## **Borders Railway** Maximising the Impact:

A Blueprint for the Future







Scottish Borders COUNCIL

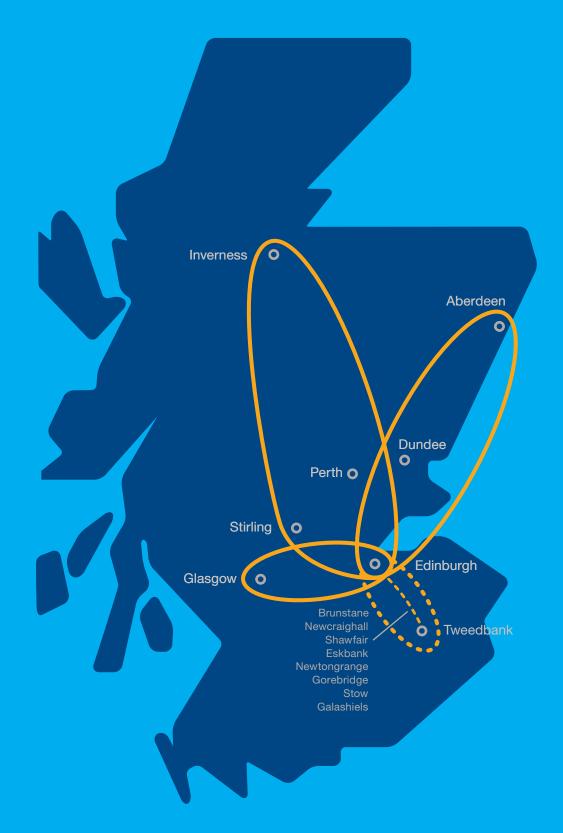
Midlothian











The Borders Railway will be one of the most strategic transport projects of the last 45 years. The diagram shows Scotland's cities and connected corridors and the new connection to the Scottish Borders. The new line will be life changing for everyone - on a local, national and international level. The scale of ambition around this project demonstrates passion, confidence and investment in Scotland as a great PLACE.

#### Foreword from First Minister



### Our ambition is to realise fully the economic benefits of the new Borders Railway.

From September 2015, the Borders Railway will re-establish passenger railway services, for the first time since 1969, between Edinburgh, Midlothian and the Scottish Borders.

On its launch, the line will be transformational in opening up communities as new places to live, work, visit, learn, play and grow. It will be a catalyst for new opportunities – whether for housing developments, businesses or as visitor destinations.

The project will enhance the Midlothian and Scottish Borders economies and deliver prosperity to those areas by providing opportunities all along the line both for existing and new businesses, ensuring that the economy in the region will thrive.

Direct transport links are key to growing Scotland's tourism industry and this new line will transform the tourism economy and support the ambitions for growth in the Scottish Borders, Midlothian and Edinburgh, reconnecting the south east of Scotland to a UK-wide network of rail and air travel hubs, and in turn to millions of potential new domestic and international visitors.

Our ambition is to locate the Great Tapestry of Scotland at Tweedbank in a new purpose built visitor hub highlighting the importance of the textile industry to the Scottish Borders. To further enhance the unrivalled attractions of the region, I am particularly delighted that steam trains will once again be running on the line in the autumn of 2015, in this most scenic and romantic of settings. The new attractions will complement those already available on the line such as the National Mining Museum Scotland at Newtongrange.

The Central Borders Business Park, located in Tweedbank, will be developed to respond to, and capitalise on, this opportunity with the provision of new high quality office accommodation, suites and facilities. The current industrial park will be redeveloped with the refurbishment and reconfiguration of existing buildings which will provide modern manufacturing, office and other facilities to meet the needs of current and new businesses.

The Scottish Government has been working with our partners from Scottish Enterprise, Transport Scotland, VisitScotland and the three local authorities - Scottish Borders, Midlothian and Edinburgh - to realise this ambition and we will continue to collaborate to capitalise on this unique opportunity.

This Blueprint, which has been signed by our partners, sets out how we will achieve our ambition.

alix Sala

Alex Salmond MSP The First Minister The Scottish Government 17 November 2014

### Our Promise

The development, construction and delivery of a new rail service for Scotland demonstrates, in itself, a high degree of vision and ambition.

However, as partners in this once-in-a-generation undertaking, we believe that the Borders Rail project is about much more than simply expanding a community's travel options, important though that is.

The overall vision which drives this fantastic initiative is to create something which delivers a whole range of benefits for the economies of Midlothian, the Scottish Borders and Edinburgh. By better connecting the city region and its communities, the new railway has enormous potential to trigger significant economic benefits for Scotland. It will help stimulate the growth of businesses, generate employment and boost tourist visitor numbers.

#### Project Partners



**Councillor David Parker** Leader Scottish Borders Council



**Councillor Owen Thompson** Leader Midlothian Council



**Councillor Andrew Burns** Leader The City of Edinburgh Council

Daniel Poscieon



Thorps

Midlothian

Andrew Burns.

•EDINBVRGH•

2

In addition, we fully anticipate that the innovative nature of the project will attract well-deserved recognition on the national and international stage.

We welcome the ambition shown by our colleagues in the Scottish Government in supporting our objectives as we work together to capitalise on an opportunity which will have a truly transformational impact on the region now and for generations to come.

The countdown to launch is now firmly under way and with less than a year to go until passengers board their new service for the first time, the challenge for all those involved in this world-class project is to ensure that we maximise the opportunities on offer. Since the project was first launched, a huge amount has already been achieved in tackling the challenges of the construction phase and ensuring our vision is realised. Our focus now is on unlocking both the immediate and long-term benefits for our communities, our businesses and people.

This Blueprint maps out in detail the next steps we plan to take in response to the challenge so that we capitalise on the opportunities we have to really make a difference to those communities and to the Scottish economy as a whole.

Working with the Scottish Government, we will jointly plan, prioritise and agree resources across our organisations to stimulate the investment we need to deliver a sustainable legacy of economic growth in Edinburgh, Midlothian, the Scottish Borders and Scotland. As Community Planning partners, we are committed to delivering the pledges we signed up to both in terms of our individual corporate plans and our targets for the wider economic benefit of the region.

However, we fully recognise that achieving our goals will only be possible with the full support of local people and businesses, our partners in universities, colleges and schools and our colleagues across the public sector.

We will continue to work together towards realising our ambition and delivering what is expected of us – great places for working, investing, living, learning and visiting.



**David Middleton** Chief Executive Transport Scotland







**Lena Wilson** Chief Executive Scottish Enterprise



Malcolm Roughead, OBE Chief Executive VisitScotland



Scottish Enterprise

Scotland

### The Journey So Far

In 1849, the Edinburgh-Hawick Branch of the North British Railway Company opened and an extension to Carlisle followed in 1862.

Known as "the Waverley Route" (after the first published novel of celebrated Borders resident Sir Walter Scott), it provided direct rail services between Edinburgh, the textile towns of the Borders and North Yorkshire and onward to London St Pancras, for 107 years.

Despite an estimated 500,000 passenger journeys a year and the carriage of over 50,000 tons of freight a week, by the 1960s the line had been identified by the Beeching Report as not suitable for retention and closed on January 6 1969, a decision that had an adverse effect on subsequent development in the area. Forty-six years on however, the Borders Railway will begin scheduled services on 6 September 2015. The £294 million project will deliver the longest new domestic railway in the UK for more than 100 years, offering a once-in-a-generation infrastructure investment and economic development opportunity for Scotland. It will provide a modern, sustainable connection between Edinburgh and the communities of Midlothian and the Scottish Borders, increasing their participation and role in the city region, and vice versa.

In 2000, the three local authorities began working on the development of a business case for the Borders Railway. As a result of their efforts, and lobbying by the Campaign for Borders Rail and Borders Transport Futures, significant support was secured from Scottish Government, Scottish Enterprise and the rail industry. A Bill in the Scottish Parliament was granted Royal Assent and led to the passing of the Waverley Railway (Scotland) Act 2006.





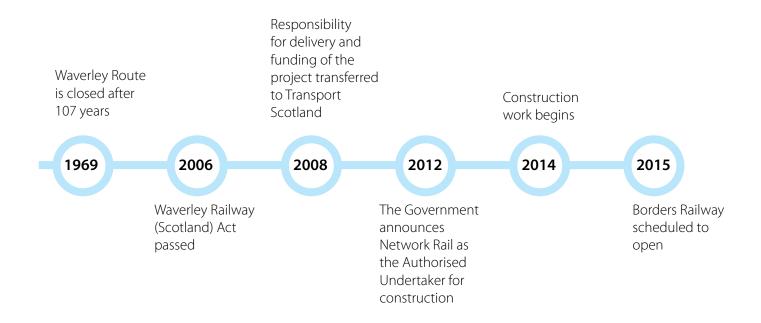
Responsibility for delivery and funding of the Project transferred to Transport Scotland in 2008. In 2012 the Government announced that Network Rail, as Authorised Undertaker, was required to construct the whole of the railway, including all of the stations. With over 100 planning and prior approval applications, Network Rail and their lead contractor, BAM Nuttall, worked closely with the three Councils and advanced works began in 2013.

In April 2014, actual construction began and has involved:

- extensive mining remediation and just under a million tonnes of earth moved
- 30 miles of new railway and 90,000 sleepers laid
- Development of seven rail stations and six station car parks
- over 100 new and repaired bridges, road and path upgrades
- signalling, telecoms, accommodation works and a train servicing facility
- 1,100 workers at peak construction

#### BORDERS RAILWAY





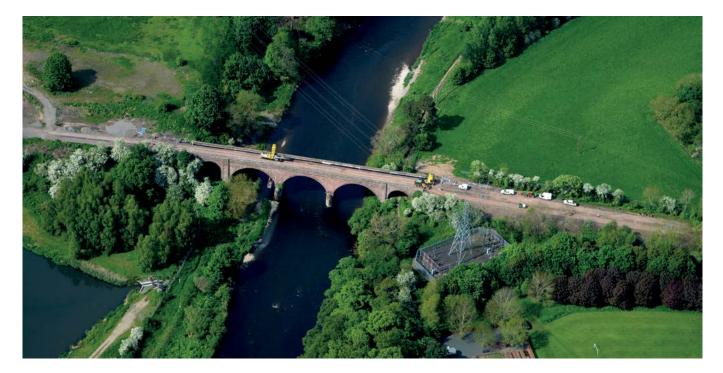




Trains will run every half hour and the journey from Edinburgh Waverley to Tweedbank will take less than an hour. Increased travel options, efficient access and better connections to stations at Shawfair, Eskbank, Newtongrange and Gorebridge in Midlothian and Stow, Galashiels and Tweedbank in the Scottish Borders, will be a catalyst for significant development opportunities. A two-way flow, connecting people to jobs, will deliver significant economic and social benefits and fundamentally change the perception of our communities amongst investors, employers, visitors and residents. This Blueprint aims to ensure these economic benefits are realised.

#### Our vision:

By 2020 the benefits of better transport connectivity will continue to spread across Midlothian and the Scottish Borders. The region will have experienced significant economic and population growth from new and affordable housing, commercial and tourism development, a diversifying business base and new demand for learning and skills. Working in partnership with the business community, the challenge of delivering an ambitious programme of activity will have been met.



Artist's Vision for Tweedbank Station and Central Borders Business Park looking back up the Borders Railway Line to Edinburgh

×

### Great Locations for Working and Investing

## Edinburgh, Midlothian and the Scottish Borders contribute significantly to Scottish wealth and jobs

The value of goods and services produced in Edinburgh, Midlothian and the Scottish Borders is just under £20 billion, about 20% of Scotland's wealth. Over 11,000 businesses in Edinburgh, Midlothian and Scottish Borders operate in Scotland's growth sectors - food and drink, creative industries, sustainable tourism, energy, financial and business services and life sciences. Accounting for 18% of the council areas' wealth, they generate £3.5 billion of additional value to the Scottish economy.

While the three council areas punch above their weight in Scottish terms, Midlothian and the Scottish Borders account for around a third of these businesses, but contribute just over a tenth of the value. Midlothian and the Scottish Borders have fewer companies active in business and financial services and creative industries, but proportionately, three times the

"The Borders Railway will be a transformational piece of infrastructure for the Scottish Borders. It will provide a huge boost to businesses like ours, bringing new customers and new opportunities to showcase our products. We are already busy preparing for its arrival."

> **John Henderson** Owner, Born in the Borders

number of companies in food and drink and tourism, reflecting their strength in these sectors.

#### Incentivising businesses to grow and expand and delivering a vibrant economy

We want to grow our businesses and the number of higher value and better paid jobs they provide. The investment in railway infrastructure will make Midlothian and the Scottish Borders better locations for businesses to invest. Now we need to respond with a level of support that incentivises growth in more productive business activity, and capitalises on the advantage we have in tourism and food and drink production. Our overall aim is to increase the proportion of growth sector activity, bringing it closer to Edinburgh levels. 24,000 people a day commute to Edinburgh from Midlothian and the Scottish Borders, three-guarters of the total number of commuters from these areas. Estimates indicate an increase of 57,000 jobs in the Edinburgh City Region by 2030, 60% of these within the City of Edinburgh itself. Our Blueprint will seek to accommodate this growth, making it easier for people in Edinburgh to commute to Midlothian and the Scottish Borders, maximising the two-way flow the Borders Railway will create, widening the labour catchment and making it easier for businesses to recruit. We will continue to develop our work to create a vibrant economy providing access to development land, skilled people and capital.



"We are convinced that the presence of this important rail link we have to the Scottish Borders and Edinburgh and onwards into the national network, will result in enhanced and increased opportunity for business expansion, and will very much help ensure the future prosperity of the region"

George Archibald Chief Executive, The Business Partnership and Midlothian and East Lothian Chamber of Commerce



"The Borders Railway will help our business attract the best people to work with us. As a location, we will attract more leisure visitors and this will help stimulate footfall in our cafes, shops and restaurants, and long term I anticipate more entrepreneurs relocating here to capitalise on the quality of the place to live and work – it is an opportunity for all of us."

Raymond Kerr Director and Co-Founder of Qube GB Limited





Central Borders Business Park – detail from artist drawing

Combined with the roll-out of fibre-optic high speed broadband and improvements through Digital Scotland, and boosted by inward investment incentives through the new assisted area location in the Railway Corridor area, this part of Scotland will be even more attractive as a location in which to work and invest – a 21st century business destination.

#### Investment

- We will transform Tweedbank Industrial Estate to create the Central Borders
  Business Park, providing high amenity 'city centre' office accommodation, suites and facilities. In Phase 1 we aim to provide nearly 2 hectares of new serviced development land and up to 1,000 sqm of office space for sale or let. In subsequent years further expansion will deliver an additional 2,300 sqm of space. Phase 2 will provide a mixture of refurbished and replacement industrial and office space and, in addition, provide up to an extra 3,000 sqm of new mixed-use business space, safeguarding current levels of employment and delivering additional jobs.
- We will launch a Borders Railway Prospectus in the form of a PR and marketing campaign which promotes site-specific development opportunities in the Railway Corridor and Station Hub areas to housing, commercial and leisure developers. It will also target new and expanding businesses and public sector agencies who, until now, have not considered the area as a competitive base from which to operate. We will provide an integrated Borders Railway Inward Investment Response by Scottish Enterprise, Scottish Development International, Skills Development Scotland and the three Councils, working with these businesses to support their ambitions to grow and maximise new markets.
- We will boost our investment in business infrastructure and support with the **Borders Railway Investment Fund** supporting expanding companies to develop and implement projects.



Central Borders Business Park – plan

### Great Communities for Living and Learning

## Midlothian and the Scottish Borders are fully integrated into a growing City Region

In 2012, the population of the Edinburgh, Midlothian and Scottish Borders local authority areas was 680,000 of whom just under 70% were of working age. In the ten years since 2001, although combined working age population has grown, it has done so at a slower rate than Edinburgh and other better connected places in the City Region.

Linked to encouraging a new sustainable way of living will be new housing masterplans along the Borders Railway corridor. Affordability policies will ensure that local people are not priced out, and a strategy of innovative sustainable retrofitting of current housing stock will help reduce living costs.

Current housing masterplans include Shawfair (bordering the City of Edinburgh) and Redheugh to establish a new community at Gorebridge. Along with the neighbouring communities of Danderhall, Newton and Millerhill, Shawfair station will serve over 4,000 new homes, three new schools and 24 hectares of employment land as part of a £200 million development plan. Redheugh will deliver capacity for 1,300 homes.

Focused around the Scottish Borders' towns of Galashiels, Selkirk, Hawick, Kelso and Jedburgh, there are significant opportunities for housing investment with over 3,700 development sites, as well as settlement expansion close to Tweedbank.

#### Attracting skilled people to live in Midlothian and the Scottish Borders

We have delivered the Borders Railway. Now we can attract more people and families to live in Midlothian and the Scottish Borders and enjoy the quality of the place we live in. We want to connect and grow communities – the former coalfield communities of Dalkeith, Woodburn, Mayfield, Easthouses and Gorebridge or the textiles communities of Galashiels – areas that are still responding to the effects of industrial decline. Total population in the three Council areas is projected to increase by over 20% by 2037 with working age growth lagging at 15%. But within the city region, estimates indicate only a modest population rise in Midlothian and a decline in the Scottish Borders – the challenge is clear.

By improving access to skills and learning, we will continue to develop the workforce our local communities and the wider Scottish economy need.

Edinburgh has the most skilled workforce of any major city in the UK and through our schools, colleges and universities, and by working with industry and Skills Development Scotland, we must raise attainment to respond to the demands of the 'world of work' and the needs of expanding and relocating businesses, as well as Edinburgh employers.



Borders Campus, Galashiels - home to the Scottish School of Textiles & Design





"The railway coming to the Borders provides the College with the opportunity to offer excellent skills and training opportunities to a wider market and also allows us to deliver additional skills to support the business growth and economic developments which will follow the arrival of the train."





We expect new travel-to-work/ study patterns to emerge, reflecting the new economic geography being created. Eskbank station will provide ready access to the Midlothian Community Hospital and a ten minute rail link between Edinburgh College campuses in Midlothian. Shawfair will link to the Royal Infirmary of Edinburgh, delivering benefits to patients and visitors from Midlothian and the Scottish Borders. New and improved bus routes from the Galashiels Transport Interchange will distribute people across the towns of the Scottish Borders.

With new stations in Galashiels and Tweedbank, Borders College plans to grow the number of pupils participating in the Hospitality and Tourism Academy (in partnership with Queen Margaret University and Edinburgh College), expand its existing engineering provision and widen its STEM (science, technology, engineering and maths) and construction curriculums.

#### Investment

- We will continue to collaborate on our development plans to ensure there is a generous supply of housing land to cater for the increase in people and families living here. Based on the Strategic Development Plan that sets out our housing land requirements between 2009 and 2024, we will have identified land to deliver around 24,000 homes in Midlothian and the Scottish Borders.
- We will integrate rail with other transport modes available around each of the station hubs, delivering existing and new bus services that provide access to housing, work and our tourism attractions and creating a network of road and tourist signage to stations.
- We will fund and deliver a Modern Apprenticeship Programme reflecting the STEM subjects, Tourism/ Hospitality and Construction curriculums.
- We will develop and market fully functional walk and cycle routes and multi-use paths directing pedestrians and cyclists on to the wider path network and into our town centres.
- We will scope potential further feasibility work around extending the Borders Railway line towards Hawick and Carlisle, including turning options at and beyond Tweedbank.



Creative production at Lindean Mill Glass

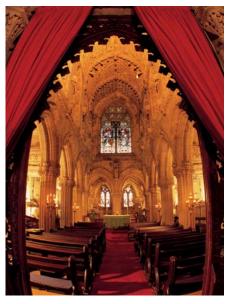
5

"We are very excited about the re-opening of the Borders Railway. For commuters and tourists alike, the line will provide opportunities to enjoy the beautiful scenery and many attractions on offer between Edinburgh and the Borders."

Gillian Rankin Marketing & Events Officer, National Mining Museum Scotland

#### Great Destinations to Visit

### Tourism is key to the economic development of Edinburgh, Midlothian and the Scottish Borders



Rosslyn Chapel



The tourism sector not only supports 6,000 jobs in the region, it helps to put the area and Scotland on the world stage. In 2013, approximately 4.3 million people visited Edinburgh, the Lothians (including Midlothian) and the Scottish Borders, spending £1.3 billion.

Edinburgh accounts for more than 80% of this expenditure and the Borders Railway will inspire these visitors to spend more time in Midlothian and the Scottish Borders.

We are ready to welcome the world to our great destination. We have already supported the industry with a £12 million investment in Abbotsford, the Home of Sir Walter Scott, invested in the National Mining Museum Scotland at Newtongrange, developed plans for Dalkeith Country Park, and regularly support major national and international sporting events such as the Melrose 7s and cultural events like the Borders Book Festival.

But that's only the beginning. We're committed to continually supporting our tourism and food and drink sectors to ensure we are ready to capitalise on the excellent opportunity we now have to raise the profile of the area as a key visitor destination.

#### Supporting our businesses to capitalise on new markets

The Borders Railway is a fundamental part of delivering our Tourism Scotland 2020 Strategy and promoting growth in Scotland's visitor economy to 2020. By 2016, the Borders Railway will be delivering an annual capacity for 1.9 million return journeys and we want to see a significant proportion of these being used by visitors.



The Edinburgh Festival



# "The opening of the Borders Railway in 2015 presents exciting opportunities for the Borders region and for Abbotsford. We are already making plans to create offers and promotions specifically for railway passengers visiting us."

Emma McCallum Marketing & Communications Officer, Abbotsford – the home of Sir Walter Scott

We are responding to this ambition by developing new and exciting projects that will only happen as a result of the Borders Railway. The Railway offers a major opportunity to become part of the tourist experience in its own right – a direct connection to Edinburgh's 4.3 million visitors allows us to explore delivery of a steam train experience. We are confident that a regular seasonal steam train and charter service will become a permanent fixture, complementing the new franchisee Abellio's plans to include the Borders Railway as one of its Great Scenic Railways of Scotland.

Reflecting "Town Centres First" we want to connect visitors to our towns and the attractions they provide and also maximise locations such as Eskbank, Stow and Galashiels stations which lie at the heart of our walking and cycling routes.

Building on this, we want to create a permanent home for the Great Tapestry of Scotland, realising the vision which the Trustees of the project have for the world's longest tapestry.

Our attractions, accommodation providers, local producers, pubs and restaurants are all developing new ideas and products to further enhance their quality. We're proud to support their enterprise and hard work.

#### Investment

- We aim to deliver a fitting home at Tweedbank for the 160 panels of the Great Tapestry of Scotland that is visible from the station, developed and phased to complement both the arrival experience at Tweedbank and the development of the Central Borders Business Park.
- Reflecting our ambition and the commitment the Trustees have shown, the Great Tapestry will be a catalyst for creating a destination of national and international significance and will assist the development of a cluster of wider textiles innovation/ heritage activity.
- Coinciding with the opening of the Borders Railway, we will operate a 'taster'
   Steam Train Experience until the end of October 2015. Drawing on a market demand analysis which we will commission and building on this pilot, we will work towards developing a regular steam tourist service on the line and explore future investment opportunities to facilitate further growth and enhance services. Working in partnership with Abellio, and as part of the Great Scenic Railways of Scotland journeys, we will train key members of staff to become dedicated tourism ambassadors. At Waverley we will develop signage, livery and information to enhance the tourist embarkation experience.
- Harnessing the enterprise of our businesses, we will launch the Borders Railway Tourism Business Development Programme to work with ambitious businesses in the tourism sector to create quality, authentic experiences and innovative new products and services. We will boost this further using the Borders Railway Investment Fund.
- We will complete a tourism destination audit for Midlothian and the Scottish Borders and develop tailored visitor itineraries – particularly through digital media – available through Wi-fi on both trains and in stations.
- We will launch and pilot two new dedicated re-branded hop on/ off **open-top bus services** in both Newtongrange in Midlothian and Galashiels/Tweedbank.
- We will deliver an ambitious targeted and coordinated **marketing programme** that brings to life the investments and commitments we are making in this Blueprint. This will target potential leisure and business visitors from domestic and international markets, encouraging them to visit Midlothian and the Scottish Borders as part of their Edinburgh experience.





Abbotsford

Fort William to Mallaig steam train experience

1. City of Edinburgh

#### Great Visitor Attractions



### The Next Stages of our Journey

Operational services will begin on the new Borders Railway in September 2015. Track will be laid, signalling tested, drivers trained and seven new stations will welcome their first users.



Showcasing local food and drink



Great Tapestry of Scotland – architect drawing



Tour of Britain, Peebles

Forty six years after the closure of the old Waverley Route, thousands of people in Midlothian and the Scottish Borders will have easy access to rail and millions more to Midlothian and the Scottish Borders.

A pilot of the Steam Train Experience, giving people a chance to experience rail travel from a bygone age, will be operational.

Initial work will also have begun on the Central Borders Business Park, dovetailing with the Great Tapestry of Scotland hub development.

We will continue the work to deliver this Blueprint, and the supporting and complementary activities already being delivered. That will include innovative approaches to promoting the Railway itself including 'wrapping' a train with branding as part of a campaign to highlight the tourism potential of the Edinburgh-Tweedbank Corridor.

For the official Opening Celebration weekend, we are planning an exciting programme of activities. The Borders Railway Exposition will showcase what is on offer in the Railway Corridor Area and Station Hubs under various themes including trade and investment, food and drink and textiles manufacture. This will coincide with the beginning of international events such as the 2015 Walking Festival and the Tour of Britain.

We will exploit the significant and positive media interest from across the world in these and other events by developing a number of targeted media visits.

As our journey continues after the launch in September 2015 we will work hard to deliver the long-term commitments we have made in this Blueprint over the following three years and beyond.

The partnership will work together to deliver the Blueprint Programme. Along with the Scottish Government we are committed to agreeing a Financial Deal that sets our funding commitments for each of the main elements of this Programme, and committing the people and resources to make it a success.

Strong, effective leadership and governance were key to getting us to where we are today and constructing the Borders Railway.

We are now embarking on the next stage of our journey. In developing this ambitious Blueprint to maximise the economic benefits for Scotland, we believe we have put in place a structure to deliver the ongoing legacy our communities rightly expect. "The Borders Railway Community Partnership brings together community groups, businesses and local and national organisations to work in partnership to enhance the benefits of the railway to the wider community. We look forward to actively engaging with the communities served by the new Borders Railway in the lead up to its opening and well into the future."

Annette Filby Community Rail Partnership



#### **Photography Credits**

Front cover cameos, Jason Baxter Midlothian Council Page\Park Architects Dick Manton Brian Allen Perspectives Graham Riddell

Page 4, Construction work, Children, Network Rail

Page 6, Construction work, Viaduct, Network Rail House building, courtesy of Midlothian Council

Page 7, Artist Impression, Brian Allen Perspectives

Page 8, Image courtesy of the Roslin institute

Page 10, artist drawing detail, Brian Allen Perspectives Central Borders Business Park plan, Page\Park Architects

Page 11, Bernat Klein textile, © Graham Riddell

Page 12, Borders Campus, © Jason Baxter

Page 13, Cocoa Black, courtesy of Scottish Enterprise

Page 14, Optic cables, © Jason Baxter Heriot Watt textiles student, © P. Tomkins/VisitScotland /Scottish Viewpoint

Page 15, Lindean Mill glass making, © P. Tomkins/VisitScotland /Scottish Viewpoint

Page 16, Rosslyn Chapel, © P. Tomkins/VisitScotland /Scottish Viewpoint National Mining Museum Scotland, ©Richard Campbell/VisitScotland/Scottish Viewpoint

Page 17, Mountain Biking Glentress, VisitScotland

Page 18, Abbotsford, courtesy of The Abbotsford Trust West Coast Railways, courtesy of Dick Manton

Page 20, Local food and drink, courtesy of Borders Food Network Architect drawing, Page\Park Architects Tour of Britain cyclists, © Graham Riddell

Page 21, Edinburgh Calton Hill, ©Robert Pogson/VisitScotland/Scottish Viewpoint















