



## 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 benefits.

## Benefits

Population growth

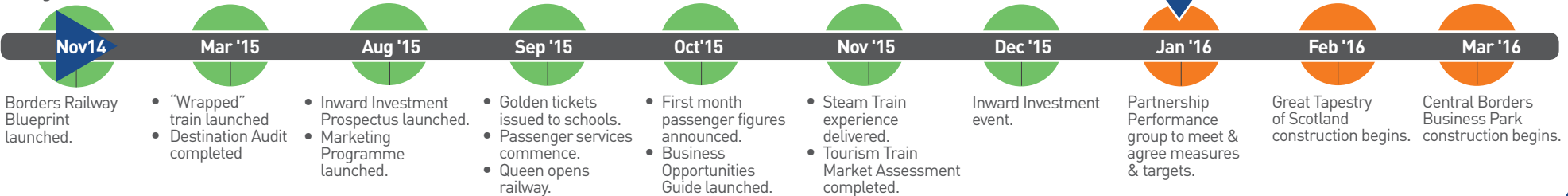
More jobs

Inward investment

Tourism growth

Improved perceptions of area

## Key Milestones



## Passenger numbers

**319,369** up to 21 Nov 2015  
**647,000** Annual Target

## Transport Scotland Baseline Evaluation 2015

### Households

**95%** aware of new line  
**80%** anticipate using the line (mainly for leisure)  
 Commuters: **70%** travel by car to work;  
**50%** commute to Edinburgh

### Businesses

**96%** aware of new line

Attitudes	Scottish Borders	Midlothian
Impact of railway on £ and customers	<b>63% +ve</b>	<b>23% +ve</b>
Impact of railway on employees	<b>45% +ve</b>	<b>15% +ve</b>

## Media Coverage

VisitScotland worked with ScotRail to deliver a Borders Railway **Media Day** on 4th Sep to showcase tourism and investment opportunities. This was a major 'team Borders Railway' effort with teams from the Scottish Enterprise, Scottish Government, Transport Scotland, ScotRail, local councils and Destination Marketing Organisations (DMOs) helping to create a strong story for Scotland and the UK.

- **93** media hosted on the day
- **273** pieces of coverage
- **70** UK national press stories
- Total audience reach of **51 million**
- #MyBordersRailway trending on UK Twitter with potential audience reach of **29 million**

## Programme highlights

A new **Inward Investment Prospectus** and promotional film has been developed to provide a wealth of information for potential investors around availability of land, grants, support etc. as well as information about living, learning and working along the route of the Borders Railway.  
<http://bordersrailwayprospectus.com/>

A new **Visitor Marketing Programme** has been developed by VisitScotland to promote the Borders Railway and Edinburgh-Midlothian-Borders destination to Scotland, UK and International markets.

This includes radio, outdoor and digital campaigns.  
<http://visitscotland.com/bordersrailway>

