



Scottish Borders COUNCIL

ADMIN & LEGAL

- 5 MAR 2014

CORPORATE RESOURCES

* HAWICK COMMON GOOD FUND
APPLICATION FOR FINANCIAL ASSISTANCE

<p><u>Applicant Details</u></p> <p>Name and Address of Applicant/Organisation:</p> <p>Telephone No:</p>	<p>Hawick Welcome Initiative</p>
<p>Address to which payment should be made:</p>	<p>Mr Jim Anderson, Treasurer, 12 Main Street, Hawick, TD8 7JH</p>
<p><u>Activities</u> Please supply a brief description of the activities of your organisation and the benefits it brings to the local community:</p>	<ul style="list-style-type: none"> ▪ The Hawick Welcome Initiative was set up as a private sector led project to enhance the visitor experience, to present a positive image of the town and to provide opportunities to the town's tourism and retail sector to improve its performance. ▪ Key activities are the presence over a 10 week period of uniformed, trained Hosts to provide an on street welcome to visitors to the town, to reinforce the image of a vibrant, welcoming town, production of a brochure to promote the town & sponsoring businesses and networking with local organisations for maximum effect. ▪ Hawick Welcome Initiative is working closely with Heart of Hawick to promote the new flagship regeneration project. ▪ Heart of Hawick is featured on the <u>front page</u> of the new style brochure together with featuring the Heritage Hub and the cinema etc. ▪ An Awards for All Grant in 2009 made possible growth and diversification, with the introduction of a new style brochure. <p>Benefits of the Project:</p> <ul style="list-style-type: none"> ▪ HWI were winners of the Scottish Borders Award – Best Community Project 2007 ▪ HWI helps create the “feel good factor” for residents, businesses and visitors. ▪ It enhances the visitor experience in Hawick through the provision of the Hosts and brochure). In a monitoring voucher 93% of visitors gave an excellent/good rating on their impression of the town, with 7% rating it average. Research over the previous years of the project has shown the value to visitors in the Hosts service, introduced in the belief that it is the personal contact that makes a visit memorable. Local residents and visiting friends and relations also benefit from these activities. ▪ It enhances the environment through the professionalism of the Hawick Hosts in signposting and a friendly welcome. ▪ It encourages businesses to provide excellence in customer service and reinforce the message of Hawick being a welcoming town. ▪ It provides opportunities for local businesses to attract and maintain the number of visitors shopping locally and thus increase sales levels. . Businesses surveyed have regularly expressed the view that the Hawick Welcome Initiative goes some way to making a positive contribution to the town's economy.

	<ul style="list-style-type: none"> ▪ VisitScotland Borders assume a spend figure of £15 per day visitor. Thus the value of business accruing from the visitors met by the Hosts can be calculated as significant. No claim is made that such a spend results from contact with the Hosts. However they make a major contribution in presenting a positive first impression of Hawick. ▪ HWI produces a brochure on Hawick, which, in the absence of any other current visitor print, is the definitive brochure on the town. Printed in Hawick, with a print run of 16,000, it is distributed widely across the town & wider Borders to encourage visitors staying in the area to come to Hawick. ▪ HWI creates 4 seasonal part-time posts and provides "town ambassadors" available as a presence to help at other events. ▪ It enhances local pride and presents a positive image of Hawick, as evidenced by comments from visitors and businesses and by the media coverage generated. The Hawick News" has shown continued support in giving extended coverage to HWI activities, reinforcing the impact of the project to local people. • It encourages local action and decision making in a partnership approach to improve the economy and image of the town, working with a range of local organisations to develop the project. e.g. Heart of Hawick, Vision 2014, Hawick Summer Festival, Bright Eyed Daughters, Hawick Farmer's Market and the 2011 Walking Festival, Bill McLaren Foundation and Teviotdale Leisure Centre. ▪ A comparative study of figures over the lifetime of HWI shows increased business support and increased impact – thus contributing to the sustainability of the project which celebrates its 17th year. ▪ HWI thus benefits the community socially, culturally, environmentally and economically.
<p>Assistance Requested Please indicate the sum requested and the purpose for which it will be used:</p>	<ul style="list-style-type: none"> ▪ £2500.00 ▪ This funding will go towards the Hosts salaries for the summer of 2014. ▪ Without the vital HCGF contribution, activities will need to be cut back. The impact on the town will in consequence be lessened. We are aware only too well that the Common Good Fund supports the host element of this project and the Committee are working hard at fund raising events to minimise this support. Further growth in business support would be required before sustainability could be obtained but in the current climate this proves difficult.
<p>When will the donation be required:</p>	<ul style="list-style-type: none"> ▪ March /April to allow for the recruitment of Hosts.
<p>If this is a one-off project then please give the following details – Date (s): Estimated total cost: Funds already raised by applicant's own efforts: Funds raised or expected to be raised from other sources (please state sources):</p>	<p>n/a</p>

Other information

If you have other information which you feel is relevant to this application please provide details including details of any previous assistance given:

- Business sponsorship is ongoing with Heart of Hawick sponsoring the front page and demand is great for the back page sponsoring. However indications are that many businesses are positive about advertising in the brochure together with local events.
- Without a price tag on the brochure the Hosts project cannot be self sustaining and it has been mooted that a price tag would deter tourists from purchasing the brochure and thus losing out in the information contained therein and the businesses thus losing out on the tourism spend which ultimately would have a negative impact on the economy and welcoming of the town.
- The HWI have undertaken fundraising through local coffee morning and a Scocha concert has helped towards the overall running of the project. Other diverse innovative ways of raising funds to help sustainability are ongoing.
- Two Awards for All applications have been made over the past few years it is unlikely that another awards would be granted. Most grant funders will not support tourism Hosts salaries.
- Consequently the support of HCGF is vital if activities are to be sustained in what is the project's 17th season.
- In conclusion, without the Initiative, there will be less potential to increase the length of stay of visitors to the town, and local businesses in the town's tourism and retail sector will be affected. The opportunity to contribute to the promotion of the Heart of Hawick will also be missed. Any scaling down of the project will reduce the level of impact and the quality of the service provided.

Declaration

I hereby make application for assistance as set out above and certify that the information I have provided is accurate

Signed:

Position Held: Chairman

Date: 28/2/2014

Note: All applications from organisations MUST be accompanied by a copy of the latest audited accounts

This completed form, accounts and any supporting details should be submitted to the relevant area office –

Scottish Borders Council Area Offices, Corporate Resources Department, Newtown Street, Duns TD11 3DT. Telephone 01361 882600. (Duns Fund).

Scottish Borders Council Area Offices, Corporate Resources Department, Albert Place, Galashiels TD1 3DL. Telephone 01896 754751. (Galashiels, Lauder and Selkirk Funds).

Scottish Borders Council Area Offices, Corporate Resources Department, High Street, Hawick TD9 9EF. Telephone 01450 375991. (Hawick, Jedburgh and Kelso Funds).

Scottish Borders Council Area Offices, Corporate Resources Department, Rosetta Road, Peebles EH45 8HG. Telephone 01721 720153. (Peebles Fund).

* Insert name of Fund.