furniture items.

The aim of the fund was achieved in ways unique to each project with a growth of sustainability in tourism. Through the sharing and repairing aspects of the projects the outcomes of a reduction in the consumption of new goods and avoidance of the purchase of goods for single use were achieved. We have also seen the potential and move towards the bigger strategic outcomes of effecting behaviour-change in the sector and opening possibilities for a more circular approach in tourism.

We believe that there is an opportunity to capitalise on the learning from the projects, including the survey carried out by LCDT, (see Appendices 1 and 2), knowing that much more could be achieved by collaborative working and building on what has been achieved in a short space of time. By working together, we can continue to move the dial in relation to climate action, seeking to ensure repair and reuse come before recycling and is pursued alongside the current focus on decarbonisation in the tourism industry and embedded in visitor behaviours. With appropriate funding the findings from these pilots could be developed and further piloted to better embed the principles within this industry.

There is no doubt that there is some appetite for change in the tourism sector despite the barriers mentioned, and there are organisations who can support and enable the journey to circularity in their local communities in Scotland.

Each of the projects would be considered replicable and learning from the set-up and running of each should be used to encourage a wider spread of such schemes – repairing or sharing, across Scotland.



We have been approached by another organisation covering other Highland areas. They are considering developing something similar and we plan to meet up to discuss our learning and how we can support their set-up.

George Livingstone, GR




Many of the accommodation owners were already trying to reduce the number of single use items they use; some for financial reasons and some for environmental reasons. Awareness was raised about environmental issues and items that would have been sent to landfill were repaired.

Lindsey Campbell, LCDT



The Library of Things is all about encouraging a reduction in the purchase of new goods and by taking items that have been disposed of or donated we are giving them a new lease of life, ensuring that some underused items are shared across the community, increasing their utility, and reducing overall consumption.

Ann Marie Sinclair, TS



The real impact of this initiative lies in the future and this first step with the five projects brings that much needed reality closer to home. My involvement has provided me with important insights and asks that I will pursue as a member of the Tourism & Hospitality Industry Leadership Group.

Carron Tobin, SCOTO CIC & THILG member

CASE STUDY

Broadford & Strath Community Company's vision was to set up a Sustainability Shed on the local camp site, sharing items required by tourists. This was expanded to make tools available for bike repair, for both the local community and visitors, and an E-cargo bike was purchased for use on the campsite.



What were the main activities supported by the grant?

Our first tasks were to carry out foundation work and build the Green Shed at the campsite. Once in place, we stocked the shed with a mix of second-hand and new items like tent repair kits, binoculars, nature guidebooks, and basic camping tools. Next came the introduction and installation of Bike Repair Station with training the staff, and later in the project year we were excited to purchase our E-cargo bike and install the glass crusher to provide aggregate for use on the campsite.



Staff really embraced the concept after initial reluctance and began to offer further suggestions for positive changes.



We believe the project offers a replicable model for other tourism sites across Scotland.



What worked well?

Over and above the campers enjoying the use of the Green Shed Sharing Library, the introduction of the bike repair station sited at the campsite has been a notable success because there were no facilities for bike repairs or spare parts in the area.

The E-cargo bike has helped staff on site, using it to collect borrowed items and deliver any necessary gear to campers, supporting sustainable transport.

What were the main challenges?

The uptake of items from the sharing library was lower than expected because campers typically stay only one or two nights. Without similar programs elsewhere, it has been harder to scale the concept or create a more widespread culture of resource sharing.

What were your main circularity outcomes?

We reduced single use by campers borrowing reusable pizza boxes and other food containers for take-away and using our available barbecues and many other items, encouraging resource sharing. There has been a significant change in practices at the campsite through a growing commitment to reuse and repair as well as repurposing waste glass.

An unexpected outcome!

There has been a strong interest from local people, as well as successful outreach to holiday let owners.

How has the fund helped your organisation and what do you believe is the legacy of the fund?

The establishment of a bike repair centre and the use of the E-cargo bike and glass crusher will continue to help change behaviours; supporting the recycling and reuse of materials, further embedding circularity within the campsite's operations.

CASE STUDY

Grantown Remakery at Strathspey Works is a charity providing access to work through work skills development. Covering a wide area of the Highlands, the Remakery has supported tourist accommodation providers to make their business more sustainable by providing a furniture repair service.



What were the main activities supported by the grant?

We got up and running quickly after initial meetings and project planning, reaching out to, and involving holiday accommodation providers. A wide variety of items were repaired through the project, 68 items in total over the year for hotels and guesthouses. Throughout the year we continued to communicate the vision of repair over renewal for both the tourism industry and local people.



A number [of accommodation providers] see it as adding to their 'Green credentials' which some tourists are now looking for.



The publicity attached to the project has brought about a very large increase in the number of members of the public seeking to have items repaired.



What worked well?

Overall, the project worked very well, communication with providers was good; the booking system for collection and our approach of keeping to one delivery day each month worked very smoothly.

A newsletter was sent out mid project which re-galvanised providers, many of whom had let the project drop out of their thinking.

What were the main challenges?

It was difficult for a small charity like ours to maintain the marketing of the service, and managing the flow of work could be challenging when there was an influx of repairs which were more than we could manage.

What were your main circularity outcomes?

The project has been a catalyst for change in the area with a general increase in repairing, with one hotel commissioning regular repairing. Early indication is that the shop income has increased by 50% because of the publicity, with members of the public bringing in items to be repaired.

An unexpected outcome!

We have been approached by another organisation covering other Highland areas. They are considering developing something similar and we plan to meet up to discuss our learning and how we can support their set-up.

How has the fund helped your organisation and what do you believe is the legacy of the fund?

The increased income has helped us provide skills for those in the local community who wish to move on to employment. The security provided by the fund led us towards being able to open for a 4th day, which we will be able to maintain and expect to build on as we expand our premises.

CASE STUDY

Linlithgow Community Development Trust promotes sustainable development and creates a thriving and resilient community. The LCDT tool library was expanded to include guest items for accommodation providers to borrow such as highchairs, travel cots and games; a repair service was also expanded, and a consultation around sustainable practices in the tourism sector in the area conducted.



What were the main activities supported by the grant?

We took some time to set up the project and recruit a range of holiday accommodation providers to take part in the pilot. Our project officer ran the project, coordinating the repairs and marketing the service recruiting skilled repairers from the local area. Time was also spent in conducting a survey with businesses involved in tourism in the area.

What worked well?

Meetings with holiday accommodation providers were useful to help them understand what we were wanting to achieve and why it was important. We also had great local publicity and interest from business owners, local Councillors, and organisations about what circularity meant.

What were the main challenges?

It took more time than could be paid for to make some quality furniture repairs. With people being busy, or just not interested, it was difficult to engage at times and even after involvement in the project, one person said they would still rather buy new than have a small electrical item repaired.

What were your main circularity outcomes?

Many of the accommodation owners were already trying to reduce the number of single use items they use; some for financial reasons and some for environmental reasons. Awareness was raised about environmental issues and items that would have been sent to landfill were repaired.

An unexpected outcome!

Through our survey we learnt some key things about how sustainability is viewed in our community and the barriers that exist: Lack of local business guidance and support and limited awareness.

How has the fund helped your organisation and what do you believe is the legacy of the fund?

This project, with sustainability at its heart, has encouraged tourism businesses to operate in a sustainable way and has encouraged behaviour change in the tourism sector locally. The emphasis on share and repair behaviours also means that what we have learned and achieved will support our Tool Library and Repair Shop.



One legacy has been the questions asked by businesses about circularity, and the conversations started around tourism in Linlithgow.



Three of the furniture items were repaired for the same accommodation owner who said, 'If I had not had access to the project I would have gone elsewhere and bought three new chairs'



CASE STUDY

Merry-go-round is an award-winning social enterprise, supporting families with young children in the Glasgow area. Funds were used to achieve its vision to set up a high-end baby and children's equipment rental scheme for families who would be travelling. Merry-go-round's Roundabout will serve the large year-round tourism population in Glasgow and the surrounding area.



What were the main activities supported by the grant?

We used branding and visuals experts to build strong brand foundations; we reviewed our business plan and existing competitor analysis, carrying out further market research and customer surveys. Website development came next as we began to build relationships, taking advice from Scottish Enterprise and SCOTO CIC. Volunteers were recruited and trained, as we continued to determinedly market the project and test the processes ready for a successful launch.

What worked well?

Our competitor analysis, financial projections and market research provided a clear understanding of the market. We were able to take time to shape a stand-out service that is personable, convenient, and reliable, offering a sustainable alternative to buying baby and children's equipment just for their travels.



Families found our booking process simple, our inventory thoughtfully selected and the overall service highly practical and affordable. This feedback confirmed that not only is there demand for our service but it's filling a gap in the market in Scotland.



Our service ensures that products are used by multiple families over time, extending their life span and decreasing the volume of waste heading to landfill.



What were the main challenges?

We had to adjust our time-line due to unexpected pressures on our plans. One staff member was responsible for managing the many and varied aspects of project development and having capacity for marketing was a challenge. Also opening meaningful conversations with children's product manufacturers to provide Roundabout with inventory and resources proved difficult.

What were your main circularity outcomes?

Roundabout was built on the core belief that families should not have to buy new baby and children's equipment for short-term use. Our service has laid the foundations for a more circular approach to family travel. We are making it easier for families to choose renting their children's equipment rather than buying it, promoting a reuse-first mindset which reduces the volume of new goods entering the market and encourages long-term shifts in consumer behaviour.

An unexpected outcome!

Since launching, we have had two inquiries into longer-term rentals which identifies a gap in the Scottish market for children's equipment rental and proves that families are already starting to change their habits.

How has the fund helped your organisation and what do you believe is the legacy of the fund?

The fund has played a vital role in helping us bring a long-awaited vision to life to create an empowering brand, marketing materials and video user manuals as well as a user-friendly website. The legacy is the successful establishment of a practical, user friendly travel rental service that challenges the norm in consumer consumption.



CASE STUDY

Transition Stirling is an environmental charity focused on improving awareness and providing a positive local response to climate change. Transition Stirling was already supplying items from its tool library and expanded to develop a 'Library of Things' introducing goods specifically aimed at the tourism market in Scotland's central belt.



What were the main activities supported by the grant?

We undertook research into lending libraries and systems to give the library the best possible start. The setting up of the Library of Things flowed from this and included a new design and logo and marketing of the project. We developed our systems, which we made sure were kept up to date, continuing to promote our work, meeting with stakeholders, and we sent a survey to accommodation providers in the area.

What worked well?

The setting up of a numbered identification system for the items in the library has been a great success. This has allowed easy identification of where items are stored and allows staff to locate requested items and to replace them correctly. We also made good contacts, using local press and social media for publicity.

What were the main challenges?

Reaching the intended tourism market was difficult and having no response from our questionnaire disappointing. While we recognise that the library has been a relatively easy sell, engaging with the tourism sector has proved to be more complicated than expected.

What were your main circularity outcomes?

The Library of Things is all about encouraging a reduction in the purchase of new goods and by taking items that have been disposed of or donated we are giving them a new lease of life, ensuring that some underused items are shared across the community and reducing overall consumption.

An unexpected outcome!

We have seen a marked increase in the borrowing of our mobility aids which range from shower seats to wheelchairs, recognising an untapped market for those who may need them for a short time.

How has the fund helped your organisation and what do you believe is the legacy of the fund?

The fund has allowed us to continue and expand our work in the circular economy. By offering the library service, we are giving continued longevity to the items people are borrowing. We have just had an enquiry from a school looking to borrow stage props and the interest in event items is also growing.



Tourism related lends were usually for family and friends visiting and members made use of library items for this instead of buying new.



Sharing libraries help create a new way to consume stopping unnecessary purchases and help save resources and protect the environment.



APPENDIX 1



Circular Tourism Project Findings

Education is needed

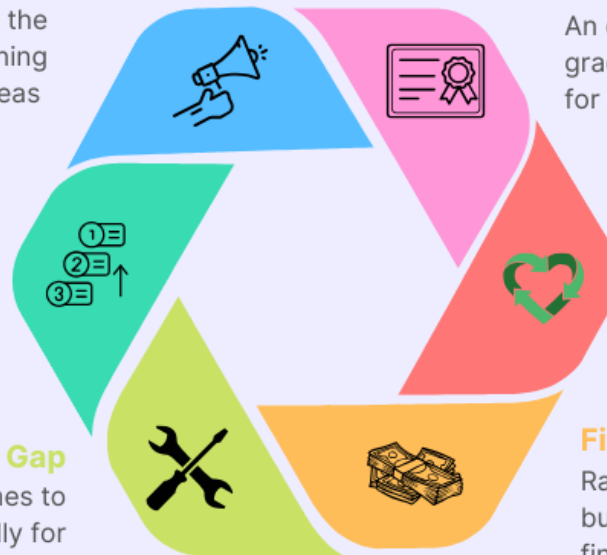
Wider education is needed on the circular economy – information, training and the opportunity to share ideas

Competing priorities

Circular economy is not currently a priority for accommodation owners

Skills Gap

There is a skills gap when it comes to repair workers – specifically for curtains and blinds, microwaves and small upholstery repairs.



Accreditation

An easy and inexpensive sustainability grading/award system would be useful for holiday accommodation owners

Encourage borrowing cultures

Wider discussions are needed on the acceptance of borrowing and 'second hand' items in tourist accommodation.

Financial commitment

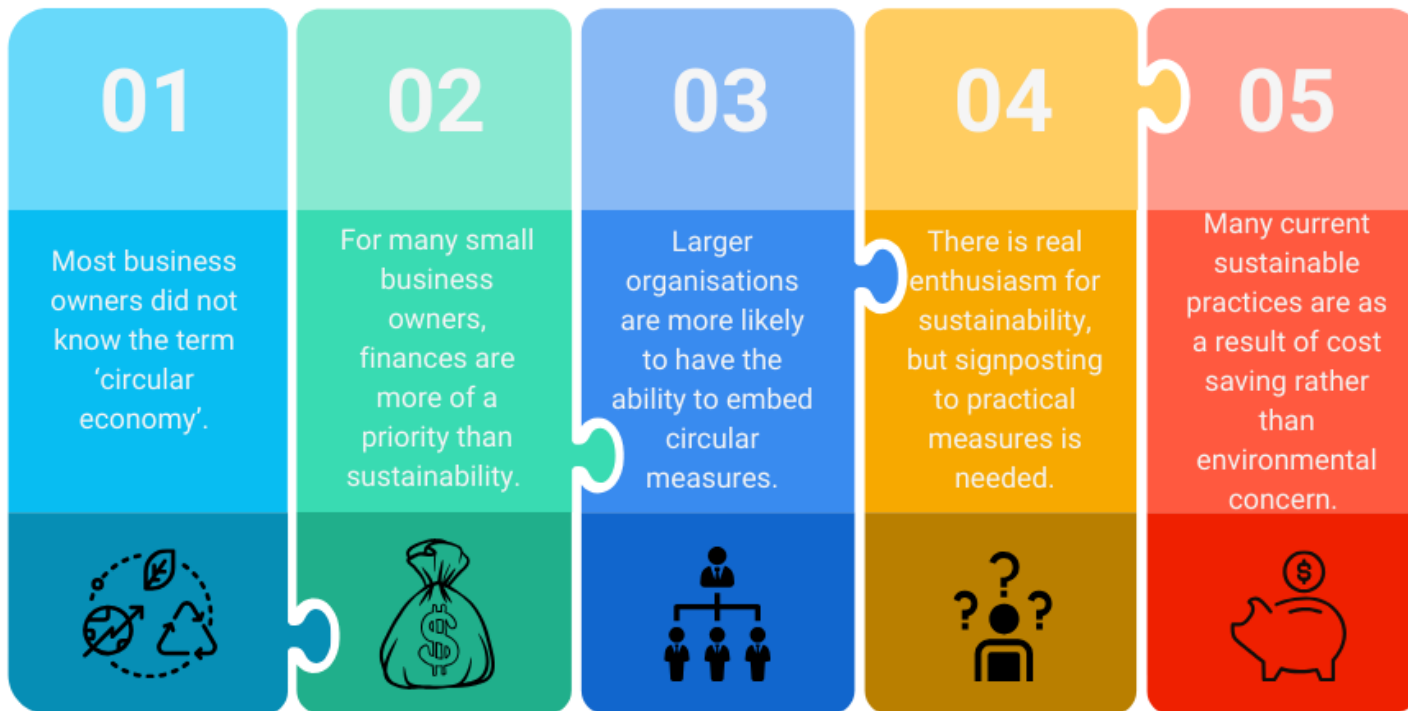
Raising awareness is important but there needs to be long term financial commitment from government if real change is to happen.

These findings are the result of a share and repair pilot project involving 9 holiday accommodation businesses in Linlithgow, West Lothian between November 2024 and February 2025. The work was carried out for Linlithgow Community Development Trust and funded by Circular Communities Scotland and Zero Waste Scotland.

APPENDIX 2



Sustainability Consultation - Key Takeaways



These findings are the result of a consultation with organisations and businesses involved in the tourism sector in Linlithgow, West Lothian between November 2024 and February 2025. The work was carried out for Linlithgow Community Development Trust and funded by Circular Communities Scotland and Zero Waste Scotland.

CIRCULAR COMMUNITIES SCOTLAND

SUITE 35 | STIRLING BUSINESS CENTRE
WELLGREEN PLACE | STIRLING | FK8 2DZ

T: 01786 232060

E: INFO@CIRCULARCOMMUNITIES.SCOT



WWW.CIRCULARCOMMUNITIES.SCOT

Registered Scottish Charity (SC036006)
Company registered and limited by guarantee in Scotland (SC266160)

Thank you to SCOTO CIC for input into writing this report and the images provided.



A project of
**CIRCULAR
COMMUNITIES**
SCOTLAND