SWOT for Selkirk
(Strengths, Weaknesses, Opportunities, Threats)

Great place to live

STRENGTHS
• Good educational services
• Good community/ sports facilities -= Connections / Rowlands / library/ Philiphaugh Sports / churches
• Good quality of life / accessibility - everything close to hand/
• Strong community spirit/ sense of belonging / willingness to help others/ community events
• Cost of living lower than other places
• Safe/ Fairly low crime
• Strong & active volunteering base / High quality volunteer skills / track record of delivery
• Sheltered Housing
• Common Good Fund and Burgh Farms

WEAKNESSES
• Rural location – dependent on car.
• Poor quality of open spaces and play areas/ Play parks need improvement
• Insufficient allotments in upper town
• Location between Hawick and Gala – impact of superstores
• Rental of Victoria Halls too expensive
• No all weather sports pitch
• Lack of community facilities - for young people/ day care facilities
• Anti-social behaviour and littering/ Drugs & alcohol
• Demographics - Loss of young people / aging population
• Lack of confidence/ Willingness to ‘make do’/ “Aye been” and local rivalries
• Lack of information on community organisations
• Dependent on goodwill of volunteers/ level of volunteering skills
• Lack of ground zoned for housing - Resultant lack of developer contributions
• Bannerfield area is a long way from the town centre and amenities
• Schools need renewed & Lack of pre-school provision/ Increasing lack of choice at higher levels
• Included in ‘Eildon Area’ for services
• CCTV – installed but not effectively used

OPPORTUNITIES
• New primary school
• Better use of Rowlands
• More communication between the born and bred locals and new residents
• Housing developments/ Affordable housing bringing increased population
• Increased population => critical mass for better services/ facilities/ retail etc
• Better visitor/ community facilities eg swimming pool / full size all weather pitch. Better shared / mixed use
• Multi functional indoor sport / sufficient size for spectators - Sporty Selkirk / Centre of Excellence
• Support for those with addiction dependents & antisocial behaviour
• Pringle Park Project (led by Selkirk Playpark Group in partnership with SBC)
• Bannerfield Children’s Play Initiative (partnership project)
• Selkirk Parish Church Community use project (led by SPC)
• Electric bus service to Bannerfield
• Community learning opportunities/ Mentoring of School heads
• Shoes – Yince a Soutar, aye a Soutar
• Haining / Abbotsford – tutoring / mentoring
• Continuing Education – more use of schools facility
• Selkirk life
• Crime – not major issue. Solutions/ comms to alleviate perceived issues?

THREATS
• Only 1 bridge between both sides of the town
• Drink - and disaffected people who disrespect their own back yard
• Attitudes / behaviour / ‘aye been’ syndrome
• Non-involvement / lack of support from local residents
• Young people leaving (lack of suitable jobs)
• Lack of youth facilities
• Lack of drive/ Inertia - Insufficient ambition. Loss of focus / Loss of drive.
• Resistance to new ideas and fear of the unknown
• Loss of key community volunteers
• Downsizing of library/ Reduction in library hours
• Lack of Affordable housing
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Welcoming visitors

STRENGTHS
- Great local shops / Independent retailers with friendly and helpful patrons
- Out of town retail premises at Dunsdalehaugh
- Selkirk Castle / Mediaeval town plan / Haining tunnels
- The Haining Estate/ Castle/ Reputed Selkirk underground passages
- Key visitor attractions – Baxters, Lochcarron of Scotland
- Heritage sites of international recognition - Abbotsford House / Sir WS Court Room
- Philiphaugh Salmon Viewing Centre / battlefield
- Auld Kirk (Sir W Wallace guardianship of Scotland)
- Famous Selkirk people, Roosevelt links and Mungo Park etc
- 2 major walking routes, events, sports & country pursuits (Walking, mountain biking, fishing, horse riding)
- Events and festivals – Common Riding, Scott’s Selkirk, Traditional music etc
- Good stories - mediaeval to 19th century focus for “traditions” and events
- Good visitor facilities including accommodation / restaurants/ halls
- Swimming pool and caravan site
- Textile heritage still intact with working mills – potential heritage centre

WEAKNESSES
- A7 trunk road running the town centre - Increase- traffic & pedestrian risk. Lack of bypass
- Weather - Unpredictable
- Lack of parking / tourist coach parking in town centre
- On a hill (not so good for cycling or long walks pushing a buggy)
- Condition of the Old Kirkyard
- Arrival experience / limited signage - Poor web site/ Lack of town promotion, signage and branding
- Opposition from bus company to moving buses out of Market Place
- Lack of diversity in High St shops. No teen clothes shops/ music shops. Empty shops & shop closures
- Town centre - virtual shutting down on Sat pm when visitors likely to stop
- Dysfunctional Chamber of Trade/ Lack of business support
- High business rates
- Limited tourist/ visitor accommodation/ range of facilities
- Key visitor facilities need upgrading eg Scott’s Courtroom / Swimming pool / Caravan Park has no security

OPPORTUNITIES
- Welcome to Selkirk - Town gateways / entries & Better floral displays
- Better interpretation and signage (electronic info board) – maps/ leaflets/ displays
- Signposting/ orientation / Signposting of tourist attractions
- Better use of website/ digital marketing & social media – Selkirk Apps
- Branding for the town - Position Selkirk as happening place for arts and culture
- Promote the town / activities/ experiences/ events & festivals, facilities by web / TI points
- Selkirk – 10 Facts (Living History / bring it alive)
- Guided Walks/ Welcome hosts
- Town Centre Coordinator
- Encourage longer stays for visitors – more than ½ day experience – encourage x-selling of visitor experiences
- Develop existing & new events - Scotts Selkirk, Folk festival, Childrens Book Fair, Arts festival – cohesive links to businesses
- WASPS – more regular events
- Flodden opportunities
- Waverley Rail link – tourism opportunities
- Improve Market Place / High Street for pedestrian -friendly shopping / bus arrangements
- Encourage small businesses in town centre - hub for specialist shops
- Encourage shopping locally campaigns / Farmers /arts / crafts markets and centres/ Fairtrade town
- Develop history / culture / heritage / genealogy tourism - Philiphaugh / Old Kirk Franklin Roosevelt
- Tourism employment and skilling opportunities
- Improved leisure facilities & improved parks
- Philiphaugh / battle-site / salmon viewing/ fish ladder
- Exploit Newark Castle & heritage opportunities ie textile heritage museum
- The Haining - Partnership with the Haining to promote further the arts centre
- Bowhill - more visitor activities
- Visitor Accommodation/ Travel Lodge or similar development / Caravan park
- Improve caravan park by working with Youth Club, BSLT & Flood Scheme

Selkirk Regeneration Community Action Plan, April 2012
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- Ettrick Forest Archers, participants in Bannockburn and now resurrected
- Potential relationship with Abbotsford/ Make more of Walter Scott links
- Heritage Trails
- Link to Innerleithen Mountain bike park via Bowhill and Minchmoor
- Futuristic online entertainment centre
- Extended opening hours for retail/ visitor businesses
- Shop windows – more attractive displays/ presentation in empty shops
- Arts/ creativity – Victoria Hall, flexible performance space/ contemporary public art
- Cultural centre – target audience – good for business
- 4 Estates (Haining/ Philiphaugh/ Buccleuch/ Abbotsford) – joint promotion/ branding opportunity
- Physical links between 4 Estates – pathways & bridge - partnership approach
- Green spaces in central area – parallel with Melrose/ Gibson Park & Greenyards.
- Turbines – electric buses
- Restoration of pedestrian links
- Flexible/ performance exhibition space
- Attractive town centre at night/ After dark/ night – time economy
- Better links of industrial heritage to town centre/ Selkirk archive
- Cooperative mill & other areas in lower town
- Parallels with Melrose- iconic tourist building; bypass; attractive riverside; parks
- Encourage Riverside businesses to use town centre
- Pringle Park - Inward attraction to play

THREATS
- Failure to exploit rich historical background of the town
- Further reduction in visitor numbers
- Withdrawal of Visit Scotland funding for TIC in Halliwell's House
- Reduced public funding – withdrawal of services
- Lack of refurbishment plan of Scott’s Courtroom / Potential closure
- Fuel prices – impact on potential visitors
- Movement of retail to Galashiels
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A beautiful place

STRENGTHS
- Beautiful countryside - The hills and the valleys/ gateway to the valleys
- Largely unspoil town centre with strong sense of place/ historic buildings
- Selkirk Flood Protection Scheme
- Unique setting - Classic hill town, wonderful views
- Easy links to riverside/ countryside
- Town Centre Closes
- Royal & Ancient Burgh

WEAKNESSES
- Deteriorating buildings including public ones- in need of upgrading
- Street clutter detracts from historic town centre – signage/ barriers etc
- Derelict / empty buildings & gap sites in town centre - Indifferent infill
- Topography - Separates upper from lower part of town
- Transport uncomfortable bus
- Town centre – looks tired
- Poor maintained town centre / road - Currently unattractive
- Litter - lack of care and respect for the town and countryside
- Limited gardens/ trees/ parks/ play parks in and around town centre/ central area

OPPORTUNITIES
- Selkirk Flood Protection Scheme/ Clean up Riverside
- Flood scheme - improved landscaping and make riverside more attractive
- Lottery funding available for open spaces
- Flood Plan - impacts on certain future project development
- Improving frontages in Conservation area
- More green spaces – better use of Selkirk Hill eg picnic area
- Toll banking
- Pringle Park project development/ lottery funding application
- Site of St Marys church / Baptist Church
- Town hall steps
- Riverside area
- Foot/cycle bridge across Yarrow at ‘the meetings’
- Visionary ideas
- Expo
- Improving use of older buildings/ public buildings

THREATS
- Volume of traffic, Too many cars – not enough pedestrians
- Poor maintenance, e.g. town centre, riverside path
- Rail link may result in dormitory town with extra traffic
- Flood risks
- Risk of more empty buildings as services re or co-locate – eg library / contact centre
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Better place to do business

STRENGTHS
- Central location in Borders
- Ettrick Riverside Business Park
- Hardworking, skilled workforce including workmanship of tradespeople
- Small community/ good business networks
- Good industrial zone - Strong infrastructure, road access, room for expansion
- WASP studios/ Local Arts/crafts/textile industries within a ten mile radius
- Agricultural industries
- HQ of a number of public agencies - Eildon/SBHA/SE/VS
- Improving Broadband
- New business/ commercial developments – Oregon, Lochcarron, Hendersons, etc

WEAKNESSES
- Lack of access to railways, to north and south
- Outflow of working folk every day to other towns/cities
- Distance for commuting/ Transport links/ Public transport
- Lack of teaching of traditional skills
- High dependency on govt assistance/ Perception of lack of funds
- Lack of co-ordination / Plans for the future are not clear
- Loss of major local employers - Not enough local employment
- Low inward investment, slow recovery from demise of tweed / textiles
- Industrial area has high footfall but not close to shops in centre
- Number of derelict mills still waiting new purpose
- Historical flooding risk – inhibits investment in Riverside area
- Current economic climate/ limited equity & funding opportunities from banks

OPPORTUNITIES
- Traditional skills / training opportunities – Haining/ Scottish Lime Centre
- Renovate old unused buildings for housing/small industry lets
- New industry/ diversification / Employment opportunities
- A7 Bypass - Define and survey bypass route thus releasing development land
- Ettrick Riverside
- WASPS Studios/ creative businesses
- More apprenticeships opportunities & Vocational training
- Opportunities for external funding- Heritage Lottery, Scottish Government, SBC
- Self-generated funding - of community wind farm to help prime initiatives
- Improved internet broadband/ wifi – SOS Next Generation Broadband
- Flood scheme will make land in industrial area able to be built on / provide confidence for investment
- Land available for development on south side of town
- Encourage renewables opportunities - green electricity / bio-mass etc. Centre for alternative technology
- European funding for south of Scotland – new tranche of funding
- Local Champions
- Communication – improve mobile/ broadband coverage
- Forestry/ more local upskilling

THREATS
- By- Pass does not progress – town centre / land on south not developed
- Industrial decline/ Loss of employers
- Insufficient textile mfg experience surviving/ Lack of traditional skills
- Lack of young people and employment
- Distance from cities
- Global economic climate – limited confidence / Fuel prices
- Retail leakage in Galashiels & Hawick / Retail and leisure closures in the town centre
- High rentals for the premises / business rates
- Planning – new retail / leisure outlets pulling people away from town centre
- Lack of suitable land for business expansion especially in the town
- Reducing public sector budgets – knock on effect on jobs
- Potential loss of sheriff court
- Less clout on Borders Council – was better with Town & County Councils
- Community wind generation progress is rejected by the public
- Rail link may result in dormitory town with extra traffic
- Danger of deteriorating planning policy