

Response ID ANON-VDDE-RP9U-K

Submitted to **Proposed Scottish Borders Local Development Plan**

Submitted on 2020-11-09 18:06:13

About you

Are you responding as an: individual, group / organisation, agent?

Individual

Individual

What is your name?

Individual name:

Charles Shelbourne

What is your email address?

Individual Email:

[REDACTED]

What is your address?

Address line 1:

[REDACTED]

Address line 2 :

[REDACTED]

Address line 3:

[REDACTED]

Town / city:

[REDACTED]

Postcode:

[REDACTED]

What is your contact telephone number?

Contact number:

[REDACTED]

Proposed Local Development Plan Menu

Where would you like to go?

Quick Comment / Supporting Information

Quick Comment / Supporting Information

Leave a quick comment about the Proposed Scottish Borders Local Development Plan, or planning and development in general.....

Quick Comment:

You must consider all forms of transport when considering the value of tourist transport groups which will boost your local communities, and one large and growing group is the motorhome and campervans tourer group.

You have parking for everyone else but motorhomes: coach parks (not too busy this year), lorries (lorry parks and loading bays), disabled drivers in cars (permits and special spaces), bus and train passengers (stations with toilets, hotels (struggling to survive), cars with both on road and off-road parking places and car parks, and marinas and yacht stations for boats (moorings with toilets, waste and water services. Why nothing at all for motorhomes?

Motorhomes need parking places too. Some are 2.3m wide and 8m long and they don't fit in roadside spaces. Please include 5-10 parking spaces in this development scheme. Motorhomes need to empty their waste tanks, and top up with fresh water every 4-5 days, so please consider installing at least one service point, with a drive over drain, and taps. In a lot of foreign motorhome parks they install electric points, like those in marinas. They are most useful in winter when their solar power is weak.

Motorhome occupants are big spenders, having a lifetime of savings to spend as they tour for weeks and months all year round. Parked in town close to tourist attractions, pubs and restaurants, entertainment and sporting venues they will spend good money in your community.

Please allocate parking spaces for motorhomes, as they have done in Hawick, and appreciate the boost to local businesses as they come by.

Do you wish to submit supporting information?

Submissions:

the hawick welcome reports19-20.pdf was uploaded

Where would you like to go now?

Submit your response to the consultation (Exit)

The Hawick Welcome – How Hawick Welcomes Its Tourists and reaps the benefits from motorhome tourists

Information provided by: [REDACTED], Chairman, 'Future Hawick' (Reports, 2019-20)

2019 REPORT

“It is a pleasure to present our second Annual Report as organisers of the ‘Hawick Welcome’, which I believe builds on the success of our initial involvement in 2018. This year has been no less hectic, but lessons learned last year have stood us in good stead.

The 2019 project, which is supported by 56 local businesses and 5 associate advertisers, as well as enjoying the support of Hawick councillors, involves the presence of distinctive uniformed hosts at key areas to welcome visitors to the town, providing relevant information and distributing the Hawick Welcome brochures.

This year we employed five Hosts. In addition to the normal day shift pattern, we introduced a one hour evening shift this year to ensure we capitalised on the many visitors who arrived later in the day. When we started in May, we set out to improve on last year’s total of 4,677 visitors welcomed to the town, our aim being 5,000.

I am delighted to say that we made that total, and just a little bit more, with 5,174 visitors welcomed by mid-September, 2019.

As with last year, assessing the economic benefit of the Hawick Welcome to the town is not an easy task, but the evidence we have, albeit only from anecdotal information from Hosts and businesses in the town, is that our visitors can spend considerable sums when they arrive.

The object of the Hawick Welcome is to enhance visitor experience to, and promote a positive image of, the town, thus improving the town’s tourism and retail sector.

Part of the Hosts’ duty is to record visitor contacts and liaise with local businesses which enable measurement of the impact and success of the project. Feedback from businesses and the wider community show that the personal greeting given by the Welcome Hosts is much appreciated by visitors with many favourable comments received.”



Overview of Arrivals, 2019

PERIOD	Own Transport	Coach	Campervan	Total
29/31 May	258	95 (3)	31 (16)	384
01/30 Jun	565	412 (10)	185 (89)	1162
01/31 July	523	510 (13)	236 (115)	1269
01/31 August	737	721 (17)	243 (115)	1701
01/14 Sep	119	457 (12)	82 (37)	658
TOTAL	2002	2195 (55)	777 (372)	5174

*The figures in brackets indicate the number of coaches and **campervans** visiting in the designated period.*

The 2019 survey was carried out by the Hosts, over the period from 29th May to 14th September working 7 hour daily shifts, for 6 days per week. (Hosts did not work Sundays). While the figures varied considerably on a month-by-month basis from 2018, **it was pleasing to note the increase in coach and campervan visitors.**

Visitor Groups

While numbers increased in each of the categories from 2019, **the biggest increase was in couples visiting the town. As with 2018, the vast majority of couples were campervan visitors.**

The Campervan Welcome is still very much a factor in encouraging motorhome owners to visit Hawick. Responses this year show that as well as the UK and close continental Europe, **campervans are now arriving from the Nordic countries, Italy and Spain.** The Hosts also reported instances of **visitors from Canada, Australia, and the USA arriving in hired campervans. Many campervan visitors return for a second, third and fourth time because of its popularity.**

While there was a decrease in visits from the Scottish Borders and southern England compared to 2018, it was pleasing to note that visitors from the rest of Scotland and North of England increased greatly... while visitors from outside Europe were principally from Australia, Canada, and USA, other nationalities included China (inc Hong Kong), India, Japan, Fiji, Russia, South Africa, and Malaysia.

Visitor Comments

"What a lovely town this is. Really glad we stopped" Couple from Wisbech, Cambridgeshire

"Came especially to visit the Steve Hislop and Jimmy Guthrie rooms at the Museum and was very impressed" Motorcycling Enthusiast from Arbroath, Angus

"We're camping at Keilder but came up for the day. Your Park is a must visit attraction"
Family from Pontefract, Yorkshire

“What a friendly welcome! Wish we had Hosts in Holland” Campervan Couple from Groningen, Netherlands

“Nice to be back, we always get a great welcome when we come to Hawick” Campervan Couple from Barnstaple, Devon

“Hawick is a really good base for a few days walking in the Borders” Group from Alnwick, Northumbria.

“This is our first visit and there’s so much to see and we’ve so little time to do it in. We’ll definitely be back” Couple from Worksop, Nottinghamshire

Visitor Issues

1: While the problem abated somewhat thanks to a greater police presence, our campervan visitors still endured **the ongoing issue with boy/girl racers** in the Common Haugh car park throughout the season. Concerns were still expressed on dedicated Facebook pages and the problem needs to be eradicated.

2: Suggestions have come from campervan visitors that a **coin operated waste disposal point** be provided in the Common Haugh. Offers of contribution towards the cost have been indicated.

3: The provision of **adequate sizeable litter bins and their frequency of changeover was a source of complaint** on several occasions both from visiting campervanners and the local community. Several instances of over-flowing bins and litter scattered across the Haugh were noted and a better monitoring service requires to be introduced as a priority.

4: Comments continued concerning **the lack of adequate signage to parking areas** and inadequacy of direction signs for attractions. A central information board in the Common Haugh would be of great benefit.

Conclusions

1: The Hawick Welcome is an initiative recognised by the local business community for the economic benefit it brings to the town. It remains popular and appreciated by visitors for its friendly and helpful welcome.

2: The changes implemented in 2019 (additional Host working, etc) proved successful with an increased number of visitors welcomed to the town. Particularly pleasing was the increase in coach visitors coming to the town. Identifying and targeting Borders hotels catering for coach parties with the Hawick Welcome Brochure has proved a successful strategy.

3: The Hawick Campervan Welcome continues to succeed with increased visitor numbers for another year. It is an essential part of the Hawick Welcome, and succeeds because it has been recognised in the UK and Europe as a unique (and free) town centre stopover, and is publicised on dedicated Facebook pages. It has become a year round stopover venue.

4: Hawick should continue to look south as far as its leisure and tourism market is concerned. Visitors from the south continue to be pleasantly surprised by what Hawick has to offer in the way of quality shopping, visitor attractions, and events.

5: The problem of boy/girl racers in the Common Haugh, while less of a problem in 2019, needs to be completely eradicated if we are to continue to attract campervan visitors. While visitor numbers are good, the power of social media to publicise just one bad incident can harm Hawick's reputation as a visitor destination.

6: The need for an audit and replacement of direction and information signage in the town to allow visitors better access to the many attractions is becoming urgent. Indications are that this will be undertaken in conjunction with the flood defence works but action is needed now.

2020 REPORT

INTRODUCTION

Because of the restrictions in place due to the Covid-19 pandemic, it was not possible to run a full season of the 'Hawick Welcome', however a brief respite offered the chance to employ Hosts for a short period in August, and together with **continued monitoring of campervan visitors to the town over the July to September months, records which show a pleasingly healthy list of visitors, was compiled.**

Given the economic circumstances caused by the lockdown, Future Hawick decided that no brochure advertising charges would be levied until 2021, and funded Host wages etc, from its own reserves.

VISITOR ANALYSIS

During the August period of operation the Hosts welcomed 1,049 visitors to the town. The figure for the same period last year (2019) was 1,701 but this included 721 in coach parties which did not operate this year, so we believe that visitor numbers have held up well and in some cases exceeded expectations. **Of these visitors 207 were in campervans (about 1/5th).**

As far as region of visitor residence is concerned, the Hosts welcomed 47 visitors from the Scottish Borders, 205 from the Rest of Scotland, 432 from the North of England (above Leeds/Manchester line), 334 from other parts of the UK, 29 from Europe, and 2 from across the world.

Of the visits to the town, 78 were half day maximum visits (275 visitors), 74 were day visits (261 visitors), 138 were visits of 2/4 days (487 visitors), and 7 were visits of 5/7 days (26 visitors). There were no visits of 8 days or over. Future Hawick believes that these figures reflect the Covid-19 restrictions with longer holidays giving way to days out and short breaks.

CAMPERVAN VISITS TO THE COMMON HAUGH

In addition to normal Hawick Welcome duties this year, the Hosts maintained records of campervan visitors to the Common Haugh for the period from **1st July to 26th September**. This was considered particularly necessary given that parking space accommodation had been considerably reduced and Commercial Road (main A7 trunk route) closed to allow for the food prevention works. It is pleasing to note that visitor numbers have held up remarkably well, with **249 campervan visits recorded against 267, for the same period in 2019.**

CONCLUSION

“Hawick continues to enjoy popularity as a stopover or short break visitor destination. As in previous years many who come are return visitors, returning because of the friendly welcome they have received from the Hosts and the townspeople in general.

While the pandemic has severely restricted visitor numbers from Europe and further overseas, and prevented the organisation of events and festivals, visits from the UK have held up remarkably well and generally exceeded expectations.

The Hosts continue to receive many positive and complimentary comments about the town and the welcome given by the community and businesses.

While the project length was considerably shorter this year, Future Hawick firmly believes that the **Hawick Welcome and the Hosts continue to be a great asset to the town and continue to represent very good value for money. “**

Derick Tait, Chairman, Future Hawick

Information collated by:-
www.CAMpRA.org.uk

