Maximising the Impact of Borders Railway

Sam Smith Blueprint Programme Manager

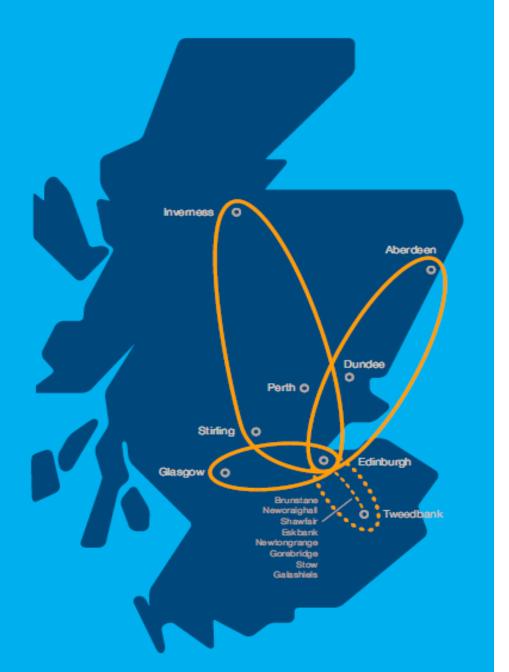


Borders Railway – Edinburgh to Tweedbank

BORDERS RAILWAY	-		
Start Date	New Rolmay	New Station Car Parks	Price
SEP · 15	30 Miles	6	£294m
From	New Simples	New/Repaired infastructure	
Edinburgh Waverley	90,000	100 Bridges/Roads/Paths	
76	New Stations	Warsars	
Tweedbank	7	1,100+ [Peak]	







The Blueprint Partners Commitment:

"We will work together to realise our ambition great places for working, investing, living, learning & visiting."

- + The Scottish Government
- + Scottish Enterprise
- + Transport Scotland
- + VisitScotland
- + ScotRail Alliance
- + Scottish Borders Council
- + Midlothian Council
- + City of Edinburgh Council



Working and Investing

- + Inward Investment Prospectus: <u>www.BordersRailwayProspectus.com</u>
- + Joint city region inward investment response
- + Business Incubator Network Feasibility
- + Development of Central Borders Business Park
- + Investment Fund
- + ScotRail Borders Railway Development Executive
- + Hotel Study

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Living and Learning

- + Integrated transport at station hubs
- + Walking and cycling infrastructure
- + Borders Railway Corridor Development Masterplans
- + Skills Development & Apprenticeships
- + Tweedbank Customer Hub
- + 'Track 2 Train' Newtongrange Station project
- + Extension Feasibility Study





Destinations to Visit

- + Marketing Programme visitscotland.com/bordersrailway
- + Tourism Destination Audit/ Market Assessment
- + Tourism Business Development Programme MBTAG Destination Project
- + Steam Train Experience Pilot
- + 'Beautiful Borders Visitor' Experience Pilot
- + Hop on Hop off Bus Pilot
- + Great Tapestry of Scotland Visitor Centre









The Financial Deal

- + £10 million pledged from the Scottish
 Government match funded by partners
 and private sector
- Nearly £9 million already spent or committed, resulting in £22 million investment





THE SUNDAY TIMES

Early Results

- + 16% rise in visitor spend in the Borders, 6.8% in Midlothian
- + 8% increase in tourism employment in the Borders, 4.1% in Midlothian
- + 74% increase in external applications to Borders College
- + New investments in restaurants, breweries, and local businesses
- + 200 new jobs and £100 million economic impact from global IT firm CGI



The New York Times

Scotland completes an almost 300-million-pound project to restore an old train line linking Edinburgh to the Scottish Borders this summer, making it easier than ever to get there. This is the first time in more than half a century that there will be trains running on this track, which was once one of the few ways of connecting the Scottish Borders area with the rest of the country.

Early Lessons Learned/ + Key Messages

- The power of partnership: local and national level commitment
- + Joint investment and delivery critical
- + Plan for delivery of wider economic impacts preconstruction
- + Transport projects deliver more than just transport benefits



Thank you – a warm welcome waits..!



www.bordersrailway.co.uk

•EDINBVRGH•

Midlothian,









