

Theme 1. Great Place for Working & Investing

1. Make Hawick a 'Connected Place' ready to do business in the modern economy

Ref	Activity	Stakeholder	Outputs	Outcomes	LEAD	Timescale	October 2016/ COMPLETE	October 2016/ ACTION PROGRESSING
a	Review current superfast broadband coverage and existing plans for increasing	SBC, 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	SBC	2016/18	<p>COMPLETE: Service Mapping - Phase 1: Mapping exercise carried out by work placement student over the summer 2016 to map all available coverage and speeds for the main industrial areas and individual premises for businesses.</p> <p>COMPLETE: New Service Provider - Superfast Broadband services for Glasgow, Edinburgh and Hawick have been unbundled at the local exchanges as part of the new CGI contract. The new service provider, Commsworld, is aiming to provide an enhanced service for business and community users; and have been proactively contacting local businesses following the live launch date of 1 Oct 2016.</p>	<p>ACTION: Review service provision/ coverage - Phase 2: Contact businesses to gauge awareness/ uptake of Superfast Broadband. Identify 'notspots' to be addressed with service providers, including Commsworld.</p>
b	Review current mobile coverage and existing plans for increasing	SBC, 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	South of Scotland Alliance	2017/19	Mobile phone discussions with all Mobile operators are being led by South of Scotland Alliance.	<p>ACTION: Review service provision/ coverage - Indications that coverage should be improved across the whole of Scotland in the next two years through EE's contract for Emergency Services coverage. 4G is already available in some parts of Hawick.</p>
c	Create free Wifi Hotspots in key parts of the the town	- SBC, 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	SBC	2017 /18	<p>COMPLETE: WIFI Service - Public buildings have been identified that could provide Wi-Fi services.</p>	<p>ACTION: Customer Research - Research is required to better understand who will use WiFi in the town and when.</p> <p>ACTION: Business Engagement - Promotional exercise is required to encourage private businesses e.g. cafes, hotels, restaurants to make WIFI accessible/ available for their customers. Heart of Hawick can be used as an example to businesses about how they can benefit from making this available to clients.</p>
d	Make progress with scoping work in regard to the extension of the Borders Railway from Tweedbank to Carlisle	- SBC, local businesses, local community, tourists	Report covering the scope of a potential project	Information baseline in place to facilitate a future feasibility study	Scottish Govt	2018	<p>COMPLETE: Borders Railway Extension Feasibility Scoping Study - Partnership agreement and funding package is in place to progress scoping of the feasibility study for the extension of the Borders Railway from Tweedbank to Carlisle.</p>	<p>ACTION: Feasibility Scoping Study - to be progressed and complete by 2018.</p>

e	Consider opportunities for improving A7 trunk road north and south of the town	SBC, local businesses, local community, tourists, A7 Action Group			Transport Scotland A7 Action Group Future Hawick SBC	2017/18	<p><u>ROUTE UPGRADING/ MAINTENANCE</u> COMPLETE: The Programme for Government announced in the summer of 2016 highlighted the A7 as one of a number of routes that would be reviewed. The Government will examine the case for improvements to the A1, A7, and A68 with a study to identify Borders transport requirements reporting by the end of 2017.</p> <p><u>SIGNAGE</u> COMPLETE: Promotional signage - The existing promotional signage has been adopted by Future Hawick on the A7 and the A698.</p>	<p><u>ROUTE UPGRADING/ MAINTENANCE</u> ACTION: Lobbying - Continued lobbying by the A7 Action Group.</p> <p><u>SIGNAGE</u> ACTION: Promotional signage - Some work is required to address the A7/ A698 signage to make it more visually appealing and link with the potential town themes being explored.</p> <p>ACTION: Roads signage - SBC Roads/ Tourism Officers will review signage on the A7 to identify if there are any further signage opportunities.</p>
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2. Create an Environment to Encourage Economic Growth

Ref	Activity	Stakeholders Impacted	Outputs	Outcomes	LEAD organisation	Timescale	October 2016/ COMPLETE	October 2016/ ACTION PROGRESSING
a	Explore the benefits of an Enterprise Zone in Hawick and consider how similar benefits may be delivered through alternative approaches	SE, SBC, Businesses	Assessment of opportunity and comparison to other similar areas	An enabler to doing business in Hawick	SE/ SBC	2017/18	COMPLETE: Town Centre Regeneration Approach SBC has approved a Town Centre Resilience Index and Regeneration Approach to prioritise regeneration activity across the Scottish Borders. Hawick is confirmed as one of the priority towns. A rolling three year Town Centre Action Plan will be developed and approved annually.	ACTION: Enterprise Areas - A review paper on Enterprise Areas has been drafted by Council officers for initial discussion with stakeholders. ACTION: Town Centre Regeneration Approach - SBC to progress a rolling three year Town Centre Action Plan which will be developed and approved annually.
b	Identify future business property needs and match with current availability	SE, SBC, 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	SE/ SBC	2016/18	COMPLETE: Property Survey - has been carried out on behalf of an SE client on empty buildings in Hawick. SBC are approaching SE to see if this can be used by SBC. COMPLETE: A Retail Gap Analysis Study for Hawick (and Galashiels) Town Centres undertaken by Ryden Consultants was complete in September 2016. The report made a number of recommendations and identified potential target operators for the town. The recommendations are being progressed as appropriate eg High Street Loan Fund to reduce size of retail units. COMPLETE: Property Assessment - A meeting progressed in September with SBC Planning, Heritage and Property experts to discuss options on buildings and property in the town. COMPLETE: Scottish Government Funding for Regeneration - Funding of £3.625m has been offered by the Scottish Government to support regeneration activity for capital related projects.	ACTION: Scottish Government Funding for Regeneration - the Scottish Government has offered £3.625m to support regeneration activity for capital related projects. A team of SBC officers is looking at potential projects that can meet the criteria and be carried out within the timescales. It is anticipated that a shortlist of projects will be presented to Council in December 2016.
c	Evaluation of the empty industrial/commercial properties in the town, re researching ownership, future potential use and gap analysis	- SE - SBC	Details of all empty properties, assessment of potential future uses, identification of those that can be developed for 2d, identification of those that can be	Upgraded appearance of the town, new life for old buildings, spaces cleared for future development or change of use	SBC	2017/18	COMPLETE: Gap analysis has been carried out on retail property by Rydens consultant (as per 2b). COMPLETE: Following input from the Council and Scottish Enterprise, an Inward Investment business has bought the Teviotdale Mill and will set up a new knitwear operation on these premises. This will start in Spring 2017.	ACTION: Scottish Government Funding for Regeneration - There is potential for this funding to be used to improve other properties and make them more attractive for other inward investment businesses (as per 2b).

d	Development of an incubator and innovation centre to encourage business innovation - Borders Business Improvement Base	SE, SBC, Business Owners, building owners	Review of possible areas for innovation, research opportunity for building use,	A thriving, managed business facility, Space for new business development, a space for innovation around specific areas relating to the town e.g. Textiles, energy. Creation of a modern facility leading the way for future development	SBC	2016/18	<p>COMPLETE: A Pilot start-up incubator space has been approved in Council offices in Rosetta Road, Peebles. It is intended that this will be replicated in other towns – with Hawick earmarked as the next potential location. A meeting has been held with Community Planning Partners to identify potential options. SBC Estates are currently gauging suitability of the premises and other possible options.</p> <p>COMPLETE: Innovation Centre - Talks have been held with Heriot Watt University, who are planning an Innovation Centre in Galashiels. They welcomed SBC's involvement; and will discuss a hub and spoke approach with potentially a smaller centre in Hawick. Talks have started with Borders College about using their Hawick Campus for potential Innovation projects.</p>	ACTION: Potential properties are being assessed and considered as part of the evaluation of projects that could be delivered with the additional Scottish Govt monies.
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3. Create an Innovative Flood Protection Scheme

Ref	Activity	Stakeholders Impacted	Outputs	Outcomes	LEAD organisation	Timescale	October 2016/ COMPLETE	October 2016/ ACTION PROGRESSING
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	SBC, community, businesses	Flood protection for businesses and householders	Future flood protection, innovative business and tourism ideas, renewable energy options and reuse of buildings	SBC	2016/19	<p>COMPLETE: Scottish Government Funding Confirmation - The first part of funding for the Hawick Flood Protection Scheme was confirmed by the Scottish Government in August 2016. The Government has provided an initial £1.342million to the project as a general capital grant in 2016/17. The scheme will receive 80 per cent (£29.2m) of the overall project costs from the Government, which currently stands at £36.4m.</p> <p>COMPLETE: A public exhibition was hosted over two days in Hawick Town Hall and a Riverside Walk was organised for the Hawick Flood Protection Scheme to give members of the public the opportunity to make their views known on the scheme. Over 700 people attended the exhibition.</p> <p>COMPLETE: The third Hawick FPS Ground Investigation contract progressed over 4 weeks in late Sept/ early Oct to provide the design team with additional data to ensure the new flood defence wall design is based on as accurate information as possible.</p>	ACTION: There is ongoing communication with the Flood Protection project managers to ensure there is benefit for businesses. This will also have a link to the Innovation Centre above as there may be opportunities around using the river for creating energy.

HAWICK ACTION PLAN

Theme 2. Great Place for Living & Learning

1. Provide a suitable environment to retain school leavers and to attract new workers into the area

Ref	Activity	Stakeholder	Outputs	Outcomes	LEAD	Timescale	October 2016/ COMPLETE	October 2016/ ACTION PROGRESSING
a	Consider how to retain young people in, and attract them back to, the area and ensure they have the skills local businesses need	SDS, SBC, BC, HWU -	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	SBC / SDS	2016/18'	COMPLETE: Young Enterprise Scotland is being relaunched in the Borders to encourage school pupils to look at a business as an opportunity when they leave school. YES also teaches some excellent life skills that will be of use to future employers. Unfortunately no High Schools in the Region took advantage of the opportunity for 2016/17. The YES Board will continue to meet and aim to have schools on the programme for the next session.	ACTION: Career Pathways - Further discussion is required to determine the appropriate promotion of career pathways for young people ie - should the focus be on retaining young people in the town/region when they leave school; or on encouraging them to learn new skills outside of the town/region and bring these back when they are older? This should also form a key part of an Inward Investment marketing message.
b	Attract people from outside the Scottish Borders to come to work in Hawick	SBC, 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	SBC / SDS	2017/19		ACTION: This action relies on progressing other actions in the Action Plan to ensure that there are a number of key work related attractors to encourage people to come to Hawick. The work around Incubators, Innovation centres and Inward Investment opportunities should help deliver this action.
c	Deliver digital skills to all age groups to ensure that the workforce has the skills required for a digital future	SBC, Borders College, SDS, 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	Borders College	2016/18	COMPLETE: Digital Boost - Business Gateway is delivering Digital Boost workshops and has had 190 people attending these so far in 2016 (Borders wide).	ACTION: Business Skills Requirement - Through the Employer Offer Group, work is being done to encourage partners to work together to identify the digital skills needs of local businesses and to ensure that Borders College is making appropriate courses available.
d	Ensure local training providers are delivering the courses that businesses require	BC, HWU, SE, SBC, SDS	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	Borders College	2017/18	COMPLETE: Centre for Business Development - Borders College have opened a Centre for Business Development in their Hawick campus. This will allow their commercially focussed training arm to address the needs of businesses and ensure relevant training is offered. This is being launched on 29 October.	AS ABOVE

Theme 3. Great Destination to Visit

1. Make Hawick a great place to visit and stay

Ref	Activity	Stakeholder	Outputs	Outcomes	LEAD	Timescale	October 2016/ COMPLETE	October 2016/ ACTION PROGRESSING
a	Working with local businesses, identify what the tourism offer is, agree what the gaps are and how to fill them	VS, SBC, 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	VS/ SBC	2016/19	COMPLETE: Tourism Marketing - A Workshop was held in September, facilitated by Brightlight Marketing. 40 businesses were invited, with 6 attending. The meeting addressed the current tourism offering for the town and was very positive with a number of the attendees keen to be involved in any steering group going forward. A report has been completed and a number of key actions have been identified to progress.	ACTION: Tourism Marketing - Agree priorities and progress suggested actions identified at the workshop including: - Develop a tourism group of key operators - Invite presentations from other tourism/ food related groups to understand best practice - Cross-sell other Hawick businesses - Develop a marketing strategy & plan for the town - Develop an events calendar for the town - Work with interested SMEs in Hawick - Look at 2017 as a launch pad with new developments - relaunch of Wilton Lodge Park; and the opening of the Distillery.
b	Work with local tourism operators to address the issue of a lack of hotel accommodation	VS, SBC, 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	VS/ SBC	2016/17	COMPLETE: Hotel Accommodation - Two hotels have re-opened in the town in 2016 – Mansfield House Hotel (12 rooms) and Balcary House (10 rooms).	ACTION: Visitor Accommodation - Further assessment required as to the current capacity and the demand/ type of visitor accommodation required (including business and tourist).
c	Work with local businesses to address issues facing the High Street, with shop closures and attractiveness of the buildings	SBC, 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	VS/ SBC Future Hawick SBC	2017/19	COMPLETE: Scottish Borders High Street Loan Support Fund - SBC has approved funding for a Scottish Borders High Street Loan Support Fund for Hawick for 2017/18. This is a new pilot initiative to encourage property owners to convert larger premises into smaller units. This will be complemented by Business Grant support to businesses, who wish to relocate/ start up in the new smaller units. COMPLETE: Theme Town - An initial workshop has been held with local businesses investigating the potential for a themed town opportunity. COMPLETE: Townscape Heritage Potential: Potential identified to progress a possible Hawick 'Townscape Heritage' project for the town centre focusing on "Redefining & Reinvigorating Hawick High Street". This could be a 5 year programme with potential funding from Heritage Lottery Funding and other sources. The 2 stage application processes takes approx 18-24 months and if all funding bids were successful, could potentially allow delivery to start in April 2019.	ACTION: Theme Town - Further meetings will be scheduled to progress this option with other town centre businesses encouraged to attend. ACTION: Retail Workshops - Future Hawick are holding two retail workshops in November 2016 - the aim is to provide information to ease trade and provide options for attracting more customers. Various actions have been suggested by the private sector and the workshop aims to agree how these can be prioritised/ delivered. ACTION: Scottish Borders High Street Loan Fund for Hawick - SBC to deliver the High Street Loan Fund for Hawick in 2017/18 as a pilot complemented by Business Grant support. ACTION: Aldi Development/Developer Contribution - £18K has been secured to progress improved signage, pedestrian links or a Shop Front Improvement scheme to encourage footfall onto the High Street. ACTION: Townscape Heritage - SBC to identify the feasibility of a 'Townscape Heritage' proposal for Hawick High Street.