

2021/2022 BUILD BACK A BETTER BORDERS RECOVERY FUND

Evaluation Form

1. Organisation details

Organisation name: Future Hawick
Project name: Hawick Festival of Cycling
Reference No.: BBBB-T&L-04
Project start date: 22.08.21
Project end date: 11.09.21

Following your successful application to SBC Build Back a Better Borders (BBBB) Recovery Fund we would like to hear what impact your funded project/activity has had in your area. BBBB Recovery Fund projects will be invited to share their story with the wider community at local Area Partnership meetings.

Failure to report will impact on your eligibility to secure future funding.

Your project related to the following theme(s):

- Sport
- Art & Culture
- Tackling environment and culture change
- Building community capacity
- Strengthening community resilience and engagement
- Intergenerational work

Or as agreed by the Area Partnership:

2. Tell us about the success of your project and the difference it has made within your community

You can submit photographs, short films, audio or press releases to show the impact your project had. Remember to refer back to the suggested evaluation measures of your project as outlined in your award offer letter to assist you in the evaluation of your project or visit [Evaluation Support Scotland](#).

The principal aims of the project were to promote the town of Hawick on a wider national stage, attract visitors to the town, and in so doing create a greater sense of community spirit and pride post-lockdown. The aim was also to encourage an awareness of the benefits of cycling as a sport or leisure outlet within the community. As far as promotion of the town was concerned, this was hugely successful due to television coverage of the Tour of Britain stage which started in the town, the welcome received and friendliness of locals (assisted by the Welcome Hosts) being commented on by competitors, administrators, TV crews, and visitors alike - to the extent that organisers expressed the hope that the Tour would return in future years. Anecdotal evidence from local businesses is that visitors to the town provided a good boost to the local economy. The Ken Laidlaw Sportif (closing event of the festival) attracted in excess of 300 riders, the vast majority being from outwith the town, and again generous comments regarding the welcome and hospitality received were the order of the day. In between the Tour and the Sportif a series of events designed to highlight the benefits of cycling to the local community were held with good attendances at all. Membership and use of facilities at local groups has increased (most notably the local ladies cycling group) allowing greater participation in a leisure pursuit which can aid better fitness levels. We therefore believe that the festival achieved the impact and benefits set out in the original grant application.

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If the items purchased are different in any way from the expenditure listed in your original application form, please use the space below to explain the change(s).

See supplementary list

Please provide details of any unspent funds below.

Grant monies received £14,471.00. Grant monies spent £13,069.50. Surplus grant monies currently in Future Hawick Account £1,401.50.

If acceptable these monies could be put towards the cost of organisation of the Festival of Wellbeing mentioned earlier to be held in August 2022.

5. Signed declaration

I confirm that the details contained in this form are correct and that we will keep all financial records and accounts, including receipts for items purchased with the award, for at least two years from payment of the grant. We understand that this does not release us from our statutory obligations to keep records for longer periods. We are aware that we may be visited to inspect our records.

Name: Derick Tait

Date: 13.02.22

Position: Treasurer, Future Hawick

Tel No.: [REDACTED]

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- Expenditure satisfactory Receipts satisfactory
- Benefits consistent Attending Area Partnership
- Further monitoring required

Reason for monitoring:

Hawick Festival of Cycling

Summary of Festival Costs (Grant Award by SBC £14,471)

Ref	Supplier	Amount	Budget	Comment
1 Advertising				
C	Bauer Radio Ltd	£ 3,457.24		Traders shop window competition originally had one prize paid through SBC Economic Budget, but impossible to separate two winning entries so further radio advertising prize was agreed.
K	Bauer Radio Ltd	£ 2,608.76		
M	Bauer Radio Ltd	£ 120.00		
N	Bauer Radio Ltd	£ 180.00	£ 6,066.00	
2 Posters & Promotion				
A	The Hawick Paper	£ 600.00		Cycling Club requested promotional feature in Local Press and had Ken Laidlaw Sportif specific posters printed, neither allowed in original budget but possible due to savings elsewhere. No record of wider poster distribution by Cycling Club but Welcome Hosts distributed locally as part of duties.
B	Core 3 Partners	£ 902.00		
E	Mayo Graphics	£ 2,500.00		
Q	Core 3 Partners	£ 202.80	£ 4,204.80	
3 Town Cycle Display				
D	Wilson Signs	£ 1,152.00		Problems with erection of display bicycles forced a scaling back of display but savings allowed additional promotion of events.
E	Mayo Graphics	£ 159.00		
F	Border Hardware	£ 13.54		
G	Screwfix	£ 10.77		
H	Screwfix	£ 4.58		
I	Jewson	£ 68.48		
J	Wilson Signs	£ 66.00		
O	Hawick Cycling Club	£ 391.33	£ 1,865.70	
4 Cycle Jersey Design				
		£ -	£ -	£ 1,125.00
5 Rider/First Aid Training				
L	Borders College	£ 595.00		No bill submitted for Rider Leader Training and no information received from Cycling Club.
P	NC Insurance	£ 38.00	£ 633.00	
6 Film show/Book Reading				
		£ -	0	£ 1,500.00
				<u>£ 13,069.50</u>

Monies not required due to sourcing of outside sponsorship.

No bill submitted for Rider Leader Training and no information received from Cycling Club.

Book Reading was made a self financing event and Film Show cancelled.