

Scottish Agritourism

Board of Directors

Riddell Graham was born and bred in the Scottish Borders and educated at Galashiels Academy and the University of Edinburgh.

Riddell began working in tourism in 1978, first as assistant tourist officer with Scottish Borders Council, then as Chief Executive of Scottish Borders Tourist Board, joining VisitScotland in 2005 as Director of Partnerships, Strategy and Communications and latterly as Director of Industry and Destination Development.



Riddell Graham,
Chair

Riddell led and managed a team of over 300 staff that delivered services and advice to visitors, tourism businesses and a wide range of external stakeholders. Riddell's team operated the network of i centres and delivered VisitScotland's star rating quality assurance schemes. He was responsible for developing the organisation's Gaelic Language Plan, Responsible Tourism Strategy and led VisitScotland's input to the Scottish Agritourism strategy. Riddell retired from VisitScotland in September 2021. Riddell is married to Fiona and has a son and two stepsons.

Caroline lives in the county of Angus, on the family farm, which is located just north of the City of Dundee. The farm produces Scotch beef, Scotch lamb and malting barley.

Caroline and her husband, Ross, run The Hideaway Experience, a 5-star accredited tourism business on the farm, established in 2005.

Caroline is Sector Lead for Scottish Agritourism and since 2008, has worked with others to raise the profile of agritourism as a significant opportunity for Scotland.



Caroline Millar

In 2012 Caroline undertook the Scottish Enterprise Rural Leadership Programme and along with three others, developed the concept of "Go Rural" to help encourage City dwellers into the countryside and on to farms. At the same time, Caroline undertook a Nuffield Scholarship to study agritourism in 10 countries. The report was presented at the Oxford Farming Conference in 2014 and has been shared widely to stimulate debate on the development of agritourism in Scotland. Caroline was awarded the Bullock Award in 2021 for the Nuffield Scholar who has made the most significant contribution to agriculture since the scholarship was undertaken, for her work on agritourism.

In addition to undertaking voluntary work to develop the sector, Caroline has run her own business consultancy, specialising in rural tourism and farm diversification, since 2007.



Caroline was elected on to the Board of NFU Scotland as the East Central Chair in February 2021 and represents the agritourism sector on the Scottish Tourism Alliance Council. She is a former director and Chairman of the Oxford Farming Conference.

Caroline and Ross have two children, Finlay who is 17 and Sophie who is 14.

Caroline Millar
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Kay Wilson and her family are tenant farmers on Loch Lomondside and have been farming there since 1750. Kay is the 11th generation of the Lennox family on the lease of the farm and the first female. The family celebrated 50 years in agritourism in 2022.

The farm produces Scotch lamb and Scotch beef over 1400 hectares with 1400 sheep and 20 breeding cows. The family's agritourism business consists of 5 "Bonnie Barns" luxury glamping pods, a self-catering cottage, and a growing farm tour business.



Kay Wilson

The Lennox and Wilson families have just completed three years as the Scottish Enterprise Agritourism Monitor Farmers.

Kay has until recently been a Destination Leader for Scottish Agritourism for Argyll and the Isles and is a graduate of the Scottish Enterprise Agritourism Monitor Farm Programme.

Kay and her husband Dougie have two children, Blair and Ailsa.

Robert Wilson is a tenant farmer in the Scottish Borders, farming over 182 hectares and contract farming a further 60 hectares. The farm produces Scotch beef and grows around 150 hectares of combinable crops. Robert runs a pedigree herd of Hereford Cattle and served on the Hereford Cattle board for 20 years until December 2020.

Robert and his wife, Lucy, also run an agritourism venture on the farm; Wilsons Farm and Kitchen, which offers bookable food and drink experiences using ingredients from the farm and local area.



Robert Wilson

Robert is passionate about growing agritourism in his own business and in Scotland to sustain family farms. He has been a Destination Leader for Scottish Agritourism since 2020.

Robert and Lucy have just completed three years as members of the East Community Group for the Scottish Enterprise Agritourism Monitor Farm Programme.

Robert and Lucy also run farm tours and are hoping to attract more of the travel trade to visit their farm for tours and meals. Robert has a keen interest in the environment, and this is a key area of the farming enterprise and tour experience.



Fiona Campbell was appointed as the Association of Scotland's Self-Caterers (ASSC) first Chief Executive in February 2015.

Over the past 7 years, she has worked with key industry stakeholders, local authorities, MSPs, and the Scottish Government, delivering advocacy and lobbying to support the traditional self-catering sector. In this role, she has frequently appeared on broadcast media and in the press, defending and promoting the interests of self-catering in Scotland.



During a period of immense regulatory challenges, Fiona has overseen an increase in membership at the ASSC to over 1,300 members, helping to cement the organisation's place as one of the strongest tourism bodies in Scotland.

Fiona represents the ASSC as a Council Member of the Scottish Tourism Alliance Council, was a member of the Strategy Steering Group for Scotland's Tourism Strategy Outlook 2030 and is a sector organisation lead, informing the Scottish Tourism Emergency Response Group. Fiona also represents the ASSC, as founding members of the European Holiday Homes Association (EHHA), engaging with counterparts across Europe and the European Commission.

She brings a wealth of first-hand experience of Scottish tourism, having operated two holiday homes overlooking Loch Long, Argyll for the last 20 years. Additional knowledge has come from her time as Director of the Arrochar & Tarbet Development Trust.

Fiona has been named as one of the Top 100 Women in Tourism.

Paul has spent the last 25 years working in tourism. During this time, he has led ten different tourism businesses, some simultaneously, written a degree on how to run a visitor attraction, established two destination marketing organisations (both in Dundee) and during the last decade, has provided management consultancy for over forty clients. Paul's work has seen him support clients in the UK, US, EU and Australia. Previous non-executive appointments have included ASVA, which he Chaired for the last two years of his



board membership, and Angus and Dundee Area Tourist Board. His most challenging assignment to date was leading the expansion of a US-based museum retail business into Europe. Needless to say, Paul is passionate about working in the sector, and is even more passionate about supporting the success of others who work in the industry.

While still not sure he is an official Munro bagger, Paul has scaled 100+ in the last three years so can often be found in the hills at weekends.



Karen Wilson was brought up on a farm on the Aberdeenshire coast in Aberdeenshire and now lives on Strathmore Estate in Angus, where her husband, Duncan, manages a large farming enterprise.

Karen has spent 20 years in accountancy with most of that time spent working for Scotland's largest independent firm of Chartered Accountants. Gaining an ACCA qualification in 2011, Karen was a senior manager as part of a rural team with a client base of mostly agricultural and rural businesses.



Karen Wilson

During her career to date Karen has grasped many opportunities to network and to attend agritourism monitor farm meetings where she enjoyed learning about diversification and tourism.

In 2017 she completed the Scottish Enterprise Rural Leadership programme. Karen has recently given up working in practice to concentrate on her family and a new home-made fudge enterprise.

Maggie is an experienced marketing, business development and product development consultant, with a passion for travel and tourism and an entrepreneurial approach. A former Commercial Director and co-founder of a luxury adventure travel company in the Himalayas, she later moved to Scotland and the role of UK Tourism Development Manager for iconic Scottish ferry operator, Caledonian MacBrayne (CalMac), before taking on the role of PR & Marketing Manager for The Willow Tea Rooms Trust



Maggie Maguire

and the multi award winning Mackintosh at the Willow, during the build and reopening phases of the restoration of the historic Mackintosh designed Tea Rooms, now an exciting major new tourism attraction in Glasgow City centre.

Maggie strongly believes in sustainable tourism that benefits and protects local communities, cultures and environments. She has won awards for Marketing Excellence for her Himalayan work as well as a Scottish National Thistle Award in the 'Working Together for Tourism' category for developing commercial partnerships whilst at CalMac as well as been recognised in the Thistles' Innovation category for product development. Having lived and worked in Australia, Asia and the UK, she currently divides her time between Northern Ireland and Scotland and is delighted to have the opportunity to support the growth and success of Scotland's exciting agritourism sector.

Scottish Agritourism is the voice of the agritourism sector in Scotland and the board is in place to provide governance to the membership body and support the long term sustainability of the organisation.

For more information about the Scottish Agritourism Board, you can email info@scottishagritourism.co.uk

