



SELKIRK MEANS BUSINESS LTD

www.exploreselkirk.co.uk

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OUR MISSION STATEMENT

Selkirk Means Business has a mission to encourage sustainable economic growth to Selkirk Town Centre. By pooling resources and working in partnership with existing organisations and bodies, Selkirk Means Business will work to lift Selkirk and drive economic regeneration.



SELKIRK MEANS BUSINESS LTD

CHAIR'S FORWARD

Back in April 2018, Selkirk BIDS was launched with the ambitious goal of building on the success of the recently completed refurbishment of the Selkirk Market Place, and transforming the reputation of Selkirk as a “sleepy little town that you drove through on the way to somewhere more interesting” to a genuine busy visitor destination, with interesting independent shops and businesses.

The body of this report will go into the detail of what we feel we have achieved in the last 3 ½ years, and what we still hope to deliver in the next 18 months.

Any review of the last couple of years would have to include a reference to the challenges of the Covid 19 pandemic. We feel that as a BID town, we benefited from the support that having a BID structure in place throughout those difficult months.

The sourcing of PPE, the provision of information on the various rules and the clarification of the financial support available, were all invaluable benefits of working as a business group, rather than individuals.

I believe that Selkirk has emerged from this crisis as a stronger, more vibrant business community, and that Selkirk Means Business has played their part in that success story.

It is not our intention to rest on our laurels, and we are determined to continue to deliver real value to our members over the remainder of the BID term.

As we approach April 2023, consideration will be given to what could be achieved beyond our 5 year time frame. We will be guided by our member's views, and what level of support they are prepared to offer going forward.

David Anderson, Chair Oct 2018 - Present

22 September 2021

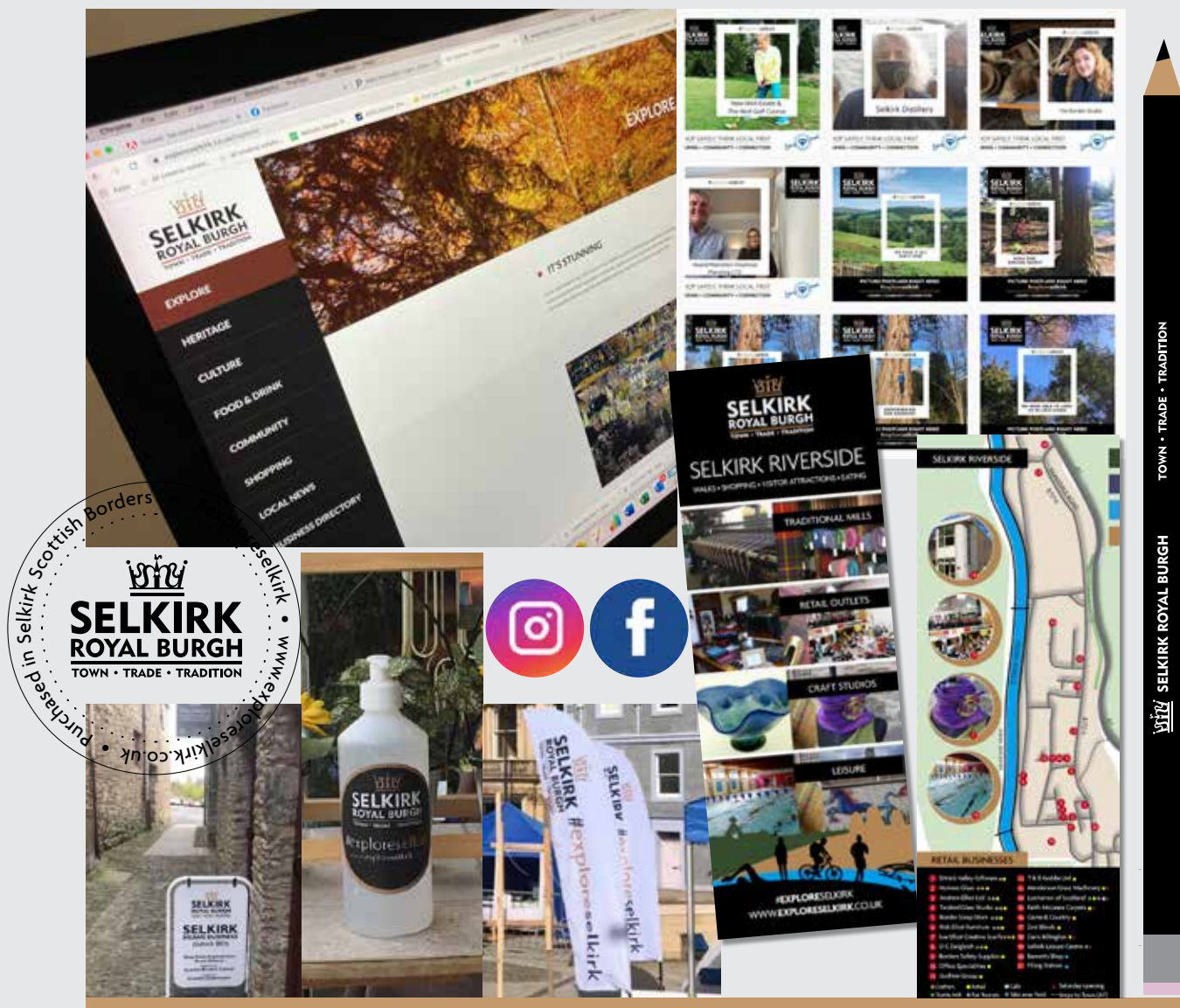


WHAT WE'VE ACHIEVED TO DATE

Marketing and Promotion – Flying the Flag for Selkirk

Selkirk is one of the oldest Royal Burghs in Scotland and is the site of the earliest settlements in the Scottish Borders. The plan of the original town is still very much in evidence and based around the Market Place. However, in recent years the town has not had the high profile of neighbouring towns such as Melrose and Peebles.

Selkirk needs to be recognised as a go to destination, a town where visitors have a broad and rounded experience in a lively and vibrant town with places to eat, drink, visit and shop. Initial marketing and promotion plans were developed around a website for both community and visitors, and enhanced by a logo and strap line “Town Trade Tradition”. We continue to explore and understand Selkirk’s unique offering. Development of the brand continues.



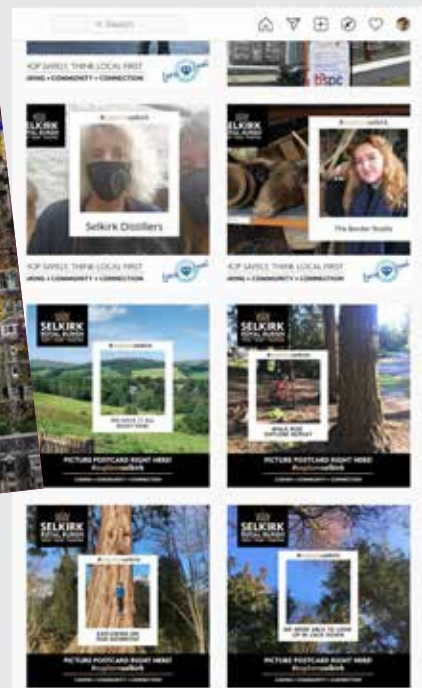
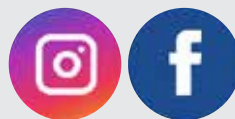
A SNAPSHOT OF WHAT WE'VE ACHIEVED

- Branding** – initially based around the strapline TOWN TRADE TRADITION and the links to the Royal Burgh. The brand has been further developed to incorporate the website address, tag and call to action “#Explore Selkirk”. The brand continues to be incorporated as projects develop. A recent successful collaboration was with Live Borders and the new signs for Halliwell's Close and the Museum.
- Website** – launched in 2019. The website continues to evolve and adapt as we promote the message #exploreselkirk. Ensuring the website works for both the community as well as visitors is key; notably the opportunity to use the website for business support and advice during the first lock down in April 2020 and as a platform to pass on information such as the Haining Public Consultation have proved fruitful. Additionally; providing the local businesses with an online presence – sometimes for the first time - and a hub for local event organisers.

The website has welcomed over 27K users since its launch in June 2019, with around 80% of traffic coming from within the UK. The most popular pages include the Blog/News page, “Visit Us” and Food and Drink.

A SNAPSHOT OF WHAT WE'VE ACHIEVED cont.

- **Improving the photo library.** We've continued to expand the imagery of the town, with support from local photographers including Grant Kinghorn, Gethin Chamberlain, Phil Wilkinson and Rob Gray. Images not only support the town website but also ensure a fresh presence on the SSDA website "Scotland Starts Here" and the social media campaigns.
- **Press Coverage:** Our most recent success was the image of Selkirk being open for business - as Scotland came out of the second lockdown. Images appear in a number of the National papers including The Daily Telegraph, The Scotsman and The Times. Previous successes have included national coverage of the website launch and local press celebrating the number of shops opened in town.
- **Events:** A number of small collaborations have taken place with event organisers such as Selkirk Walking Festival in 2019 and the Selkirk Farmers Market. Events have yet to be developed to their full potential. Initial conversations took place with the organisers of the Urban Downhill MTB but this, and others, were postponed due to the arrival of COVID-19. There have been initial conversations with Abbotsford and Scott's 250th Anniversary but this needs to be explored further.
- **A visitor survey for Selkirk** – an in-depth visitor survey was carried out by 56 Degree Insight, during the summer of 2020 to understand further how Selkirk was recognised by locals and potential visitors, particularly in light of the Haining Feasibility Study. The results will continue to be incorporated into any plans for Years 4 & 5 and any proposals for BID 2.
- **A number of successful social media campaigns** have been run on Facebook and Instagram, using the Selkirk Means Business page as well as the town's community page "What's on in Selkirk". The local engagement was fabulous for the three campaigns throughout 2020 including "Exploring on our Doorstep", "Shop Local this Christmas" and "Scotland Loves Local". Over 60 businesses got involved with the campaigns and activity produced 150K unique users.



Selkirk looks great. Everyone should be very proud of our town. May I please take this final opportunity to thank you again for all your help and your patience. The support of Selkirk Means Business and particularly from you has been tremendous. I'm delighted with the new signage and for the support from Selkirk Means Business





HOP SAFELY. THINK LOCAL FIRST
USING + COMMUNITY + CONNECTION



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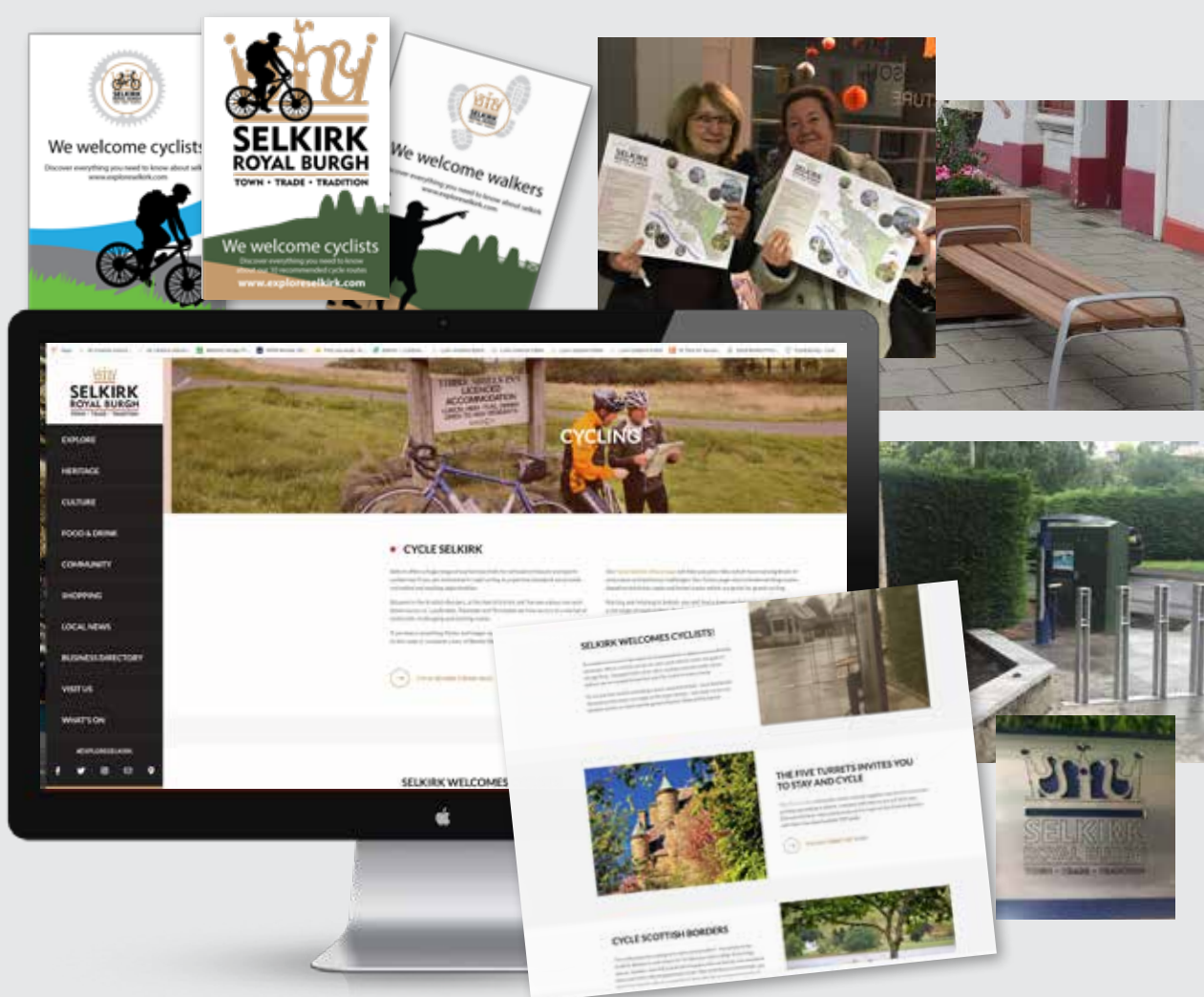


IMPROVING THE TOWN'S VISUAL APPEARANCE:

In 2017, the town centre benefited both from Streetscape Works and a Conservation Area Regeneration Scheme which had a huge impact on the Market Place and Sir Walter Scott's Courthouse. This created an optimistic vibe within the Community and provided the impetus to continue the positive work.

A SNAPSHOT OF WHAT WE'VE ACHIEVED:

- **Signage around the town** – phase one. Selkirk Means Business worked with Scottish Borders Council to provide artwork for the new signs in the Market Place, whilst revising the existing signs in Halliwell's and Lochcarron Car Parks. The supporting “desk pads” also provided to be a big success and have been distributed to Selkirk businesses over the past two years – with a number of businesses requiring top ups.
- **Improving the High Street** with the installing of two planters and a bench, thus extending the improvements made in the Market Place to include the High Street. This project was carried out in partnership with the Hammermen and Selkirk in Bloom.
- **Installation of a Cycle Station** and bike racks around Mungo Park to provide a safe environment and welcome to cyclists to the town. In addition, tidied up the surrounding area with new coping and a bench. With a strong local cycling community, the ambition continues to be recognised as a cycle friendly town. Supported by SBC and VS, further opportunities are being explored with neighbouring BID, Go Tweed Valley. The advent of E-Bikes and growing demand for sustainable transport highlights huge opportunities for the town and Valleys.



- **Shopfront Grant Scheme** managed. A scheme funded by Scottish Government and Scottish Borders Council, but project managed by Selkirk Means Business, supported 21 shops to enhance the front of their building, and improved the general look of the town. The sum of £21,000 grant awarded encouraging a further £6,000 in spend by individual businesses and organisations. Being administered by Selkirk Means Business ensured all of the funding was invested within the town.
- **Halliwell's Close** – A successful grant received from Scotland Loves Local enabled Selkirk Means Business to refresh this historic lane and thorough fare in the town. Working in collaboration with Live Borders, the General Store and Scottish Borders Council, signs were redesigned, the area painted, street lights were replaced with two period carriage lights, and the long neglected corner of the close behind the General Store rejuvenated.



IMPROVING THE TOWN'S VISUAL APPEARANCE: CONTD.



- | | |
|---------------------------------|-----------------------|
| 1. Hainingside Gallery | 12. The Fleece |
| 2. Flower Expressions | 13. ScotBet |
| 3. 50 Market Place | 14. Samaritans |
| 4. Selkirk Conservative Club | 15. Cullen Kilshaw |
| 5. Cameron's Oven Fresh Bakery | 16. Scott's Selkirk |
| 6. Stuart Davidson Architecture | 17. Skinny's |
| 7. Down to Earth | 18. The General Store |
| 8. Incorporation of Hammermen | 19. Peony Rose* |
| 9. Heard Hamilton | 20. Basanti India* |
| 10. CR Low | 21. Colin Turnbull* |
| 11. Haircraft | |

*Received £200 contributions to their shop front improve-

“

Great to see the town prospering unlike so many others which are full of empty shops. I've handed out quite a few maps too, people generally surprised and delighted with the unexpected 'extra'.

”

HELPING BUSINESSES TO THRIVE:

Many of Selkirk's businesses are sole traders and work alone. Opportunities to train and develop businesses take a back step as the day to day running takes precedence. Priorities included addressing the perceived lack of car parking in the town centre and addressing the poor CCTV provision.

Support was never been more required than with the onset of COVID-19. Businesses were supported by BID Directors and the Project Manager over phone and email. Individual guidance and the provision of PPE enabled businesses to open with confidence from the first lockdown, providing a safe environment and welcome to the local community whilst encouraging them to Shop Local.

The demise of the High Street throughout the UK has been well chartered but Selkirk has happily bucked the national trend and has come out of lock down with nine new businesses opening in the town in the past year. The mood is one of optimism.

A SNAPSHOT OF WHAT WE'VE ACHIEVED

- **Membership support** and ongoing communication through newsletters, meetings, social media, direct emails, leaflet drops. Providing a wide range of information including grant support, training and marketing regularly to 80 businesses in the centre of Selkirk by email and to 550 followers on Facebook.
- **Providing a welcoming voice** to perspective and new businesses to the town.
- **High Street One-Way Report** Selkirk Means Business approached Scottish Borders Council to investigate the possibility of one-way operation in High Street and Back Row. The resulting report indicated that although costly, there would be improved facilities and that there were opportunities for further dialogue.
- **Project managing a Feasibility Study** to look at options for and present proposals to better integrate Selkirk town and the Haining Estate and to address Selkirk's car parking capacity issues. A final report has been produced with next steps and a timeframe.
- **CCTV** – initial exploration of updating and modernising the existing provision following a Facebook Survey produced over 400 responses – 95% were in favour of updating the CCTV. Site visits and discussions with SBC have taken place. Although this project was stalled with COVID-19, work has started again to secure funding and an ongoing sustainable plan.
- **Providing over forty businesses in Selkirk with free PPE** in advance of opening to the public after the first lockdown. Provisions were in short supply nationally and costs escalating. Selkirk Means Business took on the role of sourcing, ordering and delivering appropriate provision to both levy and non-levy businesses in the town. Many supplies were found locally with the town benefiting from supportive quotes from such businesses as Office Specialities Ltd and Guthrie Group Ltd. A total of £4,500 worth of PPE was distributed to Selkirk Businesses.
- **Town Trade Tradition:** a collaboration with The General Store, a newly open repair shop in Selkirk which supports local making. The collaboration enabled ten Selkirk businesses outside the levy area to have a presence in town centre using the Town Trade Tradition brand and enabled the business to provide an attractive and welcome presence in the town over the weekend when the town traditionally closes.



Received the grant today, so a Hugh thank you for all your help with links etc and this has enabled me to start paying all outstanding bills, big relief as a lot of my suppliers are like myself small sole traders. Keep up the good work and stay well

Thanks so much for the PPE you have sent through so far. If you have another soap dispenser that would be great as we could use this up the stairs at our craft sink. And thanks you for the link to risk assessments - its always handy to see what is on offer right now from other organisations.



Selkirk Means Business, Selkirk BID created a poll.

Published by Sarah Macdonald [?] · 15 January ·

As you know, we are looking at proposals to install new CCTV cameras in the town centre.

Please let us know using the poll below whether you think its a good idea or not. If you have any questions on ideas and proposal then please ask (hello@exploreselkirk.co.uk or via the website).

95% Yes, CCTV needs updating

5% No, do not like CCTV plan

This poll has ended.

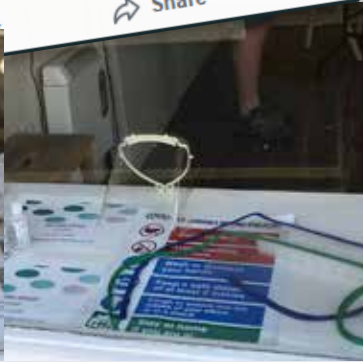
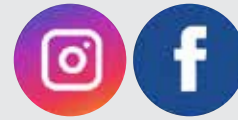
2,788 People reached

401 Engagements

19 shares

Boost U

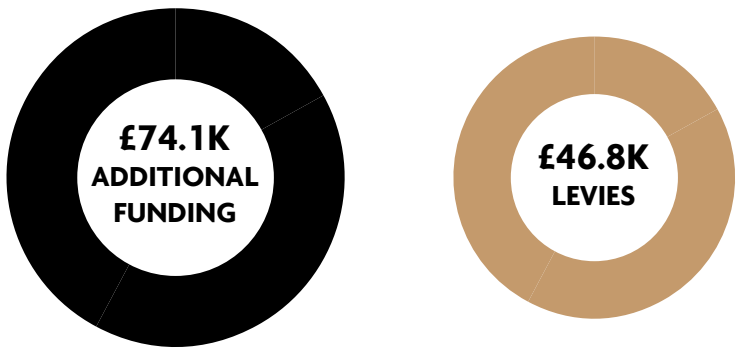
Share



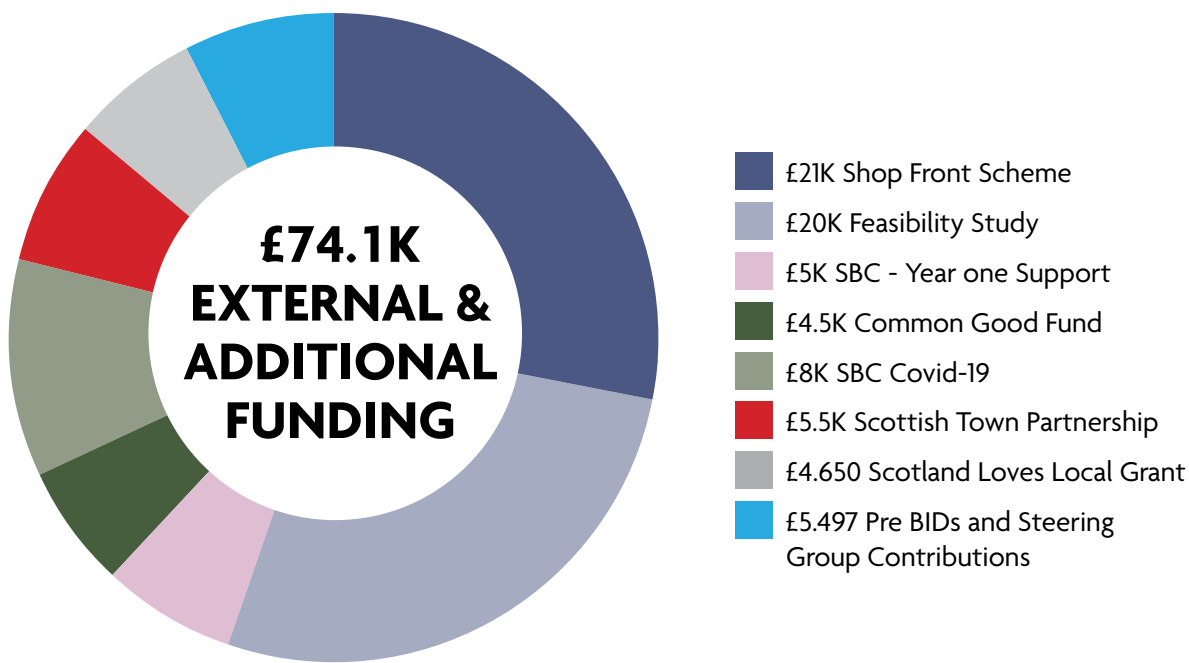
FUNDING

We have used every pound raised through levies to the maximum. A total sum of £121K has been received for the direct benefit of the town between 2018 and 2021.

Every £1 raised by levies has generated £1.8 of external funding.



External & additional grants received over period from result of Selkirk Means Business .



These figures do not include the In Kind support and volunteer time from local trades and businesses. For example over £6K has been provided in volunteering time alone.

SOME OF THE BUSINESSES AND ORGANISATIONS WE'VE COLLABORATED WITH:



Royal Burgh of Selkirk and District
Community Council



WHAT NEXT, THE FINAL 18 MONTHS

Marketing and Promotion – Flying the Flag for Selkirk

- **Event development:** to continue the collaborative talks with a number of event organisers both community based and regional to support and encourage events in Selkirk. Partnership opportunities include Sir Walter Scott's 250th Anniversary, Scotland's Year of Stories and Scotland's Literary Heartland whilst providing support and marketing to local groups such as YES Festival and the Haining, Selkirk's Farmers Market and the Rotary's proposed Christmas event. The most recent STP Grant will provide barriers and umbrellas for future events; and plans are being drawn up to develop the "phone box" to create a more welcoming and useful space.
- With the **welcomed renovation of the Hammermen's Hall** there are opportunities to develop a permanent visitor welcome as well as consider an Ambassadors Programme.
- **Developing the Brand:** develop the research received from 56 Degree Insight and work with the South of Scotland Destination Alliance on the region's themes. Work specifically to promote the town's heritage and cultural strength: its strong links with William Wallace, the town's textile legacy and as the location for many Arts and Culture businesses such as CABN and WASPS. And if the South of Scotland is successful in the City of Culture bid, ensure Selkirk has a significant role.
- **Continued promotion of the Town** using www.exploreselkirk.co.uk and our social media channels. Visits to the town website clearly increased with our news stories. A Social media/blog plan should be developed to take advantage of this traffic
- **Review the opportunity for merchandising.**
- **Further opportunities** with partners in Selkirk and external organisations such as the new DMMO, South of Scotland Destination Alliance (SSDA), are necessary steps to extend the reach of the www.exploreselkirk.co.uk website.



Improving the town's visual appearance:

- **Scotland's Town Partnership and Scotland Loves Local Grant Schemes:** continue to take advantage of the grants available for marketing and town regeneration.
- With the recent announcement of the planned **demolition of the Cross Keys**, take an active role in assisting SBC to provide a public space befitting the town.
- **Kirkyard interpretation.** The information boards in the Auld Kirkyard are almost complete. Next steps include developing the links with William Wallace and working with the 'Kirk o' the Forest' group and Selkirk Community Council to provide further interpretation.
- **Supporting the cycling network** and provision in partnership with Go Tweed Valley. Including developing a cycling friendly destination with SSDA & VS, and linking with other areas including Ale Water and the Ettrick and Yarrow Valleys. Considering e-bike charging opportunities.
- **Signage part 2** – a review of the Brown signs in and around the town to be completed along with an audit of other signs in town. Initial designs have been drawn up for the town entry signs but should be revisited.
- **The Pantwell:** improvements to this iconic point of interest has already taken place with Selkirk Means Business commissioning a floor to be installed for the ease of internal storage. Further upgrades are planned (postponed due to COVID-19) to reinstate water and electricity to enable the Pantwell supply water to cyclists and walkers as well as the local community.
- **A7, trunk road:** begin direct communication with the A7 Action Group to provide town centre input to any future proposals and plans for a Selkirk Bypass.



HELPING BUSINESSES TO THRIVE:

- **CCTV:** conversations have started again, quotes are being revised and meetings held with Stakeholders. Next steps include finalising funding for installation and the ongoing maintenance costs & energy costs.
- **The Haining:** following the publication of the Public Consultation, the next steps need to be agreed.
- **Supporting more Selkirk businesses with specific training and development needs,** including support to become bookable online, extend opening hours, collaborative projects and Social Media training.
- **Work with Scottish Borders Council and Scotland's Town Partnership** to role out the Shop Local card.



WHAT NEXT, LOOKING FORWARD TO THE NEXT 5 - 10 YEARS:

- **Work with SBC and partners** to contribute and shape the next phase of place planning for Selkirk.
- **Identify the key town centre, business and infrastructure opportunities** for the town to contribute to inclusive economic growth.
- **Aligned to Selkirk Regeneration Company,** lobby and work with key stakeholders and agencies to consider and progress opportunities for major transformational change for the town & TD7 area in relation to education facilities, housing, transport infrastructure and the environment.
- **Work with national and local partners** to secure additional UK, national and regional funds for Selkirk and TD7 area.



BOARD OF DIRECTORS

CHAIR:

- Stuart Davidson 2018 - 2019
- David Anderson 2019 - 2021

SECRETARY:

- Viv Ross 2018 - 2021

DIRECTORS:

- Stuart Davidson 2018 - 2021
- Caroline Cochran 2018 - 2021
- Shona Grieve 2018 - 2020 (retired)
- Clare Molley 2018 - 2020 (retired)
- Charly Murray 2021
- Tracey Ward 2018 - 2021
- Caroline Irving 2018 - 2019 (retired)

RESOURCES

PROJECT MANAGER: 12 hours a week

- Jane McKenzie April 2018 – October 2018
- Sarah Macdonald October 2018 - Present

ANNEX

Breakdown of businesses that received the Shop Grant Scheme

1. Hainingside Gallery
2. Flower Expressions
3. 50 Market Place
4. Selkirk Conservative Club
5. Cameron's Oven Fresh Bakery
6. Stuart Davidson Architecture
7. Down to Earth
8. Incorporation of Hammermen
9. Heard Hamilton
10. CR Low
11. Haircraft
12. The Fleece
13. ScotBet
14. Samaritans
15. Cullen Kilshaw
16. Scott's Selkirk
17. Skinny's
18. The General Store
19. Peony Rose*
20. Basanti India*
21. Colin Turnbull*

*Received £200 contributions to their shop front improvements.



SELKIRK ROYAL BURGH

TOWN • TRADE • TRADITION

www.exploreselkirk.co.uk

#exploreselkirk

hello@exploreselkirk.co.uk

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