



A Place Plan for  
**JEDBURGH**  
2024 - 2034



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# Foreword

## A special sense of community

A short drive north from the border at Carter Bar sits the historic Royal Burgh of Jedburgh – a strategic gateway to the Scottish Borders and Scotland.

It is a place where the old and new sit comfortably together a combination that encourages the community to celebrate the past and inspires us to come together to shape the future.

It is home to a very special community, where traditions run deep and there’s always a warm welcome for visitors.



Figure 1. Jedburgh Market

This Place Plan is intended to act as a catalyst for community around activities in our town and identifies the aspirations for the future which with selected investment will result in a change for the better for Jedburgh.

Jedburgh is a very special place steeped in history alongside a willingness to embrace change for the better. The aspirations in this Plan seek to enhance Jedburgh so that it continues to be a town that folks are proud to say they come from.

The Jedburgh Town Team is a partnership between various organisations within the town who have worked together to produce the Place Plan which looks to support local enterprises in tourism, sports, arts, local economy and above all make Jedburgh a “destination of choice”.

*Garry Feldman*  
*Honorary Provost*



# Jedburgh

## ... Looking to the future

For Jedburgh, community comes first and foremost and this Place Plan lays a course for shaping our future.

It has been researched and produced by local volunteers working in partnership with local people; a partnership looking ahead at ways to attract and encourage inward investment and open the door to new opportunities and deliver change.

It works hand-in-hand with key local, regional and national policy objectives found in National Planning Framework 4 and the Scottish Borders Council Local Development Plan, whilst embracing ideas and aspirations submitted by the community at a programme of consultation events and community conversations.

Improving all aspects of quality of life is at the heart of Jedburgh's Place Plan and the community stands ready to write a new chapter of success for the town.

Our plan aligns with the Borderlands Inclusive Growth Deal, ensuring that our efforts are supported by a broader regional strategy aimed at fostering inclusive economic growth and sustainability.



## Historic Gateway to the Borders ...

Scratch the surface of any borders town and you'll find a combination of resilient communities and strong traditions.

In the historic Royal and Ancient Burgh of Jedburgh - a title bestowed by King Alexander II in 1214 - those same qualities have been evolving for over a thousand years.

This Place Plan document, produced in support of the Borderlands Partnership Place Programme and other funding opportunities, brings together the local community at all levels and across all sectors - *an indispensable source of grass roots knowledge and experience* - to look to the future.

Identifying key local assets, ideas to improve quality of life and forward thinking aspirations will lay the foundations for developments and ground breaking initiatives that deliver benefits for future generations.

Jedburgh is a popular stop for visitors to the Scottish Borders...and with good reason.

For what this attractive market town lacks in size (present day population just under 4,000) it more than makes up with an A-list of historic attractions and famous names.

Home to one of the finest Augustinian abbey's in Scotland – courtesy of King David I in 1138 – a Castle Jail & Museum and Mary Queen of Scots House, where she stayed and almost died in 1566, is a historic legacy second to none.

Jedburgh has the added distinction of having 135 listed buildings within its Conservation Area ([Jedburgh - Conservation areas](#)) - the highest number for any comparable small town in Scotland.

Against this outstanding backdrop, this community led Place Plan seeks to stimulate local life and enhance Jedburgh's standing through the delivery of an enterprising and creative programme in the key areas of:-

- The local economy and inward investment
- Protecting heritage and promoting the town's tourism offer
- Enhancing the local environment and town centre
- Supporting first class education, leisure and lifestyle activities

Here's  
Jedburgh

Figure 2. Jedburgh



# 1 Making this Place Plan

Having a Jedburgh Place Plan gives the town the opportunity to produce a plan for our area which expresses our aspirations and ambitions for future change.

It is more than just a plan, it has:

- Prompted us to engage with our community to help us understand what you would like our community to be like in the future
- Created opportunities for real, community-based change
- Developed and strengthen local connections and collaboration
- Helped us to understand the challenges and how working as a team these can be turned into positive outcomes
- Helped identify and work with funders/investors
- Continued to make Jedburgh a town where people want to live, work and visit



Figure 3. Historic connections with Rabbin Burns



Figure 4. At the heart of things in Jedburgh Market Place



Figure 5. Allerley Park



Jedburgh's Town Team is made up of a group of people who care deeply about the town and are actively involved through local organisations that work to support and improve the local community.

The team has gathered views and comments through workshops, surveys and engagement events that have shaped a Place Plan based on the needs and issues that were found.

Jedburgh Community Council will be submitting it, on behalf of the Jedburgh Town Team, to Scottish Borders Council (SBC) and Borderlands Inclusive Growth Deal (BIGD).

The Town Team meets monthly and is joined by SBC councillors and staff together with South of Scotland Enterprise (SOSE), local traders and Borders Community Action, to help, comment and advise. Jedburgh's Town Team organisations are:-

#### **Jedburgh Community Council**

*The Royal Burgh of Jedburgh Community Council is elected and run by local residents to act on behalf of Jedburgh. It acts in an advisory, co-ordinating or consultative manner in support of all aspects of Jedburgh life.*

#### **Jedburgh Bowling Club**

#### **Jedburgh Tourism Alliance**

*Formed to lead on initiatives to promote the town's visitor appeal.*

#### **Jedburgh and District Community News Group (JDCNG)**

*Produces the town's monthly magazine, The Jed Eye, and operates a Contact Hub in the town.*

#### **Jedburgh Community Trust**

*A registered charity set up in 2002 to preserve the town's built and natural environment and responsible for the Port House and Jedburgh's Creative Quarter.*

#### **Jethart Callants Club**

*The Callants Club was formed in 1933 to preserve and promote cultural wellbeing in the town and this led to establishing the Callant's Festival.*

#### **Jedburgh Callant's Festival**

*The town's premier annual event held over two weeks and marked by traditional rideouts and other local events, culminating in Festival Day.*

#### **Jedburgh Rotary Club**

#### **Local traders**

#### **Scottish Borders Housing Association**

#### **South of Scotland Enterprise (SOSE)**

#### **Explore the Borders**

*Jedburgh based initiative promoting tourism in the Scottish Borders*



Figure 6. Mary Queen of Scots' House

## Making the plan

The first steps towards a community led development plan for Jedburgh were taken in November 2022 when Scottish Futures Trust ran an engagement workshop - followed by another in March 2023.

This led to the foundation of the Town Team, the Vision for Jedburgh and the development of the Place Plan.

The consultation exercises have involved all age groups and included:-

- Focus groups with school children
- Putting the Place Standard tool and survey online
- Holding an information day at Jedburgh Abbey
- Displaying information posters at events and strategic locations in the town and inviting comments.
- Engagement sessions hosted at the Contact Hub where information about the Place Plan is on display.



Community ownership is at the heart of this Place Plan for Jedburgh.

Starting a conversation with the community-at-large and getting the views, ideas and responses of local people, an exercise managed by Jedburgh Town Team, has shaped the proposals presented in this document.

The consultation process was launched in November 2022 and is an ongoing engagement. It is the most comprehensive in living memory - and reached out to all parts of the town and across all age groups.

Public meetings, workshops and a dedicated poster campaign staged in shops and community buildings, are at the heart of the engagement programme.

It resulted in hundreds of replies and submissions on how Jedburgh should be planning for the future; an ambitious vision to set the scene for:-

- Innovative new projects,
- Promoting a unique tourism offer
- A caring and safe community
- Establishing an Events Quarter
- An eco-friendly town environment

New beginnings outlined in the Jedburgh Place Plan are built on community confidence and a passion for our town.

The sections that follow provide a detailed look at all aspects of the consultation exercise and the inspiring response from the local community.

Here's Jedburgh ... here's our Place Plan.



- Key
1. Jedburgh Castle Jail & Museum
  2. The Annual Hand Ba' gets underway
  3. All set for the annual Callant's Festival
  4. Mary Queen of Scots' House
  5. The new Jedburgh Grammar School campus
  6. The Emtelle factory
  7. Jedburgh Abbey

Figure 7. Map of Jedburgh showing key community assets



## Why make a Place Plan?

Jedburgh has been identified as one of the four priority towns in the Scottish Borders Council area to receive funding from the Borderlands Inclusive Growth Deal, through the Borderlands Place Programme.

By developing a Place Plan that defines a vision and strategy for the future regeneration, resilience and growth in Jedburgh, the community has helped identify opportunities for investment in the town.

Having an endorsed Place Plan will allow Jedburgh to be in a position to seek funding and investment from a range of sources, including the Borderlands Inclusive Growth Deal.

This will make a big difference to the town, by improving the local economy, attracting visitors and improving the quality of life for all Jedburgh residents.

November  
2022

### First Scottish Futures Trust engagement workshop

An early presentation of “A plan for Jedburgh - Borderlands Place Programme” explaining what was involved and seeking feedback on what was important to townsfolk.

The consultation was held in Jedburgh Town Hall and open to all. After the presentation table groups discussed key issues.

Expressions of interest for people to form the Town Team were invited.

In attendance...circa 60 people

March  
2023

### Second Scottish Futures Trust engagement workshop

Workshop hosted by Scottish Borders Council officers to follow-up on some of the themes and issues that were raised at the November consultation.

An open meeting with 50 people in attendance.

Town Team formed.

September  
2023

### “A Place in childhood”

A consultation carried out at the Jedburgh School Campus when 40 pupils took part (report available).

Members of the Town Team attended discussions with the children to listen and note their priorities and local issues.

November  
2023

### Launch of Place Standard Tool

An online and local engagement event held at Historic Environment Scotland premises in Jedburgh.

Early themes were displayed and the 35 attendees were encouraged to leave comments.

In tandem with this event the launch of the standard place tool took place.

February  
2024

### Survey to groups

Themes and early proposals were sent out to groups and organisations in the town by Town Team members.

A total of 20 groups engaged and 12 formal responses were received.

April - May  
2024

### Interactive poster campaign at community locations

Posters were circulated throughout the town encouraging feedback on proposed projects by leaving written comments.

The posters included a background to the work of the Town Team, explained the Place Plan and its objectives and included early community comments.

Ten sets of posters were put up at the local supermarket, swimming pool, sports clubs, larger businesses, the contact centre and school campus.

The Town Team attended a poster presentation event attended by 70 people and gathered feedback. There were 35 responses.

May  
2024

### Traders engagement event

A consultation event was held with local traders with 24 businesses in attendance.

The interactive posters were used to provide background information and traders encouraged to give their views.

September  
October  
2024

### Community engagement event

The Town Team presented the draft Place Plan at an SBC Community Conversation event held at the Jedburgh School Campus that was attended by 44 people.

The Place Plan was published on a website along with an online survey designed to encourage community support for the proposed projects.

Some 40 hard copies of the Place Plan and 200 copies of a condensed leaflet were distributed throughout the town.

A QR code was carried in the publications to make access to the online survey easy. To date 34 responses have been received and a table of support for projects is included in this document.

March 2025

Submitted



# 2 Strategic Alignment

Our Local Place Plan (LPP) for Jedburgh aligns with National, Regional, and Local policies to create a vibrant, resilient, and sustainable community.

By integrating principles from the National Planning Framework 4 (NPF4), the Scottish Borders Local Development Plan (LDP) 2, and the Borderlands Inclusive Growth Deal, our plan aims to enhance the quality of life for residents and make Jedburgh an attractive destination for visitors. Below is a detailed alignment of our plan with these policies.

## Policy Alignment National - NPF 4

Our Local Place Plan (LPP) aligns with the National Planning Framework 4 (NPF4) in several key areas by:

- **Liveable Places:** Enhancing local availability of goods and services by encouraging the creation of amenities within town centre gap sites, increasing amenities within a 20-minute walk distance.
- **Productive Places:** Focusing on reusing buildings in Jedburgh to create more local businesses and promote community wealth building, providing more jobs for local people and making Jedburgh a desirable place to live and work.
- **Advocates for increased visitor accommodation** to boost the local economy and jobs through tourism.
- **Rural Revitalisation:** Sustaining and growing the rural community by providing more goods and services locally.
- **Sustainable Places:** Supporting climate mitigation and adaptation by refurbishing and reusing existing buildings, and highlights our aspirations around sustainability and decarbonisation for all of our projects.

## Policy Alignment Regional: Scottish Borders LDP 2

The Scottish Borders Local Development Plan (LDP) 2 identifies much of our town as a conservation area and highlights key greenspaces such as Jedforest Bandstand, Allerley Well Park, and Howden Park.

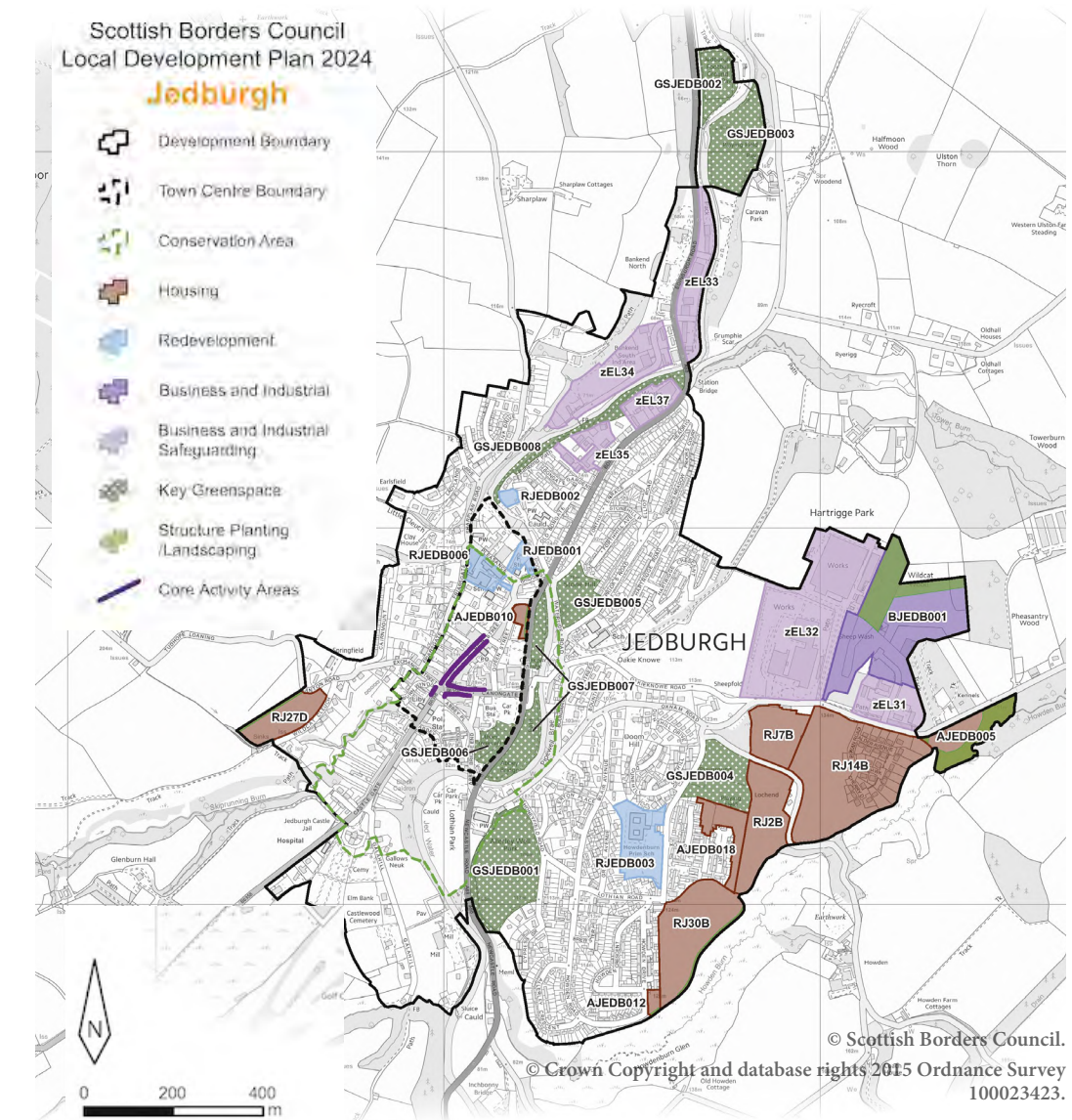
It also zones land in the east of our town for housing

and business development, including sites like the Port House and Jedburgh Grammar School for redevelopment. Our Place Plan aligns with the LDP's land zoning proposals by:

- **Conserving Key Buildings:** Proposing the creation of an Events Quarter and a Creative Quarter with the retention of the Port House and modernisation of the facilities in the Town Hall, aligning with the

LDP's focus on conservation.

- **Housing Development:** Highlighting the need for more affordable housing, identifying sites like the Grammar School site for redevelopment.
- **Green Networks:** Advocating for a cycle/multi-use route between Jedburgh and Ancrum to other path networks within the Borders, increasing active travel networks and tourism and overnight stays.



For further information, including help reading this document, please contact: Planning Policy & GIS, Council Headquarters, Newtown St Boswells, Melrose, TD6 0SA. Tel: 01835 825010. Email: localplan@scotborders.gov.uk. Disclaimer: Scottish Borders Council uses spatial information from a range of sources to produce the mapping contained within this document. The mapping is for illustrative purposes only. The original sources should be consulted to confirm information. © Crown Copyright and database right 2024. All rights reserved. Ordnance Survey Licence Number AC0000851940.

Figure 8. Map of Jedburgh showing key community assets

## Borderlands Inclusive Growth Deal 2021

Our Place Plan aligns with the Borderlands Inclusive Growth Deal in terms of sustainability, community engagement, economic development, community wealth building, infrastructure improvements, and health and wellbeing.

We consider additional policy documents such as:

- Climate Change Plan and its relevant targets
- Third Climate Change Adaptation Programme
- Climate Emergency Skills Action Plan
- Local Heat and Energy Efficiency Strategies (LHEES)
- 2nd Just Transition Commission report

We highlight climate change challenges and our aspirations around sustainability for all of the projects within our Place Plan.

Our plan aligns with the Climate Change Plan through community engagement and sustainable development, with the Third National Adaptation Programme (NAP3) through sustainable development and green initiatives, with the Scottish Borders Local Heat and Energy Efficiency Strategy (LHEES) by promoting energy efficiency improvements and heat decarbonisation, and with the 2nd Just Transition Commission Report by emphasising community engagement and sustainable development.

This ensures our Place Plan supports a sustainable and resilient future for our community.

## Scottish Borders Council Plan 2024-2025

Our Place Plan aligns with the Scottish Borders Council Plan 2024-25 in several key areas, including sustainability, community engagement, economic development, infrastructure improvements, and health and wellbeing.

We emphasise the importance of community involvement, supporting local businesses, and enhancing, retaining, and sustaining local buildings and public services.



Jedburgh Place Plan Projects						
Jedburgh Place Plan Themes	Project 1: The Jedburgh Streetscape Project	Project 2: Events Quarter	Project 3: Community Contact Hub and Vistor Centre	Project 4: Visitor Accomodation	Project 5: Active Travel – multi user pathway link to Ancrum	Project 6: Community Re-use Hub
<b>Pride in our Town</b> Enhance and protect town facilities	✓	✓	✓	✓		
<b>Work &amp; Opportunity</b> Ensure the community has access to the skills and employment support to meet the needs of the local economy, matching curriculum and advice with jobs available.	✓	✓	✓	✓	✓	✓
<b>Quality of Life</b> Improve public transport, connections, timetables. Health services are in place to meet the needs of the community. Areas of poverty are addressed.				✓	✓	
<b>Heritage Town</b> Ensure that Jedburgh's history, arts and cultural facilities and events enhance the lives of the people whom live here, work in or visit our town.	✓	✓		✓		
<b>Connected Town</b> Ensure that Jedburgh has a network of safe, accessible and attractive footpaths and cycleways that conect to the town's assets.	✓	✓		✓	✓	✓
<b>Healthy Town</b> Enhance the sporting, recreation and well-being facilities in our town t increase the engagement of residents in these activities and improve the health of the community.		✓			✓	✓
<b>Safe and Secure Town</b> To succeed in developing Jedburgh as a destination of choice for visitors and to provide a vibrant place to live, the town needs to offer a safe and secure environment, delivering imporvements to cancel anti-social behaviour and introducing place opportunities - leisure and social - to stimulate and engage local residents.	✓			✓		
<b>Dynamic Town</b> Develop tourism to establish Jedburgh as a destination of choice. Bring back into use vacant and under-used buildings. Increase footfall in the town centre.	✓	✓	✓	✓	✓	
<b>Net Zero</b> “Support improving existing homes to net zero standards, reducing energy costs and carbon emissions, and making homes more sustainable”					✓	✓
<b>Boosting Tourism</b> “Develop tourism to make Jedburgh a top destination, revitalising vacant buildings and increasing town centre footfall.”	✓	✓	✓	✓		



Jedburgh Place Plan Themes										
Borderlands Place Programme Strategic Objectives	Pride in our town	Work and opportunity	Quality of life	Heritage town	Connected Town	Healthy Town	Safe and secure town	Dynamic Town	Net Zero	Boosting Tourism
SO1 Empower local communities to imagine and then build a long term future for the towns they live in.	✓	✓		✓	✓			✓	✓	✓
SO2 Safeguard existing businesses and attract new businesses to our towns and town centres.		✓	✓						✓	✓
SO3 Maintain and increase the number of visitors spending money in our towns and town centres, increasing spend per visit and extending the visitor season.	✓			✓	✓		✓	✓	✓	✓
SO4 Safeguard existing employment and deliver new jobs and opportunities for economic and social participation, including education and training opportunities.		✓	✓		✓	✓	✓	✓		✓
SO5 Maintain and increase the number of people living in our towns and town centres.	✓			✓	✓		✓	✓		✓
SO6 Retain and increase the working age population in towns.		✓				✓		✓		
SO7 Maintain and raise the quality of the physical environment in our towns and town centres.	✓			✓			✓	✓	✓	



### 3 Our regional context

Jedburgh's wonderful 12th century Abbey offers a breathtaking welcome for those arriving in the town from the south.

It forms part of an impressive historic portfolio that also includes the imposing Castle Jail & Museum and Mary Queen of Scots House.

The importance of developing Jedburgh's strategic location as a gateway town to Scotland cannot be overstated.

Increased annual footfall would impact positively on all aspects of community life and the local economy, a fact recognised by local people and registered repeatedly at Place Plan engagement sessions.

Several aspirational projects included in this Place Plan reflect the significance of a healthy tourism scene for Jedburgh.

Building on that reputation and putting Jedburgh at the heart of a bold new tourism campaign would be part of a marketing strategy to engage and inspire audiences throughout the country and around the world.

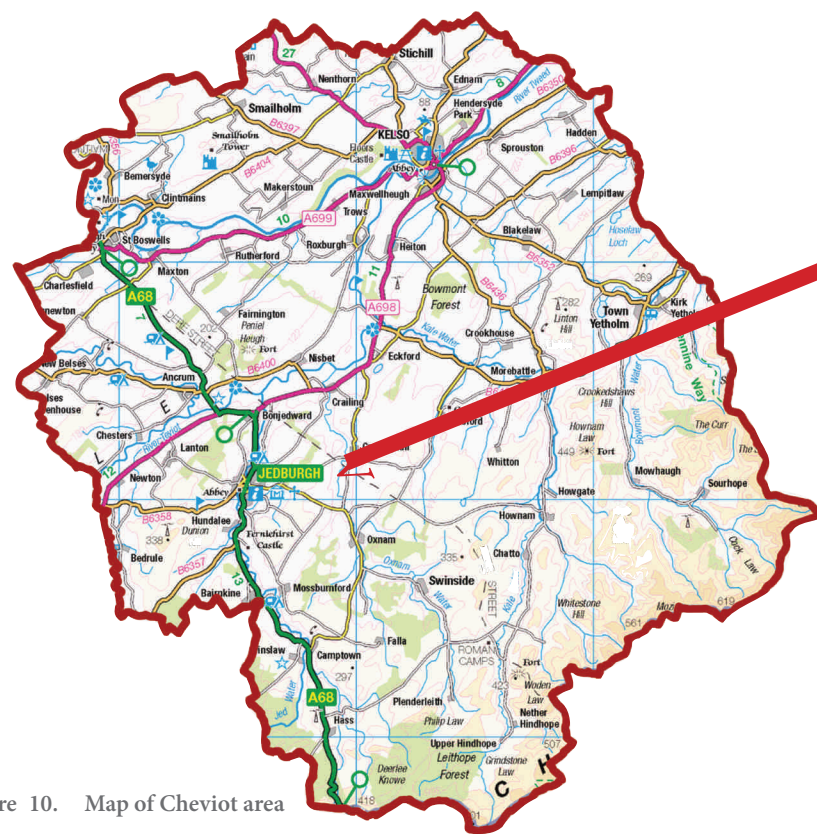


Figure 10. Map of Cheviot area



Figure 9. Jedburgh Castle Jail & Museum



Jedburgh is 10 miles from the England - Scotland border on the A68 at Carter Bar and is the first Scottish town on the road north towards Edinburgh which is 50 miles away.

Jedburgh is located in a small valley in the Scottish Borders with the river, Jed Water, running south to north through the settlement.

... Gateway to the Borders



Figure 11. Mary Queen of Scots' House



Figure 12. Jedburgh Strategic Regional Location



# 4 Here's Jedburgh

... from all angles past and present

Traditions and a strong sense of identity run deep in the Borders and nowhere more so than the gateway town of Jedburgh.

It's a town that has been on history's main highway for over 2,000 years - a witness to the march of Roman legions, Viking incursions, cross border conflicts down the centuries and a poignant departure point for Bonnie Prince Charlie's ill-fated campaign of 1745.

In more modern times Jedburgh thrived as a mill town and a centre for the manufacture of high quality textiles. The textile industry suffered a steep decline in the 1960s resulting in high levels of unemployment and changes that have shaped the town today.

These past episodes of Jedburgh's history are now celebrated times; chapters that interweave and add value to the town's unique story and tourism appeal.

## Population

Data from Scotland's Census returns for 2022 show the population of Jedburgh was a total of 4129 people living in 1990 households.

The breakdown - *around half of Jedburgh's population is over the age of 50, and a little over a quarter are aged less than 24 years* - is illustrated below.

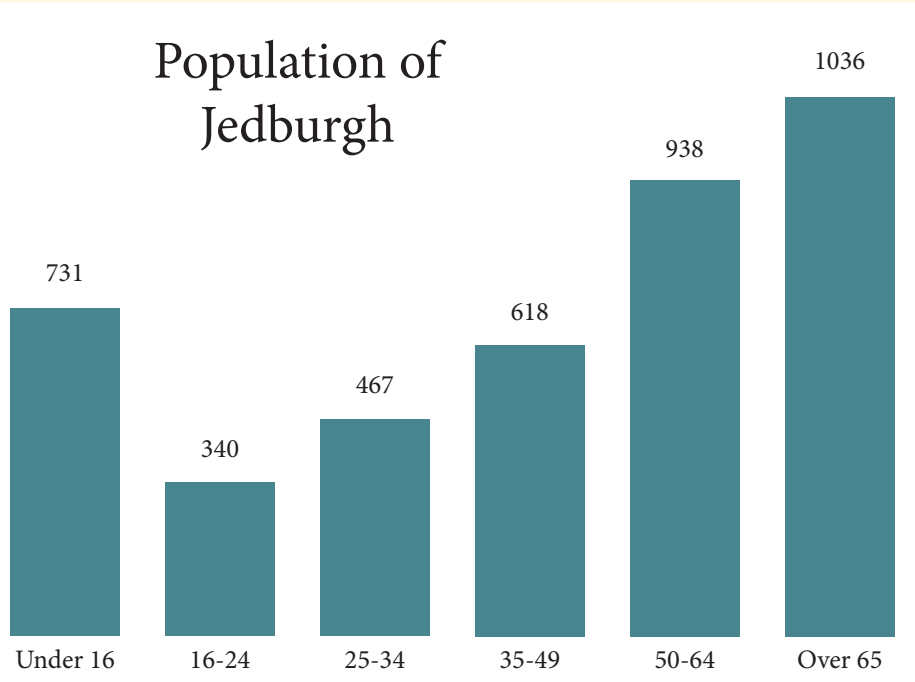


Figure 13. 2022 Census data <https://www.scotlandscensus.gov.uk/documents/2022-output-area-data/>



Figure 15. Aerial view of the town from the Castle



Figure 14. Jedburgh Market Place

## Retail

Jedburgh's retailers are predominantly independent businesses which is good for the town because they are attractive to visitors.

Having a relatively low population Jedburgh does not attract many retail chains accounting for only 6 out of 98 units in the town centre.

This means that few Jedburgh shops closed down after the lock down years.

The SBC town centre survey, Winter 2023, says that Jedburgh has 13% of empty shops which is high for Scottish Borders towns, but lower than the average UK and Scottish average.

A recent consultation exercise established strong support to base a second supermarket operation in the town to encourage competitiveness.



... from all angles past and present

*“We have a strong local identity, celebrated by the Callant’s Festival and there is a good sense of neighbourliness in Jedburgh.”*

*Local resident*

The uniqueness of Jedburgh can be found in its traditions, its size and its status as a Royal Burgh.

Sport and music have been central to Jedburgh’s community for centuries.

Rugby is at the heart of the town’s sporting community and has provided many a Scotland international player.

Amateur sporting clubs include golf, curling and lawn bowls. Historically, a “Hand Ba” game has been played annually through the streets of Jedburgh for centuries.

Jedforest Instrumental Band, holds seasonal concerts, play at the Bandstand, performs at parades and events as well as winning top awards.

Jedburgh Pipe Band plays at events throughout the year in Jedburgh and at prestigious events such as D-Day commemorations in Normandy as well as setting the scene at Scotland’s rugby internationals at home and abroad.

Both bands play a key role at the annual Callant’s Festival, featuring “rideouts” that celebrate the town’s history and identity and underline the boundaries between Jedburgh and surrounding towns.

Jedburgh’s impressive calendar of events also includes a popular Running Festival that attracts entries from all over the country.

The Place Plan for Jedburgh incorporates plans to establish new high-quality events, in cooperation with community groups and organisations such as Historic Environment Scotland, that will have national and international visitor appeal.

That comes with a pressing challenge to expand accommodation on offer for tourists.



Figure 17. View of the Abbey



Figure 16. Jedburgh Callant's Festival

## Services

Jedburgh has a good range of services.

There are a selection of small daytime cafes open for light lunches and confectionary.

These are complemented by pubs, bars, takeaway food services. A new bookshop has provided added appeal for visitors and locals alike.

The hospitality sector has suffered since the COVID19 lockdown years with some restaurants closing and others cutting their opening hours; a challenge when trying to attract more visitors to the town.

The health needs, shown in the map below, are met by two pharmacies, an optician, dental surgeries, a GP practice and NHS services. The Borders Hospital is a 20 minute drive away.



Figure 18. Map of the centre of town



Industry

Jedburgh has six small industrial estates that are home to a variety of small independent firms.

The major presence today is Emtelle (right), a manufacturer of pre-connectorised blown fibre cabling and ducted network solutions.

Launched locally in 1980 it is now a global leader in its field and is a neighbour to Mainetti (UK), Starrett and IndiNature.

Three sites have been identified for expanding Jedburgh’s industrial profile.

Number	Type
6	Industrial areas
2	Global businesses
3	Sites for industrial
1	Site ready to be expanded



Figure 19. The Emtelle Factory in Jedburgh

Transport

*“To get more use, there clearly needs to be much more thought around either direct services or far better connectivity with trains and other buses”*

*Jedburgh resident*

Jedburgh has one bus station used by two bus companies: Borders Buses (to Galashiels) and Peter Hogg (Kelso, Hawick, and Newcastle).

The direct bus service to Edinburgh was cut in 2020.

The nearest train station is at Tweedbank, a distance of 15 miles, which has a train service to Edinburgh.

Jedburgh has convenient communications to both Newcastle and Edinburgh International airports.

Number	Type
1	Bus station
2	Bus companies
4	Destinations

Buildings and Housing

Jedburgh lays claim to have the highest concentration of listed buildings of any town in Scotland, 135 within its Conservation Area ([Jedburgh - Conservation areas](#)).

Under the Conservation Area Regeneration Scheme (CARS), nearly £1m was approved for the repair of buildings in the conservation area in the centre of town. Operating from January 2017 until March 2022, CARS helped many owners to carry out much needed renovations.

However, there are still some properties needing attention

and the process of renovation is not straightforward.

Jedburgh has a variety of housing stock, rental and privately owned, consisting of flats, terraced housing, semi-detached and detached, of different values and sizes. These spread up the sides of the valley, mostly to the east of the river with some in estates.

There is one care home and some social housing and housing association properties. The potential for new housing is good as ten potential development sites are listed on the Scottish Borders housing land audit (2021).

There are nine housing sites allocated in the newly adopted Local Development Plan (2024), along with one business and industrial site together with six sites safeguarded for business and industrial use.

There are protected greenspaces at Murray’s Green, Allerley Well Park (High Park) and Howden Park.

The LDP recommends that once these sites have been developed future expansion will be difficult due to the road infrastructure and character of Jedburgh.



Jedburgh boasts a range of amenities and resources that cater to both residents and visitors.

The town is home to several sports and leisure facilities, including the Jed Thistle Rugby Football Club, Jedburgh Bowling Club, Jedburgh Golf Club, Jedburgh Grammar Campus, and Jedforest Rugby Football Club. These facilities provide ample opportunities for physical activity and community engagement.

In terms of industrial estates, Jedburgh has two main areas: Oxnam Road and Bankend Industrial Estate. These estates support local businesses and contribute to the town's economic development. Several capital projects are underway in Jedburgh, including new housing at Howdenburn, development at the old Grammar school site, and plans for Exchange Street. These projects aim to enhance the town's infrastructure and provide modern living spaces for residents.

Jedburgh is also rich in attractions that highlight its historical significance. The Jedburgh Jail offers a fascinating glimpse into the town's past, while the Jedburgh Abbey, a stunning 12th-century Augustinian abbey, stands as a testament to the town's architectural heritage. The Mary Queen of Scots' Visitor Centre is a museum dedicated to the life of Mary, Queen of Scots, and the Jedburgh Castle Jail and Museum, a former 19th-century jail, now serves as a museum.

Overall, Jedburgh continues to thrive, building on its rich history and strong sense of community to create a bright future.



Figure 21. Jed Jags

Figure 20. Jed Ladies golf

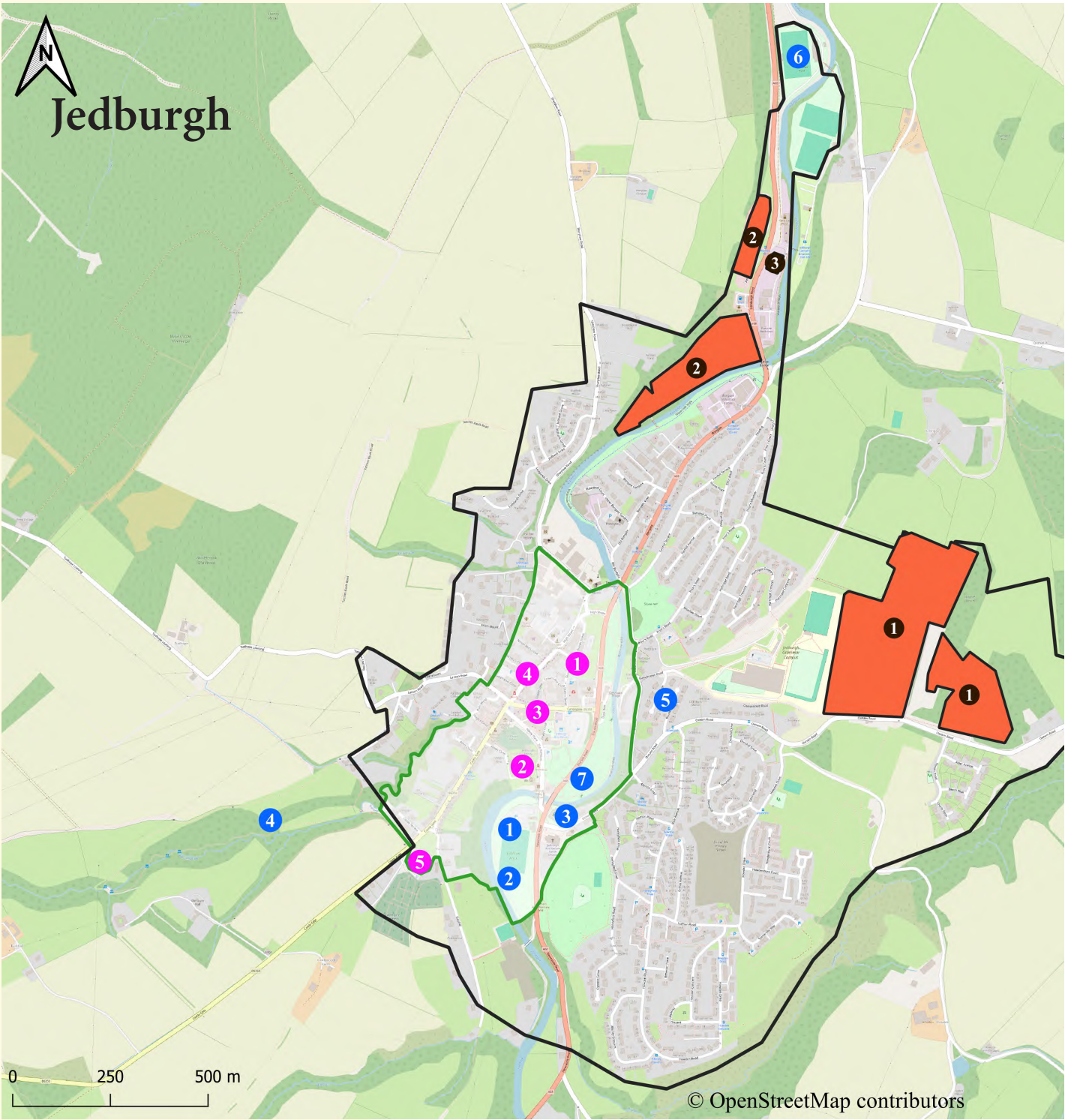


Figure 22. Map showing Amenities and Resources

## Amenities and resources

### Sports and Leisure

- 1 Jed Thistle Rugby Football Club
- 2 Jedburgh Bowling Club
- 3 Laidlaw Memorial Swimming Pool
- 4 Jedburgh Golf Club
- 5 Jedburgh Grammar Campus
- 6 Jedforest Rugby Football Club
- 7 Skate Park

### Industrial Estates

- 1 Oxnam Road
- 2 Bankend Industrial Estate
- 3 Station Industrial Estate

### Local Attractions

- 1 Mary Queen of Scots' House
- 2 Jedburgh Abbey
- 3 Royal Hotel
- 4 Spread Eagle Hotel
- 5 Jedburgh Castle Jail



Proposed projects for Jedburgh, aimed at enhancing the town's infrastructure, community engagement, and overall quality of life:

Community Projects ...

- 1. **The Jedburgh Streetscape Project:** Revitalise the town centre by improving pedestrian and cycling paths, adding crossings, and enhancing street furniture. This focuses on reducing vehicle dominance and celebrating Jedburgh's historic character.
- 2. **Events Quarter:** Develop the Town Hall into a first-class community facility for high-quality events, boosting local economy and social interaction.
- 3. **Community Contact Hub and Visitor Centre:** Acquire the redundant Visit Scotland iCentre building to create a space for community initiatives and a tourism information bureau, enhancing visitor experience and supporting local businesses.
- 4. **Visitor Accommodation:** Increase stay-over accommodation by using empty buildings and spaces, making Jedburgh a destination of choice for visitors.
- 5. **Active Travel – Multi-User Pathway Link to Ancrum:** Create a multi-user pathway linking Jedburgh to Ancrum, promoting sustainable travel and enhancing connectivity.
- 6. **Community Re-Use Hub:** Establish a community-run hub for donating unwanted household goods, facilitating recycling, raising climate action awareness, and providing volunteering opportunities.

Aspirational Projects:

- 7. **Former Jedburgh Grammar School:** Redevelop the site for housing or a hotel, contributing to the accommodation stock and addressing local housing needs.
- 8. **Community / Youth Space:** Create a safe space for young people to meet and engage in positive community activities, increasing social interaction and providing youth work opportunities.
- 9. **Jedburgh Bandstand:** Maintain and enhance the bandstand as a valuable public space for events and gatherings.
- 10. **Swimming/Hydrotherapy Pool Project:** Reopen the swimming pool and add a hydrotherapy pool, providing therapeutic benefits for various health conditions.

... shaping a thriving community

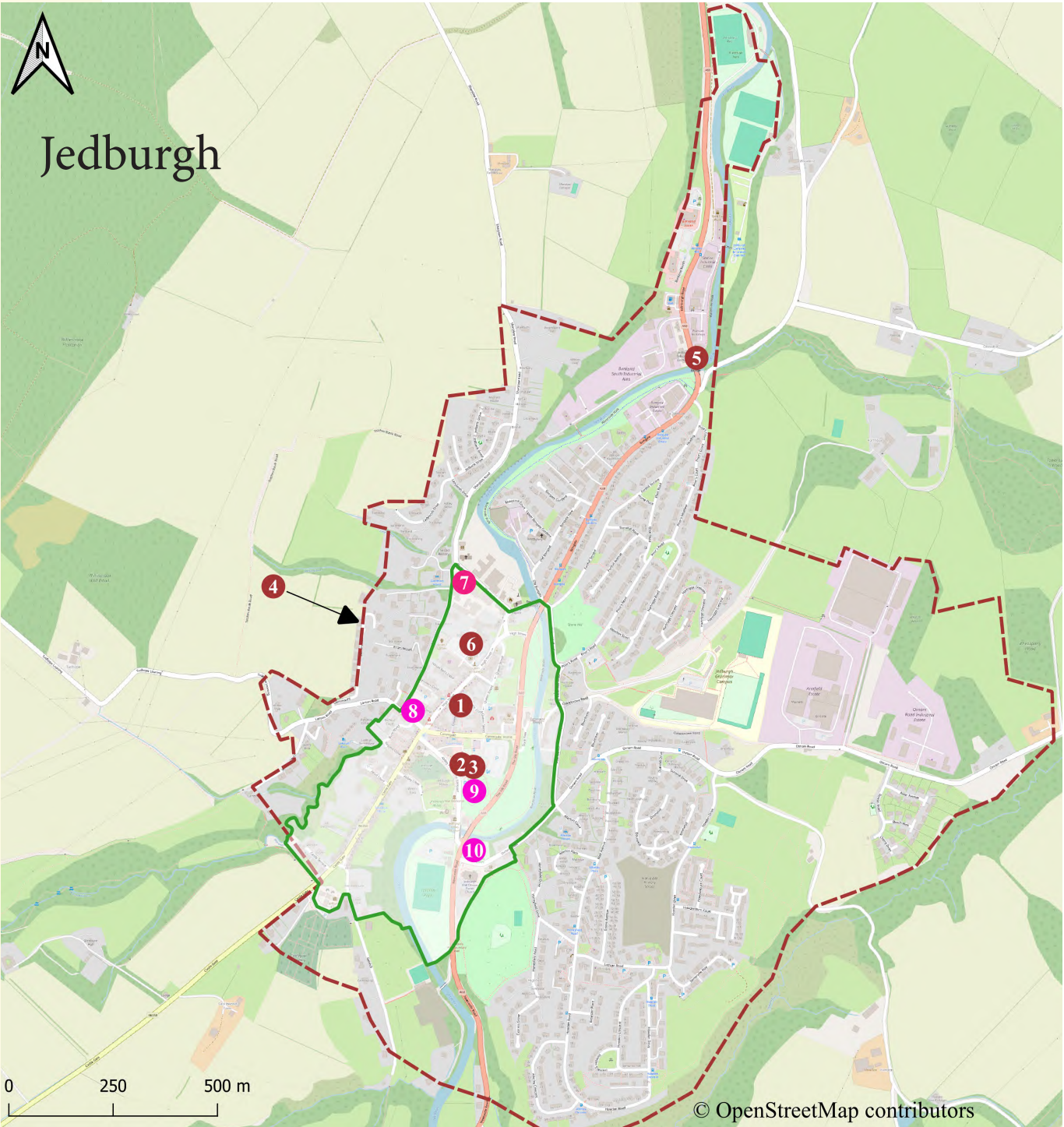


Figure 23. Map showing Proposed and Aspirational projects

### Place Plan Projects

**Proposed Projects**

- 1 The Jedburgh Streetscape Project
- 2 Events Quarter
- 3 Community Contact Hub and Visitor Centre
- 4 Visitor Accomodation
- 5 Active Travel – multi user pathway link to Ancrum
- 6 Community Re-Use Hub

**Aspirational Projects**

- 7 Former Jedburgh Grammar School
- 8 Community Space
- 9 Jedburgh Bandstand
- 10 Swimming/Hydrotherapy Pool Project

**Local Boundaries**

- Jedburgh Development Boundary
- Conservation Area Boundary



## ... shaping a thriving community

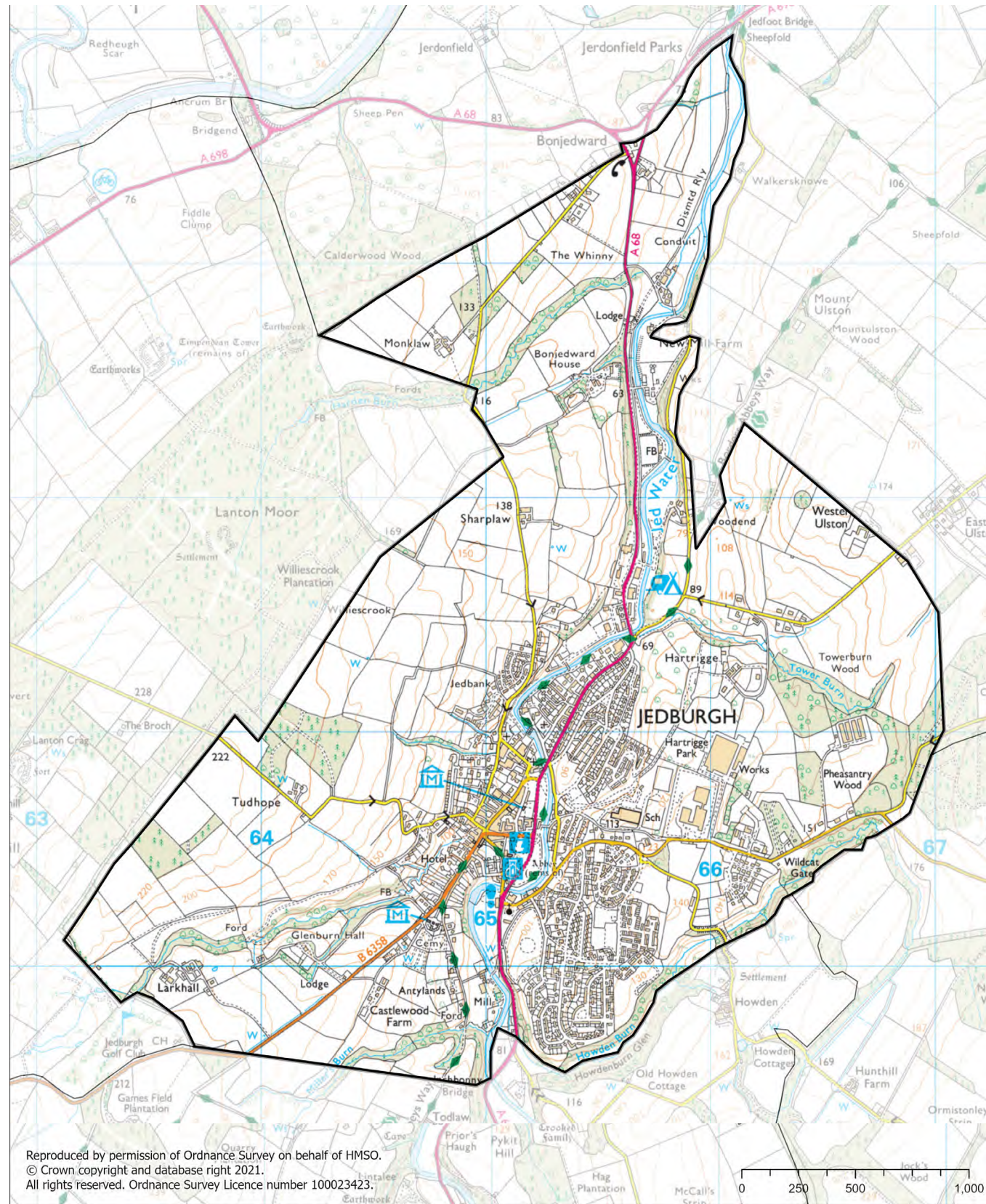


Figure 24. TBC



Figure 26. Enjoying the Skate Park



Figure 25. Jedburgh - twinned with Malestroit in Brittany

## ... and looking ahead at visions and projects put forward by the community

### Short term

- Attract more visitors - making Jedburgh a destination of choice
- Bring in new retailers to take over vacant premises
- Increase health and vocational opportunities available within Jedburgh Grammar School Campus
- Improve bus services

### Medium term

- Increase the availability of visitor accommodation - attract a new hotel; influence the use of the proposed new build at the corner site in Market Place to include a hostel
- Maintain walking paths and, under the Active Travel link, improve existing cycling trails, establishing links to other Borders routes
- Encourage local employers to provide training and volunteer opportunities for young people
- Look for opportunities to renovate derelict/empty buildings to meet local housing needs, allowing greater community ownership
- Installation of CCTV
- Establish community led growing spaces

### Long term

- Research opportunities to establish hydropower generation from Jed Water cauldls located in the town



# 4.1 Assets, needs and opportunities

Jedburgh's community value the historic buildings of our town, the green spaces throughout the town and the central High Street shopping area.

Young and older residents are concerned about their environment and want the town to be litter free, have its own recycling facility and to produce sustainable green energy.

The community wants a greater variety of shops which cater for residents who live here and in nearby villages and towns all year round as well as for the many visitors that enjoy all Jedburgh has to offer.

## Assets

- Local pride and a strong community
- Many leisure and sporting activities
- Closeness to other towns and cities
- Historic Listed buildings including: the 12th Century Jedburgh Abbey; Mary, Queen of Scots House; the Castle Jail - Victorian prison built on the site of a 13th or 14th century castle; and many buildings in the Georgian town centre.
- Parks, green spaces, trees throughout the town, riverside walk
- Wind and water to power eco generation projects
- Proximity to countryside and walking routes
- Plenty of free parking spaces in the centre of town
- A compact and accessible central retail area

## Needs

- Housing suitable for older residents, people with disabilities and larger families.
- Accessible road crossings and pathways throughout the town
- Retailers for basic clothing needs and a second supermarket
- Employment opportunities
- Safe meeting spaces for teenagers
- Work and skills training for younger people
- Community venues - events, groups, exhibitions
- Intergenerational courses and opportunities to be developed at the Campus
- Support from SBC to implement development plans
- Funding to implement development plans (Borderlands growth deal)
- Funding to retain and maintain historic buildings and features



Figure 27. High Street, Jedburgh



Figure 28. Calling's Festival procession

## Opportunities

- Finding out what Jedburgh residents really need
- Better communication between local government, the community and between community groups
- The community's aspirations, ambitions and ideas being incorporated into the local development plan
- Improving the look and feel of the High Street
- Transforming the Old Bakery into artist studios, exhibition space and community social space.
- Improving community buildings like the Town Hall
- Planning and building an integrated and accessible system of foot and cycle paths
- Upgrading the leisure and recreational facilities including those for young people
- Promotion of Jedburgh as a visitor destination
- Potential to host major events at the Events Quarter
- Protecting and increasing green spaces in the town
- Create a plan for climate change action, decarbonisation and green growth with recycling, energy generation and tree and community food planting
- Considering flood risk and potential ways of flood prevention



## 4.2 Challenges and Aspirations

### Challenges

- So many listed buildings and a conservation area which makes building maintenance and improvements expensive and time consuming.
- Retail units that are vacant and being kept vacant because there is no incentive for them to be leased.
- Very slow development or no work being done on sites earmarked for redevelopment and vacant land.
- To improve communications between town groups and between community and local government.
- Finding the right funding for projects and someone to complete the application forms and manage their delivery.
- How to stimulate business growth and create a more diverse economy to create more employment.

The community of Jedburgh looks forward to having:

- A busy town where you can purchase most of the things you need for daily life without having to travel to other towns.
- A town that is well-kept and maintained with no buildings that are propped up with scaffolding or with deteriorating paint and stonework.
- A town to be proud of with no empty buildings, enough employment that invests in their young people and cares for and supports vulnerable residents.
- A town where the arts are appreciated and community spaces are affordable and easy to hire for Jedburgh's many groups.

Our community wants to keep the look and feel of an historic town, with new buildings complimenting the Georgian and Victorian architecture of the heart of the town.

Jedburgh's residents know the importance of retaining the green spaces, the trees, the parks and riverside walks because it is that mixture that gives Jedburgh its unique identity and sense of place.

The community of Jedburgh wants to improve the town through developing more appropriate community facilities; creating homes that are more suitable for the local population; finding investment for more employment opportunities; and attracting retail units that mean more people shop in Jedburgh rather than other towns.

Jedburgh wants to look smart and clean for visitors with no vacant buildings and for planned developments to go ahead in a timely manner.



Figure 30. Jedburgh's magnificent 12 century Abbey



Figure 29. Evening in the market place

### Aspirations

- Bring in new retailers to take over vacant premises
- Discussions with Live Borders to offer a wider variety of activities within the Campus, plus having the outdoor playing area open at weekends
- Plant more trees, develop more green spaces as community allotments/orchard
- Research opportunities to benefit from decarbonisation and hydropower
- A safe space for teenagers to meet friends and small safe playparks near children's homes
- Improve internal town pathways, road crossings and walking routes for safer access for wheel chairs, cycles and pedestrians



# Challenges and Aspirations

## Community Place-based decarbonisation

All included and future projects must be able to evidence through their planning documents that there is a commitment to using/moving to green energy use.

By harnessing renewable, clean heat and energy efficiency opportunities, as an Enterprising Community, Jedburgh could:

- Decarbonise our community-owned and other important buildings
- Provide an independent income stream for the community
- Tap into Community Benefit opportunities
- Improve the collective quality and standard of homes within community
- Improve the health and well-being of inhabitants
- Grow and support the local supply chain
- Develop an enterprising opportunity

Decarbonising community owned and other important buildings could reduce community building energy costs and greenhouse gas emissions by installing renewable technologies such as heat pumps, batteries, and solar photovoltaic (PV) panels, along with energy efficiency measures

Renewable energy – installing larger scale community renewable energy to generate a long-term sustainable income stream to support other activities

Place-based clean heat and energy efficiency – developing ideas for locally- generated, collaborative, clean heat projects across their community area.



Figure 31. The centre aisle at Jedburgh Abbey



Since 2003 the Pool has been operated by Jedburgh Leisure Facilities Trust (JLFT). However, due to serious financial pressures that came to a head in December 2024, JLFT is no longer in a position to continue to operate the facility and the swimming pool is now closed. There is community support is for the Pool to re-open; the challenge is being able to attract an organisation that has a strong financial package, expertise in the fitness sector and a strong management structure to run it. Discussions are ongoing with SBC officers, local politicians and the community to try to establish the long term future of the Pool which would allow it to reopen.



Figure 32. Jedburgh Laidlaw Memorial Swimming Pool



Figure 33. Facilities inside the pool



# 5 A community conversation

... Our poster campaign and consultations

One of the key consultation exercises for the Place Plan took place at the end of May 2024 with traders in the town.

Over 20 businesses were represented at the meeting and keen interest was shown in the aims of the Town Team.

The comments and suggestions put forward by business people provided valuable input and added weight to the overall consultation programme.

Increasing trade through the various proposals contained in the Place Plan were welcomed.



Concerns were voiced about the parking challenges within the centre of the town and their impact on businesses, particularly around deliveries and customer access.

General support was given to explore options and to be part of any future consultations.

Traders also highlighted the need for more visitor stop over accommodation to encourage longer stays in Jedburgh.



A local Place Plan is being made for Jedburgh - a community-wide engagement to shape the town's needs and aspirations for the future.

It is being led by the Jedburgh Town Team, a partnership of organisations and local interests that includes:-

- Community Council
- Community Trust
- Tourism Alliance
- Leisure Facilities Trust
- Jethart Callant's Festival
- Rotary Club
- Jedburgh and District Community News Group
- Pupils from the Primary and Grammar Campus

Here's a selection of comments and suggestions that already have been made.

## Here's Jedburgh

### Community conversations



Let's have more green spaces - green power, allotments, community orchard, protect nature

The town needs more hospitality outlets open in the evening

The town needs a hub for arts, culture and events - Town Hall, library, Port House

Ensure our historic buildings are well maintained

We want a well kept town - no littering, remove dog poo

We want an interconnected transport service

Young people want a warm, welcoming place to meet

Minor crime and nuisance needs to be addressed

More classes, activities, exercise opportunities at the Campus

Better access and consideration for disabled people - wheelchair friendly crossings



### A vision for the future

We see Jedburgh as a town and locality where

- People choose to live and visit
- We capitalise on the many successful and innovative projects that have and are being developed in the town
- We develop a dynamic and ambitious town that attracts inward investment for the benefit of all

This is an important community-wide consultation that includes **YOU**.

We want your ideas and comments and our poster display tells you how to take part.

Figure 34. Community Feedback on Plan



# Young Jedburgh

... the Campus joins the conversation

Reaching out to all sections of the community and across all age groups was a prime objective for the Jedburgh Place Plan.

And the consultation exercise delivered by A Place in Childhood received an enthusiastic reception from pupils who have presented their hopes and ideas for the future of the town.

Top suggestions from the Campus were to:-

- Establish a youth hub in Jedburgh
- Introduce better communications with other towns
- Protect and develop cycle tracks
- Provide more litter bins
- Hold local events at the Town Hall
- Encourage more affordable teen-centred clothes shops in town
- Ensure nature and green spaces are properly protected

## A youth hub for Jedburgh

The results of the Campus consultation pointed firmly to the provision of a dedicated Youth Hub as a number one priority.

Young people are keen to have a safe and secure centre in town where they can meet regularly.

Services supporting young people are now looking at the provision of a youth space in Jedburgh and how these will be delivered.



## Place Plan ambassadors

The Jedburgh Place Plan invited comments from across the community and pupils at the Grammar Campus, now home to education facilities from nursery school to sixth-form and catering for 860 young people, were keen to give their support.

The results of that consultation exercise were formally presented the Town Team by the foursome (above l to r) Phoenix Rutherford, 8, Jessica Stevens, 13, Connie Douglas, 13, and Beth Hardie, 8.

A Place in Childhood - summary at Appendix 2

Figure 35. Young Jedburgh had its say



# Community Feedback

With the Place Plan and identified projects at the point where further community engagement/feedback was required, the Town Team was able to give a short presentation of the work done so far at the SBC hosted Community Conversation session held in the Jedburgh Campus on 17th September.

## Active travel

Link the cycle/multi use route between Jedburgh and Ancrum to other networks e.g. Kelso, Tweedbank to Eyemouth “Borders Greenway.”

### Aims

- Connect Key Routes: Link the Jedburgh-Ancrum cycle route to Kelso, Tweedbank, and Eyemouth, forming the “Borders Greenway.”
- Promote Sustainable Travel: Encourage cycling and walking.
- Enhance Accessibility: Improve access to scenic and recreational areas for everyone.

### Benefits

- Supports physical and mental health
- Increase visitors
- Positive impact on local economy

## What you had to say

*Yes, yes, yes the link between Ancrum and Jed would be amazing. Worth speaking to Scottish Borders Climate Action Network about this.*

*Another great idea but a very expensive and time-consuming one which would I suspect involve permissions from landowners and I don't see that happening quickly or cheaply in the Borders.*

*If done correctly, this would be good.*

*Fits into the accommodation point. Potential is good but it's a lower priority for me as potential users are a smaller group.*

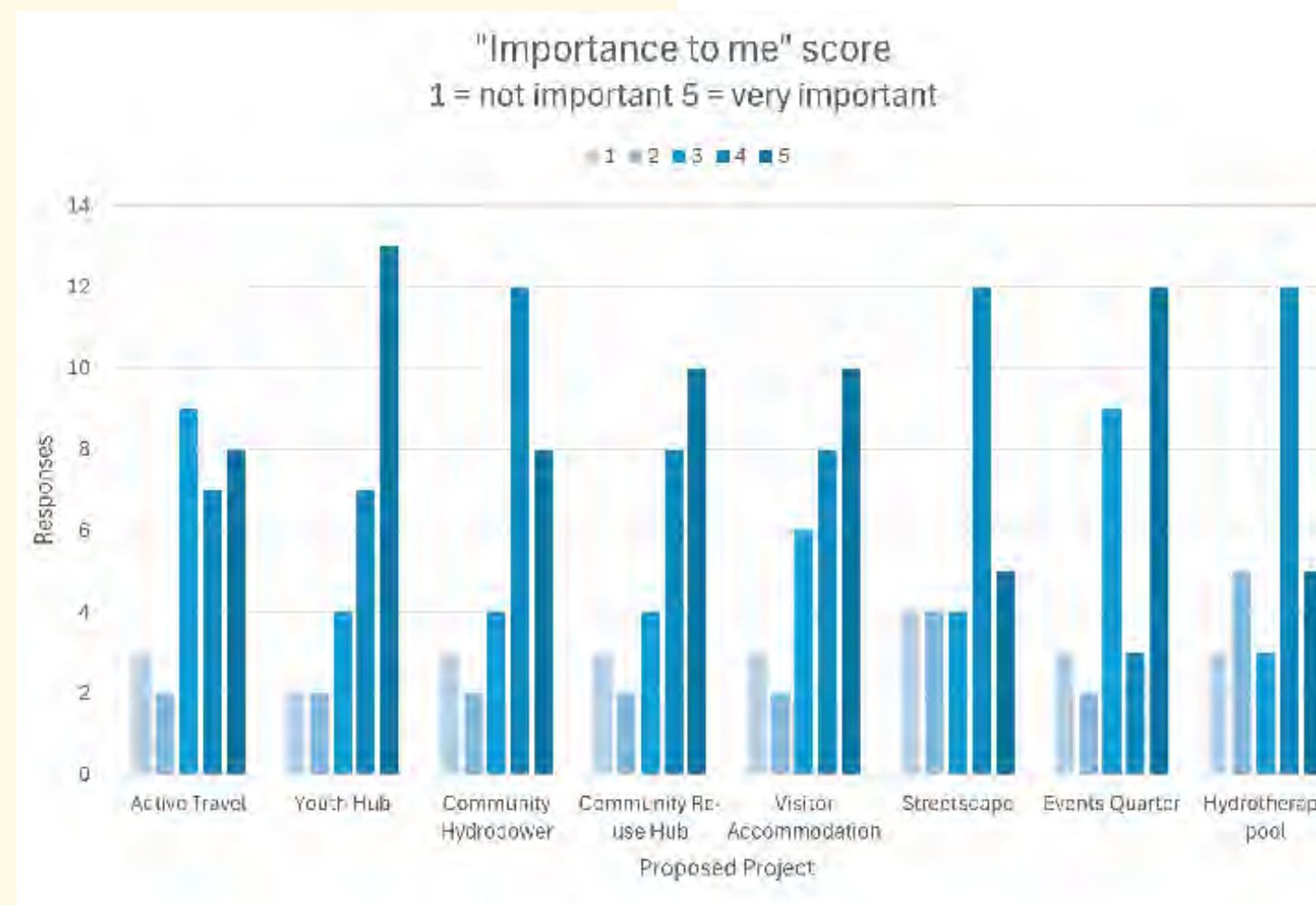


Figure 36. Charting reaction on Place Plan Projects

## General comments on the Jedburgh Place Plan

*Would love to see the town be able to re-open the library and have the town hall under the trust.*

*Obviously we need to keep the pool and toilets open especially now we have the skatepark.*

*The rebuild on the high street should be priority.*

*With so many new social houses being built in the town we need more employment opportunities along with a variety of supermarkets and transport links and more amenities for the increase in population.*

*Lots of great ideas, it would be brilliant to see these changes for Jed*

*My main questions are: how much money is coming to the town, how is it being distributed among the various projects (ie how will this be decided) and who will decide?*

*Overall the aspirations are admirable but many of these ideas have been tackled in the past and it's rarely been the money that prevented success.*

*It's more the political will of SBC first and foremost and I don't believe the current regime is either community minded, favourable towards the cultural sector or towards radical green initiatives. Put another way, I think they're indifferent. The problems are therefore political and unless the townspeople speak as one on certain matters and projects they'll be divided up and picked off which is what's happening already with other initiatives. I don't know if this perspective is shared by those who will realise the plan.*

*Needs more consideration overall. Rather than hearing about town team organisations, it would be more helping which businesses within Jedburgh have been consulted e.g. historic Environment Scotland, Live Borders and Coop.*

*We want the rude graffiti to be painted over - make some posters to put up discouraging people from graffitiing.*

*Good place plan especially the young people stuff.*

*Needs to be done quickly*



There were around 30 attendees covering a wide age range including school pupils.

Following this session 40 hard copies of the full Place Plan along with 200 leaflets were distributed.

They gave a summary of the projects that have been identified, plus details of how members of the community can leave their feedback and comments.

Hard copies and leaflets were distributed via the following outlets:

- Jedburgh School Campus
- The Co-op supermarket
- Members of the Town Team
- Local traders
- Jedburgh Bowling Club
- JedEye contact centre where posters were also displayed

Members of the community were asked to feedback/comment on the following projects, giving a score between 1-5 reflecting how important each projects was to them;1 being not important and 5 being very important.

To date 28 responses have been received.



Figure 37. Jedburgh Town Hall

## Events Quarter

Centred around the Town Hall (above), Murray's Green, Bandstand and Abbey place/Rampart.

### Aims

- Increase usage of the town hall
- Provide a wide range of events to suit all ages and interests
- Bring major events to the town e.g. Food Festival

### Benefits

- Increased participation – local and visitors
- Increase trading opportunities
- Boost local economy
- Provide social interaction opportunities

## ... Community conversations and comments

### What you had to say

*We had our wedding reception in our Town Hall in 1996, would love to see local couples using this facility again.*

*Yes, it is important to promote events for the community in Jedburgh to bring in Tourists.*

*This is an excellent part of the plan except that there's no mention of what is meant by 'a wide range of events'. Given that the cultural sector in Scotland is worth more to the economy than tourism and farming combined, I'd like to see more detail on how the creative and cultural sector will be involved.*

*There's been a lot of talk in past years but nothing concrete has materialised. For example, will local artist like myself be brought into the discussion as to how events will be delivered and crucially how will all this be funded? I ask because there are no proposals anywhere in the plan on how the creative sector will be enabled to boost Jedburgh's economy and serve its people and for me this is by far the best way to attract investment (have a look at the figures).*

*I think currently the space isn't being used at all really, so before spending a huge amount of money on landscaping and building new spaces, time should be given to putting on events and using the space as it is to see if it would be actually worthwhile to spend money doing as you have suggested.*

*These are fine ideas on paper but who is going to do the work? Does the town have or have access to skilled technicians, programmers / curators, artists? The plan seems to suggest that if these are invested in, they will magically be successful. Engagement in the town is currently very low with the existing events, so how will hosting larger events work financially? However, arts and culture have massive potential and should be a big priority. But the town needs expertise in the area.*

*The Food Festival is important. Increase usage of the town hall because it doesn't get used often.*



# Hydrotherapy Pool

When the Community consultation exercises were carried out this addition to the Laidlaw Memorial Pool was being considered and would bring benefits to those had health conditions such as back pain, osteoarthritis; as part of a rehabilitation programme following joint replacement surgery.

However recently the Trust operating the Pool has encountered major financial challenges which have resulted in the facility closing.

As a result, whilst the Hydrotherapy pool was supported during the community engagement without a lead organisation/existing facility this project is now seen as a long term aim.

It remains part of the Place Plan in the event that future opportunities are identified that allow it to be resurrected.

## What you had to say

*Such an important thing for Borders and especially Jedburgh.*

*This would obviously be of great benefit to the towns people but given the lack of a stable and sustainable funding plan from SBC on how the pool will be kept open I can't see why money would be put into this at this point.*

*The current situation of the pool nearly closing due to financial issues and SBC requesting a review of their management, it is not of sound business development to spend money on a Hydrotherapy pool. Also, there is no disabled parking so how will that work? Furthermore, there is a Hydrotherapy pool being built in Galashiels and so it seems irresponsible to use public funds for this.*

*This is incredibly low priority for the town. The only benefit is to the pool, driving new business its way. With limited budgets, there is no way this should be considered over your other ideas which will develop the town in a way many more can make use of.*



Figure 38. Artist's Impression of the new look Streetscape

## Streetscape

Re-design of the centre of the town

### Aims

- Reduce vehicle dominance and enhance pedestrian focused quality of the town centre.

### Benefits

- Creation of inviting spaces that celebrate the town's rich historic character
- Enhance visitor experience of the town
- Creative solutions to traffic flow and parking

## ... Community conversations and comments

### What you had to say

- We would need to bring more shops to the town to make it worthwhile, it is a lovely idea though.*
- I think this a brilliant idea & would make the high street a more enjoyable place to be*
- The idea of an enhancement to the Hight Street is a very good one but I don't believe many people have specifically asked for this, rather that interested parties have presented a nice representation of what might happen to which some townspeople responded favourably. I can't see the point of spending vast sums on making a street look good when there's still nothing much going on in the town centre - no nighttime economy, no vibrant community or cultural spaces which give a town the kind of reputation that attracts visitors if that's what's needed.*
- I don't think it will do much to alleviate the plight of the 30% of children in the town who are categorised as suffering from poverty. I'm very concerned at the amount of money this will cost and will be asking further questions on exactly how much will be paid to external consultants because I believe the expense of a streetscape is out of kilter with the benefits. I would like to see some initial work paid for out of the Place Plan money with further developments funded from elsewhere."*
- Maybe just add some benches, introducing paid parking for limited time on the high street and investing in the buildings already present that are currently unused.*
- Also, look into why businesses didn't take advantage of the CARS storefront grant.*
- This is a good idea overall. Getting this right will benefit lots of businesses in town.*
- It's good if people are walking more. Public transport is better for the environment than individual things like cars.*
- More flowers more often. Footpaths. Clean up graffiti and rude drawings*



## Visitor Accommodation

### Aims

- Make the town “a destination of choice” by increasing the provision of stay over accommodation.
- Attracting partners to consider using empty buildings and spaces to supply a variety of different accommodation options

### Benefits

- Reduce number of empty premises/spaces therefore making the town more attractive
- Increase visitor footfall/longer stay
- Positive economic impact for local traders

### What you had to say

*We must have toilet facilities available for visitors and a place to find local/tourist information now that Visit Scotland have taken the terrible decision to close. Also cafes which are open after 5pm or holiday makers will just drive through the town to somewhere where they can stop.*

*This is another excellent idea and of course anything that benefits the local traders has many positive spin-offs but I can't see how money from the Plan is going to provide stay over accommodation. Building is hugely expensive, and landlords will do what's best for them first and foremost. What's needed is a united front on lobbying to have legislation enacted, locally or nationally, so that unused/empty spaces can be reappropriated for various uses. I'd also like to see more detail on who these 'partners' might be. If you mean landlords or estate agents, then we're back to self-interest versus community interest and that goes beyond simply allocating money to the problem.*

*This is a best idea.*

*A massive thing for the town. Currently people pass through or visit whilst staying elsewhere in the Borders. More visitor accommodation, including a budget option would transform the town.*

*It's very important people have somewhere to stay so they aren't cold.*



Figure 39. How the re-use centre could look

## Community Re-Use Hub

The nearest recycling centres are at least 12 miles away and require transport to be of use. Finding a suitable location locally is not though viable. Therefore the creation of re-use hub will help fill part of the gap.

### Aims

- Create a community run Hub where people can donate unwanted household goods
- Volunteering opportunities created
- Facilitate the recycling of domestic and commercial goods and material to other users at a minimum cost

### Benefits

- Goods are diverted away from entering the landfill process
- Raises awareness of climate action
- Funds raised and skills shared alongside training opportunities

### What you had to say

*SBC used to have a refuse lorry come to the glebe once a month on a Saturday morning for Jedburgh residents to bin/recycle in the town, is this not an option now?*

*This is important, there are great examples of other re-use hubs in the Borders & it is a model which can bring in income to the community.*

*Anything that facilitates local recycling and raises awareness of climate action should be of the highest priority. We live in an area of outstanding beauty and should capitalise on our environment to attract visitors and who leadership in clean, green solutions.*

*This is also a good idea, however maybe rather than being solely community run, there are people who are employed to ensure it is smoothly run with the addition of volunteers.*

*I've marked this as low priority as I disagree with the idea that it's not possible to have a recycling centre in Jedburgh. I drive once a week to either Hawick or Kelso. We should have a recycling centre.*



## Community Hydropower

Explore opportunities to further the aim of moving to green energy use.

### What you had to say

*Yes, if possible this is a great idea.*

*This has been talked about for years and I can't for the life of me fathom why we haven't got this going. Borders rivers are delivering megawatts of energy every time it rains and the engineering solutions exist to establish on-demand turbines.*

*This should be priority throughout the region and again Jedburgh should lead the way, enhancing its reputation as a side-benefit. But the problem isn't one of engineering. It's political and bears upon local planning and national energy restrictions on localised grids and so forth. Although I'd love to see this happen, I can't see that it will be easy to power Jedburgh for example at a cheaper rate of unit electricity than the national average. I'd therefore love to see the detail on this.*

*There are very little to no solar panels to be seen in Jedburgh, maybe investing in this is a better way to start this process rather than starting off with an option that is disruptive to the river. In the future, this could be revisited.*

*Also, helping property owners with retrofit could be another better use for the money.*

*If it's feasible, then great. Green energy good.*

*It's better for the environment.*



Figure 40. Youngsters take to the track at the new skate park

## Youth Hub

Create/offer a safe space where the young people of the town can meet with their friends outwith school environment and take part in positive community activities.

### Aims:

- Create a Safe Space: Offer a welcoming and secure environment where young people can meet with their friends outside of the school setting.
- Encourage Positive Community Activities: Provide opportunities for young people to engage in constructive and enjoyable activities within the community.

### Benefits

- Young people have increased social interaction
- Provide community-based youth work opportunities

## ... Community conversations and comments

### What you had to say

*A definite need for this. There is nothing in the town for youths or young people. No employment opportunities either really. So many of our younger generations are moving out of the area/to the other side of the world.*

*This is important but I think Cheviot Youth already runs a hub does it not?*

*We have a fairly new school with excellent facilities which was designed as a community school but is being prevented from serving as such because of Live Borders extortionate rental charges. If we can address this and as a community compel the failing Live Borders to bring prices down (it's already heated and staffed so we're talking about a basic rent of space) to what ordinary people can afford there are numerous spaces that could be used as a youth hub. The question then is how to fund staff. The would need to be funded separately.*

*Do the kids actually want this?*

*This is important but difficult to achieve. An issue is that so many of the current school activities (example, Brownies) happen at the campus. The facility is great, but they are there at school all day, then again at night.... The old legion could be a great youth centre.*

*It's important for people to be safe and not see rude graffiti.*

*Improve Jed for young people.*



## ... the short and the lang

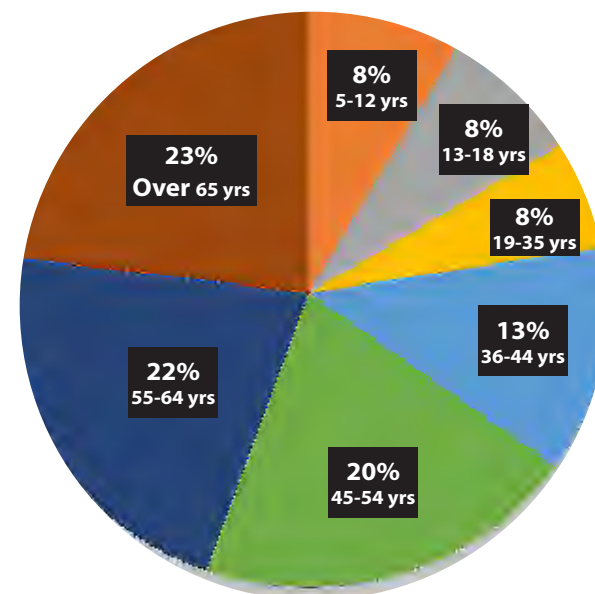
The Jedburgh community is passionate about its history and historic sites, its green spaces, and its unique identity. But local people also recognise that there's work to do across all sectors to shape a caring and enterprising town environment fit for the 21st century. Community engagement shaped the "A Vision for Jedburgh" section. The Town Team engaged in an extensive consultation exercise and listened to what the community had to say. Community engagement responses have been categorised into the themes in this section. These are the themes that were concluded from the community engagement. The Jedburgh community is passionate about its history and historic sites, its green spaces and its unique identity.

But local people also recognise that there's work to do across all sectors to shape a caring and enterprising town environment fit for the 21st century and community engagement shaped "A Vision for Jedburgh" section.

The Town Team engaged in an extensive consultation exercise and listened to what the community had to say. Community engagement responses have been categorised into the themes in this section.

### Community Engagement

Total engagement numbers and age breakdown up to June 2024 were 534.



### Pride in our town

- Preserve, protect and enhance the green spaces, streetscape and historic centre
- Speed up redevelopment on derelict sites alongside the town's interests
- Tackle graffiti and litter problems
- Streetscape project - carrying out extensive improvements in the town centre with space, planters, trees and public art



### Quality of Life

- Match housing with what people in Jedburgh need: accessible homes; family homes
- Better access across the town for people with disabilities
- Provide a safe place for teenagers to meet their friends
- Build 70 new homes at Howdenburn



### Heritage town

- Keep Jedburgh's historic, listed buildings well maintained and in use
- Creative Quarter project: Restoration and redevelopment of the Old Bakery, behind the Port House, making artist's studios, exhibition space and a community area
- Events Quarter project: Community should takeover management of Town Hall to increase number of events and restore and develop the building

### Connected town

- Interconnected transport, with co-ordinated bus and train time tables linking routes
- Direct transport to Edinburgh, bus or rail
- Maintain roads in and around Jedburgh
- Develop a cycle path system in and around Jedburgh linking to regional and national routes





## ... the short and the lang

### Healthy town

- Encourage disability awareness allowing participation in sport and leisure
- Develop outdoors activities for teenagers as well as younger children
- Find places to grow food, orchards, allotments
- Preserve the walks and footpaths in and around Jedburgh's green spaces
- Skatepark and pump-track near the riverside



### Work & Opportunity

- Encourage light and high-tech industry to make Jedburgh their home
- Find more training and volunteering opportunities for young people
- Support local businesses, fill empty retail spaces and bring more shops
- Develop Oxnam Road Industrial Park



### Safe and secure town

- A greater police presence
- CCTV to monitor and deter criminals



### Boosting Tourism

- Develop and increase Visit Jedburgh's online presence; establish links with local accommodation e.g. caravan parks, Lilliardsedge, Earlsbaugh development
- Establish an online events calendar
- Produce good local guides for visitors

### Dynamic town

- Create opportunities for events and the arts
- Encourage tourism by promoting Jedburgh, attracting more shops and restaurants
- Proposal to relocate the Jed Eye Contact Hub to the former Visits Scotland iCentre building (subject to agreement). Provision of local and tourism information services and community space for meetings and events



### Green Energy

- Ensure that these buildings are upgraded to be as energy efficient as possible; Encourage all new builds to use "green energy" sources.





## 6 Community Challenges

In any community the arrival of new development often leaves casualties in the shape of abandoned sites, unwanted buildings and suitable replacements.

The arrival of the splendid new Jedburgh Grammar Campus, bringing all local educational needs from nursery to sixth form under one roof, is a case in point.

Four years after its official opening, its predecessor, the famous old Jedburgh Grammar School building (bottom right) continues to stand empty. Other former school buildings are scheduled for demolition; work that is expected to be carried out by the time this plan is published.

The closure also brought another historic chapter in the town to an end when the library, with important Carnegie connections, was declared surplus to requirements - the library service have been relocated within the new Campus building.

Both have been the subject of lively and contentious debate, with suggestions that the old Grammar school's main building would convert to a fine hotel and conference centre or provide a site for a second supermarket for the town.

The library with its art decor portal declaring 'Let there be light,' is sorely missed by local people and it is widely accepted that there is opportunity to re-evaluate how services are delivered.

The community has been keenly invested and engaged over the Exchange Street corner building that had to be demolished due to dry rot (right). This presents the town with a unique opportunity to see new development in its historic centre. Consultation and engagement are crucial elements for the community to make the most of these challenges and opportunities.



Figure 41. Waiting Development: Exchange Street



Figure 42. Jedburgh Library

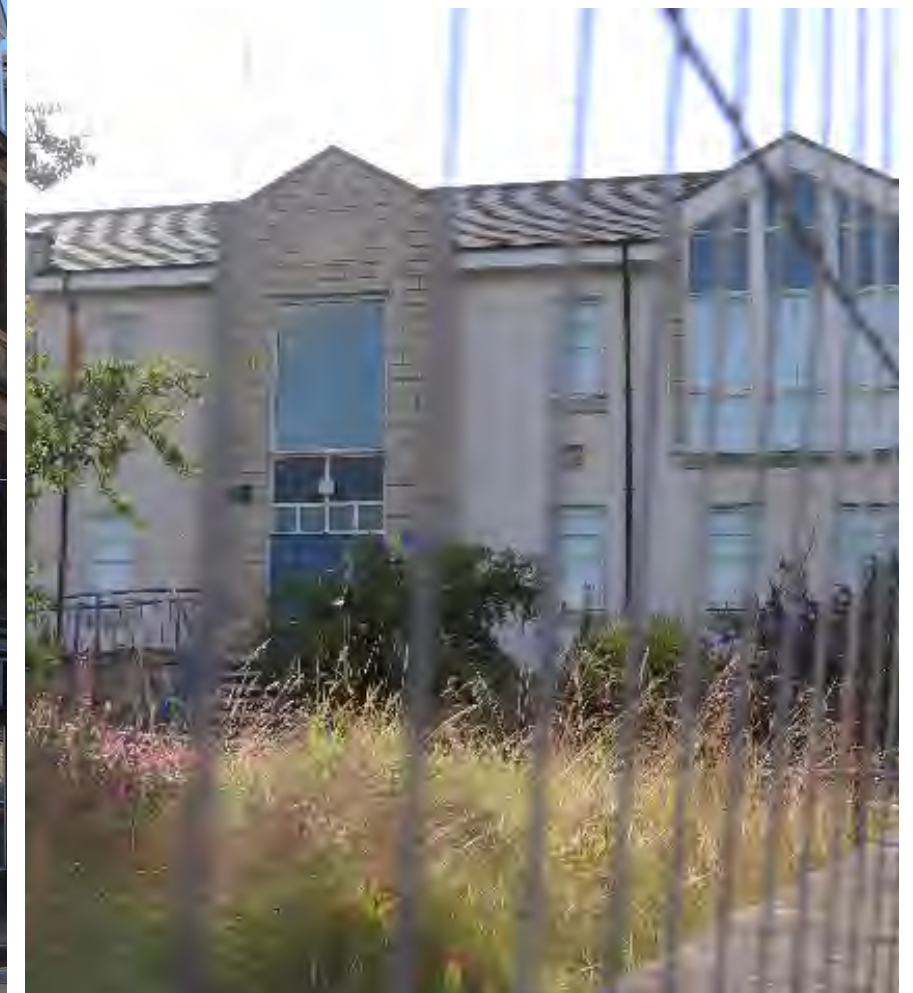


Figure 43. Former Grammar School



# 7 Looking to the future

The people of Jedburgh have a pride in their town, its identity and heritage.

Jedburgh is an asset to the Scottish Borders, a gateway town with a distinctive character that mixes historic buildings, parks and green spaces with family homes and small industrial units.

“In context of cities and towns in the UK, Jedburgh is amazing, with nature on our doorstep.”

The many listed buildings and conservation area in the centre of town look striking but it is costly for owners to maintain them.

The town sits in a valley which makes new developments a challenge.

The community feels that it is time for investment in Jedburgh, financially, socially and culturally, not only to keep the assets we have, but also to plan ahead and develop Jedburgh as a Royal Burgh for the 21st Century.

Based on feedback from the community the Town Team identified ten themes to inspire initiatives and developments over the next 10 years:

- 1 Pride in our town
- 2 Work & Opportunity
- 3 Quality of life
- 4 Heritage town
- 5 Connected town
- 6 Healthy town
- 7 Safe and secure town
- 8 Dynamic town
- 9 Green Energy
- 10 Boosting Tourism

These themes form the fundamental building blocks for this place plan.



Figure 44. Festival Entertainment



Figure 45. Traditional fancy dress parade at the Callant's Festival

The overall vision of the Town Team is for Jedburgh to:



- be a town and locality where people choose to live and visit



- capitalise on the many successful and innovative projects that have and are being developed in the town



- be a dynamic and ambitious town which attracts investment for the benefit of all



# A vision for Jedburgh

The first step in making this Place Plan was identifying what Jedburgh needs to thrive. The tenthemes identified represent issues that our citizens care about and have been highlighted to the Town Team during the consultation stage.

- ✓ We are proud of our town, so we want to enhance and protect town facilities.
- ✓ We want to stimulate business and the local economy for more jobs and opportunities. This needs -
  - Access to skills
  - Employment support
  - Relevant curriculum
  - Career advice
- ✓ We want to improve the quality of living in Jedburgh by -
  - Better, connected public transport
  - Health services meeting our needs
  - Paying attention to areas of poverty and actions that improve quality of life
- ✓ We want to ensure that Jedburgh's heritage, history, arts and cultural events enhance the lives of residents, workers and visitors.
- ✓ We want a network of accessible and safe footpaths and cycleways to connect within the town.
- ✓ We want to be healthy, so we want to help sporting, recreation and well being facilities to engage with more people.
- ✓ We want Jedburgh to be a destination of choice and a vibrant place to live. This needs -
  - A safe and secure environment
  - Better leisure and social opportunities to engage local residents
- ✓ We want to develop tourism, bring disused buildings back into use and increase the number of people who use the town centre.



Figure 46. Gateway to Jedburgh's Castle Jail & Musum

... shaping a thriving community



Figure 47. Enjoying the Callant's Festival



Figure 48. The Jedburgh Annual Hand Ba' gets Underway



# Talking Tourism

Jedburgh is, without doubt, a very special place.

And with good reason, for what this attractive market town lacks in size it more than makes up with as home to an outstanding A-list of historic attractions and famous names.

Together with its unique location as a gateway town to the Borders and Scotland, Jedburgh is actively pursuing projects to enhance visitor appeal and, in doing so increase footfall and boost the local economy.

Jedburgh's enviable A-list includes:-

One of the finest Augustinian abbey's in Scotland - an early type of twinning arrangement organised by King David I in 1138 with a monastic order from Beauvais in France

A Castle Jail that hosts a museum, stages displays and exhibitions and is now a favourite with ghost hunters,

Mary Queen of Scots' House where she stayed and almost died in 1566

Opposite the Abbey in the Glebe Car Park there is the imposing 40ft long stone structure known as 'The Eel,' designed by artist Max Nowell. It commemorates the internationally significant studies of 18th century Scottish geologist James Hutton who investigated unusual rock formations on the banks of the Jed Water. They became known as 'Hutton's Unconformity' and laid foundations for modern earth sciences.

Jedburgh is the birthplace of Mary Somerville (1780-1872), scientist, polymath, the first female member of the Royal Astronomical Society and glass ceiling breaker extraordinary. She now graces the Royal Bank of Scotland's £10 note and Somerville College at Oxford University is named after her.

Jedburgh has an impressive annual events calendar that takes in the

Callant's Festival, part of the famous Border Common Ridings that date back to the 1500's, Jedburgh Sevens rugby tournament and the Border Games, and the the autumnal Running Festival featuring a weekend of sporting events.

Plans to add additional high profile annual events to that list are underway and would be centred around the proposed Events Quarter that offers outstanding locations and backdrops. The themes currently being investigated cover Food and Drink, Arts and Crafts, Fashion, Music, Antiques and Books.

They would provide a dynamic promotional platform offering exciting opportunities to take Jedburgh's story to audiences regionally, national and internationally; a marketing and PR exercise that would be directed at the newspaper and magazine sectors, TV and Radio and online outlets.



Figure 49. Jedburgh Pipe Band



Figure 50. Rallying call at Redeswire rideout



Figure 51. Bandstand concert from Jedburgh Instrumental Brass Band



Figure 52. Map showing visitor attractions in and around Jedburgh



# Jedburgh looks ahead - Our Projects

## Project 1 - The Jedburgh Streetscape

Jedburgh Tourism Alliance (JTA) has organised a high-level traffic management appraisal of Jedburgh High Street and its surrounding key linkages.

The primary objective of this appraisal is to assess the viability of various traffic management systems in reducing vehicle dominance to enhance the pedestrianfocussed quality of the town centre.

The goal is to provide valuable insights and recommendations for the development and enhancement of Jedburgh Town Centre. By exploring different traffic management systems, this appraisal aims to strike a balance between essential vehicular access and improving the pedestrian environment.

The design team has taken into consideration the importance of creating inviting spaces that celebrate Jedburgh's rich historic character.

The ideas put forward are now part of a communitywide consultation and JTA and Scottish Borders Council are discussing ways to progress the Streetscape plans.

... assets and aspirations

### Key objectives

- Celebrate Jedburgh's unique reputation as the 'historic gateway to Scotland', and promote Jedburgh as a destination
- Improve the pedestrian and cycling environment in the town centre
- Reduce the dominance of vehicles and parking, whilst still maintaining essential vehicular access for those who need it
- Create attractive, people focused spaces and streets in which are accessible to all
- Generate vitality and vibrancy facilitating pavement café culture, shop and market stalls, vibrant active frontages
- Provide a streetscape that is positively integrated with surrounding historic townscape and buildings



Figure 53. Artist impression of the Streetscape





## Project 2 - An Events Quarter

Tourism and a vibrant annual calendar of events are integral to Jedburgh's local economy and future prosperity.

Promoting Jedburgh's outstanding historic assets and establishing the town as a popular stop for visitors is emphasised again and again in comments and feedback from Place Plan engagement exercises.

It is a challenge that has also been recognised by several community organisations who have laid the foundations for innovative new ventures, currently progressing in Jedburgh to match long term tourism objectives.

Discussions are taking place with Scottish Borders Council and Live Borders to explore the best model to match community feedback on using the Town Hall (right) as a central hub for local groups and events.

As part of these discussions there is a vision to upgrade existing facilities with a long term objective to extend the building and increase capacity to attract a wider range of events.

In addition to being a well used community hub, plans are also being discussed to enhance Jedburgh's events calendar, introducing high-quality annual promotions with broad-ranging visitor appeal.

Teaming up with organisations such as Historic Environment Scotland that has responsibility for managing and conserving Jedburgh Abbey, the Town Hall would be at the heart of a proposed Events Quarter.

Promotions would be newsworthy and marketed to regional, national and international audiences.



Figure 54. Events locations in Jedburgh



... assets and aspirations

Project 3 - Community Contact Hub & Visitor Centre

Tourism and a vibrant annual calendar of events are integral to Jedburgh's local economy and future prosperity.

Promoting Jedburgh's outstanding historic assets and establishing the town as a popular stop for visitors is emphasised again and again in comments and feedback from place plan engagement exercises.

It is a challenge that has also been recognised by several community organisations who have laid the foundations for innovative new ventures to match long term tourism objectives.

That list includes the Jedburgh and District Community News Group CIC.

Having produced the successful 'Jed Eye' community news magazine for the past 14 years this group can also take credit for the town's popular tourism publications. The Blue Plaque Trail booklet, the Closes brochure and town leaflet have all enhanced the town's visitor experience.

The News Group also founded and ran the towns tourism website [www.jedburgh.org.uk](http://www.jedburgh.org.uk)

Latterly it has opened a community contact hub providing a one stop shop for the town, community and event information, as well as offering charity space for drop in services, meetings and local events.

The closure of the Visit Scotland iCentre in September 2024 was an enormous loss to the town both economically and socially.

The Jedburgh and District Community News Group CIC sees an opportunity to acquire the now redundant iCentre building and reestablish a viable tourism information bureau with space to extend community initiatives in line with our community engagement - and of course the continuation of the production of the community news magazine.

Negotiations are currently in place with Visit Scotland.



Figure 55. Former VisitScotland Infomraiton Centre



Figure 56. Jed Eye community hub



Figure 57. Copies of monthly magazine

Comments from the community

*'Great to hear, I'll be sending the tourists your way now.'*

*'Well done on the Jed Eye. You're doing a wonderful job, and it is our go to place now for finding out what's going on in the area. We like the mix of proper news and the historical stuff.'*

*'Good to see you have information, so will be sending our campers along. Only have three weeks left of this season but will be back in April.'*

*'Hi, as a former Jethart reporter with the old Kelso Chronicle and Jedburgh Gazette can I just say what a wonderful job The Jed Eye does, and has done over many years, in commemorating and celebrating the traditions of the town, and recording the words and deeds of Jethart folk old and young. I know how much work goes into gathering the information and putting together such a beautifully produced and designed publication.'*

*'We've referred many guests to the information centre over the years and it's really good to know you will now be taking this on - it's really important.'*



## Project 4 - Visitor Accommodation

Encouraging visitor accommodation is crucial for Jedburgh's local economy and future prosperity. Promoting Jedburgh's rich cultural heritage and establishing the town as a popular stop for visitors has been highlighted repeatedly in feedback from place plan engagement exercises. Several community organisations have recognised this challenge and laid the foundations for innovative ventures to meet long-term tourism objectives. This includes plans to develop and promote visitor accommodation by utilising vacant buildings and spaces.

Jedburgh's unique position as the first town on the A68 road out of England presents a significant opportunity to attract tourists. The town's attractions, such as the 12th-century Jedburgh Abbey, Jedburgh Castle Jail & Museum, and the Mary Queen of Scots' Visitor Centre, draw visitors from near and far. However, the current accommodation options are limited, restricting the potential for longer stays and greater spending in the local economy.

The project to encourage visitor accommodation involves several key actions. First, a survey will be conducted to identify vacant buildings suitable for conversion into visitor accommodation. Collaboration with property owners and developers will be essential to repurpose these buildings, ensuring they meet hospitality standards. Promoting new developments is also a priority. Ongoing proposals to build a 40 strong luxury lodge holiday park a few miles south of Jedburgh and the Jedburgh distillery project will be supported, encouraging collaboration to attract visitors and highlighting the benefits of these developments, including job creation and economic growth.

Enhancing existing facilities is another important aspect of the project. Working with existing accommodation providers to improve their facilities and services, and providing incentives for upgrades and renovations that align with sustainable practices, will make Jedburgh more attractive to visitors. A comprehensive marketing strategy will be developed to promote Jedburgh as a prime tourist destination. This will involve utilising online platforms, social media, and tourism websites to reach a wider audience, and creating promotional materials that highlight the town's attractions, events, and accommodation options.

Collaboration with local businesses is crucial. Partnering with local businesses to create packages and offers that encourage longer stays, and promoting local events and festivals, such as the Jedburgh Callant's Festival and the



Figure 58. Blue Plaques Town Trail

its public-facing identity to "Visit Jedburgh." This vibrant new brand is set to provide a cohesive and engaging tourism identity for the town, filling the previous gap of a dedicated digital presence. Visit Jedburgh now boasts active Facebook and Instagram accounts, and the website has been rebranded to specifically promote Jedburgh tourism. All future public-facing work will proudly fall under the Visit Jedburgh brand, ensuring a unified and dynamic approach to showcasing the town.

There is significant potential to make more of the Abbey Way walk, which links several historic abbeys in the region, including Jedburgh Abbey. Promoting this walk as part of the visitor experience can attract history enthusiasts and walkers, encouraging them to stay longer in Jedburgh. By enhancing the connectivity and appeal of the Abbey Way walk,

Jedburgh can further leverage its historical assets to boost tourism.

The expected outcomes of this project include increased availability of quality visitor accommodation, higher visitor numbers and longer stays, leading to greater spending in the local economy, job creation, and support for local businesses. The project will also enhance Jedburgh's reputation as a vibrant and welcoming tourist destination. The timeline for the project includes short-term actions such as identifying vacant buildings, initiating collaborations, and beginning marketing efforts. Medium-term actions include completing the repurposing of buildings, enhancing existing facilities, and launching promotional campaigns. Long-term actions involve establishing Jedburgh as a top tourist destination with a variety of accommodation options and robust infrastructure.

By increasing the availability of visitor accommodation, Jedburgh can cater to a larger number of tourists, encouraging longer stays and greater economic benefits for the town. This project will contribute to a vibrant and sustainable future for Jedburgh, leveraging its historical and cultural assets to attract visitors from around the world.



Figure 59. Visit Jedburgh Website - www.jedburgh.org.uk



## Project 5 - Active Travel - multi user pathway to Ancrum

The creation of a multi-user pathway linking Jedburgh to Ancrum has been highlighted as a key initiative in feedback from place plan engagement exercises. This project aims to provide a safe and accessible route for walkers, cyclists, and other non-motorised users, encouraging physical activity and active travel, reducing reliance on cars and provide more recreational and tourism opportunities in Jedburgh.

Jedburgh's picturesque landscapes and historical sites make it an ideal location for active travel. The pathway will cover approximately 4 miles, connecting Jedburgh to Ancrum and linking to other regional and national routes. Detailed audit and proposals for future improvements around active travel in Jedburgh are currently being undertaken, supported by SBC. This will look at the feasibility of active travel and behaviour change opportunities are recognised and built into future proposals for active travel routes. This initiative will support physical and mental health, increase visitor numbers, and positively impact the local economy.

Collaboration with local businesses is essential. Partnering with local businesses to create packages and offers that encourage the use of the pathway, and promoting local events and festivals, will attract more visitors. Improving infrastructure is also necessary to support increased use of the pathway.

The Jedburgh Tourism Alliance (JTA) will be key in promoting this route and the other opportunities to walk from Jedburgh. This will add to the town's appeal, attracting more visitors and encouraging them to explore the beautiful surroundings. Additionally, from Ancrum, there are opportunities to travel further afield, linking Jedburgh into other path networks such as the Tweed Valley and Tweedbank and the potential to make more of the Abbey Way Walk.

By enhancing the connectivity and appeal of these routes, Jedburgh can further leverage its position as the first place people arrive at in the Borders to start walking, making it a base for discovering the region which also ties in to the Visitor Accommodation Project and promotion through the Community Contact Hub and Visitor Centre.

The expected outcomes of this project include increased physical activity among residents and visitors, higher visitor numbers, and greater spending in the local economy. The project will also enhance Jedburgh's reputation as a vibrant and welcoming destination for walking.

By creating a multi-user pathway linking Jedburgh to Ancrum, the town can promote active travel, support sustainable tourism, and enhance the quality of life for residents and visitors. This project will contribute to a vibrant and sustainable future for Jedburgh, leveraging its natural beauty and historical assets to attract visitors from around the world.



Figure 60. Active Travel

## Project 6 - Community Re-use Hub

The creation of a Community Re-Use Hub in Jedburgh is a key initiative aimed at promoting sustainability, reducing waste, and fostering community engagement. This project will provide a central location where residents can donate unwanted household goods, which can then be reused or repurposed by others in the community. The hub will serve as a valuable resource for recycling and reusing materials, helping to divert waste from landfills and support environmental conservation efforts.

Jedburgh's commitment to sustainability and community well-being makes it an ideal location for a re-use hub. The project will not only address environmental concerns but also provide economic and social benefits by creating volunteering opportunities and raising awareness about climate action. The project received strong support through public consultation, reflecting the community's enthusiasm for sustainability initiatives and their willingness to participate in such efforts.

The project involves several key actions. First, identifying a suitable location for the hub is crucial. This will involve working with local authorities and community groups to secure a space that is accessible and convenient for residents. The hub will need to be equipped with the necessary facilities to store, sort, and display donated items.

Promoting the hub is another important aspect of the project. A comprehensive marketing strategy will be developed to raise awareness of the hub and its benefits. This will involve utilising online platforms, social media, and community networks to reach a wider audience, and creating promotional materials that highlight the environmental and social impact of the hub.

Collaboration with local businesses and organisations is essential. Partnering with local businesses to support the hub through donations, sponsorships, and volunteer efforts will enhance the hub's resources and reach. Additionally, promoting local events and workshops at the hub will attract more visitors and encourage community participation.

The Community Re-Use Hub will offer significant opportunities for training, work, and volunteering. By linking with education and training schemes, the hub can provide valuable skills development and work experience for local residents. This initiative has the potential to create jobs and support local employment, contributing to the economic vitality of Jedburgh.

The expected outcomes of this project include increased recycling and reusing of materials, reduced waste sent to landfills, and greater community engagement in sustainability efforts. The project will also enhance Jedburgh's reputation as a leader in environmental conservation and community well-being.

By creating a Community Re-Use Hub in Jedburgh, the town can promote sustainability, support environmental conservation, and enhance the quality of life for residents. This project will contribute to a vibrant and sustainable future for Jedburgh, leveraging its commitment to community well-being and environmental stewardship to attract visitors and support local initiatives.



# 8 Jedburgh Economy

## Population Trends in Jedburgh

Since around 2000, Jedburgh has been experiencing a shift in its population dynamics. The population was 4,030 in 2011 and slightly increased to 4,129 in 2022, indicating a loss of around 100 people over the last decade. While it is one of the top three areas in the Scottish Borders facing significant population changes, this presents an opportunity for revitalisation and growth. The transition away from traditional industries has opened the door for new and innovative sectors to take root.

Although the overall population in the Scottish Borders and Scotland has been growing, Jedburgh's unique position allows it to attract fresh talent and investment. The housing deficit has played a role in these population changes, but it also highlights the potential for development and improvement in the housing sector. By addressing this deficit, Jedburgh can create more housing opportunities, attracting new residents and fostering a thriving community.

The old Jedburgh Grammar School had an enrolment of around 440 pupils, serving the local community before the new campus was established. In contrast, the new Jedburgh Grammar Campus, which opened in August 2020, has a significantly increased capacity, accommodating around 862 students from nursery through to secondary levels. This new campus not only consolidates the previous schools but also offers modern facilities and a more integrated approach to education, enhancing the overall learning experience for all age groups.

There is clear evidence of the new Jedburgh Grammar Campus's popularity and its expanding catchment area. Inspection reports indicate that the campus has successfully established a purposeful learning community where children and young people thrive and achieve successful outcomes<sup>1</sup>. The school's role as a community hub has significantly contributed to its popularity and the growth of its catchment area<sup>2,3</sup>.

The average house price in Jedburgh over the last year is approximately £151,520. This marks a 7% increase compared to the previous year, although it is still 20% lower than the peak prices seen in 2022. Jedburgh house prices are moderate compared to other towns in the Scottish Borders. For instance, Galashiels has an average house price of around £165,000, while Hawick's average is about £130,000. Peebles, on the other hand, has a higher average house price of approximately £220,000. This places Jedburgh's house prices higher than Hawick but lower than both Galashiels and Peebles.

Galashiels has seen a 4% decrease in house prices over the same period, with an average price of £154,489. Hawick's house prices have remained relatively stable, with a slight increase of 1% over the last year, bringing the average to £113,518. Peebles, on the other hand, has experienced a more significant rise, with house prices increasing by 8.93% over the past six months, resulting in an average price of £220,000.

1: [Rightmove - House Prices in Jedburgh](#)

2: [Rightmove - House Prices in Galashiels](#)

3: [Rightmove - House Prices in Hawick](#)

4: GetAgent - House Prices in Peebles

## Economy, Income, and Poverty

Jedburgh faces significant socio-economic challenges, particularly in terms of out-of-work benefits and child poverty. Currently, 19.8% of Jedburgh's population relies on out-of-work benefits, ranking it seventh-worst among the 30 Intermediate Zones in the Scottish Borders. This dependency is projected to increase to 23% by 2023/24. Child poverty is also a pressing issue, with 25.7% of children living in low-income households, significantly higher than both the Scottish Borders and national averages.

This rate is expected to rise to nearly 30% by 2023/24<sup>4</sup>. According to the Scottish Index of Multiple Deprivation (SIMD), most of Jedburgh falls between the 40% most deprived and 40% least deprived deciles in Scotland<sup>5</sup>. In comparison, other areas in the Scottish Borders, such as Hawick and Galashiels, also face high levels of deprivation but have varying degrees of economic challenges. For instance, Hawick has several data zones in the 20% most deprived deciles, while Galashiels has a mix of both highly deprived and less deprived areas<sup>6,7,8</sup>.

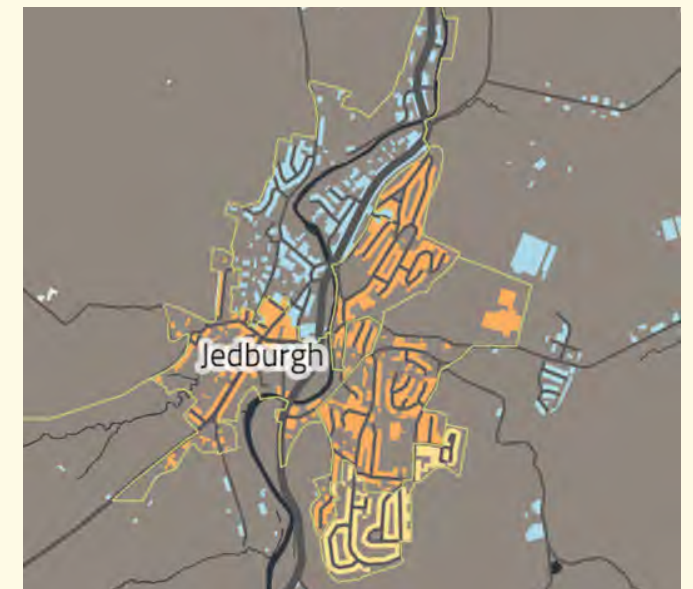


Figure 61. Deprivation map sourced from SIMD Website

1. [Jedburgh Grammar Campus inspection report, Scottish Borders Council 20/06/23 \(education.gov.scot\)](#)  
2. <https://scottishborders.moderngov.co.uk/documents/s78157/Item%206c%20-%20Performance%20and%20Improvement%20Report%20Jedburgh%20Campus%205.10.23.pdf>  
3. [Jedburgh Grammar Campus - Hub South East Scotland](#)

1. [Jedburgh Socio-Economic Profile 2022](#)  
2. [Scottish Index of Multiple Deprivation 2020](#)  
3. [Gala and Hawick: The challenges facing both towns](#)  
4. [Galashiels and Hawick: The retail 'challenges' facing two Borders towns](#)  
5. [is\\_outcomes\\_profile\\_2022 - jedburgh.pdf \(scotborders.gov.uk\)](#)



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## Education and Training

School leavers in Jedburgh have a below-average Tariff Score (a measure used in Scottish education to summarize the achievements of school leavers), currently the sixth-lowest in the Scottish Borders. However, the proportion of school leavers entering positive and sustained destinations is above average and improving faster than the Scottish average.

## Health and Wellbeing

The town also has the lowest rate of emergency hospital admissions for people aged 65 and over in the Scottish Borders, showing sharp improvement.

## Housing

Recent developments highlight a significant housing need in Jedburgh. The Scottish Borders Housing Association (SBHA) has identified a substantial demand, with over 300 applicants expressing a preference for residing in the area. To address this, plans have been approved for 70 new affordable homes on the site of the former Howdenburn Primary School.

This development, will include a mix of two, three, and four-bedroom homes, along with essential infrastructure such as roads, footpaths, and a sustainable urban drainage system. These efforts are part of a broader initiative to increase affordable housing in the Scottish Borders, with similar projects underway in other towns.

The aging population in Jedburgh has particular needs for housing. As the population ages, there is an increasing demand for housing that is accessible and suitable for older residents. This includes homes with single-level living, adaptations for mobility, and proximity to healthcare and community services and the town centre. Addressing these needs is crucial to ensuring that older residents can continue to live independently and comfortably in their community. Although there is no specific project in this version of the Place Plan it aspires to support opportunities to improve the existing housing stock to a net zero standard in terms of heat and power. Assisting residents in making their homes warmer not only benefits them economically by reducing energy costs but also has significant environmental benefits by lowering carbon emissions. The plan will look for ways to support local residents in achieving these improvements, ensuring that homes are energy-efficient and environmentally sustainable.

## Jedburgh Place Plan: Supporting Affordable and Social Housing

Although there are no specific projects within our place plan, we are committed to ensuring the availability of affordable and social housing, as reflected in the Scottish Borders Local Development Plan (LDP). This includes a significant proportion of

affordable units in new developments to foster an inclusive community, a Strategic Housing Investment Plan (SHIP)<sup>1</sup> to prioritise urgent housing needs, and support for mixed-use developments that integrate the right housing mix along with residential and community facilities. Recognising the unique challenges of rural areas, we aim to prevent depopulation and support local economies by fostering strong partnerships between the council, housing associations, and private developers. Our goal is to make Jedburgh a community where everyone has access to safe, affordable, and high-quality housing. These efforts will help address the population decline in a positive way, ensuring a vibrant and sustainable future for the town.

## Socio-Economic and Employment Makeup of Jedburgh

Jedburgh has experienced significant socio-economic changes over the years, primarily due to the decline of traditional industries. This has led to a decrease in population as residents move away in search of employment opportunities. The town's economy is now more diverse, with key sectors including education, healthcare, forestry, hospitality, retail, and administrative roles.

Although there is nothing specific in this version of the place plan that is employment and industry specific we will seek opportunities to introduce new industries to Jedburgh, to boost employment and economic growth. We will support initiatives to attract businesses and create job opportunities across various and more diverse sectors. This would include the repurposing of larger vacant units by splitting them into smaller spaces to accommodate a diverse range of smaller traders. We would be interested to work on collaborations that support both meantime and permanent uses for vacant buildings, ensuring that these spaces are utilised effectively and contribute to the town's economic vitality.

This approach not only supports local entrepreneurs but also encourages a vibrant and dynamic business environment. This would create opportunities to foster entrepreneurship among younger people by linking training and education to work, allowing them to create work opportunities and build a life in Jedburgh. Not only would this make efficient use of available spaces, but create a more robust and sustainable economic future.

The Place Plan recognises the need to find new uses for vacant buildings, including the library building and to bring the swimming pool back into use. The swimming pool is an important facility in the town, and during the consultation on the Place Plan, which happened when the swimming pool was open, there were aspirations to create a hydrotherapy pool in addition. Revitalising these facilities would enhance the quality of life for residents and attract more visitors to the town.

1. SHIP [https://www.scotborders.gov.uk/directory-record/45458/strategic\\_housing\\_investment\\_plan\\_ship](https://www.scotborders.gov.uk/directory-record/45458/strategic_housing_investment_plan_ship)



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### **Jedburgh Place Plan: Promoting Tourism and Cultural Heritage**

Jedburgh is a town rich in cultural heritage, with numerous historical buildings and attractions that draw visitors from near and far. The Jedburgh Place Plan seeks to promote all that the town has to offer in terms of tourism, highlighting key sites such as the stunning 12th-century Jedburgh Abbey, the immersive Jedburgh Castle Jail & Museum, and the Mary Queen of Scots' Visitor Centre, which showcases her life through artefacts and portraits.

Jedburgh's rich cultural heritage is further celebrated through various events and festivals. The Jedburgh Place Plan supports the creation of events stemming from the events quarter proposals. Events could include a historical reenactment festival, celebrating Jedburgh's medieval past, or a food and drink festival showcasing local produce and culinary talent. Additionally, a Jedburgh Music and Arts Festival could feature local and national musicians, artists, and performers.

These cultural events would not only provide entertainment but also promote community engagement and pride, and give more reasons for people to visit and stay longer in Jedburgh.

Similarly, the cultural quarter identified in the Jedburgh Place Plan aims to foster cultural activities and events. Events could include art exhibitions, music festivals, and theatre performances, all of which would enrich the cultural life of the town and attract tourists. These cultural events would not only provide entertainment but also promote community engagement and pride, and give more reasons for people to visit and stay longer in Jedburgh.

Jedburgh has a unique advantage as the first town on the A68 road out of England. This prime location presents a great opportunity to capture tourists, especially since the Abbey Bridge car park at Lothian Park is the first car park visitors encounter. This car park is free and offers amenities such as toilets and a café, and has a superb view of the Abbey and the Town, making it an ideal stopping point for travellers with an easy walk into the town centre.

Although there is nothing specific in the plan, The Place Plan also supports the promotion and development of tourist accommodation, including the use of vacant buildings to increase the availability of accommodation options, such as increase the availability of accommodation options. Ideas for sites which could be developed into visitor accommodation include 3-5 Exchange Street, the old British Legion building and the old Grammar School building.

By increasing the availability of quality options, Jedburgh can cater to a larger number of visitors, encouraging longer stays and greater spending in the local economy. This development would benefit the town by creating jobs, supporting local businesses, and enhancing the overall visitor experience.

Increased tourism can lead to improved infrastructure and community facilities. Better transport links, enhanced public spaces, and new recreational facilities benefit both residents and visitors. This development fosters a more vibrant and welcoming environment, making Jedburgh an even more attractive destination.

Events like the Jedburgh Callant's Festival and the Jedburgh Hand Ba' game showcase local traditions and culture, drawing visitors and fostering a sense of community pride. These events provide an opportunity for residents to celebrate their heritage while also engaging with tourists, creating a lively and inclusive atmosphere.

Tourism can encourage sustainable growth by promoting eco-friendly practices and highlighting the natural beauty of the surrounding countryside. The Place Plan includes a project to create path links from Jedburgh to Ancrum, promoting recreational and active travel. Activities like hiking, cycling, and exploring the scenic landscapes attract nature lovers and support conservation efforts. By leveraging its historical and cultural assets, along with its beautiful natural surroundings, Jedburgh can significantly benefit from tourism, ensuring a vibrant and sustainable future for the town.

### **Tourism potential**

Tourism holds significant potential for benefiting Jedburgh in various ways. Firstly, it can provide a substantial economic boost by attracting visitors who spend money on local accommodations, dining, and shopping. In 2023, the Scottish Borders region welcomed 316,000 overnight visitors who spent a total of 980,000 nights in the area, contributing £115 million to the local economy<sup>9</sup> across the region. On average, each visitor spent £365 during their stay<sup>10</sup>. This influx of spending supports local businesses and creates job opportunities, contributing to the overall economic health of the town. The average stay is approximately 3.1 days<sup>11</sup>.

Promoting Jedburgh's rich history and cultural heritage can attract history enthusiasts. For example, 43% of visitors to the Scottish Borders explored a cathedral, church, abbey, or other place of worship, and 34% toured a castle or fort[3]. By highlighting these unique attractions, Jedburgh can ensure that its heritage is both celebrated and preserved for future generations.



The visitor numbers to the abbeys along the Borders Abbeys Way highlight a significant disparity, with Melrose Abbey attracting the most visitors. This is largely due to the numerous events hosted in Melrose and accommodation opportunities being more numerous than in Jedburgh. These draw large crowds and enhance its visitor numbers. In contrast, Jedburgh Abbey, despite its impressive architecture and picturesque setting, sees fewer visitors, and Dryburgh and Kelso Abbeys even less so[1].

To address this imbalance and share some of the visitors that Melrose Abbey enjoys, Jedburgh could host a Borders Abbeys Festival. This event could include guided tours, historical reenactments, and interactive exhibits at each abbey, encouraging visitors to explore all the sites along the Borders Abbeys Way. This could promote the 68 mile route on foot and with the use of a special shuttle services and joint ticketing options could make it easier for tourists to visit multiple abbeys, thereby spreading the economic benefits more evenly across the region and enhancing the overall visitor experience[2].

Jedburgh is the place where things are happening. A recent presentation highlighted plans to build 40 lodges a few miles south of Jedburgh. This £5 million luxury lodge holiday park project will create up to 18 new jobs and provide a unique holiday destination for visitors to the Scottish Borders. The Place Plan aims to include this development under visitor accommodation, ensuring collaboration between both parties to encourage lodge users to visit and explore Jedburgh. Additionally, the ongoing Jedburgh distillery project, a multi-million-pound development, will further endorse the tourism potential of Jedburgh. By encouraging clients from these accommodations to explore the town, we can boost local businesses and the economy.

References

- [1] [Melrose Abbey | Kansas City Wedding Venue](#)
- [2] [Melrose Abbey Open House - Eventbrite](#)

The Jedburgh Place Plan supports the creation of events stemming from the events quarter proposals. Events could include a historical reenactment festival, celebrating Jedburgh's medieval past, or a food and drink festival showcasing local produce and culinary talent. Additionally, the cultural quarter could feature local and national musicians, artists, and performers.

In order to support tourism in Jedburgh, The Place Plan also advocates for the promotion and development of tourist accommodation. By increasing the availability of quality accommodation options, Jedburgh can cater to a larger number of visitors, encouraging longer stays and greater spending in the local economy. This development

1. <https://www.visitscotland.org/research-insights/regions/scottish-borders>  
2. [Scottish Borders - Tourism Research & Insights | VisitScotland.org](#)  
3. [Accommodation In Scotland - Occupancy Statistics | VisitScotland.org](#)

would benefit the town by creating jobs, supporting local businesses, and enhancing the overall visitor experience. Additionally, this would mean Jedburgh could support visitor stays for events in other towns, further boosting its appeal as a central hub for tourists.

Increased tourism can lead to improved infrastructure and community facilities, enhanced public spaces, and new recreational facilities benefit both residents and visitors. These events provide an opportunity for residents to celebrate their heritage while also engaging with tourists, creating a lively and inclusive atmosphere. By leveraging its historical and cultural assets, along with its beautiful natural surroundings, Jedburgh can significantly benefit from tourism, ensuring a vibrant and sustainable future for the town. The proposed Jedburgh to Ancrum path is a key initiative in The Place Plan, offering a scenic route that will attract walkers, cyclists, and nature enthusiasts. This path not only enhances the tourism appeal of Jedburgh but also promotes sustainable travel and appreciation of the local environment.

References

- [1] [International Tourism Statistics - Annual Report - VisitScotland](#)
- [2] [Latest research - VisitScotland](#)
- [3] [Scottish Tourism Statistics & Research | VisitScotland.org](#)

Net Zero

While there are no specific net zero projects within the Place Plan, the spirit of net zero weaves through its very fabric. This theme, which emerged as particularly important during the consultation—especially among younger people—resonates in every initiative, echoing our commitment to a sustainable future. We aim to support residents in achieving their heating and power goals domestically. We envision harnessing the hydro power that once fuelled the mills, tapping into the timeless energy of the Jed River. This river, which once powered the town's economy, could once again become a beacon of progress, generating clean, renewable energy for our community. In this vision, we hark back to the days when the Jed River was the lifeblood of our town, powering the mills and driving industry. Now, we look to this same river to lead us into a new era of sustainability, where the past and future converge in a harmonious blend of tradition and innovation.



# 9 Management and Governance

## Development of the Plan

**The Jedburgh Place Plan sets out an ambitious vision for the future of the town.**

It will be realised through the delivery of a series of projects over the short to long term.

The projects included in this plan all derive from the community consultation processes as detailed in the “community conversation” section.

Delivery of the Jedburgh Place Plan will be overseen by the Jedburgh Town Team, working in close partnership and support from Scottish Borders Council and partners.

The action plan that is listed at Section 10 identifies organisations and partners to be involved in the delivery of the Jedburgh Place Plan project.

Key considerations such as outcomes, risks and financial information is also included.

Delivery of the Jedburgh Place Plan will be overseen by the Jedburgh Town Team, working in close partnership and support from Scottish Borders Council.

Through the Action Plan and leadership from the Town Team, projects will be prioritised for delivery and the pursuit of funding.

Once in place, it is expected that individual project teams will report to the Town Team on a regular basis.

Every project will involve further participation and engagement with the local community and key stakeholders.

This approach will ensure that the Place Plan projects remain for Jedburgh as a whole through every stage of their development and delivery.



## Monitoring

**The Jedburgh Town Team will monitor progress of the Place Plan throughout their regular meetings, informed by updates provided by project teams.**

The Project Action Plan will be a live document that is continuously monitored and reviewed at regular intervals.

This will enable progress to be tracked and revisions made in response to progress, changing circumstances and new opportunities, such as funding streams.

Some of the projects listed will require development of strategies or feasibility studies as their first step, this initial process is likely to result in the identification of specific, more detailed projects that will be added to the Action Plan (e.g. improvements to a building or a street).

At the planning stage of every prioritised project, the outcomes and key performance indicators must be agreed to ensure that the project remains targeted in response to the key priorities (themes) identified by the Place Plan and the wider policy context of Scottish Borders Council, the Scottish Government and other organisations.

Figure 62. Jedburgh Castle Jail & Museum



# 10 Shaping the Future

Jedburgh town centre has a richness and variety of diverse architectural styles and within the conservation area there are eight category A listed buildings.

This prestigious group includes the Port House (right), owned by The Jedburgh Community Trust (JCT), and the subject of a major and highly successful restoration scheme over a number of years.

Today, the Port House is home to community organisations and businesses and JCT is now looking to breathe new life into a range of attached buildings to establish a Creative Quarter in Jedburgh.

The former bakery building to the rear will be renovated over three floors to form new artists' units, and a new throughfare will connect to Grahamslaw Close.

The Creative Quarter development also includes designated space for exhibitions and events.

Ownership will be retained by JCT and units let out at affordable rents to local artistic and craft related businesses.

Improvements are proposed to the bakery courtyard, which will be re-landscaped and could be used as an external extension to a ground floor exhibition space.

## The Port House

The Port House, standing on the site of the former Corn Exchange, is one of several of Jedburgh buildings designed by renowned Hawick-based architect James Pearson Alison.

Commissioned in 1899 by the Jedburgh Co-operative Store Company as a new Head Office and store, it was completed in 1900. It is architecturally distinctive with a cast iron structure and three gabled front elevation with large window openings. The use of such designs was very unusual outside big cities and the Port House is one of the earliest examples of its type.



Figure 63. TBC



# 11 Action Plan

Proposed Projects										
Project	Description	Evidence of Need	Relates to Strategic Objectives	Suggested Partners	Cost	Suggested Funding	Timescale	Risks & Constraints	Delivery & Next Steps	
1	The Jedburgh Streetscape Project	The Jedburgh Streetscape Project is a key component of the town's action plan aimed at revitalising the town centre and enhancing the overall pedestrian experience. This involves widening footways, adding informal pedestrian crossings, and improving street furniture to create a more pedestrian-friendly environment. The project also includes efforts to maintain and enhance the historic charm of Jedburgh, incorporating natural stone gateways and other design elements that reflect the town's heritage. Additionally, a high-level traffic management appraisal will be conducted to reduce vehicle dominance and prioritise pedestrians and cyclists. Ongoing community consultation will ensure that the final design meets the needs and aspirations of local residents and businesses.	Streetscape at present is dominated by cars and parking	SO1: Empower local communities to imagine and then build a long-term future for towns they live in. SO2: Safeguard existing businesses and attract new businesses to our towns and cities. SO3: Maintain and increase the number of visitors spending money in our towns and centres, increasing spend per visit and extending the visitor season. SO5: Maintain and increase the number of people living in our town and town centres. SO7: Maintain and raise the quality of physical environment in our town and town centres.	Jedburgh Tourism Alliance Scottish Borders Council	£££	Borderlands Inclusive Growth Deal	Medium	Ensuring adequate design quality and funding  Potential conflict of users groups (e.g. walking vs parking)	Discuss possiblity of Scottish Borders Council becoming lead organisation to progress project.
2	Town Hall (Events Quarter)	The Town Hall is to be part of an Events Quarter and Creative Quarter. This involves conserving the building and repurposing it to host events and creative activities, enhancing its role as a community hub and developing an enhanced package of events to attract visitors to the town	Need to promote Jedburghs outstanding historic assets  Need to drive economic growth and encourage tourism and potentially grow night time economy	SO1: Empower local communities to imagine and then build a long-term future for towns they live in. SO2: Safeguard existing businesses and attract new businesses to our towns and cities. SO3: Maintain and increase the number of visitors spending money in our towns and centres, increasing spend per visit and extending the visitor season. SO4: Safeguard exciting employment and deliver new jobs and opportunities for economic and social participation, including education and training purposes. SO5: Maintain and increase the number of people living in our town and town centres. SO6: Retain and increase the working age population in towns. SO7: Maintain and raise the quality of physical environment in our town and town centres.	LiveBorders Scottish Boders Council Historic Scotland Visit Scotland.	£	Borderlands Inclusive Growth Deal grocershall.co.uk/the-charity/apply-for-a-grant/what-we-have-funded musicforall.org.uk/apply-for-funding/ community-project-funding/ BRIT Trust www.creative-lives.org/awards Hugh Fraser Foundation The William Syson Foundation - Small Grants Fund The Architectural Heritage Fund - Project Viability Grant Robert Barr's Charitable Trust RSPB - Nature of Scotland Awards Film Hub Scotland - Film Exhibition Fund The Radcliffe Trust - Music The Headley Trust Creative Scotland - Made in Scotland Onward International Touring fund The John Kemp Charitable Trust	Medium/ Long	Keeping the quarter utilised by keeping a constant stream of events throughout the year  Gig economy could effect the success of this project	Identify any funds that could plug funding gap and apply for funds
3	Community Contact Hub and Visitor iCentre	The Community Contact Hub aims to serve as a central point for tourism and community engagement in Jedburgh. This hub will provide comprehensive information about local events, attractions, and services, enhancing the visitor experience and supporting local businesses. The hub will also offer space for community activities, meetings, and charity services, fostering a sense of community and civic pride. The Jedburgh and District Community News Group CIC, known for its successful 'Jed Eye' community news magazine and various tourism publications, plans to acquire the now redundant Visit Scotland iCentre building. This acquisition will allow the group to reestablish a viable tourism information bureau and expand their community initiatives. The hub will be a one-stop shop for town, community, and event information, contributing to the town's economic and social vitality.	The closure of the Visit Scotland iCentre in September was an enormous loss to the town both economically and socially. The Jedburgh and District Community News Group CIC sees an opportunity to acquire the now redundant iCentre building and reestablish a viable tourism information bureau with space to extend community initiatives in line with our community engagement - and of course the continuation of the production of the community news magazine.	SO3: Maintain and increase the number of visitors spending money in our towns and centres, increasing spend per visit and extending the visitor season. SO4: Safeguard exciting employment and deliver new jobs and opportunities for economic and social participation, including education and training purposes. SO5: Maintain and increase the number of people living in our town and town centres. SO6: Retain and increase the working age population in towns. SO7: Maintain and raise the quality of physical environment in our town and town centres.  Economic growth - Attracting more visitors to Jedburgh, supporting and promoting local businesses and increasing visitor spend. Improved civic pride and perceived resident and visitor perception with an enhanced image of the town as a place to live and work. Job Creation: Increased tourism will lead to new accommodations and thus job opportunities.	Jedburgh and District Community News Group CIC	££	Borderlands Inclusive Growth Deal, South of Scotland Enterprise (SOSE), CARS, The Architectural Heritage Fund - Project Viability Grant, UK Government - Community Ownership Fund, Historic Environment Scotland - Partnership Fund, The Association for Industrial Archaeology - Restoration Grants	Short/ Medium	Ensuring it is well run so there is no potential of anti-social behaviour to arise. Securing adequate funding is crucial. The project relies on financial support from sources like the Borderlands Inclusive Growth Deal. Any shortfall or delay in funding could impact the project's feasibility and timeline.	Seek to attract partners/ partnerships to utilise empty buildings and spaces, creating diverse lodging options and boosting local tourism and economic growth.
4	Visitor Accomodation	Make Jedburgh a destination of choice by increasing provision of overnight accommodation. This would include	The closure of the Visit Scotland iCentre in September was an enormous loss to the town	SO2: Safeguard existing businesses and attract new businesses to our towns and cities. SO3: Maintain and increase the number of visitors	Jedburgh and District Community News Group CIC	££	Borderlands Inclusive Growth Deal, South of Scotland Enterprise (SOSE),	Short/ Medium	Ensuring it is well run so there is no potential of	Seek to attract partners/ partnerships to utilise empty buildings and spaces, creating



		attracting partners to use empty buildings/spaces to supply a variety of different accommodation options.	both economically and socially. The Jedburgh and District Community News Group CIC sees an opportunity to acquire the now redundant iCentre building and reestablish a viable tourism information bureau with space to extend community initiatives in line with our community engagement - and of course the continuation of the production of the community news magazine.	spending money in our towns and centres, increasing spend per visit and extending the visitor season. SO4: Safeguard exciting employment and deliver new jobs and opportunities for economic and social participation, including education and training purposes. SO5: Maintain and increase the number of people living in our town and town centres. SO6: Retain and increase the working age population in towns			CARS, The Architectural Heritage Fund - Project Viability Grant, UK Government - Community Ownership Fund, Historic Environment Scotland - Partnership Fund, The Association for Industrial Archaeology - Restoration Grants		anti-social behaviour to arise. Securing adequate funding is crucial. The project relies on financial support from sources like the Borderlands Inclusive Growth Deal. Any shortfall or delay in funding could impact the project's feasibility and timeline.	diverse lodging options and boosting local tourism and economic growth.
5	Active Travel - Multi-User Pathway Link to Ancrum	The plan includes the development of multi-use cycle routes to promote sustainable transportation and enhance connectivity within Jedburgh. These routes will be designed to accommodate cyclists, pedestrians, and other non-motorised users, providing safe and accessible paths through key areas of the town. The project aims to encourage active travel, reduce traffic congestion, and improve the overall health and well-being of the community. This project would ideally link into the borders greenway project, extending links from Jedburgh to Tweedbank and beyond.	Levels of walking and cycling  Documented benefits of Active Travel  Traffic congestion.	SO1: Empower local communities to imagine and then build a long-term future for towns they live in. SO2: Safeguard existing businesses and attract new businesses to our towns and cities. SO3: Maintain and increase the number of visitors spending money in our towns and centres, increasing spend per visit and extending the visitor season. SO4: Safeguard exciting employment and deliver new jobs and opportunities for economic and social participation, including education and training purposes. SO7: Maintain and raise the quality of physical environment in our town and town centres.	Jethart Callant's Club Scottish Borders Council Sustrans Land owners Borders Greenway project	££	Borderlands Inclusive Growth Deal Sustrans Places for Everyone Funding Paths for all - Community Paths Grant Fund Ian Findlay Fund	Medium/ Long	Sustaining activities  Potential land ownership issues	Identify routes and engage landowners, secure funding to undertake phased development of routes including a maintenance plan to sustain activities.
6	Community Re-Use Hub	Creation of a community run hub whereby people can donate unwanted household goods	Nearest recycling centre is 12 miles away	SO1: Empower local communities to imagine and then build a long-term future for towns they live in. SO7: Maintain and raise the quality of physical environment in our town and town centres.	Jedburgh TownTown Team South of Scotland Enterprise Scottish Borders Council	£	Borderlands Inclusive Growth Deal	Short	Sustaining donations  Volunteers	Develop a donation drive strategy, recruit and train volunteers, and secure additional funding to sustain long-term operations and a home for these.

Aspirational Projects										
Project	Description	Evidence of Need	Relates of Strategic Objectives	Suggested Partners	Costs	Suggested Funding	Timescale	Risks & Constraints	Delivery & Next Steps	
Former Jedburgh Grammar School	The site of Jedburgh Grammar School is earmarked for redevelopment. This involves transforming the existing school site to better serve the community, potentially through new facilities or housing.	Existing building continues to stand empty	Potential use for a housing project Also could be used as a hotel and contribute to the accommodation stock	Scottish Borders Council	££	Borderlands Inclusive Growth Deal	Medium	Planning permission and funding  A suitable vendor who is willing to do the work	Commnity would like to be part of discussions around redevelopment, 'a seat at the table'	
Community Space	Create/offer a safe space where the young people of the town can meet with their friends outwith school environment and take part in positive community activities.	Feedback from young people has suggested that they are keen to have a safe and secure centre where they can meet regularly	Young people have increased social interaction  Takes young people away from potential anti-social behaviour  Access and inclusion - improved access to facilities for young people across the town.	Jedburgh Grammar Campus SBC Youth development/ CLAD	£	therobertsontrust.org.uk The National Lottery Scottish Borders Council - Village Halls Funding Bank of Scotland Foundation - Energise Buccleuch Charitable Foundation Barcapel Foundation Limited The Casey Trust Barchester's Charitable Foundation	Short	Ensuring it is well run so there is no potential of anti-social behaviour to arise	Identify a lead organisation, convene stakeholders, and audit facilities and needs.	
Former Howdenburn Primary School site - affordable housing development	The site of Howdenburn Primary School is identified for redevelopment into affordable housing. This involves transforming the existing school site to provide quality, affordable homes, addressing the need for more housing options in Jedburgh.	Site identified in LDP for redevelopment	70 New homes constructed  Improved housing stock for young families	Scottish Borders Housing Association Housing Association, Cruden Homes	£££	Borderlands Inclusive Growth Deal	Long	Planning permission and funding  Demand for housing and housing prices could affect the viability of the project	Howdenburn site – construction is underway and the community have had some say on the redevelopment. There is an opportunity that as part of the works attention should be paid to the Town Team aim around green energy Commnity would like to be part of discussions around redevelopment.	
Jedforest Bandstand	Recognised as a protected greenspace, the Jedforest Bandstand will be maintained and enhanced to preserve its historical and community value. This includes regular upkeep and potential	Community engagement  The need to promote and conserve historic greenspaces	Historic greenspace preserved  Viable public space maintained	Jedforest Instrumental Band Jedburgh Community Trust	£	Borderlands Inclusive Growth Deal	Short	Regular and consistent upkeep. Ownership of the bandstand is unclear at the moment.	Identify a lead organisation, convene stakeholders, and audit facilities and needs and apply for funds	



		improvements to ensure it remains a valuable public space. This project links closely with work on the events Quarter.							
Swimming/ Hydrotherapy Pool Project	The Hydrotherapy Pool Project involves the construction of a new hydrotherapy pool at the Laidlaw Memorial Pool and Waterside Fitness Centre on Oxnam Road. This facility is designed to provide therapeutic benefits to individuals with various health conditions, including arthritis, chronic pain, and mobility issues. The project includes the development of a new building adjacent to the existing swimming pool, featuring changing rooms, treatment rooms, and necessary equipment to maintain the pool's temperature and cleanliness. The revised plan has significantly reduced costs, with a total project budget of approximately £1 million. The new facility will be easily accessible via a covered corridor connecting it to the main building, ensuring convenience for users. The project also focuses on sustainability, using eco-friendly construction materials and energy-efficient systems to minimise its environmental impact.	Community Engagement  Residents with bad health conditions such as back pain and osteoarthritis as part of rehabilitation programme following joint replacement surgery	Long term aim as pool is now closed due to financial constraints. It is hoped that this can be re-opened in the future	?	££	Borderlands Inclusive Growth Deal	Long	Pool is now closed, finding the funding to re open the pool and then complete the project might be a big challenge	Secure lead organisation and partners to seek funding to reopen the pool developing a sustainable business plan.
Community Hydropower	The Jedburgh Local Place Plan (LPP) includes a aspiration to develop hydropower as a means of local energy generation. Specifically, the plan mentions the opportunity to use the River Jed Caulds for electricity generation through community hydropower projects. This initiative was put forward to the community for discussion, and it received a positive response.	Young and older residents are concerned about their environment and want the town to be litter free, have its own recycling facility and to produce sustainable green energy.	Decarbonisation:  Decarbonise our community-owned and other important buildings Provide an independent income stream for the community Tap into Community Benefit opportunities Improve the collective quality and standard of homes within community Improve the health and well-being of inhabitants Grow and support the local supply chain Develop an enterprising opportunity	South of Scotland Enterprise Scottish Borders Council (SOSE)	££££	Borderlands Inclusive Growth Deal South of Scotland Enterprise (SOSE) CARES Local energy Scotland	Long	Engineering capabilities  Environmental concerns such as habitats in and around the river  Planning permission	Find leader in project and partners, Agree scope of project, prepare proposals and seek funding.



This table sets out the current and planned investments which are underway in Jedburgh.

These investment projects link both directly and indirectly to the vision and aspirations of the community which have emerged through the Place Plan work.

The projects in the table will complement and support the proposals put forward for investment in Jedburgh through the Place Programme, as well as the proposals which will be developed and realised through partner organisations and other funding opportunities.

The Town Team and organisations investing in Jedburgh are committed to aligning investment opportunities to successfully achieve the vision for Jedburgh.

Investment	Lead	Funder	Value	Date of completion
Current Investment				
Porthouse building conversion	Jedburgh Community Trust	The Architectural Heritage Fund, the Fallago Environment Fund, the Co-op Good Causes Fund, Jedburgh Conservation Area Regeneration Scheme (CARS) and the Scottish Government Town Centre Fund South of Scotland Enterprise	>£1m	2022
Skate Park	Scottish Borders Council	Scottish Borders Council	£394,000	October 2024
Jed Forest Instrumental Band Hall Renovation	Scottish Borders Council	Place Based Investment Programme	£39,900	October 2024
Demolition of former school site and marketing of site for investment	Scottish Borders Council	Scottish Borders Council		December 2024
Facilitation of Borderlands Place Plan	Scottish Borders Council	UK Government shared Prosperity Fund	£30,000	March 2025
Planned Investment				
Rural Taxi Bus	Scottish Borders Council	UK Government shared Prosperity Fund (being checked)	TBC	March 2025
Jedburgh District village halls decarbonisation	Borders Community Action	UK Government shared Prosperity Fund	TBC	March 2025
Former Howdenburn Primary School site - affordable housing development	Scottish Borders Housing Association, Cruden Homes	Scottish Borders Housing Association	TBC	TBC
Bakery Building renovations	Jedburgh Community Trust	Funding pending	TBC	TBC
Jedburgh High Street Streetscape	Jedburgh Tourism Alliance	Funding pending	TBC	TBC
Active travel cycle path	Scottish Borders Council	Funding identified	TBC	TBC



# APPENDICES

## Consulting the next generation

Jedburgh's next generation has played an enthusiastic and integral part in helping to shape the town's Place Plan.

In partnership with Scottish Borders Council and notable Scottish charities A Place in Childhood and Paths for All Smarter Choices, Smarter Places programme, Jedburgh's youth contributed a range of ideas to create the Jedburgh Children and Teenagers Plan.

The exercise was set up to develop an informed understanding of what young people like and dislike about their local environment, how they interact with that environment and what improvements they would like to see.

Some 40 young people aged between 6-16 took part and they identified a comprehensive range of projects to improve local life. They included:-

### Environmental Priorities

- Protecting and enhancing nature at all opportunities
- More Local Recycling and Reusing of Materials

### Community-based Priorities

- Opportunities to grow food
- More town and community events and better promotion of opportunities available.
- Improving access for everyone to play and social opportunities,
- More activities and events at the Town Hall
- Greater community police presence

### Transport-based Priorities

- Extend the Borders Railway to Jedburgh

### Housing-based Priorities

- More housing options for people with disabilities and large families

### Participation Priorities

- Setup a Youth Council/Assembly for the Scottish Borders
- Redevelop the old Jedburgh Grammar School site with young people's input

### Play and Recreation-based Priorities

- More local facilities for young people

### Local Facilities

- More help for small businesses
- Encourage volunteering and increase job opportunities for young people





# APPENDICES

## Comments from community...

### Getting around

Jedburgh is a compact town which means that getting around is relatively easy, with accessible, safe walking routes, but disabled access and cycling routes could be improved.

*“The relatively small size of the town means that it’s easy to get round by walking. Routes are generally attractive due to lots of natural greenery.”*

*“Better wheelchair friendly crossings around the town including the housing estates.”*

### Public transport

The issue of public transport is that it is not interconnected and synchronised network. This means that travel to places further than the nearest towns takes a lot longer than really necessary. It would be helpful if the services ran in the evenings to surrounding villages and towns. Good points are that buses are clean and regular, with sheltered bus stops. More digital technology on board buses and bus routes to show and announce route information would be helpful for people with visual or hearing impairment.

*“We are one of the main routes to Edinburgh, a gateway to Scotland, with no direct connection to the capital.”*

### Traffic and parking

There is enough parking in the town centre; however, cars park for too long in the High Street despite existing parking restrictions. Suggestions for improvement included disabled parking spaces, resident parking permits or pedestrianisation. There is a concern about heavy traffic damaging small road surfaces and speed limit enforcement.

*“Large free car-parks in town are great. Cars parked all day on High Street not good.”*

The safety of pedestrians crossing the road on the High Street, and A68 and in some estates was questioned with the suggestions that there should be more, safer, wheel chair accessible crossing points in Jedburgh. With the environment in mind, there was a request for more electric car charging points and a car sharing scheme.



*Above: The Auld Brig*

*Right: An autumnal setting for Jedburgh Abbey*



## Streets and Spaces

Jedburgh High Street is home to people as well as a retail area.

It has a distinctive and historic character with well kept floral displays and green spaces and traders take care of their premises and outside spaces.

The streets and spaces could be improved by better signage, increasing restoration and up keep of historic buildings, bringing more green spaces into the town, promoting existing redevelopment sites and pedestrianising Abbey Place.

There are problems with litter and petty vandalism and light pollution and a greater degree of security would help, for instance close circuit television (CCTV).

Street lighting should all be changed to LED and be turned off in the early morning when not required.

The public library service is inadequate and inaccessible to many so it should be positioned centrally.

Tourists and walkers visit Jedburgh throughout the year. Attractions such as the Castle Jail could open for an extended season so that more visitors and residents have the opportunity to visit them.

*“Lots of historical buildings, lovely green spaces. More community use of the empty public buildings. Access to library at school isn’t great. Museums open longer throughout year to attract more visitors”*



# APPENDICES

## Comments from community...

### Natural Spaces

Residents are very keen to keep all green spaces including parks, greens river verges, wild spots and increase them where possible introducing a community orchard and allotments.

There is a tension between people who like spaces to be neat and well manicured and those who want to increase natural habitats.

*“The natural spaces are wonderful as already mentioned. Where else has a green wilderness, The Glen, within the town boundaries. Just leave it alone and sing its praises.”*

*“In context of cities and towns in the UK, Jedburgh is amazing, with nature on our doorstep.”*

### Play and recreation

There is a large variety of recreation spaces and activities ranging from small play parks to sports pitches and a swimming pool.

Although there is one large play-park at Allerley Park, and Murray’s Green and Queen Mary’s House Garden are child safe places, there is a desire for more small play areas closer to where children live.

Currently the needs of teenagers are not being met especially with sporting facilities out of school hours.

*“The new grammar school has taken local play & recreation areas away from the town centre at the old grammar school, which is now closed off to the public.”*

The sporting clubs who own the recreational facilities should consider and support the needs of people with a wide range of ages, disabilities and economic status.

Although there are a number of groups and societies (eg, Bridge club, Historical Society), there is little provision of cheap, affordable and accessible spaces for them to meet, and currently no affordable large space to hold community events, for example, cinema, amateur dramatics, etc.



*Left: The Eel monument in tribute to Scottish geologist James Hutton.*

*Below left : Playtime*

*Below right: Jedburgh's Castle Jail & Museum*



## Facilities and Services

Despite having a good central health centre and two pharmacies it is sometimes hard to see a doctor rather than other medical staff.

The town has dental surgeries, but no specific NHS Dentist.

*“Accessing medical facilities seems to be an increasing problem. Access to library more difficult.”*

The intergenerational school is good, but there are worries that it will not have enough future capacity.

The main town library was integrated into the school building with less space, less accessibility and limited opening times. There are calls for an accessible library to be reinstated in the town centre. Jedburgh would benefit from a dedicated Arts Centre with exhibition and performance space.

Banking facilities are limited with a banking hub. Refuse is collected weekly, but Jedburgh does not have full recycling facilities.

## Work and Economy

There are limited opportunities for young people to train, work and develop a career in Jedburgh.

More volunteering opportunities with better public transport links would help their chances. Most retailers in the town are independent with some new enterprises starting up.

*“Wages are low, not much for young people, no careers opportunity.”*

Jedburgh has a few stable main employers with one new large firm. It is unlikely that a large industrial employer would come to Jedburgh, but light engineering, greener industries and the potential for remote home working with better broadband should be encouraged.



# APPENDICES

## Comments from community...

### Housing

**There is a good mix of housing with affordable homes, a buoyant housing market and small new developments.**

However, there should be more: private housing for larger families; affordable housing for local people; sheltered supported housing and purpose built houses across generational needs.

*“Build private and social properties suitable for an aging population to free up family homes which are always in demand.”*

Current housing should be upgraded with grants to improve energy efficiency of traditionally build homes and some estates made more attractive.

### Social interaction

Residents felt that there is strong community spirit in the town, with people meeting and chatting in town and green spaces, and a variety of clubs and societies but social interactions would be enhanced by having free or affordable places to meet.

Cost shouldn't be a barrier to social interaction.

There is no single community hub with internet access that could be used as a music venue, performance space, cinema, exhibition area. Regular seasonal events such as the market and Callant's Festival attract a large crowd of residents and visitors.

*“There are opportunities to join the towns many varied clubs where you can mix with like minded people. Cafe's are always a popular choice for meeting up with friends.”*

### Identity and belonging

Jedburgh exudes a strong identity. Residents have a firm sense of belonging to a friendly and neighbourly community.

Jedburgh is “Small enough for people to know each other.” However, newcomers can be lonely and need to be included in the community.

There is an appreciation of the Historic Buildings and local traditions. The Annual Callant's festival cements Jedburgh's identity. Jedburgh has internationally renowned Town and Pipe bands.

*“There is a strong local identity, celebrated by the Callants Festival. There is a good sense of neighbourliness”*

The current look of the town with scaffolding on some buildings and others being underused does not show Jedburgh at its best. The identity can be enhanced by using the arts to celebrate this unique culture, people and language.



### Feeling Safe

Residents generally feel safe in Jedburgh which has a statistically low crime rate. There are a few drug problems, petty crimes, minor vandalism and antisocial behaviour.

It was felt that this would be improved if there were a greater police presence, CCTV, better employment, and recreational provision for teenagers.

*“Jedburgh felt safer when we moved here in 2020. There is more anti social behaviour now. Again, a police presence would help. My children no longer feel as confident about going out to the high street or the park with their friends.”*

### Care and Maintenance

Volunteers and council workers make good efforts to care for and maintain the town but there is considerable room for improvement.

Roads are in need of attention with potholes appearing and blocked drains.

Some residents feel that the grass areas could be better maintained. Empty and older buildings should be repaired and occupied before serious problems develop. Public toilets in the centre should be free for the convenience of visitors and residents.

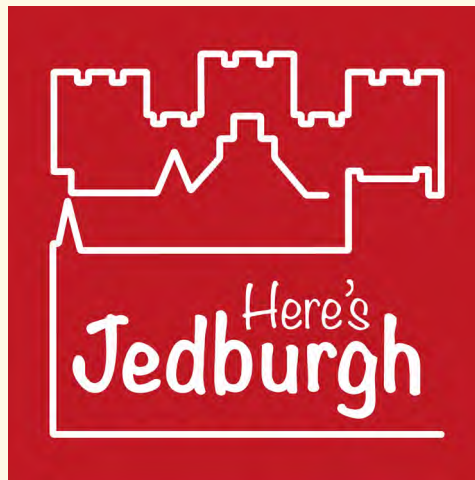
### Public influence

Jedburgh residents have an opportunity for community involvement with frequent consultations.

There are active groups that deal directly with SBC and people are keen to take control. The groups should work closer together. However, there is also a feeling that local voices are not heard and views given are not acted upon and it is time that we are given evidence that our views are heard.

*“I think sometimes we are consulted especially by SBC and then they carry on and do what they want anyway. I think they need to take real notice of local views and act on them.”*





[www.heresjedburgh.co.uk](http://www.heresjedburgh.co.uk)

[www.jedburgh.org.uk](http://www.jedburgh.org.uk)

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