

VIBRANT GALA PLAN



ENERGISE GALASHIELS TRUST

Our Town's Brand



We know the people of Galashiels feel proud of the town's past and passionate about its future. That is why Energise Galashiels Trust commissioned the development of a town brand – a symbol that reflects the feelings of Galashians towards the town. One of the easiest, yet most effective ways of demonstrating this is by becoming an ambassador of the town.

A VIBRANT GALA

Working in partnership with organisations, agencies, groups, and individuals, Energise Galashiels Trust recently delivered a range of projects under the Build a Better Gala banner. The projects' success and the continued enthusiasm from people who want to do more demonstrated the case for Build a Better Gala 2. A Vibrant Gala is an overview of the planned projects delivered or led by Energise Galashiels Trust, made possible by funding from South of Scotland Enterprise and Scottish Borders Council.

Energise Galashiels Trust will focus on:

- ♥ Delivering regeneration initiatives which increase economic stability and growth, which complement other infrastructure improvements with an emphasis on the **Tapestry Way**.
- ♥ Being the lead for the **Galashiels – Heartland of the Borders** digital and marketing communications activities.
- ♥ Supporting **complementary community projects** developed by Energise Galashiels Trust, and other community groups.

If the future of Galashiels is to be about 'experiences' ...there is much to be done!

Tapestry Way

Our aspiration is to see our town centre, the heart of Galashiels, retuning to its vibrant and thriving best. An area where people choose to visit and spend time to experience a bright, attractive and appealing environment.

With the catalyst of the **Great Tapestry of Scotland Visitor Centre**, we believe the cumulative impact of providing enhanced visitor experiences will encourage significantly more frequent footfall from Galaleans, Borderers and visitors to the town, flowing around the Tapestry Way area (our informal description of the town centre), including Old Gala House.



Tapestry Way Study

To transform the **Tapestry Way** area, we plan to commission a Tapestry Way Study to assess both short-term options (projects that can be implemented within 3 years), and longer-term developments.

Property Transformation Grants/Community Asset Purchase

To encourage the transformation of a minimum of one larger footprint (>2,500 sq. ft.), or two smaller footprint, vacant properties in the Channel Street area with new commercial and/or alternative uses.

Galashiels Heartland of the Borders

Communication continues to be key, and our work in building a central communication network for the town is underpinned by the **Galashiels Heartland of the Borders** website and digital media channels.

Galashiels Heartland of the Borders Hub

The development of a Galashiels Heartland of the Borders Hub/Gallery, utilising a vacant town centre premises, as a pilot which will also act as the community forum centre for the Tapestry Way Study.

Digital Gala

Communications will integrate with all projects to enhance the information flow of projects being developed and delivered to the Galashiels community, stakeholders and partners, increasing awareness, of all relevant investment being made in Galashiels.

The Galashiels Heartland of the Borders brand and website is the core platform for attracting visitors and for increasing awareness across our Galashiels and Scottish Borders communities of the positives of Galashiels.



Website Development

Enhance the appeal of the Galashiels Heartland of the Borders website by continuing to add trails and stories and by developing engaging and interactive experiences.

Digital Visitor

The merging of digital space and physical place to engage with and enhance the visitor experience to Galashiels.

Digital Skills Support

For enterprises and community groups for those who want to go digital but are not sure how to do so, a 'signposting' service to relevant providers, or in-depth hand-holding will be offered.

Loyalty Card

Assess and, if appropriate, implement a Galashiels Loyalty Card, to be available to all local enterprises.

Mural / Sculptures / Arts Trail

An additional one, possibly two murals, plus the infrastructure for a new arts trail in key locations to act as a catalyst to encourage both local community and visitor footfall to move around the Tapestry Way area.

Impact Assessment

To assess the impact of investments and economic performance, it is intended to further develop and broaden existing surveys.

Community Projects

The majority of Community Activities relate directly to creating a positive impact in Tapestry Way. They leverage significant in-kind volunteer time and increase community involvement in successfully regenerating Galashiels such as:

- ♥ Continuing support for the Floral Gala initiative led by Gala Community Council
- ♥ Assessing the potential of Access Route banners to promote Galashiels as a place to visit.

Events

Support for events, which create economic impact, to community groups who can harness a broad base of volunteers to develop and deliver an event – such as Maroon'd in Gala (Gala RFC).



Renewable Energy Study

This study will review the Micro Hydro Study (2016/17) which assessed the feasibility of generating hydro power in key locations along the River Gala.



Developing Galashiels as the key Regional Hub in the Central Borders.

A Galashiels that is a great place to live and work, a community that is thriving, happy and healthy, with all the benefits of the natural beauty of the Scottish Borders.

Energise Galashiels Trust believes that implementation over 3 years, of the Vibrant Gala Plan has the potential, for relatively low cost, to help transform Galashiels Town Centre to being an area which attracts and encourages visits and re-visits with experiences on offer to all, through the cumulative impact of:

- ♥ New experiences to complement the Great Tapestry of Scotland and enhance the visitor offering of Galashiels
- ♥ A Tapestry Way Trail and Murals which encourages flow around the whole area
- ♥ A clean and colourful Floral Gala adding to a positive perception of Galashiels town centre
- ♥ Effective market communications to encourage all to visit Tapestry Way
- ♥ Delivery of the Tapestry Way Study to determine the future potential of the heart of Galashiels
- ♥ The start of the transformation and re-purposing of vacant properties in Channel Street

A Vibrant Gala Plan which re-instils community pride in our town centre.



ENERGISE GALASHIELS TRUST

www.energisegalashiels.co.uk



www.galashielsheartland.org.uk

The Vibrant Gala Plan is made possible by funding from South of Scotland Enterprise and Scottish Borders Council.



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