Public Document Pack

Eildon Area Partnership

Our Scottish Borders
Your community

Meeting

Date: Wednesday, 30 March 2022

Time: 6.00 p.m.

Location: via MS Teams

AGENDA

1.	**Welcome and Meeting Protocols**
2.	**Additional Information document & Menti evaluation** (Pages 3 - 20)
3.	**Challenging Ageism Guide** (Pages 21 - 38)
4.	**Feedback from meeting of 10th February 2022** (Pages 39 - 44)
	Section 1: Service & Partner Updates and Consultations
5.	**Place Making Update**
6.	**Census Presentation - Paul Hyward**
	Section 2: Local Priorities
7.	**Money Worries App - Financial Inclusion Conversation - Nichola Sewell, Joint Health Improvement**
	Section 3: Community Empowerment & Funding
8.	**Food Growing Strategy**
9.	**Assessment Panel Summary** (Pages 45 - 46)
10.	**Funding Table Overview** (Pages 47 - 48)
11.	**2021/22 Community Fund - Closing Position**
12.	**Build Back a Better Borders Recovery Fund application** (Pages 49 - 52) Consider application for funding:

	• Earlston Tennis Club - £3,023.02 (Copy assessment attached.) Photos of BBBB funded projects: <u>BBBB Fund Awards 2021/22	Flickr</u>
13.	**2020/21 Community Fund Project Evaluation - Café Recharge - Amy Wight**
	Section 4: Other
14.	**Meeting Evaluation**
15.	**Next Area Partnership: Thursday, 30 June 2022, Agenda issued: Thursday, 16 June 2022** Are there any items you would like to propose for the agenda? Please contact your local councillor or the Communities & Partnership Team
16.	**Future Meeting Dates**

Please direct any enquiries to Declan Hall Tel: 01835 826556
Email: Declan.Hall@scotborders.gov.uk

Current SBC Consultations

Tweedbank to Eyemouth Active Travel Route – Closes 31 March 2022

Scottish Borders Council has received funding from the South of Scotland Enterprise for a feasibility study of a new 53km active travel route (for walking, cycling and wheeling) between the existing Tweedbank Railway Station and the new Reston Station.

The route is to be based generally on the alignment of the former railway line that originally linked the stations and runs through the heart of the region connecting towns and villages such as Earlston, Greenlaw, Duns and Chirnside.

[Tweedbank to Eyemouth Active Travel Route - Scottish Borders Council - Citizen Space](#)

Common Good Consultation 2022 – Closes 31 March 2022

This consultation seeks your views on the Common Good registers for the former Burghs of the Scottish Borders.

All former Burghs have a 'Common Good' which comprises the land, buildings, art, artefacts and funds which were owned and managed by the Burgh Council on behalf of the residents of the Burgh. The Burgh system was extinguished in 1975 but the assets owned by the Burgh at that date continue to be owned by the Common Good, which is administered by Councillors who sit as Common Good Trustees.

We are seeking your views on whether you think any additional assets should be included on these registers, and if so, why. You may also have further information on the assets noted. Or you may think that an item on the register is not Common Good.

[Common Good Consultation 2022 - Scottish Borders Council - Citizen Space](#)

SBC Building Authorisation Form

We continue to live with the threat of COVID-19, highlighted by the number of new cases in the Scottish Borders in recent weeks.

As a result, our absolute priority remains the safety of the public and staff, including external groups who previously accessed Council buildings for service provision and meetings.

This authorisation form has been created for external groups such as third sector organisations, community or volunteer groups who deem themselves to be an essential service which require access to a Council building to deliver this service.

[Authorisation form for organisations/groups requesting Council building access - Scottish Borders Council - Citizen Space](#)

Community Information

Place Making

Over the past year, the Eildon Area Partnership has had a range of discussions around how communities could be more actively involved in shaping their own futures through a Place Making approach.

Simply put, Place Making is about communities working together to develop plans that express local needs and ambitions and about working together with service providers to find ways to achieve those plans. You can find out more by clicking on the link to the national Our Place site; https://www.ourplace.scot/

Scottish Borders Council is committed to enabling Place Making for communities that want to take this approach and Area Partnerships have a key role to play in developing, overseeing and prioritising arrangements in their local communities.

To help develop this approach in the Eildon area, the Area Partnership is holding a facilitated workshop to:

• Develop a shared understanding of Place Making – what it is, how it works in our communities, how people can be involved and how it can benefit them.

• Agree the role of the Eildon Area Partnership in overseeing Place Making

• Identify communities that want to be involved in this process and where early Place Making activity should be focussed

The workshops will be facilitated by Petra Biberbach, Chief Executive of Planning Advice Scotland (PAS) .

[Place Making Workshop - Eildon Tickets, Wed 23 Mar 2022 at 18:00 | Eventbrite](#)

Tenant Grant Fund

A Tenant Grant Fund has been set up to help tenants who are at risk of becoming homeless because they've fallen behind with rent payments during COVID-19.

Applications will be assessed to ensure that support is provided to households at greatest risk of becoming homeless.

Eligibility

If you're a tenant and have struggled financially as a direct result of the pandemic you should apply before 31 March 2022.

Your rent arrears must have built up between 23 March 2020 and 9 August 2021, and your landlord should have carried out steps to resolve the issue with you.

We'll make full or partial payments if your application is successful, and for a maximum period of 12 months between the above dates.

How to apply

Tenants can apply online.

There's information you'll need to hand to be able to submit your application, which is detailed at the beginning of the form.

If you need support with your application you can ask your landlord or a member of your family or a friend. You can also contact your local Citizen's Advice Bureau for support.

Information for landlords

Payment will be made directly to you to reduce your tenant's arrears. As a condition of the payment you must agree to end any ongoing proceedings.
Private landlords must be registered on the Scottish Landlord Register.

Financial support | COVID-19 Financial Assistance | Scottish Borders Council (scotborders.gov.uk)

What Matters Hub?

Eildon has reintroduced our What Matters Hub in Galashiels at Café Recharge at 58 Island Street, Galashiels TD1 1NU every Tuesday between 1-4pm

What is the Hub?

The Hub is a place where clients can meet:

- People from community groups and voluntary organisations from across the Borders

- People from the council such as social workers and occupational therapists

How can the Hub Help?

We Can:

- Help to get you information and advice quickly to remain in your own home and get involved in your community.

- Help you to find support you need to stay independent, such as equipment, transport or help at home.

- Provide advice for carers about support available in your area

- Provide information about what is happening in your local area and where you could meet new people.

- Provide information about volunteering opportunities.

New on-demand transport booking service launched

A new on-demand transport service mobile application has been launched to provide Borderers in the Ettrick Valley and Bonchester Bridge areas with better access to public and shared transport.

'Go Borders' will begin operating on the existing 910 Hawick – Bonchester Bridge and 911/912 Ettrick Valley - Hawick/Galashiels services to provide increased and more convenient access to public transport.

The service will enable residents in areas which are not serviced by public transport routes access to on-demand transport through the 'Go Borders' smart phone app or the existing telephony service.

The specially-created mobile application shows real-time updates and allows users to view and book journeys in the matter of a few clicks whilst also tracking the vehicle along its route by viewing live arrival information.

Payment will then be made in the traditional way via cash or concessionary card on board the bus when passengers begin their journey.

The service has been created in partnership with Moovit, an Intel company, and leading 'Mobility as a Service' solutions provider. The Go Borders app is powered by

Moovit's technology, and the transport service is powered by Moovit On-Demand solution.

Gordon Edgar, Executive Member for Infrastructure, Travel and Transport, said: "Given the rural nature of so many of our communities in the Scottish Borders, the traditional forms of public transport struggle to meet the diverse travel needs of our residents.

"Go Borders will provide unprecedented flexibility and offer greater convenience for residents, especially those living in some of the most remote locations where there are little or no public transport services at present.

"I think this is an extremely positive development and look forward to exploring how services like this can be expanded geographically to other areas of the region."

Yovav Meydad, Moovit's Chief Growth and Marketing Officer, said: "We are excited to partner with Scottish Borders Council and power this new mobility offering for Scottish Borders residents for greater access to transport and shorter walk and wait times.

"Complementary to traditional modes of transport, Moovit On-Demand can help residents get around more efficiently and gain more transparency into their ride."

The Go Borders app is available to download on the Apple App Store or Google Play.

Passengers without a smartphone who are unable to use the Go Borders DRT app can also phone the Council on 01835 826753 to book their bus.

Scottish Commission for People with Learning Disabilities

The [Scottish Commission for People with Learning Disabilities](#) (SCLD) has launched a new app, 'Human Rights Town', designed to help people with learning disabilities to understand their human rights.

https://www.scld.org.uk/welcome-to-human-rights-town/

Volunteer Centre Borders

Community Ownership Fund

You may be aware that the UK Government has launched a new £150 million Community Ownership Fund. This will provide funding over four years to support community groups to take ownership of assets and amenities at risk of being lost. From the summer onwards, voluntary and community groups can bid for up to £250,000 (up to £1M for sport projects) at 50% match funding to help them purchase or take over important assets and run them for the benefit of the local community.

The intention is to help ensure key assets within a community are not lost. The UK Government has not published a definite list of eligible assets as they want to hear what matters to communities but the fund could support community ownership proposals including:

- sporting and leisure facilities
- cinemas and theatres
- music venues
- museums
- galleries
- parks
- pubs
- post office buildings
- shops

Applicants will need to be able to demonstrate the value of the asset to local people and the sustainably of the project as well as the risk of losing the amenity without community intervention.

The Fund will run until 2024/25 and there will be at least 8 bidding rounds in total. Key dates are as follows:

- 30th July - online portal opens for submission of applications
- 13 August 2021 – deadline for submitting applications to the first bidding round
- December 2021 – round 2 will open
- May 2022 – round 3 will open

The first round is primarily focused on capital costs with an expectation that development funding will be available from round 2 onwards. The UK Government intends to update the fund's prospectus and guidance notes for round 2 in the autumn based on their learning from round 1.

For more details, please see the Community Ownership Fund prospectus. A copy of the application form is attached.

Locality Plan and Action Plans

Eildon Locality Plan | Scottish Borders Council (scotborders.gov.uk)

Eildon Area Partnership | Scottish Borders Council (scotborders.gov.uk)

Community Empowerment (Scotland) Act 2015
https://www.scotborders.gov.uk/communityempowerment
Information Pack on Community Empowerment for Area Partnerships:
https://www.scotborders.gov.uk/info/20015/your_council/472/area_partnerships/7

Community Empowerment (Scotland) Act 2015 – Currently, there are no formal Participation Requests or formal Asset Transfer requests being considered within the Eildon area. Information about the Community Empowerment (Scotland) Act 2015 is available on the Council's website: Parts of the Act | Community Empowerment (Scotland) Act 2015 | Scottish Borders Council (scotborders.gov.uk)

	Section 4: Further Support
20.	**Useful Links below** **Debt Advice:** Citizens Advice Bureau Salvation Army NHS Money Worries App – download from Google Play or the App Store

Business support:

www.scotborders.gov.uk/covid19business

www.findbusinesssupport.gov.scot

General Funding:

https://fundingscotland.com/

https://www.tnlcommunityfund.org.uk/

SBC Community Fund

SBC Enhancement & Welfare Trust

Sustainable Development Fund

Heating & energy:

www.scotborders.gov.uk/affordablewarmth

Covid-19:

www.scotborders.gov.uk/coronavirus

http://www.nhsborders.scot.nhs.uk/patients-and-visitors/community-testing

Health & Wellbeing:

http://www.nhsborders.scot.nhs.uk/patients-and-visitors/coronavirus/

NHS Borders Wellbeing Service:

http://www.nhsborders.scot.nhs.uk/patients-and-visitors/our-services/general-services/wellbeing-service/

NHS Borders Wellbeing Point:

www.nhsborders.scot.nhs.uk/wellbeingpoint

Community Empowerment:

https://www.scotborders.gov.uk/info/20062/strategies_plans_and_policies/357/community_empowerment_scotland_act_2015
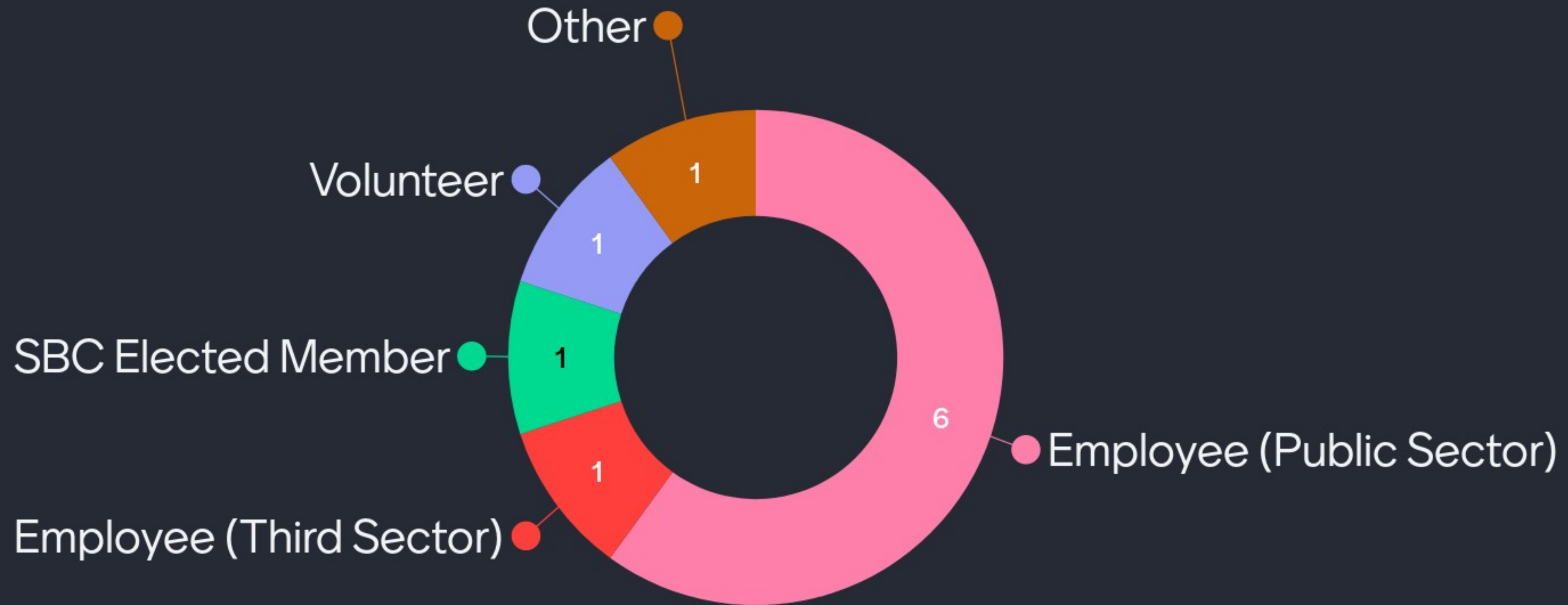
Scottish Community Council Newsletter:

http://www.communitycouncils.scot/

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Eildon Area Partnership Evaluation

1

2

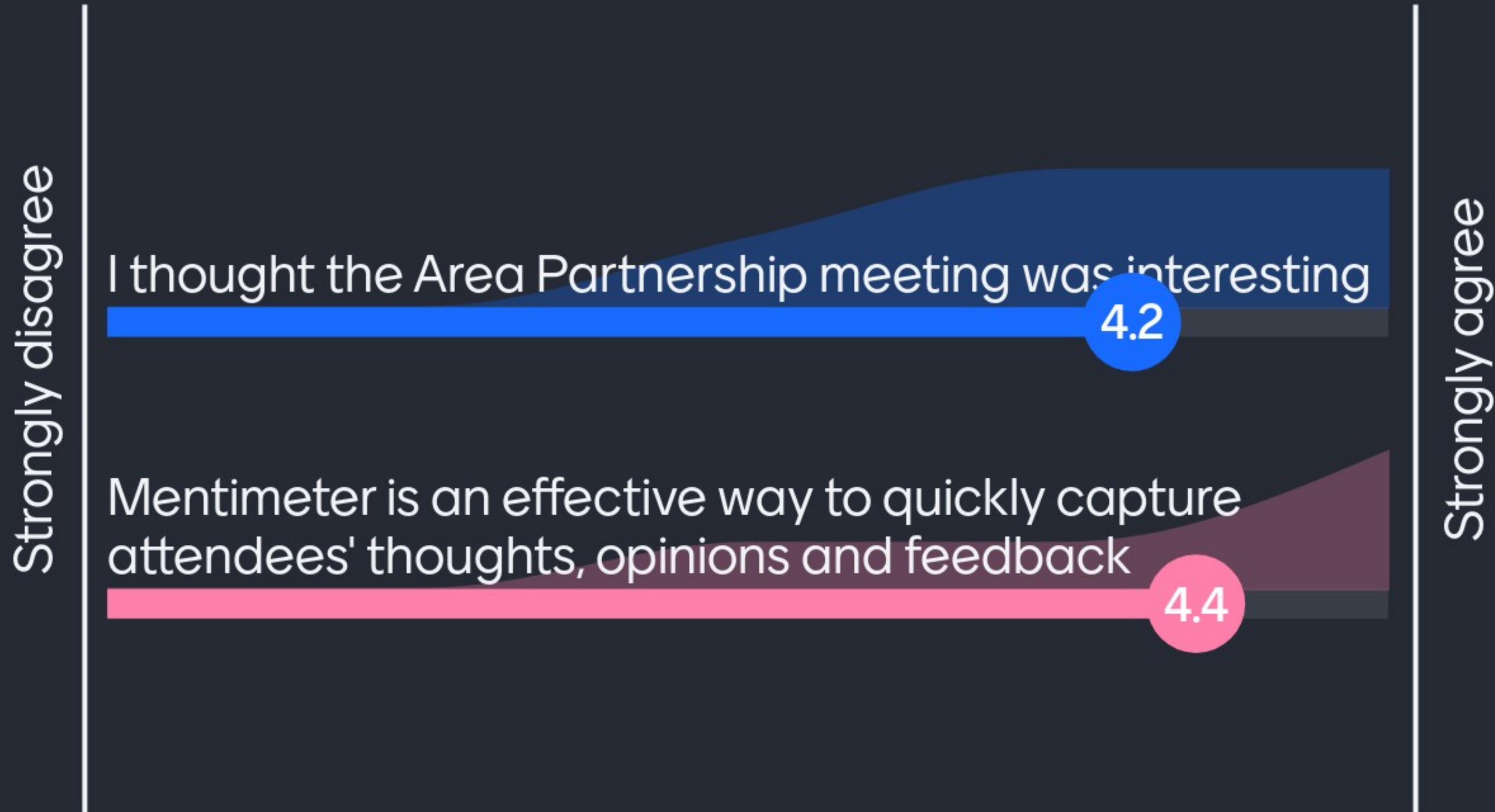# In which role do you attend Eildon Area Partnership meetings?

Other — 1
Volunteer — 1
SBC Elected Member — 1
Employee (Third Sector) — 1
Employee (Public Sector) — 6

Had you attended an Eildon Area Partnership meeting before this evening?

Mentimeter

8
Yes

2
No

10

Please rank the agenda items in order of interest and/or importance to you

1st — Item 6: Low & Slow Project Introduction (Kenny Harrow)

2nd — Item 4: Place Making Update (Kenny Harrow)

3rd — Items 8 - 10: Community Fund & BBBB Recovery Fund Applications

4th — Item 11: Project Evaluation Information

5th — Item 7: Participatory Budget Update (Kenny Harrow)

6th — Item 5: Jim Clark Rally 2022 (Brian Young)

7th — Item 3: Common Good Consultation (Hannah Mcleod)

10

Please use the sliders below to choose whether you agree or disagree with the following statements

Strongly disagree

Strongly agree

I thought the Area Partnership meeting was interesting

4.2

Mentimeter is an effective way to quickly capture attendees' thoughts, opinions and feedback

4.4

10

Which topics would you like to see covered at future Area Partnership meetings?

Appropriate language	Feedback from projects	transport
Climate Change and Environmental education/information	Citizens needs	The use of Ageist language and its impact on people and how we can change those negative impacts.
tackling poverty	food growing	A session on a successful intergenerational project in the Scottish Borders including the impact it has on Older People and Children and young people and how we could replicate it to other areas

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10

Which topics would you like to see covered at future Area Partnership meetings?

Grants availability Social interaction activities around the Eildon area.

10

Do you have any further questions or comments?

transport

Can agenda items which are Eildon specific be distinguished from those which are on other area partnership agendas?

no

3

Centre for Ageing Better

Challenging ageism

A guide to talking about ageing and older age

December 2021

About us

Centre for Ageing Better

The UK's population is undergoing a massive age shift. In less than 20 years, one in four people will be over 65. The fact that many of us are living longer is a great achievement. But unless radical action is taken by government, business and others in society, millions of us risk missing out on enjoying those extra years.

At the Centre for Ageing Better we want everyone to enjoy later life. We create change in policy and practice informed by evidence and work with partners across England to improve employment, housing, health and communities.

We are a charitable foundation, funded by The National Lottery Community Fund, and part of the government's What Works Network.

About this guide

This guide is designed as a practical tool to support organisations in communicating about ageing and older age.

The way people currently talk about ageing and older age is largely negative. To change this conversation we need to stop reinforcing these beliefs – and tell a new story. Small changes to the ways that we speak and write about ageing and older age, if applied consistently, could have a big impact.

We hope this guide gives people the confidence to challenge ageism and champion positive and realistic representations of ageing and later life.

What is ageism?

Ageism is a bias against people based on their age and manifests in stereotypes, prejudice and discrimination in many aspects of life.
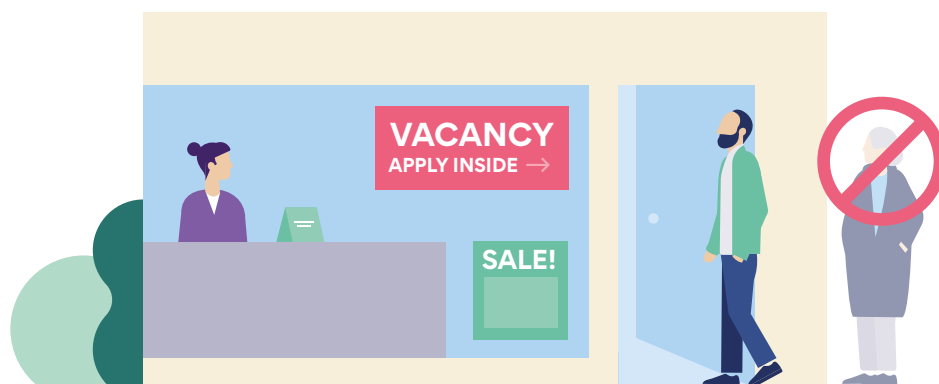
Evidence shows ageism is widespread in society and can be found everywhere from our workplaces and health systems to the stereotypes we see on TV, advertising and in the media.

Ageism affects people of all ages. In the UK ageism is the most prevalent form of discrimination amongst all age groups, with one in three people experiencing age-based prejudice or discrimination.

Talking about age

The way we talk about age influences the way we feel about the ageing process and the way we act towards people in different age groups. One of the biggest obstacles we face when it comes to embracing later life is the negative way we think and talk about it.

Common ageist themes include reducing older people to negative stereotypes, pitting younger and older generations against each other, and portraying later life as a time of frailty and decline.

Ageism can also be internalised, leading people to limit their own behaviour and opportunities, describing themselves in negative ways such as 'past it' or 'over the hill'.

VACANCY
APPLY INSIDE →

SALE!

Everyday ageism

Ageist attitudes have worrying consequences for physical and mental health. For example, older people are more likely to be prescribed antidepressants than talking therapies. During the COVID-19 pandemic, we saw attempts to limit the life-saving resources available to older people, with 'do not attempt resuscitation' decisions being made without consultation with individuals or their families.

Age-based stereotypes can also negatively impact experiences in the workplace, with 36% of 50 to 70 year olds saying that their age would disadvantage them in applying for jobs. Assumptions that older workers are less competent or less capable of learning new skills leads to people being forced out of the workforce or being passed over for job progression.

Ageism in the media, advertising, film/TV and other fields of public life and culture is perhaps the most obvious manifestation of the stereotyping that feeds our prejudices and underpins discrimination. The pervasive idea that older people are worthless feeds into our own perception of ourselves and subtly validates discrimination in other areas.

Faced with overwhelmingly negative attitudes about ageing in day-to-day life, it is unsurprising that older people themselves start applying ageist attitudes to other older people, and indeed to themselves.

Age-friendly communications principles

Ageing and older people are often negatively represented in our society, despite age being a protected characteristic under the Equality Act 2010.

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Communicating about ageing and older people in the right way can help to tackle ageism and promote positive and inclusive behaviour in all aspects of life, from our communities and workplaces to the media, social media and political platforms.

We get more – not less – diverse with age (e.g. in terms of income, health, social relationships). It is important to ensure older people's experiences are reflected in an accurate and inclusive way.

1

Shift associations with frailty, vulnerability and dependency

Being older doesn't necessarily mean you are frail, vulnerable or dependent. Older people continue to be active and participate in and contribute to workplaces, communities and society in many different ways.

❌ Don't focus only on portrayals of later life as a time of frailty or assume a life stage means a person has particular likes or interests, e.g knitting.

✅ Embrace realistic depictions of ageing. People don't have to 'look young for their age' or run marathons to enjoy later life.
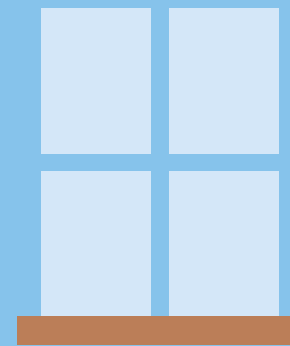
✅ Give older people a voice in your work. Personal stories and experiences can highlight the diversity of people in later life.

❌ Don't reinforce ideas of 'successful ageing' being down to an individual's actions. How we age is often more a product of our environments than personal choices.

2

Use preferred terminology

Use terms that are precise and accurate.

The term older adult(s) or older person/people is respectful and should be the standard if there is a clear need to reference the age of someone or group. If possible, ask people what terms they prefer.

✔ Use	✘ Avoid
✔ Older adult(s)	✘ Old person/ people
✔ Older person/ people	✘ Old Age Pensioner (OAP)
✔ People in later life	✘ Elderly

✘ Don't make jokes using clichés and phrases like 'dinosaur', 'over the hill', 'teaching an old dog new tricks' or 'teaching grandma to suck eggs'.

✘ Don't refer to someone as 'Grandfather/ Grandmother' if it isn't relevant.

✘ Don't call people in care homes 'patients' – people who live in care homes are residents who are living in their home, even where extra help and assistance is needed.

3

Avoid 'othering' and compassionate ageism

Avoid using terms and language that evokes undue pity and makes older people sound like another group that's separate from the rest of society.

❌ Be careful of describing older people as 'they' and 'them', which encourages generalisation.

❌ Be mindful of compassionate ageism, a well-intentioned but paternalistic mindset, where older people are portrayed as vulnerable and requiring protection.

❌ Don't use terms like 'dear', 'young at heart', 'little old lady' or 'grandmotherly'.

❌ Don't use offensive terms such as 'boomer', 'grumpy old man/woman', 'geriatric' or 'senile'.

✅ Always refer to people by their names.

❌ Don't state someone's age unless it is relevant. However, if you must state someone's age, be specific, to avoid generalising.

❌ Try to avoid using sensationalised language, both negatively (e.g. 'vulnerable', 'desperate' and 'terrified') and positively (e.g. 'beloved' and 'smiling').

4 Don't stoke conflict between generations

The idea of an 'intergenerational conflict' between older and younger generations is prominent in public life. But, while views vary across age groups, the majority of the public don't agree that older people benefit at the expense of younger people.

✗ Avoid metaphors that present old age in terms of crisis. These metaphors reflect a perception of old age and the 'baby boomer' generation as a societal burden:

- Grey / Silver tsunami

- Demographic cliff

- Demographic timebomb

✗ Don't mistake age for wealth. Millions of older people are living in poverty or on low incomes. Generalising about the wealth of older generations is misleading and creates an inaccurate sense of competition for resources between generations.

✗ Avoid inaccurate 'boomer' v 'millennial' tropes. These mask the diversity that exists within generations and encourage unnecessary social divisions.

5
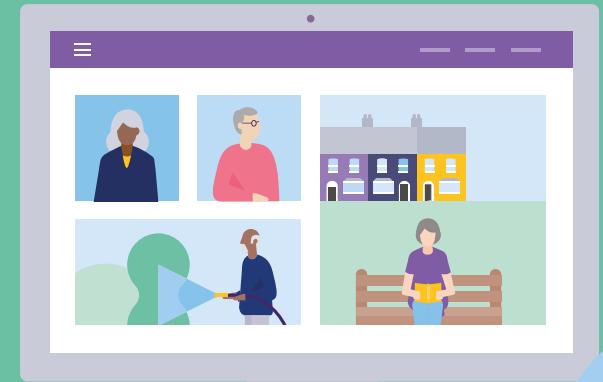
Think carefully about imagery

Imagery used alongside stories about older people often caricatures later life. It is important to show diverse, realistic and positive representations of older people.

✔ Keep images positive but realistic. Avoid unrepresentative images such as older people skydiving.

✘ Avoid close ups of wrinkly hands clasped together. The widespread use of this kind of imagery is lazy and dehumanising.

✔ Use our free image library, containing hundreds of photos of people aged 50 and over in a range of settings to highlight the diversity of later life.

Reframing ageing

How an issue is framed affects how we think, feel and act[1].
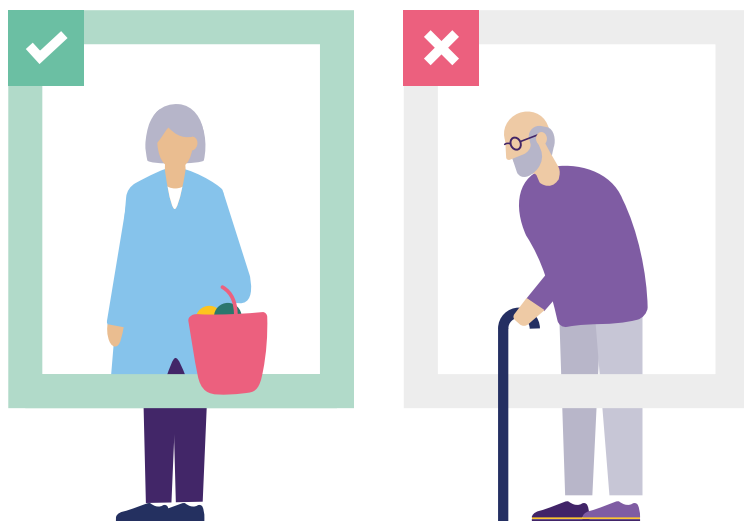
How you choose to frame an issue in your communications, and the language you use, matters.

It has the potential to influence how people think and feel about an issue and the actions they take.

Changing the message on ageing

Ageing is often characterised as an inevitable, negative process of physical and cognitive decline and loss. It is commonly associated with vulnerability and dependency, leading to the 'destination' of being old (and, ultimately, death), rather than a continuous, lifelong process.

Dominant thinking and language about ageing and older people are currently interdependent; ageing is thought about and talked of as being about older people, hence attitudes to older people (as a homogenous group) overwhelmingly shape attitudes to ageing.

Our research has developed and tested new ways of talking about ageing with people of all ages through both focus groups and surveys.

The messages were designed to achieve two main goals:

1. Make people more positive about the process and experience of ageing; and

2. Expand their understanding of the structural nature of this experience. Different people have different experiences of ageing due to the way society is organised and funded and that, by changing this, we have the potential to achieve a society where everyone enjoys later life.

This table outlines the gap that exists between how society thinks about ageing and older age and the messages liked by the public in our research:

How society currently thinks about ageing and older age	Messages liked by the public
Ageing is about old people.	Ageing is a life-long process.
Ageing is an inevitable process of physical and cognitive decline, leading to the destination of old and, ultimately, death.	With the right policies, environments and support, people can age well. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life.
Old people are frail, vulnerable and dependent, which makes them low in competence.	It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large.
Demographic change is a growing and unsustainable economic and social cost and burden.	Our longer lives are an opportunity – for the economy, for society and for us as individuals. We all need support at different times across our lives, and we all want to live in communities where we look out for one another.
There is an unequal distribution of wealth and opportunities across generations, with older people benefiting at the expense of younger people.	Inequality exists across the life course. Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could.
Ageing is something to defy.	Ageing is something for individuals to accept and for society to adapt to. Because of the way our society currently works, some of us are more likely than others to be able to age well.
How an individual ages is primarily their responsibility and within their control.	Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could.

[1] Nelson, T E., Clawson, R A. and Oxley, Z M. (1997). Media Framing of a Civil Liberties Conflict and its Effect on Tolerance. American Political Science Review, 91(3), pp. 567-583

Combatting everyday ageism

To help support your organisation/members in challenging ageism, we have set out some practical steps below.

We hope these help to facilitate conversations between people across the age spectrum and give people the confidence to champion positive and realistic representations of ageing and later life.

Challenge ageism in everyday conversations

We don't always think carefully about what we say and can perpetuate ageism without even realising we are doing it. When you hear people using ageist stereotypes or displaying ageist attitudes, try to explain how the language they use can impact people.

Sharing stories and personal experiences that challenge common stereotypes can be an effective way of changing people's perception of later life and showing that the ageing process is different for everyone.

Challenge internalised ageism such as describing yourself as "past it" or "having a senior moment".

Get online

Having more people in later life active and vocal online, such as through blogging and on social media platforms, can help to combat stereotyping of later life.

Social media can be an effective tool in highlighting mutual experiences between generations and the compassion that exists between age groups.

Use hashtags such as #nomorewrinklyhands, #ageproud and #agepositive, and share your thoughts, experiences, photographs, and films that others will relate to.

Work with your local media

Local media is a great tool for getting the word out on the work your organisation is doing, but we know news media can also be the source of ageist stereotypes and attitudes. You can encourage local media to move away from stereotypes, use more positive imagery and increase positive examples when talking about ageing.

💡 Contact local media to challenge ageism in articles and reports - politely pointing out to the journalist why their article or broadcast is harmful or writing a 'letter to the editor' for publication. You could also call in to a local radio station to challenge comments made on air.

Write to your MP

Writing to your Member of Parliament can be a great way to get combatting ageism on the political agenda. Whether you voted for them or not, it is your MP's responsibility to represent you and your concerns in parliament.

💡 Consider writing to your MP, attending a constituency surgery, or asking for a meeting. To find out who your local MP is and how best to contact them, type your postcode into the UK parliament website.

Complain about ageism in the media and advertising

The media generally represent ageing and older age as a time of decline and frailty, with older people are often framed as being inherently vulnerable.

Advertising predominantly uses unrealistically positive or very negative depictions of people in later life to sell products or services. Older people are also largely absent from advertising around products not specifically designed for older age groups.

From our research we found public perceptions of adverting and media coverage around older age groups as 'negative', 'depressing' and sometimes 'patronising'.

Many people noted a complete lack of balanced and realistic representations of ageing and older people.

💡 Consider making a complaint to the Advertising Standards Authority via their website.

💡 Consider making a complaint to the Independent Press Standards Organisation via their website.

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Facts about ageing

Use these facts in your work to challenge common stereotypes and misconceptions

1.

In less than 20 years one in four people will be over 65.

Office for National Statistics, 2017

2.

While on average older people have higher levels of wealth than younger age groups, huge financial inequality exists among people in later life. Some 1.9 million people aged 65 and over live in relative poverty. Within this group, 1.1 million are in severe poverty.

Department for Work and Pensions, 2018

3.

Most of our later lives are spent living independently. In fact, 90% of over 65s live in mainstream, ordinary housing, not care homes or retirement communities.

Based on care home data and estimates of the number of older people who live in specialist housing

4.

In the workplace, over a third of workers are aged over 50. Many people over 50 provide unpaid care for loved ones and in retirement many people volunteer and help out in their communities.

Office for National Statistics, 2019

5.

Older workers are the backbone of Britain's public services. 3.4 million key workers are over 50, and 130,000 are over 70.

Office for National Statistics, 2020

6.

Regular volunteering (particularly informal) is more common in older age groups. Both formal and informal volunteering peak in the 65-74-year age group.

DCMS Community Life Survey, 2020

7.

Life satisfaction is at its highest in later life, and people aged 70 and over are more positive about ageing than any other age group.

Ageing Better, Reframing Ageing, 2021

8.

People in younger age groups (16-24) are three times more likely to experience loneliness than people aged over 65.

Office for National Statistics, 2018

9.

Contrary to media representations of intergenerational conflict, 80% of people believe older adults have a wealth of experience and perspectives to offer society today.

Ageing Better, Reframing Ageing, 2021

10.

Despite most adverts featuring under 40s, over 50s account for more than half of all consumer spending. They are the top spenders in a number of categories such as travel and tourism, food, clothing, household goods and eating out.

ILC UK, 2019

Resources

Image and icon library

We have created a free image library, containing hundreds of photos of people aged 50 and over in a range of settings to highlight the diversity of later life.

To help improve representation of later life, this library includes a series of ten age-positive icons, designed to replace the limited and stereotypical selection of icons and symbols commonly used to depict ageing and older people.

The images and icons are free to use and we hope will to help challenge stereotypical imagery of later life which feeds into ageist attitudes.

Publications

Ageing Better report on the role and impact of language and stereotypes in framing old age and ageing in the UK.

Ageing Better report on language used by government, the media and social media, advertising and ageing-focused charities in relation to the topics of age, ageing and demographic change.

Ageing Better report on public perceptions of ageing, older age and demographic change.

A report on the portrayal of Older People in News Media by the Older People's Commissioner for Wales.

Research by the Royal Society for Public Health & The Calouste Gulbenkian foundation on how negative portrayals can harm older people as they lead to direct age-based discrimination that can promote social exclusion.

WHO Global Campaign to Combat Ageism

The World Health Organisation has some great resources around starting a conversation on ageism as part of its Global Campaign to Combat Ageism.

WHO guide on avoiding ageism in communication.

Centre for Ageing Better

Let's take action today for
all our tomorrows.
Let's make ageing better.

This report is part of our work
on tackling ageism and is
freely available at
ageing-better.org.uk

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The Centre for Ageing Better creates
change in policy and practice
informed by evidence and works with
partners across England to improve
employment, housing, health
and communities. Ageing Better is a
charitable foundation, funded by The
National Lottery Community Fund.

COMMUNITY
FUND

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SCOTTISH BORDERS COUNCIL
EILDON AREA PARTNERSHIP

MINUTES of Meeting of the EILDON AREA PARTNERSHIP held via MS Teams on Thursday, 10 February 2022 at 6.00 pm

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Present:-	Councillors G. Edgar (Chairman), S. Aitchison, E Jardine, J. Linehan, E. Thornton-Nicol, D. Parker together with 21 representatives from Partner Organisations, Community Councils and members of the public.
Apologies:-	Councillors A. Anderson, C. Cochrane, and H. Scott.
Absent:-	Councillor T. Miers
In Attendance:-	Principal Solicitor, Locality Development Co-ordinator (K. Harrow),Community Engagement Officer (E. Coltman), Community Place Planning and Regeneration Officer (S. Renwick), Network Manager (B. Young), Democratic Services Officer (D. Hall)

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1. **WELCOME AND MEETING PROTOCOLS**
   The Chairman welcomed everyone to the meeting of the Eildon Area Partnership being held via Microsoft Teams and outlined how the meeting would be conducted and how those both in the meeting and watching via the Live Stream could take part.

2. **FEEDBACK FROM MEETING OF 11 NOVEMBER 2021**
   The Minutes of the meetings of the Eildon Area Partnership held on 11 November 2021 were noted.

3. **ADDITIONAL INFORMATION**
   Mr Harrow explained that the additional information document included reference to a wide range of useful information and links. In the absence of the Principal Solicitor, Mr Harrow provided a brief outline of the ongoing Common Good Consultation.

4. **PLACE MAKING UPDATE**
   Mr Harrow introduced Sharon Renwick, Community Place Planning and Regeneration Officer, to give an update on Place Making. Ms Renwick began her role before Christmas 2021, had been involved in place plans and place making and the role had come about from the Planning (Scotland) Act 2019.   The Community Place Planning and Regeneration Officer advised that place plans were to be prepared in a bottom-up approach and be representative of the community. Place Making workshops were to be held across Area Partnerships in March, with dates to be confirmed. A facilitator was to be appointed to lead workshops so they were not led by Scottish Borders Council. A procurement brief was published in January 2022 with responses invited and due by 4 February. Responses were to be evaluated and a facilitator would be appointed.

5. **JIM CLARK RALLY 2022 PUBLIC CONSULTATION PROCESS**
   There had been circulated copies of a report by the Director, Infrastructure and Environment providing the Area Partnership and the local community an opportunity to consider and comment on the proposals submitted by event organisers of the Jim Clark Rally to hold a rally on closed road in the Scottish Borders on the weekend of the 27 to 29 May 2022. Revised legislation was introduced in 2019 to allow motor sports events to take place on closed public roads. The new regulations built upon previous experience through the Jim Clark Rally and other events and were intended to introduce increased rigor to the procedure for organising and running such events. The 2019 regulations introduced a two stage procedure where organisers must first successfully apply to an "authorised body" for a permit before applying to the local roads authority for a Motor Sports Order. In determining whether to make a Motor Sports Order Scottish Borders Council, as local

roads authority, must consider a number of factors that were laid out in the regulations. The report outlined those factors and provided an opportunity to examine the proposals submitted by the rally organisers in respect of the routes and timings for the rally on 27 and 29 May 2022. Brian Young, Network Manager, joined the meeting and gave an outline of the report. The event organisers, Dan Wright and Frances Renton, were present in the meeting and answered questions from those in attendance. The organisers also indicated their intention to travel to the Community Councils in the relevant areas to gauge opinion and listen to suggestions from the local community. Members expressed their hope that the event would go ahead and their excitement at closed public road rally driving returning to the Scottish Borders.

DECISION
NOTED the application by the organisers of the Jim Clark Rally to run an event on the weekend of the 27 to 29 May 2022.

6. **LOW AND SLOW PILOT PROJECT - UPDATE**
Mr Harrow provided an update on the low and slow pilot project, an initiative that aimed to help provide families with cheap, nutritional meals. Changeworks, NHS Borders Joint Heath Improvement Team and the Burnfoot Community Hub had worked together on a 6 week pilot project to provide 12 participants with a slow cooker. The participants used ingredients from Fareshare and Morrisons and followed menus and recipes provided by the Joint Health Improvement Team to cook healthy food at home. The use of a slow cooker was chosen as it compared extremely favourably in cost versus a conventional oven. Additionally, all 12 participants had received a visit from Changeworks or Home Energy Scotland to assess methods they could use to help reduce their home energy bills. The pilot project had reached its conclusion, with an evaluation to be undertaken. Those in attendance praised the project for its relevance and goals.

7. **PARTICIPATORY BUDGET UPDATE FROM SCDC TRAINING**
Mr Harrow advised the meeting that there had been a useful series of workshops with SCDC and that there would be ongoing sessions. Mr Harrow invited any interested party to contact the Communities and Partnership team for further information.

8. **FUNDING TABLE OVERVIEW**
Mr Coltman provided an outline of the Queen's Platinum Jubilee Fund. The fund was not limited to the Eildon area, with £2.5k the maximum amount a group could apply for. Applications would be assessed by the Communities and Partnership Team, with a final decision made by the Director, Resilient Communities, Mrs Jenny Craig. Applications would be decided within three weeks. 23 Applications had been awarded, with £47k remaining in the fund. 10 applications totalling £17k were under consideration. Mr Coltman encouraged any interested party to submit their application. Regarding the Build Back a Better Borders (BBBB) Recovery Fund, the opening balance had been £153,633, with a total of £109,000 awarded to date, resulting in a remaining balance of £44.5k. 7 applications were under consideration, totalling £40,478. Mr Coltman drew attention to the fact that changes had been made to applications since the funding table had been issued with the agenda resulting in differing figures.

9. **COMMUNITY FUND APPLICATIONS**
9.1 Jenny Mushlin, the Chair of the Eildon Assessment Panel presented the Community Fund recommendations. Ms Mushlin advised that should Members accept the recommendations then the fund would be fully subscribed and consequently closed to new applications until the new financial year.

9.2 **Scott's Selkirk**
The application from Scott's Selkirk was for £5k to help purchase 10 gazebos to be used at Selkirk market and for use in the wider community. The panel praised the community benefit of the application, but felt that as the group had alternate gazebos that could still

be used it was reasonable to agree to half the requested amount. The panel recommended to fund 5 gazebos at a cost of £2.5k.

9.3 **PND Borders**

PND Borders were applying for £15k of funding to cover staffing costs to help provide support and therapy for mothers with postnatal depression and anxiety across the Borders. The panel recommended not to fund the project, as the funding was to cover future costs. The group had sufficient funding in place for the year. The Communities and Partnership team would work with the group to explore future funding options and opportunities.

9.4 **Lauder Primary School Parent Council**

Lauder Primary School Parent Council had requested £4,940.40 to help raise levels of literacy attainment by improving and increasing the quality and diversity of books available in the school library, as well as organising visits to local literary events. The panel recommended not to fund the project as concerns existed regarding wider community access to the resources outside of the school setting. The local book festival trips would also take place in the June, consequently the group was encouraged to submit a new application in the new financial year.

9.5 **The Lavender Touch**

The application from the Lavender Touch was for £6.8k to assist in the upgrade of its shop and hub in Galashiels. The panel recommended to fund £1,579.79 to help make the shop more environmentally friendly by covering the costs of various in-shop energy improvements.

9.6 **Brighter Blainslie**

Brighter Blainslie had applied for £4,598.12 to help improve the village by planting flower displays, creating environmentally green spaces, providing outdoor seating and improving access to the village pathway. The panel recognised the important of communal spaces open to all, and recommended to provide the requested sum.

9.7 **St Peter's Primary School Parents Association**

The Parents Association of St Peter's Primary School had applied for £2,718 to support the continuation of a breakfast club within their school. The funding would pay for staff to continue the club. The group had initially applied for a higher sum, but had subsequently received additional funding from the SBC Community Welfare Trust. The Panel recommended to grant funding of £2,718.

9.8 **Borders Talking Newspaper**

The group were seeking £4k to cover running costs to continue a talking newspaper service to residents across Eildon. The funding request was a proportion of running costs. There were currently 230 registered listeners, with 73 in Eildon. The panel recommended to fund £4k.

9.9 **Tweedbank Guides**

Tweedbank Guides had applied for £15k to offer a residential opportunity to the guide groups, one at one home and one in London. The panel recognised the importance of residential opportunities and recommended to fund £600 to help meet the costs of the group attending a local day event.

9.10 **Friends of Yarrow**

The application from the Friends of Yarrow was for £2,078.38 to fund the creation of a safe walking area to and from the school. The funds would allow the children to walk from the school to a local hall. The landowner had agreed to provide an area of land for the creation of the pathway, and the funds would be used to erect a fence to create a safe route. The panel recommended to provide funding of £2,078.38.

9.11   Members discussed the recommendations, thanked the Members of the Eildon Assessment Panel for their careful considerations and unanimously accepted the recommendations.

10.   **BUILD BACK A BETTER BORDERS RECOVERY FUND APPLICATIONS**
10.1   The Chairman asked Mr Harrow and Mr Coltman to give an outline of each of the applications to the BBBB fund.

10.2   **Go Wild Scotland**
        The application from Go Wild Scotland was for £4,883 to assist in the creation of a digital and physical nature trail for use by local youth groups. The group also planned to use it as a demonstration project for other community groups in the Borders. They had already acquired the physical nature trail elements and educational materials.   The funding applied for would cover the labour costs of creating the trail, the illustration and map of the newly created trail and QR code metal plates.

10.3   **Riddell Fiddles**
        The application for funding from Riddell Fiddles was for £2,160 to engage with young people to create a soundscape of a local woodland. The funding applied for would cover the cost of recording/mixing by a specialist producer; two music tutors for fiddle/guitar; woodland guide walk staff; a transform art workshop; and venue costs for the workshop.

        DECLARATION OF INTEREST
        Councillor Jardine declared an interest in the item below and did not take part in the discussion.

10.4   **Borders Disability Sport**
        Borders Disability Sport had applied for £6,544.97 that would allow the group to provide individuals with the opportunity to take part in and experience the positive impact of various sporting activities. The group planned to deliver a new sporting opportunities programme throughout the year with sessions expected in Tweedbank and Galashiels. The funding would allow a variety of archery equipment; cycling helmets; a racing wheelchair and two disability trikes to be purchased. Funding would also cover the expenses associated with venue and pool hire, and coaching costs.

10.5   **Roxburgh Reivers Orienteering Club**
        The application from the Roxburgh Reivers Orienteering Club was for £5,265.22 to allow the group to provide a package of 21 specialist maps and equipment to enable the introduction and development of orienteering among targeted groups in the Eildon locality.

10.6   **Abbotsford Bowling Club**
        Abbotsford Bowling Club had initially applied for £15k but following discussions with the Communities and Partnerships team had revised their application to £9,793.   The application was to help cover the costs of refurbishment of the clubhouse and delivering a two-phase project to benefit the local community. The two phases of the project would engage with older and younger people in a variety of exercise and bowls-based events.

10.7   **Café ReCharge**
        The application from Café Recharge was for £8070 to meet the salary costs of a volunteer co-ordinator, the provision of a laptop for that co-ordinator and food hygiene training for volunteers. Employing a paid volunteer co-ordinator/café supervisor would allow the café to open at least one day on weekends and to harness the enthusiasm for volunteering present in the area.

10.8   **Transform Arts CIC**
        Transform Arts CIC had applied for £3,762 to host two participatory arts event during the summer, one in the Philliphaugh area of Selkirk and one in the Ettrick/Yarrow valley. Each event would be a day of varied arts and crafts activities for people of all ages. The

funding applied for would help meet the costs of staffing and volunteers; marketing materials and signage; snacks and refreshments; arts materials and play equipment hire; and venue costs and insurance.

10.9   Members considered each of the applications. In response to a question regarding the financial adjustment to the Abbotsford Bowling Club's application, it was clarified that each of the applications could be funded without the fund being oversubscribed. In response to a query regarding the laptop cost of £400 for café Recharge, Mr Harrow undertook to explore whether Connecting Borders, or an alternate retailer, could provide a suitable laptop at a better cost. In response to a question regarding the use of the phrase "elderly people" it was agreed that an agenda item should be considered at a future meeting of the Area Partnership on the use of inclusive language to refer to all members of society. Members voiced their support for all of the applications, and the grants for funding were unanimously approved. The application from Café Recharge was granted subject to the condition that options were explored to locate a more cost effective laptop computer.

11.   **EILDON FUNDING EVALUATIONS**
Mr Coltman provided an outline of work that had gone into evaluations across the Community and BBBB funds. He explained that as part of the agreement when groups are granted funding they are required to complete an evaluation of their project. A group could not apply for any additional funding until they have completed their evaluation.   Mr Coltman advised that all of the projects from the Localities Bid Fund 1 had been evaluated, 80% of the evaluations had been received from projects from the Localities Bid Fund 2, and 73% of the evaluations had been received from the 2019/20 Community Fund. Reminders had been sent to all of those with outstanding evaluations.

12.   **DATE OF NEXT AREA PARTNERSHIP MEETING**
The next full meeting of the Area Partnership was scheduled for 30 March 2022 and the Chairman asked for further agenda item suggestions to be submitted.

13.   **COMMON GOOD CONSULTATION**
At the discretion of the Chairman it was agreed that the Principal Solicitor, who had joined the meeting, would discuss the Common Good Consultation in more detail than discussed at paragraph 3.   The Principal Solicitor, Mrs Hannah Macleod explained what was happening within Scottish Borders Council with regard to Common Good Fund owned property and assets. Common Good Funds were created from the former Burghs of Scotland, managed by local Councillors who act as trustees. Councillors also meet to provide grants. Under the Community Empowerment Act, the Council is obligated to publish and maintain a list of assets, land and art/artefacts, owned by the Common Goods. The consultation on the aforementioned list of assets had opened and would run until at least 31 March 2021. Mrs Macleod invited members of the public to suggest any item or area of land that they thought may be owned by the Common Goods in the area – Galashiels, Lauder, Melrose and Selkirk. Mrs Macleod advised the meeting that should there be a flurry of activity then the consultation would be extended to allow the full consideration of any item suggested to be Common Good owned. Following the consultation, the representations received would be brought back to each specific Sub-Committee to discuss the comments and evidence received.   It was stressed that legal tests would be used to verify ownership. Mrs Macleod advised everyone in attendance that the list would be published once the process was completed, but that it would be open to review – new items could be considered and added. Mrs Macleod circulated her email address and advised attendees that she was happy to send out paper copies to any interested party wishing to make a representation. In response to a question regarding the use of the phrase "former burghs" it was clarified that whilst, as result of the Local Government (Scotland) Act 1973, Burghs were legally abolished, it remained common and acceptable in everyday speech to continue to refer to the former burghs as royal burghs.

14.   **MEETING EVALUATION**

Mr Coltman shared a link to the meeting evaluation using Menti, and the Chairman and Mr Harrow asked for feedback on the meeting.

The meeting concluded at 7.30 pm

EILDON COMMUNITY FUND

EILDON ASSESSMENT PANEL'S RECOMMENDATIONS FOR CHANGES TO THE CURRENT SCHEME FOR 2022/23

Background
At their meeting on Tuesday 15 March 2022, Eildon Assessment Panel discussed potential changes to the operation of the fund from 1 April 2022. This paper sets out the proposed recommendation for change for consideration by Eildon Area Partnership.

Recommendations
Eildon Assessment Panel is recommending the following amendment:

Amendment
Introduce funding "rounds" throughout the financial year for both Fast Track applications and applications that exceed a value of £1.5k. Fast Track applications will have deadline dates every four weeks. Applications exceeding £1.5k will have deadline dates that coincide with the Eildon Area Partnership dates.

Reason
By advertising set deadline dates, organisations that wish to apply to the fund can clearly see when their applications need to be submitted by, which round of funding they are applying to and when they application will be heard at Eildon Area Partnership (or by the Assessment Panel in the case of Fast Track applications).

Thoughts & Comments
There are groups based in the Eildon locality that deliver a service Borderswide. The Panel feel that the fairest way to award funding from the Eildon allocation is to ensure that groups evidence the need for the project within the locality to which they are applying.

The panel would be looking for:

- Clearer guidance around Borderswide projects
- The Panel request that applying groups highlight the benefits their project will bring to the Eildon area specifically.
- The Panel are happy to award proportional funding in line with how the project is delivered across the Scottish Borders.

Panel members found the assessment panel to be a positive experience, some key points below:

- Enjoyable process and enjoyed being part of the group
- A good way to make decisions
- Enthusiastic and encouraged to see small communities/groups apply for funding
- More engaged and enthused to join other groups, such as community councils, where you can be involved in decision making
- Valued other opinions in the group and worked well to find consensus

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Community Fund 2021/2022	
	£
Opening balance as of 01/04/2021 (£276k split per head of population)	£ 85,273.00
Plus 50% of available Local Festival Grant budget	£ 14,200.00
Total available	**£ 99,473.00**
Less:	
Community Fund & Community Fund Fast Track applications awarded since 01/04/2021	£ 99,473.00
Community Fund & Community Fund Fast Track applications that are assessed and await decision	£ -
Sub-total	£ 99,473.00
Funds remaining if assessed applications are successful	**£ -**

Community Fund & Community Fund Fast Track applications still to be assessed	£ -
Potential Overall Position	**£ -**

Build Back a Better Borders	
	£
Opening balance as of 01/06/2021 (£500k split 80%/20% per head of population and S.I.M.D.)	£ 153,633.00
Total available	**£ 153,633.00**
Less:	
Build Back a Better Borders Recovery Fund applications awarded since 01/06/2021	£ 150,609.98
Build Back a Better Borders Recovery Fund applications that are assessed and await decision	£ 3,023.02
Sub-total	£ 153,633.00
Funds remaining if assessed applications are successful	**£ -**

Build Back a Better Borders Recovery Fund applications still to be assessed	£ -
Potential Overall Position	**£ -**

Other sources of grant funding - Eildon			
Grant Type	**Available**	**Awarded**	**Remaining**
Local Festival Grants	£ 14,200.00	£ 10,700.00	**£ 3,500.00**
Annual Support Grants (Community Councils) - 3 CCs no award in 21/22	£ 10,525.00	£ 8,725.00	**£ 1,800.00**
SBC Small Schemes	£ 48,200.00	£ 45,105.00	**£ 3,095.00**
Common Good (Galashiels)	£ 500.00	£ -	**£ 500.00**
Common Good (Lauder)	£ 10,500.00	£ 1,674.00	**£ 8,826.00**
Common Good (Selkirk)	£ 21,800.00	£ 9,000.00	**£ 12,800.00**
William Hill Trust	£ 16,000.00	£ 15,589.00	**£ 411.00**
SBC Enhancement Trust	£ 3,047.22	£ 885.25	**£ 2,161.97**
SBC Welfare Trust	£ 9,501.52	£ 5,891.60	**£ 3,609.92**
Totals	**£ 134,273.74**	**£ 97,569.85**	**£ 36,703.89**

No.	Date	Fund	Organisation Name	Amount	Project	Status
			Summary of all applications			
1	30/03/21	Community Fund	Oxton War Memorial Hall Committee	£ 30,000.00	Build new village hub	Awarded
2	19/04/21	Community Fund	Melrose Football Club	£ 1,500.00	Football kit upgrade	Awarded
3	29/04/21	Community Fund	Beyond Earlston	£ 12,460.00	BE Active' staff costs	Awarded
4	29/04/21	Community Fund	Selkirk Playpark	£ 571.25	Seesaw replacement	Awarded
5	31/05/21	Community Fund	Melrose Rugby Football Club	£ 4,000.00	Consultant Fees	Awarded
6	03/06/21	Community Fund	Galashiels Academy Pupil Council	£ 4,458.54	Videography equipment	Awarded
7	12/07/21	Community Fund	Newstead Village Community Trust	£ 900.00	Land valuation - village green	Awarded
8	28/07/21	Community Fund	Bird Gardens Scotland	£ 3,564.00	10 x picnic tables	Awarded
9	27/08/21	Community Fund	St Mary's Loch Sailing Club	£ 15,000.00	Boat and trailer	Awarded
10	17/09/21	Community Fund	Melrose & District Community Council	£ 1,500.00	Christmas lights	Awarded
11	18/09/21	Community Fund	Selkirk Silver Band	£ 2,198.44	Digitalisation of sheet music	Awarded
12	27/09/21	Community Fund	Lilliesleaf Community Development Ltd	£ 1,500.00	Village green development	Awarded
13	29/09/21	Community Fund	Trustees of Bowden Common	£ 896.48	Replacement shed doors & football nets	Awarded
14	11/10/21	Community Fund	Oxton & Ch'kirk Community Council	£ 1,400.00	Tractor repair	Awarded
15	27/10/21	Community Fund	Scott's Selkirk	£ 2,500.00	10 x gazebos	Assessed
16	26/11/21	Community Fund	Energise Gala	£ 1,450.00	Electric bike	Awarded
17	07/01/22	Community Fund	The Lavender Touch	£ 1,579.79	Shop/hub refurbishment	Awarded
18	07/01/22	Community Fund	Brighter Blainslie	£ 4,598.12	Green space in Blainslie	Awarded
19	10/01/22	Community Fund	St Peter's Parent Council	£ 2,718.00	Breakfast club salaries & materials	Awarded
20	11/01/22	Community Fund	Borders Talking Newspapers	£ 4,000.00	Running costs of BTN	Awarded
21	11/01/22	Community Fund	Tweedbank Guides	£ 600.00	Trips, travel expenses, event & clothing	Awarded
22	17/01/22	Community Fund	Friends of Yarrow	£ 2,078.38	Fencing off path for Yarrow schoolkids	Awarded
23	11/06/21	BBBB Fund	Melrose Scout Group	£ 10,921.13	Equipment & membership increase	Awarded
24	24/06/21	BBBB Fund	One Step Borders	£ 585.00	Staff costs - Volunteer Coordinator	Awarded
25	24/06/21	BBBB Fund	Currie Memorial Hall	£ 1,483.20	Reinstate events (purchase equipment)	Awarded
26	27/07/21	BBBB Fund	Selkirk Baptist Church	£ 6,270.08	Community garden	Awarded
27	30/08/21	BBBB Fund	Stow Community Trust	£ 15,000.00	Cycle Hub Coordinator salary & training	Awarded
28	14/09/21	BBBB Fund	Melrose Bowling Club	£ 9,828.00	Lawnmower for Bowling Green	Awarded
29	16/09/21	BBBB Fund	The Abbotsford Trust	£ 15,000.00	Mental health pilot project	Awarded
30	14/10/21	BBBB Fund	Ettrick Forest Archers	£ 6,700.00	Archery equipment & training costs	Awarded
31	18/10/21	BBBB Fund	TD1 Youth Hub	£ 12,384.00	Staff costs, free activities, vehicle hire	Awarded
32	21/10/21	BBBB Fund	Selkirk Rotary	£ 4,500.00	Celebrating Selkirk project	Awarded
33	25/10/21	BBBB Fund	Melrose Waverley Tennis Club	£ 8,163.00	Hitting wall & kids coaching sessions	Awarded
34	26/10/21	BBBB Fund	Gala Rugby	£ 4,025.00	Officer salary costs, equipment & travel	Awarded
35	27/10/21	BBBB Fund	Newstead Village Community Trust	£ 12,382.20	Consultation and delivery of CAP & BP	Awarded
36	04/11/21	BBBB Fund	Green Stow	£ 450.00	COP26 weekend events	Awarded
37	25/11/21	BBBB Fund	Go Wild Scotland	£ 4,883.00	Nature trail	Awarded
38	26/11/21	BBBB Fund	Riddell Fiddles	£ 2,160.00	Bannerfield Buskers Woodland Composition	Awarded
39	02/12/21	BBBB Fund	Borders Disability Sport	£ 6,544.97	Venue hire, coaching & equipment	Awarded
40	09/12/21	BBBB Fund	Roxburgh Reivers	£ 5,265.22	Specialist maps, equipment & printing	Awarded
41	10/01/22	BBBB Fund	Abbotsford Bowling Club	£ 9,793.00	Clubhouse refurb & free activities	Awarded
42	14/01/22	BBBB Fund	Cafe Recharge	£ 8,070.00	Salary costs, laptop & food hygiene training	Awarded
43	19/01/22	BBBB Fund	Lauder Volleyball Club	£ 1,440.18	Hall hire, equipment & installation	Awarded
44	20/01/22	BBBB Fund	Transform Arts CIC	£ 3,762.00	Art events - staff & venue costs & materials	Awarded
45	03/02/22	BBBB Fund	Earlston Tennis Club	£ 3,023.02	Coaching costs, equipment & advertising	Assessed
46	10/02/22	BBBB Fund	Selkirk Community Council	£ 1,000.00	Greenspace regeneration	Awarded
			Total	£ 253,106.00		

2021/2022 BUILD BACK A BETTER BORDERS RECOVERY FUND
Assessment Form

For the purpose of assessment, projects have been ranked high, medium or low to reflect how strongly the application meets the criteria of the Build Back a Better Borders Recovery Fund.

High – a strong demonstration of how the project will assist recovery from the pandemic

Medium – provides acceptable examples of how the project will assist recovery from the pandemic

Low – lacks detail of how the project will assist recovery from the pandemic

1. Applicant Details

Organisation name	Earlston Tennis Club					
Organisation structure	Constituted Sports Club					
Application reference	BBBB/EIL/27					
Theme of application	Sport	Arts & culture	Environment	Community capacity	Community resilience	Intergenerational activity
	☒	☐	☐	☐	☒	☐
Project start date	16 May 2022			Project end date	20 June 2022	

2. Organisation's Finances

End of year balance	£17,640.76
Current bank balance	£8,625.20 (Current Account) & £9,015.56 (Savings Account)
Total cash/Unrestricted reserves available & purpose	£2,640.76
Total restricted /committed funds & purpose	**£15,000** *£4,000 – 12 replacement light bulbs* *£1,000 – Maintenance (court cleaning, fence repairs, weed killing)* *£1,000 – Running costs (water and energy)* *£9,000 – Sinking fund for resurfacings and repainting courts*

3.   **Project**

Outline of what the group plan to do to help people recover from the pandemic. Projects will be ranked higher if the application strongly demonstrates that they are meeting an identified need in the community.		
High ☒	**Medium** ☐	**Low** ☐

Earlston Tennis Club would like to deliver free tennis coaching taster sessions to tots, children, beginners and older people as well as cardio tennis. Sessions will be for two hours each and will be delivered by two coaches over a five-week period, starting in May.

Up to 15 individuals can attend each taster session. The taster sessions will be split in to their age groups - Under 8s and Under 12s with all adult beginners in the third group (45 people in total). Each age group will have its own taster session each week. Each individual will receive a free t-shirt and free tennis racket which they can keep, to allow full participation in the sessions.

Following on from the free taster sessions, a further four-week block of 1 hour sessions would be delivered to these groups for free during June & July. The programme will finish with an organised competition for families, adults and ladies during July. **The BBBB Recovery Fund would not be responsible for funding this further four-week block.**

If the individuals complete the five-week programme and the further four-week block of sessions, they will be invited to join the tennis club for free for the remainder of the season (April to April) – juniors usually pay £25 per year and adults pay £60 per year.

Evidence of individuals, groups or communities likely to <u>benefit</u> from the new initiative and how they have been affected by the pandemic:		
High ☒	**Medium** ☐	**Low** ☐

Earlston Tennis Club plan to engage with organisations such as Borders Disability Sport, social community groups and schools to promote this opportunity. The club in the past has worked with several groups, including Earlston Primary School, Leader Valley School, Earlston High School, Active Schools, Guides, Brownies, Rainbows, youth groups and Borders Disability Sport.

Earlston Tennis Club has identified an interest for taster sessions via conversations with a variety of different community groups and an interest in adult beginner tennis sessions and social tournaments has developed through discussions with parents that have children who play at the club.

During the pandemic people had limited or no access to play centres or sports which reduced the amount of daily exercise people were taking and limited social interactions. This planned programme will provide an accessible sporting activity free of charge and the club is deliberately encouraging those who may find accessing sporting opportunities more difficult.

Expected <u>impact</u> of the new initiative and how will it help those most in need recover from the pandemic		
High ☐	**Medium** ☒	**Low** ☐

The aim at Earlston Tennis Club is to help children develop skills through play based activities in a fun and safe outdoor environment. The club also hopes that the offer of free taster sessions will encourage people to try a new sport or to get back in to tennis after time away from the game and to meet new people.

There is a commitment in the club to make tennis diverse and inclusive in order to encourage more people to play tennis in a manner that is safe, inclusive and fair. The courts sit in the heart of the village so is ideal for locals to walk and enjoy activity close to home. It may also have a knock on benefit to the local shops, cafe and high street as participants would be walking backwards and forwards past these facilities.

4. Project Expenditure:

Total Project Cost	£3,586.55
10% organisation contribution (15.7%)	£563.53
Request to BBBB	**£3,023.02**

Item of expenditure	Cost	Notes
Taster sessions coaching costs (Level 4 coach)	£600.00	£20/hr, 6hrs/week, 5 weeks
Taster sessions coaching costs (Level 1 coach)	£450.00	£15/hr, 6hrs/week, 5 weeks
15 x adult rackets	£299.85	
15 x adult t-shirts	£270.00	
30 x junior rackets	£449.70	
30 x junior t-shirts	£420.00	
Equipment (tennis balls, nets, target trainers, hitting tees etc.)	£1,097.00	
Total Project Cost	**£3,586.55**	

Grants received from Scottish Borders Council or any other funder within the last three years

Date	Project Title	Amount	Notes
2020	COVID-19 Recovery Grant	£10,000	

SBC OFFICER ASSESSMENT	The application meets the criteria of the BBBB fund
Comments	The application scores **high**. Earlston Tennis Club wish to deliver a short programme of free taster sessions to encourage participation across a wide range of ages. These sessions will allow participants to build their confidence playing tennis and encourage intergenerational activity after the initial taster sessions when they take part in the competition. The club has worked well in partnership with a variety of community groups across the region to help identify the need for these types of sessions and is willing to offer free club membership to all individuals should they wish to participate in tennis after the initial sessions. **Officer recommendation is to fund this project**.
Additional terms and conditions required	The applicant must follow all Scottish Government COVID-19 guidance.
Evaluative measures	• Number of participants across each age group • Number of participants that progressed from the taster sessions to the further coaching sessions in June & July and took up the offer of free membership • Feedback from participants as to the success of the taster sessions • Photographs of sessions taking place (if appropriate)

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