

## 2019/2020 Community Fund: Interim Assessment Form

*Locality: Teviot & Liddesdale*

*Ref. No.: CF1920 T&L7*

*Organisation Name: Future Hawick*

*Funding Requested: £5,166*

ABOUT THE GROUP			
<b>Organisation Structure</b>	SCIO		
<b>Annual Accounts Balance</b>	£30,169		
<p>Are any funds ring-fenced, if so why &amp; how much?</p> <p>£28,214 of funding is ring-fenced:</p> <p>£3,771 for Hawick Regeneration            £20,518 for Hawick Action Plan            £1,928 for Town of the Horse            £1,997 for Hawick Welcome</p>			
<p>Has the applicant successfully applied for SBC funding within the last three years?</p> <p><input checked="" type="checkbox"/> <b>Yes</b>     <input type="checkbox"/> <b>No</b></p>			
<b>Fund</b>	<b>Financial Year</b>	<b>Amount (£)</b>	<b>What used for?</b>
Quality of Life	2018/19	£2,600	Hawick Welcome Hosts
	2017/18	£1,000	Made in Hawick feasibility study
	2016/17	£5,000	Made in Hawick feasibility study

ABOUT THE PROJECT	
<b>Project Brief</b>  <b>Project Start Date: DD/MM/YY</b>	<p>To fund printing of 6,000 promotional brochures and tickpad surveys which will be used by Hawick Welcome Hosts to promote Hawick and the surrounding area and evaluate visitor experience. Fund will also be used for a small contribution towards the costs of Hawick Welcome uniforms.</p> <p>May 2020</p>

Total Expenditure (£)		£5,740 (for this part of the project)	
Community Fund Request (£)		£5,166	
10% Match-funding		£574	
Any Other Contribution?		Future Hawick is in the process of raising additional funds to achieve full project costs.	
Other Funding Sources		Amount (£)	At what stage?
		£5,500	In progress
		£4,500	In progress
Community Fund Outcomes	<input type="checkbox"/> Communities have more access to better quality local services or activities <input type="checkbox"/> Communities have more access to a better quality environment <input checked="" type="checkbox"/> Communities have more pride in their community <input checked="" type="checkbox"/> Communities have more access to better quality advice and information <input type="checkbox"/> More local groups or services are better supported to recover from financial difficulty		

ASSESSMENT	
What need/demand has been evidenced for this project/activity?	<p>The Hawick Welcome Hosts initiative was established to promote the Hawick area to visitors and enhance the visitor experience. Last year an administrator and five Welcome Hosts helped welcome 5,100 visitors to the town between May and September with 6,000 free brochures being distributed throughout the Scottish Borders, Carlisle, Newcastle, Northumbria, Cumbria and Edinburgh.</p> <p>Feedback from visitors shows that many people are stopping in Hawick on their way to another destination and are unaware of what attractions and outlets there are in the town. The Welcome Hosts have played a role in encouraging people to explore the local area and in some cases, visitors have extended their stay once they have arrived in the town. Numbers of recorded visitors to the town in 2019 was up compared to 2018 figures.</p>
What benefits will be gained from the project/activity and how well does the project/activity meet the outcomes of the scheme?	<p>Feedback from visitors and local businesses is positive. The annual report for the project shows that visitors appreciate the information they can access through the Welcome Hosts service. The 60 page brochure advertises local businesses and promotes the history of the town, local walks and attractions and events. The town map included in the brochure has been particularly welcomed by visitors as a lack of signage in the town has been identified as an issue.</p> <p>The project meets the Teviot &amp; Liddesdale Area Partnership priority to 'continue the development of a strong tourist offer'.</p>

What support and involvement of the wider community is there for this project/activity?	Last year 56 businesses and 5 associate advertisers supported the scheme. However fundraising was down on the amount raised in 2018 due to difficulties encountered in staging a local concert. Community members are welcome to submit ideas on how the Welcome Hosts service can be improved.
What efforts have been made by the applicant to secure other sources of funding for the project/activity?	Fundraising and financial support from local businesses are in the process of being secured and will help cover the full costs of the Welcome Host initiative. For the Welcome Hosts to repeat the service they provided in 2019 these fundraising targets of £10,000 would need to be achieved in addition to securing Community Funds. If they are not met, the project would need to be adjusted and delivered on a reduced budget.
What happens at the end of the project/activity or when the funding is spent?	A report will be produced to detail what impact the project has had including visitor numbers, feedback from visitors as well as local businesses. The intention is to continue the Welcome Hosts project in the future.
Quotes received for items of expenditure	Yes
Have appropriate permissions been sought/granted?	N/A

### SBC OFFICER ASSESSMENT

The application meets the criteria of the community fund.

#### *Additional Terms and Conditions:*

Future Hawick will be requested to evaluate the impact of their project either on conclusion of their project or a year after receipt of their grant funding, whichever comes first. We recommend Future Hawick consider the following measures to help them evaluate impact:

- Where brochures were distributed and where visitors have travelled from
- Number of visitors to the town who engage with the Welcome Hosts
- Feedback from service users on content of brochures via the survey
- What Future Hawick's plans are for future funding
- How many businesses supported the initiative and their feedback on impact of the service
- Use of the SBC logo in promotional materials