

Build Back a Better Borders Recovery Fund - Assessment Form

For the purpose of assessment, projects have been ranked high, medium or low to reflect how strongly the application meets the criteria of the Build Back a Better Borders Recovery Fund.

High – a strong demonstration of how the project will assist recovery from the pandemic

Medium – provides acceptable examples of how the project will assist recovery from the pandemic

Low – lacks detail of how the project will assist recovery from the pandemic

1. Applicant Details:

Organisation name	Future Hawick					
Organisation structure	SCIO					
Application reference	BBBB-T&L-04					
Theme of application	Sport	Arts & Culture	Environment	Community Capacity	Community resilience	Intergenerational activity
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Project start date	22/08/21	Project end date			11/09/21	

2. Organisation's finances:

End of year balance	£68,019
Current bank balance	£62,695
Total cash/Unrestricted reserves available & purpose	£4,510
Total restricted /committed funds & purpose	£58,185 Restricted funding is currently in place for: a. Property Improvement Grants (£12,918) b. Hawick Welcome Project (£19,479) c. Town of the Horse Project (£14,698) d. Community Enterprise Support (£12,277) e. Covid Recovery Project (£2,703)

Project:

Outline of what the group plan to do to help people recover from the pandemic. Projects will be ranked higher if the application strongly demonstrates that they are meeting an identified need in the community. (e.g. area of

deprivation, protected characteristics, tackling wellbeing and isolation, tackling climate change)

High

Medium

Low

Comment:

In conjunction with Hawick Cycling Club and Hawick Community Council, Future Hawick are organising a Hawick Cycling Festival from Sunday 22nd August through to Saturday 11th September. This is to celebrate the Tour of Britain coming to Hawick on Saturday 11th September and to promote cycling as a leisure pastime, a mode of transport and as a sport which people of all ages and abilities can get involved in and benefit from. Hawick Community Council will be responsible for dressing the town for the festival, Future Hawick are leading on economic benefit and Hawick Cycling Club are organising Hawick Festival of Cycling.

Future Hawick are requesting BBBB funding for the following aspects of the festival:

Publicity

Funding would be used to design and print leaflets and posters to promote Hawick Festival of Cycling. It would also fund a radio campaign on Radio Borders and on local radio in Carlisle / Newcastle. Leaflets and posters are to be distributed throughout Scottish Borders, Dumfriesshire, Northumbria, Newcastle and Cumbria through the cycling club network. Future Hawick will also arrange distribution through its Hawick Welcome network of contacts in the same area.

The same company designing the promotional materials will also promote and monitor the festival and its associated activities through existing social media channels (Future Hawick facebook, Hawick Cycling Club facebook, Hawick Shop Local facebook, Project Hawick, Hawick Chat etc). Local shops and businesses who wish to promote their products over the period of the festival will be engaged with and the same social media channels used as a platform. A film show and book reading is also planned to celebrate the event and cycling in general.

Display

Funding would be used to create a display in the town using 36 cut out cycle jersey tops. A primary school competition to design a cycle top would also be supported by this fund. 40 junior cycling tops of the winning design will be produced for the school of the competition winner.

Training

Train up to 10 participants in Scottish Cycling's Ride Leader course. This is a one day course covering the skills necessary to lead cycle rides on roads and recognised cycle paths. First aid training will be organised for Ride Leaders.

Evidence of individuals, groups or communities likely to benefit from the new initiative and how they have been affected by the pandemic:

High

Medium

Low

Comment:

Festival organisers want to ensure publicity reaches as many people in the Borders and further afield as possible so that they are informed and encouraged to participate in the various activities being planned. These activities include breeze rides, gravel rides, come and try rides for prospective cycling club members, pump track events, go-ride events for novice families and individuals. There will also be cycling themed treasure hunts for children, trishaw rides, a design a bicycle competition, SEStrans exhibition of Hawick town routes and a book reading.

Festival organisers are keen to make this festival as family friendly as possible and consider school activity a key route to making the connection with families. There are various school activities being planned including the design a cycle top competition which will ask each pupil from P3-P7 to design a cycle top and each class to put forward one design for the final competition which will be judged by local textile designers. 40 cycling tops will be awarded to the class of the competition winner. The Tour Of Britain organisers, SweetSport Group, will promote the competition across its social media and hope to provide inspiration to the pupils through the six Pro British cycle teams each adopting a Primary School for the school to follow during the tour with virtual meetings being organised so pupils.

The Ride Leader training will leave a legacy of trained riders who will continue to promote cycling in the town and raise awareness of new cycling routes as they develop. Rides will be aimed at novice or inexperienced riders who would like to become more active or are interested in exploring their local area by bike.

Expected impact of the new initiative and how will it help those most in need recover from the pandemic

High

Medium

Low

Comment:

The festival is designed to encourage more children and adults to try various forms of cycling to create a lifelong ability to use this mode of transport and benefit from this healthy lifestyle choice. It is hoped the school activities and the development of the Sustrans route which will create safer cycling routes, will lead to children riding their bike to school. The Ride Leaders will continue to encourage people to try cycling and support them to build their confidence and cycling abilities.

The ambition behind the local media and social media campaign is an increase in visitors to the town both during the festival and beyond. The TD9 area will be marketed as a destination to visit and explore. Economically, an indication of how Hawick may benefit can be taken from a comparable stage of the 2013 Tour of Britain which started in Peebles and finished at Drumlanrig Castle. An internet survey of 2,415 spectators reported 51% of visitors to Peebles were there solely to see the Tour and 20% of the

total sample reported stayed overnight. Total expenditure across all activities was on average £136.39 per day for overnight visitors and £87.83 per day for visitor groups.



Source: Frontline, 2013

¹ The figure for accommodation is based on overnight visitors only. All other figures are based on group expenditure for day and night visitors combined.

70% said they were 'inspired to cycle more regularly' as a result of their attendance.

This will be the first festival in the town not held online since the pandemic. It is hoped this will help lift the spirits of the town and encourage people to come together, enjoy the activities on offer and consider participating in future cycling activities.

Project Expenditure:

Total Project Cost	£16,079
10% organisation contribution	£1,608
Request to BBBB	£14,471

Item of expenditure	Cost
Design of posters, leaflets and logo	£2,500 (one quote received)
Distribution of posters and leaflets	• 80 hours over 7 week period - £2,000
Social media control	
Poster and leaflet printing	£893 (verbal quote received)
Radio Advertising	£6,066 (quotations received)
Town cycle display	£2,500 (£25 x 36 cut out cycle jerseys plus allowance for erection/taking down and fixing bikes at a low level)
Design a cycle jersey competition – 40 cycling tops	£1,125 (one quotation received – discounted quote)
Rider Leader training	£1,045
First Aid Training	£450

Film show/ book reading	£1,500 (estimate for hire of Heart of Hawick cinema and hire of film)
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Match/other funding sought:

Funder	Funding Requested	Status
	£	
	£	
	£	

Grants received from Scottish Borders Council or any other funder within the last three years

Date	Project Title	Amount
March 2021	Hawick Welcome 2021 (SBC)	£14,950
Jan 2021	Town of the Horse (SBC)	£9,500
Sept 2020	Hawick Welcome 2020 (SBC)	£500
Aug 2020	Town Recovery Fund (STP)	£10,000
Aug 2020	Hawick Welcome 2020 (SBC)	£5,166

SBC OFFICER ASSESSMENT	
Comments	<p>i.e. the application meets the criteria of the BBBB fund</p> <p>This application does not meet the criteria of the BBBB fund due to not having received 3 quotes for listed items of expenditure where this should be possible. Recognition is made that it is not be possible to source three quotes for all items of expenditure (i.e. the Ride Leader training) and the applicant has sourced some discounts.</p>
Additional terms and conditions required	<p>The applicant must follow Scottish Government Covid-19 guidance</p> <p>If successful, we recommend the applicant include in their funding evaluation:</p> <ul style="list-style-type: none"> • The number of people attending / participating in various festival activities being offered • Estimated number of visitors to the town • Number of people trained to become a Ride Leader • Number of social media interactions