

INITIAL HAWICK ACTION PLAN

MARCH 2016



CONTENTS

INITIAL HAWICK ACTION PLAN

THEME 1. GREAT PLACE FOR WORKING & INVESTING	3
THEME 2. GREAT PLACE FOR LIVING & LEARNING	7
THEME 3. GREAT DESTINATION TO VISIT	9

INITIAL HAWICK ACTION PLAN

1. GREAT PLACE FOR WORKING & INVESTING



THEME 1

GREAT PLACE FOR WORKING & INVESTING

REF	ACTIVITY	STAKEHOLDERS	OUTPUTS	OUTCOMES
1	Make Hawick a 'Connected Place' ready to do business in the modern economy	Scottish Borders Council Scottish Enterprise Broadband suppliers Mobile Phone operator		Town and surrounding area connected with fastest available broadband and mobile technology
a	Review current superfast broadband coverage and existing plans for increasing	Scottish Borders Council, local businesses, local community	Assessment of current roll-out, Communication to businesses and community on roll-out schedule, Identify "hotspots" that need addressed	Clear timetable for roll-out, Increased capacity in areas or buildings identified as important to economy
b	Review current mobile coverage and existing plans for increasing	Scottish Borders Council, local businesses, local community	Assessment of current roll-out, Communication to businesses and community on roll-out schedule, Identify "hotspots" that need addressed	Clear timetable for roll-out, Increased capacity in areas identified as important to economy
c	Create free Wifi Hotspots in key parts of the the town	- Scottish Borders Council, local businesses, local community, tourists	Feasibility study into where these should be and their impact/ effectiveness	Wi-fi hotspots in key parts of the town
d	Make progress with scoping work in regard to the extension of the Borders Railway from Tweedbank to Carlisle	- Scottish Borders Council, local businesses, local community, tourists	Report covering the scope of a potential project	Information baseline in place to facilitate a future feasibility study
e	Consider opportunities for improving A7 Trunk Road north and south of the town, including improved signage	Scottish Borders Council, local businesses, local community, tourists, A7 Action Group	Report from Transport Scotland and A7 Action Group on the practical potential for improvements	Potential for improvements on the A7 is clarified

REF	ACTIVITY	STAKEHOLDERS	OUTPUTS	OUTCOMES
2	Create an Environment to Encourage Economic Growth	- Scottish Borders Council - Scottish Enterprise - Owners - Tenants		Attractive place and obvious contender as a place to develop a business
a	Explore the benefits of an Enterprise Zone in Hawick and consider how similar benefits may be delivered through alternative approaches	Scottish Enterprise, Scottish Borders Council, Businesses	Assessment of opportunity and comparison to other similar areas	An enabler to doing business in Hawick
b	Identify future business property needs and match with current availability	Scottish Enterprise, Scottish Borders Council, Business Owners, building owners	Gap analysis showing potential future business property needs, existing and planned availability, and action required to meet gap	Appropriate business property available in the town to allow local businesses to grow and inward investment to locate
c	Evaluation of the empty industrial/commercial properties in the town, researching ownership, future potential use and gap analysis	Scottish Borders Council, Scottish Enterprise, Business Owners, building owners	Details of all empty properties, assessment of potential future uses, (including 2d below) identification of those that can be demolished for better land use	Upgraded appearance of the town, new life for old buildings, spaces cleared for future development or change of use
d	Research the potential to develop an incubator and innovation centre to encourage business innovation, start-ups, growth and inward investment - Borders Business Improvement Base	Scottish Borders Council, Scottish Enterprise, Business Owners, building owners, Further Education, Higher Education	Review of possible areas for innovation, the potential demand, and potential locations / buildings	Creation of a modern, high quality, attractive business facility which will facilitate new business development, higher value innovation, business growth and job creation

REF	ACTIVITY	STAKEHOLDERS	OUTPUTS	OUTCOMES
3	Create an Innovative Flood Protection Scheme	- Scottish Borders Council, community, businesses,	Flood protection for the town	Future flood prevention, innovative business and tourism ideas, energy options and reuse of buildings
a	Support the current activity that is creating an innovative plan to address the flood protection of the town. This should be supported where possible by the Hawick Action Plan	Scottish Borders Council, community, businesses	Flood protection for businesses and householders	Future flood protection, innovative business and tourism ideas, renewable energy options and reuse of buildings

INITIAL
HAWICK ACTION PLAN

2. GREAT PLACE FOR LIVING & LEARNING



THEME 2

GREAT PLACE FOR LIVING & LEARNING

REF	ACTIVITY	STAKEHOLDERS	OUTPUTS	OUTCOMES
1	Provide a suitable environment to retain school leavers and to attract new workers into the area	Skills Development Scotland, Scottish Borders Council, Borders Regional College, Heriot Watt University, Employers -		A strong and diverse workforce
a	Consider how to retain young people in, and attract them back to, the area and ensure they have the skills local businesses need	Skills Development Scotland, Scottish Borders Council, Borders Regional College, Heriot Watt University -	Survey of young people to identify what will make them stay / encourage them to return . Communication to employers about apprenticeship schemes. Closer working between employers and further education to develop courses required	A detailed plan for young people showing opportunities which would attract them to stay in the town and / or return eg graduates
b	Attract people from outside the Scottish Borders to come to work in Hawick	Scottish Borders Council, Employers	Creation of a marketing campaign to promote the town/region to people looking to develop their career/family life	Enlarging the labour pool, attracting new skills and new families into the Borders, facilitating economic growth
c	Deliver digital skills to all age groups to ensure that the workforce has the skills required for a digital future	Scottish Borders Council, Borders College, Skills Development Scotland, Scottish Govt	A coordinated programme of digital skills training for businesses and individuals to raise skills base	More people with higher level digital skills, more businesses utilising higher level digital skills
d	Ensure local training providers are delivering the courses that businesses require	Borders Regional College, Heriot Watt University, Scottish Enterprise, Scottish Borders Council, Skills Development Scotland	Deliver a process that enables employers to easily inform further education institutions what future skills requirements they have for employees (young people and existing employees)	A more skilled workforce ready for jobs created in the area

INITIAL
HAWICK ACTION PLAN

3. GREAT DESTINATION TO VISIT



THEME 3

GREAT DESTINATION TO VISIT

REF	ACTIVITY	STAKEHOLDERS	OUTPUTS	OUTCOMES
1	Make a Hawick a great place to visit and stay	VisitScotland, Scottish Borders Council, Community, Businesses		
a	Working with local businesses, identify what the tourism offer is, agree what the gaps are and how to fill them	VisitScotland, Scottish Borders Council, Businesses	Collate details of attractions and experiences, both existing and in development, and other essential tourist facilities	A strong tourist offering available to both visitors and community to help sell the town, more visitors making the businesses more secure
b	Work with local tourism operators to address the issue of a lack of hotel accommodation	VisitScotland, Scottish Borders Council, Businesses	Collate information held on bed spaces available in Hawick, find out from Mansfield House Hotel owners what their intentions are	Accommodation available for the increased number of visitors
c	Work with local businesses to address issues facing the High Street, with shop closures and attractiveness of the buildings	Scottish Borders Council, Businesses, Future Hawick	identification of main problems, meeting with owners of empty properties, use of Business Gateway shop jackets, produce plan for longer term development of the street	Attractive High street for visitors and for new businesses to start

You can get this document on audio CD, in large print, and various other formats by contacting us at the address below. In addition, contact the address below for information on language translations, additional copies, or to arrange for an officer to meet with you to explain any areas of the publication that you would like clarified.

CHIEF EXECUTIVES

Council Headquarters | Newtown St Boswells | MELROSE | TD6 0SA

tel: 01835 826525 | email: bmcgrath@scotborders.gov.uk | www.scotborders.gov.uk

