

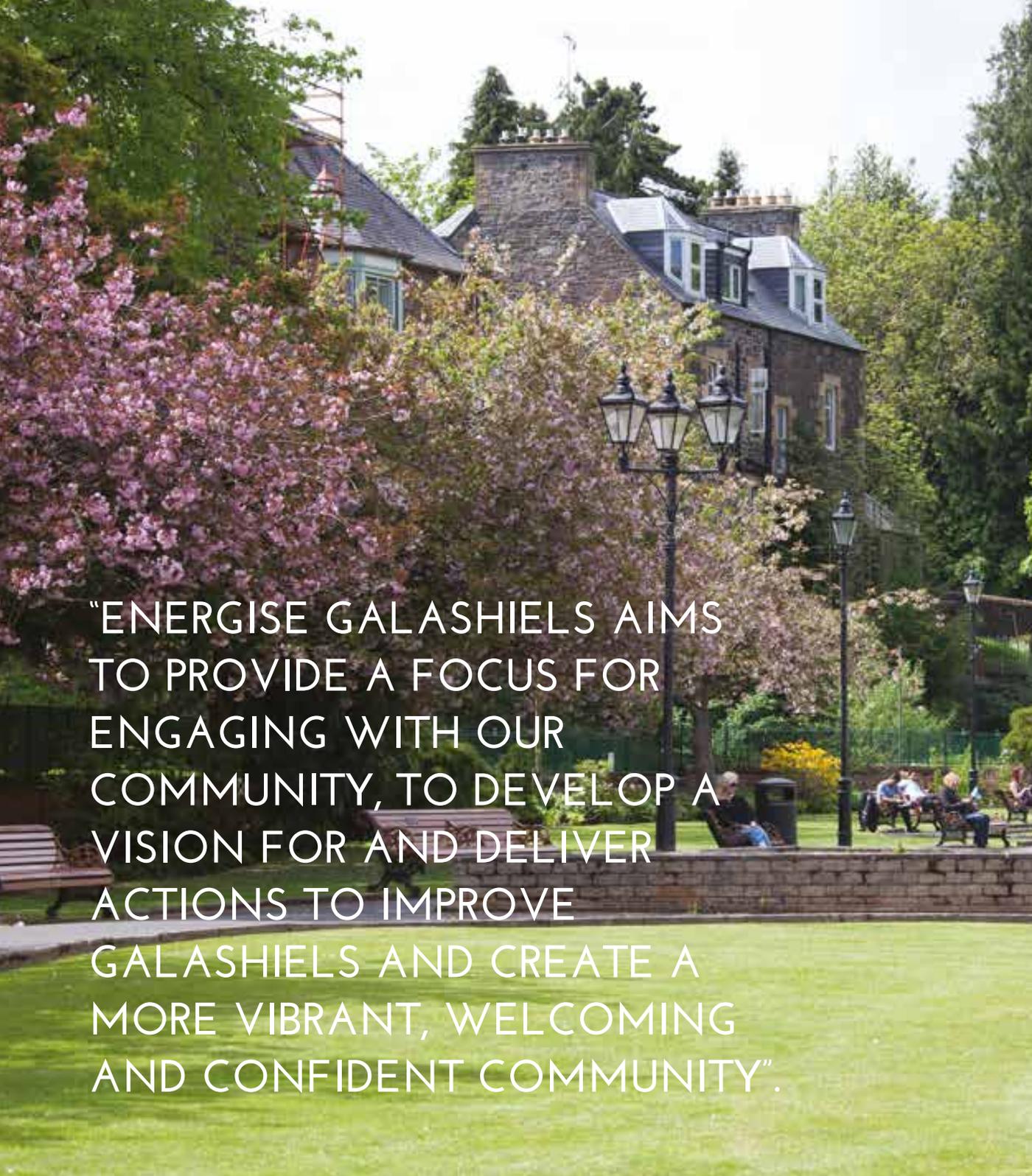


ENERGISE GALASHIELS

2015 Review



www.energisegalashiels.co.uk
www.facebook.com/energisegalashiels
www.galashielsliving.co.uk



“ENERGISE GALASHIELS AIMS TO PROVIDE A FOCUS FOR ENGAGING WITH OUR COMMUNITY, TO DEVELOP A VISION FOR AND DELIVER ACTIONS TO IMPROVE GALASHIELS AND CREATE A MORE VIBRANT, WELCOMING AND CONFIDENT COMMUNITY”.

WHAT'S BEEN DONE

A great deal has been done – we know there is much to do.

Everything that has been accomplished is due to the amazing enthusiasm and efforts of so many volunteers. This review provides an update of what has been achieved over the past several months and is being sent to the many individuals who are interested in a thriving and vibrant Galashiels and to everyone who has helped one way or another to get Energise Galashiels up and running.

Thank you for all your contributions.

Mike Gray
Chair, Energise Galashiels Leadership Group



FIVE CLUSTERS ONE GOAL

WE ARE ORGANISED INTO FIVE CLUSTERS:

All About Gala, led by Debbie Paterson, is responsible for promoting and publicising Energise Galashiels initiatives, as well as encouraging positive marketing of businesses and events in the area.

Our Support cluster, led by Sheila Robertson with Anne Carrie and Bill White, provides Finance, Legal, IT and other support activities across Energise Galashiels projects. We are very fortunate to have Steve Revell as our Town Centre Coordinator. Steve is employed by Scottish Borders Council and is instrumental in helping us deliver many of our projects and initiatives.

Our three action clusters are Looking Good, led by Helen Calder and Dave Armstrong; Events, led by Judith Cleghorn and John Gray; Innovative Projects, led by Randal Boydell, Craig Murray and Raymond Kerr.

ALL ABOUT GALA

As well as developing a holding page for www.energisegalashiels.co.uk, the group now has its own dedicated zone within www.galashielsliving.co.uk. Volunteers from All About Gala have collated an easily navigable page that clearly explains the structure of Energise Galashiels and what it hopes to achieve. Watch out too for a video advert for Galashiels, as well as short soundbites and interviews with individuals who have been pivotal to the town's diverse character both now and in the past.

Further enhancing its online presence, Energise Galashiels is also active on Facebook (providing an excellent platform for promoting local events), Twitter and Instagram. Together, these Internet environments create the opportunity for everyone to have a say.

The exciting initiatives driven by Energise Galashiels have also been promoted on the television and radio waves with interviews on Radio Scotland, Border Life and Border News on ITV, as well as being covered in an article in the Herald.

Meanwhile EG representatives will soon be doing the rounds to demonstrate to local businesses how they can promote themselves on the VisitScotland website. A step-by-step guide will be provided to guide business owners (many of whom are completely unaware that this opportunity exists) around the process, which is entirely free.

LOOKING GOOD

A number of key property agents were contacted with the intention of gaining support to allow Energise Galashiels to create window displays. Back in April 2015 we unveiled the 'Countdown Clock' accompanied by rail memorabilia to welcome the Borders Railway, showcased in a retail unit at Douglas Bridge, where the property owner has been hugely supportive.

We also mounted a display of 'I Love Gala' bags and have organised or assisted in the creation of other window displays for a number of community groups, including Heriot-Watt University Students Union.

Tom Kyle from Galashiels sent his 'I Love Gala' bag all the way to New York, where it was seen draped on the statue of Hans Christian Andersen in Central Park.

This competition was launched in a bid to promote the town ahead of the Borders Railway opening. Entrants were invited to post pictures on Facebook of their 'I love Gala' bag in interesting places.

We asked Robbie Scott, a talented local artist and student at Galashiels Academy if he would create a work for us as one part of our 'cover up' initiatives. Over a two-month period, Robbie created this wonderful painting of the Braw Lad and Braw Lass crossing the River Tweed with hordes of supporters on the river bank and bridge. Robbie's painting is on display in Douglas Bridge and will be shown in other venues in 2016. Well done Robbie! It's thanks to another talented artist that Santa came early to Galashiels. With his very generous loan of a large scale festive painting, Chris Rutterford (www.chrisrutterford.com) brought some Christmas magic to one of the empty shops in Douglas Bridge.



COUNTDOWN CLOCK' WINDOW DISPLAY
I LOVE GALA BAG
STUDENT WINDOW DISPLAYS
ROBBIE SCOTT ARTWORK
CHRIS RUTTERFORD ARTWORK

GALA IN BLOOM

We supported the efforts of the 'Gala in Bloom' team who have done wonderful work for many years. This year, Chamber of Trade members were able to add to these efforts and Bank Street had many more hanging baskets which complemented our wonderful gardens display. Energise Galashiels volunteers assisted by having two vacant premises in a key location re-painted.



POST OFFICE PLAZA/MARKET PLACE BANNERS

To brighten up the old town centre, banners have been erected on four banner poles at Channel Street Plaza (designed by Portlande Sanderson), and on the three banner poles within Market Place (designed by Rachael Malcolm, a graduate from Heriot-Watt University School of Textiles and Design) with grant support from Scottish Borders Council.

POP UP BANNERS

Energise Galashiels has designed and produced a series of pop-up banners promoting a range of sporting activities available in the town. These pop-up banners will be used in various vacant window locations and for special promotions, this was achieved with support from Scottish Borders Council Rail Celebration Fund.



SHOP FRONT IMPROVEMENT GRANTS

Scottish Borders Council introduced a grants scheme which has proved very popular with local traders and property owners, creating a positive and lasting impact in the town centre. Energise Galashiels and Galashiels Chamber of Trade assisted in promoting this scheme. The town centre is a designated Conservation Area, which requires all property owners and tenants to comply with planning standards intended to preserve the nature and history of Galashiels; Shop Front Improvement Grants have supported this policy.



EVENTS



DOORS OPEN DAY

This inspiring annual event offers free access to hundreds of fascinating buildings across Scotland. Energise Galashiels organised the Galashiels event, held on Sept 19th, and which attracted visitors who, alongside locals, were able to explore the town in greater depth. A host of participating venues usually inaccessible to the public including The Royal British Legion Club, Schofields (Huddersfield Street), The Burgh Chambers and Sanderson Homes Hall, all offered tours, while guided walks were also available around the town. Energise Galashiels volunteers assisted in compiling and reviewing the text and image content for the printed town guides.



THE MAGNIFICENT ORGAN

The Magnificent Organ visited Galashiels at the request of Energise Galashiels in July.



100 BANDS ON THE BORDER

A major event run by JMP3Ltd, in which Energise Galashiels volunteers, and others, were heavily committed to supporting Bill Jeffrey in the creation of this successful annual fixture, which is seen to have significant growth potential in future years. Energise Galashiels volunteers were involved in helping promote the event, as well as with organising logistics, stewarding and arranging market stalls.



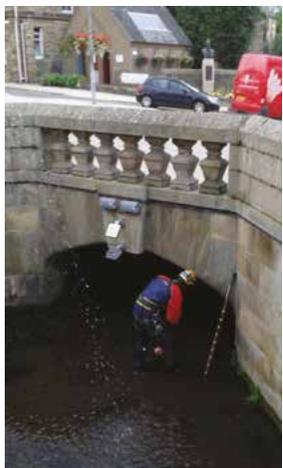
INNOVATIVE PROJECTS

HEALTHY HIGH STREETS

Energise Galashiels successfully applied for the town to feature amongst 100 supported High Streets within the UK. A major Business in the Community programme introduced to Energise Galashiels by Scottish Business In The Community (ScotBIC), the Healthy High Streets founding partners (Boots, Co-operative Group, Marks & Spencer, Santander, Greggs and EE) are collaborating with Energise Galashiels to develop and implement a range of activities which can create events to drive footfall; help to improve customer service; provide expert help to market and celebrate the high street. The first Healthy High Streets meeting was held in September 2015 which led to the companies supporting the town's Christmas celebrations.

SHOP WINDOW DISPLAY

In April, ScotBIC and Gala Chamber of Trade ran a successful Visual Merchandising seminar, attended by 14 local traders. ScotBIC organised, without charge, two visual merchandising experts from John Lewis (one of their member companies) to visit Gala and run the seminar.

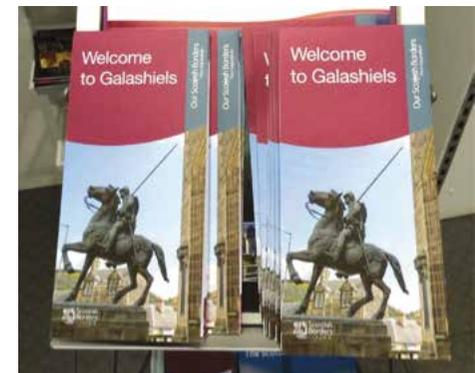


ZERO CARBON

Energise Galashiels was awarded a £24,000 grant to conduct a feasibility study of potential sites and to identify appropriate technologies to deploy and assess the potential of low-impact hydro-electric generators on Gala Water and its mill lades, to aggregate 400kW of installed power. Work is underway and the study is expected to be completed by February 2016.

TOWN TRAIL

Scottish Borders Council published a new Town Trail map with support from Energise Galashiels and other local groups which highlights historic sites in Galashiels, allowing visitors to make the most of their visit to the town.



CREATIVE COATHANGER

Creative Coathanger, led by Ranauld Boydell, focuses in on Galashiels' strong links to arts, design, fashion and textiles. Plans are afoot to launch a design week in 2016 where design talents and legacies will be celebrated.

Creative Coathanger will take place over the month of October 2016 in various locations across Galashiels. Activities will range from artist exhibitions, live interactive crafting, HWU student demonstrations and exhibitions and so much more.

The website domain and facebook page and been registered.



OUR BORDERLAND

Galashiels, Hawick, Selkirk, Kelso and Jedburgh have joined forces to help increase visitor numbers and improve the visitor experience in a unique partnership between local community regeneration organisations Energise Galashiels, Future Hawick and Selkirk Means Business.

In September 2015, with the opening of the new Borders Railway line, the partnership organised an 'Our Borderland' pop-up photo exhibition, established in close co-operation with Borders Sport and Leisure, who operate an information centre on Douglas Bridge and are great supporters of this initiative.

'Our Borderland' provides visitors with information about attractions and activities with a display of large format photo panels which have now 'popped-up' in the Transport Interchange.

CHARITABLE STATUS

Important work is also taking place in the background. Energise Galashiels applied for charitable status to OSCR (Office of the Scottish Charities Regulator). This was an important step and required careful consideration of a number of factors. Energise Galashiels achieved charitable status in July 2015.

THANK YOU

None of this would have been possible without the wonderful support that Energise Galashiels has received from so many individuals and enterprises in our community – ***thank you for helping us make a difference.***