

# SUGGESTED BIKING HUB AND HOSTEL

---

ARGUS CENTRE  
SELKIRK

Prepared by  
**Caroline Cochrane**  
(Selkirk resident)



# **Suggestion: Community-Led Heritage Hub at Halliwell's House Museum, Selkirk**

**By Caroline Cochrane (Selkirk Resident)**

## **Summary**

This suggested plan proposes the development of a Community-Led Heritage Hub within Halliwell's House Museum in Selkirk. The Hub will celebrate the town's rich cultural and social history through exhibitions, events, learning programmes, and volunteer participation, creating a dynamic space for locals and visitors alike.

The project aims to revitalise Halliwell's House as a living, participatory heritage venue, increasing footfall, community use, and sustainability through mixed income streams.

## **1. Vision and Objectives**

To create a vibrant, inclusive heritage centre that tells Selkirk's stories, empowers local people, and anchors cultural life in the heart of the town.

### **Objectives**

- Develop a flexible, welcoming space for exhibitions, talks, and workshops.
- Involve the community in collecting, curating, and interpreting local history.
- Provide educational programmes for schools, families, and lifelong learners.
- Generate sustainable income through events, donations, and enterprise.
- Strengthen Selkirk's tourism offer and town centre regeneration.

## **2. The Opportunity**

Halliwell's House is a listed historic building with:

- A unique architectural character and central location.
- Existing use as a museum, but underutilised and at risk of closure or stagnation.
- Potential to be transformed into a flagship community heritage destination.

## **3. Market Analysis**

### **Target Audiences**

- Local residents (intergenerational): civic pride, memory collection, activities.
- Schools and young learners: educational visits, workshops, co-creation.
- Tourists: Scottish Borders cultural trail, walking and cycling visitors.
- Genealogists & heritage researchers.
- Artists and makers: exhibitions, collaborations.

### **Trends & Needs**

- Increased interest in hyper-local heritage and community-led storytelling.
- Strong demand for hands-on experiences and interactive displays.
- Shift toward digital heritage and blended access (physical + online).
- Public sector funding favours participation, well-being, and place-making.

## 4. Community Engagement

- Set up a Steering Group (local historians, schools, community reps).
- Run “Memory Days” and story-collecting events with older residents.
- Partner with Selkirk schools, U3A, and Men’s Sheds for co-curation.
- Involve young people in digital storytelling and exhibition design

## 5. Services & Activities

Feature	Description
Heritage Exhibitions	Rotating displays of local themes (mills, wool trade, Border Common Riding, personal histories).
Learning Zone	Hands-on workshops, archive research, school kits.
Community Archives	Digitised collections, photo walls, oral history.
Creative Studio	Space for local artists and makers to respond to heritage themes.
Events Programme	Talks, guided walks, pop-up museum days, festivals.

## 6. Location & Facilities

Halliwell’s House Museum, Selkirk High Street:

- Historic 18th-century building with courtyard and small garden.
- Indoor rooms adaptable for exhibitions, studio use, events, and meetings.
- Potential for improvement: heating, Wi-Fi, lighting.

## **7. Organisational Structure**

### **Governance**

- Operated by a Community Interest Company (CIC) or Charitable Trust.
- Board includes community, cultural, educational and tourism representatives.

### **Staffing**

- Project Manager (p/t)
- Engagement Officer (p/t)
- Volunteer Coordinator
- Core team supported by 15-20 active local volunteers.

## **8. Marketing Strategy**

- Branding the Hub as “Halliwell’s Heritage & Story Centre”.
- Build a website and social media presence focused on people’s stories.
- Collaborate with VisitScotland, South of Scotland Destination Alliance, local schools, and walking groups.
- Use local media, flyers, and signage in the town centre

## 9. Funding & Income

### Funding Sources

- National Lottery Heritage Fund
- Historic Environment Scotland
- South of Scotland Enterprise
- Museums Galleries Scotland
- Local fundraising, business sponsors

### Income Streams

- Venue hire and workshops
- Donations and memberships
- Sales from shop
- Ticketed events
- Grant-funded projects

## 11. Risk Management

<b>Risk</b>	<b>Mitigation</b>
Low visitor numbers	Strong community partnerships and event programming
Funding gaps	Phased development, multiple funders, earned income
Volunteer burnout	Training, support, recognition
Heritage fatigue	Regular refresh of exhibitions and interactive formats

## **Conclusion**

The Halliwell's Community Heritage Hub offers a powerful way to bring the people of Selkirk together around their shared stories, while also drawing in visitors and generating economic activity. With broad community backing and strategic funding, the Hub can ensure the long-term future of Halliwell's House as a living museum shaped by the people it represents.