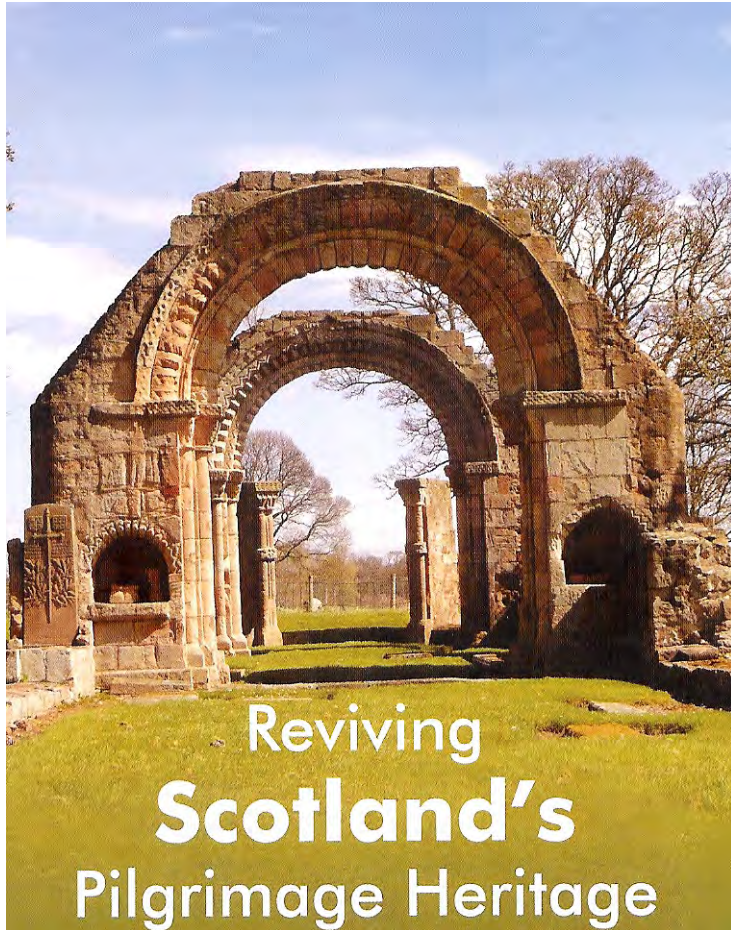


# Scottish Pilgrim Routes Forum



Building on Scotland's rich Christian pilgrimage heritage, SPRF is a contemporary movement rooted in an ancient tradition, meeting a widely-felt need in today's society where anyone can gain benefit through pilgrimage whether they are religious or not.

The Forum is a Scottish Charitable Incorporated Organisation (SC045212) governed by a Board of Trustees. A core element of its work is the development of Pilgrim Way walking and cycling routes through the work of local volunteer Steering Groups.

# Scottish Pilgrim Routes Forum

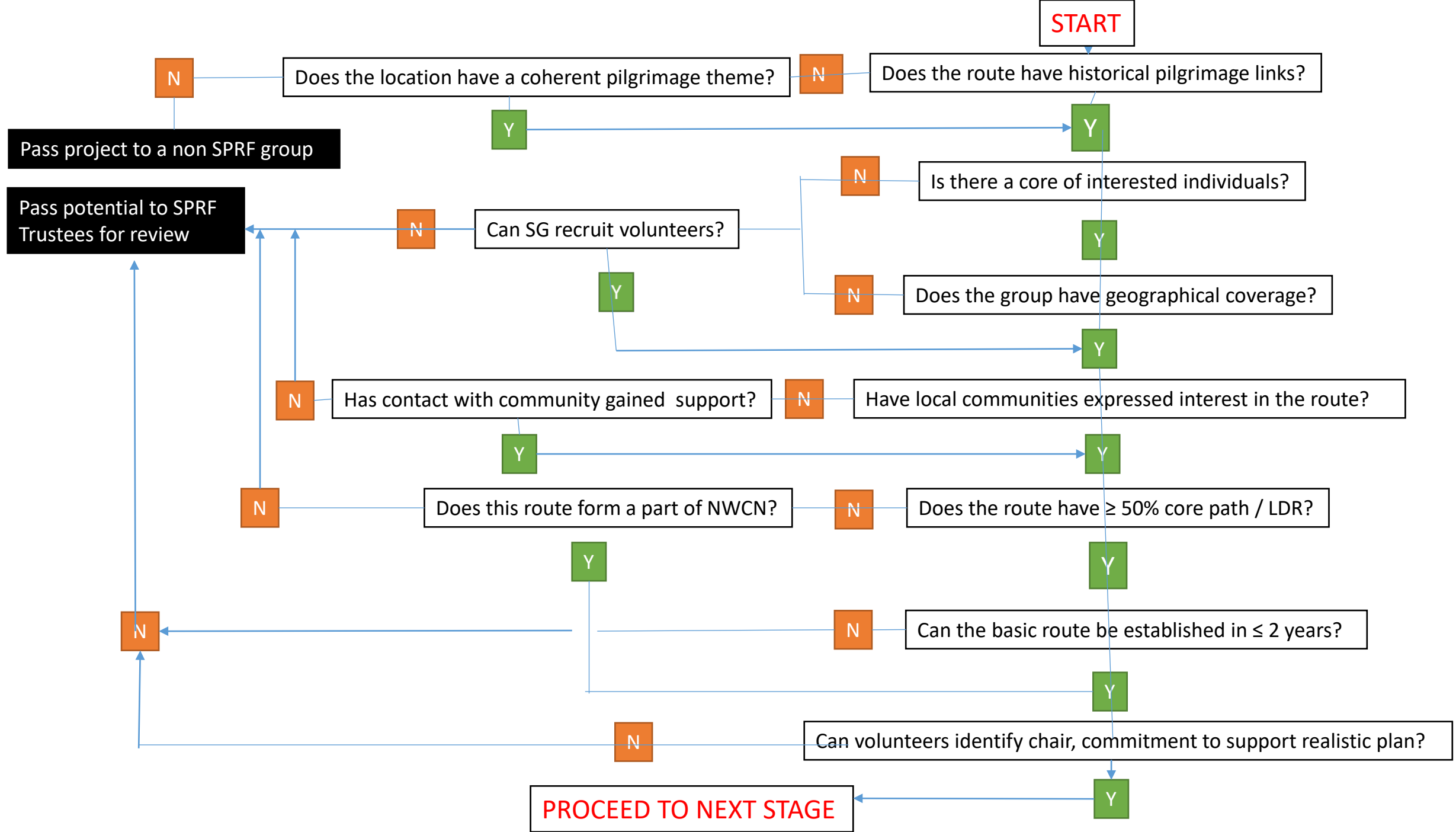


## Steering Groups' Toolkit

How to proceed with a potential new pilgrim route project

[Starting from here](#)





Can volunteers identify chair, commitment to support realistic plan?

Bottom Up  
Starting from grass routes

Top Down  
Local Authority / Public Sector led

Which of the categories best defines the development plan?

Draft plan & timescale with staged milestones

Define stages, timescales & consultant specification

Revisit and revise

Is plan accepted by volunteer group?

N

No 2<sup>nd</sup> Time

Y

PROCEED TO ACTION LIST

Identify potential funding sources

N

Have funders been identified?

N

Is there funding available / likely for each stage?

Y

Has application to funders been made?

Y

Identify other funders

Rejected

Outcome

Approved

Y

INVOLVEMENT WITH PARTNERS  
AT ALL STAGES



# 'Bottom Up' Action List for SGs

- Consider best use of volunteer skills
- Identify gaps in skill base and recruit new volunteer members
- Provide appropriate training as required
  - Funding sources and preparation of funding bids
  - Path development and accessibility legislation
  - Social media and promotional skills
- Review timescale for ongoing work and the staging of the work.
- Consideration of funding requirements and potential sources.
- Develop plan for engaging with landowners, businesses & authorities
- Progress development tasks ([reference to check list](#))

# 'Bottom Up' Check List (examples)



- Engage with as many interested organisation, churches, authorities and person as possible
- Get out to walk and explore the route on the ground and look at potential alternative paths
- Develop the USP for the route and start to raise awareness by varying means from the start
- Work on developing one section that can be walked quickly while also identifying areas where there is need for more work and investment
- Look to opening the route at a basic level while considering actions that will be needed to ultimately achieve Scottish Pilgrim Way accreditation via SPRF
- Consider methods for promotion and dissemination of route information, be it paper based and / or digital and engaging with media.
- Engage with local landowners, local authorities and national agencies as the route moves from being 'open access' use only to a defined SPW accredited route.
- Consider timing and format of an official launch.

For a more comprehensive list refer to “Steering Group Priority Contacts” document.



# 'Top Down' Action List

- Sell the route concept to the appropriate public authorities
- Have a clear plan on how the Steering Group will work with partners
- Play an active part in supporting the varying stages of project funding
- Use the Steering Group's contacts to add value to the project
- Focus on the elements of the project where the SPRF network has unique strengths, e.g. access to other heritage, pilgrimage and church interests
- Accept that the SG will have less ownership and control of the 'end product' pilgrim route and the process may have a longer gestation before it is walked.

# Steering Groups - Priority Contacts



- Individuals with skills / knowledge regarding local history, Christian heritage & outdoor pursuits
- Accommodation providers
- Food providers and shop
- Churches
- Local Authorities - Access Officers & Rangers
- National bodies (HES, SNH, VS, Forestry & Land Scotland etc.)
- Landowners
- Community Councils & local area tourism partnerships
- Transport providers
- Media - community, local and regional press, radio & TV
- Schools and Youth clubs
- Health Professionals

Additionally, consider how a Steering Group will engage with walking groups and the public

- Raise awareness via route website, promotional leaflets, social media
- Provide online directional information via route instructions, GPX files and mapping
- Engage with specialist publishers to develop a guide book
- Information display boards, QR codes and possible smartphone apps
- Passports and certificates

[Top down approach](#)