


<p>PROJECT</p>	<p>VISIT BERWICKSHIRE COAST TOURISM MARKETING PROJECT - Coastal Community Development Officer</p>
<p>BACKGROUND</p>	<p>Recognising the potential for the East Berwickshire coast area to be developed as a marine tourism destination and, in doing so, create economic benefits and employment, EHT collaborated with Eyemouth and District Chamber of Trade and Eyemouth Museum Trust to form the East Berwickshire Coastal Community Partnership and secured funding to employ a Coastal Community Development Officer to deliver marketing activity and create the 'Visit Berwickshire Coast' brand with the aim of increasing visitor numbers and spend in the local area , and extend stay and seasonality.</p> <p>The campaign aims to raise the profile of the area – its cultural heritage in fisheries as well as promote the diversity of the area in the tourism arena. The Partnership recruited Kirstin Ross, an International Tourism Management Graduate in June 2018 for a 2-year post. Kirstin has focused on developing the brand, marketing materials, and connecting a diverse tourism network with the following four principle themes:</p> <div data-bbox="459 972 1439 1518" data-label="Image">  </div>
<p>CURRENT STATUS</p>	<p>Ongoing – due for completion July 2021</p>
<p>PROJECT COST</p>	<p>Project Cost: £94k (EMFF, funded 2018-2020) £77k (CCF, funded 2020-21)</p> <p>Funded by:</p>

Forth FLAG EMFF Community Led Local Development (2018-2020): 100%
Scottish Borders Council Coastal Communities Fund (2020-2021): 100%



PROGRESS TO DATE

- June 2018 – Appointed full-time Coastal Community Development Officer, Kirstin Ross
- September 2018 – Photography commission complete – gallery of 1,000 images created
- December 2018 – Visit Berwickshire Coast promotional video created
- February 2019 – Range of exhibition materials created – inc. visitor leaflets
- March 2019 – New Visit Berwickshire Coast website launched <https://www.visitberwickshirecoast.co.uk/>
- March 2019 – Visit Berwickshire Coast Launch Event available on https://www.youtube.com/watch?time_continue=62&v=Hatpb1CKSNE

EHT has continued to facilitate the Visit Berwickshire Coast project this year with the East Berwickshire Coastal Community Partnership (EHT, Eyemouth Museum and Eyemouth & District Chamber of Trade). In late 2019, a marketing and brand strategy was devised and work to obtain further funding commenced. Unfortunately, with the rising cases of Covid-19 and lockdown in March 2020, much of the work was stalled and instead focused largely on assisting businesses dealing with the impacts where possible and planning for the future.

Fortunately, in July 2020, Scottish Borders Council granted the project funding (Coastal Communities Fund) to continue for a further year and implement a paid advertising campaign. The activity aims to contribute to the Covid-19 recovery plans and targets potential visitors in the surrounding areas from the four key market segments as identified in the marketing plan. In May 2021, a full multi-media campaign will be launched with paid advertising on radio, buses, key websites, and social media (through paid ads and influencer activity). Aiding economic recovery is a priority whilst encouraging responsible tourism is equally vital to avoid pressures on the destination.

To find out more about Visit Berwickshire Coast, click on the links to discover our pages. Alternatively, you can email the Coastal Community Development Officer, Kirstin Ross at marketing@visitberwickshirecoast.co.uk

Find out more via the following links:

Website: <https://www.visitberwickshirecoast.co.uk/>

Facebook: <https://www.facebook.com/visitberwickshirecoast/>

Twitter: <https://twitter.com/VisitBCoast>

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