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EXECUTIVE COMMITTEE TUESDAY, 29 JANUARY 2019

A MEETING of the EXECUTIVE COMMITTEE will be held in the COUNCIL CHAMBER, COUNCIL HEADQUARTERS, NEWTOWN ST BOSWELLS, TD6 0SA on TUESDAY, 29 JANUARY 2019 at 10.00 am

J. J. WILKINSON,
Clerk to the Council,

23 January 2019

BUSINESS		
1.	Apologies for Absence	
2.	Order of Business	
3.	Declarations of Interest	
ECONOMIC DEVELOPMENT BUSINESS		
4.	Economic Development Update (Pages 3 - 8) Presentation on recent Economic Development progress by the Chief Officer Economic Development (Briefing Note attached).	20 mins
5.	VisitScotland iCentre Update (Pages 9 - 14) Consider update by Executive Director on how VisitScotland is responding to new trends in the way visitors access information (copy attached).	15 mins
6.	Scottish Borders Council Events Plan 2014-2020 - Update (Pages 15 - 38) Consider report by Executive Director (copy attached).	15 mins
7.	Scottish Borders Cycle Tourism Strategy - Update (Pages 39 - 48) Consider update by Executive Director on activities in 2018 in relation to Cycle Tourism Strategy 2016-2021 and opportunities for 2019 (copy attached).	15 mins
8.	Brexit Response Team Verbal Update from Executive Director on the current actions being taken by the Council in relation to Brexit.	15 mins
	Economic Development theme additional membership of Committee:- Mr G. Clark, Mr J. Clark.	

	OTHER BUSINESS	
9.	Minute (Pages 49 - 52) Consider Minute of meeting held on 4 December 2018 (copy attached).	2 mins
10.	Any Other Items Previously Circulated	
11.	Any Other Items which the Chairman Decides are Urgent	

NOTES

1. **Timings given above are only indicative and not intended to inhibit Members' discussions.**
2. **Members are reminded that, if they have a pecuniary or non-pecuniary interest in any item of business coming before the meeting, that interest should be declared prior to commencement of discussion on that item. Such declaration will be recorded in the Minute of the meeting.**

Membership of Committee:- Councillors S. Haslam (Chairman), S. Aitchison (Vice-Chairman), G. Edgar, C. Hamilton, E. Jardine, T. Miers, S. Mountford, M. Rowley, R. Tatler, G. Turnbull and T. Weatherston

Please direct any enquiries to Fiona Walling Tel:- 01835 826504
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EXECUTIVE COMMITTEE – 29 January 2019

Economic Development Update

1. Business:

- From October to December the Business Gateway team assisted **35** business start-ups, of which **4** met the classification of 'Early Stage' growth. The Business Gateway Advisers have delivered **5** start-up workshops and **7** Growth workshops with 100 attendees. Growth Advisers continue to work with companies who have potential to achieve growth targets and have put **13** businesses through segmentation and provided **4** businesses with specialist consultants to work on projects.
- Business Gateway continues to work across the Scottish Borders meeting with a number of intermediaries promoting the services available through Business Gateway and the Council. In total **63** Intermediary visits have been held during the period.
- Business Gateway Advisers have facilitated **6** Digital Boost 1-2-1s for clients.
- For the period from 16 October 2018 to 31 December 2018, the **Scottish Borders Business Fund** received 5 applications and approved 4 grants valued at £14,585.00, supporting projects with a value of £32,215. These projects are forecast **to create 9 jobs** with a forecast **economic impact of £141,208 GVA**.

2. Regeneration:

- **Jedburgh CARS** – the first CARS funded repair projects have now been completed and grant funding paid out totalling £54,865 (Retrospective claims). The December 2018 deadline for applications for CARS funding received 19 individual applications seeking funding to repair 6 properties (the properties were in multiple ownership). Fifty five enquiries for CARS funding have now been received with a total of 29 applications submitted and either awarded funding (£110,000 for 11 applications) or the applications being assessed. The aim to have awarded 25% of CARS funding by the end of Year 2 (31 March 2019) is on target. The first application for funding to repair a 'Priority Building' has been made and is being assessed.
- **Hawick Conservation Area Regeneration / CARS Proposal** – the proposal has been submitted to Historic Environment Scotland (HES) in time for their November 2018 deadline. Officers are waiting for feedback from HES with regards evaluation of the proposal and funding bid.

- **Hawick Business Growth Project**

Armstrong's Redevelopment, Hawick - A planning application has been submitted for the demolition of the former Armstrong's department store building in Oliver Crescent and two former church buildings in Teviot Crescent are removed to make way for the redevelopment of the site. A new three-storey building will be created, providing a hub and office space for up to 17 small and start-up business.

 - Galalaw Business Park - the four industrial units are now completed. A number of businesses have expressed interest in renting and the first tenant moved in on 17 December 2018. It is intended to hold a formal opening with the appropriate Scottish Government Minister as soon as a suitable date can be agreed.
 - Feasibility studies for the regeneration of other key properties, with the aim of helping to inform potential investors, are being progressed.
- **Galashiels BID** – Galashiels businesses voted to reject a Business Improvement District (BID) in the town centre. The ballot is measured by the number of votes and level of Rateable value (RV) and both must be positive for the ballot to be successful. The ballot was positive in terms of number of votes but not in terms of RV. . The Council will continue to work with Energise Galashiels and other partners to help encourage regeneration activity in the town.
- **Selkirk BID** –various projects are progressing including the successful farmers markets and town centre events; development of a town brand identity; new signage to complement the streetscape signage; and the development of a new town website to market Selkirk more effectively.
- **Tweed Valley Tourism BID** - the Tweed Valley Tourism BID project managers are currently progressing consultations with target businesses and plan to draft an initial business plan early in 2019. The BID is aiming to progress to ballot in October 2019.
- **Hawick Textiles Training Centre for Excellence**

The aim of the new training centre is to tackle a critical skills shortage hampering textiles companies' efforts to boost their production and productivity. A funding commitment of £610,000 has been confirmed by the South of Scotland Economic Partnership to support the set up and delivery of the project for the first two years.

Alistair Young has now been appointed as the Centre Manager and Hawick High School has been selected as the location for the Centre. This is an excellent opportunity to integrate textiles with the High School and give the opportunity to learn about this important sector while at school. The Centre is available for trainees of all ages. The project has been a close partnership with the textile team at Scottish Enterprise and Skills Development Scotland, led by Scottish Borders Council. The local textile businesses are supportive and keen to make a success of the project.

- **Made in Hawick** – This brand has been produced to highlight the town's internationally renowned products to a global market. This initiative has the support of more than 20 Hawick businesses and aims to position the town as the place for visitors to buy top quality Scottish products. The project is commissioning a website, a leaflet is in production, and marketing will start on completion of this marketing collateral.
- **Scottish Government Regeneration Capital Grant Fund 2018** is aimed at providing new and/ or improved infrastructure through capital expenditure supporting projects in 2019/20 – 2021/22. Two applications were successful at first stage of the application process: Newcastleton Enterprise Pods & Learning Centre and Stow Station House Regeneration. The Newcastleton project has since been withdrawn but it is anticipated that this project will be brought forward in future years. Stage 2 applications were assessed by the Assessment panel in mid-January with the outcome expected by early February 2019.

3. Tourism & Events:

- Midlothian and Borders Tourism Action Group (MBTAG) were successful in their application for funding to deliver a phase two legacy project through LEADER and Borders Railway Blueprint. The project is a cooperation project between Midlothian and Scottish Borders and will include additional travel trade concept testing, market research and digital content creation for businesses within the two areas.
- **MBTAG "Idea's fund"** was opened for one round in December 2018 and received over 25 applications. Ten businesses were successful in receiving funding for product development around the themes of Heritage, Adventure, Food and Drink and "Behind closed doors"
- Event enquiries – Council officers have been working with a range of event organisers over the last few months. This includes popular events already in the event calendar as well as new events for 2019/20 including Transcend, European World Series (EWS), Tour of Britain, Brick and Steel County Rally, Borders Book Festival, Melrose 7s, the Proclaimers event, Borders Art Fair as well as other potential new events . Support has also been provided with an options appraisal for a revised Borders Heritage Festival.

4. European Funding Programmes:

- **European funding** continues to be available to projects through the Scottish Borders LEADER and European Maritime Fisheries Fund 2014 – 2020 programmes. The UK and Scottish Governments have confirmed that applicants whose LEADER grant funding is agreed and contracted by June 2019 will be able to complete their projects, even if the work is scheduled to take place after leaving the EU.

- The LEADER Local Action Group has approved grant funding of just over £3m to date, including 25 community, 6 farm diversification, 12 rural business development, 3 Enterprise Facilitator projects and 6 cooperation projects. A further 8 applications totalling £270k will be considered by the Local Action Group in February 2019.
- The **Forth Fisheries Local Action Group (FLAG)** has recommended 26 projects to Marine Scotland, committing £861k of funding to date - split Scottish Borders £247k (8 projects) / East Lothian £240k (10 projects) / Fife £374k (8 projects). In total, 38 Expressions of Interest have been received, with 3 not progressing. Remaining fund totals £190k. Marine Scotland has confirmed the UK Treasury has extended its guarantee on funding and that all EMFF contracts (awards) signed before the end of 2020 will be met.

5. Property & Projects:

- **Property** - 133 property enquiries have been received to date in 2018/19. This has resulted in a total of 21 new leases, including the first tenant at Galalaw. £92.9k in annual rental income has been generated for the Council, 83.5 FTE jobs will be supported and 33.5 FTE new jobs potentially created over the next five years. The new leases include 2 inward investment businesses. With regard to the Council's portfolio of leased industrial units, yards and shops, the occupancy level for the last quarter (Oct to December 2018) is **89%**.
- The 133 property enquiries include 19 enquiries to purchase plots. The sale of the last 2 available plots at Pinnaclehill, Kelso was progressed in December 2018. Land at Tweedbank was also advanced towards sale. These land sales support 21.5 FTE jobs and offer the infrastructure for the creation of 19 FTE new jobs. Both sales have been forwarded for completion to the Corporate Landlord. Sales discussions for serviced plots continue with growing businesses interested in developing in Coldstream, Duns, Eyemouth, Lauder and Selkirk.

6. Low Carbon:

- Resource Efficiency – referral process for businesses from Business Gateway to Resource Efficient Scotland continues to develop, with the total number of referrals reaching 46 over the last two years. This is second highest referral rate for any Scottish Local Authority area, showing the benefit of support from the Business Gateway service. 24 projects have been identified for further support from these referrals.
- As part of the Change Works in Peebles (CWIP) energy efficiency project, an assessment of local supply chain opportunities has been agreed with a local consultancy. The work is intended to identify opportunities and barriers to local businesses engaging in the installation of energy efficiency measures. An on-line survey is being run as part of the project, to assess views of the construction sector, and a workshop is scheduled for 5 February 2019 to encourage further discussion around the key opportunities and barriers for energy efficiency projects in the local area.

- The Council is working with the Energy Saving Trust on a feasibility assessment for the extension of the electric vehicle charging network in the Galashiels, Melrose, Tweedbank and Newtown St Boswells area. This support will help to identify key locations for possible public charge points and their specification (rapid, fast, standard speed), based on projected levels of uptake of EVs.

7. South of Scotland Enterprise:

Council officers worked with Senior Elected Members to ensure that the Council's evidence submission to the Parliamentary Committee was submitted by the 7 January 2019 deadline. The Scottish Parliament's Rural Economy and Connectivity Committee met in Dumfries on 14 January 2019 to hear evidence from Scottish Borders Council, Dumfries & Galloway Council and the South of Scotland Economic Partnership. Community groups and stakeholders also gave evidence at a second panel session that evening. Mr Dickson, Lead Officer for the South of Scotland Economic Partnership, will provide an additional verbal update at the Committee meeting.

Bryan McGrath, Chief Officer Economic Development, tel 01835 826525

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VISITSCOTLAND ICENTRE UPDATE

Report by Executive Director

EXECUTIVE COMMITTEE

29 January 2019

1 PURPOSE AND SUMMARY

- 1.1 **This report provides an update to members on how VisitScotland is responding to new trends in the way visitors access information.**
- 1.2 Trends indicate that online usage for visitor information and booking will continue to rise. In line with this trend, Scottish Borders' VisitScotland iCentres have experienced a general decline in footfall in recent years while there has been a significant rise in website visits and digital referrals to Scottish Borders businesses.
- 1.3 The VisitScotland visitor information strategy includes a commitment to provide high quality information and inspiration to more visitors than ever before, through the channels that they use the most. This will include investment in, and development of, its digital channels to ensure that visitors can find, click on, and spend more in the local economy. VisitScotland is aiming for closer working with local businesses so that visitors can access good information from local experts.
- 1.4 Rather than cutting back on information provision, VisitScotland, in partnership with Scottish Borders Council and local tourism businesses, is aiming to provide more information, to more visitors through even more outlets than at present.

2 RECOMMENDATIONS

- 2.1 **I recommend that the Executive Committee:-**
 - (a) **Notes the further changes made by VisitScotland to visitor information provision in the Scottish Borders;**
 - (b) **Welcomes the increased involvement of local tourism businesses in the VisitScotland Information Partners (VIP) Programme in the Scottish Borders; and**
 - (c) **Supports the identification of the existing visitor information site in Jedburgh as the 'VisitScotland Regional Hub' in the Scottish Borders.**

3 VISITSCOTLAND INFORMATION CENTRES

- 3.1 Visitors are accessing information from a wide range of sources while they are in Scotland. Trends indicate that online usage for visitor information and booking will continue to rise. Responding to this change in consumer behaviour and demand, VisitScotland (VS) is in the process of implementing a new strategy for the provision of tourism information and the overall customer experience. VS is looking at the best way to ensure that information is delivered to more people, in more places, using the channels that visitors use the most.
- 3.2 Tourism is a key sector of the local economy, with an economic impact of £204 million annually, supporting approximately 4000 jobs (2017). About 1.9 million people visited the Scottish Borders in 2017, spending 3.95 million days in the area. Of these, 1.2 million were day visitors. The 2013-2020 National Tourism Strategy and the Scottish Borders Tourism Partnership's new Tourism Strategy and Action Plan aim to grow visitor spend by 20-30% to contribute to sustainable economic growth.

4 REVIEW OF OPERATIONS

- 4.1 The use of new technology has grown to become one of the most innovative and integral parts of modern consumer behaviour, including tourists. Trends indicate that online usage for visitor information and booking will continue to rise. These changing patterns of visitor behaviour have led to a decline in footfall at VisitScotland iCentres across Scotland.
- 4.2 In October 2017, VisitScotland announced a new strategy to address the new and diverse ways in which visitor's access information. The new strategy is being implemented over a two-year period and includes:
- A significant increase in the number of digital channels providing content on places to visit and stay;
 - VisitScotland and stakeholders agreeing the location for a single regional Hub;
 - A new partnership with Live Borders to identify key locations where visitors seek out information, such as libraries or museums. Heart of Hawick Visitor Information Centre will change hands and be fully operated by Live Borders by March 2019. As Live Borders has a presence in every town, it is well placed to provide a visitor information service, beyond the current offer;
 - An increase in the number of businesses, and other tourism operators, engaging in the VisitScotland Information Partners (VIP Programme). The VIP programme has been developed to recognise and support the great effort that businesses across all sectors undertake to bring Scotland to life and help our visitors make informed choices to ensure they get the most from their visit. At present, there are 102 businesses in the Scottish Borders which deliver this service, including Abbotsford, Melrose Abbey and Johnston's of Elgin in Hawick. The VIP programme is currently open to all Quality Assured businesses, community groups and social enterprises. The aim of the new strategy is to significantly increase the number of outlets at which visitor information is

- available; and
 - Visit Scotland, working with Galashiels stakeholders, to identify the right visitor information provision for Galashiels for the opening of the Great Tapestry of Scotland building in 2020.
- 4.3 VisitScotland has provided an updated set of visitor figures for the Scottish Borders iCentre's in 2017/18. The footfall and booking number results for 2017/18 are set out in Appendix 1. The time series data in Appendix 1 also demonstrates the significant changes that have occurred over the last seven years.
- 4.4 Overall footfall figures have been decreasing for some time at the information centre sites in the Scottish Borders, reflecting the different ways that visitors now access information. In Peebles the visitor numbers have decreased by 70% since 2006. Last year the site welcomed an average of 9 visitors per hour. The site made 78 accommodation bookings in 2016/17, a significant drop in demand for this service since 2006, when the same site made 423 bookings. VisitScotland has also completed a partnership handover with Live Borders for the Heart of Hawick site, which will operate as a Live Borders dedicated site from March 2019.
- 4.5 Since rolling out the VisitScotland Information Partner programme, 102 businesses in the Scottish Borders have become VIP accredited. VisitScotland currently operates and manages one VisitScotland iCentre in Jedburgh, providing face to face information services, including an accommodation and ticketing service. This VisitScotland iCentre is partially funded via an annual Minute of Agreement (MOA) between Scottish Borders Council and VisitScotland. In relation to Kelso, VisitScotland currently has a VIP Partnership agreement in place with Visit Kelso which offers visitors face to face information across 20 sites in and around the town.
- 4.6 VisitScotland operations will cease at the Peebles location at the end of February 2019. There are ongoing discussions between Scottish Borders Council and VisitScotland on the SBC contact centre becoming a VIP Plus site, which would ensure that existing visitors to the High Street can continue to collect leaflets and get advice on what to see and do within the locality. It is important to note that there are already 14 VIP Partners in the Tweeddale area, including Glentress Forest and Traquair House, which between them currently welcome in excess of 350,000 visitors each year. VisitScotland is also pursuing a partnership agreement with Tweed Valley Tourist Consortium which would see an additional 60+ businesses from the Tweed Valley area join the VIP programme, as a collective.

5 PROPOSED REGIONAL HUB

- 5.1 One of the key elements of the VisitScotland strategy is the creation of 26 Regional Hubs across Scotland from the current network of iCentres. VisitScotland has had discussions with local partners around which location would be most beneficial for the Hub for the Scottish Borders. VisitScotland has held consultations with a number of key stakeholders in the area prior to making the decision on the siting of the regional hub including Council officers and the board of Scottish Borders Tourism Partnership.

- 5.2 Having listened to the feedback from Scottish Borders Council and other local partners, VisitScotland has decided that the existing Jedburgh site would currently be the best location for the Regional Hub for the Scottish Borders. Jedburgh has been chosen for a number of reasons: the 'Gateway' nature of Jedburgh, close to the national border; the physical location of the site; the scale of the building; the availability of parking; the volume of coach traffic and the access on the A68 from the Borderlands area, all make Jedburgh a stronger proposition than other sites. On this basis, it is recommended that the Council supports VisitScotland's decision that the 'VisitScotland Regional Hub' in the Scottish Borders is located in Jedburgh.

6 IMPLICATIONS

6.1 Financial

The VisitScotland iCentres in the Scottish Borders are funded via an annual 'Minute of Agreement' between VisitScotland and Scottish Borders Council. This details the delivery of regional VisitScotland marketing and visitor information expenditure for the Scottish Borders. The 2018/2019 Minute of Agreement committed £107,000 from Economic Development budgets towards regional marketing and visitor information activity. The future breakdown of this funding will be carefully considered as part of the negotiations for the 2019/20 Minute of Agreement to ensure the most effective support for the tourism sector.

6.2 Risk and Mitigations

There is a reputational risk to the Council if the VisitScotland iCentres are not well used, not seen to be embracing new technologies or are not able to properly address users' requirements. This will be mitigated by undertaking an effective and ongoing annual review process in partnership with VisitScotland.

6.3 Equalities

An equality impact assessment (EIA) is not required as this report relates to the continuation of the existing event development support service. A key aspect of the Economic Development Team's work is to reduce barriers to economic inequality and information on service delivery to equalities groups is monitored.

6.4 Acting Sustainably

The provision of accessible, high quality tourist information helps to ensure that the visitor experience of those coming to the Scottish Borders is memorable. Continuing to support appropriate visitor information at a wide range of locations across the Scottish Borders helps to support the tourism sector and the businesses and jobs that rely on it.

6.5 Carbon Management

There are no direct implications for the Council's carbon emissions from this proposal.

6.6 Rural Proofing

Rural proofing is not required because this project does not change Council strategy or policy.

6.7 Changes to Scheme of Administration or Scheme of Delegation

There are no changes to be made to the Scheme of Administration or the Scheme of Delegation.

7 CONSULTATION

7.1 The Chief Financial Officer, the Monitoring Officer, the Chief Legal Officer, the Chief Officer Audit and Risk, the Service Director HR and the Clerk to the Council have been consulted and their comments have been incorporated into the report.

Approved by

**Rob Dickson
Executive Director**

Signature

Author(s)

Name	Designation and Contact Number
Bryan McGrath	Chief Officer Economic Development, Chief Executives, Tel: 01835 826525
Kate Pearson	Economic Development Officer – Tourism, Economic Development, Tel: 01835 826778

Background Papers: None

Previous Minute Reference: Executive Committee, 5 December 2017

Note – You can get this document on tape, in Braille, large print and various computer formats by contacting the address below. Bryan McGrath can also give information on other language translations as well as providing additional copies.

Contact Bryan McGrath, Council Headquarters, Newtown St Boswells, Melrose, TD6 0SA Tel: 01835 826525, email bmcgrath@scotborders.gov.uk

Appendix 1

VisitScotland iCentres Data – Scottish Borders

FOOTFALL	<u>18/19</u> To 31 Dec	<u>17/18</u>	<u>'16/17</u>	<u>15/16</u>	<u>'14/15</u>	<u>'13/14</u>	<u>'12/13</u>	<u>'11/12</u>
Jedburgh	18,314	18,795	26,933	26,861	30,558	33,646	32,153	32,536
Hawick	8,383	14,796	17,947	17,240	15,105	14,872	15,157	14,201
Peebles	17,166	20,482	23,185	21,760	26,193	26,251	27,385	27,594
Melrose	n/a	n/a	9,461	5,067	8,117	15,312	16,431	14,975
Kelso	n/a	n/a	12,776	13,192	15,611	15,261	14,943	15,968
<u>TOTAL</u>	<u>n/a</u>	<u>54,073</u>	<u>90,302</u>	<u>84,120</u>	<u>95,584</u>	<u>105,342</u>	<u>106,069</u>	<u>105,274</u>

BOOKING NUMBERS	<u>18/19</u> To 31 Dec	<u>17/18</u>	<u>16/17</u>	<u>15/16</u>	<u>2014/15</u>	<u>2013/14</u>	<u>2012/13</u>	<u>2011/12</u>
Jedburgh	<u>8</u>	<u>33</u>	<u>59</u>	<u>119</u>	<u>162</u>	<u>131</u>	<u>147</u>	<u>225</u>
Hawick	<u>2</u>	<u>16</u>	<u>13</u>	<u>29</u>	<u>57</u>	<u>47</u>	<u>41</u>	<u>72</u>
Peebles	<u>60</u>	<u>68</u>	<u>78</u>	<u>63</u>	<u>35</u>	<u>141</u>	<u>63</u>	<u>107</u>
Melrose	<u>n/a</u>	<u>n/a</u>	<u>0</u>	<u>11</u>	<u>30</u>	<u>88</u>	<u>55</u>	<u>115</u>
Kelso	<u>n/a</u>	<u>n/a</u>	<u>24</u>	<u>21</u>	<u>27</u>	<u>14</u>	<u>21</u>	<u>45</u>
<u>TOTAL</u>		<u>117</u>	<u>174</u>	<u>243</u>	<u>311</u>	<u>421</u>	<u>327</u>	<u>564</u>

SCOTTISH BORDERS COUNCIL EVENTS PLAN 2014-2020 – UPDATE

Report by Executive Director

EXECUTIVE COMMITTEE

29 January 2019

1 PURPOSE AND SUMMARY

- 1.1 This report presents an update on the Council's Events Plan 2014-2020. It highlights key events and other progress made during 2018.**
- 1.2 The Council successfully facilitates and supports the delivery of a wide range of regional, national and international events. This coordinated and targeted approach to promoting events in the Scottish Borders has had a significant impact on the economy, generating an estimated economic impact of almost £4 million in 2018.
- 1.3 These events raise the profile and enhance the reputation of the Scottish Borders, and deliver social and community benefits. The regional tourism strategy highlights events as a key success factor in attracting more visitors to the area, and encouraging them to do more, spend more and return more often.
- 1.4 The updated Events Plan 2014-2020 set out in Appendix 1 and Appendix 2 outlines the approach to prioritising event support activity and highlights key achievements to date.

2 RECOMMENDATIONS

2.1 I recommend that the Executive Committee:

- (a) Notes the achievements and progress made in relation to the Scottish Borders Council Events Plan 2014-2020;**
- (b) Agrees to continue to support the events sector to maximise economic impact and sustainability through delivery of the Scottish Borders Council Events Plan 2014-2020; and**
- (c) Agrees to encourage the opportunity for event development across the South of Scotland and North of England with other event partners and stakeholders linked with funding opportunities through the South of Scotland Economic Partnership and the Borderlands Initiative.**

3 SCOTTISH BORDERS COUNCIL'S EVENTS PLAN 2014-2020

- 3.1 In December 2017, the Council's Executive Committee considered a report on the Scottish Borders Council's Events Plan 2014-2020. The 2014-2020 Plan outlined the vision that: By 2020 the Scottish Borders is seen as 'a stage' for significant events that raise the profile of the area and create sustainable economic benefits.
- 3.2 The overall aim of the Events Plan 2014-2020 is to work together to develop the reputation of the Scottish Borders as an excellent host for a wider variety of events. In order to achieve this and maximise the wider tourism and economic benefits, a number of key objectives were identified:
- To support the development of events
 - To encourage effective event promotion and marketing
 - To ensure events are evaluated so we understand their economic impact
- 3.3 The Events Plan 2014-2020 sets out the Council's approach for the support, development, delivery and measurement of the impact of events in the Scottish Borders for the period 2014-2020.

4 SCOTTISH BORDERS COUNCIL'S EVENTS PLAN – 2018 UPDATE

- 4.1 The Scottish Borders Council's Events Plan 2014-2020 is set out in Appendix 1. It is ambitious and proposes targeting support towards events that have the greatest regional and national impact. The approach aims to maximise financial leverage from EventScotland and other partners, as well as maximising social, cultural and environment benefits. The coordination and management of the Events Plan is led by Scottish Borders Council. However, successful event delivery requires a partnership approach with ambitious event organisers and national agencies as well as local businesses and communities. The Council will continue to work with partners to grow existing events and bring new, exciting events to the area. This will build on the rich heritage of events currently in the Scottish Borders, and also encourage new and different events that can offer a unique experience to visitors.
- 4.2 Using this partnership approach, significant progress has been made with regard to the delivery of the Plan. Appendix 2 provides a summary of this progress. Some of the key highlights this year have been:
- **Melrose Rugby 7s** – On the day before the main tournament an Emerging Talent event was held allowing U15s to show off their skills and the main event included the University of Edinburgh side, as winners of the Scottish University 7s, (held some weeks prior to the event and part funded by Year of the Young Person). This drew in a new audience of students who may not otherwise have attended. Attendance numbers were circa 10,000, having an economic impact of £572k.
 - **Borders Book Festival** continues to deliver successfully and is established as one of the top three literature festivals in Britain. It brings high profile authors to the area and has expanded their event offering with local food, drink and entertainment. The 2018 event attracted nearly 30,000 spectator admissions. Overall Economic impact was £2.32M, despite the Festival site having to be closed for a period on the first day due to Storm Hector.

- **TweedLove Festival** portfolio of events throughout 2018 incorporated the Whyte British MTB Enduro Championships with riders from across the UK competing for the opportunity to win the title of British Enduro Championship for 2018/19. The TweedLove Festival also offered riders and their families a wider programme of events for other cycling disciplines and every age group. The overall TweedLove economic impact was £740k.
 - **Scottish Blind Golf Championship** which took place at Cardrona in 2018 and **Riverside Rock** at Jedburgh both received funding. Riverside Rock required further marketing activity to mitigate the negative impact of a rival music event at Dalkeith Country Park.
 - **Doddie's Ride**, a cycle event in aid of the Doddie Weir Foundation, was a new event in the calendar and attracted a lot of media interest.
- 4.3 The Council identified a range of actions within the Event Plan 2014 - 2020. Actions were prioritised around those that would deliver significant economic impact and for which resources were available; and actions for which resources were still to be identified. In terms of overall delivery, the Council has made positive progress with the majority of the actions using the staff and financial resources available. Some actions are ongoing and will continue to be developed and implemented.
- 4.4 The Borders Railway continues to impact positively on events in the area, most notably the Borders Book Festival and Melrose 7's. The Book Festival now provides a shuttle bus to/from Tweedbank station to ease access.
- 4.5 This coordinated and targeted approach to promoting events in the Scottish Borders has had a significant impact on the economy. The combined economic impact of events part-funded by the Council in 2018 is estimated to be almost £4 million based on the national EventIMPACTS model. This figure is less than previous years as the Scottish Borders did not host the Tour of Britain in 2018.
- 4.6 In addition, the Borders Heritage Festival organisers did not deliver a festival in 2018, agreeing to take a year out due to resource limitations and funding restrictions. However, it should be noted that there were other successful and developing events being hosted in the Scottish Borders which did not receive any direct Council funding; and therefore economic impact figures are not included e.g. Borders Art Fair. In future, for those events, Council officers will liaise with event organisers to help them grow, develop and capture their economic impact.
- 4.7 The advice offered to event organisers on the Council website is now in need of an update and to be streamlined. Discussions are underway and best practice is being looked at to ensure that organisers are provided with an improved service. This update will also include the provision of details on the Safety Advisory Group (SAG) process.

- 4.8 EventScotland has now issued criteria for 'Year of Coasts and Waters 2020'. This Year of Focus provides good opportunities for event organisers in the Scottish Borders to consider how best to develop an appropriate event and apply for funding. The Council is providing organisers and communities with support as they develop event concepts and any funding applications. In particular, discussions are progressing with Live Borders and other stakeholders to maximise this opportunity for the opening of the Great Tapestry of Scotland visitor attraction.
- 4.9 2019 will deliver a number of new or expanded events including a visit by the Proclaimers to Melrose, on the same weekend as the Borders Book Festival. The Council is supporting both events to ensure a good visitor experience at both. The Borders Art Fair held at BUAS is expanding to include an exhibition at Kelso Town Hall of artworks borrowed from the Royal Scottish Academy. This new element of the Art Fair helps to connect attendees with the town itself and will hopefully deliver further economic benefit to businesses in the town. A round of the European Continental Enduro Series will be held in May 2019 in Innerleithen. Furthermore TweedLove has developed into Transcend, the UK's first two-day, multi venue, uplift-served enduro adventure. Discussions are already underway with EventScotland with regard to the Tour of Britain returning in 2020.
- 4.10 Discussions are progressing with other local event organisers and local stakeholders for new events to be hosted in the area, which if successful in their first year, have the opportunity to grow and develop. The Council is also keen to explore the opportunity for event development across the South of Scotland and North of England with other event partners and stakeholders linked with funding opportunities through the South of Scotland Economic Partnership and future agency, as well as through the Borderlands Initiative.

5 IMPLICATIONS

5.1 Financial

- (a) The Economic Development Service currently has an annual budget of £100,000 to support strategic events development in the Scottish Borders. This is separate to the direct financial support to local Common Ridings and Festivals. The Economic Development team has a dedicated 0.5 FTE Events Strategy Officer post to provide business and event management advisory support for key regional events, as well as events development. Additional officer input from Economic Development is also provided as required for key event co-ordination activity.
- (b) It is important to acknowledge that as well as the £100,000 that Economic Development invests each year, there is also considerable in-kind support for events from a range of services across the Council. This includes Emergency Planning (Safety Advisory Group), traffic management, street cleansing, licensing, communications and other services. As budget pressures increase in future, it may prove more difficult to provide these services on an in-kind basis.

- (c) The financial support provided by the Council for the development of events has a proven impact and helps the events add value to the local economy. By co-ordinating activity across the Council and working in partnership with event agencies and key local event organisers, the Scottish Borders events calendar continues to grow. However, there are challenges within the sector in relation to the size and scope of sustainable events, the limited infrastructure and increasing competition from across the UK and globally.

5.2 Risk and Mitigations

- (a) Event development is a priority in the Scottish Borders Economic Strategy 2023 and in the Scottish Borders Tourism Strategy and Action Plan. A committed resource is required to continue to develop individual events, and the area as a whole, as a national and international events destination.
- (b) Lack of support to local events potentially risks the successful delivery of events and reduces economic impact. Competition from other regions in the UK, as well as abroad, means that the public and private sector need to work effectively together to ensure the Scottish Borders is providing the best possible 'support package' for events. It is important to note that the Council does not generally deliver these individual events and is therefore not responsible for the risks associated with the events.
- (c) To ensure the Scottish Borders remains an excellent host of events there is a need to regularly re-visit the strategy to update it, ensuring it is relevant and reflects the wider economic ambitions of the area. A revised events strategy should take cognisance of the changing landscape across the South of Scotland with the creation of the South of Scotland Enterprise Agency and the development of the Borderlands initiative.

5.3 Equalities

An equality impact assessment (EIA) is not required as this report relates to the continuation of the existing event development support service. A key aspect of the Council's Economic Development Team's work is to reduce barriers to economic inequality and information on service delivery to equalities groups is monitored.

5.4 Acting Sustainably

Event development delivers a number of key outputs and outcomes that provide economic benefit and benefits to help sustain local communities.

5.5 Carbon Management

Event development support includes advice on the potential impacts of events on carbon emissions. Where possible, event organisers will seek to encourage reduced emissions by providing accessible local information linked to environmental sustainability policies.

5.6 Rural Proofing

Rural proofing is not required because this project does not change Council strategy or policy.

5.7 Changes to Scheme of Administration or Scheme of Delegation

There are no changes to be made to the Scheme of Administration or Scheme of Delegation arising from this report.

6 CONSULTATION

- 6.1 The Chief Financial Officer, the Monitoring Officer, the Chief Legal Officer, the Chief Officer Audit and Risk, the Service Director HR and the Clerk to the Council have been consulted and their comments have been incorporated into the report.

Approved by

Rob Dickson
Executive Director

Signature

Author(s)

Name	Designation and Contact Number
Bryan McGrath	Chief Officer Economic Development, Chief Executive – 01835 826525
Neen Kelly	Events Strategy Officer/ Consultant, Economic Development, Tel 01835 825066

Background Papers: None

Previous Minute Reference: Executive Committee, 5 December 2017

Note – You can get this document on tape, in Braille, large print and various computer formats by contacting the address below. Bryan McGrath can also give information on other language translations as well as providing additional copies.

Contact Bryan McGrath, Council Headquarters, Newtown St Boswells, and Melrose, TD6 0SA Tel: 01835 826525, email bmcgrath@scotborders.gov.uk

Appendix 1

SCOTTISH BORDERS COUNCIL

EVENTS PLAN 2014 - 2020

2018 Update

2018 Update: December 2018
Economic Development, Scottish Borders Council

1. Introduction

Events are recognised as an important part of the social and economic life of communities. They have the potential to enrich lives, attract visitors, and add significantly to the economic vitality of an area. Events help us celebrate our cultural identity and heritage, and are increasingly based on our rich natural heritage.

The Scottish Borders Council Events Plan reinforces a strategic approach to events across the Scottish Borders.

In 2015, EventScotland published its updated 'Scotland The Perfect Stage', the national event strategy. 'Scotland The Perfect Stage' comprises the Events and Festivals aspect of 'Tourism Scotland 2020', a strategy for the tourism industry established by the Scottish Tourism Alliance.

The revised 'Scotland The Perfect Stage' strategy focuses on:

- Promoting the importance to successful events of communities and partnerships between the public, private and third sectors.
- Sustaining support for investment for events from private, public and third sectors.
- Working together to tackle inequality.
- Better consideration of transport links, technology and accommodation within long term event planning.
- Using events to promote Scotland to the wider world.
- Continuing to develop existing Scottish events, as well as securing one-off events.
- Recognising events as a driver of Scotland's visitor economy.
- Developing the industry through further higher, post-graduate and CPD courses, as well as the exchange of best practice.
- Improving how the economic, social, environmental and promotional value of events is evaluated.

The national strategy for delivering the vision and fulfilling the mission has two components,

- I. To utilise and develop the assets that Scotland has which make it 'The Perfect Stage' for events:-
 - Our people
 - Our cultural identity and heritage
 - Our natural environment
 - Our built facilities
 - Our signature events
- II. To deliver a portfolio of events which provide world leading authentic experiences for residents and visitors:-
 - Authentic experiences
 - Events
 - Residents and visitors

In 2017 the 'Mega Event Policy Framework' was developed to ensure the world's biggest events continue to be regularly hosted in the UK, the Scottish Borders has already benefited from inclusion in Commonwealth and Olympic Games activities.

The Scottish Borders Council Events Plan links directly to the national Events Strategy, and to regional economic, tourism and sports strategies, and the Single Outcome Agreement to sustain and grow economic activity in key sectors of the Scottish Borders economy.

The Tourism Strategy and Action Plan for the Scottish Borders include Events as a key driver for attracting visitors to the area and crucially to encourage people to return to the Scottish Borders.

The Cycling Strategy and Action plan developed in 2016 reviewed activity to date whilst looking at the bigger opportunity developing an Action Plan using cycle tourism and events as a means to increase economic benefit to the Scottish Borders.

These strategic documents recognise that the 'events product' has a fundamental part to play in developing and growing the tourism sector. In this sense, the objectives of any event are two-fold:

- To deliver the specific objectives of the event itself – and these can range from cultural and sporting objectives, to tourism and community development objectives; and, crucially;
- To maximise the economic development impacts from the event.

2. Scottish Borders Council Events Plan

2.1 Our Vision

Through discussions with the Council's Event Coordination Group, the following vision has been developed:

By 2020 the Scottish Borders is seen as 'a stage' for significant events that raise the profile of the area and create sustainable economic benefits.

2.2 Strategic Aim

Scottish Borders Council will seek to deliver this vision by developing national and international events in partnership with EventScotland and working across the public, private and voluntary sectors. The aim is:

To work together to develop existing events and create new, exciting events, endorsing the Scottish Borders unique selling points, targeting events with a significant economic impact as well as promoting stronger communities and embracing 'Ambitious for the Borders' priorities.

2.3 Objectives

The overall aim is to work together to develop the reputation of the Scottish Borders as an excellent host for a wide variety of events. In order to achieve this and maximise the wider tourism and economic benefits, a number of key objectives emerge:

- A. To support the development of events**
- B. To encourage effective event promotion and marketing**
- C. To ensure events are evaluated so we understand their economic impact**

The Council in previous years moved away from being directly involved in the delivery of events so wider 'legacy' impacts could be successfully exploited and harnessed. In order to link events activity closer to tourism and economic development, developing events with an economic development focus.

Fundamentally we want to bring new, exciting events to the area, and help them to grow and become sustainable. The Council's focus will be on enabling new events to develop and grow, so that over time its resources will continually shift from existing events towards new events.

The tourism growth opportunity is driven by unique and authentic experiences that visitors can seek out in our area. Therefore, we must build on the rich heritage of events that we currently have in the Borders, but we must also encourage new and different events that can offer that fresh, unique experience to tourists

3. Opportunities for Strategic Events

3.1 Key Event Opportunities

From the review of previous event activity, discussions with EventScotland and discussions with local event organisers, the following Event Opportunities have been identified:

	Event Opportunity 2014-2017	Event Opportunity 2018-2020
Event opportunities	<ul style="list-style-type: none"> • Homecoming - 2014 • Commonwealth Games 2014 • Cycling – Tour of Britain/ Tour de France (Yorkshire) Cycling Strategy • TweedValley DMBinS Development • New Year and winter months • Others including sport, heritage, arts and culture • Focus Years 	<ul style="list-style-type: none"> • Ongoing Scottish Government Focus Years: Scotland’s Coasts and Waters in 2020 • Borders Railway event specific opportunities, eg Steam Trains • Cycling – Tour of Britain • Others including sport, heritage, arts and culture and specifically any opportunities through the Clan Fund • Town Centre events to increase footfall/ spend
Infrastructure development opportunities	<ul style="list-style-type: none"> • Abbotsford House • Borders Railway • Border Union Agricultural Society Showground • Tweed Valley/ Glentress • New visitor accommodation opportunities 	<ul style="list-style-type: none"> • Great Tapestry of Scotland • Border Union Agricultural Society Showground • Tweed Valley MTB Action Plan/ Glentress master plan • New visitor attraction opportunities • New visitor accommodation opportunities
Links with local/national partners:	<ul style="list-style-type: none"> • Local event organisers (private and voluntary sector) • Local clubs and associations • National partners, including EventScotland, VisitScotland 	<ul style="list-style-type: none"> • Local event organisers (private and voluntary sector) • Cross Border links through SOSEP and Borderlands initiatives • National partners, including EventScotland, VisitScotland, SportScotland • Railway Blueprint partners including Scottish Government, ScotRail, Edinburgh & Midlothian Councils, Network Rail • Live Borders and local Trusts • Local clubs and associations

3.2 Key Activity Areas

From the review of previous event activity, discussions with EventScotland and with local event organisers, the following 'activity areas' have been identified as having the most potential:

i) Events promoting Scottish Borders as a host destination -

The Scottish Borders should continue to seek a high profile as an events destination. This will involve attracting events which have a high economic direct spend or a high economic impact via Comms/PR and social media coverage. For example, the Tour of Britain stages in the Scottish Borders are broadcast nationally as part of the 7-day long event via broadcaster, ITV4/Eurosport. The Melrose 7s tournament is broadcast by BBC Scotland, the Borders Book Festival is promoted widely in the media including in the Times Newspaper, BBC and the Scotsman. All have a positive web presence and use social media to highlight and promote their event.

ii) Events with the potential to develop into major National/International events -

To further develop and grow the potential of existing events within the Scottish Borders to attract new audiences, specifically around:

- Cycling
- Rugby
- Outdoor/ Adventure Sports
- Equestrian events
- Motor sport and specialist vehicle events
- Heritage, Culture & Visual Arts

iii) Events offering varying degrees of potential for development -

To develop areas of regional activity that offer the potential for event development, including collective marketing and profile raising opportunities specifically:

- Traditional Music
- Outdoors and Access
- Literature

4. Scottish Borders' Events Characteristics

Festivals and events in the Scottish Borders fall into four categories as detailed below. Different festivals and events exist and operate for varying reasons, ranging from tradition, income generation, community cohesion, and visitor and audience development.

Category	Definition
1. Major Festivals and Events 'Hallmark'	<p>HIGH VALUE TOURIST DEMAND</p> <ul style="list-style-type: none"> - International, National or Regional Events - High Profile - Fit with Borders Unique Selling Points - Require some SBC support - Generated both in and outwith the region <p>They will attract the most publicity and be of most benefit to the area. They will include some of the area's major tourist attractions and local landmarks/landscapes.</p>
<p><i>Some events may fit between these two categories – more specifically parts of the programming may sit between these two areas within one event</i></p>	
2. Mid-sized events Ticketed/Spectator One off events/ peripatetic	<p>MEDIUM SIZED EVENTS</p> <ul style="list-style-type: none"> - Generate regular audiences - Specific motive to attend - Domestic tourists, wider marketing and appeal <p>These events are programmed for a specific purpose and audience. Marketing will expand beyond the local community and will have specialist press interest.</p>
3. Community & Local Events	<p>LOW DEMAND/LOW VALUE</p> <ul style="list-style-type: none"> - Regular events - Potential to grow into Medium sized events <p>These events link culture and community and reflect the Scottish Borders. Their primary audience is the local community. They will attract some passing trade from visitors. Examples include local fairs/fetes and rural agricultural shows and local sports events.</p>
4. Local weekly and monthly events	<p>They provide 'added value' to the day-to-day experiences for local people and visitors. These are likely to be determined as 'activities' rather than stand-alone events or regular programming of spaces, such as farmers markets, venues and or visitor attraction programmes.</p>

5. Priorities for Investment – Our Principles and Criteria

5.1 Support Criteria

Scottish Borders Council will invest budget and support to events using the following Event Development criteria:

- **Fit with Strategy:** does the event play to our strengths as an area; celebrate our unique cultural heritage and landscape or develop our reputation as an excellent event host to increase opportunities for higher profile events?
- **Attracting Visitors:** does the event have the potential to attract visitors from outside the area and is there opportunity to promote overnight stays and return visits?
- **Economic Impact:** does the event create a substantial economic impact for businesses in the local towns and surrounding area?
- **Place Shaping:** does the event encourage, support and facilitate events that celebrate the Scottish Borders' distinctiveness utilising the landscape and backdrop which does not allow these events to be held anywhere else?
- **People – Stronger communities, health, care & wellbeing:** does the event support event organisers who use events to develop a strong sustainable community, providing opportunities for:
 - Volunteering
 - Skills and training
 - Pathways to employment
 - Health and wellbeing
- **Media Profile:** does the event have the ability to attract media attention furthering the Scottish Borders reputation throughout Scotland, UK and Internationally?
- **Funding gaps and potential to attract external funding:** what added value would Scottish Borders Council funding provide? Would Scottish Borders Council funding enable more external funding to be drawn into the area, for example from EventScotland/Creative Scotland/governing sports bodies .

Careful consideration will also be given to minimising potential negative impacts, including:

- **Potential for disruption to normal life of residents, businesses and other tourism/ event providers**

6. Key Event Support

6.1 Resources

Scottish Borders Council will continue to offer support to deliver events which fit the priorities of the Scottish Borders Council Events Plan. Support will be targeted towards events which have the potential to deliver the most significant economic impact (primarily Major Festivals and Events and Mid Sized Events).

The Economic Development Service plays a specific role in supporting local organisers to develop themed events. Working with event organisers and national partners such as EventScotland, the aim is to develop, attract and sustain key events across 'national' and 'regional' categories, to promote the area, and measure and promote the impact of these events. Furthermore the Council will support EventScotland and event organisers on relevant Borders-based event bids where event criteria are met.

Events that are developed further to enhance economic impact and which meet event criteria will also be supported, for example, recent events such as the Tour of Britain which returned for the fourth year in 2017 and existing successful events such as the Borders Book Festival, TweedLove and Melrose 7s. The partnership approach includes working with national agencies EventScotland and VisitScotland as well as local businesses and communities to maximise local economic impact.

The Economic Development service supports the development and coordination of events in conjunction with other key support services within the Council including the Safety Advisory team, the Roads Engineers/Safety team, Licencing, Environmental Health, Wellbeing & Safety and Communications.

This coordination role ensures that economic links are made between the events and local business development opportunities. Tourism and events are sectors of the Scottish Borders economy and the Council's priority is to sustain and grow business activity in these sectors.

6.2 The Approach

How it Works: the Economic Development Service works closely with event organisers and other Council services across four key stages to maximise economic impact.

1. Event Attraction: activity includes marketing the area to event organisers; a series of business development/sales pitches to organisers and initial negotiations; development of a bid to the organiser; securing financial support.

2. Pre Event: once the Event has been confirmed, activity includes working with organisers on logistical/ technical support, promotion/marketing and developing local business opportunities around an event.

3. During Event: activity involves ensuring the safe and effective delivery of the event in conjunction with event organisers, sponsors, participants and attendees; and liaising with other relevant Council services via the Events Coordination team.

External: working with Agencies such as VisitScotland, EventScotland, Live Borders, private sector, Town Centre Groups, Events Organisers/funders and emergency services.

Internal: Within the Council, activity is coordinated via the Events Strategy Coordination Group, comprising representation from Safety Advisory, Licencing, Legal, Wellbeing & Safety, Built & Natural Heritage, Building Standards, Community Funding, Roads/ Traffic, Communications, Environmental Health.

Events often require cross-departmental project teams, therefore the coordination role is critical. The event-specific project teams also ensure that the non-economic objectives of an Event are realised with local event organisations receiving support from other services in SBC where relevant.

4. Post Event: activity includes completing appropriate monitoring and evaluation to ensure the additional economic impact of the event is fully captured and understood.

6.4 Responsibilities

The coordination and management of the Events Plan is led by Scottish Borders Council. However, successful event delivery requires a partnership approach with ambitious event organisers and national agencies, as well as local businesses and communities.

Major events will require co-ordination support from Scottish Borders Council services to ensure traffic control measures, cleansing etc are in place, keeping disruption to local life to a minimum. The Council coordinates Local Organising Committees (LOC's) where necessary as part of the Safety Advisory Group process. Many events have received this LOC approach for support including Borders Book Festival, Tour of Britain, Tour o' the Borders, Tweedlove, Melrose Sevens and the Club Lotus Jim Clark weekend.

Civic events, which fall under the auspices of the Council, also require the appropriate strategic overview and planning.

Contact:

Bryan McGrath (Chief Officer Economic Development)
Neen Kelly (Event Strategy Officer/ consultant)
Economic Development, Scottish Borders Council

Appendix 2 - Action Plan 2014 – 2020: 2018 Update

KEY

Project Pipeline 2014

	Resources Identified/ Deliverable
	Resources Required

Update 2018

	Achieved/ Ongoing annual activity
	Work in progress
	Limited progress

Action	Resource	Lead (Support)	Target (activity/output)	Timescale	Impact/ Outcome Measured by:	Progress Update
A. Support Event Development						
Provide Advisory and Funding Support to local event organisers	Staff	SBC AFA / CGS Creative Scotland/ ES	No. of Events receiving external funding investment.	Ongoing	£ leverage	Ongoing advisory and funding support (comprising Event Grant, Local Festival Grant, Common Good and Community Grant Scheme) provided to local event organisers. 2015: £211k 2016: £139k 2017: £234K 2018: £239k
Provide up to date advice via SBC website and online guide	Staff	SBC	Eventful guide used as first point of contact.	2019 – and then ongoing	Increased knowledge for event organisers	Online content and advice to be revised and process streamlined - scheduled for 2019.
Maximise benefits of Scottish Government 'Years of Focus' - Young People (2018) - Year of Scotland's Coasts and Waters(2020)	Staff Revenue budget	SBC/ES/VS	Support key events to align to the 'focus years'. Increased investment for key events.	Ongoing	National £ leverage	A number of events highlighted and benefited from the profile of the Year of Young People: <ul style="list-style-type: none"> Melrose 7s 2018 held youth tournaments and attracted new audiences Borders Book Festival Early stages for event options are

Action	Resource	Lead (Support)	Target (activity/output)	Timescale	Impact/ Outcome Measured by:	Progress Update
						being explored for the Coasts & Waters theme, including how the opening of the Great Tapestry of Scotland visitor attraction might feature and benefit.

Develop existing key events to increase Economic Impact	Staff Revenue budget	SCB/VS	Increased investment for key events which bring sustained EI in the region.	Ongoing	Increase in Economic Impact outturn figure	For 2018, support provided to 'Hallmark' events including: Borders Book Festival, Melrose 7s and TweedLove. Support provided annually working towards the events being sustainable in future years.
Support networking mechanisms for event organisers	Staff Revenue budget	SBC	Tailored practical support - deliver 5 workshops per year	Ongoing	Increased knowledge of event organisers. Best practice and skill set development Increase in quality of event delivery	Event organisers are encouraged to attend networking events, conferences and workshops as provided by EventScotland, VisitScotland, MBTAG etc.
Event sector conferences	Staff	SBC VS Other agencies	Deliver event sector conference	Yearly	Increased knowledge, best practice and skill set development Increase in quality of event delivery	As above
Ensure events are supported by Safety Advisory Group process (SAG)	Staff	SBC / Multi-agency, Fire, Police, Ambulance etc.	Ensure Public Safety All events comply with legislation	Ongoing	Safe execution of events Standardised approach and one stop shop for event organisers	47 events were supported by the SAG process in 2018/19, of which 6 were cycling related. This covers all of the main events and those events, where there is a public safety consideration.

						Events are constantly reviewed and consideration taken as to whether they should undertake the SAG process.
Attract New National and International Events	Revenue budget (additional)	SBC ED/ EventScotland	Bids submitted for hosting events. No. of National & International events secured.	Year by year basis	No. of Event attendances Visitor spend Growth in GVA	<p>Ongoing work with event organisers and ES to encourage and attract new events in 2019 and beyond, and this includes supporting bids as relevant. New/ additional events for 2019 include:</p> <ul style="list-style-type: none"> • Expanded Borders Art Fair in April 2019 to include Kelso town centre location; • New cycling festival, Transcend to be hosted in Innerleithen in June 2019; • Round of European Continental Enduro Series will be held in May 2019 in Innerleithen; • Hosting of the Proclaimers band in Melrose in June 2019; • Other discussions are progressing with event organisers and local stakeholders for new events to be hosted in the area, which if successful in year one, have the opportunity to grow and expand. • Discussions are underway with EventScotland with regard to the Tour of Britain returning in 2020. • Opportunities will be explored for event development across the South of Scotland and North of England with other event partners and stakeholders linked with funding opportunities

						<p>through the South of Scotland Economic Partnership and future agency as well as through the Borderlands Initiative.</p> <ul style="list-style-type: none"> •
Work in Partnership to develop coordinated communication	Staff	SBC ED/Comms	Promote event related activities / business tie ins etc.		No. of Event attendances Visitor spend Growth in GVA	The Council Comms Team works in conjunction with VisitScotland, EventScotland and other national partners to promote events to a national/international audience (measured by individual event EIAs).
Identify local infrastructure needs & facilitate investment	Staff (additional)	SBC/ Various stakeholders FC/SE/Tweed Valley	Development strategy work with partners on infrastructure requirements	Ongoing	Improved and higher quality facilities	The Tweed Valley/Glentress Master Plan is currently progressing, which considers potential infrastructure developments for the Tweed Valley and multi user access opportunities which event organisers can utilise going forward.
Promote benefits to businesses through collaborative working	Staff (additional)	SBC/ BG /ATP/ Chamber of Commerce	Specific assessment of businesses when events are taking place in the locality	Ongoing	EI assessment of increase in expenditure by event attendees and event organisers (goods & services)	<p>EI Assessments are completed for significant events, which identified the benefit of local partnership/ collaborative working including:</p> <ul style="list-style-type: none"> • Tour o’ the Borders • TweedLove event portfolio • Borders Book Festival • Melrose 7s • Riverside Rock <p>Total Economic Impact for the above events for 2018: £3,787,788</p>

B. Encourage Effective Event Promotion and Marketing						
Maximise joint marketing and promotional activities	Staff	SBC/VS/ES	<p>VisitScotland promotions and linkages to VisitScotland Website and/or publications</p> <p>Promote coordination of events with similar themes</p>	2 per year Ongoing	<p>Increase awareness and event attendance</p> <p>Capture of campaign information (web hits / etc.)</p> <p>Event collaboration theme/geographical</p>	<p>Significant media promotion of the Scottish Borders particularly with the Hallmark events.</p> <ul style="list-style-type: none"> • Melrose 7's covered by BBC Scotland • BBF – many and varied media coverage • TweedLove – numerous MTB magazines and online <p>Opportunity to develop continued promotion with the current hallmark events and the wide range of the events calendar.</p> <p>Locally Border Events (private sector) continue to market and promote events via the website and hard copy brochure. LIVE Borders – comprehensive events guide (online)</p>
Promote the Scottish Borders as an excellent host for events	Staff	SBC/VS/ES	<p>Event Destination Guide produced</p> <p>No of new events aligned to the region's USP's</p>	Ongoing	<p>Increase in the number of events in the region</p>	<p>Continuous partnership working with EventScotland and VisitScotland to raise the profile of the Scottish Borders and bring events to the area.</p> <p>Opportunities to build on this and attract additional events will require increased investment and resources.</p>

<p>Promote 'Event Tourism' in the Scottish Borders, including focus on USP 'all wheels' cycling</p>	<p>Staff Revenue budget</p>	<p>SBC/VS/Comms</p>	<p>Event Destination Guide / Social Media</p>	<p>Ongoing</p>	<p>Increase in number of event attendees and quality of experiences Closer links and collaboration, creating a portfolio of events to 'sell/showcase' the region</p>	<p>The area has a range of cycling events, festivals and sportives including as a regular host of the Tour of Britain, plus home to TweedLove, Enduro, Tour o' the Borders, Tour de Lauder, Selkirk MTB, Wooler Wheel Sportives as well as many other more local/club cycling events/ activities.</p> <p>The Scottish Borders Cycling Tourism strategy and Action Plan 2016 – 2021 has been developed to progress further opportunities.</p>
<p>Facilitate the development of events and promotional activities with neighbouring Local Authorities and other areas of Scotland.</p>	<p>Staff (additional)</p>	<p>SBC/ES/ other Local Authorities Engage with various stakeholders , i.e. FC / SE / D&G</p>	<p>Review current network and opportunities on offer. Attendance at event development meetings Cross boundary events hosted Collaboration on specific events</p>	<p>2 per year Ongoing</p>	<p>Number of joint events hosted Increase in collaboration of stakeholders</p>	<p>Regular cross boundary events continue including:</p> <ul style="list-style-type: none"> • Wooler Wheel Cycle Sportives • Newcastleton Cross Border Sportive • A Bridge Too Far, Norham/Kelso • Ride to the Sun, through Borders (Carlisle to Cramond) • Poppy Scotland sportive, Prestonpans/Berwickshire <p>Further opportunities will be explored as part of the Scottish Borders Cycling Tourism strategy and Action Plan 2016 – 2021.</p>

C. Evaluate Events and Understand their Economic Impacts

<p>Measure the economic impact of all supported</p>	<p>Revenue budget Staff</p>	<p>SBC/ED/E&L L</p>	<p>Evaluation of specific key events</p>	<p>Ongoing</p>	<p>No. of Event attendances and increase year on</p>	<p>Each event, which is supported by the Council or the public sector, is required to submit an Economic</p>
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events using the eventIMPACTS method and use data to inform future development					year. Visitors spend. Growth in GVA	Impact Assessment. Economic Impact figures are collated each year.
Measure National and International Media Exposure	Staff (additional)	SBC/ED/Co mms	Evaluate media coverage associated with events	ongoing	AVE & PR Value of events Strengthen the events/tourism profile of the region	Range of national and international media exposure from the current hallmark events the region hosts.

Historical Economic Impact Data

Tour of Britain

Kelso finish - 2015. EI £307k

Kelso finish - 2017. EI £280k (est circa 10k at finish).

The Tweed Valley and Peebles hosted the **Enduro World Series** in 2015 (Part of **TweedLove**)

Combined EI figures, TweedLove/Enduro

2015 – £594k

2016 – £850k

2017 – £750k

Tour o’ the Borders

2015 - £496k

2016 - £522k

2017 - £525k

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SCOTTISH BORDERS CYCLE TOURISM STRATEGY - UPDATE

**Report by Executive Director
EXECUTIVE COMMITTEE**

29 January 2019

1 PURPOSE AND SUMMARY

- 1.1 This report updates Elected Members on the activities achieved in 2018 in relation to delivery of the Scottish Borders Cycle Tourism Strategy 2016-2021, and highlights the opportunities for 2019.**
- 1.2 The Scottish Borders has a long-established and substantial road cycling offer as well as world-class mountain biking, therefore a strategy for cycle tourism in the Scottish Borders is providing a strategic framework for the continued development of cycling in the area.
- 1.3 The Scottish Borders Cycle Tourism Strategy aims to boost the Scottish Borders' economy, accelerating the growth of cycling from an events and tourism perspective. Whilst the area is already a recognised destination for cycling in the UK the aim will be to be seen as one of Britain's premier destinations for cycling by 2021. The details of the activities undertaken in 2018 are set out in Appendix 1 to this report.

2 RECOMMENDATIONS

- 2.1 **I recommend that the Executive:**
 - (a) Notes the achievements and progress in 2018 in relation to the Scottish Borders Cycle Tourism Strategy;**
 - (b) Notes the opportunities for cycle related events and activities in 2019; and**
 - (c) Agrees to continue to support the cycle tourism sector and continues to encourage cycle events as part of the Scottish Borders Cycle Tourism Strategy.**

3 BACKGROUND

- 3.1 The Scottish Borders has a long-established and substantial road cycling offer as well as world-class mountain biking at the 7stanes sites at Glentress, Innerleithen and Newcastleton. It also has an attractive series of natural trails on the hills. The natural assets of the area provide a cycling 'playground' and a range of cycle friendly services. Unlike other activities, cycling is available throughout the Scottish Borders, offering a good opportunity for geographic spread.
- 3.2 Cycling has become a key tourism product for the Scottish Borders with a notable growth in the number of cycling and mountain biking events taking place including TweedLove, the Tour de Lauder, the Tour o' the Borders and the Enduro World Series and the Tour of Britain. These events all help to promote the Scottish Borders and raise its profile as a cycling destination, and create opportunities to use cycle tourism as a means to increase economic benefit to the Scottish Borders

4 CYCLE TOURISM STRATEGY

- 4.1 Scottish Borders Cycle Tourism Strategy allows the Council to ensure investment and development is addressed in a strategic and coordinated way across all services in order to boost the economy. The strategy encompasses event development; infrastructure and marketing to maximise cycling events; and tourism opportunities.
- 4.2 The Scottish Borders Cycle Tourism Strategy vision highlights that "We will work to make the Scottish Borders one of Britain's premier destinations for cycling by 2021." The Council will seek to deliver this vision by working across the public, private and voluntary sectors. The strategy aims to deliver strong economic impact through the following key objectives :
 1. Developing our Assets – turning our cycle tourism assets into experiences and improving quality.
 2. Event Development – attracting and leveraging events
 3. Building consumer demand – promoting the quality experiences

Achievements for 2018

- 4.3 There is continued interest from event organisers in staging events in the area, both from within and outwith the Scottish Borders. Part of this is due to the area being seen as 'cycle friendly'. TweedLove and Tour o' the Borders remain as key events in the calendar. 2018 saw the return of the Tour de Lauder, Cross Border Sportive and the Selkirk Mountain Bike Marathon, Scottish Enduro Series along with cycling club events such as the Tour of Tweeddale and also the Ken Laidlaw Sportive. All of these events ensure that cyclists and mountain bikers are very much aware of the cycling and mountain bike assets available in the Scottish Borders. The 2018 portfolio of events that is part of the TweedLove Festival generated an economic impact of £740k.

New events/ activities for 2018

- 4.4 2018 saw the inaugural Doddie's Ride take place to raise funds for the Doddie Weir Foundation and this event resulted in significant interest. A new online cycling campaign was undertaken to raise awareness of the Cycle Scottish Borders website resulting in over 7,000 individual clicks through to the site. In a further move to support cycling activity across the area, freestanding bike repair stations are in the process of being installed in Hawick, Peebles, Tweedbank, Galashiels, Innerleithen and Kelso. The details of the activities undertaken in 2018 are set out in Appendix 1 to this report.

Future Opportunities for 2019

- 4.5 Potential new events for 2019 include a weekend mountain biking festival, Transcend, which is a development of the TweedLove Festival. The European round of the Enduro World Series will return in May 2019. Other event ideas being explored include a night-time Gravel Festival and an event concept titled 'Race the Train' starting in Newtongrange and ending in Galashiels. Opportunities to work with communities and towns to make more of cycle tourism will continue to be explored.
- 4.6 The Tour of Britain (TOB) regularly returns to the area and an event of this stature adds huge amounts of credibility to the cycle tourism offer. Discussions are already underway about this event returning in 2020, with a view to this being the start of a five year programme with the Council bidding for a number of TOB stages to be hosted in that five-year period.
- 4.7 The Scottish Borders Cycle Tourism Strategy aims to boost the Scottish Borders economy, accelerating the growth of cycling from an events and tourism perspective. Whilst the area is already a recognised destination for cycling in the UK, the aim will be to be seen as one of Britain's premier destinations for cycling by 2021.

5 IMPLICATIONS

5.1 Financial

The Cycle Tourism Strategy action plan for 2018/2019 highlighted the continued need for support. The Council continues to target support to cycling events and marketing activity across the Scottish Borders. There are a number of actions set out, although additional funding from external sources will have to be secured in order to deliver all the outcomes. The service will continue to prioritise budget and support activity to deliver the Cycle Tourism Action Plan.

5.2 Risk and Mitigations

There is a risk if the Council does not support businesses and communities to take advantage of the opportunities provided by cycle tourism that the economic development opportunities from this growing sector may not be maximised. The Cycle Tourism Strategy has a detailed Action Plan with specific resources to deliver key priorities activities. Working in partnership with local agencies and businesses will be critical to the successful delivery of the Action Plan.

5.3 Equalities

An Equalities Impact Assessment was carried out and is available on the Council website.

5.4 Acting Sustainably

The encouragement of cycle tourism will help support economic activity across the Scottish Borders, bringing in new and repeat visitors to the area and raising the profile of the Scottish Borders at a national and international level. There are also opportunities to link cycle tourism to the Borders Railway and the Core Path Network.

5.5 Carbon Management

Increasing the volume of visitors who are using bicycles for transport and recreation could reduce the need for travel and have a positive impact on carbon emissions.

5.6 Rural Proofing

Rural proofing is not required because this project does not change Council strategy or policy. The Strategy could have a positive impact for rural areas of the Scottish Borders as many of the best road and mountain biking routes are in the remoter parts of the area.

5.7 Changes to Scheme of Administration or Scheme of Delegation

There are no changes to be made to the Scheme of Administration or Scheme of Delegation arising from this report.

6 CONSULTATION

6.1 The Chief Financial Officer, the Monitoring Officer, the Chief Legal Officer, the Chief Officer Audit and Risk, the Chief Officer HR and the Clerk to the Council have been consulted and their comments have been incorporated into the report.

Approved by

**Rob Dickson
Executive Director**

Signature

Author(s)

Name	Designation and Contact Number
Bryan McGrath	Chief Officer Economic Development, Chief Executives – Tel 01835 826525

**Background Papers:
Previous Minute Reference:**

Note – You can get this document on tape, in Braille, large print and various computer formats by contacting the address below. Bryan McGrath can also give information on other language translations as well as providing additional copies.

Contact us at Bryan McGrath, Council Headquarters, Newtown St Boswells, Melrose, TD6 0SA Tel: 01835 826525, email bmcgrath@scotborders.gov.uk

APPENDIX 1 - Scottish Borders Cycle Tourism Action Plan (Specific Actions 2018-2019) Updated January 2019

	Achieved / Ongoing annual activity
	Work in progress
	No progress

Action	Resource	Lead (Support)	Target (Activity/output)	Timescale	Impact/ outcome (measured by)	Benefits Realised: Outcomes to 2021	Progress Update
1. Developing our assets – turning our cycle tourism assets into experiences and improving quality							
Market Research Baseline data does not exist for the Scottish Borders. Undertake study to identify target markets and economic value specific to the Scottish Borders to ensure objectives are meaningful and measurable	Budget to be identified for possible South of Scotland research project to inform cycle market	SBC SE FES	Region specific data	2018/19	Greater understanding of who the cycling visitor is - leading to an increase in Economic Impact outturn figure	Tailored marketing to attract more visitors	A low budget for research brief resulted in no responses. Other options being pursued include working with VisitScotland (VS). Target markets should reflect VS segments, so no longer a need for segmentation research. Question on cycle tourism is now included in the Local Tourism Industry Barometer, which will provide some data on levels of cyclists in the area by asking what % of visitors were cyclists, and whether this has changed since last year. Need to consider whether research should be broadened to cover a data audit for the South of Scotland.
Product Development - Infrastructure Identify and progress key areas/products for cycling development, e.g. Infrastructure – routes, signage	Budget to be identified Staff	SBC VS BG ES	Deliver and plan infrastructure development as available budgets allow. Identify product gaps and	2018/2019	Improved understanding and ability to ‘fill’ gaps and improve signage	More coherent product - cycle tourism is increased and opportunities are maximised	Tweed Valley Railway Path being extended from Innerleithen to Walkerburn.

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Action	Resource	Lead (Support)	Target (Activity/output)	Timescale	Impact/outcome (measured by)	Benefits Realised: Outcomes to 2021	Progress Update
Consider and audit existing cycle route infrastructure.			areas for improvement/expansion, improved signage etc				Off-road bikepacking routes now added to Cycle Scottish Borders website Bike repair stations installed in some towns (plus see cycle hubs and Tweed Valley below) There is the potential for further significant cycling infrastructure projects if funding becomes available through the South of Scotland Enterprise Agency or the Borderlands Inclusive Growth Deal.
Cyclists Welcome Encourage membership of VisitScotland's Cyclists Welcome Scheme – with specific focus on encouraging attractions and food businesses	Staff	VS	Increase the uptake of membership from 100 to 125	ongoing	Better take up which in turn will benefit cycling tourists	Increase in awareness of the positioning of the region as a cycling friendly destination	VS continue to support and promote this.
Tweed Valley Work in partnership to deliver relevant actions from the Tweed Valley Mountain Bike Action Plan and the Glentress Master Plan.	Staff	FES TVMTB Group AIM Up	Maintain contact and awareness of all cycle tourism related developments in the Tweed Valley	2018/2019	Greater collaboration and ability to market product	As above	Need to join up opportunities developed as part of the work undertaken by the Tweed Valley MTB project. Enhanced cycle friendly initiatives are being explored. Management of wild trails initiative also being developed. Any relevant developments can be promoted on the Cycle Scottish Borders website and on social media.
Cross Border Initiatives	Staff, MBTAG	SBC Midlothian	To explore opportunities	2018/2019	Collaborative opportunities for	As above	Some progress made through MBTAG generic activity, and a new 'app'

Action	Resource	Lead (Support)	Target (Activity/output)	Timescale	Impact/outcome (measured by)	Benefits Realised: Outcomes to 2021	Progress Update
Explore opportunities for any cross border initiatives with neighbouring local authorities in Scotland or Northumberland.	group. Access team.	South Lanarkshire Northumberland	specifically along the railway corridor (Midlothian) in addition to Northumberland (Newcastleton/Kielder)		development and promotion.		which will detail cycling routes is currently being developed by MBTAG. Further partnership work through the Borderlands initiative and South of Scotland Economic Partnership may provide additional opportunities in the future. There are a number of cross border cycle events promoted on the website.
2. Event development – attracting and leveraging events							
Event Development Regional key event development - Major events e.g. Tour of the Borders, Tweedlove, Tour of Britain. Promote the region as a host for new, International and National events. Develop a sustainable cycling event programme	Staff Revenue budget	SBC/ES/ various stakeholders inc. Live Borders & Cycling clubs	Develop key events; high profile, fit with regions USPs generate maximum publicity Work in partnership with EventScotland to ensure that all relevant cycle event opportunities are maximised	2018/2019	Increase in cyclist numbers and region profile Increase in visitor spend in GVA and also EI outturn figure Scottish Borders is the first point of call for cycling events	Activity is increased and opportunities maximised	Cycling events in the area remain a key part of the Scottish Borders' event portfolio. In 2018 there was a new event from the British Enduro Mountain Bike Association. The Council is seeking to secure the Tour of Britain again in 2020. New approaches made by organisers wanting to host events in the Borders in the coming years, plus strategic discussions with EventScotland. Live Borders exploring the development of a gravel cycling event for 2019.
Event Funding Advice Provide advisory funding support to event organisers and local communities	Staff	SBC BG ES	Provide relevant advice on funding sources and signpost relevant sources of	2018/2019	Improved business models	Sustainable events	Ongoing, TweedLove has received funding and support, other event organisers received funding advice and support, as have proposed new events.

Action	Resource	Lead (Support)	Target (Activity/output)	Timescale	Impact/outcome (measured by)	Benefits Realised: Outcomes to 2021	Progress Update
			business advice e.g. Business Gateway.				
Event Safety & Planning Advice Provide advisory support to event organisers and local communities	Staff	SBC/Multi agency, Fire Police, Ambulance etc.	Signpost relevant sources of event planning support and necessary processes (roads, SAG Eventful guide, etc)	2018/2019	Safe execution of events and a standardised approach for event organisers	Regulated events leading to improved quality and safety.	Six cycling events went through the Safety Advisory Group (SAG) process.
Economic Impact Assessment of value of cycling events Profiling of attendees and participants	Staff	SBC ES Event Organisers	Support organisers in the need to gather relevant data to capture the economic benefit of events and to collect data to profile participants/spectators	2018/2019	National £ leverage. Data to support future event development and to attract sponsors/funding .	Improved data will support future event development	Assessment of Tweedlove Festival portfolio of events in 2018 delivered an economic impact of £740k.
Borders Railway Facilitate opportunities to engage with ScotRail and Blueprint partners around existing and new cycling events.	MBTAG	SBC/ScotRail/ Blueprint programme manager/V S BG/ES MBTAG	Support event organisers in the delivery of their events and how the Railway might enhance the spectator/participant experience.	2018/2019	Increase in number of tourists	Increased activity and £ benefits	Potential to develop a new event (Race the Train) is still being developed and explored by the organiser. No progress with regard to partnering with ScotRail on cycling.

Action	Resource	Lead (Support)	Target (Activity/output)	Timescale	Impact/outcome (measured by)	Benefits Realised: Outcomes to 2021	Progress Update
3. Building consumer demand – promoting the quality experiences							
Marketing To develop prioritised aspects of cycle tourism by capitalising on the Scottish Borders' unique selling points to increase awareness through the creation of a dedicated marketing campaign and packages to deliver a strong economic impact.	Staff Revenue budget	SBC/VS/ES/ Event organisers	Deliver a dedicated scheduled plan of activity across a period of time. Ensure all cycling related activity (events / routes/ cycle hubs/ etc.) is promoted as one entity for the Scottish Borders. Support events in their own PR and Marketing efforts as required. Encourage event organisers to undertake reciprocal promotion of events on offer in the region. Work with local businesses who are interested in the cycling market	2018	Increased visitor numbers Increased profile for events in area. Increased promotion of the cycling product.	Increased activity and visitors and £ spend.	Online cycling campaign developed and delivered with the support of VisitScotland to promote cycling routes/events resulted in 7,119 clicking through to website. Budget unconfirmed for 2019 so potentially need to maximise promotion with other partners, ie VS, Forest Enterprise Scotland.
Cycle Hubs (Virtual marketing and information hubs)	Staff Revenue budget	SBC/ Local Groups	Deliver support to create a virtual cycling information access point - link to the	Ongoing	Increased promotion of the cycling product/ local businesses and cycle tourism offering	Awareness of cycling opportunities and business related growth	Kelso/Ale Water Valley/Selkirk/ Newcastleton. Cyclescottishborders website now has an area dedicated to 'hubs'.

Action	Resource	Lead (Support)	Target (Activity/output)	Timescale	Impact/outcome (measured by)	Benefits Realised: Outcomes to 2021	Progress Update
			<p>cyclescottishborders web site.</p> <p>Add new cycling routes and bikepacking trails to individual websites</p>				<p>Businesses have been encouraged to welcome cyclists including stocking bike repair kits and where relevant joining VisitScotland's Cyclists Welcome Scheme. Hawick also being developed.</p> <p>The Council is planning to install six freestanding bike repair stations in Hawick, Peebles, Tweedbank, Galashiels, Innerleithen and Kelso.</p>
<p>Online presence – CycleScottishBorders.com Manage content for the Cycle Scottish Borders website and the associated social media presence.</p> <p>Promote online website in particular the pairing with the sister site – Walk Scottish Borders</p>	<p>Staff</p> <p>Revenue budget</p>	<p>SBC/Content manager.</p> <p>SBC/Content manager</p>	<p>Regularly update with news and events and related social media within the Twitter and Facebook accounts</p> <p>All cycle friendly businesses to be listed on CSB Site.</p> <p>Soft launch of new interactive website.</p>	Ongoing	<p>Site traffic increase, number of followers/likes.</p> <p>Detailed comprehensive listings</p> <p>Increased awareness and profile for visitors and businesses</p>	<p>Awareness and ranking</p> <p>As above</p>	Ongoing development across online presence
<p>Promotional resources Update Photography</p>	Staff	Visit Scotland/Digital Media library	Updated photography to promote the region is required	2018/2019	Visually portray the Scottish Borders as a top destination within the UK	As above	Free access to VisitScotland photo library as part of campaign development.

Public Document Pack Agenda Item 9

SCOTTISH BORDERS COUNCIL EXECUTIVE COMMITTEE

MINUTES of Meeting of the EXECUTIVE COMMITTEE held in Council Chamber, Council Headquarters, Newtown St Boswells, TD6 0SA on Tuesday, 4th December, 2018 at 10.00 am

Present:- Councillors S. Mountford, G. Edgar, C. Hamilton, E. Jardine, T. Miers (from paragraph 2), M Rowley (from paragraph 2), G. Turnbull, R. Tatler, T. Weatherston

Apologies:- Councillors S. Haslam and S. Aitchison

Also present:- Councillor S. Bell

In Attendance:- Chief Executive, Service Director Regulatory Services, Chief Financial Officer, Clerk to the Council, Infrastructure Manager, Democratic Services Team Leader, Trainee Democratic Services Officer

1. **CHAIRMAN**
In the absence of Councillor Haslam, Councillor Mountford chaired the meeting.
2. **MINUTE**
The Minute of the Meeting held on 20 November 2018 had been circulated.

DECISION

AGREED that the Minute be approved and signed by the Chairman.

3. **ANNUAL TAXI FARES FORMULA REVIEW 2018**
With reference to paragraph 2 of Minute of Executive Committee dated 17 October 2017, there had been circulated copies of a report by the Service Director Regulatory Services advising Members of the recent consultation undertaken in connection with the revision of the current processes (formula) used by the Council to review taxi fares. The Council, as licensing authority was required, in terms of Section 17 of the Civic Government (Scotland) Act 1982 ("the Act"), to review the scales for fares and other charges in connection with the hire of a taxi, at intervals not exceeding 18 months of the last review. An on-line consultation had taken place between 2 July 2018 and 7 October 2018 with 71 people responding from various groups including taxi operators, taxi drivers, taxi users and other interested parties. Detailed information had been included in paragraph 4 of the report with an explanation on the current formula detailed in Appendix 1 to the report. Members noted that a review had taken place and the recommendations were set out in the report and also that the next formula review was scheduled to commence following the fares review of 2023. The Passenger Transport Manager, Mr Timothy Stephenson gave further information about the consultation process and the individual questions as set out in Appendix 2 of the report. He answered Members' questions with regard to the new formula as set out in Appendix 3 to the report. In response to a question on flag rates/initial hire rates, Mr Stephenson advised that percentage changes in the formula were used to determine both flag rates and distance travelled for taxi fares. Members agreed to support the paper but requested the next taxi fare review offer comparisons where possible with rates applied in similar sized rural local authorities. The new formula would come in to effect when taxi fares were next reviewed in 2019.

DECISION

AGREED to:-

- (a) **Retain the current criteria used in the formula but amends the percentage weighting criteria as follows;**

- (i) **A reduction of 5% was applied to the Wages criteria of the formula to give both elements of the formula an even 50/50 split**
 - (ii) **A reduction in the existing weighting applied to the purchase of motor vehicles from 10% to 5%**
 - (iii) **An increase in the weighting to vehicle tax and insurance from 3% to 8% and to include in this category medical costs and license costs**
 - (iv) **An increase in the weighting applied to fuel and oil from 15% to 20%**
 - (v) **Retain the current 17% weighting for maintenance**
- (b) **that the revised formula would come in to effect at the next taxi fares review in 2019**
- (c) **that future taxi fare reviews should be undertaken using the Citizen Space or similar tool in addition to intimation by advertisement in a newspaper circulating in the area as required by Section 17(3)(b) of the Civic Government (Scotland) Act 1982, although it had been pointed out to us that this was now somewhat draconian it remains a statutory requirement under the Act.**

4. DIGITAL SCOTLAND SUPERFAST BROADBAND PROGRAMME IN THE SCOTTISH BORDERS: OUTCOME OF REVIEW BY AUDIT & SCRUTINY COMMITTEE

With reference to paragraph 14 of the Minute of the Audit & Scrutiny Committee on 27 November 2018, there had been circulated copies of a covering report by Clerk to the Council on the Digital Scotland Superfast Broadband (DSSB) Programme in the Scottish Borders: Outcome of Review by Audit and Scrutiny Committee. The DSSB programme entered its final phase at a meeting on 21 August 2018 and it had been agreed that Audit and Scrutiny Committee undertake a review of the progress made in delivering improved broadband services in the Scottish Borders. The Audit and Scrutiny Committee met on four separate occasions during November 2018 to consider the programme and had received briefings from officers and representatives from the Scottish Government DSSB team. Having considered all the evidence and established the main findings of the review, the Audit and Scrutiny Committee agreed seven recommendations at its meeting on 27 November 2018. The report on the review was attached as Appendix 1 to the report. The Clerk of the Council summarised the details of the covering report and the Chairman of the Audit and Scrutiny Committee, Councillor Bell gave an update on the Appendix to the report. He stated that the technology detailed in the report came from direct feedback from engagement with the DSSB team. The terms of reference for the review was detailed under section 4 of the Appendix and it was noted that Scottish Borders Council's £8.4m investment into the DSSB programme was the third biggest investment in Scotland. It was highlighted that there was still a need to ascertain if the Council had received appropriate value for money given that the indicative 93.8% target was to have been met by the end of December 2017 and the figure reported as at September 2018 was 93.7%. The Chairman and Members thanked officers for the comprehensive report which provided a deeper understanding of the technology and benefits of the programme. In response to questions on whether recommendations three and seven relating to contract conditions, Councillor Bell stated that legal advice would be sought to ascertain if these would be enforceable. It was agreed that a follow up report would be presented in due course once additional information had been received from DSSB on value for money for the Programme.

DECISION

AGREED:

- (a) **the findings and recommendations of the Audit and Scrutiny Committee's review of the Digital Scotland Superfast Broadband programme in the Scottish Borders as detailed in Appendix 1 of the report; and**

- (b) a follow up report would be presented once additional information had been received from DSSB on value for money for the Programme.**

5. WINTER SERVICE PLAN FOR YEAR 2018/19

- 5.1 There had been circulated copies of a report by the Service Director Assets & Infrastructure on the review of the performance of Scottish Borders Council's Winter Service during 2017/18 and the Scottish Borders Council's Winter Services Plan for 2018/19 presented in Appendix 1 of the report. SBC provided a winter service on nearly 3,000km of roads across the Scottish Borders. An annual Winter Plan was prepared to outline the steps that would be taken to ensure that the roads network was safe, within available resources. The winter of 2017/18 was significant in terms of both snow and ice. Of particular note was the prolonged length of the 2017/18 winter with a cold frosty finish to November, significant snowfalls into March and treatments continuing into April. The most significant event of the year was in late February / early March when strong easterly winds swept winter weather from Siberia towards the British Isles. The so called "Beast from the East" brought very heavy snowfall and freezing conditions for almost a week closing much of the road network and placing a significant strain on the emergency response; particularly in relation to driver availability and the need to comply with driver-hours regulations. In addition to dealing with the initial impact of the "Beast from the East" there were subsequent flooding issues in many areas in the following days as heavy rainfall combined with snow-melt.
- 5.2 The Infrastructure Manager, Mr Brian Young, gave a summary on the main points to note. The Winter Service Plan for 2018/19 was similar in terms of policy, priorities, routes, call out arrangements and resource planning. Officers had considered the current Winter Service Plan arrangements, and for 2018/19 did not propose any significant changes to the current plan which was robust in determining the Council's standards and level of winter service. Officers would continue to monitor and review existing winter service arrangements throughout this winter, noting any deficiencies in service provision, with a view to bringing forward any further amendments for the 2019/20 Winter Plan. The Council undertook a Winter Service on nearly 3,000km of local road network provided by the Assets and Infrastructure Department. Under the Roads (Scotland) Act 1984, Section 34, all roads authorities were required to "take such steps as they consider reasonable to prevent snow and ice endangering the safe passage of pedestrians and vehicles over public roads". The safe passage of people on the road network during winter was very important for the social and the economic needs of the area. The two main points on keeping the road network operating safely and effectively were prevention and intervention. The review of the service highlighted that the winter of 2017/18 was significant in terms of snowfall and the "Beast from the East" in early March this year and this was illustrated in table 4 of the report with a comparison of salt usage for the winter past to the previous 5 year average showing a 74% increase. It was noted that as a result of reducing budgets and the need to deliver financial plan savings, it was likely that significant changes to the 2019/20 Winter Plan would be proposed.

DECISION

AGREED to:-

- (a) note the performance of the SBC Winter Service during 2017/18;**
- (b) endorse the Winter Services Plan for 2018/19 contained in Appendix 1; and**
- (c) agree to consider, no later than the end June 2019, amendments to the Winter Services Plan for season 2019/20**

The meeting concluded at 10:45am

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