

# selkirk community action plan

2012 - 2015 (and beyond)

'Celebrating, sharing and preserving Selkirk's unique heritage through physical and cultural led regeneration and community engagement.'



Prepared by  
Selkirk Regeneration Steering Group  
on behalf of the Community of Selkirk & District





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# SELKIRK COMMUNITY ACTION PLAN 2012-2015

## INTRODUCTION

This Community Action Plan for Selkirk has been developed to provide a strategic overview for the Royal Burgh over the next four years. Being aware of the needs of the community and with a view to maximising new and exciting opportunities for Selkirk, the Action Plan outlines key aims and priorities for the town and surrounding area.

The Action Plan has been developed by a Selkirk Heritage Regeneration Steering Group comprising representatives from the community, public sector and local business. A partnership approach and joint working will be critical to the success of the implementation of the Action Plan.

## THE UPDATE APPROACH

### 1. COMMUNITY PROFILE

### 2012 - 2015

The Community Action Plan has been developed by Selkirk Regeneration Steering Group comprising representatives from the community, public sector and local business. The Steering Group established a specific Regeneration Strategy/ Community Action Plan Working Group to provide an updated Community Action Plan for 2012.

#### **The Working Group agreed the following process to develop the Action Plan for 2012:**

- Review of the Selkirk Regeneration Strategy/ Action Plan 2005 (Biggar Economics) – Feb
- Review of the Issues report produced by Selkirk & District Community Council in 2009 – Feb
- Data review of key statistics for Selkirk – Feb
- Review of the SWOT/ key themes for Selkirk – March
- Selkirk Community Action Plan workshop (Selkirk High School) – March
- Heritage Participation & Learning workshop (Philiphaugh Community Centre) – April
- First draft of the Community Action Plan – June/ July
- Community exhibition (Rowlands Youth Centre) – June/ July
- On-line exhibition (<http://selkirkregen.com/>) – June/ July
- Testing/ Validation with key stakeholders – June / July
- Final version – August

Extensive in-depth research and community consultation was undertaken by Biggar Economics in 2005 during a Study commissioned by Scottish Borders Council. This provided much of key baseline data and framework for updating the Action Plan in 2012.

**Further feedback and consultation from a wide variety of local interests including the following:**

• Selkirk & District Community Council	• Town centre traders
• Selkirk Regeneration Company	• Tourism businesses/ groups
• Selkirk Merchant Company	• Tweed Valley Tourism Consortium
• Selkirk Common Good Fund	• Local Landowners and rural businesses
• Selkirk Chamber of Trade	• Countryside Estates (including Abbotsford, Haining, Philiphaugh, Buccleuch/ Bowhill)
• Scottish Borders Council Councillors	• Southern Upland Partnership
• SBC Heritage/ Regeneration/ Urban Design	• Rowlands and local community youth groups
• Selkirk Schools/ Teachers	• Local sports groups including Selkirk Rugby Club, Selkirk & District Angling Club
• Community Learning & Development staff	• Selkirk Flood Prevention Scheme Project Manager
• SBC Museum & Gallery Service	• Lothian & Borders Fire Service
• SBC Arts Development Service	• Lothian & Borders Police
• Selkirk Churches	• Residents of Selkirk
• Cultural Arts Business Network	• Churches Together in Selkirk and Valleys

The Selkirk Regeneration Steering Group established two other Working Groups.

**These groups focused on reviewing and developing more detailed specific Action Plans for:**

- **Physical elements** of Selkirk town centre including the public realm, traffic management, key buildings, gap site opportunities, boundary enhancements, property and shop frontage improvements.
- **Learning & Participation** around the **culture and heritage** opportunities for Selkirk including links to developments at Abbotsford House, Haining House, Philiphaugh and Bowhill Estates.

The main priorities identified by Working Groups have also been captured and included in the Community Action Plan.

# THE ROYAL BURGH OF SELKIRK

## 2. COMMUNITY PROFILE 2012

With a proud heritage and strong community spirit, the Royal Burgh of Selkirk is identified as a priority for area regeneration in the Scottish Borders Structure Plan. Business and tourism opportunities, housing and development land, town centre regeneration as well as high quality education and community services are critical for Selkirk's future long term prosperity.

### 1. LOCATION

Situated in the valley of the Ettrick Water, Selkirk is surrounded by rolling hills and stunning countryside. The town is located in the heart of the Scottish Borders with the A7 trunk route providing connections to Galashiels and Hawick and beyond. Selkirk offers business and community services for a number of rural villages in this area including Ashkirk, Ettrick Bridge, Lindean, Midlem and Yarrowford and smaller settlements in the Ettrick and Yarrow Valleys.

### 2. POPULATION & HOUSING

**POPULATION** 5,839 - 2001 census  
5,590 - 2006 mid term review

The Scottish Borders Consolidated Local Plan 2011 identifies allocations for housing and redevelopment sites including 10 hectares (182 units) for housing; and a combined additional 8.2 hectares (40 units) in the rural settlements of Ashkirk, Ettrick and Yarrowford.

### 3. EMPLOYMENT & THE LOCAL ECONOMY

#### KEY STATISTICS

- Of the 5,590 residents of Selkirk, 3,264 (58%) are of working age (lower than the Borders or national average).
- In 2008, 2,413 (74%) of Selkirk residents of working age, were in work.
- 143 (4.5%) working age people are currently actively seeking work – a high % of these are between the ages of 16-24 (above the Borders and national average).
- The Scottish Index of Multiple Deprivation (SIMD) zone relating to Bannerfield is classed as an area of deprivation and has been deteriorating from a rank of 1,875 (2004) to 1,311 (2009). The remaining 5 zones for Selkirk have all generally deteriorated from 2004.

With significant protection afforded to the industrial estate by the new flood prevention scheme, and the redevelopment of some areas of Ettrick Riverside, new industries have been attracted and employment increased particularly in construction, financial services, retail, healthcare, call centres and professional services. There are now approximately 100 businesses in the Ettrick Riverside area employing 1,400 people. The Riverside area is a priority for future employment related development with 28 hectares of land zoned or safeguarded for further development.

#### 4. CONNECTIVITY - ROADS, TRANSPORT & IT INFRASTRUCTURE

**ROADS** – The A7 trunk road provides key transport links, however, the route runs through the town centre with heavy traffic impacting and limiting redevelopment opportunities. A bypass route has been identified and safeguarded in the Scottish Borders Structure Plan, but there is currently no commitment or funds to progress development. Paths adjacent to the A7 to Galashiels and a network of rural roads, provide limited opportunities for commuting/ recreational cycling.

**PUBLIC TRANSPORT** – There are some bus services and locals can also use the school buses:

- X95/ 95 bus route, which runs on a regular basis from Edinburgh to Carlisle (taking less than 2 hrs from Selkirk to Edinburgh)
- Regular hourly services from Galashiels to Selkirk, serving residential areas within the town – Service 72, and Service 73 which also runs to Borders General Hospital
- Local town service provided once a week - Route 979
- Once a week service for the Yarrow Valley - Route 913
- Twice weekly service for the Ettrick Valley - Route 911/912.
- Harrier Service (Selkirk to Moffat) - in summer months.

**RAIL** – Currently, the nearest railway stations are in Edinburgh, Berwick and Carlisle, over 40 miles away. The Waverley rail link from Edinburgh to Tweedbank / Galashiels is due for completion in 2014.

**IT INFRASTRUCTURE** – Broadband infrastructure and mobile phone coverage is limited particularly in the Valleys. Selkirk has no Next Generation Broadband services vital for new business development opportunities. The South of Scotland Next Generation Broadband Project aims to deliver Next Generation broadband by the end of 2015.

#### 5. EDUCATION, HEALTH & CARE SERVICES

**Selkirk and the surrounding area is served by 7 primary schools and a secondary school:**

• Ettrick Primary School	• Philiphaugh Community School
• Kirkhope Primary School	• St Joseph's Primary School
• Knowepark Primary School	• Yarrow Primary School
• Lilliesleaf Primary School	• Selkirk High School

Ettrick Primary will have no pupils after the 2011-12 school year ends, and will close. Pre school, nurseries and play groups are offered at Argus Community Centre, Busy Bees Nursery, Ettrick & Yarrow U5s Group, Kirkhope Nursery, Knowepark School/ Nursery, Philiphaugh Community School/ Nursery, and Philiphaugh U5s Group.

Selkirk Health Centre provides GP services and a range of clinics. The Medical Practice is supported by NHS 24 (a 24hr helpline), NHS Services; and nearby A&E and clinical services at the Borders General Hospital. There is a range of Amenity and Sheltered Housing provided by Scottish Borders, Bield Housing Association and Eildon Housing Associations. Private sector residential care and nursing homes is available at Riverside Healthcare and Thornfield.

## 6. SOCIAL & COMMUNITY

There are a number of formal organisations as well as voluntary and social groups - from the Community Council, Selkirk Regeneration Company, Selkirk Common Riding Trust, Selkirk Chamber of Trade, Selkirk Churches Together, to various sport, arts and recreation clubs. For a list of local community groups and organisations, please refer to the community website; [www.selkirkonline.org](http://www.selkirkonline.org). The town is also served by Selkirk Sheriff Court, which deals with criminal and civil court cases. As a Royal Burgh, Selkirk's Common Good Fund has title to a number of assets and properties in and around the town, which could be beneficial for future development opportunities. Selkirk is twinned with German town, Plating.

## 7. SPORTS & RECREATIONAL ACTIVITIES / COMMUNITY FACILITIES

Selkirk has a wide range of sporting, leisure and community facilities some of which require investment. There are Clubs and dedicated facilities for rugby, hockey, tennis, golf, bowling, badminton, horse riding, cricket, football, archery, canoeing, sailing, swimming and angling. Along with a local library and community centre, Rowlands (Youth facility) has been established specifically for younger people. Selkirk also benefits with outdoor and recreation opportunities in the surrounding countryside with a network of routes for walking and cycling.

## 8. ENVIRONMENT – BUILT

The Conservation Area for Selkirk focusing on the historic town centre and Market Place, retains many distinctive townscape characteristics. As well as the Category A listed Walter Scott Courthouse, there are 83 listed properties of which 4 have been identified as 'Buildings at Risk' on the national Buildings at Risk Register. There are a variety of building styles and types for a range of commercial and residential uses, which contribute to the amenity and attractiveness of the town.

Selkirk also has a large concentration of vacant and derelict land adjacent to the town centre. Selkirk expanded extensively in the 19th century with the introduction of the woollen mills at the Riverside area. These Victorian mill buildings are of architectural and historical interest and a number have been redeveloped for modern commercial / office use. Some fine mill buildings are still empty awaiting opportunities for development.

## ENVIRONMENT – NATURAL

The historic hilltop setting and the stunning rural setting, create much of Selkirk's character. The surrounding countryside is part of the designated Eildon Hills/ Bowhill Area of Great Landscape Value. The Ettrick Water is part of the River Tweed Special Area of Conservation, a site of international importance. Close to the town, notable properties include the Haining Estate; Philiphaugh Estate; Bowhill House/ Buccleuch Estate and Abbotsford House – all of significant architectural merit with formal designed landscapes and working Estate legacies.

## 9. TOURISM & RETAIL

Selkirk has a range of outdoor activities including fishing, golfing, walking, cycling, shooting, nature watching and riding. Selkirk also benefits from unique visitor attractions including the nearby four countryside estates, local museums, various sports/ leisure facilities and an expanding creative arts & crafts sector. There is an opportunity to add value by cross selling and encouraging longer stays. Visitor accommodation in Selkirk and surrounding area is limited in terms of room numbers and standard. The proposed railway station at Tweedbank and the regeneration of Abbotsford House and the Haining Estate in particular, provide opportunities for future tourism developments.

Selkirk has two main retail areas – the town centre and a cluster of large retail stores at Riverside. This equates to 3,600m<sup>2</sup> of floorspace (3% of the Scottish Borders). Retail leakage is high (60% of food & drink spend and 80% of comparison goods); with spend exported to neighbouring towns, particularly Galashiels or via the Internet. Selkirk has a high level of commercial vacancies / empty properties in the town centre currently at 16% and increasing since 2007. Empty premises in the town centre need to provide a range of offers to encourage visitors/ locals to use services and spend. The area has a high concentration of arts, crafts and creative businesses working from home premises, WASPS studios and light / industrial workshops, which provides a potential opportunity for the town centre.

## 10. CULTURE, HERITAGE & EVENTS

The Royal and Ancient Burgh of Selkirk has a strong local identity with a proud heritage, developed over many years. Selkirk was founded in the 6th century and developed as a traditional Borders market town. Over the centuries, a number of estates with prominent local families, developed and expanded including Abbotsford, The Haining, Philiphaugh and Bowhill. One of the most well known is Sir Walter Scott, who presided as Sheriff of Selkirk from 1803-1832. His former courtroom is now a museum featuring his life and his writings as well as those of James Hogg, the Ettrick Shepherd, and Mungo Park, the African Explorer. The town also grew significantly in the C19th with the expansion of the textiles industry.

Known as Souters (with a strong historical trade of shoemakers), the people of Selkirk celebrate their annual Common Riding in June. It is recognised as one of the oldest Border festivals commemorating riding of the town marches and the Battle of Flodden. Selkirk Crafts & Guilds, play an important role in the annual festivities to recognise their contribution to the town's heritage. A range of other festivals and events have been developed from mountain biking/ cycling events, Vintage Car Rally, Scott's Selkirk, Rugby 7s and community events.

### SELKIRK'S UNIQUE SELLING POINTS

Cultural Champions Scott, Hogg, Lang and others	Cultural Corridor Haining / High Street/ Clapperton Studios
Creativity, Culture & Heritage	Countryside Estates
Connectivity – Water/ Road/ Rail	Common Riding
Common Good Fund	Community Spirit
Conservation Area	Crafts & Guilds



## 3. OUR VISION FOR THE FUTURE - KEY THEMES

VISION FOR SELKIRK – ‘Celebrating, sharing and preserving Selkirk’s unique heritage through physical and cultural led regeneration and community engagement.’

The following key themes and priorities have been identified:

### GREAT PLACE TO LIVE

#### PRIORITIES

1. Improving Education & Community Facilities
2. More Sport
3. More for Young People
4. More for Older People
5. Making a Unified Town
6. Appreciating our History & Heritage

#### CONTRIBUTES TO NATIONAL OUTCOMES

- Our Children have the best start in life
- We live longer healthier lives
- We have a strong resilient & supportive community
- Older people are able to maintain their independence / access support they need

### WELCOMING VISITORS

#### PRIORITIES

1. Welcome to Selkirk Initiative
2. Develop Selkirk’s Events Portfolio
3. Improve town centre and enhance visitor offering

#### CONTRIBUTES TO NATIONAL OUTCOMES

- A more attractive place to do business
- We live in a well designed sustainable place with accessible amenities

### A BEAUTIFUL PLACE

#### PRIORITIES

1. A More Vibrant Attractive Town Centre
2. Reduce Traffic Congestion in the Centre
3. Enhance & Improve Accessibility & Orientation for green spaces
4. Proactively Work to Address Gap Sites & Derelict Buildings
5. Research New Funding Opportunities

#### CONTRIBUTES TO NATIONAL OUTCOMES

- We live in a well designed sustainable place with accessible amenities
- We value our built & natural heritage and protect & enhance it for future generations

### BETTER PLACE TO DO BUSINESS

#### PRIORITIES

1. Develop Skills and Training Opportunities
2. Encourage New Trade/ Business Expansion
3. Encourage Development of New Infrastructure and Communications
4. Encourage Renewables/ Low Carbon Opportunities
5. Research New Funding Opportunities

#### CONTRIBUTES TO NATIONAL OUTCOMES

- We live in a more attractive place to do business
- There are more & better employment opportunities
- We are better educated & more skilled
- Young people are confident & successful learners
- We reduce the local environmental impact of our consumption and production

## 4. OUR ACTION PLAN - PRIORITIES BY THEME

Within each theme, key aims and priorities along with broad outcomes have been developed. These are summarised below and provided in more detail in the Action Plan (pages 10-17).

**Timescales are indicative only – priorities may move between long-term and short-term categories depending on changing circumstances and factors**





## GREAT PLACE TO LIVE

Selkirk has a strong community spirit and is a great place to live and work. New challenges face the town and increasingly we find our young people migrating to find work. We aim to build on the strengths of our community to ensure Selkirk remains a Great Place to Live.

### PRIORITY 1: IMPROVING EDUCATION AND COMMUNITY FACILITIES

#### **TIMESCALE: SHORT-TERM**

- Review the scope for this.

#### **TIMESCALE: LONG-TERM**

- Support the development of a new primary school building near the High School with improved sports facilities, community uses, and ample outdoor spaces for both.
- Encourage more members of the community to take an active part in education both as consumers and providers
- Work with local landowners, outdoor education providers and community groups to develop projects and encourage better understanding and appreciate Selkirk's natural and built environment.
- Work with schools so that pupils are aware of opportunities to stay and work in the town with potential future built and natural heritage skills needs - forestry, agriculture, traditional building skills etc.

### PRIORITY 2: MORE SPORT

#### **TIMESCALE: SHORT-TERM**

- Create a forum to review this.
- Support the full refurbishment of the swimming pool.

#### **TIMESCALE: LONG-TERM**

- Make Selkirk a centre of excellence for some sports, with active marketing and promotion.
- Encourage year round use and a coordinated approach to sports facilities.
- Create a multi functional indoor sports facility with scope for spectators.

### PRIORITY 3: MORE FOR YOUNG PEOPLE

#### **TIMESCALE: SHORT-TERM**

- Develop a strategy for play and recreation for the whole town.
- Support present Play initiatives for Pringle Park and Bannerfield as part of the strategy.
- Assemble a working group to investigate possibilities.

#### **TIMESCALE: LONG-TERM**

- Support and promote the growth of Rowlands indoor facility
- Outdoor activity.

## PRIORITY 4: MORE FOR OLDER PEOPLE

### **TIMESCALE: SHORT-TERM**

- Input to the Learning & Participation working group to investigate options of intergenerational work.

### **TIMESCALE: LONG-TERM**

- Work with care agencies and community groups to minimise isolation particularly for vulnerable older people.
- Establish a voice for older people and encourage local intergenerational, volunteering opportunities/ links between young/ older people.
- Work with older people to ensure appropriate community facilities are available / accessible.
- Ensure enough housing/ sheltered housing/ healthcare options available for an ageing population.

## PRIORITY 5: MAKING A UNIFIED TOWN

### **TIMESCALE: SHORT-TERM**

- Develop a 'Selkirk Life' or work with Selkirk Wee Paper and encourage contributions / 'local editors' from outlying parts to overcome actual and perceived areas of separation within the town.
- Welcome new residents with a 'Welcome to Selkirk' pack.

### **TIMESCALE: LONG-TERM**

- Investigate options for community transport and other links within the town and outlying areas including the Valleys.
- Investigate other barriers/ solutions, which minimise the feeling of isolation particularly in outlying areas eg better broadband coverage/ training packages for older people.
- Work with the Haining Trust to coordinate initiatives for physical integration, commercial activity and promotion of events.
- Encourage appropriate new housing developments (particularly Affordable Housing).

## PRIORITY 6: APPRECIATING OUR HISTORY & HERITAGE

### **TIMESCALE: SHORT-TERM**

- Support appreciation of the history and the built heritage through projects to investigate, discuss, record and display.
- Develop an action plan to engage the local community and promote heritage led participation & learning for Selkirk.
- Engage with all ages in the community, with schools and local businesses.
- Continue with the Learning & Participation working group to structure initiatives.
- Identify Heritage Ambassadors – linked to the agreed themes – Medieval, Royal Burgh/ Creative, Industrial Heritage to support the Group.

### **TIMESCALE: LONG-TERM**

- Involve resources in and around the town, eg Haining, Abbotsford, Bowhill, and Philiphaugh.

**Timescales are indicative only – priorities may move between long-term and short-term categories depending on changing circumstances and factors**





## WELCOMING VISITORS

Selkirk has a natural focus on outdoor activities with fishing, golfing, walking, wildlife watching, cycling and countryside sports. This is complemented with the wealth of opportunities to appreciate the history, heritage and creativity of the area with countryside estates, local historical museums and a growing creative arts and crafts sector. There is an opportunity to add value to existing activity and increase spend in the local economy by better coordination between local providers and increased targeted promotion.

### PRIORITY 1: WELCOME TO SELKIRK - PROMOTING AND ADDING VALUE TO THE VISITOR EXPERIENCE

#### **TIMESCALE: SHORT-TERM**

- Establish a 'Selkirk Visitor Consortium/ Forum' of local tourism providers, agencies and event providers to champion and progress tourism for Selkirk and the valleys.
- Improve interpretation of Sir Walter Scott and his importance to the town linked to the major focus at Abbotsford.
- Develop a genuine brand identity for Selkirk (focusing on Selkirk's USPs).
- Jointly promote Selkirk with local estates such as Haining / Philiphaugh / Bowhill / Abbotsford and the Sir Walter Scott and James Hogg connection.
- Work together to promote the variety of outdoor activities and countryside sports in Selkirk.
- Develop a simple Customer Relation management (CRM) system to gather visitor contact details for mailings and visitor feedback for future developments.
- Develop a virtual presence for Selkirk – a one-stop website bringing together all relevant information for Selkirk visitors.
- Make better use of digital marketing and social media to promote Selkirk particularly in relation to events and activities.
- Develop and implement a directional / orientation and signage plan for visitors for the town centre and dispersal to the Valleys and rural settlements.
- Encourage more use and promotion of local food and drink at visitor accommodation, visitor attractions and retail outlet.
- Continue to develop Selkirk's historic assets as tourist sites – Auld Kirkyard, Selkirk Castle, site of historic Abbey, Philiphaugh Battle Site.

#### **TIMESCALE: LONG-TERM**

- Encourage coordination and links between visitor attractions, retail outlets, food & beverage, accommodation providers and events through networking, project opportunities and ideas.
- Develop new welcome initiatives such as encouraging Visitor Champions, providing local networking and providing local Welcome hosts.
- Work with other local tourism groups and organisations such as Ettrick & Valleys Project & Tweed Valley Tourism Consortium to develop links / joint promotional opportunities.
- Develop a community-based 'tourist information facility' in a central location.
- Research options for a new museum of Scottish Film & Photography including an archive. Other based themes including textiles, and arts & crafts will be explored.
- Research options for an Ecological Design Visitor Centre – a space to exhibit new buildings, small scale innovative designs from across the world.

## PRIORITY 2: DEVELOP SELKIRK'S EVENTS PORTFOLIO

### **TIMESCALE: SHORT-TERM**

- Work with local event organisers to maximise value and impact of all events by encouraging cross selling opportunities and extended stays.
- Encourage and support existing and new sports and recreational events such as triathlons (Durdy Tri), mountain biking events, and sailing events (St Mary's Regatta).
- To create a Selkirk specific virtual and printed "What's On" guide.
- Encourage more regular events within the town centre such as Farmers Markets.
- Work with the Flodden 500 and other groups to commemorate and celebrate the 500th anniversary of Flodden in 2013.
- Make better use of existing events spaces such as Victoria Hall (Performing Arts / Drama etc) , Selkirk Swimming Pool (sports)
- Work with property owners/ landlords in the town centre to encourage exhibition and sales space for local arts / crafts as either permanent spaces or pop up shops.

### **TIMESCALE: LONG-TERM**

- Work with local event organisers and local/ national agencies to maximise event opportunities from Scotland's national Year of Homecoming / Commonwealth Games in 2014.
- With new opportunities linked to Abbotsford, The Haining Estate, Philiphaugh Battlefield, and a wealth of local artists and creative workers, explore new and/ or linked heritage and creative led event opportunities and Arts festivals.

## PRIORITY 3: IMPROVE THE TOWN CENTRE AND ENHANCE THE VISITOR OFFERING

### **TIMESCALE: SHORT-TERM**

- Encourage the establishment of specialised shops, work shops (with activity) and farmers (local food) / arts / crafts markets – all to reflect what is unique in Selkirk.

Develop an open trail museum with photographic stations (eg Earth from the Air) as a way of leading visitors around upper & lower town.

### **TIMESCALE: LONG-TERM**

- Create a coherent look with pedestrian zones, green zones and areas for public art and also up-grade public toilet facilities.
- Co-ordinate and extend town centre opening hours.
- Develop ancestral and industrial heritage trails linked to Learning & Participation Themes such as the Ettrick Forest Archers.
- Support the improvement and expansion of visitor accommodation.
- Extend and improve the facilities at the existing swimming pool and caravan park.
- Support development of Textile Centre/Museum.

There is a correlation between this theme and the theme of making Selkirk "a beautiful place", which in itself should have an outcome of enhancing the visitor experience.

**Timescales are indicative only – priorities may move between long-term and short-term categories depending on changing circumstances and factors**



## A BEAUTIFUL PLACE

The Royal Burgh of Selkirk has an outstanding natural and built environment. With changing requirements and modern demands, we need to ensure our town continues to be adapted but the importance and integrity of the conservation retained for future generations to enjoy.

### PRIORITY 1: A MORE VIBRANT ATTRACTIVE TOWN CENTRE

#### **TIMESCALE: SHORT-TERM**

- Review the public realm space and traffic management arrangements and develop options for enhanced space for all users.
- Encourage and maximise uptake of SBC's Shop Front Improvement Grant Scheme.
- Review signage in the town centre and de-clutter signs where possible.
- Undertake consultation with younger / older people – to understand how they use the town centre and what would they like to see in the future.
- Support the new Flodden Garden memorial to commemorate the 500th anniversary.
- Reduce the number of empty shops in the town centre by targeting niche shops/ independents, window displays, pop up shops etc
- Research the number of empty upper floors to develop a baseline for alternative uses eg residential, visitor accommodation, office use, professional services etc.
- Enhance the visual appearance of the town centre in summer/ winter with seasonal window boxes in retail premises (rather than hanging baskets).

#### **TIMESCALE: LONG-TERM**

- Work with property owners to encourage the conservation of iconic buildings and monuments in the town centre (Category A listed Courthouse, Victoria Halls etc).
- Enhance the existing built environment with a coherent design and include quality paving & glazing, new arcades, improved stone finishes, wall colour, energy efficient street lighting.
- Explore options for acquisition of PO Yard/ linked areas to provide site for a new architectural feature for multi purpose function (market, bandstand, ceremonial gatherings etc.)
- Encourage further improvements to Fleshmarket steps for a more usable/ interactive space.
- Enhance the arrival experience/ approaches to the town with improved signage and more attractive landscaping particularly at the toll banking.

### PRIORITY 2: REDUCE TRAFFIC CONGESTION IN THE TOWN CENTRE

#### **TIMESCALE: SHORT-TERM**

- Scope out opportunities for increased off-street parking for residents and visitors.
- Review options for increasing pedestrianised area in the Market Place and High Street.
- Encourage more use of public transport, cycling, walking for short journeys.
- Encourage and provide facilities for cycling – particularly for short journeys within the town.

#### **TIMESCALE: LONG-TERM**

- Continue to lobby for trunk and road improvements including the town centre bypass development.
- Research options for a 'Park and Ride' Scheme to encourage visitors to the town centre.

### PRIORITY 3: ENHANCE AND IMPROVE ACCESSIBILITY / ORIENTATION FOR GREEN & OPEN SPACES

#### **TIMESCALE: SHORT-TERM**

- Working with the Flood Protection Scheme Project Manager, landowners and community groups, develop a Riverside Enhancement Plan to enhance local habitats for wildlife and make the area more accessible and attractive linked and signposted to existing facilities/routes.
- Work with SBC to ensure green and open spaces and the core path network for Selkirk are protected and maintained where appropriate.
- Work with SBC to enhance and improve accessibility and use of local parks for all ages.
- Work with SBC, local landowners and allotment groups to identify new allotment sites.
- Support The Haining Estate to develop additional access routes, bridge links and interpretation following the initial pedestrian link from the Town Centre Car Park.

#### **TIMESCALE: LONG-TERM**

- Work with local landowners in particular the Haining Estate, Abbotsford House, Philiphaugh and Buccleuch/ Bowhill to develop additional paths/ access routes to link visitor destinations with accompanying orientation.
- Linked to Heritage opportunities, research new public art installations in green spaces and open spaces.

### PRIORITY 4: PROACTIVELY WORK TO ADDRESS GAP SITES AND DERELICT BUILDINGS

#### **TIMESCALE: SHORT-TERM**

- Review current gap sites in the town centre and research redevelopment uses such as off street parking, residential, public realm/ event spaces, green space opportunities etc.
- Vacant buildings (Queens Head, Cross Keys, 5TS, former co-op building) – identify current vacant buildings in the town centre and make contact with property owners / agents.
- For gap sites, work with property owners / agents to consider alternative uses and draft development strategies/ funding options etc
- Work with property owners / agents to explore alternative uses for derelict mill buildings in the Riverside area.
- Work with gap site owners to provide or update temporary displays eg Creative writing display on the former Cooperative building.

#### **TIMESCALE: LONG-TERM**

- Explore alternative options for former St Mary's West site as park/ public realm space.
- Review vacant buildings beyond town centre.

**Timescales are indicative only – priorities may move between long-term and short-term categories depending on changing circumstances and factors**





## BETTER PLACE TO DO BUSINESS

Many of Selkirk's traditional industries have now disappeared and to ensure the town thrives and provides employment opportunities, new business opportunities are needed. Selkirk is centrally located but high quality connections and infrastructure are vital to maximise trade opportunities. New technologies will revolutionise how businesses work and Selkirk needs to ensure it is at the forefront to capitalise and provide new employment options for our young people.

### PRIORITY 1: DEVELOP SKILLS AND TRAINING OPPORTUNITIES

#### **TIMESCALE: SHORT-TERM**

- Continue to develop links with local employers and the business networks already in place.
- Identify more local business champions and develop a programme of activity of support.
- Encourage programmes, which enhance the development and upskilling for those in the tourism / visitor / retail sector.
- Encourage local employers and community groups to provide volunteering and/or work experience opportunities.

#### **TIMESCALE: LONG-TERM**

- Encourage the provision of more apprenticeship opportunities through public sector agencies such as Scottish Borders Housing Association (SBHA) and the private sector.
- Encourage traditional training opportunities through priority projects eg the Scottish Lime Centre and The Haining.
- Support potential opportunities for textile based initiatives providing tourism, training and employment opportunities.

### PRIORITY 2: ENCOURAGE NEW TRADE/ EXPANDING BUSINESSES

#### **TIMESCALE: SHORT-TERM**

- businesses and retail opportunities in/ around the town.
- Maximise full use of the available space in the existing industrial zone.
- Encourage creative use of empty shops in the town centre eg Pop Up Shop for creative businesses.
- Encourage more shop / trade local opportunities through a local business/ web directory

#### **TIMESCALE: LONG-TERM**

- Renovate old buildings for housing small business units particularly for traditional and creative businesses.
- Work with agencies/ groups to maximise business development and tourism opportunities from the new rail link.
- Encourage proactive promotion of inward investment opportunities at Ettrick Riverside and the existing skilled workforce.

- Encourage proactive promotion to encourage relocation of public agencies to add to those already based at Riverside
- Develop existing shop local initiatives for local residents and businesses at Riverside eg Selkirk £ or Schilling;; lunchtime shuttle bus; extended evening or Sunday openings.

### PRIORITY 3: ENCOURAGE DEVELOPMENT OF NEW INFRASTRUCTURE AND COMMUNICATIONS

#### **TIMESCALE: SHORT-TERM**

- Continue to work with local and national partners including the Scotland Next Generation Broadband Project for improved broadband, WiFi and mobile coverage.

#### **TIMESCALE: LONG-TERM**

- Work with the Selkirk Flood Prevention Scheme Project Team and partners to best communicate the availability of future industrial land to provide confidence for investment.
- Maximise physical and trading links between the industrial zone and the town centre, for example, with the Haining and Abbotsford.

### PRIORITY 4: ENCOURAGE RENEWABLES/ LOW CARBON OPPORTUNITIES

#### **TIMESCALE: SHORT-TERM**

- Investigate alternative forms of local travel, so less use is made of cars in and around town centre.
- Continue to promote Selkirk's Fair Trade status and status of Plastic Bag Free Town. Work with groups to encourage similar initiatives

#### **TIMESCALE: LONG-TERM**

- Explore and progress where feasible, community based renewable energy opportunities eg wind turbines; hydro etc.
- Encourage/ work with local agencies / businesses to reduce their energy consumption/ carbon footprint.
- Encourage/ work with local agencies / householders to consider their energy reduction opportunities – house, travel etc

### PRIORITY 5: RESEARCH NEW FUNDING OPPORTUNITIES

#### **TIMESCALE: SHORT-TERM**

- Continue to research external funding opportunities for the town / linked to priority projects.
- Support community groups / priority projects, which have an overall benefit for the people and the town. Ensure links are maximised between priority projects where appropriate.
- Consider new funding opportunities via the town's assets eg Common Good or other revenue sources eg car parking/ trails donations.

#### **TIMESCALE: LONG-TERM**

- Work with young people to consider future opportunities.

**Timescales are indicative only – priorities may move between long-term and short-term categories depending on changing circumstances and factors**

## 5. MONITORING & UPDATING THE ACTION PLAN

The Community Action Plan once finalised, will be available for the community to access via website: <http://selkirkregen.com/>. Other reference documents and useful information will be posted alongside.

It is proposed that the Action Plan will be reviewed and updated annually by a group consisting of representatives of the community, including district and community councillors, SBC officers, Selkirk Regeneration Company, and other voluntary organisations. This will include an update on key achievements and main activities over the year and related outcomes. In addition, any new opportunities or projects will be identified.

## 6. OTHER RESEARCH/ REFERENCE DOCUMENTS

A range of research and reference documents were used to develop and produce this Community Action Plan. These along with the Action Plan are available to view on <http://selkirkregen.com/>

- Scottish Borders Council Consolidated Local Plan 2011
- Scottish Government National Performance Framework
- Selkirk Regeneration Steering Group / Working Groups – Structure/ Representation
- Selkirk Regeneration Steering Group / Working Groups – Objectives
- Selkirk Regeneration Strategy/ Action Plan 2005, Biggar Economics
- Issues report produced by Selkirk & District Community Council in 2009
- SWOT analysis updated by Selkirk Regeneration Strategy Working Group, April 2012
- Key physical issues/ themes in Selkirk Town Centre produced by Selkirk Physical Working Group, April 2012
- Outline of Learning & Participation opportunities produced by Selkirk L&P Working Group, April 2012

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The Regeneration Steering Group would like to thank all those who contributed to the development of the Action plan through research, participation in the workshops, contribution of ideas and feedback.

## CONTACTS

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