



Roxburgh Street

Before we begin our news, we would like to bring the plight of the businesses in Roxburgh Street to your attention...

As you will be aware - the road has been closed due to scaffolding being erected round an unsafe chimney – **but the pavement is open!!** Please help your fellow businesses by spreading the word that they are open for business & will greatly appreciate your support.

Welcome to the Visit Kelso – Autumn Newsletter

It has certainly been a busy few months in Kelso, with all the summer activities, topped off by the Tour of Britain event on the 3rd September. What a spectacular event that was, right in the heart of the town, it was fantastic to see and experience. We were particularly pleased with the promotional activities in the run up to the event, which were organised by the Visit Kelso group. The bike painting competition was a real success, a very creative and colourful turn out. Kelso Wheelers triumphant in the Watt Bike Competition!

The support of Kelso retailers in putting on a great show in the window dressing competition brought a lot of attention. Following feedback from previous window competitions, voting was carried out differently, by inviting the public to vote. This was a great success, with a total of 417 people voting for their favourite window display & being entered a prize draw to win £100 worth of vouchers - to spend in Kelso!

The winning window was G & S Hair Design, Roxburgh Street with a total of 64 votes – very well done! They will receive £500 worth of Radio Borders advertising.

We would like to take this opportunity to thank everyone involved in what was a great event. The feedback from Scottish Borders Council was excellent, putting Kelso on the map for hosting future events.

2017 Festive Season – Christmas Opening Hours

Now autumn is well and truly with us, it is time to think about the Festive period and Christmas.

Last year Visit Kelso organised a successful '24 Doors of Christmas' Campaign which highlighted retailers during the run up to Christmas. This year we will be doing something similar but using video footage of the retailers. If your business is interested in being featured, **please contact us as soon as possible** at info@visitkelso.com and we will work with you to create something magical. Visit Kelso will also be organising some Festive Promotional materials, if you have any events planned or have extended opening hours please let us know so we are able promote the town. Please send all your details to info@visitkelso.com **Again early contact would be a great help.**

Visit Scotland 'I Know' Scheme

Visit Kelso feels there is an important role to be played in welcoming and helping visitors with local information, at a local level. So the marketing group is working with Visit Scotland to encourage Kelso businesses to join the Visit Scotland 'I Know' scheme, as 'Visitor Information Points' (VIP).

Businesses that would like to join but are not 'Quality Assured' (perhaps because there is not an appropriate scheme) would normally have to pay, in order to ensure Visit Scotland's standards were assessed & met. However, as Visit Kelso has agreed to act as a quality control mechanism, to ensure the Visit Scotland brand and reputation in providing quality information is upheld. There would be no cost for Visit Kelso members!

- To be clear VisitScotland is not expecting a VIP to provide a full blown 'Information Service or to replicate all that is in the Kelso Visitor Information Centre, indeed the opposite.
- The scheme is about being prepared to help visitors with basic enquiries, signposting them to locations where they will enjoy a good experience, and generally being helpful and welcoming.
- VisitScotland is not asking businesses to offer up display space or leaflet racking in their shop unless they already have vacant space that would suit, but that they are there to help.
- If needed VisitScotland would certainly help with Welcome Host training and basic frequently asked questions and material would be available from the bank of knowledge they have built up over the years.
- For more information about the expectations of a VIP in the scheme visit : http://www.visitscotland.org/about_us/what_we_do/visitor_information/information_partner_programme.aspx

Before you sign up, make the most of a FREE listing for your business on www.visitscotland.com by clicking through to the entry form on <http://products.visitscotland.org/>

- Any queries please contact Helene.Sinclair@visitscotland.com

Promoting your business and events on VisitKelso.com

Is your business benefitting from being part of Visit Kelso marketing? By adding your business to the new Visit Kelso website you can promote your business, and support the promotion of Kelso and the surrounding area.

Simply complete the form on <http://www.visitkelso.com/membership-application/> & we will do the rest for you ... it's just £40 per business listing. Any queries email info@visitkelso.com

If you have events you would like to be included on the Visit Kelso Calendar 2017 and be promoted on Visit Kelso Social Media – then just email the details to info@visitkelso.com we will do the rest....

Working together! Please make sure you follow the Visit Kelso Social Media pages, & share our posts! Our following is increasing weekly, but the wider our reach, the better it is for all businesses. <https://www.facebook.com/KelsoScottishBorders/> and <https://twitter.com/VisitKelso>

For business information follow; <https://www.facebook.com/kelso.oftrade/>

