



CASE STUDY

VISIT SCOTLAND

Over many years, Visit Scotland has used Len Lothian for a whole range of different services.

While secure, accessible self storage is used for keeping PCs and furniture offsite, archive filing is also held in the warehousing facility. The most important piece of work for Visit Scotland however is the handling of their brochures.

Visit Scotland provides a wide range of brochures to meet the needs of millions of tourists visiting Scotland every year as well as the needs of the home market for tourist information. All in all, there are over 200 types of brochures covering everything from B&B's in Orkney to castles in Argyll and sea life centres in Fife. The majority of these brochures pass through the doors of Len Lothian at some point.

The process starts when the brochures are accepted at Len Lothian. On arrival they are logged with computerised stock control monitoring the numbers held. At any time Len Lothian can report how many brochures of each type are held in stock and the rate of usage, helping to refine re-ordering timescales and print volumes.

Batches of brochures are also despatched. Through the order picking and packing service, Len Lothian staff make up the despatch orders, which vary according to the numbers of each brochure required. Any number of different brochures may make up a palletised order. Requests are made daily and the orders are made up for collection.

“THE BEAUTY OF LEN LOTHIAN’S SERVICE IS THE CONVENIENCE WHICH IT OFFERS US. THE PHYSICAL RUNNING OF THE BROCHURE DISTRIBUTION AND THE SKILLS INVOLVED IN THE MANAGEMENT ARE ALL PROVIDED, SO WE DON’T HAVE TO COVER THESE AREAS OURSELVES. WE ALSO DON’T NEED OUR OWN WAREHOUSE.”

Neil Dickson
Visit Scotland

