

Luke Fisher - Project Director

www.tweedforum.org/our-work/projects/destination-tweed



VISION

Destination Tweed will **celebrate and share the nature, history and stories of the River Tweed**, one of the UK's most highly designated and inspirational river corridors.

A five-year, partnership-led investment beginning in 2022 will deliver a **source to sea trail**, which respects its special status and **connects communities** and attractions with sensitive, impactful and innovative interpretation.

The **landscape and river habitats will be enhanced** and better understood, new and existing **audiences will be meaningfully and actively engaged**, and we will create opportunities to celebrate, care for, **enjoy and promote the river sustainably** whilst achieving health, wellbeing and economic development ambitions.



DESTINATION
TWEED

DESTINATION TWEED PROJECTS

ECONOMY

River Tweed Trail

Tweed Stories

Crook Inn
Bunk House

COMMUNITY

Connecting Threads

Tweed WATCH

Uncovering the
Tweed

Community Grants

ENVIRONMENT

Woodlands for Wildlife & Water

Designed Landscapes

Invasive Non-Native Species

Biggar Water

Pollinators Along the Tweed

Reviving the Wild Heart of
Southern Scotland

DESTINATION
TWEED

THE RIVER TWEED TRAIL



Contact: [Greig Gibson](mailto:GGibson@scotborders.gov.uk)
GGibson@scotborders.gov.uk

Theme: Sustainable Infrastructure

Target audiences: Local communities, leisure trail users (day visits and overnight), volunteers, skills / training placements, community councils

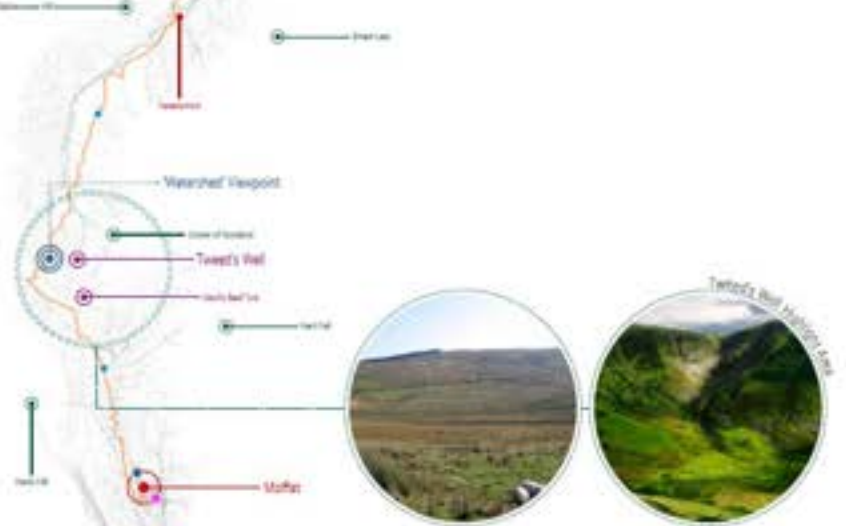
A long distance source to sea trail, showcasing the exceptional nature, history and stories of a route from Moffat to Berwick-upon-Tweed.

An accessible challenge, made up of manageable day sections, creating a unique identity, to ensure the highest quality complete experience for all users.

New route creation and investment to enhance existing routes to connect communities, businesses, visitor attractions and places of significance.



TOURISM ASSETS AND CONNECTIVITY



PROCESS & PROGRESS

AUGUST 2014

Michael Moore and David Parker complete the Tweed Trek. The idea for a Tweed trail is born.

MARCH 2017

Early idea development and meeting of project partners

JULY 2022 - JUNE 2027

Delivery phase for all project strands

JULY 2027

Project legacy, management and maintenance

MARCH 2020 - MAY 2022

Development of all project strands



MARCH 2021

Borderlands Inclusive Growth Deal Heads of Terms signed, including Destination Tweed



JUNE 2022

Outcome of National Lottery Heritage Fund application announced



KEY DOCUMENTS



Destination Tweed
Activity Plan



Connecting Threads
Handbook and Appendices



Tweed WATCH
Project Plan



Uncovering the Tweed
Archaeology
Development Study

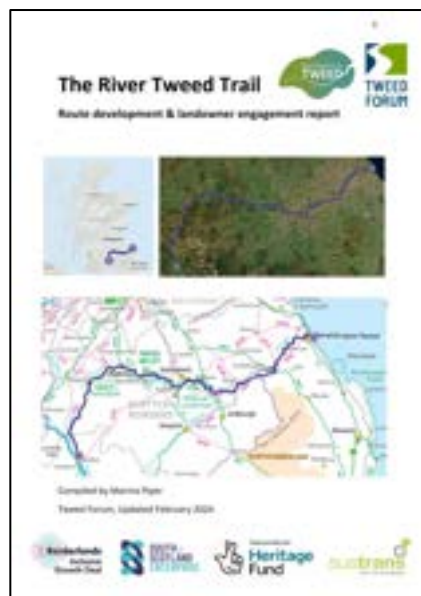


Tweed Trail
Proposed Route
and Visitor Experience
Interpretation Plan

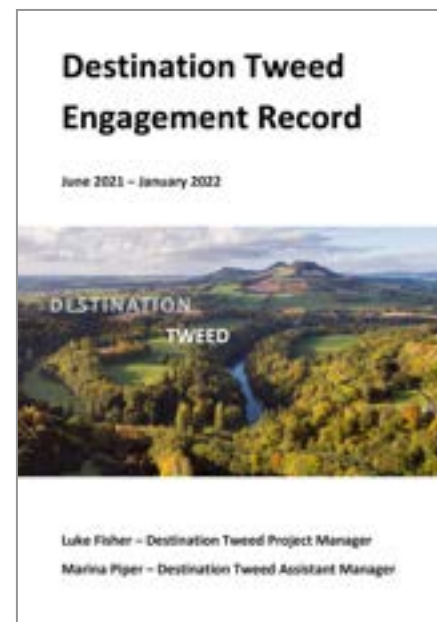


Full Business Case
11 March 2024

**Route Development &
Landowner Engagement**
February 2024



Engagement Record
June 2021 – January 2022



Tweed Stories
Branding and
Interpretation Plan



PARTNERS & STAKEHOLDERS

Project Funders (Confirmed & Aspirational)

- Government: Leveling Up & Investing in Communities
- Water Environment Fund
- Woodland Trust
- Landowner Contributions
- Historic Environment Scotland
- Tweed Forum
- NatureScot
- Northumbrian Water
- Scottish Power Foundation and Buglife Fundraising
- Scottish Borders Build Back Better Fundraising
- Scottish Forestry Grant Scheme
- Paul Harolyn Foundation
- Creative Scotland Open Fund
- Creative Carbon Scotland
- Borders Forest Trust
- One Tree Planted
- VisitScotland
- EU LIFE
- Craigish Trust
- AEB Charitable Trust
- WJH Wilson Trust
- The Gannochy Trust
- Foyle Foundation

Project Partners & Strategic Stakeholders



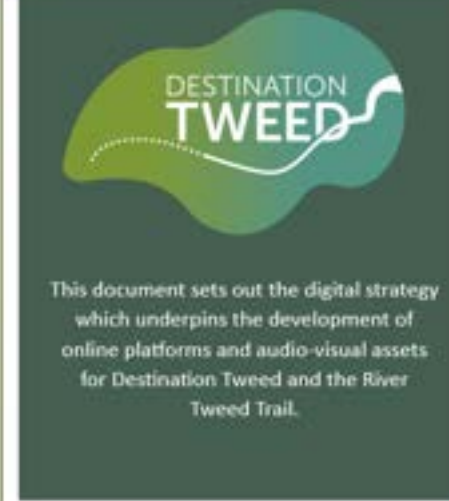
Lead Organisation

- English Heritage
- Norham Development Trust
- Friends of Norham Castle
- The Maltings Trust (Berwick)
- NatureScot
- VisitScotland and VisitBritain
- South of Scotland Destination Alliance
- Historic Environment Scotland
- Berwick Community Trust
- Tweed Foundation
- Creative Arts Business Network
- Heriot-Watt University
- Friends of Union Chain Bridge
- Abbotsford Trust Limited
- Paxton House Trust
- South Lanarkshire Council
- Berwick Barracks Heritage Trust
- Scottish Land and Estates
- Royal Highland Education Trust
- Archeology Societies
- The Old Millrose Estate
- Environment Agency
- Leeds Beckett University
- Museum Northumberland
- Community Councils
- Borlase College
- Primary Schools
- Scottish Youth
- SEPA

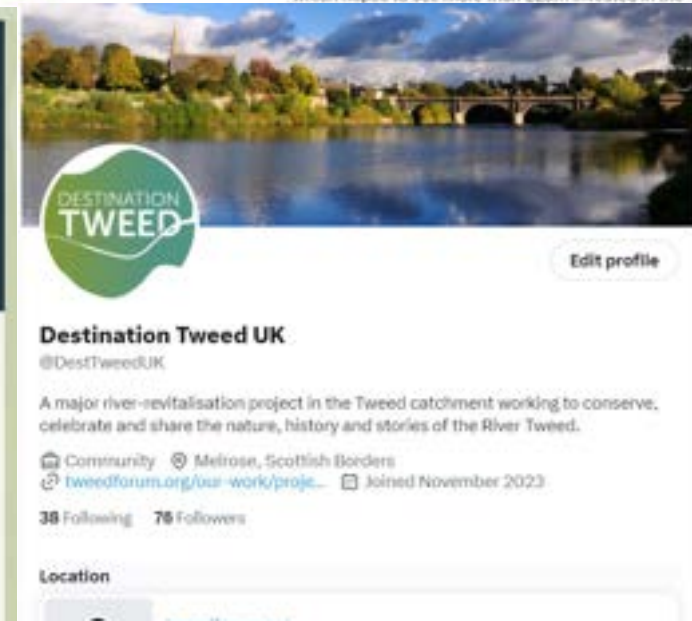


COMMUNICATIONS AND DIGITAL ASSETS

- Brand Development logo and project language
- Digital Manifesto
- Website Development x 2
- Media Strategy + Social Media
- Project Newsletter
- Consultation and Information Sharing Events
- Business Engagement
- Signage and waymarking
- Collective Stakeholder Ambitions & Promotion

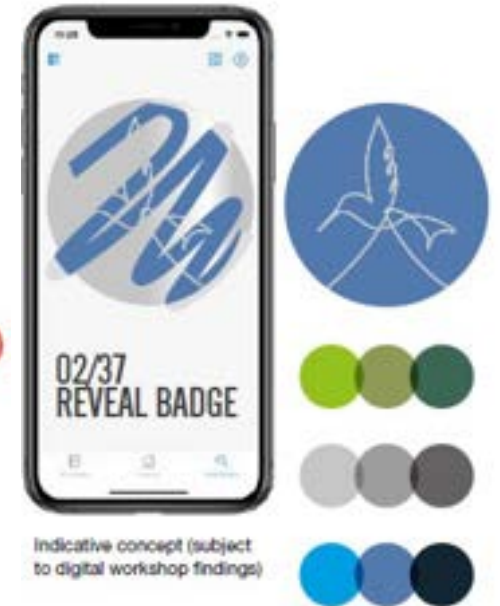


Destination Tweed Digital Strategy



KEY MESSAGES

- **Landscape scale** - transformational and meaningful change
- **Multi partners/funders** - exceptional leverage
- **Multiple benefits** - to economy, environment, communities
- **Maximises connectivity** - place, people, activities
- **Economic cascade** - accommodation, hospitality, visitor attractions etc.
- **Exemplar landscape** - build resilience to climate change, biodiversity loss
- **Low carbon tourism model** - active travel, public transport links



MEASURES OF SUCCESS

ECONOMY

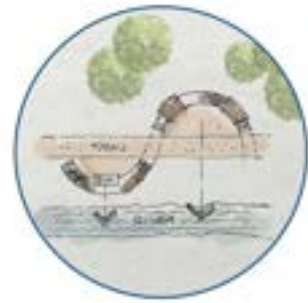
- Considered and responsible investment of funds
- Jobs created within project and wider economy
- Visitor impacts and reporting with spend in the economy
- Private sector capacity building response to public investment
- Extension to visitor seasons & repeat and overnight visits increases
- Identity development
- Evident contribution to South of Scotland Responsible Tourism Strategy

COMMUNITY

- Community feedback and community wealth building
- Volunteer involvement opportunities, education, skills and training
- Audience development and diversity
- Community grants impacts

ENVIRONMENT

- Conservation, restoration and enhancement of the river corridor at a landscape scale
- Planting 400,000+ native trees, 40ha of habitat creation for pollinators, carbon sequestration
- Removal of invasive species
- Project whole life carbon negative





QUESTIONS?

