

Borders Railway - Scottish Borders Work Plan

March 2015

This Scottish Borders Work Plan sets out the short, medium and longer term actions that the Council and other local partners need to take to ensure the successful opening and operation of the Borders Railway. This Work Plan complements the strategic actions set out in the Borders Railway Blueprint. The Work Plan is necessary to ensure that specific local actions are planned and delivered on time.

Action	Resource	Who	3 Year Target / Measures	Timescale (By)	Where We Want To Be
1) Ensure good connectivity to / from stations (bus, taxi, car, cycle, wheelchair, pedestrian)					
Review how bus services (routes) could link to rail stations and develop a programme to address potential gaps.	SBC Bus operators	SBC Transportation	Appropriate bus services available	May 2015	Joined up timetables that allow onward travel and well-timed connections.
Timetables – ensure that timetables to make connections between buses and trains work effectively.	First Bus Perrymans	SBC Transportation	Aligned bus / rail timetables	Sept 2015	Joined up timetables that allow onward travel and well-timed connections.
Discuss and agree provision for taxis and taxi supply at each station with local operators.	Staff time	SBC Transportation Regulatory Services	Taxi rank identified at each station	July 2015	Taxi ranks in place at each station.
Provide road and path signage to and from the stations (Stow / Galashiels / Tweedbank)	SBC	SBC Network Team	Integrated road, path and destination signage in place for opening of railway.	Sept 2015	Users know how to get to the stations.
Concessionary Travel Scheme – investigate whether a concession scheme is appropriate and affordable, including comparisons with other areas.	Cost/Benefit Analysis required	SBC Transportation	Passenger numbers rising	June 2015	Make the rail service accessible to all and encourage early ridership.

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Discuss the potential for community transport to / from stations and develop a programme with 3 rd Sector partners, if appropriate.	3 rd Sector partners	SBC Transportation CPP The Bridge	Clear community transport links in place.	Spring 2015	All potential transport modes have been linked to stations.
2) Ensure the success of the line through effective marketing to local residents					
Work with ScotRail and the Community Rail Partnership to market the new services to local people, ensuring they are aware of the stations, timetables, services, and costs.	Train operator Community Rail Partnership	SBC Transportation SBC Comms	Work with train operator on joint promotions. Passenger numbers rising	Summer 2015	A significant modal shift to rail travel is achieved.
3) Ensure local involvement in the Opening Celebrations					
Golden Tickets – ensure the inaugural rail journeys are experienced by a wide range of people from the Scottish Borders.	SBC Transport Scotland	SBC Chief Executives	Number of Borderers' receiving a Golden Ticket	June 2015	Opening of railway has involved a wide range of local people.
Borders Railway Celebration Fund – put in place a grant scheme to support communities across the Scottish Borders to celebrate the opening of the Railway.	SBC	SBC Chief Executives	Number of local events	April 2015	Opening of railway has involved a wide range of local groups and residents.
Launch Events - Engage local schools in launch events and investigate options to provide a rail experience for local school children.	Network Rail Launch Group SBC - Education	Head Teachers of local schools	No. of children involved	June 2015	Opening of railway has achieved national profile and coverage.

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4) Ensuring the offer for tourists is coordinated and appropriate					
Ensure new product development around: <ul style="list-style-type: none"> - Cycling / Walking - Historic Houses - Golf - Fishing eg Potential for Borders-wide Tourism Trails.	Area Tourism Partnership Local businesses SBC SNH	Area Tourism Partnership	Visitor numbers / volume / value	End 2015	The railway delivers a flow of additional tourists across the Scottish Borders.
Events – Develop existing and new events to enhance the visitor experience.	SBC EventScotland Local Event Organisers	SBC Chief Executives	Increase in event attendance	2016	Existing and new events have grown due to improved connectivity.
5) Assess long term impacts and subsequent development needs					
Review the planning framework in the next Local Development Plan to ensure complementary development and activities around rail stations.	SBC	SBC Planning	Number of developments in the railway corridor facilitated by the LDP	2016	LDP supports railway related development
Traffic and land use feasibility required to consider routes for a potential replacement Lowood Bridge.	SBC	SBC Planning	Preferred route identified	2016	Anticipate traffic pinch-points
Monitoring and evaluation of impacts will be required. Need a set of linked indicators. <ul style="list-style-type: none"> • Social • Economic • Environmental 	Transport Scotland's Benefits realisation plan is being developed, and takes account of this action plan.	Transport Scotland SBC Chief Executives	Meet requirements set out in the original Parliamentary Act.	Sept 2015	Understand and measure the actual impacts of the reopened railway line.

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6) Maximise the benefits across the Scottish Borders					
Work with the Area Tourism Partnership and tourism businesses to ensure: <ul style="list-style-type: none"> i) Promotion of attractions across the Scottish Borders to railway users; ii) Visitors arriving by train can easily visit attractions and use services across the Scottish Borders 	Area Tourism Partnership Local businesses SBC VisitScotland	Area Tourism Partnership VisitScotland	Visitor numbers / volume / value	End 2015	The railway delivers a flow of additional tourists across the Scottish Borders.
7) Maximise the benefits in Galashiels					
Deliver the Galashiels Transport Interchange building	SBC Bus operators Taxi operators Walking/cycling	SBC Capital Projects Team	1 year physical 2 years operational	Before Sept 2015	New Transport Interchange open and operational.
Town Centre activity and promotion – work with local businesses to increase footfall and improve the retail offer.	Town Centre Coordinator	SBC Chief Executives	Lower vacancy rate Higher footfall figures	End 2015	More vibrant town centre
Event Space - Need more events in the town to draw visitors in and increase footfall.	Town Centre Coordinator	SBC Chief Executives	Number of new events held in town centre	End 2015	More vibrant town centre
Borders Campus - opportunity to use accommodation and education facilities to create a conference or business tourism venue.	Heriot Watt University VisitScotland	Heriot Watt	Number of conferences at venue Number of visitors	2017	More business tourism in the town

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8) Maximise the benefits in Stow					
Support the community to develop the potential of the Station Building eg events, café	SBC	SBC Chief Executives	Consensus around the building	Autumn 2015	Sustainable community facility operating
Local leisure Use: - Cycle marketing - Walking - Other?	SBC	SBC Chief Executives	Additional visitors using Stow Station	2016	More visitors in Stow
9) Maximise the benefits in Tweedbank					
Ensure that a visitor 'welcome' information point / facility is in place.	SBC NR Scotrail	SBC Chief Executives SBC Planning	Visitor numbers / value	Sept 2015	Good information for visitors about local attractions and facilities
Space to set up businesses - Café - Bike hire - Car hire?	NR Scotrail SBC	SBC Chief Executives	Number of local businesses involved	Summer 2015	Businesses are providing services for visitors

B McGrath
Chief Executives
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