

Appendix 2 - Action Plan 2014 – 2020: 2017 Update

KEY

Project Pipeline 2014

	Resources Identified/ Deliverable
	Resources Required

Update 2017

	Achieved/ Ongoing annual activity
	Progressing/ Work in progress
	Limited/no progress

Action	Resource	Lead (Support)	Target (activity/output)	Timescale	Impact/ Outcome Measured by:	Progress Update
A. Support Event Development						
Provide Advisory and Funding Support to local event organisers	Staff	SBC AFA / CGS Creative Scotland/ ES	No. of Events receiving external funding investment.	Ongoing	£ leverage	Ongoing advisory support provided to local event organisers. 2015: £211k 2016: £139k 2017: £234K
Provide up to date advice via SBC website and online guide	Staff	SBC	Eventful guide used as first point of contact.	Yearly or as required	Increased knowledge for event organisers	Eventful updated regularly as /when required (web based)
Maximise benefits of Scottish Government 'Years of Focus' - Food & drink (15) - Innovation Architecture & Design (16) - History, heritage and Archaeology (17) - Young People (18)	Staff £20k	SBC/ES/VS	Support key events to align to the 'focus years'. Increased investment for key events.	Ongoing	National £ leverage	Support to appropriate Scottish Government 'Years of...' BBF food and drink village (2015) Heritage Forum development, opening of various architectural sites (2016) Heritage Festival (2017) – Economic Impact (EI) £1,450,000

Action	Resource	Lead (Support)	Target (activity/output)	Timescale	Impact/ Outcome Measured by:	Progress Update
- Year of Scotland's Coasts and Waters(20)						
Develop existing key events to increase Economic Impact	Staff £20k + (est.)	SCB/VS	Increased investment for key events which bring sustained EI in the region.	Ongoing	Increase in Economic Impact outturn figure	<p>Support provided to 'Hallmark' events including: Borders Book Festival, Tour of Britain, Melrose 7s, TweedLove and Tour o' the Borders, Heritage Festival. Support provided annually working towards the events being sustainable in future years.</p> <p>Significant support to Borders Railway Opening Celebration Events and Steam Train/ Flying Scotsman event in 2016.</p> <p>2016 onwards - support events aligned to the Cycling Strategy 2017 - Kelso hosted TOB</p> <p>2017 - Development of Heritage Festival</p>
Support networking mechanisms for event organisers	Staff £10k	SBC	Tailored practical support - deliver 5 workshops per year	Ongoing	Increased knowledge of event organisers. Best practice and skill set development Increase in quality of event delivery	<p>2016 VisitScotland Conference Borders Railway. 80+ business reps</p> <p>2017 MBTAG Tourism Showcase including events) 45 suppliers/ businesses and over 100 delegates attending</p> <p>2017 EventIt (EventScotland) regional event conference at Abbotsford, 50+ attendees</p>

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Event sector conferences	Staff 5k	SBC VS Other agencies	Deliver event sector conference	Yearly	Increased knowledge, best practice and skill set development Increase in quality of event delivery	2014 /15 event and tourism conference held in Kelso with 150 attendees (focus on Food and drink). 2014 Scottish MTB/ cycling conference hosted in Peebles with 190 attendees. 2016 VisitScotland Conference Borders Railway. 80+ business reps 2017 SBTP held industry conference.
Ensure events are supported by Safety Advisory Group process (SAG)	Staff	SBC / Multi-agency, Fire, Police, Ambulance etc.	Ensure Public Safety All events comply with legislation	Ongoing	Safe execution of events Standardised approach and one stop shop for event organisers	38 events were supported by the SAG process in 2014/15. This covers all of the main events and those events, where there is a public safety consideration. Events are constantly reviewed and consideration taken as to whether they should undertake the SAG process. 2016/17/18- 55 events were/ are being supported via SAG, of which 10 are cycling.
Attract New National and International Events	£50k (additional)	SBC ED/ EventScotland	Bids submitted for hosting events. No. of	Year by year basis	No. of Event attendances Visitor spend Growth in GVA	Tour of Britain Kelso finish - 2015. EI £307k Kelso finish - 2017. EI £280k (estimated crown numbers circa 10k).

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			National & International events secured.			<p>The Tweed Valley and Peebles hosted the Enduro World Series in 2015 (Part of TweedLove)</p> <p>Combined EI figures, TweedLove/Enduro</p> <p>2015 – £594 2016 – £850 2017 – £750</p> <p>EI Tour o’ the Borders</p> <p>2015- £496,000 2016 - £522,000 2017 - £525,000</p> <p>2017 - World Aberdeen Angus Forum visit 2017 Scotland’s National Beef Event 3k attendees</p>
Work in Partnership to develop coordinated communication	Staff	SBC ED/Comms	Promote event related activities / business tie ins etc.		No. of Event attendances Visitor spend Growth in GVA	The Council Comms Team works in conjunction with VisitScotland, EventScotland and other national partners to promote events to a national/ international audience (measured by individual event EIAs).
Identify local infrastructure needs & facilitate investment	Staff (additional)	SBC/ Various stakeholders FC/SE/Tweed Valley	Development strategy work with partners on infrastructure requirements	Ongoing	Improved and higher quality facilities	The Tweed Valley / Glentress Master Plan is currently progressing, which considers potential infrastructure developments for the Tweed Valley and multi user access opportunities.

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Promote benefits to businesses through collaborative working	Staff (additional)	SBC/ BG /ATP/ Chamber of Commerce	Specific assessment of businesses when events are taking place in the locality	Ongoing	EI assessment of increase in expenditure by event attendees and event organisers (goods & services)	EI Assessments are completed for significant events, which identified the benefit of local partnership/ collaborative working. For example; <ul style="list-style-type: none"> • Tour of Britain • Tour o' the Borders • TweedLove • Borders Book Festival • Melrose 7s • Brick & Steel County BAR Rally • Heritage Festival <p>Total Economic Impact for the above events for 2017: £5,905,550</p>
B. Encourage Effective Event Promotion and Marketing						
Maximise joint marketing and promotional activities	Staff	SBC/VS/ES	VisitScotland promotions and linkages to VisitScotland Website and/ or publications Promote coordination of events with similar themes	2 per year Ongoing	Increase awareness and event attendance Capture of campaign information (web hits / etc.) Event collaboration theme/geographical	Significant national promotion of the Scottish Borders with the re-opening of the Borders Railway and related event activity (see below). Significant media promotion of the Scottish Borders particularly with the Hallmark events. <ul style="list-style-type: none"> • Melrose 7's covered by BBC Scotland • Tour of Britain featured on ITV4, Eurosport • BBF – The Times • Brick and Steel Rally – ITV Borders and Channel 4 <p>Opportunity to develop continued</p>

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						<p>promotion with the current hallmark events and the wide range of the events calendar.</p> <p>Locally Border Events (private sector) continue to market and promote events via the website and hard copy brochure.</p> <p>LIVE Borders – comprehensive events guide (online)</p>
Promote the Scottish Borders as an excellent host for events	Staff	SBC/VS/ES	<p>Event Destination Guide produced</p> <p>No of new events aligned to the region's USP's</p>	Ongoing	Increase in the number of events in the region	<p>Continuous partnership working with EventScotland to raise the profile of the Scottish Borders and bring events to the area.</p> <p>Opportunities to build on this and attract additional events will require increased investment and resources.</p> <p>Winter festival 2016 (Town promotion campaign)</p>
Promote 'Event Tourism' in the Scottish Borders, including focus on USP 'all wheels' cycling	Staff £12k	SBC/ VS/Comms	Event Destination Guide / Social Media	Ongoing	Increase in number of event attendees and quality of experiences Closer links and collaboration, creating a portfolio of events to 'sell/showcase' the region	The area has a range of cycling events, festivals and sportives including Tour of Britain, Tweedlove, Enduro, Tour o' the Borders, Tour de Lauder, Selkirk MTB, Wooler Borderlands, Ettrick & Yarrow MacMillan Ride, as well as many other more local/ club cycling events/ activities.

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						<p>The Scottish Borders Cycling Tourism strategy and Action Plan 2016 – 2021 has been developed to progress further opportunities.</p> <p>In 2017 there were approx. 44 cycling event in the Scottish Borders (this number is growing).</p>
Facilitate the development of events and promotional activities with neighbouring Local Authorities and other areas of Scotland.	Staff (additional)	<p>SBC/ES/ other Local Authorities</p> <p>Engage with various stakeholders , i.e. FC / SE / D&G</p>	<p>Review current network and opportunities on offer. Attendance at event development meetings</p> <p>Cross boundary events hosted</p> <p>Collaboration on specific events</p>	2 per year Ongoing	<p>Number of joint events hosted</p> <p>Increase in collaboration of stakeholders</p>	<p>Regular cross boundary events have been added to the events calendar including:</p> <ul style="list-style-type: none"> • Wooler Wheelers, Northumberland • Keilder 101 • A Bridge too Far, Norham/Kelso • Ride to the Sun, through Borders (Carlisle to Cramond) • Poppy Scotland sportive, Prestonpans / Berwickshire • Bethany sportive, starting at Lasswade and heading south <p>Further opportunities will be explored as part of the Scottish Borders Cycling Tourism strategy and Action Plan 2016 – 2021.</p>
C. Evaluate Events and Understand their Economic Impacts						
Measure the economic impact of all supported events using the eventIMPACTS method and use	£5k Staff	SBC/ED/E&L L	Evaluation of specific key events	Ongoing	<p>No. of Event attendances and increase year on year.</p> <p>Visitors spend.</p> <p>Growth in GVA</p>	Each event, which is supported by the Council or the public sector, is required to submit an Economic Impact Assessment. Economic Impact figures are collated each year.

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data to inform future development						
Measure National and International Media Exposure	Staff (additional)	SBC/ED/Co mms	Evaluate media coverage associated with events	ongoing	AVE & PR Value of events Strengthen the events/tourism profile of the region	Significant international and national promotion of the Scottish Borders with the re-opening of the Borders Railway. Events are working with Scotrail to develop links and increase their footfall. Range of national and international media exposure from the current hallmark events the region hosts.