

## 2020/2021 Community Fund: Interim Assessment Form

*Locality: Teviot & Liddesdale*

*Ref. No.: CF2021-T&L-7*

*Organisation Name: Future Hawick*

*Funding Requested: £14,950*

ABOUT THE GROUP			
<b>Organisation Structure</b>	SCIO		
<b>Annual Accounts Balance</b>	£60,386 (March 2020)		
Are any funds ring-fenced, if so why & how much? £58,721 is reserved for projects which include Hawick Regeneration, Hawick Action Plan, Town of the Horse, CAR Property Improvements and the Community Manager post. £4,254 is ring-fenced for Hawick Welcome.			
Has the applicant successfully applied for SBC funding within the last three years? <input checked="" type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>			
SBC Funds received	Financial Year	Amount (£)	What used for?
Community Fund	2019/20	£5,166	Printing and distribution of brochures
	2019/20	£4,000	Town of the Horse project
Have they recently applied to the Common Good Fund? <input checked="" type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>			

ABOUT THE PROJECT	
Project brief	Hawick Welcome is a project operated by Future Hawick to enhance the visitor experience and welcome people to the town of Hawick. Four Hosts and an administrator/co-ordinator will be employed from late May to early September to promote local visitor attractions, leisure facilities and retail sectors to encourage people to explore the local area.

	<p>Future Hawick is seeking support from the Community Fund for the following:</p> <ul style="list-style-type: none"> <li>£13,899.60 for 20 weeks staffing costs. Hosts will work 6 hour shifts, Monday to Saturday with an extra one hour shift in the evenings for one host.</li> <li>£1,200 for 20 weeks of an administrator/co-ordinator</li> </ul>	
Project Start Date: DD/MM/YY	10 <sup>th</sup> May 2021	
Total Expenditure (£)	£18,550	
Community Fund Request (£)	£14,950	
10% organisation contribution	£1,855	
Any Other Contribution?		
Other Funding Sources	Amount (£)	At what stage?
	£5,000 est.	Brochure advertising fees – not started
	£3,000 est.	Fundraising activities – not started
Community Fund Outcomes	<input 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 checked="" 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	
Teviot & Liddesdale Action Plan priorities	<p>The project meets the following priorities:</p> <ul style="list-style-type: none"> <li>Continue the development of a strong tourist offer and build on the profile created by Visit Scotland and Midlothian and Borders Tourism Action Group</li> <li>Improve communication of activities and services available in the locality and make it easier for groups to share their news</li> </ul>	

## ASSESSMENT

What need/demand has been evidenced for this project/activity?	<p>Hawick Welcome has been running for 23 years with Future Hawick taking over the running of the initiative in 2018. Welcome Hosts will be based in the town's main car parks, retail areas and visitor attractions so they can engage with tourists. Based on feedback from visitors, the Welcome Hosts are planning to operate for a slightly longer period this year than in previous years.</p> <p>Although 2020 was a difficult year for tourism, the Hosts welcomed 1,049 visitors to the town during the August period and of those visitors, 207 were using campervans.</p>
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	<p>During the same period in 2019, there were 1,701 visitors to Hawick which included coach parties. There were a similar number of campervan visitors. Of the visits to Hawick last year, 275 were half day visitors, 261 were day visitors, 487 stayed 2-4 days and 26 visitors stayed 5 days or more.</p> <p>It is not known what travel will be allowed in summer and what visitor numbers Hawick can expect but Future Hawick is hopeful that travel will be allowed and that the Welcome Hosts will be required.</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>It is a policy of Future Hawick that two Host positions are available to young people who are seeking employment opportunities and are looking to progress in the tourism and leisure industries. Future Hawick will advertise and interview for the Host positions.</p> <p>Feedback from visitors in previous years has shown many people stop in Hawick on their way to other destinations and are unaware of what attractions and outlets there are in the town. The Welcome Hosts have played a role in encouraging people to explore the local area and in some cases, visitors have extended their stay once they have arrived in the town. <i>“What a friendly welcome! Wish we had Hosts in Holland”</i> – visitor quote from 2019</p> <p>Welcome Hosts will be able to promote tourism initiatives and attractions in the Teviot &amp; Liddesdale area and beyond.</p>
<p>What support and involvement of the wider community is there for this project/activity?</p>	<p>In 2019/20, £1,000 was received in donations, with a further £2,100 raised through fundraising activities. In the same period, £5,600 was raised in brochure advertisements fees from local businesses. No advertising charges were levied last year due to the pandemic and planned fundraising opportunities in 2020 could not go ahead. Future Hawick are hopeful they will be able to raise some donations from businesses this year.</p> <p>There are 133 individual members and 6 group members of Future Hawick.</p> <p>1,066 people follow Future Hawick on Facebook.</p>
<p>What efforts have been made by the applicant to secure other sources of funding for the project/activity?</p>	<p>In 2020, Future Hawick was required to use funds from its Welcome Hawick financial reserves in order to operate the Welcome Hosts scheme. Future Hawick currently has £4,254 in reserves for the Welcome Host initiative and will use these funds to cover the remaining costs if they are unable to fundraise.</p> <p>Additional costs for this project include £1,850 for Host training from SSDA, £500 for Host uniforms and £150 for postage and sundries. Last year Future Hawick</p>

	<p>successfully applied to the Community Fund to help cover the cost of producing the brochures. One third of the 6,000 brochures were distributed last summer. Future Hawick plan to use the remaining brochures along with a small additional print run for this year as the brochures were a 2020/21 edition. The additional print run and tickpad survey sheets will cost £1,100.</p> <p>Future Hawick are considering a crowdfunding initiative to help bring in income for the project.</p>
How will the impact and success of the project be measured? What happens at the end of the project/activity or when the funding is spent?	Visitor surveys will be completed to help Future Hawick evaluate impact of having Welcome Hosts welcome visitors to the area. Future fundraising activities will also be planned when restrictions are eased
Quotes received for items of expenditure	Yes
Have appropriate permissions been sought/granted?	N/A

### SBC OFFICER ASSESSMENT

The application meets the criteria of the Community Fund.

*Additional Terms and Conditions:*

Scottish Government coronavirus (COVID-19) guidance must be adhered to with a protocol for safe participation in the programme and use of resources developed, and all participants agreeing to adhere to this protocol.

*If successful, we would seek the group to particularly report on:*

- *Feedback from visitors, Hosts and local businesses*
- *Number of visitors to the town and engagement with the Hosts*
- *The impact of any fundraising activities and plans for next year*