



\* **HAWICK COMMON GOOD FUND**  
**APPLICATION FOR FINANCIAL ASSISTANCE**

<u><b>Applicant Details</b></u>  Name and Address of Applicant/Organisation:  Telephone No:	Hawick Welcome Initiative Jack Yallop Chairman
Address to which payment should be made:	Mr Jim Anderson, Treasurer,
<u><b>Activities</b></u> Please supply a brief description of the activities of your organisation and the benefits it brings to the local community:	<p style="text-align: center;"><b>APPLICATION FOR 20 YEAR ANNIVERSARY</b></p> <ul style="list-style-type: none"> <li>▪ The Hawick Welcome Initiative was set up as a private sector led project to enhance the visitor experience, to present a positive image of the town and to provide opportunities to the town's tourism and retail sector to improve its performance.</li> <li>▪ Key activities are the presence over a 10 week period of uniformed, trained Hosts to provide an on street welcome to visitors to the town, to reinforce the image of a vibrant, welcoming town, production of a brochure to promote the town &amp; sponsoring businesses and networking with local organisations for maximum effect.</li> <li>▪ Hawick Welcome Initiative is working closely with Heart of Hawick to promote the new flagship regeneration project.</li> <li>▪ Heart of Hawick is featured on the <u>front page</u> of the new style brochure together with featuring the Heritage Hub and the cinema etc.</li> <li>▪ An Awards for All Grant in 2009 made possible growth and diversification, with the introduction of a new style brochure with the relevant tools to do the job.</li> <li>▪ New since 2012 – Hawick Welcome Campervan - Allocated space in the Common Haugh with line paint. Provides a one night only overnight stay (Free of Charge) for one year to test the viability. Project is supported by the Hawick Hosts.</li> </ul> <p><b>Benefits of the Project:</b></p> <ul style="list-style-type: none"> <li>▪ HWI were winners of the Scottish Borders Award – Best Community Project 2007</li> <li>▪ HWI helps create the “feel good factor” for residents, businesses and visitors.</li> <li>▪ It enhances the visitor experience in Hawick through the provision of the Hosts and brochure). In a monitoring voucher 93% of visitors gave an excellent/good rating on their impression of the town, with 7% rating it average. Research over the previous years of the project has shown the value to visitors in the Hosts service, introduced in the belief that it is the personal contact that makes a visit memorable. Local residents and visiting friends and relations also benefit from these activities.</li> <li>▪ It enhances the environment through the professionalism of the Hawick Hosts in signposting and a friendly welcome.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ It encourages businesses to provide excellence in customer service and reinforce the message of Hawick being a welcoming town.</li> <li>▪ It provides opportunities for local businesses to attract and maintain the number of visitors shopping locally and thus increase sales levels. . Businesses surveyed have regularly expressed the view that the Hawick Welcome Initiative goes some way to making a positive contribution to the town's economy.</li> <li>▪ VisitScotland Borders assume a spend figure of £15 per day visitor. Thus the value of business accruing from the visitors met by the Hosts can be calculated as significant. No claim is made that such a spend results from contact with the Hosts. However they make a major contribution in presenting a positive first impression of Hawick.</li> <li>▪ HWI produces a brochure on Hawick, which, in the absence of any other current visitor print, is the definitive brochure on the town. Printed in Hawick, with a print run of 16,000, it is distributed widely across the town &amp; wider Borders to encourage visitors staying in the area to come to Hawick.</li> <li>▪ HWI creates 4 seasonal part-time posts and provides "town ambassadors" available as a presence to help at other events.</li> <li>▪ It enhances local pride and presents a positive image of Hawick, as evidenced by comments from visitors and businesses and by the media coverage generated. The Hawick News" has shown continued support in giving extended coverage to HWI activities, reinforcing the impact of the project to local people.</li> <li>• It encourages local action and decision making in a partnership approach to improve the economy and image of the town, working with a range of local organisations to develop the project. e.g. Wilton Park, Heart of Hawick, Hawick Summer Festival and Future Hawick (railway tours) .</li> <li>▪ A comparative study of figures over the lifetime of HWI shows increased business support and increased impact – thus contributing to the sustainability of the project which celebrates its 20<sup>th</sup> year.</li> <li>▪ HWI thus benefits the community socially, culturally, environmentally and economically.</li> </ul>
<u>Assistance Requested</u> Please indicate the sum requested and the purpose for which it will be used:	<ul style="list-style-type: none"> <li>▪ £1,300</li> <li>▪ This funding will go towards a series of events celebrating the 20<sup>th</sup> Anniversary of the project and in turn support the sustainability of the brochure and hosts.</li> <li>▪ The successful community project has been operating for 20 years providing the town with its own Welcome Brochure and 4/5 summer hosts meeting tourists into the town. The feedback from tourists is encouraging.</li> <li>▪ The hosts signpost tourists to Heart of Hawick and all the town has to offer in Wilton Park, eateries, leisure centre, hotels/b&amp;bs, entertainment and our knitwear shops.</li> <li>▪ The hosts also support and engineered the Hawick Campervan Welcome where campervans stop for overnight visits parked alongside the river and enjoy evenings out and spend money in the town.</li> <li>▪ The project has survived with good business membership from most of the town's businesses and knitwear companies.</li> <li>▪ The initiative strives to boost the economy of Hawick Town and has seen some periods of economic decline but growth in new regeneration such as the fabulous Heart of Hawick and now the new Wilton Park improvements.</li> <li>▪ Our hosts proudly serve the Town and this year is a 20 Year celebratory year and the group plan to have two concerts to celebrate.</li> <li>▪ Assistance is required towards the costs of venues and artists together with a Celebration Launch of the 20 Year Anniversary Brochure.</li> </ul>
When will the donation be required:	<ul style="list-style-type: none"> <li>▪ April/May to allow for the plans to be put in place.</li> </ul>

<p>If this is a one-off project then please give the following details –</p> <p>Date (s):</p> <p>Estimated total cost:</p> <p>Funds already raised by applicant's own efforts:</p> <p>Funds raised or expected to be raised from other sources (please state sources):</p>	<p>n/a</p>
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Other information

If you have other information which you feel is relevant to this application please provide details including details of any previous assistance given:

- Business sponsorship is ongoing with Heart of Hawick sponsoring the front page and demand it great for the back page sponsoring. However indications are that many businesses are positive about advertising in the brochure together with local events.
- Without a price tag on the brochure the Hosts project cannot be self sustaining and it has been mooted that a price tag would deter tourists from purchasing the brochure and thus losing out in the information contained therein and the businesses thus losing out on the tourism spend which ultimately would have a negative impact on the economy and welcoming of the town.
- In conclusion, without the Initiative, there will be less potential to increase the length of stay of visitors to the town, and local businesses in the town's tourism and retail sector will be affected. The opportunity to contribute to the promotion of the Heart of Hawick will also be missed. Any scaling down of the project will reduce the level of impact and the quality of the service provided.

Declaration

I hereby make application for assistance as set out above and certify that the information I have provided is accurate

Signed: Jack Yallop

Position Held: Chairman

Date: 30<sup>th</sup> March 2016

**Note: All applications from organisations MUST be accompanied by a copy of the latest audited accounts**

This completed form, accounts and any supporting details should be submitted to the relevant area office –

Scottish Borders Council Area Offices, Corporate Resources Department, Newtown Street, Duns TD11 3DT. Telephone 01361 882600. (Duns Fund).

Scottish Borders Council Area Offices, Corporate Resources Department, Albert Place, Galashiels TD1 3DL. Telephone 01896 754751. (Galashiels, Lauder and Selkirk Funds).

Scottish Borders Council Area Offices, Corporate Resources Department, High Street, Hawick TD9 9EF. Telephone 01450 375991. (Hawick, Jedburgh and Kelso Funds).

Scottish Borders Council Area Offices, Corporate Resources Department, Rosetta Road, Peebles EH45 8HG. Telephone 01721 720153. (Peebles Fund).

\* Insert name of Fund.

HAWICK WELCOME INITIATIVE  
Report of the management committee  
and financial statements

For the year ended 31 December 2015

Company Number SC 287256

Supported By:

Hawick Common Good Fund  
Scottish Borders Council  
And Local Businesses



TRACEY KIRKPATRICK & Co ACCOUNTANTS

## Hawick Welcome Initiative

### Report of Management Committee

The Management Committee have pleasure in submitting the Report and Accounts of the Hawick Welcome Initiative for the year ended 31 December 2015.

### **References and Administrative Details**

Company Number SC287256

Principal Office Collena  
4 West Stewart Place  
Hawick  
Scottish Borders  
TD9 8BH

Accountants Tracey Kirkpatrick & Co Accountants  
Suite B, 1 North Bridge Street  
Hawick  
Scottish Borders  
TD9 9BD

Bankers Royal Bank of Scotland  
31 High Street  
Hawick  
Scottish Borders  
TD9 9BX

The Directors of the Company who served during the period were as follows :-

John A Yallop (Appointed 8 July 2005)

### **Objectives and Activities**

Hawick Welcome Initiative exists to improve the quality of the tourist experience in Hawick and the surrounding area and to improve the overall performance of businesses operating in Hawick's tourism / retail sector.

The organisation was incorporated on 8 July 2005 and on 1 January 2006, it took over the activities of the previously unincorporated body of Hawick Welcome Initiative.

### **Structure, Governance and Management**

Hawick Welcome Initiative is a Company Limited by Guarantee and does not have a Share Capital. It is governed by its Memorandum and Articles of Association. The Company is organised through regular meetings of Management Committee and administered by the Secretary. In the event of the Company being wound up, members are required to contribute an amount not exceeding £1.

### **Review of Risk**

As stated above, the Management Committee exercise control over the Company through regular meetings and with the support of the Secretary and Treasurer. Regular reports on activities and finances enable the Management Committee to mitigate exposure to the major risks.

Hawick Welcome InitiativeReport of Management Committee (Cont)**Achievements, Performance and Financial Review**

The Company's main area of activity is it's provision of 'Welcome Hosts' within the town. The 'Hosts' assist tourists on their arrival and inform them of places of interest, etc.

Local businesses pay a membership fee in exchange for an advertisement in the tourism brochure, which is distributed by the 'Hosts' and local shops. This generated income in the period of £4,940.

During the period the Company received Grants totalling £4,500.

**Reserves Policy**

The reserves are needed to meet the working capital requirements of the Company.

**Statement of Responsibilities of the Management Committee Members**

The Management Committee are responsible for preparing Accounts for each financial period which give a true and fair view of the state of affairs of the Company and of the Income and Expenditure of the Organisation for that period. In preparing those Accounts, the Management Committee are required to:-

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the accounts on a going concern basis unless there are indicators to the contrary.

The management committee are responsible for keeping proper accounting records, for safeguarding the assets of the Company and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Independent Examiners**

The Company is exempt from Audit and has appointed Tracey Kirkpatrick & Co Accountants as Independent Examiners.

By Order of the Management Committee

Secretary  
Collena  
4 West Stewart Place  
Hawick  
Scottish Borders  
TD9 8BH

8 March 2016

Independent Examiners Report ToHawick Welcome Initiative

We have examined, without carrying out an audit, the Accounts for the year ended 31 December 2015 set out on pages 4 to 7.

**Respective Responsibilities of Management Committee and Independent Examiners**

As described on page 1, the Management Committee Members are responsible for the preparation of the Accounts and they believe that the Organisation is exempt from an audit. It is our responsibility to examine the Accounts and, based on our examination to report our opinion, as set out below, to you.

**Basis of Opinion**

Our examination consisted of comparing the accounts and the accounting records kept by the Management Committee and making such limited enquiries of the Management Committee Members as we considered necessary for the purpose of this report.

The examination was not an audit conducted in accordance with Auditing Standard. Accordingly we do not express an audit opinion on the accounts. Therefore our examination does not provide any assurance that the accounting records are free from material misstatement.

**Opinion**

In our opinion, according to the best of our knowledge and belief and in accordance with the information and explanation given to us, the Financial Statements and notes thereon have been properly prepared from the Management Committee's records and have been prepared in accordance with the Companies Act 2006.

Tracey Kirkpatrick & Co Accountants  
Suite B, 1 North Bridge Street  
Hawick  
Scottish Borders  
TD9 9BD

8 March 2016



Hawick Welcome InitiativeIncome & Expenditure Account  
Year Ended 31 December 2015

	£	2015 £	£	2014 £
<b>Income:</b>				
Membership Fees Received				
Other Income		4,940		6,300
Grants Received -		2,773		1,013
Hawick Common Good Fund	2,500		2,500	
Jazz Concert Grant	-		5,000	
Scottish Borders Council	2,000		-	
		4,500		7,500
<b>TOTAL INCOME</b>		12,213		14,813
<b>Expenditure:</b>				
Wages	3,313		3,762	
Management Fees	1,200		1,200	
Administration Fees	-		800	
Other Expenses	7,880		10,438	
		12,394		16,200
<b>NET SURPLUS / (DEFICIT) FOR PERIOD</b>		(181)		(1,387)

**CONTINUING OPERATIONS**

The company's activities commenced on 1 January 2006.

**TOTAL RECOGNISED GAINS AND LOSSES**

The Company has no recognised gains and losses other than the profits / (loss) for the current period or previous periods.

Hawick Welcome Initiative

Balance Sheet

As At 31 December 2015

	Notes	2015 £	2014 £
<b>Fixed Assets:</b>			
Plant & Equipment	2	608	760
<b>Current Assets:</b>			
Prepayments		317	161
Bank		2,050	1,014
		<u>2,975</u>	<u>1,936</u>
<b>Creditors:</b> amounts falling due within	3	<u>(1,470)</u>	<u>(250)</u>
<b>NET ASSETS</b>		<u><u>1,505</u></u>	<u><u>1,686</u></u>
<b>Represented By:</b>			
GENERAL RESERVE	4	<u><u>1,505</u></u>	<u><u>1,686</u></u>

For the year ended 31/12/15 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain an audit of its accounts the year in question in accordance with section 476. The director's acknowledge their responsibility for: (i) Ensuring the company keeps accounting records which comply to the Companies Act 2006; and (ii) Preparing accounts which give a true and fair view of the state of affairs of the company as at the end of its financial year, and of its profit and loss for the financial year in accordance with the Companies Act 2006 and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

The Accounts were approved by the Management Committee on 8 March 2015 and were signed on its behalf by

- Director

Hawick Welcome InitiativeNotes To The Accounts  
Year Ended 31 December 20151. **Accounting Policies****Basis of Accounting**

The Accounts have been prepared in accordance with the Companies Act 2006, in accordance with the special provisions applicable to companies subject to the small companies' regime.

**Turnover**

Turnover represents the total invoice value, excluding value added tax, of membership fees charged during the year.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and Machinery        - 20% on reducing balance

2. **Fixed Assets****Plant and Equipment**

	Plant and equipment £	Total £
<b>Cost</b>		
At 01 January 2015	2,850	2,850
Additions	-	-
At 31 December 2015	<u>2,850</u>	<u>2,850</u>
<b>Depreciation</b>		
At 01 January 2015	2,090	2,090
Additions	152	152
At 31 December 2015	<u>2,242</u>	<u>2,242</u>
<b>Net book value</b>		
At 31 December 2015	<u>608.32</u>	<u>608.32</u>
At 31 December 2014	<u>760.40</u>	<u>760.40</u>

3. **Creditors**

Management Fees to 31 December 2015	1,200.00
Accountancy Fee to 31 December 2015	270.00
Creditors	<u>1,470.00</u>

4. **General Fund**

Surplus as at 31st December 2014	1,686.21
Surplus (Deficit) for period	(181)
Balance as at 31st December 2015	<u>1,505.19</u>

## Hawick Welcome Initiative

Income & Expenditure Account  
Year Ended 31 December 2015

	HWI 2015	HCW 2015	TOTAL 2015	TOTAL 2014
<b>Income:</b>				
Grant Received - Hawick Common Good Fund	£ 2,500	£ -	£ 2,500	£ 2,500
Grant Received - Scottish Borders Council	2,000	-	2,000	-
Grant Received - Jazz Concert	-	-	-	5,000
Donation	-	-	-	135
Donation - Hawick Flower Show	-	-	-	-
Membership Fees	4,940	-	4,940	6,300
Printing / Copying	-	-	-	-
Scocha Concert	1,880	-	1,880	-
Scocha Concert - Raffle	156	-	156	-
Scocha Concert - Bar	440	-	440	-
Coffee Morning	296	-	296	-
Coffee Morning - Quiz	-	-	-	-
Common Riding - Raffle	-	-	-	90
Jazz Concert	-	-	-	608
Jazz Concert - Bar	-	-	-	181
Bank Interest	-	-	-	0
	<u>£ 12,213</u>	<u>£ -</u>	<u>£ 12,213</u>	<u>£ 14,813</u>
<b>Expenditure:</b>				
Wages - Welcome Hosts	£ 3,313	£ -	£ 3,313	£ 3,762
Management Fees	1,200	-	1,200	1,200
Professional Fees - Planning	-	-	-	-
Administration Fees	-	-	-	800
Hawick Welcome Broucher & General Printing	4,728	-	4,728	4,728
Printing / Copying Costs	-	-	-	-
Treasurer's Honorarium	250	-	250	250
Chairman's Honorarium	-	-	-	-
Scocha Concert Expenses	1,971	-	1,971	-
Scocha Concert - Bar Expenses	-	-	-	-
Jazz Concert Expenses	-	-	-	3,749
Jazz Concert - Bar Expenses	-	-	-	40
Coffee Morning Expenses	-	-	-	-
Postage, Stationery & Advertising	43	-	43	416
Signage and Bunting	-	-	-	-
Insurance	320	-	320	556
Uniforms & Interviews	59	-	59	175
Accountancy	300	-	300	250
Depreciation	152	-	152	190
Bad Debts	-	-	-	-
Miscellaneous	58	-	58	83
	<u>£ 12,394</u>	<u>£ -</u>	<u>£ 12,394</u>	<u>£ 16,200</u>
<b>NET SURPLUS FOR THE YEAR</b>	<u>-£ 181</u>	<u>£ -</u>	<u>-£ 181</u>	<u>-£ 1,387</u>

This page does not form part of the statutory financial statements