SCOTTISH BORDERS
TOWN MATRIX AND TOWN CENTRE INDEX
HOW ARE OUR TOWNS DOING?

A **Scottish Borders' Town Matrix** has been constructed, pulling together a range of measures that are relevant to assessing the general "health" of our towns. The towns included in this matrix have a population of 2000 or more.

From the Matrix, a **Town Centre Index** (TCI) has then been created and provides a way to better understand the economic and social robustness / potential need of our town centres in the Scottish Borders, relative to one another. Within the index, a ranking of "1" indicates greatest potential need and "10" least potential need.

Below, a short description of each measure used within the Town Matrix has been provided.

POPULATION 2014
Population of the town provides a general context for the matrix and the index.

Source: NRS

POPULATION CHANGE (2008 TO 2014)
A positive (increase) in population change indicates a place that people want to live.

Source: NRS

% IN SIMD2016 QUINTILE
Scottish Index of Multiple Deprivation 2016 (SIMD2016) is a tool that helps identify areas of poverty and inequality across Scotland.

Source: SG

JOBSEEKER ALLOWANCE (JULY 2016)
Jobseeker Allowance is an indicator of the health of the labour market.

Source: DWP

TOWN CENTRE FOOTFALL
The number of people using our town centres, known as the "footfall" is an indicator of town centre vibrancy.

Source: SBC

RETAIL UNITS AND VACANCY
The number of retail units available and vacancy rates are indicators of town centre dynamics, e.g. businesses coming and going.

Source: SBC

HOUSING TENURE
Insight into the type of housing within a town e.g. rented, owned etc.

Source: USP

SOCIAL GRADE (% HOUSEHOLDS AGED 16-64)
Insight into social and economic circumstances of the people within a town, which will affect their spending ability and use of key services.

Source: USP

QUALIFICATIONS (% ALL PEOPLE AGED 16 AND OVER)
Insight into the qualifications of adults within the town and how well they might meet the needs of employers and businesses.

Source: USP

SOURCES:
NRS – National Records of Scotland **https://www.nrscotland.gov.uk/statistics-and-data**
SG – Scottish Government **http://www.gov.scot/SIMD**
DWP – Department of Work and Pensions **https://www.gov.uk/government/statistics**
SBC – Scottish Borders Council **https://www.scotborders.gov.uk/info/20051/plans_and_guidance/124/planning_research**
USP – Understanding Scotland's Places **http://www.usp.scot/**

TOWN MATRIX 2016
HOW ARE OUR TOWNS DOING?

THEME	TCI	MEASURE	HAWICK	GALASHIELS	PEEBLES	KELSO	SELKIRK	JEDBURGH	EYEMOUTH	INNERLEITHEN	DUNS	MELROSE
POPULATION 2014		Population 2014	14,003	12,670	8,583	6,821	5,586	3,961	3,540	3,064	2,722	2,457
		Age 0 -15	2,374	2,034	1,546	1,076	863	623	676	505	446	483
		Age 16 - 64	8,360	8,343	4,996	3,887	3,323	2,403	2,046	1,788	1,599	1,393
		Age 65+	3,269	2,293	2,041	1,858	1,400	935	818	771	677	581
		%Age 0 -15	17%	16%	18%	16%	15%	16%	19%	16%	16%	20%
	•	% Age 16 - 64	60%	66%	58%	57%	59%	61%	58%	58%	59%	57%
		% Age 65+	23%	18%	24%	27%	25%	24%	23%	25%	25%	24%
POPULATION CHANGE (2008 TO 2014)		Pop 2008	13,787	12,229	8,006	6,276	5,590	3,949	3,173	2,975	2,615	2,028
		Pop Change (2008 to 2014)	216	441	577	545	-4	12	367	89	107	429
	•	% Pop Change (2008 to 2014)	1.57%	3.61%	7.21%	8.68%	-0.07%	0.30%	11.57%	2.99%	4.09%	21.15%
% IN SIMD2016 QUINTILE	•	1 (20% Most Deprived of Scotland)	28%	13%	0%	0%	18%	0%	0%	0%	0%	0%
		2 Quintile	28%	39%	0%	12%	0%	18%	84%	0%	0%	0%
		3 Quintile	27%	35%	29%	31%	39%	63%	0%	25%	69%	24%
		4 Quintile	17%	13%	31%	47%	27%	18%	16%	52%	0%	0%
	•	5 (20% Least Deprived of Scotland)	0%	0%	39%	10%	17%	0%	0%	23%	31%	76%
JOBSEEKER ALLOWANCE (JULY 2016)		Number of JSA claimants	158	144	41	41	50	31	17	16	15	9
	•	JSA claimants as proportion of 16-64	1.9%	1.7%	0.8%	1.1%	1.5%	1.3%	0.8%	0.9%	0.9%	0.6%
TOWN CENTRE FOOTFALL		Footfall 2012	7,480	8,380	7,940	4,360	2,660	2,900	2,220	n/a	1,710	3,430
	•	Footfall 2015	4,360	8,180	7,930	5,550	2,350	2,460	2,270	n/a	1,630	3,550
		Footfall 2015-2012	-3120	-200	-10	1190	-310	-440	50	n/a	-80	120
	•	% Change Footfall 2015-2012	-42%	-2%	0%	27%	-12%	-15%	2%	n/a	-5%	3%
	•	Footfall 2015 Rate Per 1,000 People	311	646	924	814	421	621	641	n/a	599	1445

THEME	TCI	MEASURE	HAWICK	GALASHIELS	PEEBLES	KELSO	SELKIRK	JEDBURGH	EYEMOUTH	INNERLEITHEN	DUNS	MELROSE
RETAIL UNITS AND VACANCY		Retail Units	258	242	145	165	90	91	69	51	63	79
	•	Rate of Retail Units per 1,000 People	18	19	17	24	16	23	19	17	23	32
		Winter 2012 - Vacancy Rate	16%	17%	9%	7%	17%	11%	6%	2%	9%	4%
		Winter 2015 - Vacancy Rate	14%	17%	6%	7%	12%	14%	7%	2%	11%	6%
	•	Summer 2016 -Vacancy Rate	14%	16%	6%	11%	7%	15%	7%	4%	8%	7%
	•	Change in Vacancy Rate (W2012 to S2016)	-2%	-1%	-3%	4%	-10%	4%	1%	2%	-1%	3%
	•	Vacant Floor space Summer 2016	8%	9%	4%	6%	8%	16%	5%	3%	3%	9%
	•	Long term Vacancy Rate 2016 (5 years +)	3%	5%	0%	1%	7%	2%	3%	0%	2%	0%
PERCENT CHAIN RETAIL		Winter 2015	18%	37%	24%	24%	18%	18%	14%	6%	27%	12%
HOUSING TENURE	•	Owned	57%	54%	69%	58%	61%	56%	55%	68%	56%	67%
		Social	31%	31%	20%	29%	29%	31%	37%	23%	34%	16%
		Private Rent	13%	16%	12%	14%	11%	13%	8%	9%	11%	17%
		Social to Private Rent Ratio	2.5	2.0	1.7	2.1	2.7	2.5	4.7	2.6	3.2	1.0
SOCIAL GRADE (% HOUSEHOLDS AGED 16-64)	•	Professional and Managerial	9%	13%	26%	14%	15%	12%	9%	21%	15%	30%
		White collar	24%	32%	27%	24%	31%	25%	21%	30%	25%	32%
		Skilled manual	25%	22%	23%	29%	25%	29%	31%	25%	29%	18%
		Semi-skilled and unskilled manual	41%	33%	23%	33%	29%	34%	39%	25%	31%	20%
QUALIFICATIONS (% ALL PEOPLE AGED 16 AND OVER)	•	None	39%	27%	23%	35%	31%	34%	36%	29%	33%	20%
		Standard Grade	25%	25%	20%	24%	22%	28%	28%	22%	24%	18%
		Higher Grade	13%	15%	14%	14%	15%	13%	13%	14%	14%	12%
		HNC, etc.	8%	10%	8%	8%	9%	9%	6%	8%	8%	8%
	•	Degree or higher	15%	23%	35%	20%	23%	17%	17%	28%	22%	43%

TOWN CENTRE INDEX 2016
HOW ARE OUR TOWN CENTRES DOING?

The **Town Centre Index** has then been created from a selection of measures in the Town Matrix and provides a way to better understand the economic and social robustness / potential need of our town centres in the Scottish Borders, relative to one another. Within the index, a ranking of "1" indicates greatest potential need and "10" least potential need.

THEME	MEASURE	HAWICK	GALASHIELS	PEEBLES	KELSO	SELKIRK	JEDBURGH	EYEMOUTH	INNERLEITHEN	DUNS	MELROSE
POPULATION CONTEXT	% Age 16 - 64	8	10	4	2	7	9	3	5	6	1
	% Pop Change (2008 to 2014)	3	5	7	8	1	2	9	4	6	10
% IN SIMD2016 QUINTILE	1 (20% Most Deprived of Scotland)	1	3	4	4	2	4	4	4	4	4
	5 (20% Least Deprived of Scotland)	1	1	9	5	6	1	1	7	8	10
JOBSEEKER ALLOWANCE (JULY 2016)	JSA claimants as proportion of 16-64	1	2	8	5	3	4	8	6	6	10
TOWN CENTRE FOOTFALL^	Footfall 2015	6	9	8	7	3	4	2	n/a	1	5
	% Change Footfall 2015-2012	1	5	6	9	3	2	7	n/a	4	8
	Footfall 2015 Rate Per 1,000	1	6	8	7	2	4	5	n/a	3	9
RETAIL UNITS AND VACANCY	Retail Units per 1000	7	6	8	2	10	4	5	9	3	1
	Summer 2016 -Vacancy Rate	3	1	9	4	6	2	6	10	5	6
	Change in Vacancy Rate (W2012 to S2016)	8	7	9	1	10	1	5	4	6	3
	Vacant Floor space Sumer 2016	4	2	8	6	4	1	7	9	9	2
	Long term Vacancy Rate 2016 (5 years +)	3	2	8	7	1	5	3	8	5	8
HOUSING TENURE	Owned	5	1	10	6	7	4	2	9	3	8
SOCIAL GRADE (% HOUSEHOLDS AGED 16-64)	Professional and Managerial	2	4	9	5	6	3	1	8	6	10
QUALIFICATIONS (% ALL PEOPLE AGED 16 AND OVER)	None	1	8	9	3	6	4	2	7	5	10
	Degree or higher	1	7	9	4	6	2	3	8	5	10
	Ranking Score	56	79	133	85	83	56	73	98	85	115
	Overall Rank	**1**	**4**	**10**	**6**	**5**	**1**	**3**	**8**	**6**	**9**

^Town Centre Footfall not collected for Innerleithen.