

2025

A decorative graphic on the left side of the page consists of a dense cluster of green squares of various shades and sizes, radiating from the left edge. A thick, curved green band sweeps across the bottom of the page from left to right.

SCOTTISH BORDERS COUNCIL FOOTFALL REPORT

Town Centre Footfall Report 2025

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1. Introduction and policy context

1.1. Overview

- 1.1.1. Scottish Borders Council has monitored town centre footfall annually since 2007. This report sets out the results of the autumn 2025 survey and looks at results since 2007 to identify trends. Footfall is recorded in nine Borders town centres: Duns, Eyemouth (since 2012), Galashiels, Hawick, Jedburgh, Kelso, Melrose, Peebles, and Selkirk.
- 1.1.2. Between 2007 and 2014 footfall was generally declining in the Scottish Borders surveyed towns, the period following 2007 broadly coinciding with the extended global economic downturn. Retail vacancy rates increased across the UK during this period, provoking much debate around the future of our town centres. However, in 2015 footfall increased by 13%; and, between 2015 and 2018 footfall across all nine towns was relatively stable. Average footfall across the Borders dropped slightly in 2019 and then saw significant drops in 2020 impacted by the start of the Covid-19 pandemic. While average footfall has overall increased in the years since 2020, totals remain below those prior to the pandemic.
- 1.1.3. Where vacancy rates are referenced in this report, these refer specifically to retail unit vacancy rates.

1.2. Legacy of Covid-19 and impact of online retail

- 1.2.1. Retail footfall counts in high streets across the UK showed a decreased of 81.8% from January 2019 to April 2020; by September 2021, footfall had risen again but was still below January 2021 figures (Statista 2022). As Covid-related

restrictions lifted in the autumn of 2021, the public's behavioural patterns remained changed in respect to visiting and shopping in town centres and high street footfall remains lower than recorded in 2019. In the Scottish Borders, the small rise in footfall in town centres in 2021, as restrictions were relaxed, was not sustained through 2022 and 2023, There was a small increase (4%) in 2024, but footfall numbers dropped by 2.8% again in 2025. Footfall remains 19.1% below 2019's pre-Covid figures (see Table 1).

- 1.2.2. In this period, online retail increased year-on-year, peaking at 37.8% of total UK retail sales in January 2021; a previous high of 32.8% came in May 2020, two months into the first Covid-19 lockdown period. When the footfall surveys were conducted in September and October of 2021, online retail in the UK had dropped to 28.3% (Office for National Statistics, 2025). The 2021 footfall survey showed an overall increase in footfall in the Borders towns, in correlation with the UK decrease in online retail sales. Online sales as a percentage of all UK sales have remained relatively stable since 2022, rising slightly from 26.6% in 2022 to 27.1% in 2024; the percentage share remains well below the 37.8% peak of 2021. Despite the drop in online retail sales since the 2021 peak, footfall in the Borders has overall decreased by 6% between 2021 and 2025.

1.3. Policy context

- 1.3.1. The Scottish Government responded to the decline in town centres by initiating the Town Centre Action Plan in 2013. The Plan included a range of policy and capital injection proposals, many of which the Scottish Government adopted. Amongst

these was a “town centre first” principle whereby public bodies consider how they can support town centres before considering development elsewhere. The Scottish Government’s Place Based Investment Programme started with an initial £325 million of capital to accelerate community-led regeneration.

- 1.3.2. The Town Centre Review was updated in 2021 when the review group published their report, ‘A New Future for Scotland’s Town Centres’. This report followed the resurgence of the value of local centres during and following the Covid-19 pandemic. The first recommendation was to ensure the formal positioning of towns and town centres was strengthened in National Planning Framework 4.
- 1.3.3. National Planning Framework 4 (NPF4), the national planning framework for Scotland, was adopted and published by Scottish Ministers on 13 February 2023. The commencement of the provisions of the Planning (Scotland) Act 2019, especially section 13, amended the composition of the Development Plan, making NPF4 part of the statutory Development Plan. Policy 27 maintains the policy stance of the Town Centre First approach, with desired outcomes focusing on vibrant and healthy places for people to live, learn, work, enjoy and visit. This Policy also supports other uses that will generate significant footfall, including commercial, offices, community, leisure, sport and cultural facilities.
- 1.3.4. Local town centre and retail policies are now set out through the Council’s Local Development Plan (LDP). The LDP includes policies that direct development towards town centres and offer support to development that would benefit town centre vitality and viability. Policy ED4 identifies Core Activity Areas to encourage public activity within central parts of certain town centres. These areas encourage a range of commercial uses

that increase footfall in town centres and, in turn, prevents the gradual loss of essential town centre activities.

- 1.3.5. The Council’s town centre monitoring processes include annual footfall surveys and town centre health checks, while the town centre/retail survey measures retail vacancy rates. The primary purpose of this research is to provide an evidential basis for the council’s town centre and retail policy decisions; the data is also used, increasingly, for broader town centre performance monitoring purposes in the region.
- 1.3.6. The Council’s Town Centre and Retail Survey now monitors additional and updated uses to reflect the recent changes to the Use Classes Order in Scotland. Furthermore, monitoring the additional uses also reinforces the policy principles set out within NPF4 Policy 27 (see paragraph 1.3.3 above). Businesses, and cultural, social leisure and sports facilities are being surveyed along with shops, professional services, food outlets and overnight accommodation. The addition of these uses can marginally affect retail vacancy rates.
- 1.3.7. The Council has exercised policy levers that are available. These include Conservation Area Regeneration Schemes (CARS) in Kelso, Selkirk, Jedburgh and Hawick, completed in 2014, 2018, 2022 and 2025 respectively. Furthermore, the Borderlands Inclusive Growth Deal, signed in March 2021, has unlocked investment for the Borderlands Partnership, a cross-border deal involving Scottish Borders, Dumfries & Galloway, Northumberland, Carlisle, and Cumbria. The Place Programme project will support development and renewal of towns across the Borderlands region.

2. Footfall trends 2007–2025

2.1. Scottish Borders trends

2.1.1. Town centre footfall has been recorded annually in the Scottish Borders for 18 years. Footfall was generally declining in the first eight years of monitoring, then increasing in 2015 and 2016. From 2017 to 2020, footfall has decreased, with the most significant decrease being in 2020. 2021 saw an increase but footfall figures have overall declined again between 2021 and 2025. Table 1 sets out the average weekly footfall per settlement. Figure 1 shows these results in relation to the retail unit occupancy rate (the inverse of the vacancy rate) over the same period.¹

2.1.2. Table 2 (page 5) shows year-on-year percentage changes; rises are shown in pink, no change in pale pink, and falls in white. The table shows that overall, there has been a decrease of 3% recorded across the surveyed towns over the last year. The 9% change in 2020-21 was the result of people returning to high streets when COVID-19-related restrictions were lifted. The table highlights a decrease in footfall figures in Duns, Kelso, Melrose, Peebles and Selkirk, while Galashiels, Hawick and Jedburgh saw an increase.

Table 1 Average weekly footfall per settlement 2007–2025

Settlement	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Duns	2,160	2,200	2,050	1,820	1,580	1,710	1,600	1,780	1,630	1,680	1,610	1,540	1,450	970	1,060	1,300	1,060	1,140	1,030
Galashiels	9,650	9,470	8,780	8,220	8,190	8,380	8,220	7,930	8,180	8,080	7,970	7,910	7,080	4,740	4,760	4,500	4,170	7,670	5,100
Hawick	9,680	9,990	9,740	9,130	8,190	7,480	6,200	3,750	4,360	4,730	4,680	5,090	4,590	3,920	4,080	3,610	2,990	4,670	3,120
Jedburgh	2,920	3,400	3,260	2,960	2,710	2,900	2,700	2,610	2,460	2,310	2,450	2,180	2,080	1,890	1,740	1,520	1,370	1,530	1,720
Kelso	5,050	5,170	5,210	4,790	4,170	4,360	4,130	4,980	5,550	5,340	5,050	4,690	4,430	4,010	4,360	3,920	3,810	4,520	3,980
Melrose	3,540	3,340	3,420	3,200	2,930	3,430	3,390	990	3,550	3,370	3,050	3,140	3,280	2,500	2,970	2,950	2,980	3,220	3,060
Peebles	9,840	8,980	9,500	8,590	8,120	7,940	7,140	7,610	7,930	8,100	8,020	7,580	7,400	6,550	6,860	7,370	7,600	3,018	7,180
Selkirk	3,690	3,590	3,250	2,930	2,580	2,660	2,420	2,090	2,350	2,710	2,670	3,300	3,050	1,870	2,410	2,290	2,600	2,080	1,880
TOTAL (exc. Eyemouth)	46,530	46,140	45,210	41,640	38,470	38,860	35,800	31,740	36,010	36,320	35,500	35,430	33,360	26,450	28,240	27,460	26,580	26,708	26,040
Eyemouth	-	-	-	-	-	2,220	1,880	2,150	2,270	2,120	2,010	1,930	1,690	1,290	1,900	1,800	1,460	1,300	1,270
TOTAL (inc. Eyemouth)	-	-	-	-	-	41,080	37,680	33,890	38,280	38,440	37,510	37,360	35,050	27,740	30,140	29,260	28,040	28,008	27,310

¹ Note: Covid-related restrictions meant that there was not a complete retail survey carried out in 2020.

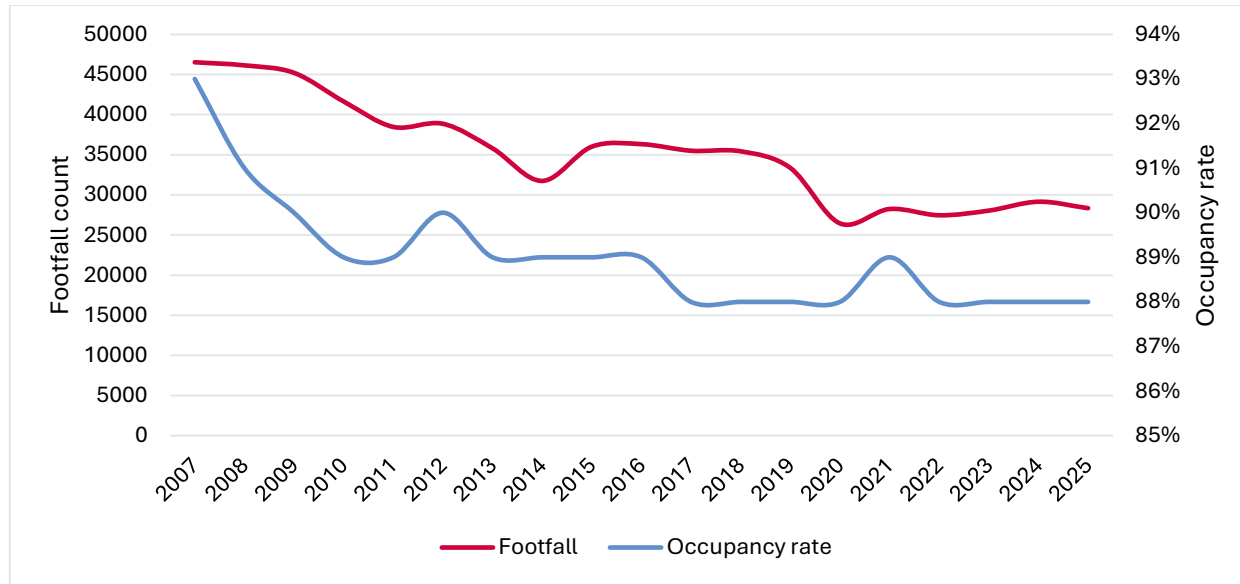


Figure 1 Weekly footfall and retail occupancy rates 2007–2025

Table 2 Annual year-on-year % change in average weekly footfall per settlement, 2007–2025

Settlement	07-08	08-09	09-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17	17-18	18-19	19-20	20-21	21-22	22-23	23-24	24-25
Duns	2	-7	-11	-13	8	-6	11	-8	3	-4	-4	-6	-33	3	23	-18	8	-10
Galashiels	-2	-7	-6	0	2	-2	-4	3	-1	-1	-1	-10	-33	0	-5	-7	8	13
Hawick	3	-3	-6	-10	-9	-17	-40	16	8	-1	9	-10	-15	4	-12	-17	1	3
Jedburgh	16	-4	-9	-8	7	-7	-3	-6	-6	6	-11	-5	-9	-8	-13	-10	12	12
Kelso	2	1	-8	-13	5	-5	21	11	-4	-5	-7	-6	-9	3	-10	-3	23	-15
Melrose	-6	2	-6	-8	17	-1	-71	259	-5	-9	3	4	-24	19	-1	1	8	-5
Peebles	-9	6	-10	-5	-2	-10	7	4	2	-1	-5	-2	-11	5	7	3	1	-6
Selkirk	-3	-9	-10	-12	3	-9	-14	12	15	-1	24	-8	-39	23	-5	14	-20	-10
Total (exc. Eyemouth)	-1	-2	-8	-8	1	-8	-11	13	1	-2	0	-6	-21	7	-3	-3	5	-3
Eyemouth						-15	14	6	-7	-5	-4	-12	-24	47	-5	-19	-11	-2
Total (inc. Eyemouth)						-8	-10	13	0	-2	0	-6	-21	9	-3	-4	4	-3

2.2. UK footfall decline

2.2.1. The collation of year-on-year footfall data allows the performance of the Scottish Borders town centres to be compared against national footfall trends. Table 3 and Figure 2 show changes in overall footfall levels in the UK in relation to those of the Scottish Borders. Figure 3 (page 8) shows total average weekly footfall per settlement. The data highlights the variable nature of the Borders' footfall results in recent years; the results also show the Scottish Borders following the general trend of declining footfall nationally.

2.2.2. 2023 retail data from the whole of the UK showed 'sales by value' (amount spent) were 17% higher than pre-pandemic figures; however, sales by volume were 3% lower. This growth in 'sales by value' was primarily due to inflation-related rising prices; therefore, a rise in amount spent does not necessarily correlate with footfall increases and decreases (Office for National Statistics reported in the [Guardian, 2023](#)). Sales by volume have remained below pre-pandemic levels in 2024 and 2025 ([PwC, 2025](#)).

Table 3 Total weekly footfall year-on-year percentage change 2015–2025

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
UK	-1%	-2%	-1%	-2%	-45%	12%	10%	-3%	-2%	-3%
Scottish Borders	1%	-2%	0%	-7%	-22%	9%	-3%	-4%	4%	-3%



Figure 2 Total average weekly footfall year-on-year percentage change 2015–2025

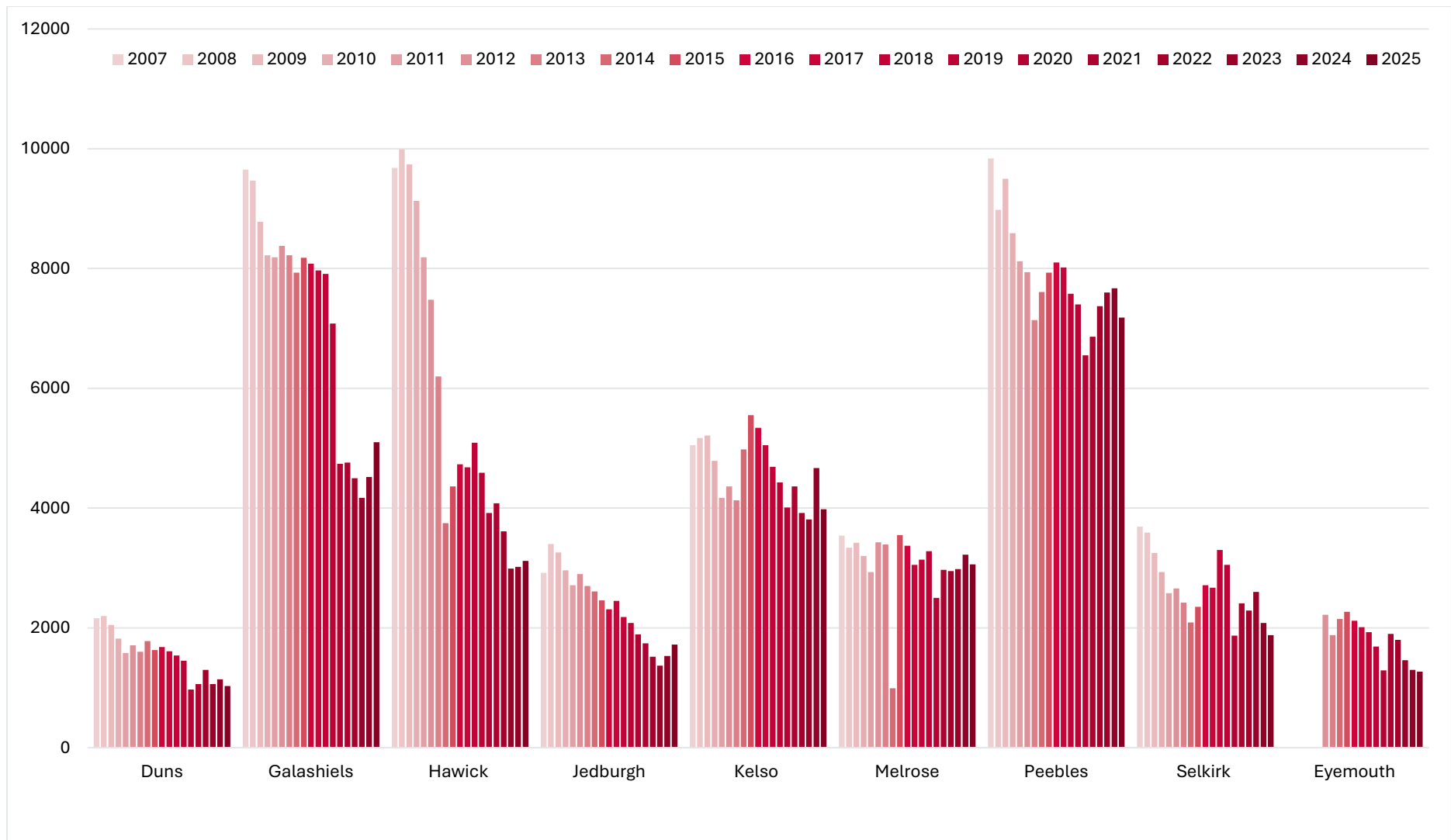


Figure 3 Average weekly footfall 2007–2025

3. Population

- 3.1.1. Town centre footfall results vary widely, in some cases reflecting variance in settlement population. Figure 4 (page 10) illustrates these relationships, showing average weekly footfall at each settlement's busiest count point in relation to settlement population. Results for pedestrianised streets are not used for Figure 4; unlike standard streets, for which a count is carried out on both pavements, only one count has been conducted on the few pedestrianised streets within the town centres (e.g. Channel Street and Green Street in Galashiels), affecting the degree to which they can reasonably be compared. For example, the highest count point in one of Galashiels' pedestrianised areas is 16,590; this is more than 1.5x greater than the highest non-pedestrianised count point.
- 3.1.2. The data shown in Figure 4 presents a different insight into town centre performance compared to the average town centre footfall count. For example, a town centre which is large but dispersed may be assigned a higher number of low footfall

count points than a smaller, denser town centre, and may find its average footfall across the count points lowered on that basis. Equally, one high count point isn't an accurate representation of a town's overall performance. The average weekly count per town (Table 1) gives the most appropriate figure for monitoring year-on-year change for the purpose of comparing the performances of the town centres against each other. The highest recorded weekly count point per settlement against town population gives an indication of each town centre's performance.

- 3.1.3. Kelso, Melrose, Peebles, and Eyemouth all have footfall counts higher than their population. Galashiels and Hawick have the largest populations; their footfall counts are relatively low in comparison. The highest weekly footfall count in 2025 was recorded at Peebles High Street.

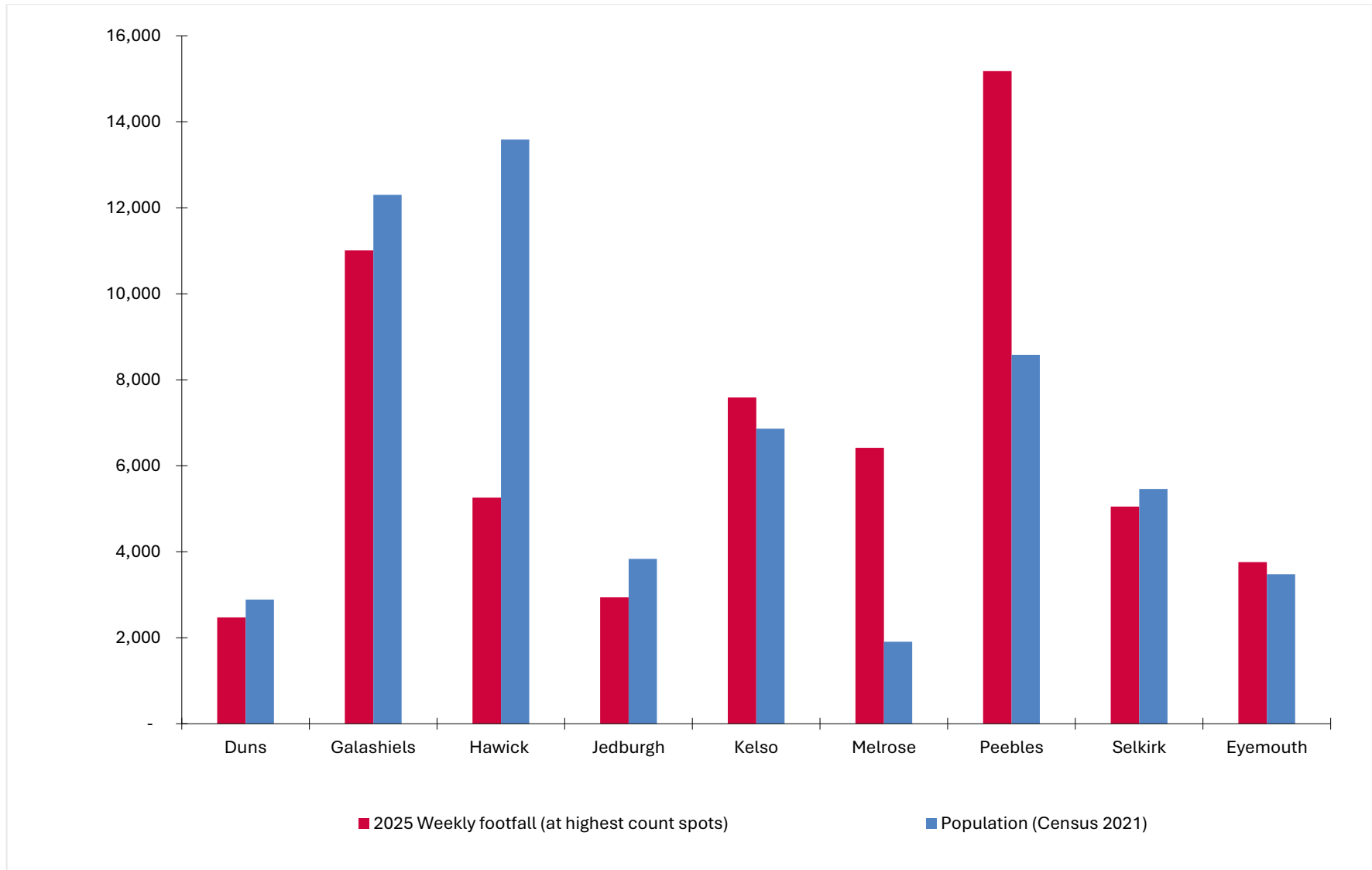


Figure 4 Weekly footfall at busiest count point and population per settlement

4. Town by town analysis

4.1. Introduction

- 4.1.1. This section looks at the performance of individual towns. Each town centre has experienced its own pattern of change, as illustrated in Figure 2. The overall decrease in footfall is partly due to the rise in 2021 after the exceptionally low counts from 2020, but most towns have not returned to 2019 footfall numbers. Reference is made to the summer 2025 retail survey.

4.2. Duns

- 4.2.1. As in 2024, Duns records the lowest footfall of the surveyed towns in 2025. This partly reflects the town's low population of just 2,887.
- 4.2.2. Year-on-year footfall counts have been variable in recent years. Footfall increased by 23% in 2022 but then saw a decrease of 18% in 2023. Footfall increased by 8% in 2024 and has decreased again by 10% in 2025. The highest levels of footfall recorded in the town continues to be on Market Street.
- 4.2.3. Duns continues to experience an above average retail unit vacancy rate (20%). Since the footfall counts began in 2007, Duns footfall has seen a decrease following the global economic downturn in 2007/08 and has since had intermittent increases and decreases in the subsequent years, before and after 2020.
- 4.2.4. Weather on survey days: overcast and mild on both Friday and Saturday.

4.3. Eyemouth

- 4.3.1. The monitoring of town centre footfall in Eyemouth began later than the other towns, in 2012. The levels of footfall recorded in the town centre are generally in the area from the Co-op supermarket to the Market Square.
- 4.3.2. The town's highest recorded footfall was in 2015; footfall then declined in the town up to and including 2020. In 2021, Eyemouth recorded an increase of 47% bringing footfall levels back up to the figure recorded in 2018. Eyemouth is the only surveyed town with footfall counts in both 2021 and 2022 matching pre-pandemic levels of 2018 and 2019. However, footfall in Eyemouth has since trended downwards with a 19% decrease in 2023 and 11% in 2024. 2025 counts record a further decrease of 10%.
- 4.3.3. The summer 2024 retail audit shows retail vacancy in Eyemouth reduced from 10% to 7% in 2025. This is below the Scottish Borders average of 12%.
- 4.3.4. Weather on survey days: Friday — overcast with afternoon rain (Storm Amy); Saturday — overcast and windy.

4.4. Galashiels

- 4.4.1. Galashiels has not recovered from the significant 33% decrease in footfall caused by the 2020 pandemic restrictions. There was no change to the footfall figures in 2021 and then decreases of 5% and 7% in 2022 and 2023 respectively. However, 2024 recorded an 8% increase, bringing the count back to 2022 levels, and 2025 recorded a further 13%

increase. At a weekly average count of 5,100, this is the highest recorded count since 2020, but is still significantly lower than the pre-pandemic count of 2019 (7,080).

- 4.4.2. Although the town has the second highest footfall overall, correlating with its relatively large population, Galashiels town centre footfall is just slightly more than half of its 2007 count. The town's retail vacancy rate has seen a decrease of 1 percentage point to 15% from summer 2024 to summer 2025; it remains higher than the Scottish Borders average (12%) but is level with the UK national average vacancy rate.
- 4.4.3. The Council's retail survey shows there are small clusters of vacant units on Douglas Bridge, the top of Channel Street and the north-west end of the High Street. Many of the remaining vacant units are interspersed through the town centre.
- 4.4.4. The Council's Town Centre Core Activity Area Pilot Study, which was initially in place for a year from July 2018, examined ways to revitalise and reinvigorate the town centre. Subsequently, as part of the local development plan process, Policy ED4 (Core Activity Areas in Town Centres) was reviewed, taking into consideration the feedback from the pilot study.
- 4.4.5. Policy ED4 aims to "*provide flexibility and maintain vitality and viability in the retail core of the town centre*" but reduces the sized of the Galashiels Core Activity Area to include only Bank Street and part of Market Street. Channel Street and Douglas Bridge have been removed from the designation. This change became part of the LDP in August 2024 when LDP2 was formally adopted.
- 4.4.6. Galashiels will also benefit from initial investment coming from the Borderlands Inclusive Growth Deal Place Programme project.

- 4.4.7. Weather on survey days: Friday — sunny and bright; Saturday — overcast.

4.5. Hawick

- 4.5.1. Footfall in Hawick has been decreasing since 2007. Between 2015 and 2019 average weekly footfall figures for Hawick were generally on an upward trend. However, during the 2020 lockdown restrictions footfall decreased by 15%, bringing the count down to 3,920 (from 7,080 in 2019), marginally above the level of 2014 (3,750). In 2021 footfall increased marginally from the previous year (to 4,080); however, from 2022 onwards footfall has remained below the low count of 2014, standing at 3,120 in 2025.
- 4.5.2. In the summer 2021, 2022 and 2023 retail surveys, the town's retail unit vacancy was 14%. This increased to 15% in 2024 and remains at this rate in 2025, remaining above the Scottish Borders average of 12%. Works associated with the Flood Protection Scheme (FPS) have caused disruption on Commercial Road and in the Common Haugh car park since the project began in 2019. Works include a new multipurpose path, 7km long, from Wilton Lodge to Mansfield Lodge, completed in 2025. The path improves access to the centre of Hawick for pedestrians and cyclists and may contribute to increased footfall in future years.
- 4.5.3. In 2019, the council secured £1.3 million in funding from Historic Environment Scotland, through their Conservation Area Regeneration Scheme (CARS) programme, for a range of heritage and conservation-based regeneration activities within the core of the town centre. Along with match funding, the scheme ran until 31 March 2025.

4.5.4. Furthermore, the Town Centre Core Activity Area Pilot Study removed the core activity area in Hawick for a trial period of a year to promote a more flexible range of uses. The Core Activity Area has now been removed through the LDP2 process.

4.5.5. It is noted that Hawick has five supermarkets near and on Commercial Road and Mart Street. These would be expected to affect footfall on the High Street and town centre. Inclusion of the new use classes in the retail survey from summer 2023 showed that Hawick had the highest number of social/community venues of all the towns surveyed. The number of clubs and community buildings partly reflects Hawick having the largest population in the Borders region. It also shows that the town has other areas of vitality, likely at other times of the day and evening, that are not captured by the footfall counts.

4.5.6. Weather of survey days: Friday — sunny; Saturday — overcast.

4.6. Jedburgh

4.6.1. Jedburgh is the only surveyed town to witness a decrease in footfall in 2021 (-8%), 2022 (-13%) and 2023 (-10%) after the low pandemic period 2020 count. However, the decrease in 2020 was proportionally less compared to all other towns. Footfall increased in 2024 and has increased again in 2025 (12%).

4.6.2. Jedburgh's 2025 town centre vacancy rate of 13% had dropped from 14% in 2024 but remains slightly above the Scottish Borders average.

4.6.3. Jedburgh is one of the four Scottish Borders Towns that will benefit from the first phase of the investment coming from the Borderlands Inclusive Growth Deal Place Programme project.

4.6.4. Weather on survey days: Friday — mild and sunny; Saturday — mild and sunny.

4.7. Kelso

4.7.1. Footfall has decreased by 15%, following an increase of 23% in 2024 and two years of decreases in 2022 and 2023. 2024 saw footfall back to pre-Covid levels, similar to 2018 and higher than 2019; the 2025 count has fallen below this level but remains higher than the 2022 and 2023 figures. 2015 was the highest footfall recorded for Kelso but overall, since 2007, footfall has decreased 21%.

4.7.2. In relation to retail vacancy rates, Kelso has fared well in comparison to other towns, maintaining a low retail vacancy rate of 6% (unchanged from 2024). Kelso has consistently had one of the lowest vacancy rates and is well below the Scottish Borders average.

4.7.3. The town has benefitted from substantial capital investment in recent years; the £1.4m Kelso Townscape Heritage Initiative was led by the Council and concluded in March 2015. Kelso is one of the surveyed towns whose footfall count is proportionally higher than its population size.

4.7.4. Weather on survey days: Friday — sunny with showers; Saturday — overcast with showers.

4.8. Melrose

4.8.1. This year Melrose recorded a decrease of 5%, a slight drop since the previous year but slightly above 2023 levels. Generally, the figures for Melrose have been more consistent in comparison to the other eight surveyed towns; in 2019

Melrose was the only surveyed town to see an increase in footfall.

- 4.8.2. Melrose has the lowest population of the nine towns but has been one of the strongest performing town centres in the Borders. It also has a lower retail unit vacancy rate (6%) compared to many other towns. Melrose continues to have the highest ratio of footfall to population out of the nine surveys towns.
- 4.8.3. The 2014 overall footfall figure for Melrose was an outlier resulting from exceptional levels of rainfall during the survey period.
- 4.8.4. Weather on survey days: Friday — rain until mid-afternoon; Saturday — damp and overcast.

4.9. Peebles

- 4.9.1. Peebles recorded a decrease of 6%, following three years of increases in 2022, 2023 and 2024 (7%, 3% and 1% respectively). Despite footfall declining up to 2020 (and despite recording its first decrease in five years in 2025), Peebles continues to record relatively high footfall, recording the highest count out of the nine towns each year since 2019. It also has the second highest footfall relative to its population size.
- 4.9.2. Although the town has experienced a loss of footfall since 2007, it retains a low vacancy rate (7%) compared to the Scottish Borders average.

- 4.9.3. Weather on survey days: Friday — overcast with early afternoon light rain; Saturday — clear and bright with late afternoon rain.

4.10. Selkirk

- 4.10.1. Selkirk's footfall decreased by 10% in 2025. This is broadly in line with the trend of decreases in 2021, 2022 and 2024, and suggests the 14% increase in 2023 may have been an outlier in its current trajectory. Selkirk has a similar pattern of decrease and increase to Peebles and Kelso, having declining footfall from 2007 to 2014, and then improved footfall from 2014 to 2019. Despite seeing increases in Peebles and Kelso in 2024, these settlements have decreased in footfall again in 2025, along with Selkirk.
- 4.10.2. The years 2016 and 2017 appear to have recorded outlier counts on the Saturdays of surveying; this appears to have resulted from footfall monitoring clashing with a public event. The results for Selkirk provided in this report for 2016 and 2017 were calculated using the Friday count only. The standard footfall survey methodology is explained in Appendix 1.
- 4.10.3. The town has received significant investment in the last decade. The Selkirk Conservation Area Regeneration Scheme (CARS) ran from 2013 to March 2018. This £1m project supported the repair and restoration of prominent town centre buildings. Public realm improvement work was also undertaken.
- 4.10.4. Weather on survey days: Friday — bright and mild; Saturday — overcast.

5. Weather

5.1.1. Weather has an impact on footfall levels. It is recorded through the survey process and considered when analysing findings, but data is reproduced as it was recorded and has not been altered to reflect weather conditions. To understand how weather may have affected survey results over recent years, the weather descriptions which were recorded for each day of monitoring, have been rated numerically. The resulting findings are shown in Table 4, where average weather results are a 0, between weather a positive number, and worse weather a negative. These findings are also represented by colour, with green representing good weather and red representing poor

weather. The darker the colour, the more extreme the weather rating.

5.1.2. Findings show weather in 2025 was poor, with an average weather rating of -6, reflecting predominantly rain, wind and overcast skies. This overall rating is calculated by taking an average of the weather value assigned to the morning and afternoon of each day of counting. The overall decrease in footfall this year compared to the increase in 2024 may be partially attributed to the poor weather compared to very good weather last year.

Table 4 Borders total weekly footfall changed (%) and overall weather rating

Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total weekly footfall (exc. Eyemouth)	46,530	46,140	45,210	41,640	38,470	38,860	35,800	31,740	36,010	36,320	35,500	35,430	33,360	26,450	28,240	27,460	26,580	27,848	27,070
% change	n/a	-1	-2	-8	-8	1	-8	-11	13	1	-2	0	-6	-21	6	-3	-3	5	-3
Total weekly footfall (inc. Eyemouth)	-	-	-	-	-	41,080	37,680	33,890	38,280	38,440	37,510	37,360	35,050	27,740	30,140	29,260	28,040	29,148	28,340
% change	n/a	-	-	-	-	-	-8	-10	13	0	-2	0	-7	-22	9	-3	-4	4	-3
Overall weather rating	6	-1	4	-8	-5	-2	-11	-4	6	5	2	5	0	1	-5	-1	0	6	-6

A1. Appendix 1: Methodology

- A1.1.1. Pedestrian footfall is recorded at designated count points throughout each town centre. Figure 5 illustrates the count points used in Galashiels. At each count point, enumerators count pedestrians who pass a designated count point area. On vehicular streets, the designated count point area consists of the full pavement width. For pedestrianised streets, the full width of the pedestrianised area is enumerated. Some groups of people are not included within the count: young children, traffic wardens, delivery staff (including post office delivery people) etc.
- A1.1.2. A consistent approach is taken to allow accurate year-on-year comparisons to be made. The survey is conducted annually during September and October using the same methodology

each year. This period avoids local and national holidays. Survey dates are scheduled to avoid clashing with special events recorded in the Council's events diary. Surveys are undertaken on Fridays and Saturdays.

- A1.1.3. Count point results are grossed up to provide estimates of the total number of pedestrians passing over a typical six-hour period between 10am and 4pm. Weekly figures are generated by using a calculation based on previous survey evidence. Averages across all count points within a town centre are used to provide figures for Friday, Saturday and weekly footfall. Except where stated otherwise, findings in this report use the results for average weekly footfall.

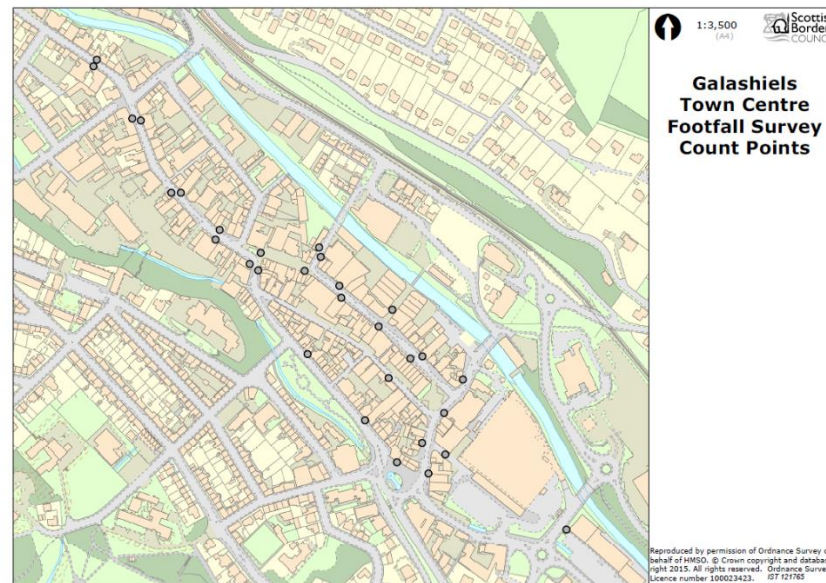


Figure A. 1 Galashiels count point locations