

2021/2022 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	Tweed Valley Tourism BID					
Organisation structure	Not for profit company					
Application reference	BBBB – TW - 08					
Theme of application	Sport	Arts & culture	Environment	Community capacity	Community resilience	Intergenerational activity
	<input checked="" type="checkbox"/>	<input type="checkbox"/>				
Project start date	27 th September 2021			Project end date	4 th October 2021	

2. Organisation's Finances

End of year balance	£13,838.72
Current bank balance	£21,847.29
Total cash/Unrestricted reserves available & purpose	£4,159.79
Total restricted /committed funds & purpose	£17,687.50

3. 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:

Tweed Valley Tourism (TVT) plan to provide a free shuttle bus service for the local community and visitors during the Enduro World Series Tweed Valley mountain biking event, which takes place over the weekend of 2nd & 3rd October 2021. The site of the event village has been moved from the town centre to a venue that is approx 1.5 miles away from the centre of Innerleithen. Four 16 seater buses will run continuously between 9am and 4pm to the Enduro event and three buses from 5pm to midnight for the evening

entertainment. The group also plan to have a minibus which can be accessed by wheelchair users and those with mobility difficulties available on request.

Given the new location, there is a danger that the event will not be as accessible to visitors, or bring as much economic benefit to local businesses. The purpose of the free shuttle bus will be to encourage and enable the community to engage with the event and also for visitors to travel to and from town centres throughout the Tweed Valley. The group suggest it is essential to help local residents and visitors to attend this major international event.

The free shuttle service will operate between Innerleithen, Peebles, Walkerburn and Clovenfords, encouraging the wider community to engage with the event as well as visitors who are staying further away. The shuttle service will also help reduce the number of vehicles on roads in and around the event village, as well as reduce overall pressure on parking.

The shuttle service will provide on-board information on the local area (including a free visitor map developed by the Tourism BID) and be branded with the Go Tweed Valley livery, so acting as a highly visible promotion of the area and more than 100 tourism businesses represented by the Tourism BID.

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

High <input type="checkbox"/>	Medium <input checked="" type="checkbox"/>	Low <input type="checkbox"/>
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Comment:

- Local communities
The provision of a free shuttle service will enable communities throughout the Tweed Valley to access and be part of the event. One of the first major events to go ahead following the pandemic, the Enduro World Series has a broad appeal with an assortment of entertainment on offer, including live music, fringe events, films, and local food and drink, as well as the riding itself.
- Visitors
By making it easier for visitors to get to and from the event with pick-up and drop-off points in Innerleithen, Peebles, Walkerburn, and Clovenfords, it will encourage them to use local services and businesses instead of being 'stuck' at an out-of-town race venue.
- Local businesses
Having an easily accessible and regular shuttle service will ease and encourage the flow of people around the valley. And by promoting local businesses that do not have a presence at the race village, we will be able to spread the economic benefit of the event - bringing a welcome boost to businesses that have been severely impacted by the pandemic just as we head into the 'off-season'.

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

High <input type="checkbox"/>	Medium <input checked="" type="checkbox"/>	Low <input type="checkbox"/>
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Comment:

Provision of a free shuttle service will spread the positive economic impact of the event further around the Tweed Valley. As well as facilitating increased spend with local businesses, TVT will also expose new visitors to the many other attractions and activities the Tweed Valley has to offer thanks to the on-board information.

This will help businesses recover from the pandemic in the immediate term during the event itself, it may also have a ripple effect that will see some visitors return to the Tweed Valley independently.

The event will also actively engage the community with the festival element building community spirit by bringing different elements of the community together (live local bands, local food suppliers, kids activities, film etc).

The free shuttle service will also have a vital role to play in terms of visitor management (with congestion having become a major issue in and around Innerleithen since the pandemic).

This event itself is run by an Innerleithen-based business (the Enduro World Series) that is actively reaching out to work with and engage with the local community. It is because of this inclusive approach that there is a golden opportunity to foster good relations going forward (particularly important given that the event will be a fixture in the area for the next five years).

4. Project Expenditure:

Total Project Cost	£8,962.00
10% organisation contribution	£896.20
Request to BBBB	£8065.80

Item of expenditure	Cost
Minibuses and driver hire	£6,720.00
Pick up/drop off signage	£529.20
Magnetic Van livery	£892.80
Advertising and marketing	£500.00
Staff costs	£500.00

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 2020	STP Business Support Grant	£8,000
May 2020	SBC Business Continuation Grant	£15,000
July 2020	Sosep Feasibility Study Innerleithen Visitors Services	£10,000
Aug 2020	STP Recovery Grant for Events/Marketing	£7,250
Sept 2020	Visit Scotland Destination Fund	£6,000
Feb 2021	Nature Scot Camperstop Project	£7,400
May 2021	Scotland Loves Local Map	£2,500
May 2021	SBC Community Fund – Lade trail Project	£13,700

SBC OFFICER ASSESSMENT	The application meets the criteria of the BBBB fund
Comments	<ul style="list-style-type: none"> • The application scores medium as it will allow access to a local sporting event • Provides transport and reduces barriers to anyone wishing to attend the event • Supports a local festival and aims to encourage individuals to stay local
Additional terms and conditions required	<p>the applicant must follow Scottish Government Covid-19 guidance</p> <p>All staff costs must meet the National Living Wage</p> <p>Recommendations to evaluate impact:</p> <p>If successful, we recommend the applicant include in their funding evaluation:</p> <ul style="list-style-type: none"> • Number of individuals access the free shuttle bus • Anecdotal feedback as to the benefit of providing a free shuttle bus