

Socio-demographic profile of Jedburgh, 2022

Based on data made available by [Improvement Service CPP Outcomes Online Profiling Tool](#)

The Improvement Service CPP Outcomes Online Profiling Tool uses Official Statistics to profile current patterns and future trends of selected measures of socio-economic and demographic wellbeing in Scottish areas and communities. This profile is for the 2011 **Intermediate Datazone S02002314: Jedburgh**.

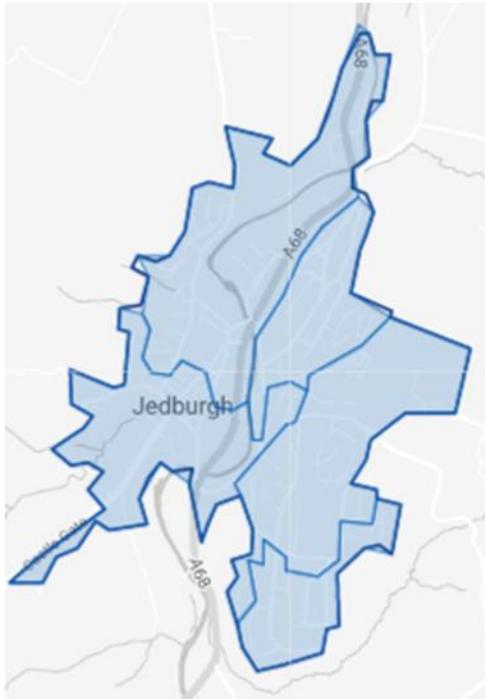


Image courtesy of statistics.gov.scot

The darker blue outline shows the Intermediate Zone used in this profile.

Lighter blue lines and shaded areas show the neighbourhood Datazones which make up this Intermediate Zone. These are:

- Jedburgh - Abbey
- Jedburgh - Doom Hill
- Jedburgh - East Central
- Jedburgh - Howden
- Jedburgh - West Central

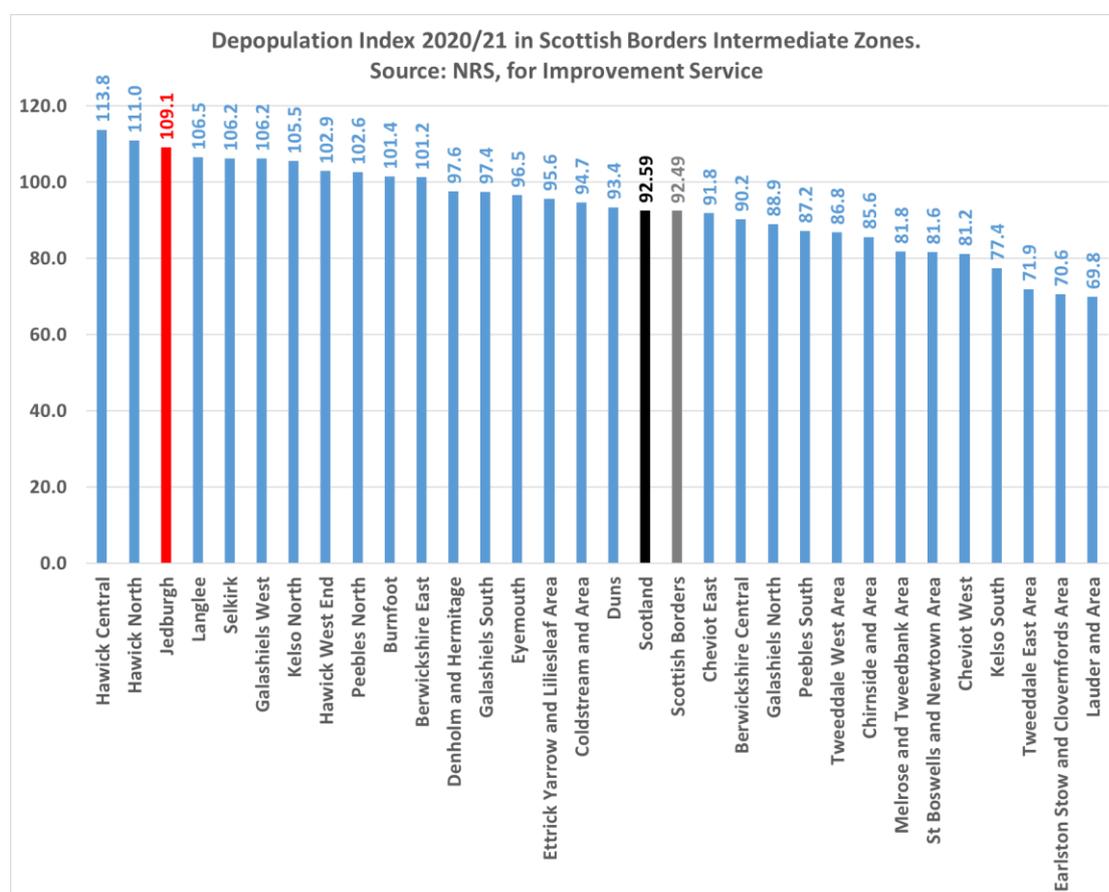
Part 1: Demographic Trends

Depopulation Index

The Depopulation Index was devised by the Improvement Service for their Community Planning Partnerships Outcomes Online Profiling tool. This is a measure to show whether population loss has got worse or better in relation to the year 2000.

This figure would have started at 100 in year 2000. The index rises if the area shows population loss and, conversely, falls below 100 if the area's population has increased. It is expressed as an index to give a visual indicator of how an area's population is changing over time.

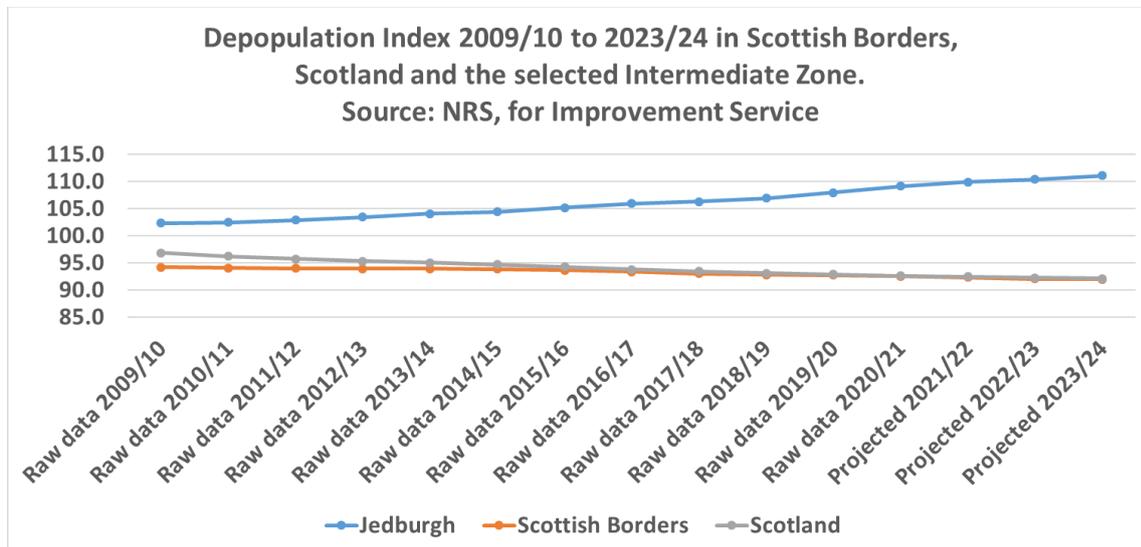
Depopulation Index – latest statistics, all Scottish Borders Intermediate Zones



The above chart shows that 11 out of the 30 Intermediate Zones in Scottish Borders have lost population since the year 2000. Jedburgh's population is one of these areas, and is suffering the third-worst population loss out of the 30 Intermediate Zones in the Scottish Borders.

Depopulation Index – Past and projected trends in Jedburgh, Scottish Borders and Scotland

The timeline below shows how the selected Intermediate Zone compares with the Scottish Borders and Scottish averages, in the past, present and future.



The decreasing line in the above chart shows that the population of Scottish Borders and Scotland has slowly increased since the year 2000 and is projected to continue slowly in the same direction.

Jedburgh has always suffered from slight population loss in recent years due to the loss of its traditional industries and this trend is continuing, with a continual trickle of population loss. This is projected to continue in the coming years, whilst Scottish Borders and Scotland enjoy a population bounceback.

You can see how this Intermediate Zone compares with the other 29 Intermediate Zones in Scottish Borders by following this link to the [Improvement Service CPP Outcomes Online Profiling Tool](#)

1. Scroll down and click on **Visit the Community Planning Outcomes Profile**
2. In the drop-down box **Select a CPP**, select **Scottish Borders**
3. On the left hand side, select the option: **All Communities**
4. In the **Select Indicator** drop down box, scroll down and select **Depopulation Index**.

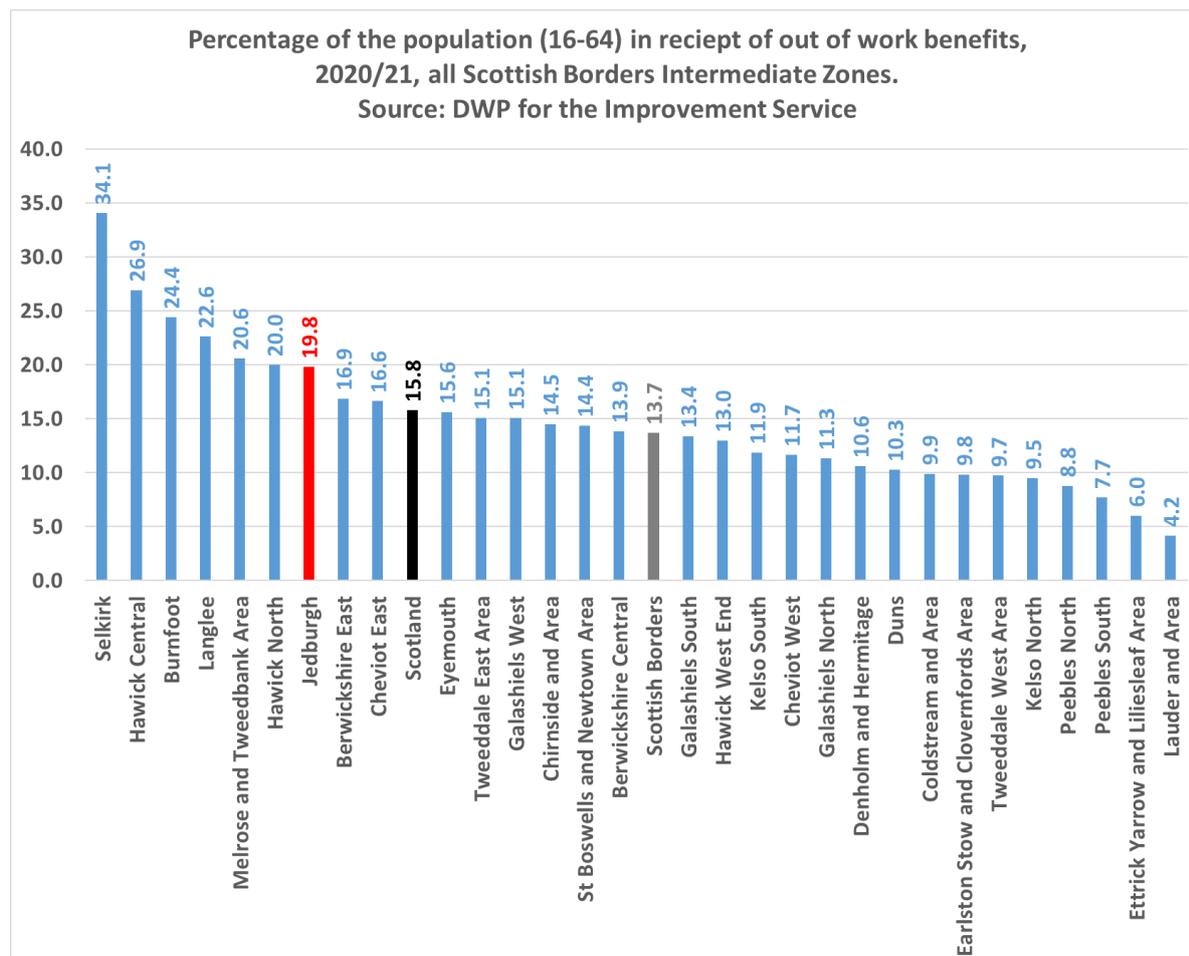
You will see a scaled-down representation of the above time-line for this Intermediate Zone and the other 29 Intermediate Zones for comparison.

Part 2: The economy, income and poverty

Out Of Work Benefits

This indicator was calculated by the Improvement Service from official Welfare Benefit statistics to show the percentage of the working-age population (16-64) in receipt of out-of-work benefits, including Jobseekers Allowance, Employment Support Allowance and Incapacity Benefit, plus Lone Parents supplement and other income-related benefits.

Out Of Work Benefits – latest statistics, all Scottish Borders Intermediate Zones

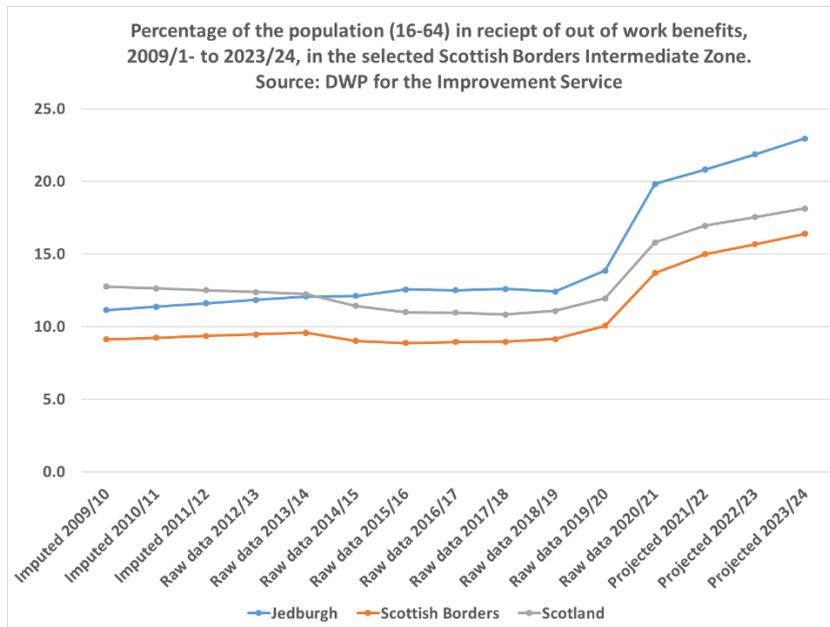


The above chart shows that the claim rate in Scottish Borders is currently below the Scottish average.

By comparison, Jedburgh has an above-average rate of out-of-work benefits dependency, which is the seventh-worst out of the 30 Intermediate Zones in the Scottish Borders.

Out Of Work Benefits – Past and projected trends in Jedburgh Intermediate Zone, Scottish Borders and Scotland

The timeline below shows how the selected Intermediate Zone compares with the Scottish Borders and Scottish averages, in the past, present and future.



The above timeline shows the estimated and projected dependency on income-related out-of-work benefits in the past, present and future in Jedburgh. “Raw Data” figures are as snapshot in May of each year and the “projected” figures are estimated from that.

The estimates show that Jedburgh has had a rate of out-of-work welfare benefits dependency that is higher than the Scottish Borders and Scottish averages since 2013/14. There was a sudden uptick in the 2019/20 data across the board, which captures the rise in Out-Of-Work-Benefits related to Covid19 and this is also mirrored in Jedburgh. This new trend is expected to continue into the future, showing that the economic damage to people’s livelihoods caused by the pandemic is not so much of a “blip” but is projected to be the “new normal”, and this will also affect Jedburgh. The rate is projected to accelerate in Jedburgh faster than in other Scottish Borders Intermediate Zones, and benefits dependency could hit 23% of the working-age population by 2023/24.

You can see how this Intermediate Zone compares with the other 29 Intermediate Zones in Scottish Borders by following this link to the [Improvement Service CPP Outcomes Online Profiling Tool](#)

1. Scroll down and click on **Visit the Community Planning Outcomes Profile**
2. In the drop-down box **Select a CPP**, select **Scottish Borders**
3. On the left hand side, select the option: **All Communities**
4. In the **Select Indicator** drop down box, select **Out Of Work Benefits %**.

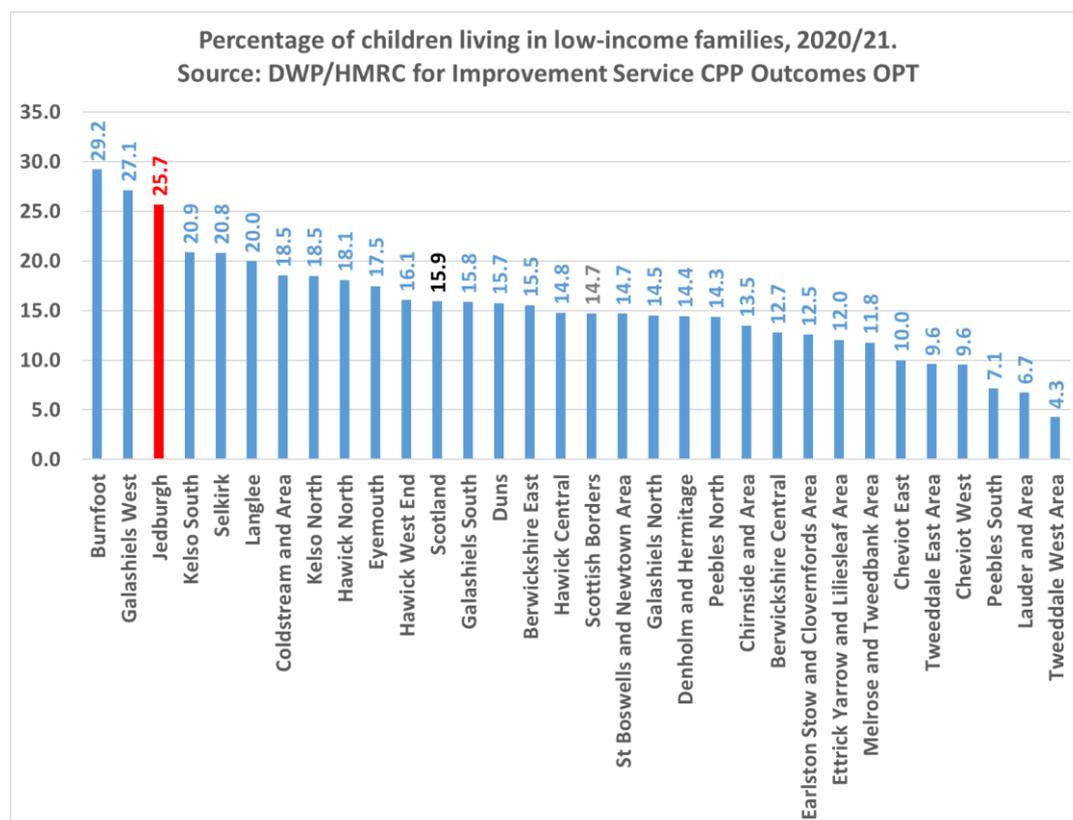
You will see a scaled-down representation of the above time-line for this Intermediate Zone and the other 29 Intermediate Zones for comparison.

Child Poverty

The Child Poverty indicator is a snapshot of the Official Statistic “Children In Low Income Families (CILIF) which is collected by the Department for Work and Pensions for their Stat-XPLore tool. It measures the percentage of children in families where the household income is less than 60% of the median income before housing costs (BHC, as opposed to After Housing Costs, or AHC).

This is a relative measure, as opposed to an “absolute” measure, as the threshold for child poverty changes as Scotland’s average (median) income varies. The figure is derived from analysis of family income over the entire tax year.

Child Poverty – latest statistics, all Scottish Borders Intermediate Zones

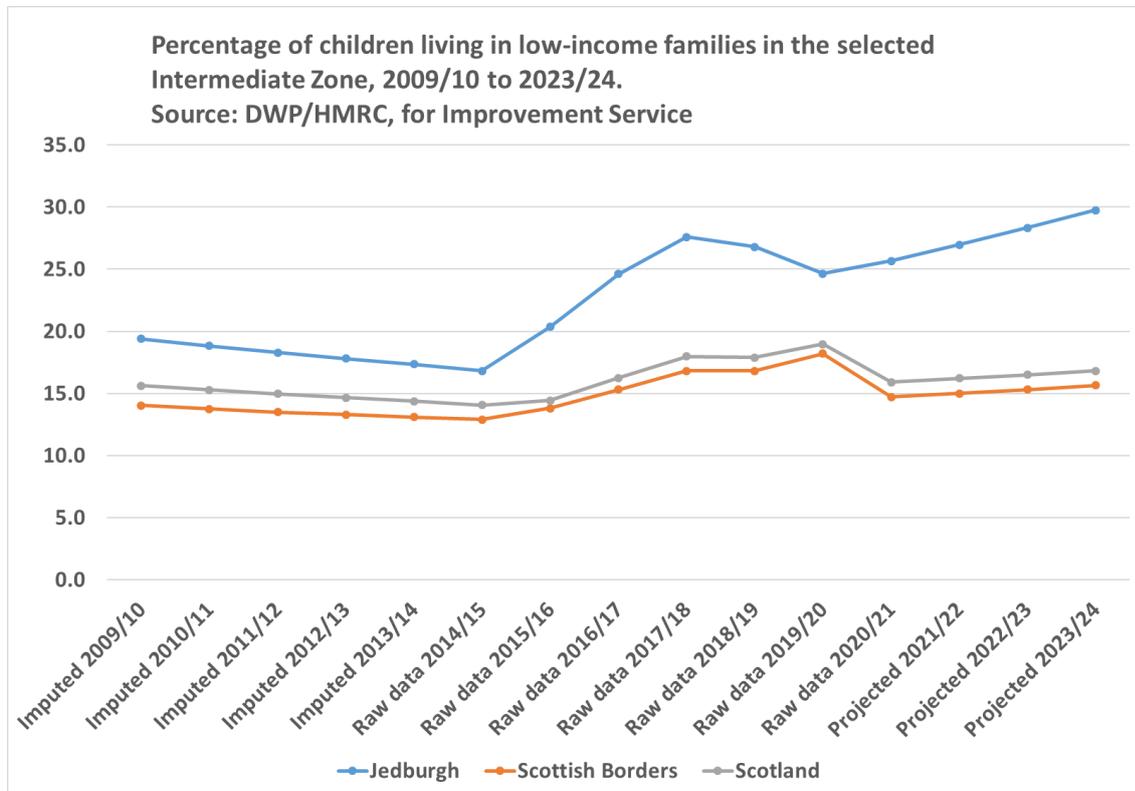


The above chart shows that the proportion of children living in low-income families in Scottish Borders is slightly lower than the Scottish average.

Jedburgh currently has an estimated proportion of children living in low-income households that is higher than both averages and the third highest out of the 30 Intermediate Zones in the Scottish Borders.

Child Poverty – Past and projected trends in Jedburgh Intermediate Zone, Scottish Borders and Scotland

The timeline below shows how the selected Intermediate Zone compares with the Scottish Borders and Scottish averages, in the past, present and future.



Child Poverty has fluctuated in Scottish Borders and Scotland as a whole since 2009/10. It had been on a downward trend but began to increase in 2015/16 and peaked after the start of the Covid pandemic in 2019/20.

Child poverty in Jedburgh has not always been as high as it is now but began to accelerate sharply from 2014/15. The trend reflected the national increase between 2015 and 2020, with more of a peak in 2017/18. It has come down a little since then, but is projected to increase sharply again, possibly hitting an all-time high of almost 30% of children living in poverty by 2023/24.

You can see how this Intermediate Zone compares with the other 29 Intermediate Zones in Scottish Borders by following this link to the [Improvement Service CPP Outcomes Online Profiling Tool](#)

1. Scroll down and click on **Visit the Community Planning Outcomes Profile**
2. In the drop-down box **Select a CPP**, select **Scottish Borders**
3. On the left hand side, select the option: **All Communities**
4. In the **Select Indicator** drop down box, select **Child Poverty %**.

You will see a scaled-down representation of the above time-line for this Intermediate Zone and the other 29 Intermediate Zones for comparison.

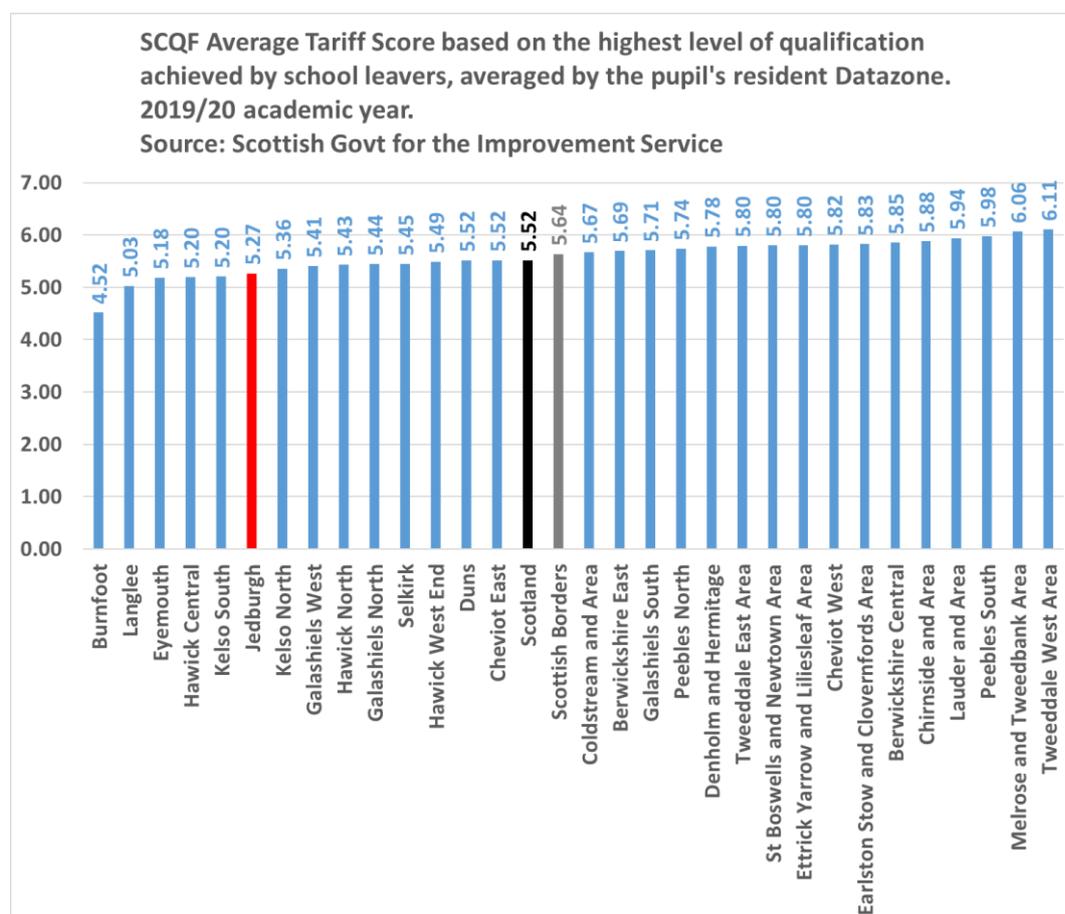
Part 3: Education and Training

Educational Attainment

The Average Highest Attainment tariff score is an index which is based on the highest level of qualification attained by school leavers, averaged across all leavers resident in their Datazone. The Tariff Score is a standard way of condensing the wide matrix of subjects, levels and scores attained by an S4-S6 pupil into a single, comparable score.

The Tariff Score provides a single average estimate which captures the range and level of subjects sat by a pupil, and the duration of their Senior Phase journey. Only the student's highest level of attainment is counted: for example, if they sat National 5 English, then Higher English then Advanced Higher English in their senior phase, only the Advanced Higher score would contribute to their Average Tariff score on leaving school.

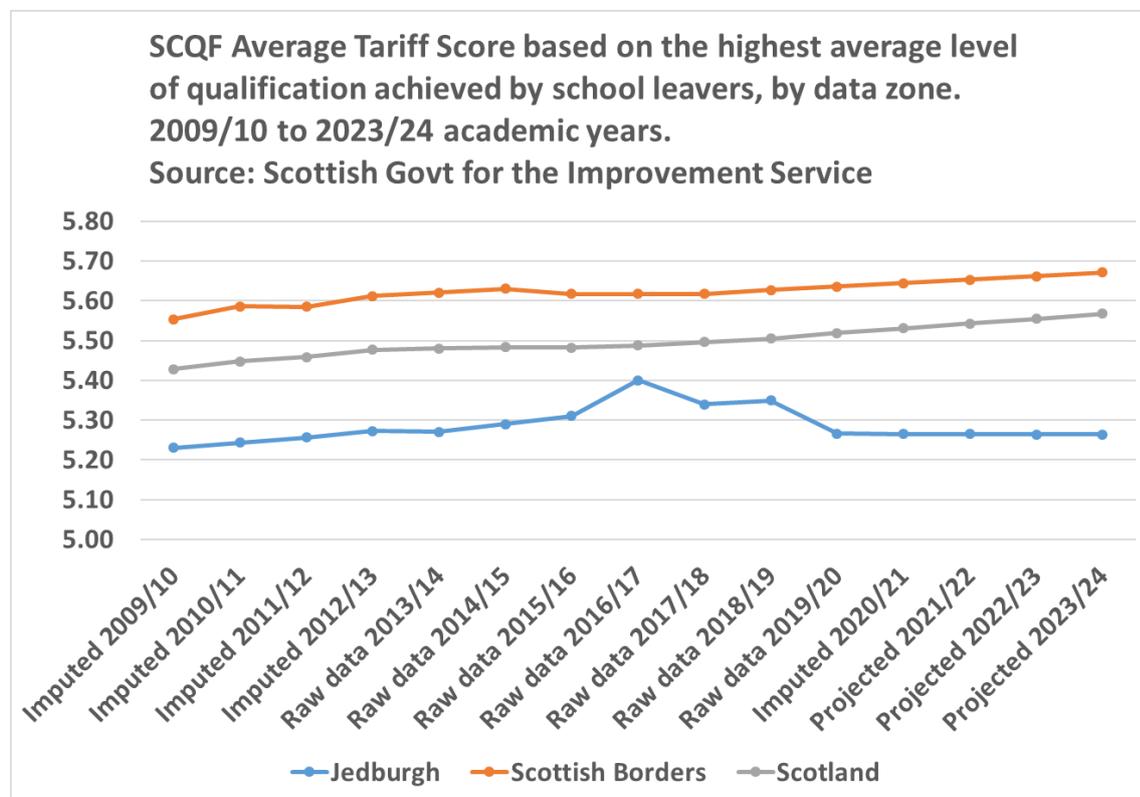
Educational Attainment – latest statistics, all Scottish Borders Intermediate Zones



Scottish Borders currently has a slightly higher Average Tariff Score than the Scottish average. Against this, leavers living in Jedburgh had a below average Tariff Score, currently the 6th-lowest out of the 30 Intermediate Zones in Scottish Borders.

Educational Attainment – Past and projected trends in this Intermediate Zone, Scottish Borders and Scotland

The timeline below shows how the selected Intermediate Zone compares with the Scottish Borders and Scottish averages, in the past, present and future.



Scottish Borders has always had a slightly higher Average Tariff Score than Scottish average, in terms of the range and level of SCQF qualifications attained by its school leavers in the given year. This is expected to remain unchanged going forward.

Leavers resident in Jedburgh have always had a lower average level of attainment than the Scottish average and, apart from a small improvement in 2016/17, this has not changed, nor is it projected to change going forward.

You can see how this Intermediate Zone compares with the other 29 Intermediate Zones in Scottish Borders by following this link to the [Improvement Service CPP Outcomes Online Profiling Tool](#)

1. Scroll down and click on **Visit the Community Planning Outcomes Profile**
2. In the drop-down box **Select a CPP**, select **Scottish Borders**
3. On the left hand side, select the option **All Communities**
4. In the **Select Indicator** drop down box, select **Average Highest Attainment**.

You will see a scaled-down representation of the above time-line for this Intermediate Zone and the other 29 Intermediate Zones for comparison.

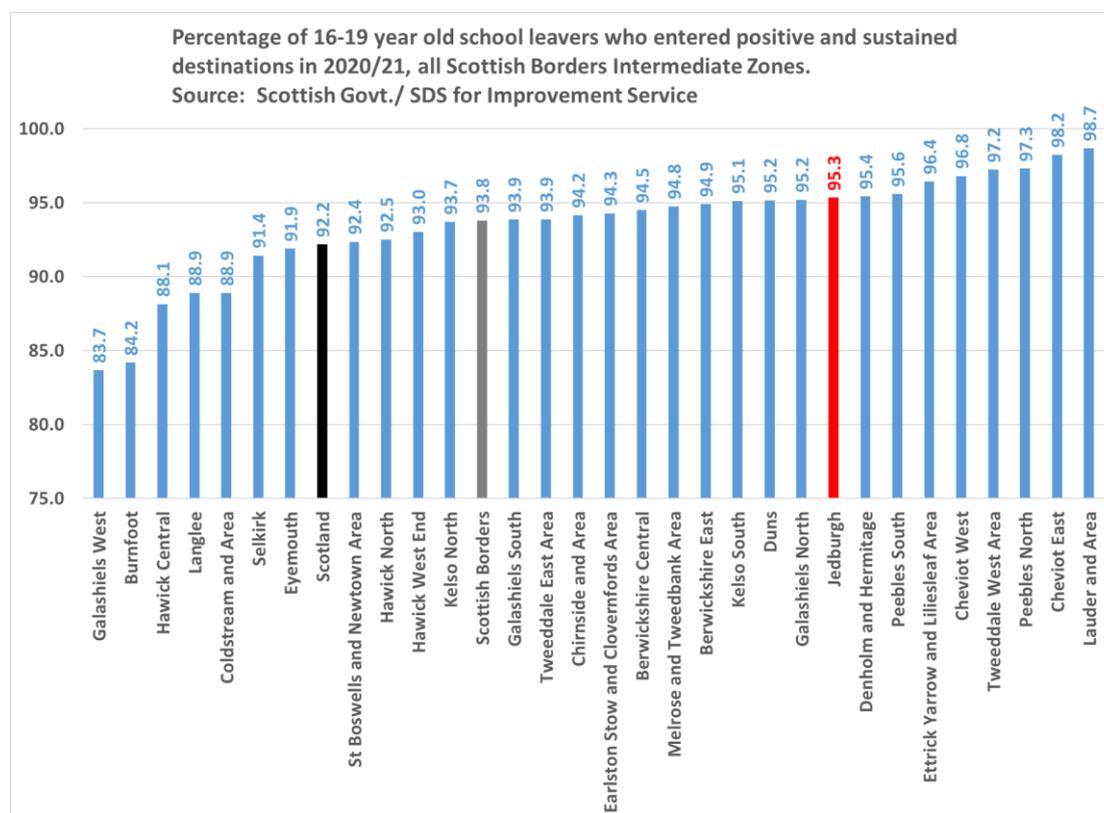
Participation in Positive Destinations

The Annual Participation Measure (APM) is the Official Statistic on school leaver activity amongst 16 to 19 year olds, managed by Skills Development Scotland (SDS).

A positive and sustained destination is when the school leaver is entering education, training, employment, voluntary work or some other positive destination at the time of the initial survey, and is still in a positive destination at the time of the follow-up survey, six months later.

The measure is used to inform policy, planning and service delivery, and to assess progress in the delivery of the Scottish Government’s commitment to offer a place in learning or training to every 16-19 year old in Scotland not in employment, education or training.

Participation in Positive Destinations – latest statistics, all Scottish Borders Intermediate Zones

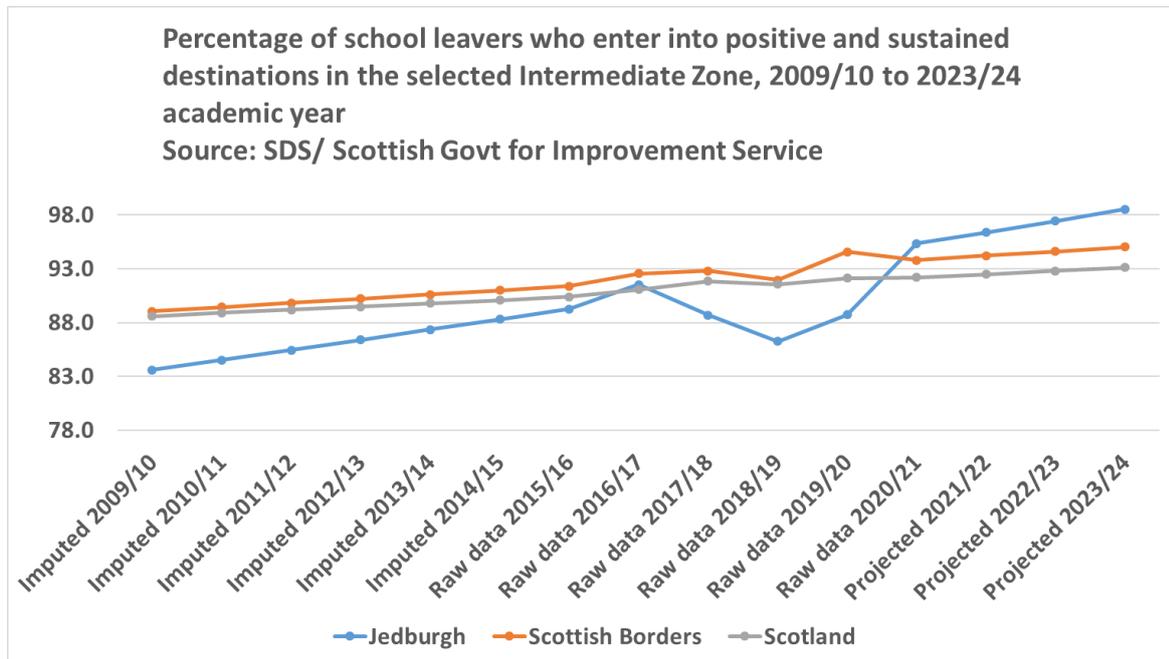


The above chart shows that, in Scotland as a whole, there was a positive and sustained participation rate of 92.2%. Scottish Borders has above average participation, at 93.8%.

By comparison, Jedburgh had an above average proportion of school leavers entering a positive and sustained destination.

Participation in Positive Destinations – Past and projected trends in this Intermediate Zone, Scottish Borders and Scotland

The timeline below shows how the selected Intermediate Zone compares with the Scottish Borders and Scottish averages, in the past, present and future.



The rate of positive and sustained participation in post-school activity amongst 16-19 year old school leavers has steadily increased in Scotland and is projected to continue increasing. By comparison, Scottish Borders has always had a slightly higher rate than the Scottish average and this is projected to continue.

Jedburgh has always had an improving participation rate, starting from below the Scottish Borders and Scottish averages. This has continued to improve since 2019/20 and is projected to continue improving going forward, at a faster rate than the Scottish average.

You can see how this Intermediate Zone compares with the other 29 Intermediate Zones in Scottish Borders by following this link to the [Improvement Service CPP Outcomes Online Profiling Tool](#)

1. Scroll down and click on **Visit the Community Planning Outcomes Profile**
2. In the drop-down box **Select a CPP**, select **Scottish Borders**
3. On the left hand side, select the option: **All Communities**
4. In the **Select Indicator** drop down box, scroll down and select **Participation Rate %**.

You will see a scaled-down representation of the above time-line for this Intermediate Zone and the other 29 Intermediate Zones for comparison.

Part 4: Health and Wellbeing

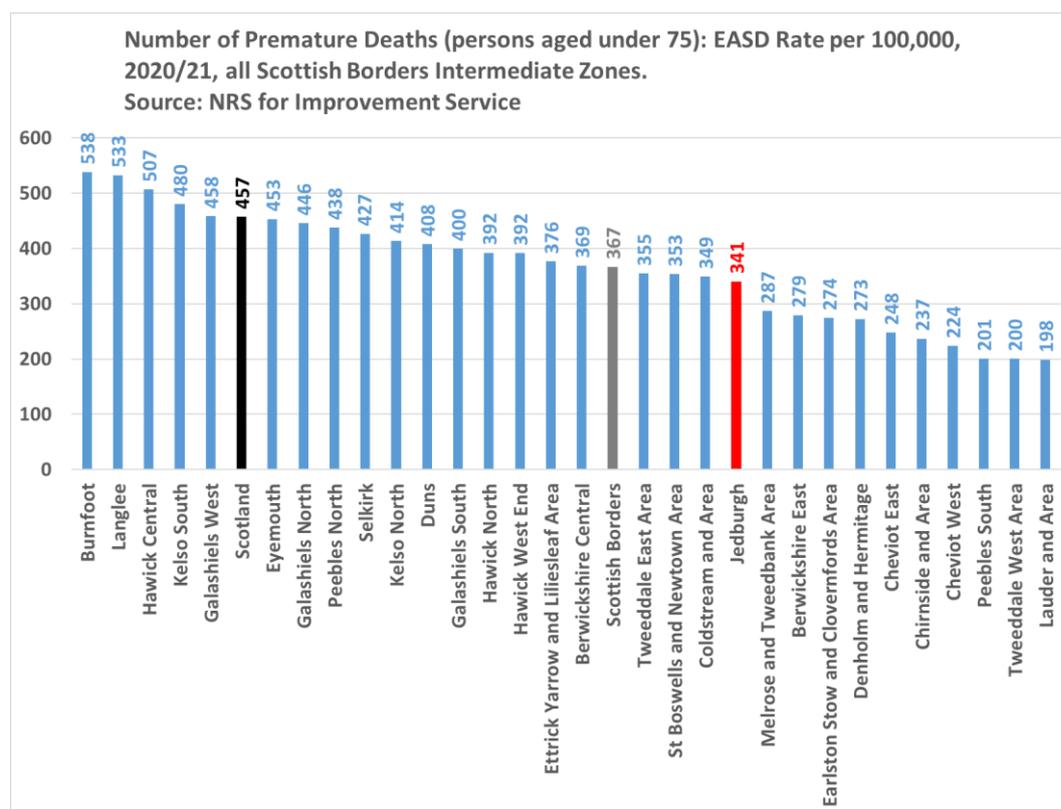
Mortality in under 75s

Life Expectancy in Scotland was 76.8 years for males and 81.0 years for females in 2018-20 (NRS figures). This is the age to which a person born at this time would be expected to live. Death from any cause before the age of 75 is considered a “premature” death and the causes of premature death are often linked to lifestyle choices and Multiple Deprivation.

In 2020, the Scottish Public Health Observatory (ScotPHO) noted that the most common causes of all deaths was ischaemic heart diseases, followed by coronavirus and cerebrovascular diseases. Other common causes of death include chronic liver disease and intentional self-harm.

The charts below use the European Age Standardised Disease Rate per 100,000 population. Projected death rate modelling uses historic trends to predict future ones, so these rates do not take into account the fact that coronavirus was the second biggest cause of death in Scotland in 2020, and this effect on death rates is not shown.

Mortality in under 75s – latest statistics, all Scottish Borders Intermediate Zones

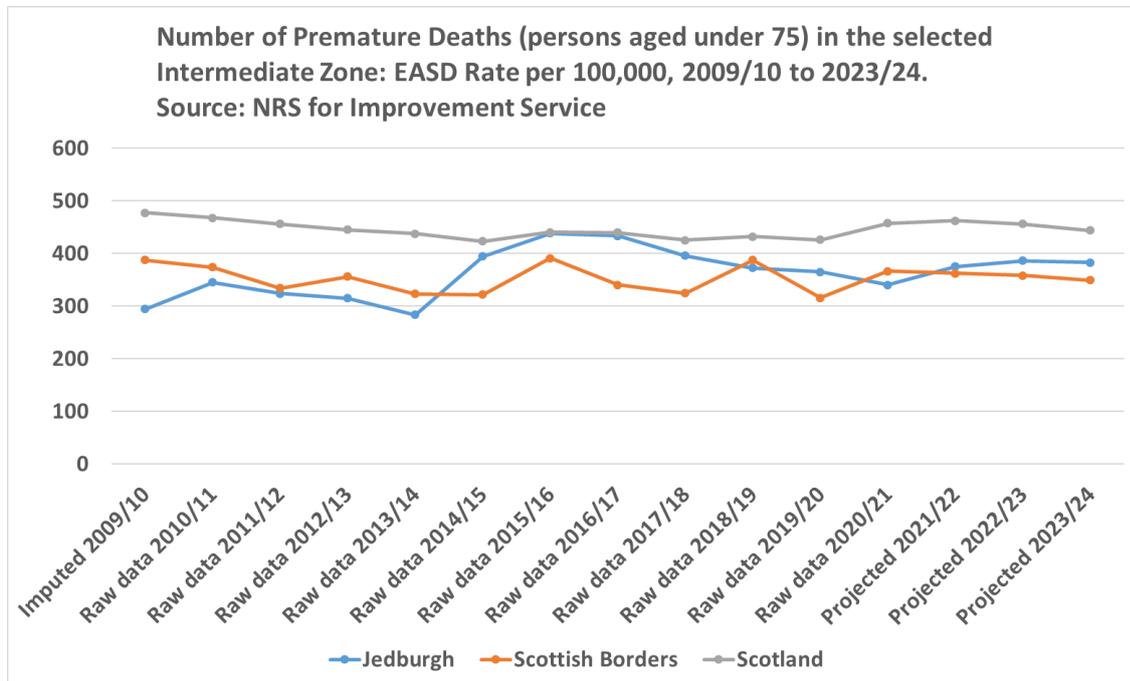


The above chart shows that rates of premature death are lower in Scottish Borders than in Scotland as a whole.

By comparison, Jedburgh has a rate that is below the Scottish Borders and Scottish averages.

Mortality in under 75s – Past and projected trends in this Intermediate Zone, Scottish Borders and Scotland

The timeline below shows how the selected Intermediate Zone compares with the Scottish Borders and Scottish averages, in the past, present and future.



Scottish Borders has always had a lower rate of premature death than the Scottish Average, and this is projected to remain steady in the next few years – or it would have done, if not for the Coronavirus pandemic. The long-term effects on the population caused by the pandemic, at national, regional and local level, are yet to be fully understood.

The rate in Jedburgh has always been below the Scottish average and has hovered around the Scottish Borders average. The rate is projected to continue fluctuating, even before the effects of Coronavirus are factored into the modelling.

You can see how this Intermediate Zone compares with the other 29 Intermediate Zones in Scottish Borders by following this link to the [Improvement Service CPP Outcomes Online Profiling Tool](#)

1. Scroll down and click on **Visit the Community Planning Outcomes Profile**
2. In the drop-down box **Select a CPP**, select **Scottish Borders**
3. On the left hand side, select the option: **All Communities**
4. In the **Select Indicator** drop down box, select **Early Mortality Per 100,000**.

You will see a scaled-down representation of the above time-line for this Intermediate Zone and the other 29 Intermediate Zones for comparison.

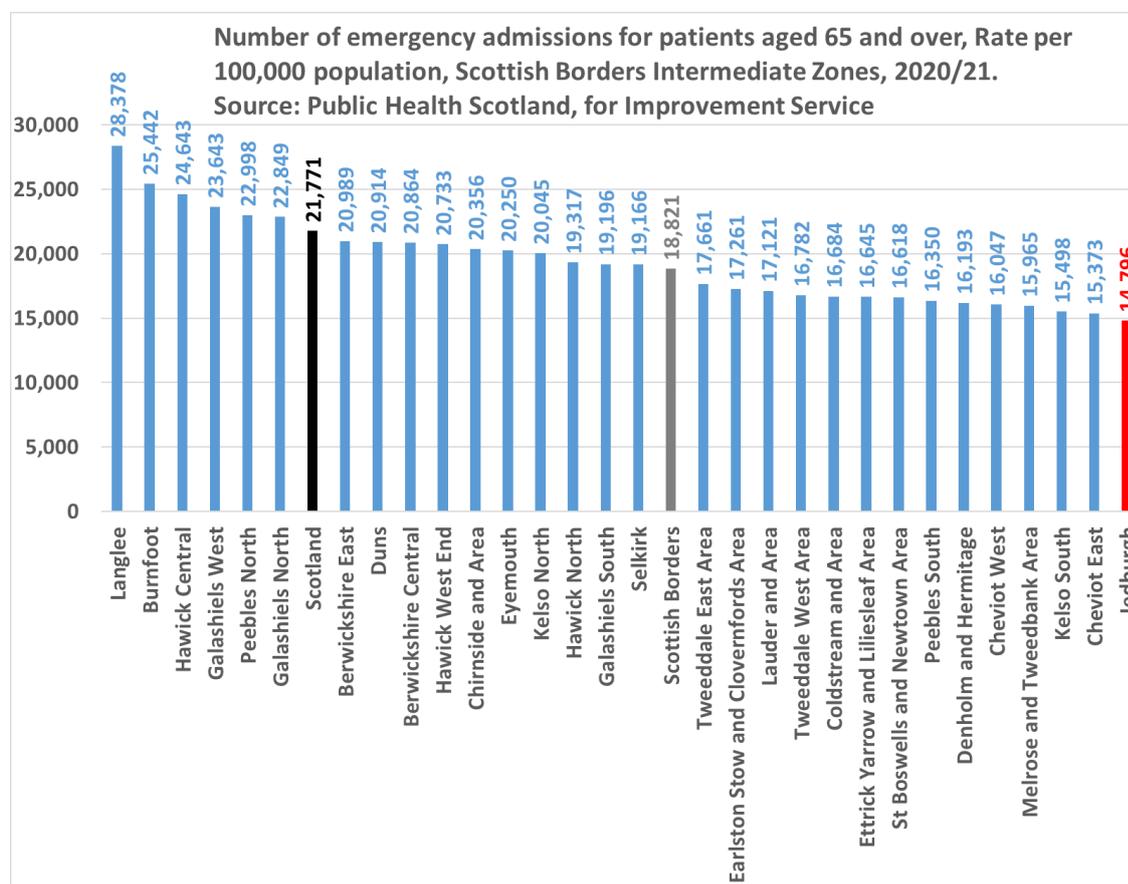
Emergency Hospital Admissions in Older People

The Official Statistic of “Emergency hospital admissions for older people” is an indicator of how well the community and the primary care services are able to support and care for their older people in the community.

A higher rate of emergency admissions can indicate where families and the health and social care services are less able to cope with the burgeoning proportion of older people with their increasing health needs.

This creates pressure on the emergency services and leads to unnecessarily lengthy stays in hospital for the patient who could have continued their recovery at home, with the right support.

Emergency Hospital Admissions in Older People – latest statistics, all Scottish Borders Intermediate Zones

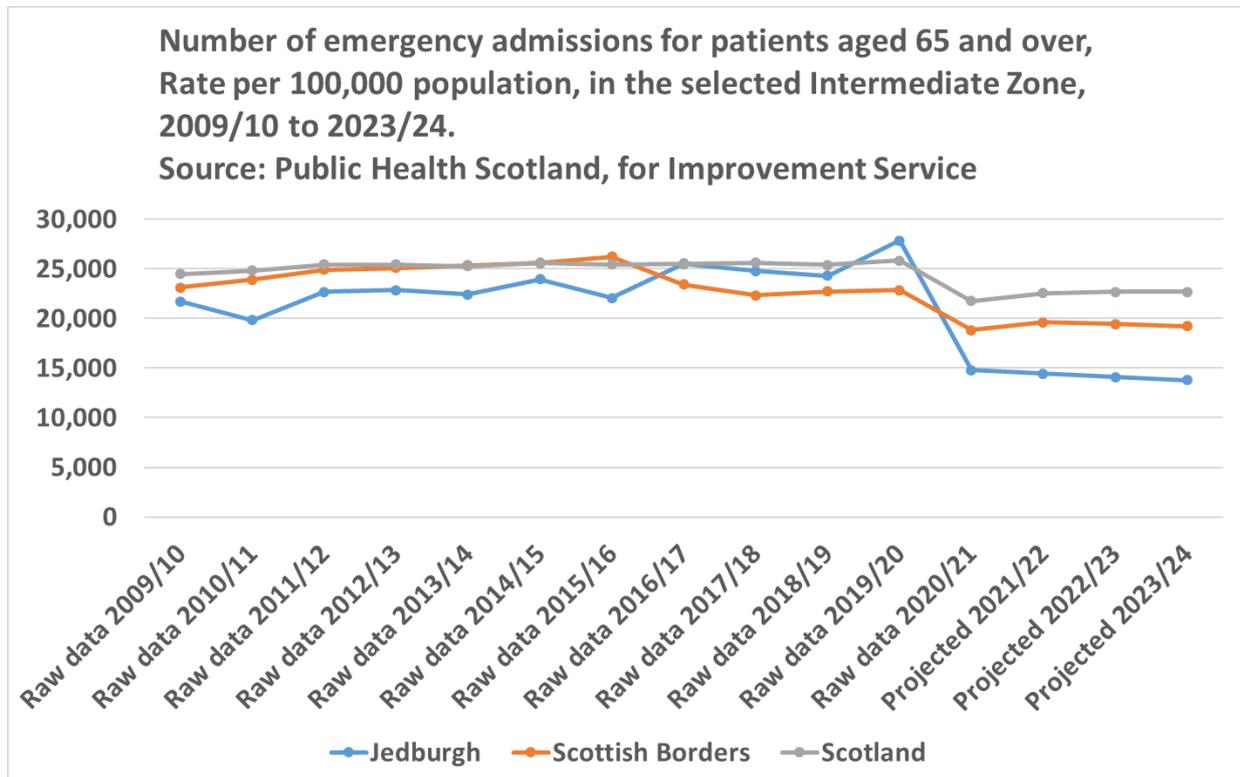


Scottish Borders had a lower rate of emergency admissions for people aged 65 plus in 2020/21 than the Scottish average.

By comparison, Jedburgh had a rate which is significantly below the Scottish Borders and Scottish averages, and is the lowest rate out of the 30 Intermediate Zones.

Emergency Hospital Admissions in Older People – Past and projected trends in this Intermediate Zone, Scottish Borders and Scotland

The timeline below shows how the selected Intermediate Zone compares with the Scottish Borders and Scottish averages, in the past, present and future.



The timeline shows that, for most of the time, Scottish Borders has had a lower rate than the Scottish average and rates across the board are slowly improving.

By comparison, the rate in Jedburgh has often been lower than both averages, and has shown a sharp improvement in 2019/20. It is projected to continue to improve, but it should be borne in mind that this may be an over-optimistic estimate, given the effects of Coronavirus, which may not have been factored into the current predictions.

You can see how this Intermediate Zone compares with the other 29 Intermediate Zones in Scottish Borders by following this link to the [Improvement Service CPP Outcomes Online Profiling Tool](#)

1. Scroll down and click on **Visit the Community Planning Outcomes Profile**
2. In the drop-down box **Select a CPP**, select **Scottish Borders**
3. On the left hand side, select the option: **All Communities**
4. In the **Select Indicator** drop down box, select **Emergency Admissions per 100,000**.

You will see a scaled-down representation of the above time-line for this Intermediate Zone and the other 29 Intermediate Zones for comparison.

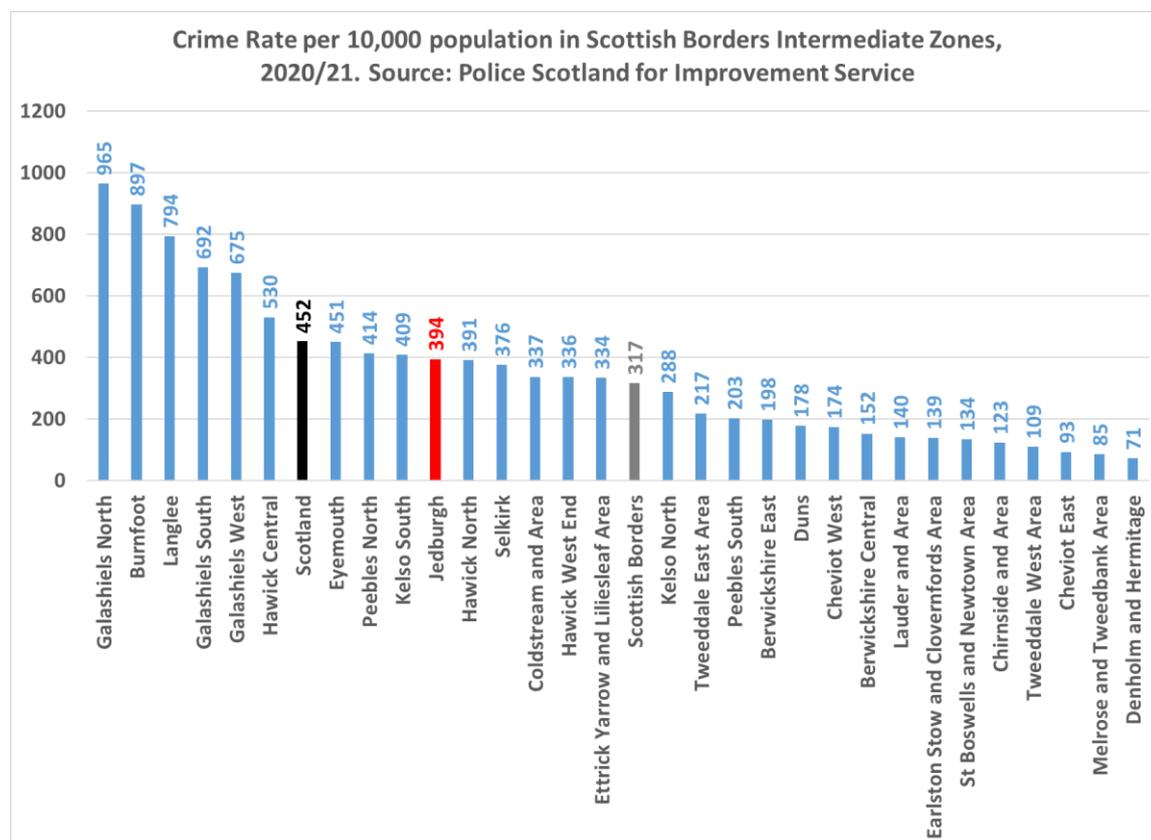
Part 5: Community Safety

Crime Rate

Community safety is a neighbourhood priority for residents and anyone choosing where to live. Neighbourhood crime is a visible indicator of deprivation, which can cause a neighbourhood to quickly spiral into notoriety, causing properties to become hard to sell, hard to let and hard to live in.

The Crime Rate for the purpose of this profile is taken the number of crimes per 10,000 population. The data are a three-year rolled average, based on modelled data. Crimes occurring within 50 metres of a police station were suppressed, to mask out offences which occurred whilst in police custody.

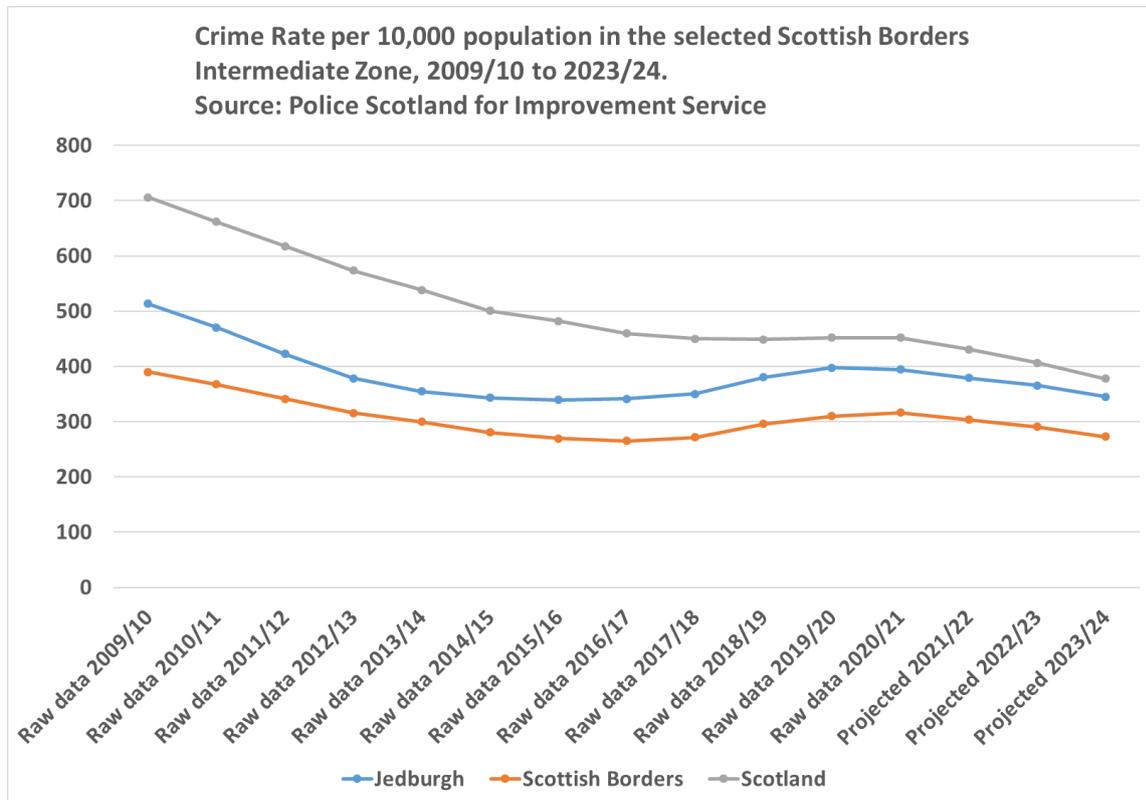
Crime Rate – latest statistics, all Scottish Borders Intermediate Zones



The above chart shows that the crime rate in Scottish Borders is below the Scottish average. By comparison, Jedburgh has a rate which is between the Scottish and Scottish Borders averages.

Crime Rate – Past and projected trends in this Intermediate Zone, Scottish Borders and Scotland

The timeline below shows how the selected Intermediate Zone compares with the Scottish Borders and Scottish averages, in the past, present and future.



Scottish Borders has always had a lower crime rate than the Scottish average and this is continuing to decrease.

Jedburgh, by comparison, has always had a rate that is between the Scottish Borders and Scottish averages. It has been slowly improving in line with these trends and this is projected to continue.

You can see how this Intermediate Zone compares with the other 29 Intermediate Zones in Scottish Borders by following this link to the [Improvement Service CPP Outcomes Online Profiling Tool](#)

1. Scroll down and click on **Visit the Community Planning Outcomes Profile**
2. In the drop-down box **Select a CPP**, select **Scottish Borders**
3. On the left hand side, select the option: **All Communities**
4. In the **Select Indicator** drop down box, select **Crime Rate Per 10,000**.

You will see a scaled-down representation of the above time-line for this Intermediate Zone and the other 29 Intermediate Zones for comparison.

Conclusion

The Improvement Service CPP Outcomes OPT includes a tool which shows how the Jedburgh Intermediate Zone compares with other Intermediate Zones in Scottish Borders and Scotland, that are similar in terms of their rurality and demographic characteristics. To view it, follow this link to the [Improvement Service CPP Outcomes Online Profiling Tool](#)

1. Scroll down and click on **Visit the Community Planning Outcomes Profile**
2. In the drop-down box **Select a CPP**, select **Scottish Borders**
3. Select **Community Profile**
4. In the **Select A Community** drop-down menu, scroll down and select **Jedburgh**

This screen lists Jedburgh in context with other Intermediate Zones in Scotland that have a similar urban-rural and population profile to Jedburgh.

Jedburgh is one of four “accessible small town” neighbourhoods in Scottish Borders with a similar demographic and socio-economic profile (along with Peebles North, Selkirk and Eyemouth). Several other Scottish Local Authority areas also have at least one neighbourhood with a similar profile to Jedburgh. According to the Improvement Service analysis, there are 20 other Intermediate Zone communities in Scotland which the CPP profiling tool considers to have a similar geodemographic profile.

Out of these, Jedburgh is rated as having around-average vulnerability to deprivation. It is ranked as more vulnerable than Peebles North, about the same as Eyemouth and less vulnerable than Selkirk. It is also rated as one of the less-improved Intermediate Zones of its type, out of the 21 Scottish Intermediate Zones in this group. This shows that Jedburgh is not improving as fast as Eyemouth or Peebles North but is improving faster than Selkirk.