



ENERGISE GALASHIELS TRUST

Community Enterprise Support – Galashiels

- **Project management/ delivery consultancy opportunity for initial 12 months (Dec 2019 – Nov 2020)**
- **Applications are invited on a FTE, PTE basis, or as a group submission**

Applications are invited from individuals, or as a group submission, or from enterprises, offering solutions for a comprehensive support package which allows for the development and delivery of a series of key actions outlined in: Building a Better Galashiels Town Centre Investment: Key actions for 2019-2020.

This will require a range of support skills such as Project Management, Business Development, Marketing Management and Communications, Events Management and support for fund raising initiatives which form the Build a Better Gala initiative which is being led by Energise Galashiels Trust.

Background

Community and business groups within the South of Scotland have proven to be innovative, creative and passionate about delivering positive change for their communities. Many projects have been developed and delivered that have made a lasting impact on a local community.

Scottish Borders Council (SBC) & Dumfries & Galloway (DGC) Councils aim to build on the good practice and extensive experience of delivering community based economic development activity in the South of Scotland. With additional resources to develop capacity and bring additional guidance and support for project development, potential opportunities can be realised, and more opportunities can be identified to provide lasting economic benefit.

The Councils have been provided grant funding from the South of Scotland Economic Partnership (SOSEP) to deliver a one-year pilot 'place-based' approach. The place-based approach will run for approximately 12 months from December 2019. The pilot will provide additional resources to strengthen coordination, communication and delivery of services and projects, ultimately generating greater economic impact within local communities. This initial pilot is being tested in priority regeneration areas so that it can be reviewed and, if successful, then considered in other locations across the South of Scotland.

Role of Community Enterprise Support

The role is to bring an enterprise and business perspective to local groups within Galashiels. The key aim is to help support, develop and deliver financially sustainable projects and viable assets. The Project seeks to encourage a more enterprising approach in communities and to ensure that ambitious projects that come forward have sustainable revenue streams at their core. The focus is to primarily provide:

- Strategic thinking and project development support within communities
- Project management support and guidance for projects with economic impact
- Be part of the community team(s) that implement approved projects and initiatives.

Approach for Galashiels: delivering the ‘Building a Better Gala’ Town Centre Proposal

Background

The approach for Galashiels for the Community Enterprise Support project is to progress the ‘Building a Better Gala’ Town Centre Initiative. This proposal has been developed on the basis of the ‘BID for Galashiels’ business plan as well as the wider community and economic regeneration aspirations of Energise Galashiels Trust, which is evolving into the local umbrella regeneration group for the town. The role will also contribute to the ongoing development and delivery of the wider Galashiels Masterplan with integration under the proposed umbrella forum of Tomorrow’s Gala.

Key Aims

The ‘Building a Better Gala’ proposal aims to support key regeneration activity in the town centre to complement the opening of the Great Tapestry of Scotland. The proposal will progress a number of priority initiatives identified as part of the BID development process, which involved extensive business engagement:

- Increasing footfall to Galashiels Town Centre
- Making the Town Centre more welcoming to shoppers and visitors
- Attracting new businesses to the town
- Positioning Galashiels as a prime visitor destination

Building a Better Galashiels Town Centre Investment: Key actions for 2019-2020

In order to achieve these aims, four themes for action have been identified:

THEME	Priority Actions	Other community led actions
Developing attractions & events	Supporting the delivery of 3 events to increase footfall in the town centre: <ul style="list-style-type: none"> • Galashiels Goes Extreme 2 in 2020 • Christmas event with a seasonal market in 2019 • Food & drink event or visiting exhibition in 2020 	<ul style="list-style-type: none"> • Support delivery of Gala Remembers 2018 legacy events/ projects • Design & implement banners linked to Coulters Candy Trail & GTS • Coulters Candy Trail/ launch
Promoting a Vibrant Galashiels	<ul style="list-style-type: none"> • Support the development of a Galashiels ‘brand’ for marketing • Develop a Galashiels website and Social Media channels • Assess options for & develop a Galashiels Town Centre Visitor App • Support updating & republishing of the Gala town trail/ map & other relevant promotional material • Develop a Comms plan and support material for all BBG Projects 	<ul style="list-style-type: none"> • Develop a community awareness platform linked to website • Assess Digital Towns Improvement District options
Creating a welcoming environment	<ul style="list-style-type: none"> • Deliver a vacant premises incentive scheme (subject to funding) • Work with property owners to minimise impact of for sale signs & install shop window displays • Progress the design and implement additional street art/ murals 	<ul style="list-style-type: none"> • Work with Gala Community Council and SBC to maintain floral displays in Bank St Gardens • Minimise impact of town centre wheelie bins • Improve street cleanliness

	<ul style="list-style-type: none"> • Research / progress Douglas Bridge gallery/ Info centre 	<ul style="list-style-type: none"> • Work with local partners to deliver a visitor welcome
Business Development	<ul style="list-style-type: none"> • Support the development of new visitor packages with key visitor attractions • Support the development of integrated ticketing packages including transport • Work with businesses to be welcome hosts • Design and Introduce a Gift Card encouraging shop local 	<ul style="list-style-type: none"> • Establish a Galashiels Business Network

NB: these initiatives were identified as the key opportunities for the Community Enterprise Support programme from the BIDs for Galashiels Business Plan. Other project activity may be developed and implemented if deemed a priority by the Build a Better Gala steering group. The Budget available for BBG Projects is approximately £160,000, of which approximately £50,000 has been approved and committed.

The role will also work with Energise Galashiels Trust and their informal enterprise group and other local businesses to explore the potential for a new Scotland’s Town/ Community Improvement District in conjunction with Scotland’s Towns Partnership. The role may involve support for specific project fund-raising, grant applications or sponsorship initiatives to optimise financial resources.

The successful applicant will work with the Galashiels Property/ Shopfront Improvement Scheme team to ensure that close links with Build a Better Gala will be maintained and developed.

The successful applicant will be expected to raise any environment issues to the BBG Steering Group for discussion as early as possible to ensure that all work will be carried out on an environmentally manner and in accordance with environmental legislation requirements.

Pilot Outcomes

The outcomes anticipated to be achieved include:

<ul style="list-style-type: none"> • Shared visions for each community with emerging leadership roles • Updated community action plans highlighting key economic regeneration priorities • Leadership groups established to prioritise and lead development activity • Strong project ideas ready to be taken forward
<ul style="list-style-type: none"> • Successful delivery of ‘quick win’ priority projects providing economic impact <p>And in the longer term, potential for:</p> <ul style="list-style-type: none"> • Investment in community assets to deliver income generating opportunities including built assets and renewable energy opportunities • New/improved services and income generating assets delivered by communities • Increased access to, awareness of and enhance the built and natural environment • Delivery of projects which celebrate & promote the cultural identity of the South
<ul style="list-style-type: none"> • Increased knowledge, capacity & skills within communities • Capacity and experience gained through ‘learning via project delivery • Increased knowledge and awareness to identify potential linked strategic projects

- New ambitions and new project ideas

Community Enterprise Support Managers: Key Criteria

Qualifications	<p>Essential Educated to degree level, or with significant relevant experience in business, economics, marketing or a related subject,</p> <p>Desirable Extensive work experience in relevant area or Further/Higher Education Qualification in a relevant discipline</p>
Work Experience	<p>Essential Relevant business experience or technical skills e.g. business development; marketing/ promotion; events management; commercial property experience</p> <p>Desirable Experience in account management or relationship management role Proven track record in dealing with the local business community or similar and experience in linking with local / national government.</p>
Skills & Abilities	<p>Strong project management skills Good customer relationship skills Good analytical and presentation skills Good communication and report writing skills Strong knowledge of the make-up of the local economy, the key drivers and the opportunities and challenges to effect change across a wide business spectrum An innovative client-centred and solutions focussed approach Local business insight, coupled with an interest in business growth and development Experience of partnership working Personal commitment and enthusiasm for your own continuing professional development</p>
Job requirements	<p>Willing to work out-of-office hours, which will be required, and flexible around travel Self-disciplined, able to work without supervision Be prepared to support community groups / project teams with day-to-day operational tasks related to projects. A current UK driving licence and access to a vehicle</p>

Project Governance

In terms of overall project governance, a steering group will be established with representatives of Energise Galashiels Trust, Scottish Borders Council, and where appropriate local business/ community representatives to ensure there is clarity on the key projects, who is leading particular projects and to agree the balance of resources to best deliver specific projects. Energise Galashiels Trust will act as the host organisation with management, admin and advisory support provided by the Council.

Health and Safety

The post holder will be responsible for his/her own health and safety in the workplace and for contributing to the maintenance of a safe environment for others employed there or visiting. He/she will comply with all relevant Health and Safety regulations and procedures within their own area of work.

Commitment to Equality & Diversity

The post holder will be responsible for ensuring fair, equitable and non-discriminatory treatment of all colleagues and clients, in accordance Energise Galashiels with the key values and objectives.

Office Location

The consultant will be based in the Council offices within Galashiels and / or one or the partner organisations of Energise Galashiels Trust.

Tenders / Tender Evaluation

Applications are invited from individuals, or as a group submission, or from enterprises, offering solutions for a comprehensive support package.

As part of your tender submission, a short summary of qualifications, relevant work experience as well as skills and abilities in relation to this opportunity should be provided. Examples of relevant past experience including successful project delivery and summary of outcomes/ impacts of this delivery should be included in your tender submission.

Submissions are requested/should be costed on the basis of an average 35 hours per week over an approximate 48-week period. Tenders should include all costs and expenses to be incurred, including any separately identified external purchases / services, or clearly identify any specific exclusions.

Please note: if an individual(s), the successful applicant(s) will be recruited on a self-employed basis and will be responsible for their personal/business tax, NI contributions and all other personal costs.

Quotations should include VAT if applicable. Energise Galashiels Trust is not registered for VAT.

Assessment of Applications

The assessment of applications and interviews will be at the discretion of the Selection Panel as appointed by Energise Galashiels Trust and Scottish Borders Council.

Applications should be addressed as CONFIDENTIAL and POSTED and also EMAILED to the chair of Energise Galashiels Trust to arrive no later than 1st November 2019.

Michael M. Gray, Glenpark, 22 Melrose Road, Galashiels, TD1 2BS

Email m.m.gray@btinternet.com

<p>This project is being funded by Scottish Government, South of Scotland Economic Partnership and Scottish Borders Council with support from Energise Galashiels Trust and local partners.</p>
--