



Transnational Seminar
“Implementing CLLD across the European Structural Investment Funds”

Field Trip to Eyemouth
An Introduction to EFF Projects at Eyemouth Harbour

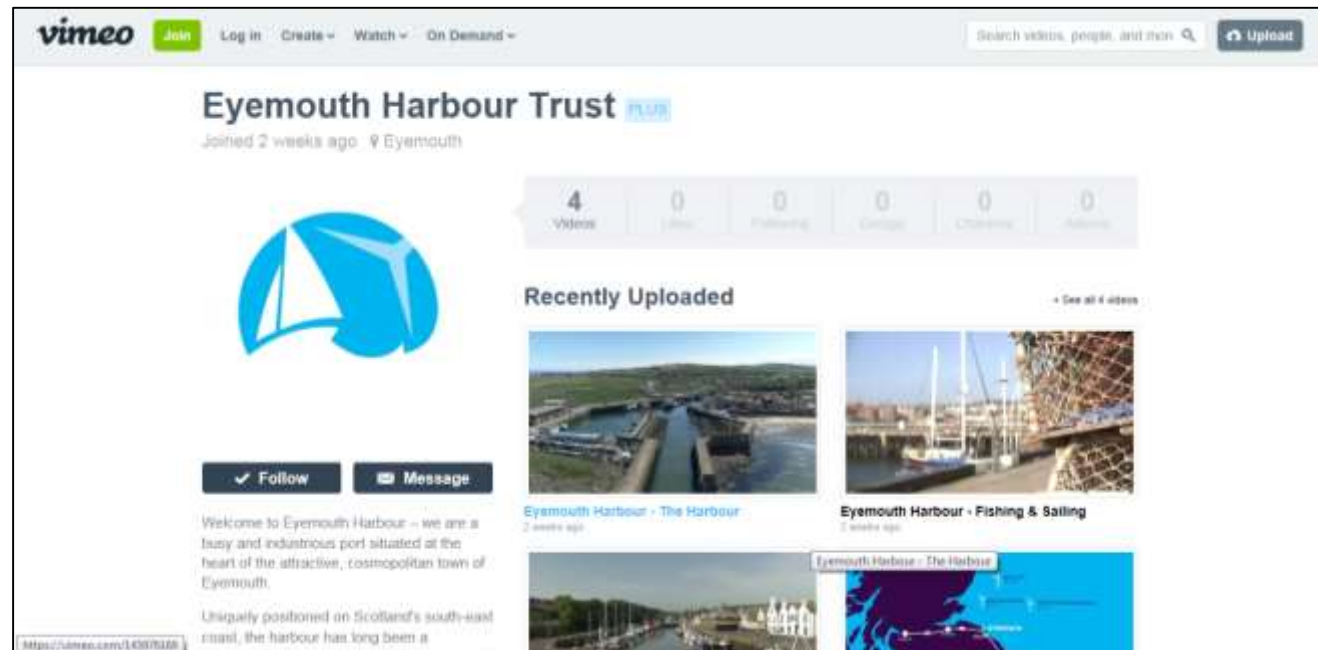
Christine Bell, Business Manager, Eyemouth Harbour Trust
10th Dec 2015



Welcome to Eyemouth Harbour

Short introduction film to Eyemouth Harbour:

<https://vimeo.com/145976169>



The screenshot shows the Vimeo profile page for the Eyemouth Harbour Trust. At the top, the Vimeo logo is on the left, and navigation links for 'Join', 'Log in', 'Create', 'Watch', and 'On Demand' are in the center. A search bar and an 'Upload' button are on the right. The profile name 'Eyemouth Harbour Trust' is prominently displayed, with 'PLUR' next to it. Below the name, it says 'Joined 2 weeks ago' and 'Eyemouth'. A blue logo featuring a stylized sailboat is on the left. To the right of the logo is a statistics bar showing 4 Videos, 0 Likes, 0 Following, 0 Comments, 0 Channels, and 0 Albums. Below this is a 'Recently Uploaded' section with a 'See all 4 videos' link. Two video thumbnails are visible: 'Eyemouth Harbour - The Harbour' and 'Eyemouth Harbour - Fishing & Sailing', both uploaded 2 weeks ago. Below the logo, there are 'Follow' and 'Message' buttons. A short text description of the harbour is also present.

vimeo Join Log in Create Watch On Demand Search videos, people, and more Upload

Eyemouth Harbour Trust PLUR

Joined 2 weeks ago Eyemouth

4 Videos 0 Likes 0 Following 0 Comments 0 Channels 0 Albums

Recently Uploaded See all 4 videos

Eyemouth Harbour - The Harbour
2 weeks ago

Eyemouth Harbour - Fishing & Sailing
2 weeks ago

✓ Follow Message

Welcome to Eyemouth Harbour - we are a busy and industrious port situated at the heart of the attractive, cosmopolitan town of Eyemouth.

Uniquely positioned on Scotland's south-east coast, the harbour has long been a

<https://vimeo.com/145976169>

Eyemouth Harbour Trust

Responsibility for repairing, improving and maintaining the harbour is with the trustees for the benefit of the community. The Trust is responsible for the care of the harbour, and creating an important socio-economic legacy for our area in east Berwickshire.

As a trust port, while we operate on broadly commercial lines, competing with private and local authority ports as well as other trust ports, we are essentially a not for profit organisation, meaning that all revenue is ploughed back in to our facilities and services.

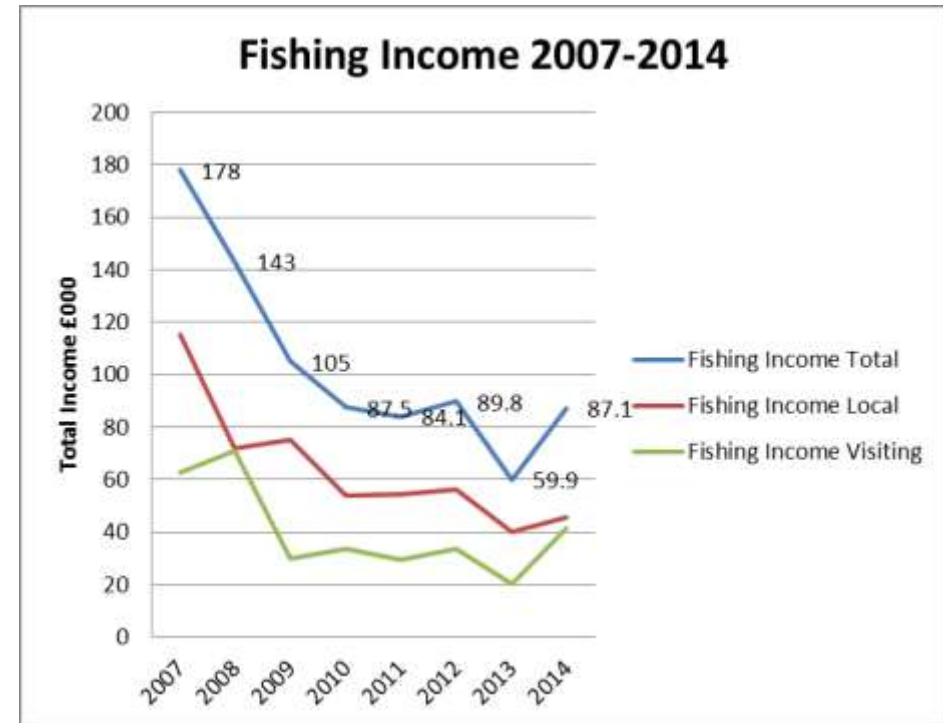
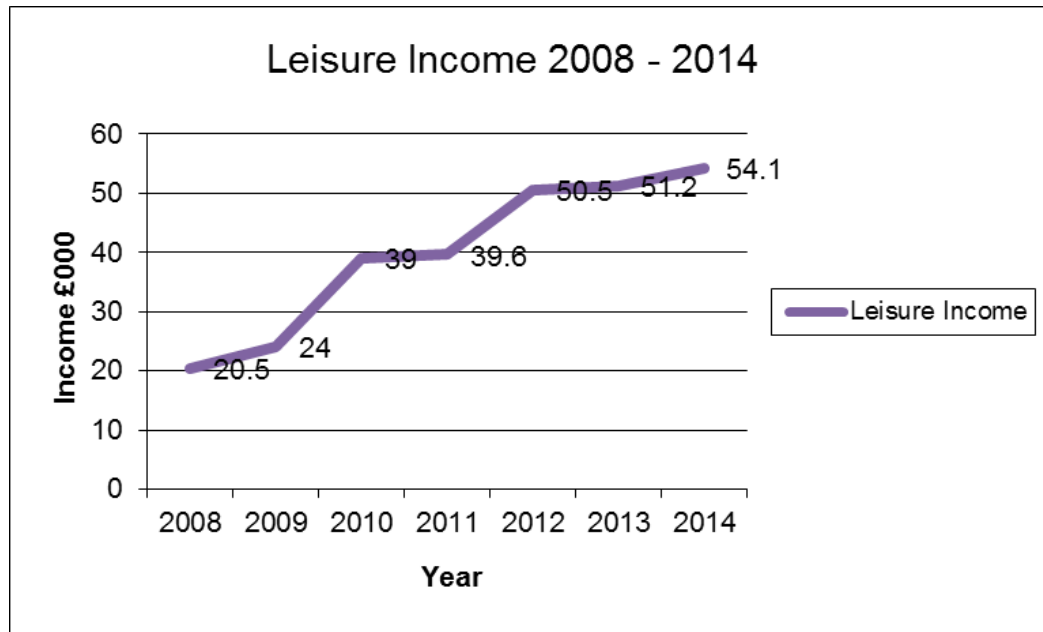
We have a focus on job creation and do this by engagement with our stakeholders.

Development projects at Eyemouth Harbour can be funded, and have been funded, by EU and public funds.



Background

- Formerly a busy, industrious fishing port
- The decline in fishing and landings over the last decade has led to a need for diversification.
- Opportunities in sail tourism and leisure craft market identified.
- In 2006 – EHT installed first pontoon, increase in leisure sector since then.



Background

The first pontoon reached full capacity with a further need/demand for increased pontoon berthing with a pontoon extension built in 2009 to facilitate growth in the dive tourism sector.

Further increases in demand led to the EFF FLAG project in 2013 with a further 20 pontoon berths created. More on this project later...

EHT also identified new opportunities within the emerging offshore wind sector and in particular developments in the Firth of Forth leading to the need for Eyemouth to raise its profile, hence the Renewables Marketing project.



Location & Access

Here's our location in detail, with Eyemouth just 50 miles south of Edinburgh and 70 miles north of Newcastle, we have excellent transport links and good proximity to the Forth and Tay offshore wind sites.

Logistics:

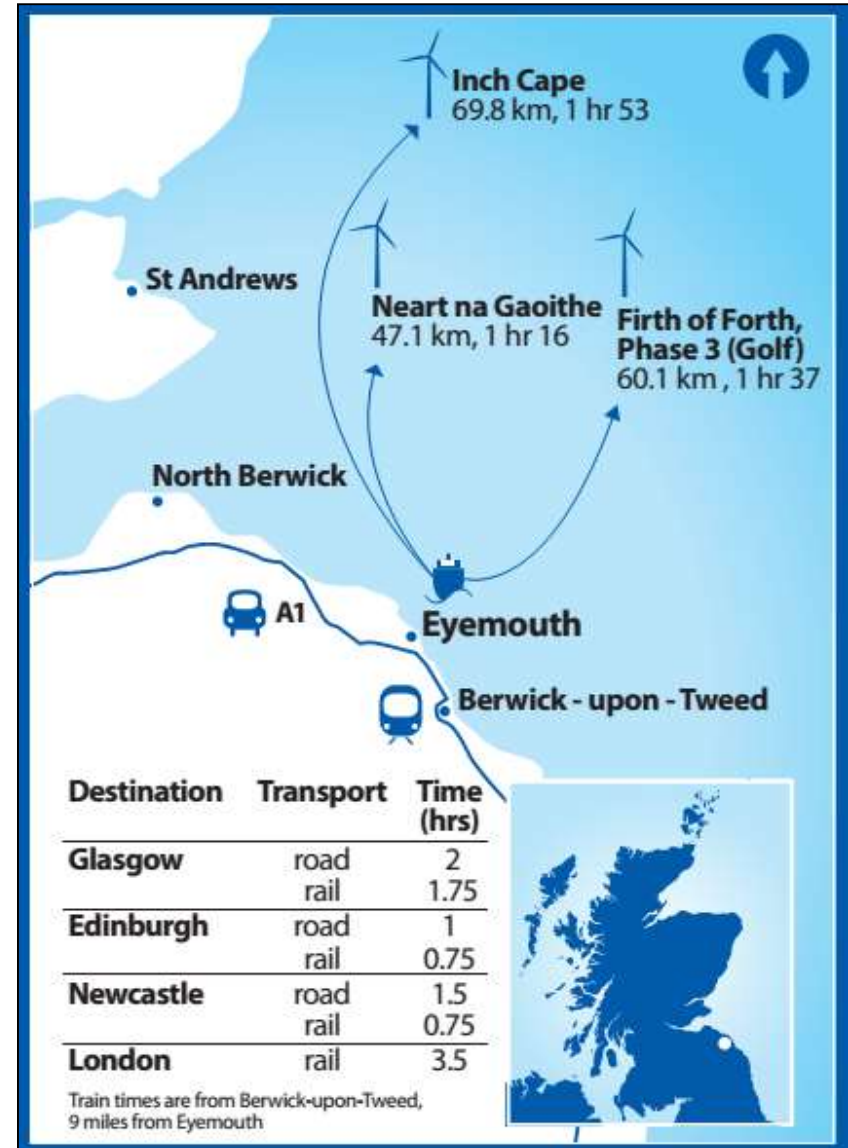
- By Road – A1 (Edinburgh – London) trunk road, 2 miles
- By Rail – East Coast rail links, London in 4 hours
- By Air – Edinburgh, Newcastle & Glasgow Airports

Emergency Services:

- RNLI Lifeboat, Fire, Police, Ambulance & Medical Centre

Leisure and Hospitality Services:

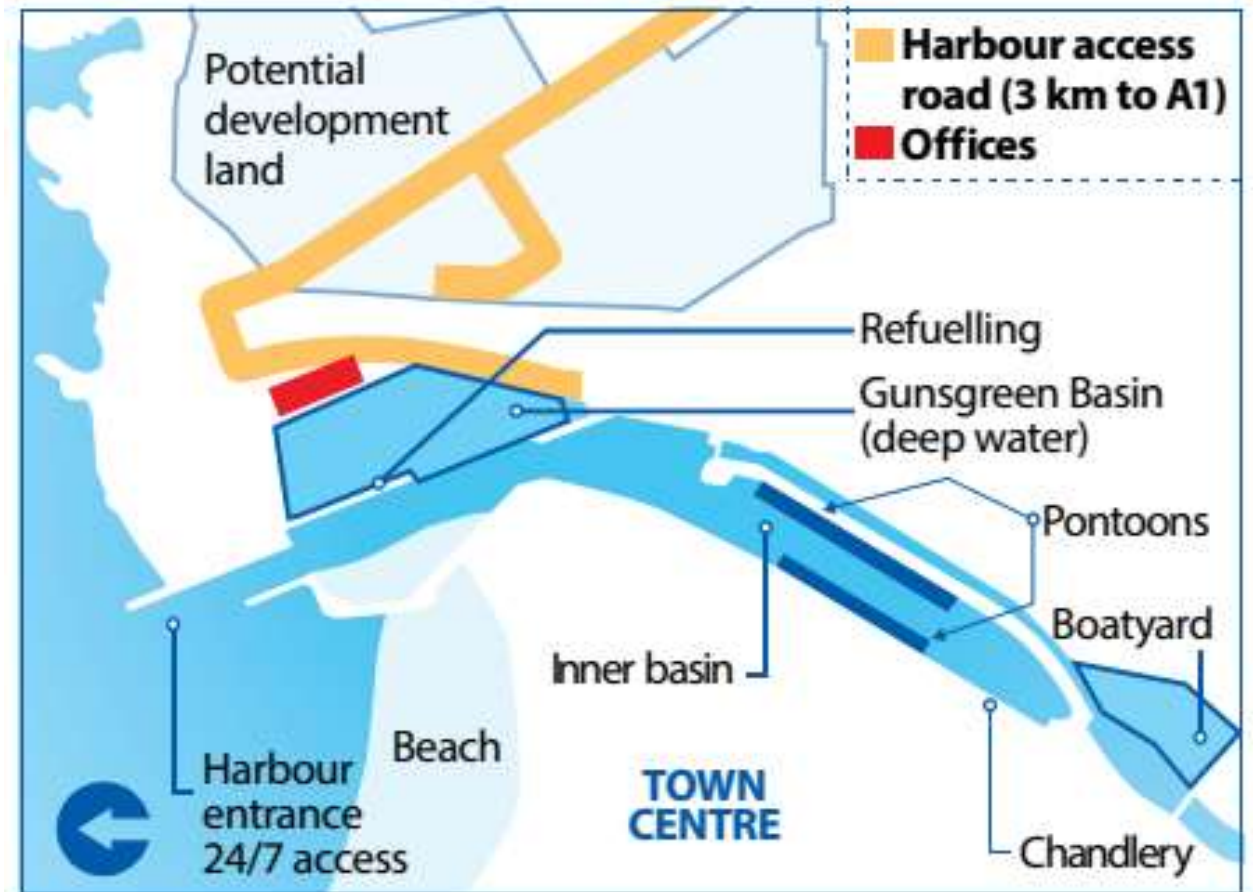
- Leisure centre, swimming pool, gym, golf course.
- Good selection of cafes, bars and restaurants.



Quayside facilities

The deep water basin developed in 1999 is an ideal facility for commercial activity. The port is well serviced with the following facilities:

- fuel berth
- ice plant
- shore electricity
- water
- quayside chandlery
- boatbuilding and repair yard
- showers
- launderette



European Fisheries Fund Projects (Axis 4):

Eyemouth Harbour Trust have accessed funding from the European Fisheries Fund Axis 3 & 4 for key projects and developments around the harbour:

Coastal Tourism Infrastructure Development and Onshore Leisure Facilities Project (Pontoon & Launderette Project):

EFF Axis 4 – Sustainable development of Fishing Communities

Value: €204k (£164k)

25% grant contribution (75% Coastal Communities Fund)



Renewables Marketing Project (Phase 1 & 2):

EFF Axis 4 – Sustainable development of Fishing Communities

Value: €97K (£78k)

90% grant contribution (10% EHT)



Coastal Tourism Infrastructure Development Project (Pontoon)

Project Cost: €192k (£154k)

Funded by: 75% CCF, 25% EFF Axis 4

Status: Completed, December 2013

Installation of a new heavy duty pontoon to facilitate growth in sail, dive and cruise tourism.

Aims:

- Create 20-30 additional pontoon berths
- Increase visitor numbers & spend
- Support local businesses
- Create and safeguard jobs



Coastal Tourism Onshore Leisure Facilities Project (Launderette)

Project Cost: €12k (£10k)

Funded by: 75% EFF Axis 4 / 25% EHT

Status: Completed, May 2013

Creation of a launderette facility in the harbour building, improving customer services and facilities for both leisure and commercial harbour users.

Aims:

- Create new laundry facility (washer/dryer)
- Develop onshore facilities at Eyemouth
- Improve customer service
- Ensure that Eyemouth is competitive with other leisure marinas



Outcomes & Results

- Creation of 20-30 additional pontoon berths.
- During the 2015 season, the pontoon has achieved full utilisation.
- Increase in visitors and associated spend of circa. £90k.
- Three new charter vessels operating in the port, each with at least one skipper.
- Since May 2013, EHT have created and supported 2.5 direct posts:
 - 1 F/T Office Administrator
 - 1 F/T Harbour Operation Assistant
 - 1 P/T Marketing Co-ordinator
- A visit by MS Hanseatic cruise ship in June 2015 saw 159 passengers land on the pontoon.



Outcomes & Results

- Summer Leisure Statistics 2015
 - Berths sold: 520
 - Yachts visited: 244
 - Crew on board: 728
 - Nationality (UK): 76%
 - Nationality (NED): 18%
 - Nationality (DEU): 4%
 - Nationality (BEL): 1%
 - Nationality (Other): 3%
- Laundry facilities utilised by fishing vessels, visiting leisure craft and local residents, the facility has generated circa £2k since it was introduced in 2013.



Renewables Marketing Project

Project Cost: €97k (£78k)

Funded by: 90% EFF Axis 4, 10% EHT

Status: Ongoing

Market research and marketing activity to promote Eyemouth harbour to offshore wind/ renewables sector, with a view to attracting new business and economic benefit to the area.

Aims:

- Carry out detailed analysis of offshore wind market and assess the opportunities that Eyemouth could benefit from the growing sector.
- Commissioning a market plan to promote use of the port as an Operations & Maintenance base for the Firth of Forth offshore wind developments.
- Present a clear strategic vision for the site.
- Production of marketing materials to support activity.
- Attendance & exhibiting at relevant trade shows/exhibitions.
- Employ part-time Marketing Executive to deliver the marketing plan.
- Create socio-economic benefits to the Scottish Borders.



Outcomes & Results

- External renewables consultant appointed to carry out market research and create a marketing plan.
- Market research carried out into offshore renewables sector – opportunities identified for Eyemouth in the Firth of Forth.
- Marketing Plan completed in December 2013.
- Marketing Executive appointed to deliver the marketing plan and promotional activity– 18 month post, from January 2014.



Outcomes & Results

Examples of marketing activities that we have carried out...

- Brand / logo development
- Website www.eyemouth-harbour.co.uk
- Branded exhibition support materials
- Social Media – Twitter, Facebook, Tripadvisor & Vimeo
- Memberships: Scottish Renewables, British Marine Federation & SailScotland.
- Direct mail: Brochures & E-newsletter
- E-newsletter for leisure & renewables sectors



Outcomes & Results

We have attended in the region of 25 industry events and exhibitions including:

- Scottish Renewables Offshore Wind Supply Chain Conference & Exhibition Aberdeen, January 2015
- All Energy, Glasgow, May 2015
- Seawork, Southampton, June 2015
- Scottish Enterprise Supply Chain Events 2014/15



**Commercial Marine
Exhibition and Forum**
Tuesday-Thursday 16-18 June 2015
ABP Port of Southampton, UK



Outcomes & Results

- Photography inc. aerial images of the harbour, surrounding areas, access and facilities
- Promotional DVD – full length film and short edits
- Trip to ‘Neart na Gaoithe’ wind farm site on a crew transfer vessel
- Shortlisted as potential Operations and Maintenance Base for Neart na Gaoithe offshore wind farm.



Looking forward the potential offshore wind developments in the Firth of Forth may present further opportunities for the new Forth FLAG to support projects in Scottish Borders, East Lothian and Fife.

Any Questions?



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