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ENCOURAGING SUSTAINABLE ECONOMIC GROWTH CORPORATE TRANSFORMATION PROGRAMME



Borders Railway Blueprint

By working with a range of partners, including Scottish Government and Scottish Enterprise, we will deliver actions to maximise the full economic and social benefits.



Benefits

- Population growth
- More jobs
- Inward investment
- Safer travel
- Tourism growth
- Improved perceptions of area

Key Milestones

Apr-Jun '17

- Launch of Midlothian & Borders Tourism Action Group 'Destination Development Project'
- Agreement on 'Borders Transport Corridors Study' including options for line extension

Jul-Sep '17

- Consultations on Tweedbank and Galashiels Masterplans
- Delivery of SRPS Steam Train Experience 2017
- Launch of 'More Connected - Borders Railway' inward investment marketing campaign
- Business Incubator Network Feasibility Study
- Hotel Market Assessment Study

Oct-Dec '17

- Publication of Year 2 Evaluation research
- Submission of Stage 2 RCGF regeneration funding bid for Tapestry in Galashiels
- Delivery programme for Central Borders Business Park
- MBTAG tourism showcase

Jan-Mar '18

- Year 3 Visitor Marketing Programme underway
- MBTAG Travel Trade & Hospitality training underway

Apr-Jun '18

- Detailed design agreed for Tapestry Visitor Centre

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Our performance



PASSENGER NUMBERS

Over 2.6m
up to **September 2017**



STEAM TOURISM DATA

(Global Tourism Solutions) 2016

VISITOR NUMBERS (OVERNIGHTS AND DAY VISITS)

up to **10.9%**

Total expenditure up **16.2%**

YEAR 1 EVALUATION (TRANSPORT SCOTLAND) 2016

- 39% of respondents of the user survey were travelling on a tourist day trip or overnight stay. 34% of these were traveling to the Scottish Borders or Midlothian.
- More than 65% of tourist users stated that the rail line was a factor in their decision to make their trip and 23% stated that they would not have made the trip were it not for the line.
- There is evidence that the Borders Railway has affected peoples' residential choices and choice of workplace, as more than 50% of users who had moved house and over 80% of those who moved employment since the reopening of the line stated that the railway had been a factor in their decision.

Programme highlights

Creation of industry led **MBTAG (Midlothian and Borders Tourism Action Group)**, with a 2 year support programme including business innovation workshops, product knowledge sessions, learning journeys, market research, international market development, and a travel trade tourism development programme.

Delivery of '**Borders Railway - More Connected**' inward investment marketing programme, including editorial coverage in the Herald and Scotsman, an e-newsletter to 6,000 businesses, Food & Drink Showcase, Business Breakfast event, and Borders Railway business special in BQ Magazine.

A **Visitor Marketing Programme** led by Visit Scotland completed its second year of delivery to UK and International marketing, with a potential global audience reach of 23 million.

