

2019/2020 Community Fund: Interim Assessment Form

Locality: Cheviot

Ref. No.: CF1920/CHE/8

Organisation Name: River Tweed Salmon Fishing Museum

Funding Requested: £10,000

ABOUT THE GROUP			
Organisation Structure	SCIO		
Annual Accounts Balance	£416.60		
Are any funds ring-fenced, if so why & how much?			
Bank balance as at 28 th October 2019 - £26,233.44, match funding (£9,349) and operating capital of (£16,884.44). The operating capital is projected to rise to £24,000 by April 2020. which is sufficient to fund projected initial first year running costs.			
Has the applicant successfully applied for SBC funding within the last three years?			
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
Fund	Financial Year	Amount (£)	What used for?

ABOUT THE PROJECT	
Project Brief	<p>The project seeks to establish a permanent exhibition of salmon and the sport of angling in the centre of its birthplace, Kelso. The museum is planned to be based in Kelso Town Hall and seeks to bring a currently vacant space in the heart of the town into a sympathetic use. The museum itself will include displays of the history, heritage and its influence in the social and economic development of the town within the Scottish Borders and Scotland.</p> <p>The applicant is seeking support for a contribution to the “fitting out works” in-particular the creation of the glass display cabinets. These need to be made to measure to accommodate the irregular shaped walls within the building and to maximize the space for exhibits, as well as being able to be locked in order to secure exhibits. Funding will also be used to create wall and window displays.</p> <p>Entry to the museum will be free of charge and it is intended to be open to the public seven days a week and ten months of each year. It is anticipated that it will attract some</p>
Project Start Date:	

	10,000-15,000 visitors from local, national and international destinations each year. The footfall projections being based on market research with figures provided by Live Borders museums.	
	Start Date: April 2020	
Total Expenditure (£)	£54,949	
Community Fund Request (£)	£10,000	
10% Match-funding	£9,349 which equates to 17%	
Any Other Contribution?		
Other Funding Sources	Amount (£)	At what stage?
	£35,600	Approved - Fallago Environmental Fund and equated to 64% of the project costs.
Community Fund Outcomes	<input checked="" type="checkbox"/> Communities have more access to better quality local services or activities <input type="checkbox"/> Communities have more access to a better quality environment <input checked="" type="checkbox"/> Communities have more pride in their community <input type="checkbox"/> Communities have more access to better quality advice and information <input type="checkbox"/> More local groups or services are better supported to recover from financial difficulty	

ASSESSMENT	
What need/demand has been evidenced for this project/activity?	<p>The idea for the Museum has been discussed in the town for many years and has now come to fruition with the development of a charitable organisation by a number of local people who have a deep and abiding love for the sport, and for Kelso.</p> <p>The project is aimed at adding value on a significant natural asset. In the Tweed Commission Economic report of 2015 the contribution of Tweed angling was estimated at £24m per annum. The amount of salmon angling, and income to the Tweed from it, has increased significantly to almost 57,000 rods days; non fishing companions spend a further 12,420 days with angling contributing almost 70,000 visitor days to the Tweed district.</p> <p>The project has taken a person centre approach and has support of regular Tweed visitors, its retail traders, hotels and guesthouse, this is evidence by the volume of donation and financial contributions already raised by the project. To further support the ambitions of the project businesses throughout the town are supporting the project though accepting donation cans within their premises. The project</p>

	<p>is engaging with Visit Kelso and has been reported to have the support of the community council.</p> <p>Work is continuing to gain wider support local traders have been contacted personally by members of the committee and letters have been circulated to Tweed Anglers. There is an expectation that the museum will support local schools, giving children a better understanding of the Tweed and Salmon fishing. The organisation has already supported Kelso High School with information and guidance for an art project relating to the Tweed. There is a plan to develop this approach and provide learning packs that cover heritage, environmental awareness, lifecycle of salmon, etc.</p> <p>The development of the museum is still in its formative stages and links to other organisations such as Volunteer Centre Borders are anticipated but not yet progressed as the focus is currently on the development of the physical museum.</p> <p>The community consultation and market research for such a facility has largely been undertaken with the fishing community, through direct engagement by way of letter and meetings. Local businesses have also been approached, as well as the community council. The planning permission has been progressed without objection, however no wider community consultation has been undertaken. A website has now been commissioned and this will provide a further communication tool.</p> <p>The museum seeks to add value to the town centre by bringing a vacant space in a historic building into sympathetic use. The space having been vacant since October 2017</p> <p>A 25 year lease is now in place.</p>
<p>What benefits will be gained from the project/activity and how well does the project/activity meet the outcomes of the scheme?</p>	<p>Displays will be of local, national and international interest.</p> <p>It aims to be educational and increase awareness of the natural environment and the cultural history of the Borders. Where possible the project engages wider participation i.e. Kelso High School through the aforementioned art project. Tweed Commission are engaged in the production of displays.</p> <p>The Museum plans to be staffed by volunteers initially. Due to the high level of knowledge and skill held by the trustees they have been able to curate the initial display and plan to continue this approach until such time as they are financially sustainable. A rota of 14 volunteers, each doing a 3 hour shift has been proposed. Recruitment is already being actioned through Kelso Angling Club and with retired anglers living in Kelso and surrounding areas. The Trustees have made a commitment to ensure any gaps will be covered. A progress report on the volunteer recruitment is</p>

	<p>to be submitted to enable consideration by the Area Partnership.</p> <p>The museum aims to attract 10,000-15,000 visitors annually and aims to enhance the visitor experience and have an impact on the town's economic growth.</p> <p>Overall the project fits with the Community Fund objectives. It will provide enhanced provision and give communities more access to a heritage asset. As a consequence it will also encourage communities to have more pride in their community and its assets.</p>
<p>What support and involvement of the wider community is there for this project/activity?</p>	<p>A number of valuable private collections will be on view.</p> <p>The project will provide open community access and aims to attract a significant footfall of 10,000-15,000 people annually.</p> <p>Pupils from Kelso High School have been actively engaged and provide a basis for future development.</p> <p>The market research for the development of the Museum has largely been conducted with a community of interest i.e. landowners, those who own the fishing rights, regular Tweed anglers and through fishing related local community organisations.</p>
<p>What efforts have been made by the applicant to secure other sources of funding for the project/activity?</p>	<p>The project has concentrated on raising funds locally. Fallago windfarm has approved a substantial application and will support 64% of the project costs.</p> <p>Significant levels of private sponsorship and gift aided donations are being raised - currently £26k.</p> <p>The project seeks to gain significant coverage and promotion in National publications through in-kind support - e.g. Trout & Salmon Fishing Monthly</p>
<p>What happens at the end of the project/activity or when the funding is spent?</p>	<p>Sustainability of the project is expected to be gained by visitor donations, donation gift aid and through fundraising activities, with a retail element also incorporated. In the longer term, from year 2 onwards plans to create a private endowment fund whereby interest from investments will support ongoing running costs.</p> <p>The first year's cashflow forecast shows a surplus of £2,903 although the income is speculative and based mainly on entry donations. The Trustees consider the projections to be conservative. The operating cash balance which is projected to reach £24,000 by April 2020 which is sufficient to fully support year one expenditure of £20,197, with years 2 and 3 projecting over £7,000 surplus each year.</p> <p>The Trustees have a clear contingency plan in place should donations be below expected levels, this includes holding angling dinners, lunches with auctions of surplus fishing</p>

	tackle. Introduction of formal entry charges. Seeking further private investors.
Quotes received for items of expenditure	Single quotes are provided in accordance with the total project costs – many quotes are for significant expenditure items.
Have appropriate permissions been sought/granted?	25 year lease and planning permission has been achieved.

SBC OFFICER ASSESSMENT

This application meets the criteria of the Scottish Borders Council Community Fund.