

## South of Scotland Alliance

### Rural Regional Economic Development Programme – 2014-2016

#### The Programme

The Programme consists of four key strategic projects, primarily focused on ‘capital’ related activity. A fifth area for action is also identified that relates to some of the key strategic themes that are at the heart of Scottish Enterprise’s strategy. The four strategic projects are:

- **Project 1 - Borders Railway / Central Borders Business Park**
- **Project 2 – Mountain Biking – Refreshing a World-Class Product**
- **Project 3 –Economic Development Strategy for the M74 Corridor Area**
- **Project 4 - Stranraer Waterfront**

## Project 1 - Borders Railway / Central Borders Business Park

	Resource	Lead (Support)	Target (activity/ output)	Timescale	Outcome Measured by:	Progress to August 2015
<b>Project 1 – Borders Railway/ Central Borders Business Park</b>						
<p>In early October 2014 the First Minister requested that Scottish Enterprise convene and chair a leadership and working group encompassing Scottish Borders, Midlothian and Edinburgh Councils, Transport Scotland, Visit Scotland and Scottish Government colleagues to bring together all the ongoing work around the Borders Railway. The request was to develop an “ambitious and compelling” Borders Railway Blueprint document and Action Plan to align and enhance existing plans to ensure full realisation of economic benefits of the project.</p> <p>The Blueprint encompasses the Central Borders Business Park amongst other interlinked strands, which are now included here.</p> <p>The First Minister published/launched the Borders Railway Blueprint on 17 November. The Leadership and Working Groups continue to work on the detailed Action Plan (due for completion at the end of November). It is understood that these groups will evolve into a governance structure into which all project strands will report/feed until at least the opening of the Railway in September 2015.</p>						
Tourism - Rail Exploitation Initiative	To be quantified	MDC, ECC and SBC with VS & SE support	To maximise tourism opportunity/exploitation by businesses up and down the line from Waverly to Tweedbank arising from Steam; Tapestry; Abbeys, Abbotsford; etc via development of “packaged” propositions, and tourism business development	Summer 2015	Maximise Economic impact; tourism package opportunities, business engagement.  1 million railway passengers per annum by 2020	SE/CEC/MDC/SBC/VS work with tourism businesses & attractions to scope out activity <ul style="list-style-type: none"> <li>• Business engagement.</li> <li>• Business collaboration / development</li> <li>• Product development / enhancement</li> <li>• Proposition/destination development;</li> </ul> Project now at commissioning stage (SE lead)
The Great Tapestry of Scotland Building	£6m	SBC / SG	Build and Establishment of Great Tapestry of Scotland attraction at Tweedbank	2017	Maximise economic impact and tourism opportunities to link to other attractions.	Following the Feasibility Stage Proposals, completed back in December 2014, Scottish Borders Council have commenced with the next stage of the design process. Page Park have been working on detailed designs for the building and associated site surveys

	Resource	Lead (Support)	Target (activity/ output)	Timescale	Outcome Measured by:	Progress to August 2015
						including, Topographical, Ecology, Geo Physical, Site Investigation & Ground Investigation are also under way.  A planning application has been submitted and is currently being processed.
Tweedbank New Build	To be quantified	SE / SBC  Public / Private	Development Appraisal. Design Vision and Technical Briefs.  Access and site servicing to produce development plots.  New build multi-occupancy office pavilion,	Sept 2015  Early 2016  Late 2016  2017	Creation of 3/4 serviced plots and road infrastructure for new offices.  Creation of high quality employment locations next to Station  Units Created / Occupied. Inward business relocations.	SBC completed the purchase of the necessary land in December 2014.  The Page\Park vision / masterplan reached practical completion in March 2015.  As currently envisaged the project would deliver an access roadway with serviced plots with an initial provision of approx 900m <sup>2</sup> net of business space on one plot. The remaining plots would be marketed for private sector / business development.  Revised target for completion of SE internal approvals October 2015 dependent on issues being resolved by SBC.
Tweedbank Ind Estate Refurbishment	To be quantified	SBC / SE	Tenant/Owner Engagement  Building Condition Audit / Options  Development Appraisal. Design Vision &	2015  2015/16  2016	Quality of units refurbished  Number of units created / occupied.  Inward business	A vision / masterplan, funded by SBC and SE has been developed by Page Park architects to provide a framework for the future development of the Borders Business Park. This includes the potential long term redevelopment of the existing industrial area to better meet the needs of modern businesses.

	Resource	Lead (Support)	Target (activity/ output)	Timescale	Outcome Measured by:	Progress to August 2015
		Public / Private	Technical Briefs. Development Vehicle Upgrading, demolitions and Phased Redevelopment – in partnership with Private Sector	2016/17 2017	relocations.	
Inward Investment Marketing	Officer time £100k	EEC, MDC, SBC (SDI expertise and channels)	Number of targeted marketing campaigns. Number of resulting enquiries. Enquiry conversion.	September 2016	New business investment in Scottish Borders Railway corridor.  Measured by:  Housing Developments Undertaken  No. of business relocations.  GVA / jobs created.	A new online 'Prospectus' that will promote the Borders Railway corridor has been developed in conjunction with Midlothian and City of Edinburgh Councils. The Prospectus will go live before the end of August and there will be a business event held in Edinburgh in September (after the Railway opening) to raise its profile.  A funding bid is also being made to the Railway Blueprint Leadership Group for a dedicated project manager to act as the key contact for investors, as well as funding for marketing.

## Project 2 – Mountain Biking – Refreshing a World-Class Product

	Resource	Lead (Support)	Target (activity/ output)	Timescale	Outcome Measured by:	Progress to August 2015
<b>Project 2 – Mountain Biking – Developing a World-Class Product</b>						
7stanes mountain biking / Innerleithen Mechanical Uplift	£5.5m	SBC / Community Group	Development Appraisal. Design Vision and Technical Briefs.  Site / Product Development (phased)	September 2016	New mountain biking products and experiences are developed.  Measured by: No. of visitors. GVA / jobs created	<p>A consultant's report has now been drafted with opportunities identified;</p> <ul style="list-style-type: none"> <li>• for business collaboration delivering "customer packages"</li> <li>• reinvestment/refreshment in trails</li> <li>• trail "gaps".</li> </ul> <p>The report suggests that the AIMUp proposals are not currently financially sustainable or deliverable, but that there are opportunities to make smaller scale enhancements at Innerleithen/Traquair.</p> <p>A sub-group of the Stakeholder Group met on the 29 July to discuss in more detail the consultant's key findings as a basis for a draft Action Plan for the future of MTB in the Tweed Valley. A follow-up meeting is planned for later this month with a view to identifying key project opportunities in the short, medium &amp; longer term.</p> <p>The consultant's report will be released once the MTB Stakeholder Group has also agreed an accompanying Tweed Valley Action Plan.</p>
Reinvestment in Mountain Biking	TBC	SE , VS, SG, FCS	To enable and lever	2018	Continued growth in MTB	SE has held three positive meetings with FCS who have set out their plans and

	Resource	Lead (Support)	Target (activity/ output)	Timescale	Outcome Measured by:	Progress to August 2015
Product			ongoing public investment in refreshing and maintaining MTB trails  No. of MTB routes. Creation of new routes Number of MTB attractions		visitors across centre.  Increasing Scottish share of all MTB visits	ambitions for further development of the offering at Glentress.  Scottish Borders Council has recently approved a draft Glentress Masterplan which will now be subject to a statutory 3 month consultation period before it is brought back to SBC for final approval.  The report noted above identifies a range of opportunities that can be built on to further develop mountain biking and tourism in the Tweed Valley.
Tweed valley resort development	£5m	Private sector / Joint venture	Caerlee Mill redevelopment Velotel (or similar)  No. of Bed spaces.	September 2016	New tourism business investment in the Tweed Valley  Measured by: No. of business relocations. GVA/ jobs created.	A key element which FCS are looking to progress in Glentress is the provision of new visitor accommodation. SDI may take a proposition out to the market place on behalf of FCS. However, in the first instance, FCS is required to explore the opportunities with Forest Holidays and will report back.  Positive meeting has taken place – further discussions between FCS and Forest Holidays are ongoing in tandem with the Glentress Masterplan consultation period. The Caerlee site was purchased by a local developer and a planning application for a mix of uses is being processed by the Council.

### Project 3 –Economic Development Strategy for the M74 Corridor Area

	Resource	Lead (Support)	Target (activity/output)	Timescale	Outcome Measured by:	Progress to August 2015
<b>Project 3 – M74 Corridor Strategic Development Masterplan</b>						
Strategic Masterplan Study to evaluate development opportunities along the corridor	£130k	SE, DGC	A quasi-Strategic Development Plan spanning the cross border region.	Spring 2015	<ul style="list-style-type: none"> <li>Assets and opportunities defined</li> <li>Supplementary Planning guidance adoptable by the respective authorities.</li> </ul>	<p>ARUP has completed their investigative work and is in the process of finalising their recommendations report. Detailed proposals will be the subject of further work between SoSA partners but 4 main opportunity themes have been focused on, namely:</p> <ol style="list-style-type: none"> <li>1. Transport and logistics – development of this sector would appear to most likely be anchored around the emerging Longtown plans.</li> <li>2. Tourism – there is scope for marginal improvement by better co-ordination and marketing of existing facilities, but transformational change would require focus on a new major visitor attraction.</li> <li>3. Care Services – there is an opportunity to link with academia and industry to explore new models of active retirement and assisted living.</li> <li>4. Energy – anchoring new renewable energy and energy storage technologies around Chapelcross has potential but will require public agency collaboration, deep pockets and persistence to secure investment.</li> </ol> <p>Finalised report from ARUP is expected by end April 2015.</p> <p>The final report confirmed the biggest</p>

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						opportunities around the Energy, Active Aging / Care Services and Tourism sectors. Coupled with evidence from a separate site development framework study for Chapelcross, proposals to launch an Energy Park project are being worked up with Scottish Government, the NDA, academia through the Energy Technology Partnership, and private sector interests. The other two topics are at earlier stage discussion with potential stakeholders.
Energy sector developments at Chapelcross and / or Eastriggs	TBC; but potentially multi £m's	Private Sector	Transnational scale, Centre of Excellence in multiple sustainable energy storage and generation technologies.	2020	Installed generating and storage capacity	As above.

## Project 4 - Stranraer Waterfront

	Resource	Lead (Support)	Target (activity/output)	Timescale	Outcome Measured by:	Progress to June 2015
<b>Project 4A – Stranraer Marina</b>						
Marina Infrastructure	£3.8m	DGC, SE, Crown Estates	Development of Business Case  Design and delivery of additional breakwater  Phased expansion of	September 2016	Creation of high quality marina and marine leisure base.  Investment in essential marine	Outline Business Case has been completed and, following agreement with Partners, it is intended to move to Full Business Case in September 2015.  Economic Impact Assessment has been completed and this includes the



	Resource	Lead (Support)	Target (activity/output)	Timescale	Outcome Measured by:	Progress to June 2015
			180 additional marina berths / pontoons		infrastructure  Measured by: No. of Marina Users No. of new businesses Jobs created Increased visitor spend	aggregated impact of both the Marina and East Pier.
Site Servicing	£2m	DGC, SE, Private Sector	Improved access to the site.  Improved physical linkages to the town centre and marina  Provision of essential services	September 2015	Redevelopment of a brownfield former industrial site  Inward Investment. Measured by: Number of new business start ups GVA/ jobs created. Level of private sector leverage £	Preferred Bidder has been announced and a 12 month Exclusivity Period has been agreed with Stena Line and the Council  Economic Viability Assessment (Report on Market Failure) has been completed to draft stage and final report will be informed by the development appraisal as part of the above.  Outline proposal seeking Scottish Government support to be developed with a view to meeting Deputy First Minister in September 2015  Full contaminated land investigation has been commissioned and is on site. Site access at design and traffic modelling stage.  Study to assess potential for the development of new vocational training / D&G College facility as part of the

	Resource	Lead (Support)	Target (activity/output)	Timescale	Outcome Measured by:	Progress to June 2015
						redevelopment has been completed.