



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 benefits.

Benefits

Population growth

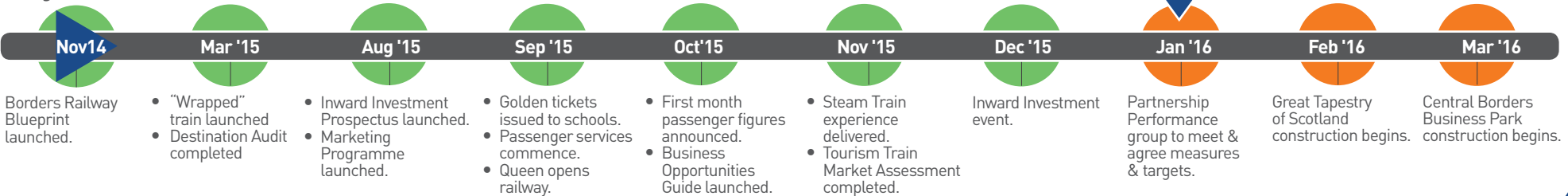
More jobs

Inward investment

Tourism growth

Improved perceptions of area

Key Milestones



Passenger numbers

319,369 up to 21 Nov 2015

647,000 Annual Target

Transport Scotland Baseline Evaluation 2015

Households

95% aware of new line

80% anticipate using the line (mainly for leisure)

Commuters: **70%** travel by car to work;

50% commute to Edinburgh

Businesses

96% aware of new line

Attitudes Scottish Borders **63% +ve** Midlothian **23% +ve**

Impact of railway on £ and customers **45% +ve** 15% +ve

Impact of railway on employees **45% +ve** 15% +ve

Media Coverage

VisitScotland worked with ScotRail to deliver a Borders Railway **Media Day** on 4th Sep to showcase tourism and investment opportunities. This was a major 'team Borders Railway' effort with teams from the Scottish Enterprise, Scottish Government, Transport Scotland, ScotRail, local councils and Destination Marketing Organisations (DMOs) helping to create a strong story for Scotland and the UK.

- **93** media hosted on the day
- **273** pieces of coverage
- **70** UK national press stories
- Total audience reach of **51 million**
- #MyBordersRailway trending on UK Twitter with potential audience reach of **29 million**

Programme highlights

A new **Inward Investment Prospectus** and promotional film has been developed to provide a wealth of information for potential investors around availability of land, grants, support etc. as well as information about living, learning and working along the route of the Borders Railway.
<http://bordersrailwayprospectus.com/>

A new **Visitor Marketing Programme** has been developed by VisitScotland to promote the Borders Railway and Edinburgh-Midlothian-Borders destination to Scotland, UK and International markets.

This includes radio, outdoor and digital campaigns.
<http://visitscotland.com/bordersrailway>

