

SUGGESTED IMPROVEMENT PLAN

VICTORIA PARK
CARAVAN SITE
SELKIRK

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Suggestion: Selkirk Leisure Campervan & Motorhome Park

Summary

Selkirk Leisure Centre could be reimagined as a premium campervan and motorhome site serving the Scottish Borders, leveraging the region's growing appeal among nature-based tourists, outdoor enthusiasts, and UK road-trippers. The goal is to become the go-to stop in the Borders for travelers seeking well-equipped, scenic, and friendly accommodation with access to town amenities and natural attractions.

Location: Selkirk, Scottish Borders

Project Type: Campervan & Motorhome Site (with supporting leisure and hospitality services)

Vision: To be the leading campervan and motorhome site in the Scottish Borders by offering modern amenities, sustainability, and a community-focused visitor experience.

1. Business Objectives

- Repurpose Selkirk Leisure Centre grounds and facilities into a high-standard motorhome and campervan park.
- Position Selkirk as a hub for slow tourism and eco-conscious travel.
- Create sustainable local employment and promote local businesses through partnerships.
- Gain VisitScotland accreditation as a top-rated motorhome site in the region.

2. Market Analysis

Tourism Trends

- Campervan tourism is up 35% across Scotland (VisitScotland, 2024).
- Post-COVID travel habits favor domestic, flexible, self-contained travel.
- Scottish Borders lacks a centralized, modern, full-service site despite proximity to major tourist routes.

Target Markets

- Retired couples and motorhome clubs (UK and EU)
- Adventure tourists (hikers, cyclists, fly fishers)
- Festival/event visitors (e.g., Borders Book Festival, Selkirk Common Riding)
- International tourists seeking authentic Scottish rural stops

Competition

- Smaller, less equipped rural sites in Melrose, Kelso, Jedburgh
- Advantages: Selkirk offers a walkable town, sports/leisure facilities, and scenic backdrop

3. Services and Facilities

Core Offerings

- 30+ hardstanding bays with electric hook-ups and greywater disposal
- Onsite water supply and chemical waste facilities
- Modern toilet/shower block with 24/7 access
- Secure Wi-Fi and visitor information kiosk

Value-Added Services

- Use of Leisure Centre (gym, sauna, showers)
- Small café or food truck zone with local offerings
- Bike hire and trail maps
- Pet-friendly policy
- Local product market (crafts, food, events)
- Booking portal (with real-time availability and reviews)

4. Site Plan & Development

Phase 1:

- Landscaping & pitch preparation
- Install utilities (hook-ups, drainage, greywater)
- Upgrade facilities block
- Branding and online booking system

Phase 2 (Year 2–3):

- Café trailer & community market zone
- Add glamping pods or off-grid pitches
- EV charging stations
- Solar panels & sustainability improvements

5. Marketing Strategy

Branding

- Name: Selkirk Stays or Selkirk Basecamp
- Identity: Friendly, natural, reliable, “Your Gateway to the Borders”

Channels

- VisitScotland, Pitchup.com, and BritStops
- Social media (Instagram, YouTube for vanlifers)
- Collaborations with Border attractions and local businesses
- Attendance at caravan/motorhome shows

Local Integration

- Offer discounts for local restaurants, museums, and attractions
- Create a walking trail map from site to town and historical sites

6. Financial Plan

Costs

- Site preparation & infrastructure
- Utility connections (water, electric, greywater)
- Facilities refurbishment
- Booking system & marketing

7. Management & Operations

Ownership Model

- Operated by Live Boards or social enterprise
- Potential for community shares or grant funding (e.g., Scottish Land Fund, Rural Tourism Infrastructure Fund)

Staffing

- Site manager (FT)
- Part-time support staff (seasonal)
- Local partnerships for maintenance, waste, and hospitality

8. Sustainability & Community Impact

- Install solar-powered lighting and motion-sensor utilities
- Offer recycling and composting stations
- Prioritize local procurement and services
- Community events and educational activities (wildlife walks, stargazing, eco-workshops)