



Locally-Led Destination Development Meeting
Teviot, Eskdale & Liddesdale, 6th November 2024, 10:00am
Online

SUMMARY OF MEETING

Attendees:

- Laura Addison (Fiddle Hill SC)
- Helen Anderson – Newcastleton Bunk House
- Caroline Hamilton - Teri Bikes
- Laura De Beate – Live Borders
- Emma Duncan – Creation Mill Langholm
- Lesley Landels – Love Scottish
- Fiona MacKinnon – Famously Hawick
- Gordon Muir – Teri Bikes and Town Team
- Michelle Nichol – Langholm Tourism Alliance
- Alastair Redpath – Project Hawick
- David Hope-Jones – SSSA
- Sarah Macdonald - SSSA

Apologies:

- Shona Sinclair – Live Borders

Lead SSSA business contact in Teviot, Eskdale & Liddesdale

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Purpose of meeting:

As part of its Locally Led Destination Development work, every six months, the South of Scotland Destination Alliance (SSDA) brings together local tourism businesses and community representatives in each of the 14 areas of the South of Scotland.

Full details can be found at:

www.ssdalliance.com/destination-development/

This meeting was arranged to allow local tourism organisations to:

1. Highlight their own **local priorities** to strengthen tourism in the area and develop work collectively against these
2. Be briefed on the **new local area video and webpage** on ‘Scotland Starts Here’, and feed into the development of these local pages.
3. Be briefed on **progress against the Responsible Tourism Strategy**.
4. Get engaged and benefitting from the SSDA’s **Seasonality Marketing Campaign**.
5. Learn about, and get involved in, the SSDA’s **current projects to support tourism**.
6. Build **new local collaborations** between businesses.
7. Learn about the **Center Parcs** proposition for the Scottish Borders.
8. Learn about opportunities to get the most from the SSDA and ‘Scotland Starts Here’.

Priorities of local businesses:

All those attending the meeting were invited to share one thing they would like to see improved about tourism in the local area. Key priorities identified were:

1. **Project Hawick:** continue development of collaboration
2. **Fiddle Hill Cottage:** build on the Seasonality offering; create a positive identity around the region; queried if Teviot, Eskdale and Liddesdale was the best name for the LLDD region with regards promotion the location.
3. **Langholm Tourism Alliance:** continue to develop the collaboration
4. **Teri Bikes:** develop the Active travel offering, in particular the opportunities around e-bikes for locals and visitors. Highlighted the collaborative network of e-bike groups across the region.
5. **Creation Mill CIC:** Develop the textile offering, ensuring Langholm's role included in any narrative.
6. **Hawick Town Team:** develop the opportunities around Hawick Common Riding but equally encourage other CR teams to understand the potential for the visitor economy. Requests that SSDA presents opportunities to each CR committee. Develop the stories specific to Hawick.
7. **Famously Hawick:** Push the message that tourism is everyone's business; use everyone's voice to promote the region, driving the passion from within
8. **Love Scottish:** Develop the opportunities around the Active Cycle Way in and around Hawick. Continue to promote Hawick's manufacturing heritage and support its future, referencing the Made in Hawick initiative.
9. **Live Borders, Museum & Galleries:** Engage with visitors before arrival in area, promoting events and activities.
10. **Newcastleton Bunk House:** Keen to see how more families can be encouraged to the area (particularly Newcastleton).

The SSDA gave a response/update on what it is doing against these priorities, some of the points included:

1. **Collaboration:** We're really keen to support new collaborations between local businesses. This is a key part of what we hope we can catalyse through our Locally Led Destination Development meetings. We are keen to offer all possible support to encourage and enable new collaborations but are rarely able to be the ones to identify, propose or really drive such local collaborations.
5. **Textile promotion:** We are actively looking at how we can better leverage our textile history and have developed an outline concept for the National Tartan and Tweed Center, for the Scottish Borders. This is at a very early stage but would present a huge opportunity.
6. **Equestrian tourism (links specifically to Common Ridings):** This is an area of potential growth for us and with the right investment and collaboration we can better connect-up our various offerings, building our destination brand, to bring in more offseason visitors and establishing the South as the equestrian capital of the UK to attract high-spending visitor. Gowan (gowan@ssdalliance.com) is the lead in the SSDA team on this, she is developing a [clear strategy/next steps](#).
8. **Active Travel:** We have recently fed into the Active travel consultation with Scottish Borders Council and have ongoing discussions with policymakers to improve the infrastructure for our businesses and visitors, based on what businesses have said in these Locally Led Destination Development meetings.

The SSDA will report back in the next meeting, in February 2025, about what more it has done against the local priorities communicated in this meeting.

Representation of Teviot, Eskdale & Liddesdale on 'Scotland Starts Here':

Businesses were shown the new webpage for [Teviot, Eskdale & Liddesdale](#) on 'Scotland Starts Here' and the new video produced for this area. If you wish to [download the video](#) (Instructions on how to directly embed it included) or if you want embed via [Youtube](#). Both the content of this webpage and the promotional video came from suggestions at the last two Teviot, Eskdale & Liddesdale meetings.

The video and webpage were enthusiastically welcomed by those attending the meeting.

The SSDA encouraged local businesses to:

1. Actively signpost to 'Scotland Starts Here' so visitors engage this local page. Free marketing collateral with QR codes to SSH are available from the SSDA (posters, table talkers, window stickers etc).
2. Use the promotional video however they wish- including embedding the video, free of charge, on their own website to give a sense of the wider area.
3. Feed into the content of the local area webpage which is easy to update by the SSDA.
4. Ensure they are a [member of the SSDA](#) so their own business is represented on 'Scotland Starts Here', and ensure they keep their listing information up to date.

Call to action:

The meeting ended with businesses being reminded of 6 key actions:

- 1) [Join the SSDA](#) if you haven't already
- 2) Make sure your business listing on 'Scotland Starts Here' is kept up to date
- 3) Keep giving your feedback on the Teviot, Eskdale & Liddesdale [local area page](#) on Scotland Starts Here
- 4) Signpost visitors to Scotland Starts Here ([website](#), [app](#) and [social media](#))
- 5) Get involved in the seasonality marketing campaign:
- 6) Attend the [19th March Annual Conference](#) for South of Scotland Tourism in Peebles (early bird ticket discounts before the end of 2024).

Date of next meeting:

The next Locally Led Destination Development meeting for the Teviot, Eskdale & Liddesdale area is: Friday the 28th February 2025, 10am In Person, venue TBC

MEETING UPDATES

Progress against Responsible Tourism Strategy:

The SSDA briefed local businesses on the extensive business consultations through 2023 which informed the drafting of the all-agency 2024-2034 South of Scotland [Responsible Tourism Strategy](#).

The Strategy sets out how, by working together across the private and public sector, we will:

- [Inspire](#) more visitors to come to the South of Scotland
- [Develop](#) the visitor experience, with a focus on quality
- [Support](#) business to succeed
- [Act responsibly](#) for long-term collective benefit

Together, we will transform our visitor economy by:

1. extending the season and developing the South of Scotland as a year-round 'rural escape' destination for the 14m people within 2-4 hours travel time
2. becoming a 'go to' rather than a 'go through' destination
3. increasing international visitor numbers, who spend significantly more and stay longer than domestic visitors.

The ten-year strategy has unprecedented ambition for the South of Scotland. Together, we will:

- Increase our visitor economy by £1 billion, to £1.76bn by 2034.
- Support a further 6,000+ jobs, to 20,000 FTE posts by 2034.

The Strategy was launched in March 2024 by the SSDA and its 750 members, VisitScotland, SOSE, D&G Council and Scottish Borders Council. This is just the beginning. The SSDA will ensure all partners are held accountable to deliver this change. We will do this by:

- Having a clear [Three-year Action Plan](#), with 109 actions with clear responsibilities and delivery timescales.
- Every three months, the SSDA, VS, SOSE, DGC and SBC together publishing [a quarterly impact report](#) on what has been achieved in the last quarter and what will be delivered in the next quarter.
- Every month the SSDA posting a [5-minute video](#) sharing clear deliverables that month.
- Every week, the SSDA meeting for two hours with VS, SOSE, DGC and SBC to push these 109 actions forwards.

The SSDA briefed businesses on the progress made in the first eight months of delivery against this ten-year strategy:

The SSDA [recently announced with the Deputy First Minister](#) that the latest independent STEAM data shows:

- the South of Scotland **visitor economy grew by 20%** in the last year (£150m increase)
- there was a **14% increase in jobs**
- every £1 spend on destination marketing and management is resulting in **£275 increase** in local economic impact.

The recent announcement that [Center Parcs will build its first Scottish holiday village in the South of Scotland](#), investing £400m (the largest ever such investment in this region), creating 1200 permanent, year-round jobs and supporting £30-40m of additional salaries, bringing in c300,000 visitors a year, with £100m of spend on the site and £27m economic benefit off-site with other businesses.

Together these two announcements mean after only eight months (6% of the ten years) we are already:

- 28% of the way to hitting our economic target of £1bn
- 32% of the way to hitting our jobs creation target of 6,000

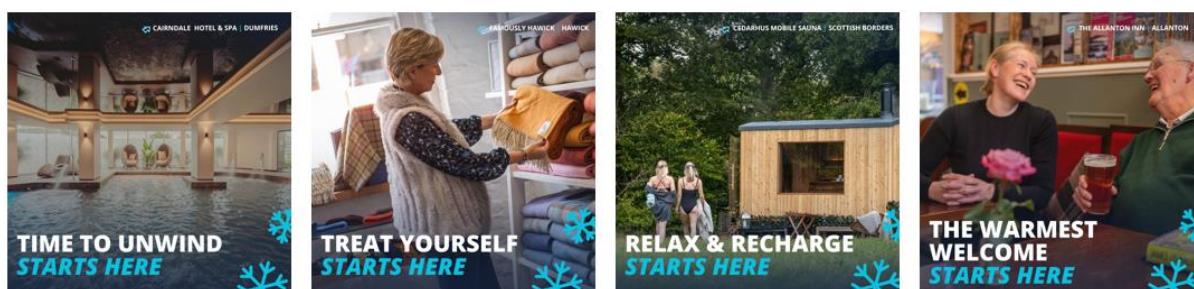
Seasonal Marketing Campaign:

[Get involved in our marketing activity with our campaign toolkit](#)



Seasonality and promoting trips to the South of Scotland in the traditional shoulder and off-season have been identified by local businesses as a priority. Establishing the South of Scotland as a year-round destination of choice is a crucial part of the South of Scotland Responsible Tourism Strategy, and as a result, the SSDA is running its second seasonal marketing campaign through Scotland Starts Here, centred around the unique themes and selling points of the region that were identified at the 2023 LLDD Meetings.

2024 builds on successful elements of the 2023 seasonal activity, growing the content on Scotland Starts Here and working closely with business to implement additional activities. The SSDA is dedicating a budget of £60,000 to promoting the South of Scotland from October to March, encouraging potential visitors to consider a break in the autumn, winter and spring.



Key messages for the 2024 seasonal marketing campaign are:

- Proximity and Accessibility: The South of Scotland is closer than you think, making it an ideal destination for a break at this time of year
- Escape and Relaxation: Rest, relax and indulge while escaping the hustle and bustle. The South of Scotland is the ideal destination to recharge and reconnect with loved ones, whatever that may look like for you. Enjoy a spa break, indulge in the local cuisine or relax by a cosy fire in a holiday cottage.
- Rural idyl: The South of Scotland is a rolling, rural, destination that offers fresh air, an authentic countryside experience, with lots of space to explore and reconnect; a warm welcome in every town and community with authentic, local experiences.

Crucially, these messages are being tied together under the wider Scotland Starts Here branding, highlighting unique experiences, events, offers and more for the wider campaign activity. For winter this for example includes dark skies, winter walks and landscapes, spa, hot tub and luxury stays, as well as festive highlights. Once again, the SSDA is also working with key partners on a local and national level to reach an even bigger audience with the campaign.

Activity & Implementation Plan
Paid Digital Activity: Ads on Facebook and Instagram targeted to chosen audience
Publishing Activity: Media partnership with The Daily Record and The Chronicle
Short-break competition: Win a seasonal stay in the South of Scotland, run via key media partners
Boosted content through SSH: Seasonal blog content, promoting new destination videos
New Seasonal Photo and Video Content
SSH Website: Update seasonal pages on 'Scotland Starts Here'
Collaboration: Working with VisitScotland & TripAdvisor on spring highlight for the SoS on TripAdvisor.com

Impact to date:

- For the first time, a competition to win a seasonal short break was run as part of the campaign activity. This attracted almost 5,000 entries and generated 2,000 additional newsletter subscriptions.
- The campaign goal was to create minimum 25,000 visits to campaign-related pages on Scotland Starts Here. This goal was reached in early December, outperforming previous seasonal campaigns significantly.
- We welcomed two travel writers to the region: Amy Lynch, editor for Lonely Planet enjoyed her first visit to the Scottish Borders, while Robin McKelvie returned to D&G to delve into the Rhins of Galloway and the Heart of Galloway.

Other SSDA work:

Businesses were briefed on other active SSDA work across three categories:

Marketing:

- 'Scotland Starts Here' website- half a million users
- 'Scotland Starts Here' app-25,500users
- Social media (B2B and B2C)- 85,000 followers and 2.4 million reach.
- Seasonality marketing campaign
- Media and PR: journalist and influencer visits
- Border rail 'Kids Go Free'

Business support:

- Travel Trade training, engagement and destination representation
- Thistle Awards
- Quality
- Workforce/skills
- Advocacy:
- Seasonal product development (e.g. mobile Sauna)
- Data
- Business toolkits

- Individual business engagement and support
- Annual Conference
- Caledonia Park partnership

Destination Development:

- Major new visitor attractions
- History and heritage
- Long distance paths
- Equestrian tourism
- Public toilets
- Events
- Brown signs
- Burns Tourism
- Food and Drink
- Visitor management
- EV Charging network
- Transport partnerships

There is lots of information on the [SSDA website](#) about all these areas of work and more, and businesses are encouraged to contact Sarah Macdonald, (sarah@ssdalliance.com). [This webpage](#) has a monthly five-minute video from the SSDA CEO, David Hope-Jones, with key highlights and an interactive mindmap of the top 50 current SSDA projects you can explore.

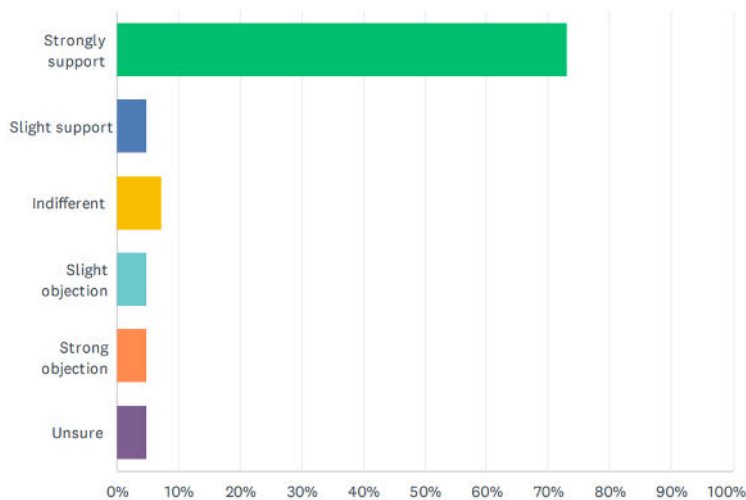
All the SSDA's consumer-facing work is under its 'Scotland Starts Here' brand. See:

- [Website](#) (500k users)
- [App](#) (25k users)
- [Facebook](#) (64k followers)
- [Twitter/X](#) (2.1K followers)
- [Instagram](#) (9.3K followers)

Center Parcs Scotland:

The SSDA briefed businesses on the [Center Parcs proposition](#). £400m was secured for the investment on the Bonds market the day before the proposed location, between Hawick and Selkirk, was announced.

The SSDA immediately launched a snapshot [survey of its members](#) which found overwhelming support for the proposition:



The SSDA is working closely with the top leadership of Center Parcs UK on this proposition. We are advocating for every one of the 300,000+ visitors to the new Center Parcs to receive 'Scotland Starts Here' marketing information, encouraging them to extend their stay and explore the South of Scotland. We are also looking to secure explicit agreements with regards the local food and drinks offering on the site. On the day of the launch the SSDA posted a [short interview with the Center Parcs CEO](#) discussing these two points.

SSDA Members will have the chance to meet the Center Parcs CEO and Chief Corporate Officer as part of these discussions to share their views and learn more about the exciting plans.

In addition to the 750-800 construction jobs, the proposed new Center Parcs site will create an estimated 1,200 permanent new jobs; the overwhelming majority of which will be locally filled. As such, it has the potential to transform the central Scottish Borders, bringing new opportunities to towns like Hawick, Selkirk, Jedburgh and Galashiels. This will give young people a reason to stay in the Borders and invest in careers in the visitor economy.

We understand that it is anticipated that this new Center Parcs village will generate around £27m of additional spend, outside the parc, with other business, in the local economy a year.

The year-round nature of the Center Parcs offering, with over 97% occupancy, will breathe new life into the Borders through the autumn, winter and spring. It will help businesses to invest in extending their season (another of the key priorities in the Responsible Tourism Strategy), knowing that there will be steady flow of higher-spending visitors 12-months a year.

Further details can be found on the [SSDA website](#) and at www.centerparcscotland.co.uk.