

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 growth
- More jobs
- Inward investment
- Safer travel
- Tourism growth
- Improved perceptions of area

Key Milestones



railway • 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

+4% Midlothian attractions **+6.9%** 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.

