







Borders Railway Blueprint – Overview of Projects – March 2016

Purpose - To provide an overview on the current status of Blueprint projects, highlighting a traffic light system for risk.

Key for Action Plan 'Status' update:

		
Good progress	More to do/limited progress	No progress

Theme 1. Great Places for Working & Investing

Project Title	Status	Stakeholders Impacted	Enablers Required	Activities	Outputs	Outcomes	Lead	By When
Central Borders Business Park - Phase 1 (Tweedside Park)		- SE - SBC - Inward investors	- Scottish Government - Land owners - Developers - Planning authority	- Development of key site at Railway terminus. - New link road, plot servicing; and initial business space.	- 1.9 Ha net serviced land - 1000 sqm net business space	- Increased business space - Increased business base - Greater job opportunities	SE	31/10/2018
Central Borders Business Park - Phase 2 (Tweedbank Industrial Estate)		- SBC - SE - Owners - Tenants	- Scottish Government - Land/ property owners	- Design vision and Development Framework/ SPG (linked to above). - Redevelopment of Tweedbank Industrial Estate (potential for joint venture).	- 2.5 Ha additional serviced development land - Up to 24,000 sqm new/ refurbished business space	- Increased private sector leverage - Increased inward investment - Greater job opportunities	SBC	2025
Borders Railway Inward Investment Prospectus		- SBC, MLC and CEC - Developers	- CEC (Inward Investment Unit) - Housing Developers - Commercial Developers - Leisure Developers	- Creation of Borders Railway Inward Investment Prospectus.	- Prospectus (interactive) map produced. - Promotional website, film, marketing material.	- Improved image of Midlothian/ Scottish Borders as a business location	SBC	30/08/2015




Annex 1

Project Title	Status	Stakeholders Impacted	Enablers Required	Activities	Outputs	Outcomes	Lead	By When
Borders Railway Inward Investment Response		- SE/ SDI - SBC, MLC	- CEC (Inward Investment Unit) - SDI - Scot Gov Relocations	- Joint inward investment response (Marketing/ Developer Days/ Sales Visits/ Site pipeline)	- Enquiries/ businesses assisted	- Increased inward investment	MLC	30/04/2017
Borders Railway Programme Executive		ScotRail SBC, MLC	- CEC (Inward Investment Unit) - SDI - Scot Gov Relocations	- Rail Service Borders Development Plan	- Enquiries/ businesses assisted	- New products/ services delivered - Increased inward investment	ScotRail	28/02/2018
Borders Railway Investment Fund		- Business Gateway - SBC, MLC, CEC - Local businesses/ attractions	- SE - Business Loans Scotland	- Borders Railway Investment Fund set up.	- £1 million loan fund to support business development opportunities	- New products/ services launched	TBC	01/04/2016



Theme 2. Living & Learning

Activity	Status	Stakeholders Impacted	Enablers Required	Activities	Outputs	Outcomes	Lead	By When
Housing Land/ Development		- SBC, MLC	- Scottish Government - SESPlan - Land owners - Developers	- Development constraints identified	- # Additional housing units created	- Increased population with a focus on working age	TBC	TBC
Integrated transport at Station Hubs		- SBC, MLC - Users	- Scottish Government - ScotRail	- Integrated transport hubs created, including improved signage, information and transport connections	- Improved linkages between the railway stations and housing, work, tourism attractions	- Greater Job Opportunities - Increased workforce - Increased visitor numbers	SBC	31/12/2016






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Activity	Status	Stakeholders Impacted	Enablers Required	Activities	Outputs	Outcomes	Lead	By When
Develop walk/ cycle paths into wider network		- SBC/ MLC - Residents/ Communities	- Scottish Government (Healthy Choices) - ScotRail	- Network of cycle/ walking paths created	- Improved linkages between the railway stations and housing, work, tourism attractions	- Increased workforce - Increased visitor numbers	SBC/ MLC	31/12/2016
Modern Apprenticeships - Tourism, Leisure & Hospitality/ STEM/ Construction		- SDS - Young People - Business	- FE Edinburgh, Midlothian and Borders employers	- Enhanced Modern Apprenticeship Scheme - 'Borders Railway Welcomes' hospitality training	- Increased training opportunities	- Increased workforce - Increased visitor numbers	SDS	TBC
Scope out potential feasibility work for extending the line		- SBC - TS, Network Rail - Land interests	- Transport Scotland - Scottish Government - Midlothian, CEC - Transport Planning	- Railway extension scoping work undertaken	- Intelligence on potential future options for extension of the railway		SBC	31/06/2016






Theme 3. Great Destinations to Visit

Activity	Status	Stakeholders Impacted	Enablers Required	Activities	Outputs	Outcomes	Lead	By When
Great Tapestry of Scotland at Tweedbank (Pre-opening)		- SBC	- GTS Trustees - CEC, MLC, SBC - Network Rail - Visitor Attractions	- Temporary exhibitions/ showcases in key locations in Railway Corridor	- Greater promotion of tourism offering	- Greater awareness of tourism offering	SBC	31/03/16
Great Tapestry of Scotland at Tweedbank (Permanent Home)		- SBC - Tourism sector	- Land owners - Developers - GTS Trustees - ETAG, Marketing Edinburgh	- Design and construction of new visitor attraction	- New visitor attraction opened	- Increased visitor numbers - Increased visitor spend	SBC	TBC

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Activity	Status	Stakeholders Impacted	Enablers Required	Activities	Outputs	Outcomes	Lead	By When
Steam Train Experience		- TS	- ScotRail Abellio - Visitor Attractions/ Tour operators	- 6 week 2015 pilot of Steam Train Experience: Yr 1 - 8 week 2016 pilot Steam Train Experience: Yr 2	- 17 + 16 Steam Train Journeys and add-on tours	- Increased visitor numbers - Increased visitor spend -Intelligence on future options	TS	31/10/2016
Tourism Train Market Assessment Study		- SE - TS	- VisitScotland - Abellio	- Market Assessment study for tourism train related experience	- Market Assessment study completed	- Greater awareness of gaps/ opportunities in tourism market	SE	31/03/2015
Borders Railway Tourism Development Programme		- Business Gateway - Tourism Businesses	- SE - ATP - SBC/ MLC - VisitScotland - ETAG, Marketing Edinburgh/ CEC	- Direct company support provided by Tourism Business Advisor (0.5 FTE) and Business Opportunities Guide - 4 Interactive events	- 50 companies provided with direct support	- New products/ services launched -New enterprises set up -Increased turnover of existing businesses -Increased business networking opportunities - Leverage of additional private sector investment	BG	31/10/2016
Tourism Destination Audit		- SBC - MLC - Attractions/ Business	- Attractions/ Businesses; Borders Food Network - SE, VS - Tour Reps - Inward investment (cf W&I link)	- Commissioned research into tourism destination offering	- Tourism Destination audit complete	- Greater awareness of gaps/ opportunities in tourism market	SBC	30/05/2015
Hop on/ hop off bus services (delivered in Borders under L&L ref 2)		- SBC, MLC	- Visitor Attractions	- Wider Tour operator provision around Scottish Borders and Midlothian	- New tour operators set up	- Increased visitor numbers - Increased visitor spend	MLC	30/10/2016

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Activity	Status	Stakeholders Impacted	Enablers Required	Activities	Outputs	Outcomes	Lead	By When
Tour operator pilots		- ScotRail - SBC, MLC - Tour operator	- Visitor Attractions	- Wider Tour operator provision around Scottish Borders and Midlothian	- New tour operators set up - Mini tour offering launched (linking stations with local attractions)	- Increased visitor numbers - Increased visitor spend	ScotRail	30/04/2016
Ambassadors		- ScotRail - SBC, MLC	- Visitor Attractions	- Full season service for 2 years	- Ambassadors welcome scheme 2 year pilot delivered	- Increased visitor numbers - Increased visitor spend	SBC	31/10/2017
Marketing Programme		- VS - SBC, MLC - Attractions/ Business - Abellio ScotRail	- Marketing Edinburgh - Midlothian/ Borders ATP - Attractions/ Business - Abellio ScotRail	- VisitScotland Marketing Programme running a series of campaigns: - UK - International - Travel Trade - Corporate and consumer PR	- Greater promotion of tourism offering in Midlothian and Scottish Borders through: - Content created - # marketing campaigns - # website hits - # offers/incentives ran	- Increased visitor numbers - Increased visitor spend	VS	2016/17
Train Wrap		- TS - VisitScotland - Creative Agency	- SBC, CEC, MLC - Artist - Abellio ScotRail	- Train Wrap 1 Year promotional campaign with decorated train carriages	- 3 train carriages decorated with promotional material for use throughout Scotland	- Greater awareness of tourism offering	TS	17/03/2015
Borders Railway Exposition		- SBC, MLC, CEC - Local Business - Media	- VS - Key sector groups - Transport Scotland (Stark Events)	- Extended programme of events linked to Borders Railway opening, including Media Day, Waverley Showcase, EXPO 2016	- Greater promotion of tourism offering	- Greater awareness of tourism offering	SBC	31/04/2016