



Company Name

Lost Sheep Guiding

Date of Interview

24th August 2021

Contact Person

Matt Reynolds

Email

LOSTSHEEPGUIDING@GMAIL.COM



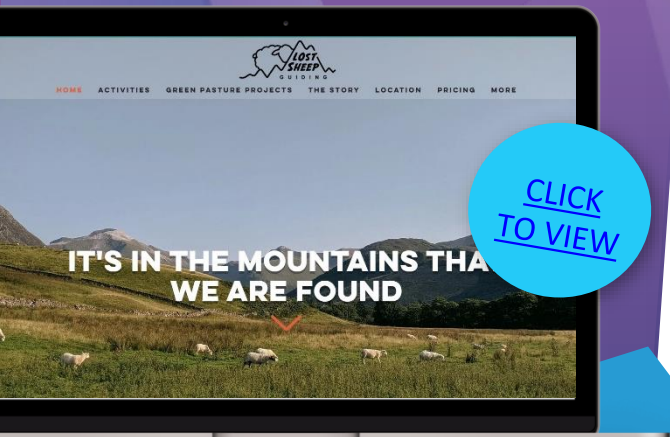
Our experienced Mountain Leaders will lead you safely up, along and across the historic Highland hills on a variety of different hiking, climbing and bespoke packages.

We're a wee company with a big desire to see people experiencing adventure.

Now, we're not farmers and we don't know much about sheep. But what we do know is this...Nature is healing. Mountains are great. And there are a lot of us who often feel like sheep, just grazing the same old pastures.

Lost Sheep Guiding exists because we realised that it was in the mountains that we felt most at home, breathing in the forest air that we felt most at ease and gripping the cold granite that we felt most alive.

It is our belief that a journey into the wild can change your life.





It's not just about the mountains physically but about the conversation with the land.

MATT REYNOLDS
Lost Sheep Guiding



WHAT WAS **THE TRIGGER** FOR YOUR BUSINESS OR ENTREPRENEURIAL IDEA?

My idea was that there's loads of people that I know who are like me, who are really struggling, or have been struggling, with mental health. And I strongly believe that being up in the mountains can really help people. It's not just about the mountains physically but about the conversation with the land and also the

social aspect. Being away from civilization and technology and all the stresses that comes with it. The reason I started Lost Sheep Guiding is a personal experience, it was when I came up to the mountains that I really started to find a purpose and a drive and things started to fall into place.



HOW DOES THE BUSINESS HELP TO ADDRESS REGIONAL **CLIMATE CHANGE OR SUSTAINABILITY ISSUES?**

I have called it my Green Pasture Projects which has three long term elements that we want to be having an impact on.

1. Conservation

Initially we start with every person that I have taken out into the hills, I want to be inspiring them to look after the environment or to know about local conservation projects.

Longer term, it would be trying to integrate that education within schools and building partnerships with conservation projects. It's about giving people an opportunity, who live here, who are born and bred here, to get involved in that sector

2. Natural Healing

Using the mountains and forests to aid natural healing and strengthen mental health. Hopefully, getting it to be kind of prescribed by

GP's. If someone is talking about mental health they can get a prescription and come over and go on a little walk with me and maybe, you know, maybe even long term might be connected with some therapists as well.

3. Diversity

Travelling throughout the Highlands and many different mountainous areas across Europe it has become apparent to us that these places tend to lack diversity.

In a country of such integrated cultures why should that stop in the mountains? At Lost Sheep Guiding we are determined to see people from a wider diversity of backgrounds experiencing the wonders of the outdoors. We are working hard to develop partnerships with like minded groups so that all can have equal opportunities in the hills.

”

I woke up one night and that name 'Lost Sheep Guiding' was there, and I just couldn't shake it.

GREEN PASTURE PROJECTS

WHAT **ADVICE** DO YOU WISH YOU COULD HAVE ACCESSED WHEN YOU STARTED?



How to actually work on social media. How do I get out to the people that I want to get out to? How do they hear about me? And how do I connect with them? And in a way that will actually reach them. It's all well and good putting nice things out, but actually, how do I reach the people that that need it?

WHERE DID YOU SOURCE THE MAIN **SUPPORT AND RESOURCES**



I got accepted on to the Impact 30 programme. So through that I'm meeting other businesses locally, who are also run by young entrepreneurs. And then I've also got a kind of business mentor, who every couple of weeks we are meeting up and chatting over stuff. I've left every meeting feeling really encouraged and quite inspired to keep going. You have to keep that self-motivation as well, you know, having someone else to encourage that is really helpful.

WHAT WERE THE MAIN **OBSTACLES OR BARRIERS** YOU ENCOUNTERED?



Time is a huge obstacle. You also need to be quite focused, it is great to have loads of ideas and a big 10-15 year plan, but it is prioritising them step by step so that you can give time to each one. Also understanding that when you're trying to do something which helps people, money can start being like its dirty money to make money to help people. But actually, I'm realising that the more money I make as a as a company, the more I can help people. That's why I look to have different business models, one model where it's actually just getting clients who are going to pay so you've got the money then to help people who maybe can't afford stuff or to do different things. And obviously, there's also people like that come up to the Highlands, who would pay money to do something like that?