

ENCOURAGING SUSTAINABLE ECONOMIC GROWTH CORPORATE TRANSFORMATION PROGRAMME















Borders Railway Blueprint

By working with a range of partners, including Scottish Government and Scottish Enterprise, we will deliver actions to maximise the full economic and social benefits.



Benefits

Population arowth

: More jobs

Inward investment Safer travel Tourism arowth

Improved perceptions of area

Key Milestones

Apr-Jun '16

Steam Train second year pilot

Submission of Tourism

announcement in June 2016

and Midlothian in June 2016

 Approval of ScotRail Tweedbank Retail Hub proposal - July 2016

Jul-Sep '16

Development of Borders Railway Corridor Master planning Destination Fund bid to Scottish Programme in July 2016 Enterprise for Scottish Borders

Follow-up EXPO travel trade

Oct-Dec '16

Final approval of Tapestry Visitor Centre Project

Completion of 1 year anniversary review

Jan-Mar '17

· Agreement on feasibility study for line extension

• Launch of Midlothian & Borders Tourism Action Group 'Destination Development Project' Apr-Jun '17

 Completion of Borders Railway Masterplans

 Final approval of Central Borders Business Park Phase 1

railwav

connectivity

investment

skills

housing

railway

connectivity

investment

skills

Our performance



PASSENGER NUMBERS

694,373 up to **February 2016**

568,023 6 month target

+22%



VISITOR ATTRACTION BAROMETER (MOFFAT CENTRE)

overall new statistics from Jan - July 2015 vs. **Jan - July 2016**

Midlothian attractions

Scottish Borders attractions

VISITS TO ABBOTSFORD

(excluding groups) are up 12% in the year to 4 **September 2016**. They are attributing this to the Borders Railway and the increased publicity behind it by VisitScotland, ScotRail, Scottish Borders Council, as well as by Abbotsford.

Programme highlights

A Tourism Business Development Programme has been delivered via Business Gateway and Scottish Enterprise, providing direct assistance to 48 local businesses and supporting 3 events and 5 collaboration projects over the last year.

An **Inward Investment Manager** has been recruited by Scottish Borders Council and Midlothian Council to promote new development and investment opportunities.

A **Visitor Marketing Programme** is in its second year of delivery targeting UK and international markets.

One year anniversary celebration campaign #BordersTurnsOne promoted the business and community benefits of the railway.





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