

Scottish Borders LEADER Case Study: 7stanes Marketing and Development

Organisation:

7stanes CIC / Scottish Enterprise

Funds:

Total Project Costs - £111,030.60
LEADER grant - £50,813.06
Cash match funding - £56,500.00
In kind match funding - £3,737.00

Aim:

To move 7stanes from reliance on public funding to becoming sustainable in its own right.



Activities:

- Employed a Project Manager and Development Executive
- Set up the Community Interest Company
- Created a new website
- Developed merchandise (trail maps and waterproof trail guides)
- Explored opportunities for a visitor payback scheme
- Marketing undertaken in specialist magazines
- New facebook business page developed to allow for commercial adverts
- Blog developed, 5 articles featured so far
- New suite of marketing materials including posters and commissioning of photographs
- Display boards in Forests publicising CIC and providing QR code for facebook

Impact:

- Brought 10,445 additional tourists to the area
- Secured sponsorship from two major companies
- Number of “friends” of 7stanes increased four fold

An economic impact report on 7stanes by EKOS found:

- Average daily spend levels up by £4-5 from 2007 (£6-14) to 2012 (£10-19)
- 40% of visitors stayed overnight (up on 2007 – 37%)
- Net additional output of £11m at the South of Scotland level (up £276k on 2007)

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