

A Place Plan for
JEDBURGH
2024 - 2034

Contents

Foreword

A special sense of community

	Page No
Introducing Jedburgh	4-5
1 Making this Place Plan	6-13
2 Strategic Alignment	14-19
3 Our regional context	20-21
4 Here's Jedburgh	22-39
• Geography	
• Population	
• Traditions and identity	
• Shopping	
• Buildings and housing	
• Tourism	
• Public transport	
• Education	
• Industry	
• A safer community	
• Assets, needs and opportunities	
• Challenges and aspirations	
5 A Community Conversation	40-57
• Engagement	
• Young Jedburgh	
• Community Feedback	
6 Community challenges	58-59
7 Looking to the future	60-71
8 Management and Governance	72-73
9 Action Plan	74-83
10 Appendices	84-93



Jedburgh is my home and the sense of belonging that brings is something I cherish in a world where many could only hope to wish for such security.

It is currently my honour to be the Honorary Provost of the Royal and Ancient Burgh of Jedburgh.

The town is steeped in history and home grown traditions, a combination that encourages the community to celebrate the past and inspires us to come together to shape the future.

If you could design a town to live in you might say we have it very good, tucked in a small valley with a river through the town, an Abbey, a castle, lots of other historical sights, rugby and football grounds, play parks and a golf course.

But, as with each town across the country there is a community led desire for local ownership and preservation of what we have, and this is where our Here's Jedburgh Place Plan comes into its own.

The aspirations and forward planning contained in the plan seek to enhance Jedburgh's local environment so that it continues to be a town that folks are proud to say they come from.

The Jedburgh Town team is a group of visionary Jedburgh folk who have the best interests of the town at heart and, by listening to our community's vision for the future, are putting place plans and projects together to plot shared ambitions for the future.

Jedburgh is fortunate to be one of the four Border towns who will benefit from the current Borderlands initiative and other funding opportunities that will help make visions become a reality.

I'm sure that if we work together to deliver these opportunities then our town of Jedburgh will continue to be a place where people want to live, work and visit.

*Charlie Young
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 almost 140 listed buildings - 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

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



Making this Place Plan

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

... an exercise in teamwork

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.



Picture: Mary Queen of Scots' House.

The making of a Place Plan

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.



The making of a Place Plan

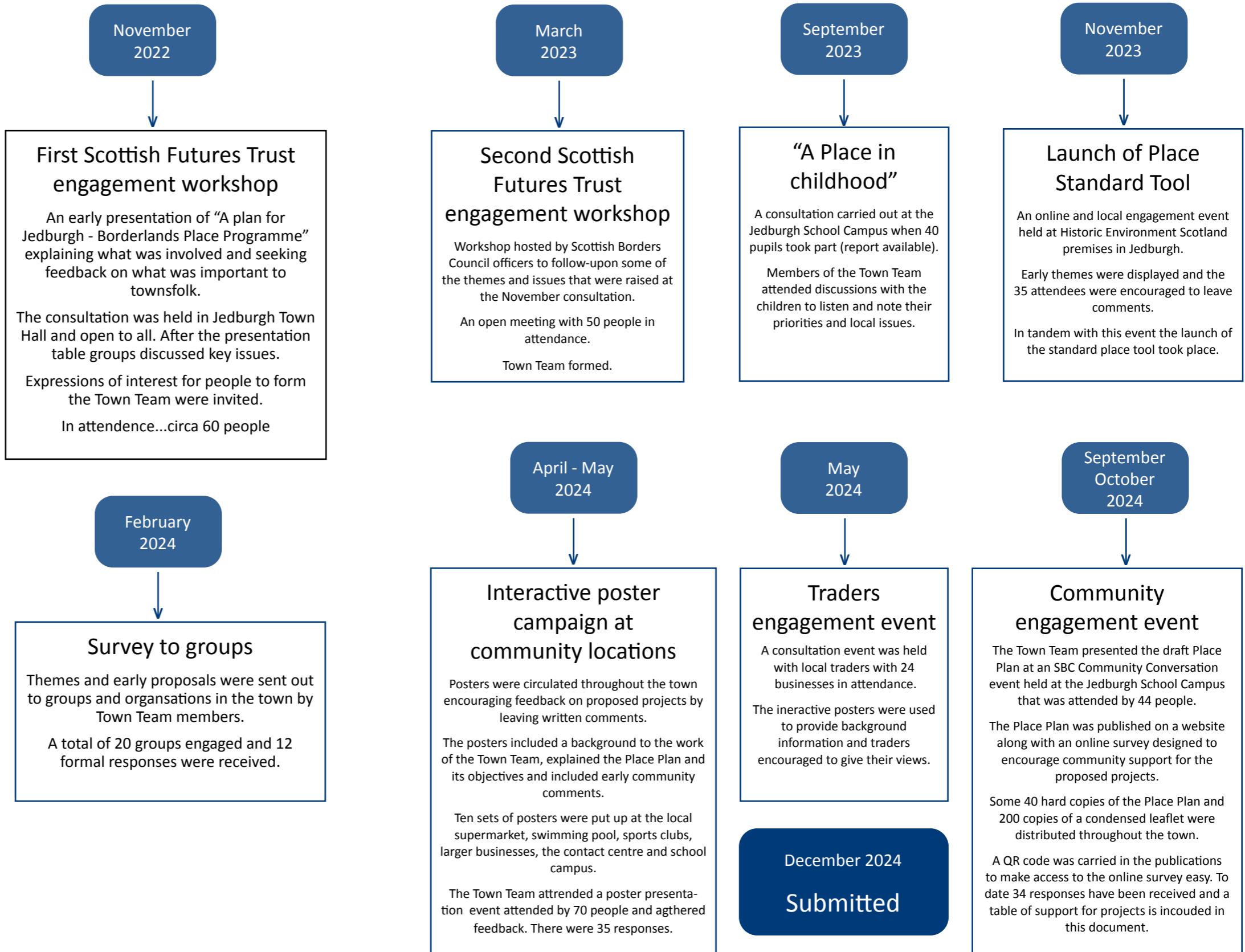
Why make a Place Plan?

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.



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

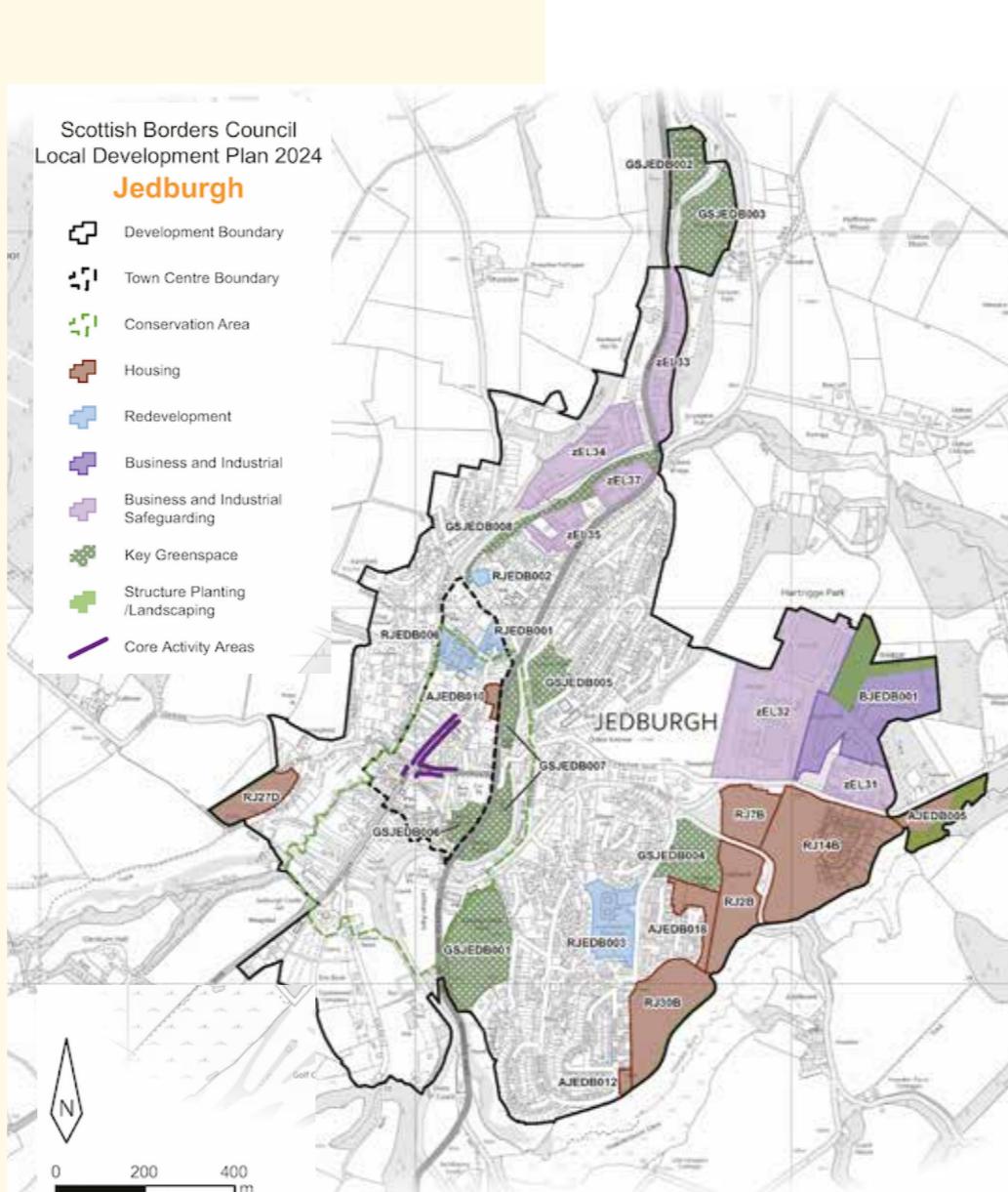
The Scottish Borders Local Development Plan (LDP) 2 identifies much of our town as a conservation area and highlights key greenspaces such as Jedforest Bandstand, Allerley Well Park, and Howden Park. It also zones land in the east of our town for housing

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.



Strategically Speaking

The Jedburgh Place Plan aligns and partners with the following:

Borderlands Place Strategic Objectives:

- Enabling Infrastructure – investment to support improvements in connectivity
- Improving Places – revitalise places across the Borderlands region to attract people to live, work and visit
- Supporting Business, Innovation and Skills – stimulate business growth to create a more diverse regional economy
- Encouraging Green Growth – capitalise on the green credentials of the Borderlands region to facilitate decarbonisation, support low carbon energy generation and carbon reduction schemes

Regional sustainable tourism strategy

Scottish Borders Development Plan

South of Scotland Enterprise

Historic Environment Scotland

South of Scotland Destination Alliance

Visit Scotland

Scottish Community Tourism

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
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.	✓			✓			✓	✓

Strategically Speaking

Borderlands Place Programme Strategic Objectives	Jedburgh Place Plan Projects						
	Streetscape	Events Quarter	Community Contact Hub and Tourist Jed Eye Centre	Tourism Accommodation	Active travel - cycle links	Community Re-use Hub	Green energy/net zero potential
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.

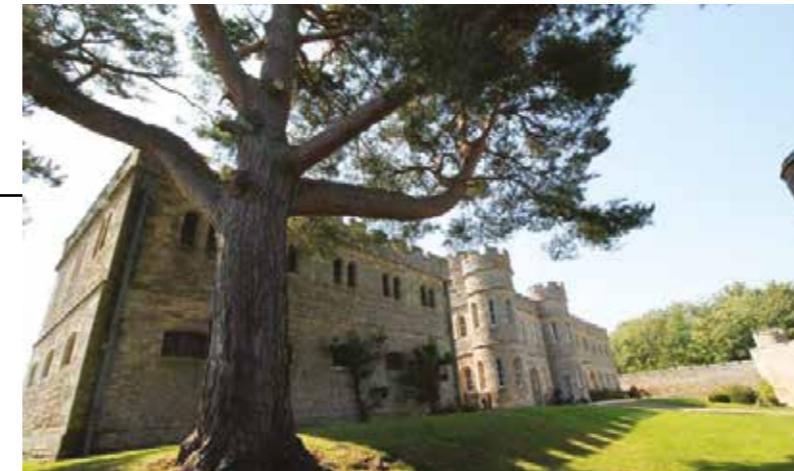
It forms part of an impressive historic portfolio that also includes the imposing Castle Jail & Museum and Mary Queen of Scots House.

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

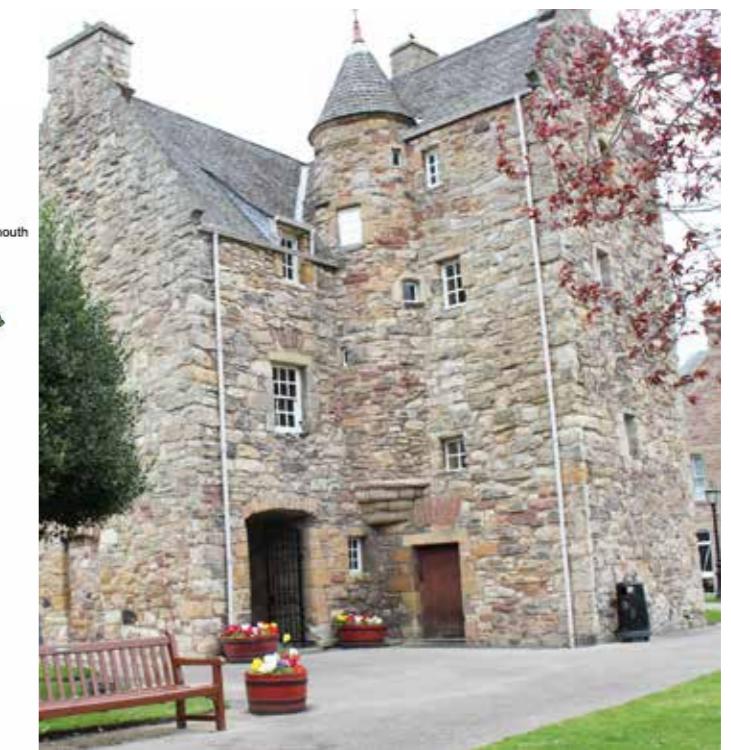
Increased annual footfall would impact positively on all aspects of community life and the local economy, a fact recognised by local people and registered repeatedly at Place Plan engagement sessions.

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.

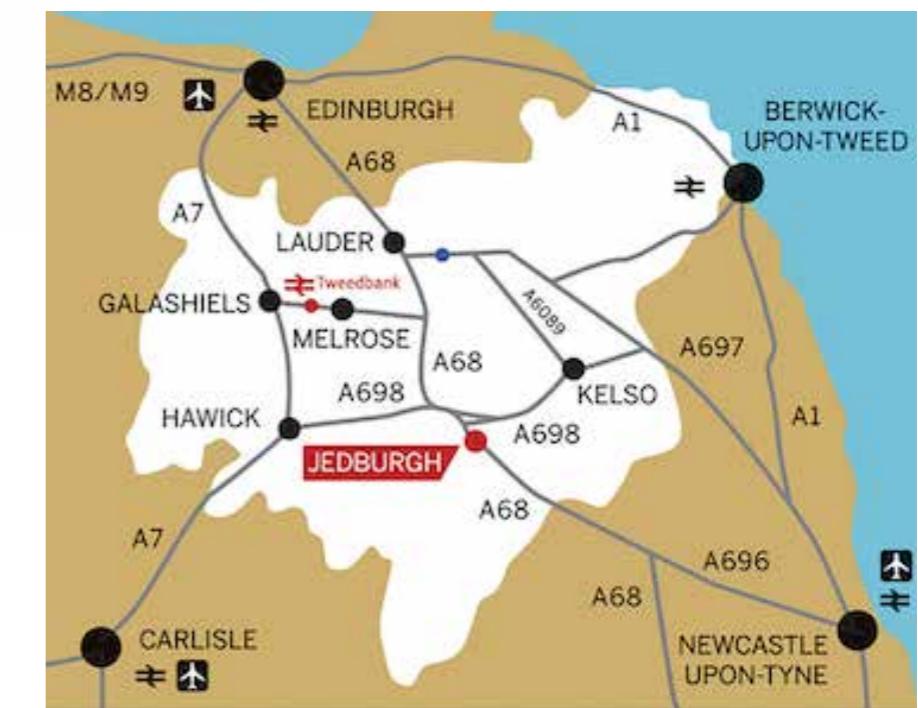


... Gateway to the Borders



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.



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.

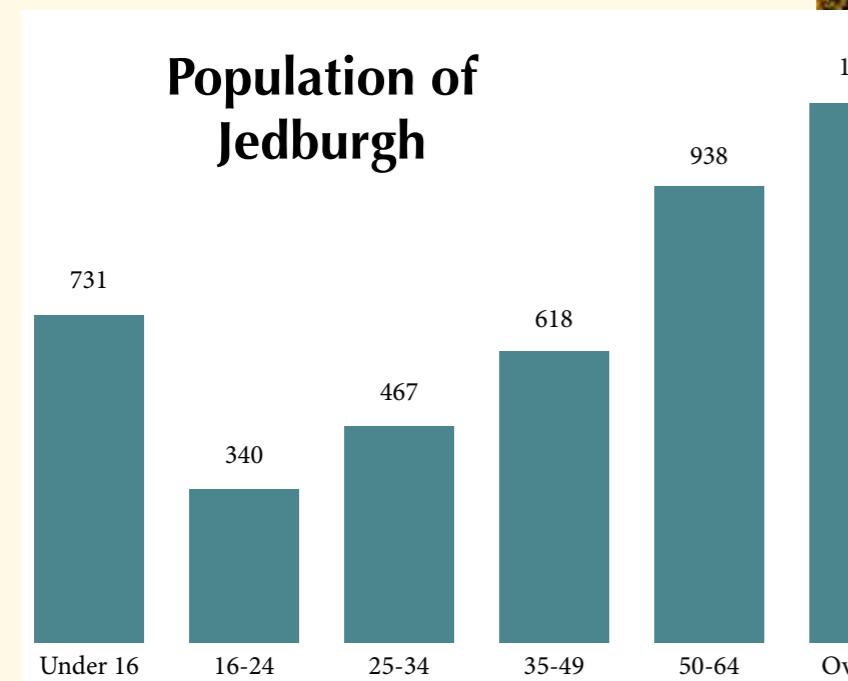
In more modern times Jedburgh thrived as a mill town and a centre for the manufacture of high quality textiles. The textile industry suffered a steep decline in the 1960s resulting in high levels of unemployment and changes that have shaped the town today.

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.



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.

Here's Jedburgh

... 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 "HandBa" 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.

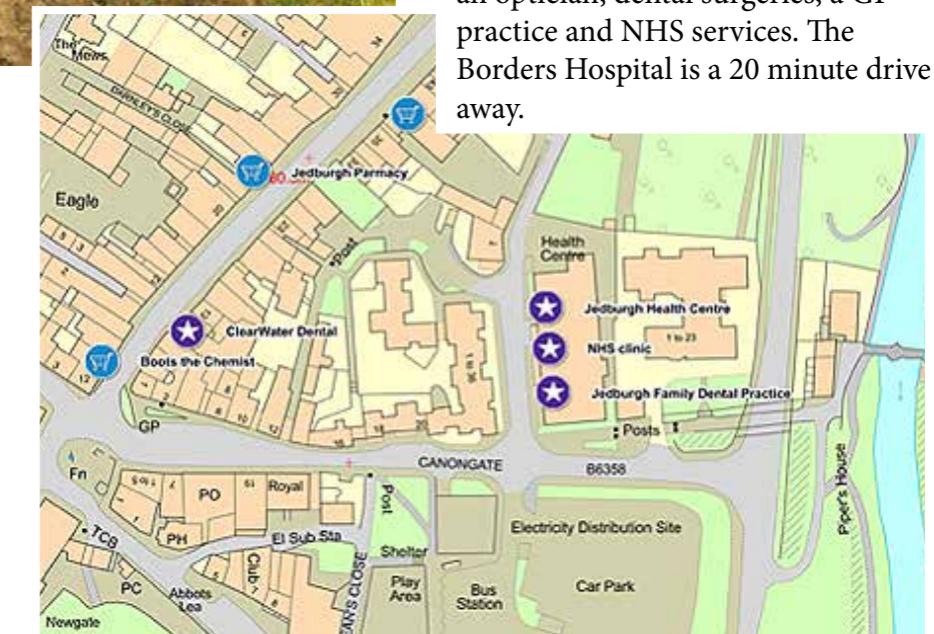
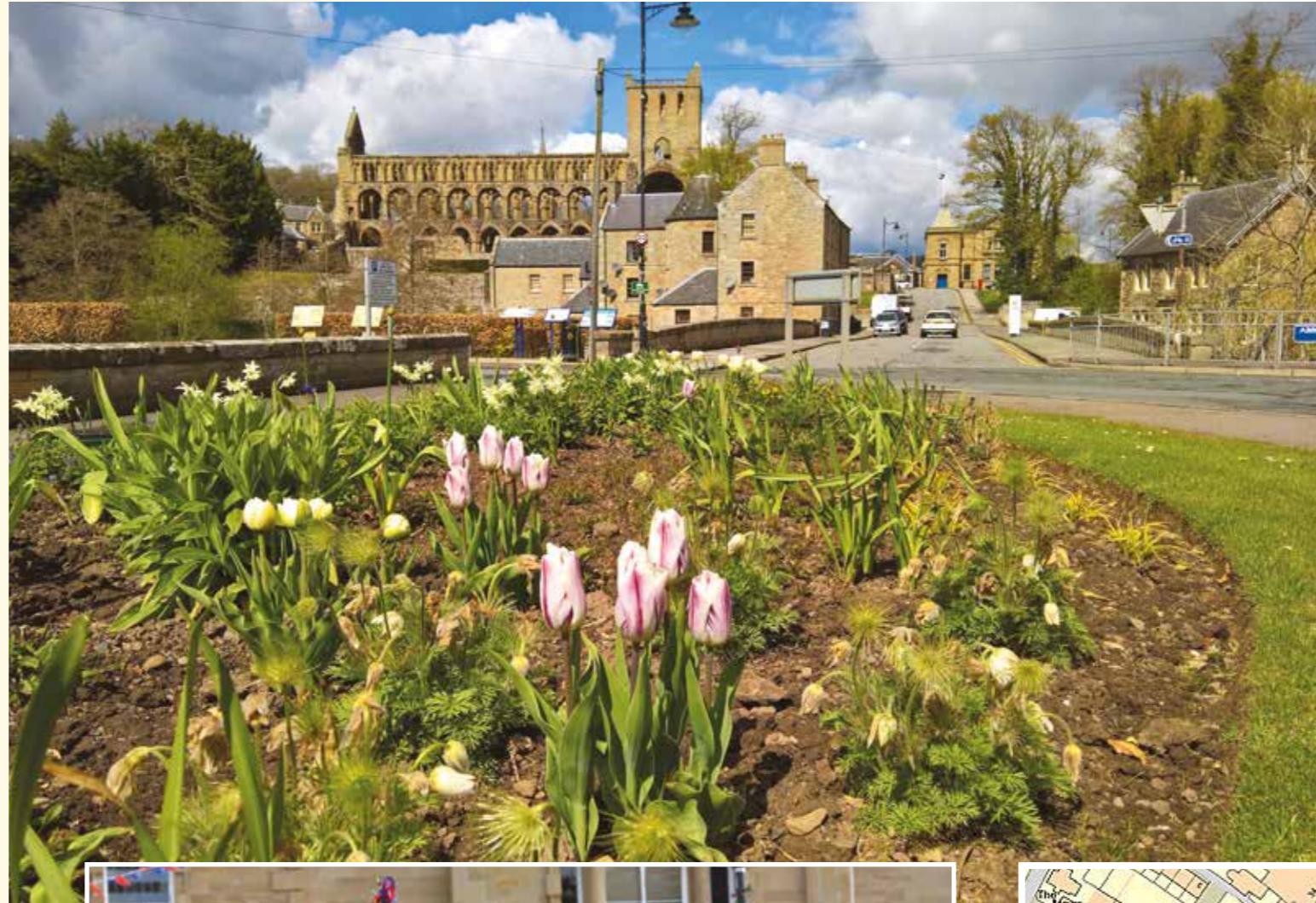
Jedburgh Pipe Band plays at events throughout the year in Jedburgh and at prestigious events such as D-Day commemorations in Normandy as well as setting the scene at Scotland's rugby internationals at home and abroad.

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.



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.

Here's Jedburgh

... from all angles past and present

Industry

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

The major presence today is Emtelle, 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



Buildings and Housing

Jedburgh lays claim to have the highest concentration of listed buildings - almost 140 - of any small town in Scotland.

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.

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

Here's Jedburgh

... shaping a thriving community

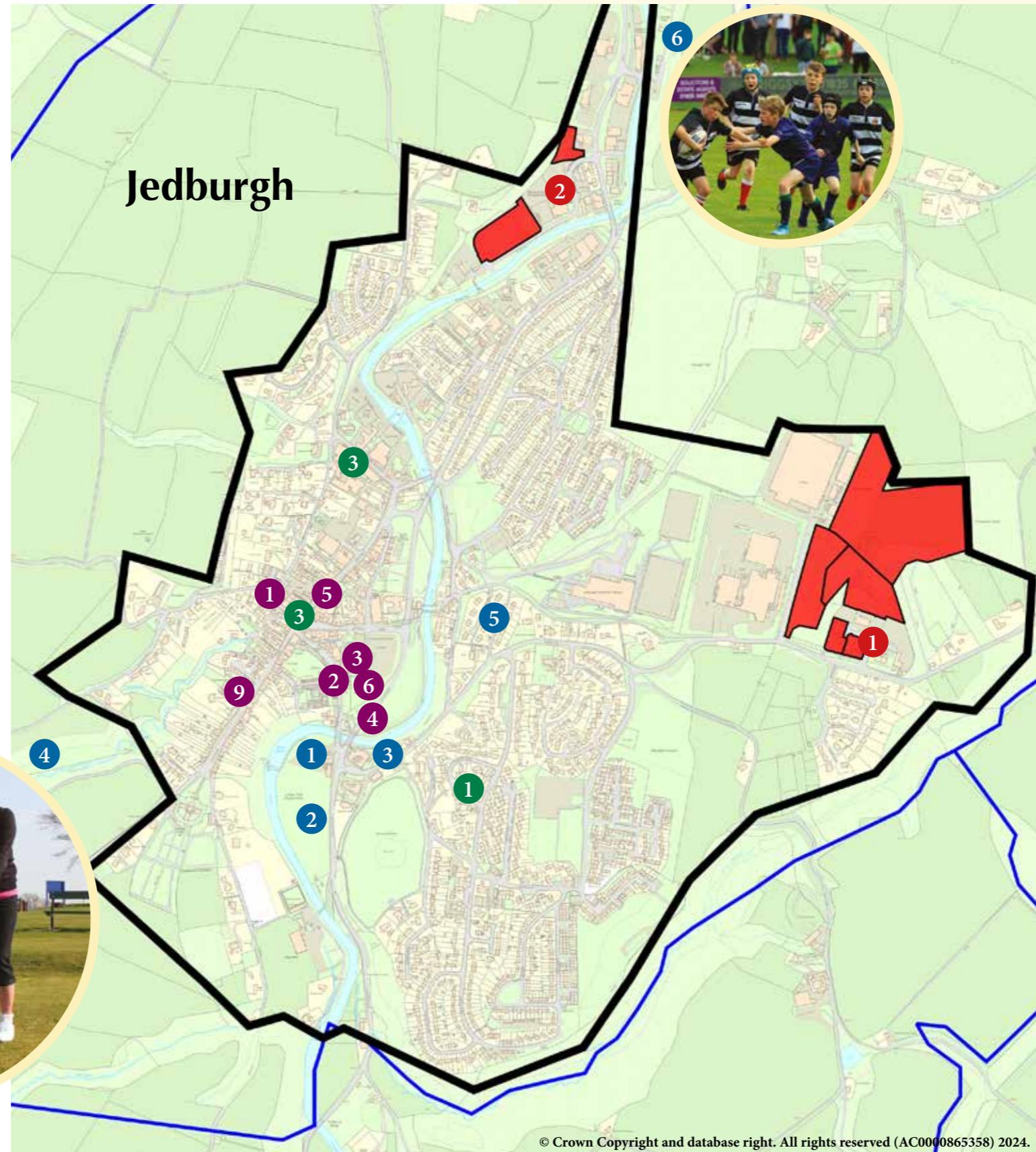
Jedburgh is a vibrant town with an impressive community driven CV.

Its ambitions now are to expand on successful and innovative community driven projects that have been established.

Community Projects ...

- **Events Quarter** - where the Town Hall will play a central role in developing a first-class community facility hosting a wide range of high-quality events.
- **Skate Park** - Construction work was completed on a state-of-the-art skatepark and pump track. Now in use.
- **JedEye Contact Hub** on Castle Gate offers meeting space for community groups, local tourism related information and Jed Eye events and activities.
- **Creative Quarter [Jedburgh Community Trust]** – development of the courtyard area at the Port House to introduce craft and artist bases along with a community social area.
- **A Community Hub:** The closure of the Visit Scotland iCentre 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 to develop space for community initiatives and re-establish a viable tourism information bureau.



Amenities and resources

Proposed Projects

- 1 Creative Quarter
- 2 Events Quarter
- 3 Town Hall development
- 4 Streetscape
- 5 Jed Eye Community Contact Hub
- 6 Development on old school site
- 7 New use for library building

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

Industrial Estates

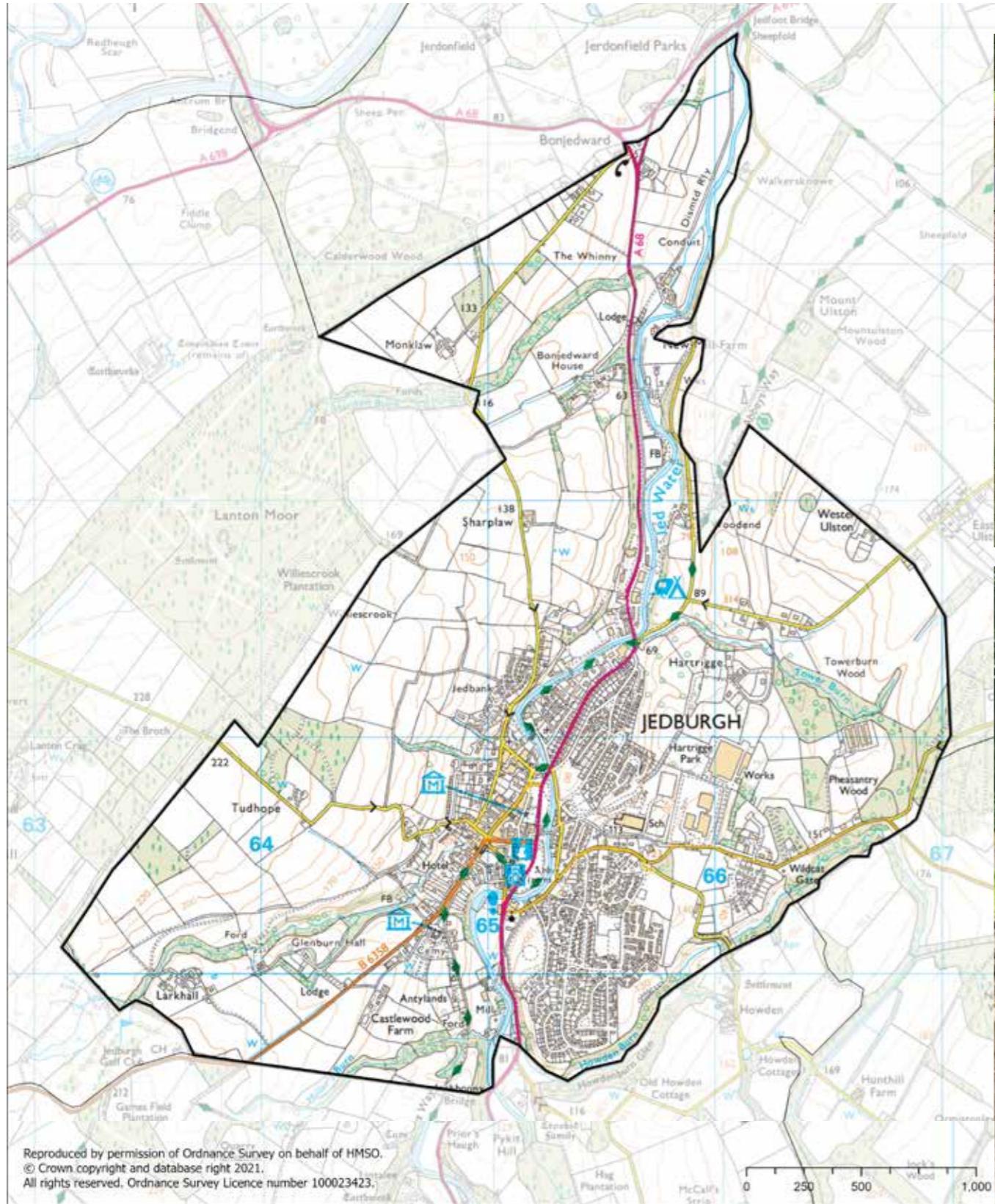
1 Oxnam Road
2 Bankend Ind Estate

Capital Projects

- 1 Howdenburn new housing
- 2 Old Grammar school site
- 3 Exchange Street for development

Here's Jedburgh

... shaping a thriving community



... 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

- Establish a recycling centre in Jedburgh
- 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 cauld located in the town

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



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

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.



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
- Bring a recycling centre to Jedburgh
- 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.



Challenges and Aspirations

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.

Community support is there 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.



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.

Here's Jedburgh

Community conversations

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.

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

Young people want a warm, welcoming place to meet

We want an interconnected transport service

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

Jedburgh
Something for everyone

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.

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

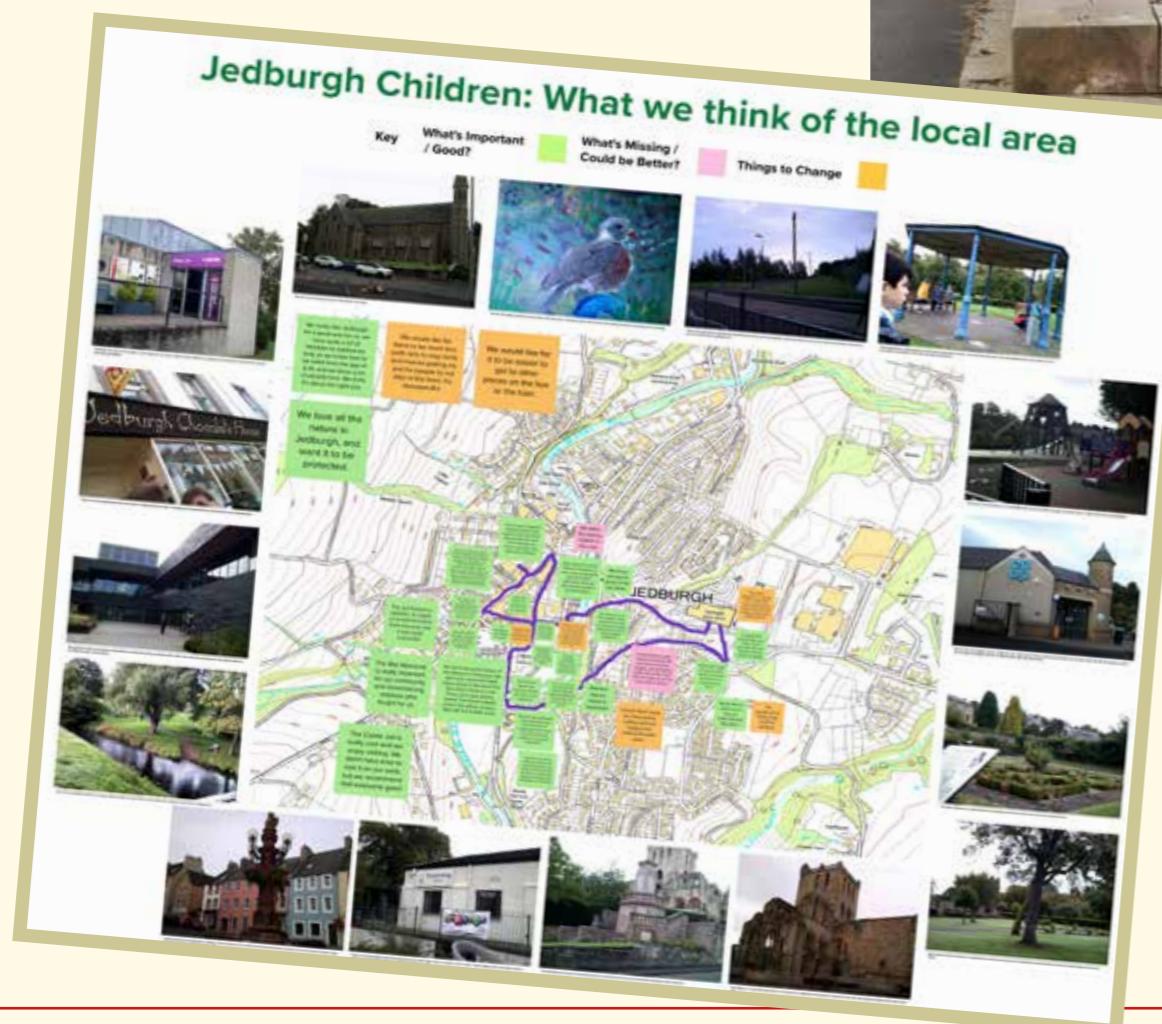


A youth hub for Jedburgh

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



Community Feedback

Active travel

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

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.



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

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

Community Feedback

... 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 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.

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



Connected town

- Interconnected transport, with co-ordinated bus and train timetables 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



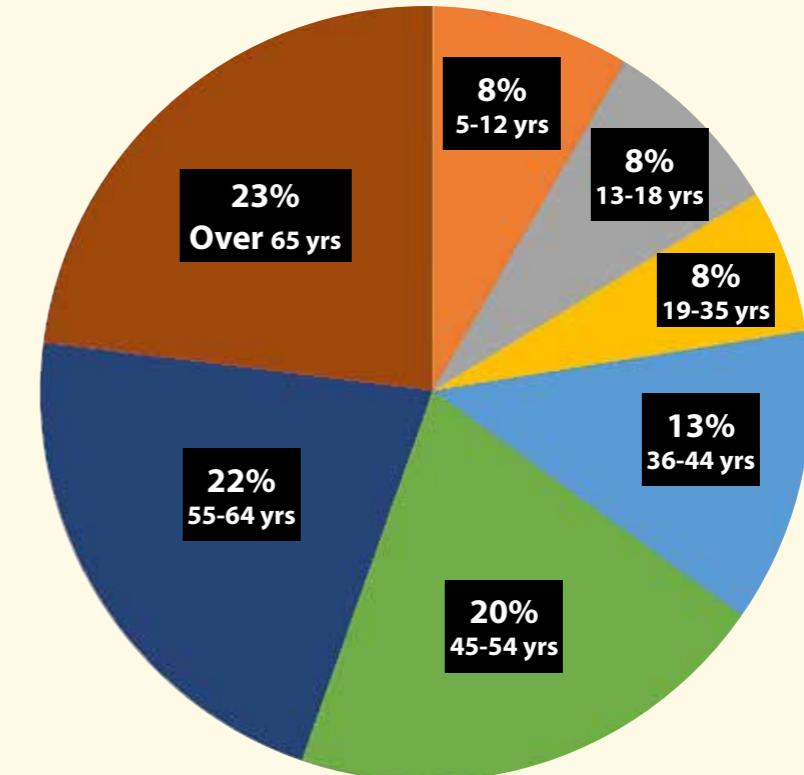
Safe and secure town

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



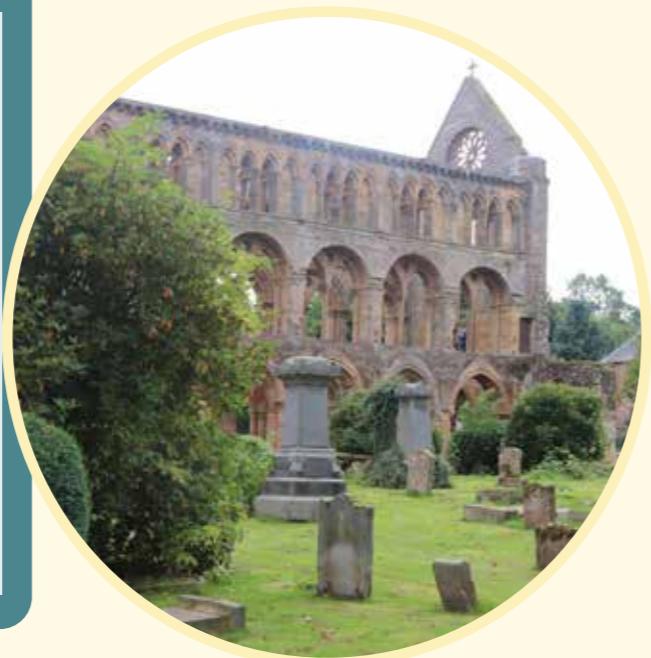
Community Engagement

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



Community Feedback

... 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



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.

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.



Events Quarter

Centred around the Town Hall, 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.

Community Feedback

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 townspeople 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.



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 High 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

Community Feedback

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.

... Community conversations and comments



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 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

Community Feedback

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.



... 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. This 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.

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.

Benefits

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

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.



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 areas 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 eight 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

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



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

... shaping a thriving community

The first step in making this Place Plan was identifying what Jedburgh needs to thrive. The eight themes 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.



Jedburgh looks ahead

... assets and aspirations

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.

An Events Quarter

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 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.



Jedburgh looks ahead

... assets and aspirations

A Community Hub

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

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 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.



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, ion 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.'

Jedburgh looks ahead

... assets and aspirations

A Creative Quarter

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, 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.



Jedburgh looks ahead

... assets and aspirations

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 pedestrian-focussed 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.



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

8 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.

The delivery of the Jedburgh Place Plan projects will be a very collaborative process that draws upon the capabilities and funding found in many organisations from public, private and community/charitable sectors.

The action plan that is listed at Appendix 4 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.

9 Action Plan

Action Plan Overview										
Project	Description	Evidence of Need	Outputs & Outcomes	Suggested Partners	Costs	Suggested Funding	Timescale	Risks & Constraints	Delivery & Next Steps	
Theme - Pride in our Town										
1	Visitor Accommodation	Make Jedburgh a destination of choice by increasing provision of overnight accommodation. This would include attracting partners to use empty buildings/spaces to supply a variety of different accommodation options.	Community Engagement Need to increase tourism and discussion around utilising Jedburgh's strategic location.	Job Creation - New accommodation in the town is an opportunity to create jobs. 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.	Jedburgh Tourism Alliance Visit Scotland South of Scotland Destination Alliance SOSE	££	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 Grant	Medium	Planning Permission: Securing a lead organisation and partners. Obtaining the necessary planning permissions can be a lengthy and complex process. Delays or rejections could hinder the project's progress. Funding: 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/partnerhips to utilise empty buildings and spaces, creating diverse lodging options and boosting local tourism and economic growth.
Theme - Work and Opportunity										
2	Community Re-Use Hub	Creation of a community run hub whereby people can donate unwanted household goods.	Nearest recycling centre is 12 miles away.	Goods are diverted away from entering the landfill process Raises awareness of climate action. Funds raised and skills shared alongside training opportunities.	Jedburgh Town 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.
Theme - Quality of Life										
3	Jedburgh's former 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	Community would like to be part of discussions around redevelopment, 'a seat at the table'
4	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 Jedburgh Community Trust SBC Youth Development/CLAD	£	therobertsontrust.org.uk The National Lottery Scottish Borders Council - Village Halls Funding Bank of Scotland Foundation - Energise Buckleuch 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	Convene stakeholders, and audit facilities and needs.
5	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	Construction is underway and the community have had some say on the development. There is an opportunity that, as part of the works, attention should be paid to the Town Team around green energy. The Community would like to be part of discussions around redevelopment.

Project	Description	Evidence of Need	Outputs & Outcomes	Suggested Partners	Costs	Suggested Funding	Timescale	Risks & Constraints	Delivery & Next Steps	
Theme - Quality of Life										
6	Community Contact Hub	<p>The Community Contact Hub aims to serve as a central point for tourism and community engagement in Jedburgh.</p> <p>This hub will provide comprehensive information about local events, attractions, and services, enhancing the visitor experience and supporting local businesses.</p> <p>The hub will also offer space for community activities, meetings, and charity services, fostering a sense of community and civic pride.</p> <p>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.</p> <p>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; enhancing the community contact hub's role as a community hub and developing an enhanced package of events to attract visitors to the town.</p>	<p>The closure of the Visit Scotland iCentre in September was an enormous loss to the town both economically and socially.</p> <p>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.</p>	<p>Job Creation - New accommodation in the town is an opportunity to create jobs.</p> <p>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.</p>	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	<p>Ensuring it is well run so there is no potential of anti-social behaviour to arise.</p> <p>Securing adequate funding is crucial. The project relies on financial support from sources like the Borderlands Inclusive Growth Deal.</p> <p>Any shortfall or delay in funding could impact the project's feasibility and timeline.</p>	<p>Seek to attract partners/partnerships to utilise empty buildings and spaces, creating diverse lodging options and boosting local tourism and economic growth.</p>

Project	Description	Evidence of Need	Outputs & Outcomes	Suggested Partners	Costs	Suggested Funding	Timescale	Risks & Constraints	Delivery & Next Steps	
Theme - Heritage Town										
7	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.	Need to promote Jedburghs outstanding historic assets Need to drive economic growth and encourage tourism and potentially grow night time economy.	Economic growth - attracting more visitors to Hawick, in turn supporting and promoting local businesses, increasing visitor spend and stimulating job opportunities in the tourism, retail and hospitality sectors. Skills development - providing training and skills development opportunities for local residents interested in careers such as tourism, hospitality and customer service.	A dedicated Community Group working in partnership with Live Borders, SBC, Historic Scotland and Visit Scotland to promote events and attract visitors.		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
8	Port House - Creative Quarter	Similar to the Town Hall, the Port House is included in the Events Quarter and Creative Quarter. The plan involves conserving the building and utilising it for events and creative purposes, contributing to the cultural and social vibrancy of Jedburgh.	Community Engagement Footfall Survey Audit of Place Quality	Increased footfall, trading and overall spend within the town centre, and potential for reduced vacancy and increased employment. Catalyst for private sector development. Environmental Sustainability - Increased greening with a significant positive impact on the environmental quality of the town.	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	££	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	Sustaining activities	Identify any funds that could plug funding gap and apply for funds

Project	Description	Evidence of Need	Outputs & Outcomes	Suggested Partners	Costs	Suggested Funding	Timescale	Risks & Constraints	Delivery & Next Steps	
Theme - Heritage Town										
9	Jed Forest Bandstand	Recognised as a protected green-space, the Jedforest Bandstand will be maintained and enhanced to preserve its historical and community value. This includes regular upkeep and potential improvements to ensure it remains a valuable public space.	Community engagement The need to promote and conserve historic green-spaces	Historic greenspace preserved Viable public space maintained	Jedburgh Community Trust Jedforest Instrumental Band	£	Borderlands Inclusive Growth Deal	Short	Regular and consistent upkeep throughout the year. Ownership of the banstand is unclear at the moment.	
Theme -Connected Town										
10	Multi-use cycle tracks	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.	Active Travel - Encourage active travel modes such as walking and cycling, contributing to benefits for health, air quality and the wider environment. Increased inclusion and reduced inequality - more opportunity for walking, pedestrian movement and less reliance on car ownership.	Jethart Callants 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.
Theme - Healthy Town										
11	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.

Project	Description	Evidence of Need	Outputs & Outcomes	Suggested Partners	Costs	Suggested Funding	Timescale	Risks & Constraints	Delivery & Next Steps	
Theme - Safe and Secure Town										
12	The Jedburgh Streetscape Programme	<p>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.</p> <p>This involves widening footways, adding informal pedestrian crossings, and improving street furniture to create a more pedestrian-friendly environment.</p> <p>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.</p> <p>Additionally, a high-level traffic management appraisal will be conducted to reduce vehicle dominance and prioritise pedestrians and cyclists.</p> <p>Ongoing community consultation will ensure that the final design meets the needs and aspirations of local residents and businesses.</p>	<p>Streetscape at present is dominated by cars and parking</p> <p>Access and inclusion - more opportunity for walking and pedestrian movement and less reliance on car ownership.</p> <p>Create attractive, people focused spaces and streets in which are accessible to all.</p> <p>Generate vitality and vibrancy facilitating pavement café culture, shop and market stalls, vibrant active frontages.</p> <p>Provide a streetscape that is positively integrated with surrounding historic townscape and buildings.</p>	<p>Jedburgh Tourism Alliance</p> <p>Scottish Borders Council</p>	£££	<p>Borderlands Inclusive Growth Deal</p>	Medium	<p>Ensuring adequate design quality and funding</p> <p>Potential conflict of users groups (e.g. walking vs parking)</p>	<p>Discuss possibility of Scottish Borders Council becoming lead organisation to progress project.</p>	
Theme - Dynamic Town										
13	Community Hydropower	<p>The Jedburgh Local Place Plan (LPP) includes a proposal for developing hydropower as a means of local energy generation.</p> <p>Specifically, the plan mentions the opportunity to use the River Jed Caulds for electricity generation through community hydropower projects.</p> <p>This initiative was put forward to the community for discussion, and it received a positive response.</p>	<p>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.</p>	<p>Decarbonisation:</p> <p>Decarbonise our community-owned and other important buildings</p> <p>Provide an independent income stream for the community Tap into Community Benefit opportunities</p> <p>Improve the collective quality and standard of homes within community</p> <p>Improve the health and well-being of inhabitants Grow and support the local supply chain</p> <p>Develop an enterprising opportunity</p>	<p>South of Scotland Enterprise (SOSE)</p> <p>Scottish Borders Council</p>	££££	<p>Borderlands Inclusive Growth Deal</p> <p>South of Scotland Enterprise (SOSE)</p> <p>CARES</p> <p>Local Energy Scotland</p>	Long	<p>Engineering capabilities</p> <p>Environmental concerns such as habitats in and around the river</p> <p>Planning permission</p>	<p>Find leader in project and partners, Agree scope of project, prepare proposals and seek funding.</p>

APPENDICES

Investing for the future

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.



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.

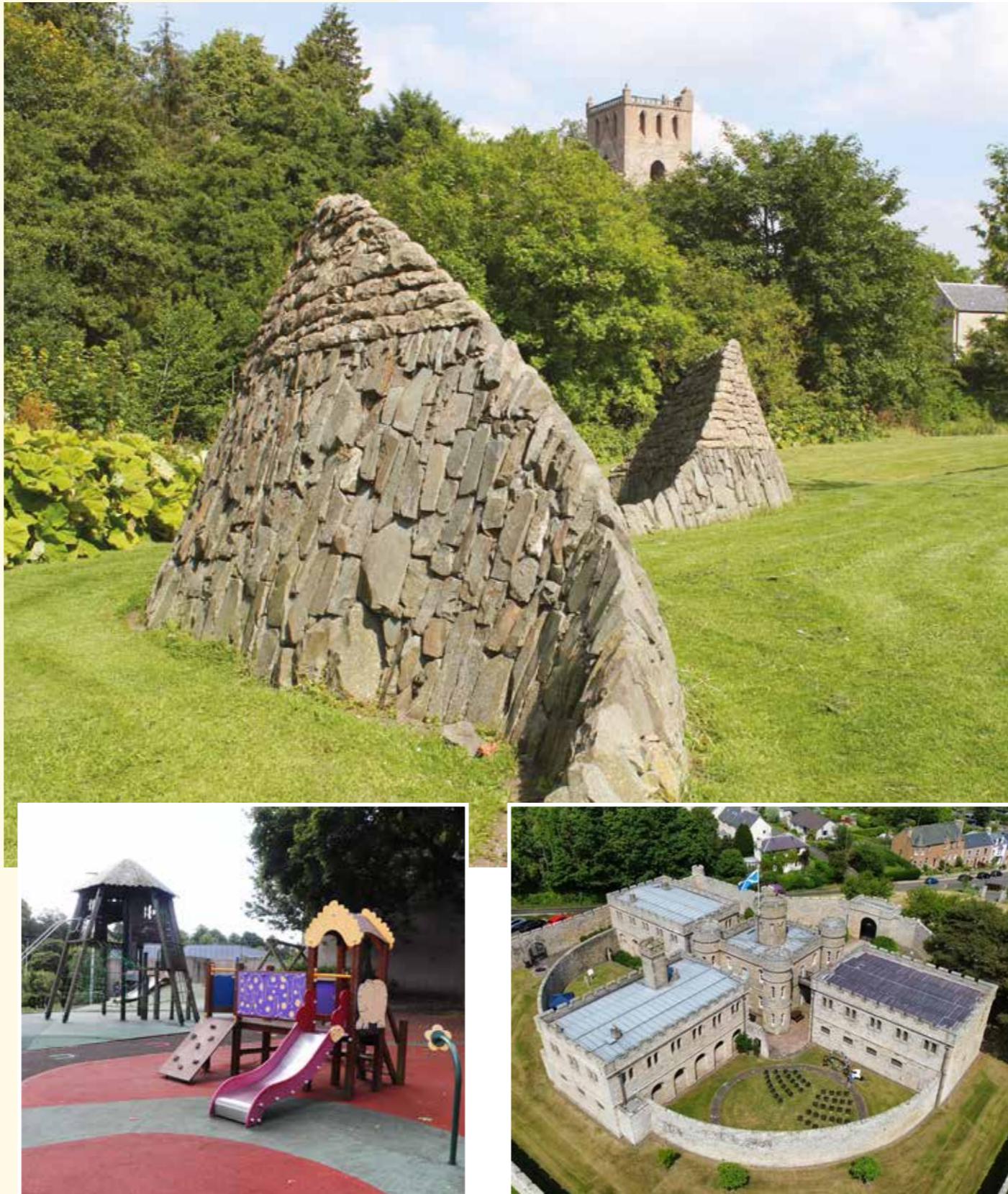
Although there is one large play-park at Allerley Park, and Murray's Green and Queen Mary's House Garden are child safe places, there is a desire for more small play areas closer to where children live.

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.



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 built 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. Cafes 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.

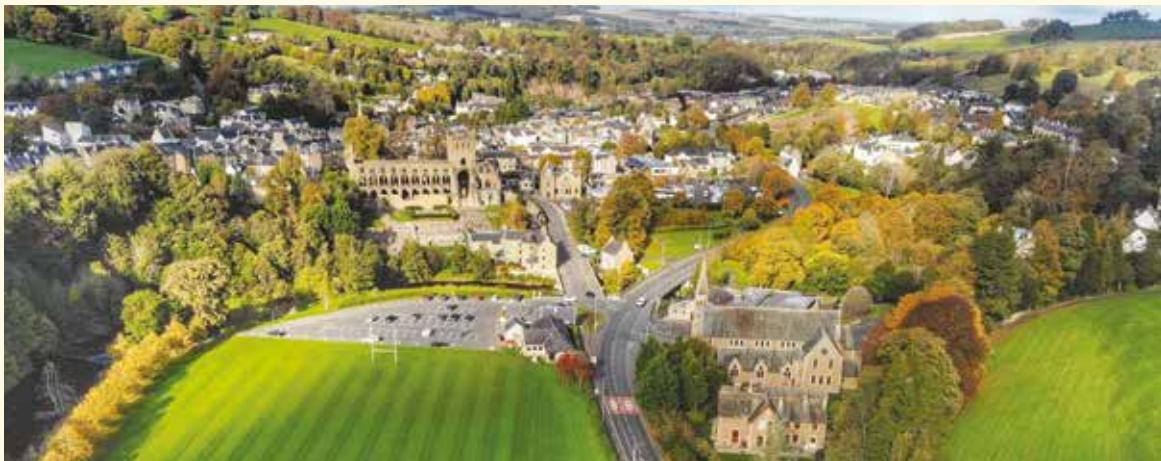
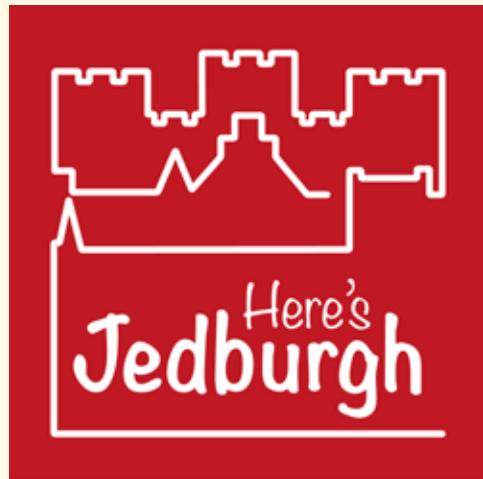
Some residents feel that the grass areas could be better maintained. Empty and older buildings should be repaired and occupied before serious problems develop. Public toilets in the centre should be free for the convenience of visitors and residents.

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

www.jedburgh.org.uk

With thanks to ...

Marianne Bamkin and David Pike who wrote and compiled the Jedburgh Place Plan document.

Steven Somerville, Dennis Laing and The Jed Eye for photographic contributions.