

ANNEX 2 - Scottish Borders Cycle Tourism Action Plan (Specific Actions 2017-2018)

Action	Resource	Lead (Support)	Target (Activity/output)	Timescale	Impact/ outcome (measured by)	Benefits Realised: Outcomes to 2021
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	a) Staff b) £5,000 (To be identified)	SBC SE FES	Region specific data	2017/2018	Greater understanding of who the cycling visitor is - leading to an increase in Economic Impact outturn figure	Tailored marketing to attract more visitors
Product Development - Infrastructure Identify and progress key areas/products for cycling development, e.g. Infrastructure – routes, signage Consider and audit existing cycle route infrastructure.	a) Staff b) £30,000 (To be identified) Staff	SBC VS BG ES	Deliver and plan infrastructure development as available budgets allow. Identify product gaps and areas for improvement/expansion, improved signage etc	2017/2018	Improved understanding and ability to 'fill' gaps and improved signage	More coherent product Cycling tourism is increased and opportunities are maximised
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	2017/2018	Better take up which in turn will benefit cycling tourists	Increase in awareness of the positioning of the region as a cycling friendly destination
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	2017/2018	Greater collaboration and ability to market product	As above

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Cross Border Initiatives Explore opportunities for any cross border initiatives with neighbouring local authorities in Scotland or Northumberland.	Staff, MBTAG group. Access team.	SBC Midlothian South Lanarkshire Northumberland	To explore opportunities specifically along the railway corridor (Midlothian) in addition to Northumberland (Newcastleton/Kielder)	2017/2018	Collaborative opportunities for development and promotion.	As above
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	a) Staff b) £50,000 From existing event 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	2017/2018	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
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 business advice e.g. Business Gateway.	2017/2018	Improved business models	Sustainable events
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)	2017/2018	Safe execution of events and a standardised approach for event organisers	Regulated events leading to improved quality and safety.
Economic Impact Assessment of value of cycling events Profiling of attendees and participants	a) Staff b) £3,000 per annum from existing event budget	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	2017/2018	National £ leverage. Data to support future event development and to attract sponsors/funding.	Improved data will support future event development

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Borders Railway Facilitate opportunities to engage with ScotRail and Blueprint partners around existing and new cycling events.	MBTAG	SBC/ScotRail / Blueprint programme manager/VS BG/ES Midlothian TAG	Support event organisers in the delivery of their events and how the Railway might enhance the spectator/participant experience.	2017/2018	Increase in number of tourists	Increased activity and £ benefits
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.	a) Staff/ dedicated resource, plus campaign budget b) £20,000 – per annum (To be identified)	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	2017/2018	Increased visitor numbers Increased profile for events in area. Increased promotion of the cycling product.	Increased activity and visitors and £ spend.
Online presence – CycleScottishBorders.com Manage content for the Cycle Scottish Borders website and the associated social media presence. Promote online website in particular the pairing with the sister site – Walk Scottish Borders	a) Staff/ dedicated resource b) £4,000 Tourism / Access Budgets (£2K each) c) £3,000 (New)	SBC/Content manager. SBC/Content manager	Regularly update with news and events and related social media within the Twitter and Facebook accounts All cycle friendly businesses to be listed on CSB Site. Soft launch of new interactive website.	2017/2018	Site traffic increase, number of followers/likes. Detailed comprehensive listings Increased awareness and profile for visitors and businesses	Awareness and ranking As above

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Promotional resources Update Photography	Staff	Visit Scotland/Digital Media library	Updated photography to promote the region is required	2017/2018	Visually portray the Scottish Borders as a top destination within the UK	As above

BUDGET SUMMARY: 2017/2018

BUDGET SOURCE	£	SPEND AREA
Existing Events Budget	£53,000	(Tour of Britain, Tour of the Borders, Tweedlove, etc)
Tourism/Access Budget	£4,000	(web/social media content management)
Unfunded actions – resource to be identified	£58,000	(Market Research, Product Development, Marketing, Soft launch new website)
TOTAL	£115,000	