



**SURF**  
Scotland's Regeneration Forum

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# Langholm & Eskdale Valley Tourism Development Pilot Project Brief



## **Project Scope**

A short term, freelance project for a marketing/ promotion consultant.

**Budget:** £5000 inclusive of VAT

**Timeline:** up to 12 Months from June 2019

**Contracting organisation:** SURF- Scotland' regeneration Forum

**Reporting to:** Peter Renwick: SURF- Alliance for Action Langholm Facilitator & Langholm Alliance Tourism Group

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Supported by: Aberdeen City Council, Creative Scotland, Dundee Partnership, Glasgow City Council, Highlands & Islands Enterprise, Museums Galleries Scotland, Scottish Enterprise, the Scottish Federation of Housing Associations, the Scottish Government, Skills Development Scotland and Wheatley Group.



## Background

The aim of the pilot project is to demonstrate the benefits of a new tourism initiative for Langholm and Eskdale Valley. The initiative will be led by local business and community organisations with the purpose of enhancing the contribution of tourism to the development of the town.

Tourism is a priority in addressing the regeneration issues facing Langholm. Being better able to capitalize on the area's heritage & outdoor tourism assets has been identified as a priority in Langholm's draft Community Action Plan which was developed with the Scottish Community Development Centre. The plan identifies the following issues & priorities.

Langholm is associated with several brands including 'Welcome to Langholm', 'The Muckletoon' and 'Visit Langholm'

### ***The main issues that have been identified for Langholm are:***

- *A lack of brand identity – for 'Visit Langholm'*
- *Lack of a digital platform for Langholm.*
- *Omission of the A7 historic route from Visit Scotland's promotion of South of Scotland, with visitors being directed westwards.*
- *The lack of single voice to lead on activity related to tourism.*
- *Opening hours and provision of services in Langholm.*

### ***In order to achieve real change about these issues we need to:***

- *Implement a 'Visit Langholm' Awareness Campaign*
- *Develop a website and social media*
- *Extend campaigns out-with area*
- *Continue to lobby Visit Scotland to correct and update their information regarding A7 historic route*
- *Encourage 'chain' providers to expand their businesses to the town*
- *Shop-front improvement scheme (about to be implemented)*

The Tourism Group's members represent Langholm Community Council, Langholm Regeneration Group, The Langholm Initiative, The Eskdale hotel, Wild Eskdale, and the Gilnockie Tower

The view of the tourism group is that dedicated time & professional expertise is required to strategically address these issues. Therefore, the group seeks to contract a marketing/ promotion expert, with experience in the tourism industry. The contractor will have a remit to brand and promote the tourism offer of Langholm and the Eskdale Valley supporting business and community organisations. It is hoped this will form the basis for a longer term project. SURF- Scotland Regeneration Forum, has agreed to employ a freelance consultant for the pilot project.



**The role of the consultant would be to work with the tourism group to:**

- Create greater awareness of Langholm and Eskdale valley as a visitor location.
- Undertake initiatives to attract visitors.
- Improve partnerships with neighbouring South of Scotland & Borderlands tourist groups. For example, Visit Newcastleton & Future Hawick. Developing joint initiatives on a shared Heritage & assets
- Identify gaps and opportunities to improve the tourism offer.
- Identify and engage with high quality, local business and to encourage awareness and participation on the scheme.
- Meet and provide an update report to the tourism group on a bi monthly basis

**The primary outcomes we expect the consultant to deliver during the pilot are:**

- Create & launch a brand for Langholm as a visitor destination.
- Develop a strategic marketing strategy based on the areas key tourism assets.
- Deliver initial strategic marketing activity to demonstrate the value of the scheme to local stakeholders.
- Develop relationships with neighbouring schemes with a view to joint initiatives.

**Through the pilot the Scheme the tourism group will.**

- Agree project outcomes and a marketing strategy with development officer.
- Evaluate the projects effectiveness in delivering project outcomes.
- Evaluate satisfaction of local business and organisations.
- Engage with similar neighbouring organisations.
- Explore the feasibility and options for securing resources for a longer term programme.
- Decide on a structure within an existing organisation, or form a new organisation to support a longer term programme.



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**To apply** please submit a proposal to [peter@surf.scot](mailto:peter@surf.scot) by 5pm Thursday May 30 2019.

Proposals should outline

- Proposed approach and key outcomes.
- Your relevant experience
- A proposed time-line of no more than 12 months.
- A proposed budget. With a breakdown including your fees and day rates, and expected project costs. As a guide we recommend a minimum of 20% to be spent on project costs.
- Contact details for two referees

We have a maximum budget of £5000 available inclusive of VAT.

We intend to award the contract by the 13<sup>th</sup> of June.

Further information

<https://www.surf.scot/langholm/>

<https://www.langholm-online.co.uk>

<http://www.visitsouthernscotland.co.uk/langholm-c153.html>

or contact [peter@surf.scot](mailto:peter@surf.scot), 07701 352473