

A Plan for Jedburgh

Borderlands Place Programme Workshop

3rd November 2022



www.ourplace.scot



www.borderlandsgrowth.com



Workshop Overview

Welcome & Introduction (15 mins)	Outline of the Borderlands Place Programme and the Borders-wide place making approach through joint working with communities
Shared ambitions (30 mins)	What are the big issues here? What does success look like working together to tackle those issues? What are our shared priorities moving forward?
Real Opportunities (40 mins)	Discussion of how to make the best of what already exists, what's planned, what is needed, and what is possible through more and better joined-up working?
Organising for impact (25 mins)	What resources do we have, and what resources do we need to deliver on the opportunities for the town? How do we organise ourselves as a Town Team to deliver?
Close (5 mins)	Overview of the discussion and next steps

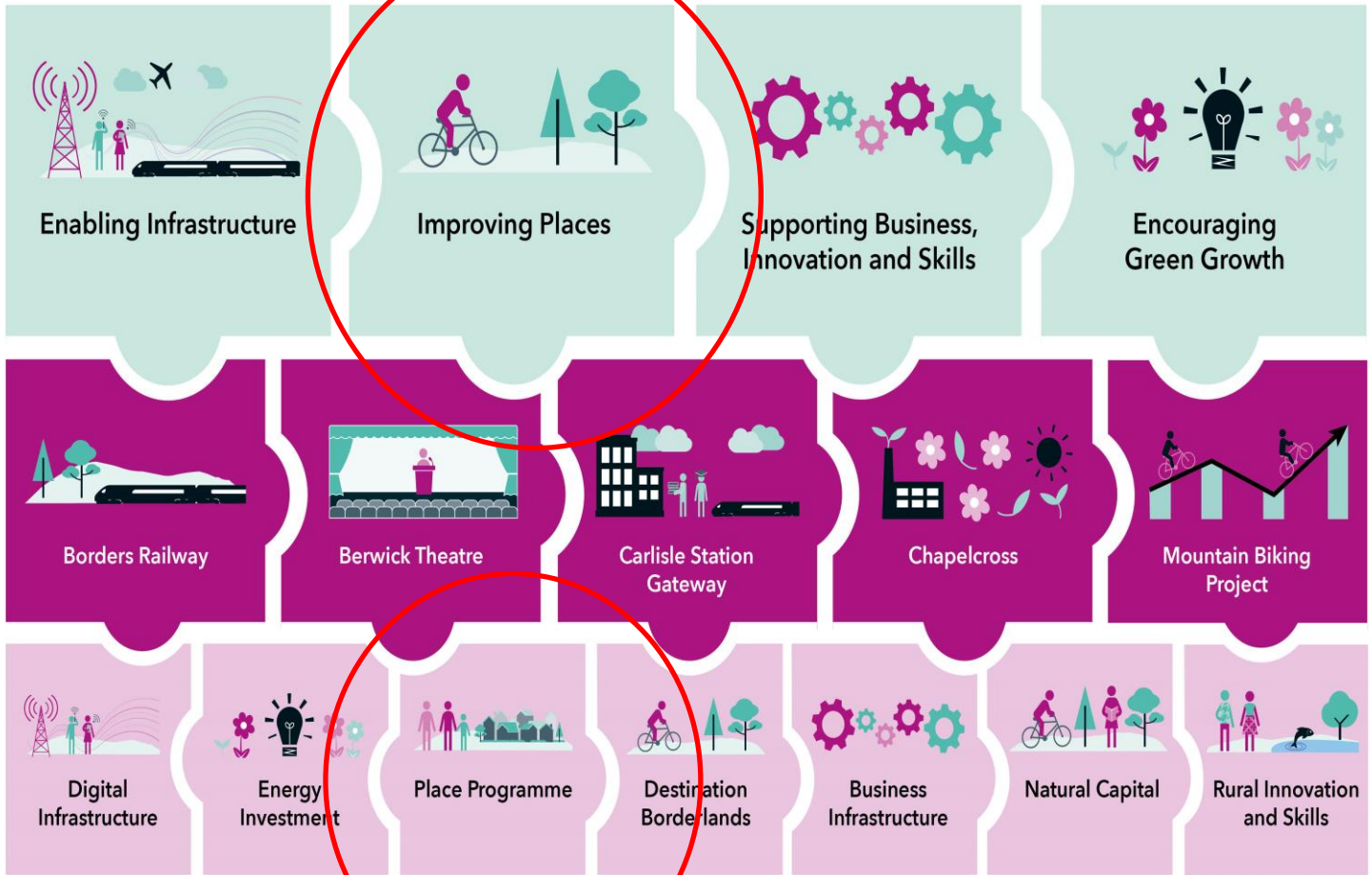


Context

- **Place**
 - National Policies
 - Legislation
 - Funding Programmes
 - Community Resilience
- **Borders-Wide Place Programme**
 - Developed with Area Partnerships
 - Interest from c.40 Communities
- **Borderlands Inclusive Growth Deal**



Borderlands Inclusive Growth Deal



Borderland Place Programme

- UK & Scottish Government/5 Council Areas
- Place Programme - 4 Target Towns
- £7.25m over 7 years (24/25 - 30/31)
- Town Plans & Town Investment Plan
- Guidance/Eligibility Criteria
- Governance
- Working with the Grain



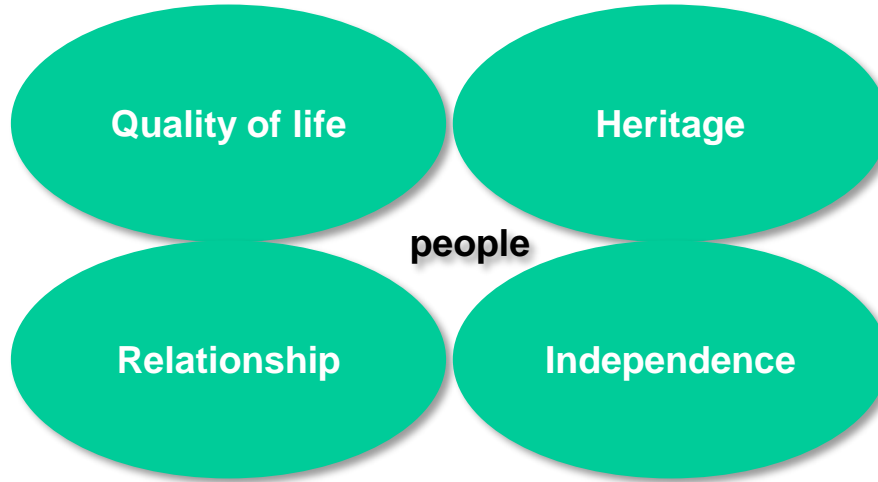
Eligible Interventions

- Purchase and assembly of land and buildings.
- Remediation of vacant and derelict sites.
- Property development and enhancement, including schemes to encourage private, public and third sector investment in improving buildings, re-modelling business premises, and conversion of buildings to new uses to support the repurposing of towns (e.g. residential, leisure, community uses).
- Development of arts and cultural, visitor economy, community, and skills and education facilities.
- Enhancement of shop, business and commercial public facing fronts.
- Development of the upper floors of buildings for affordable housing and other uses.





cherish

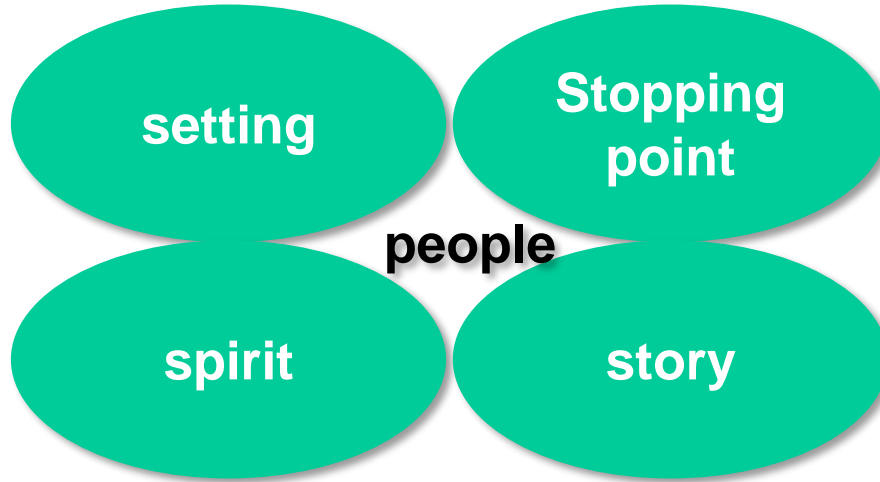


pride

supportive

achievement

learning



friendly

family

passion

**Different positive
destination choices**

Highers?

**Job choices, part
time, full time**

**Different positive
destination choices**

Highers?

**Job choices, part
time, full time**

**Connectivity &
reliability**

**Retail,
expense,
competition**

**Access/
presence of
services**

**Communication
about what's
happening**

**Different positive
destination choices**

Highers?

**Job choices, part
time, full time**

**Connectivity &
reliability**

**Livestock,
dogs, uses**

**Retail,
expense,
competition**

**Restaurants,
destination
uses**

**Access/
presence of
services**

**Creative,
culture**

**Communication
about what's
happening**

**Different positive
destination choices**

Highers?

**Job choices, part
time, full time**

**Connectivity &
reliability**

**Livestock,
dogs, uses**

**Retail,
expense,
competition**

poverty

**Restaurants,
destination
uses**

**Access/
presence of
services**

**Creative,
culture**

**Communication
about what's
happening**

Housing

**Local people, local
housing**

**Sustainable
places**

**Community
ownership**

**Community
wealth**

**Everyone
included**

**Heritage
buildings used**

**OWNING SUCCESS
CONNECTING
OPPORTUNITIES**

**Supportive
community**

**Sustainable
businesses**

**Connect the
school**

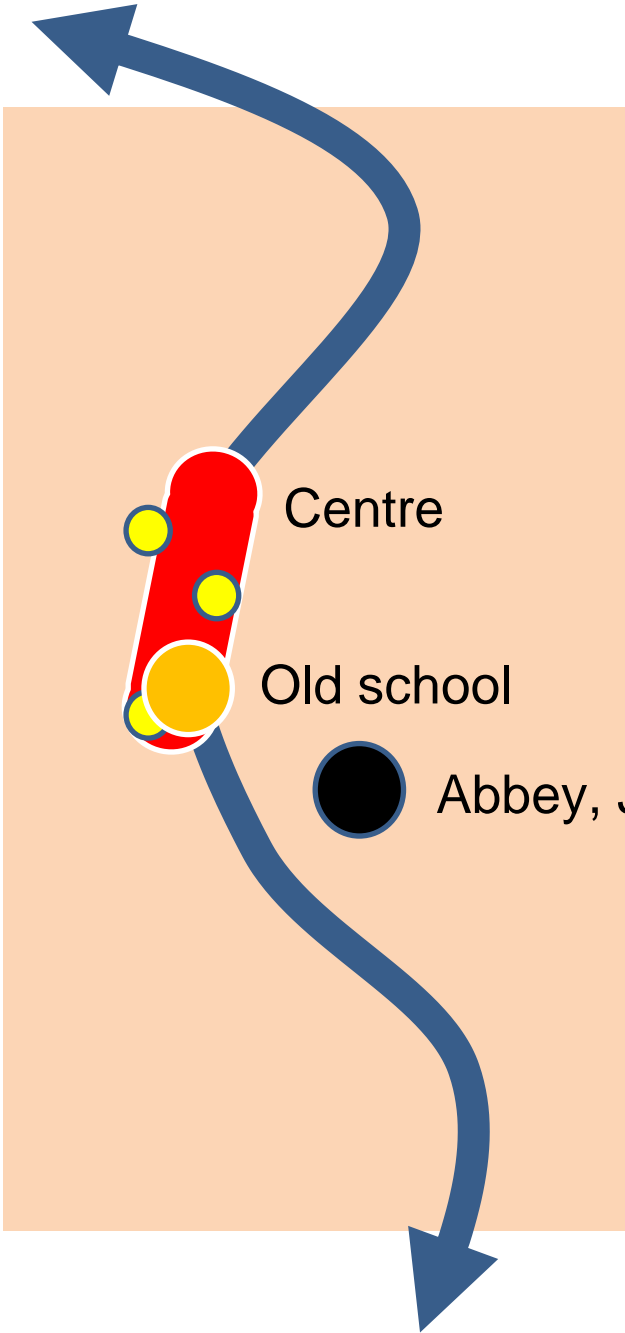
**Valued
workforce**

**Connect to
jobs in 20 mins**

Fair work

**Destination of
choice**

**Vibrant town
centre**

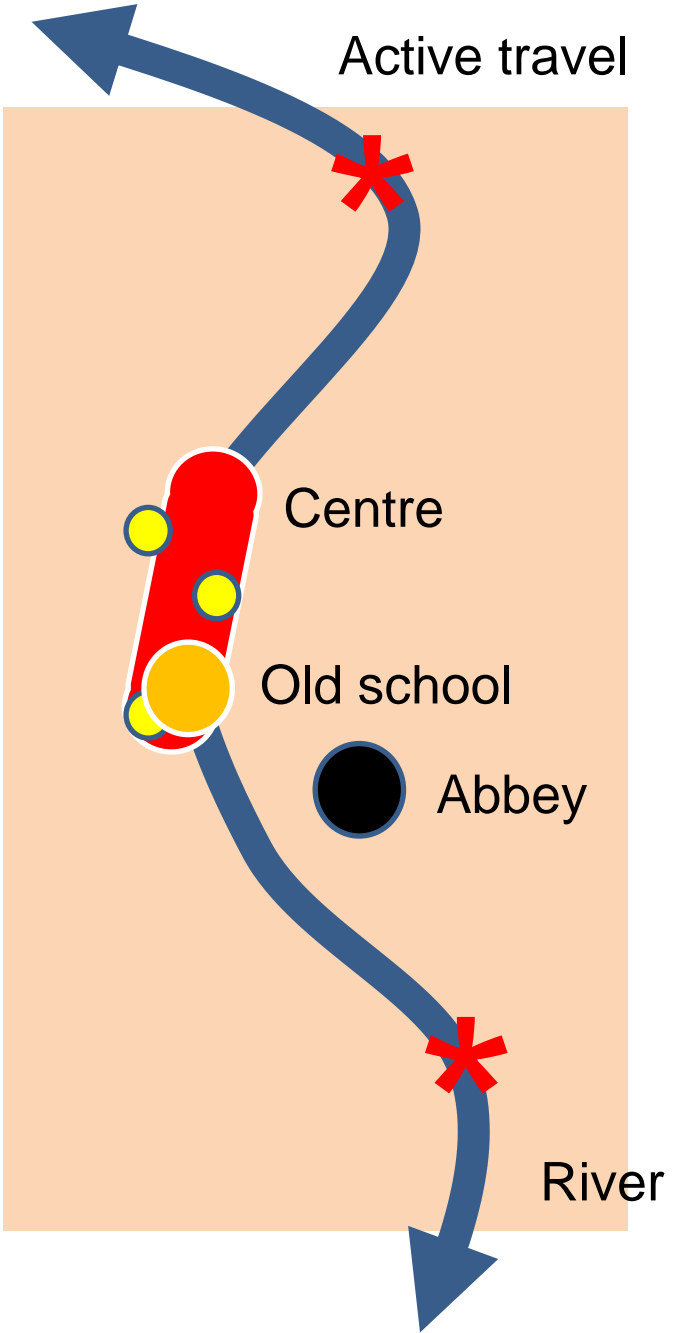


Centre

Old school

Abbey, Jail etc

DESTINATION TWEED



Active travel

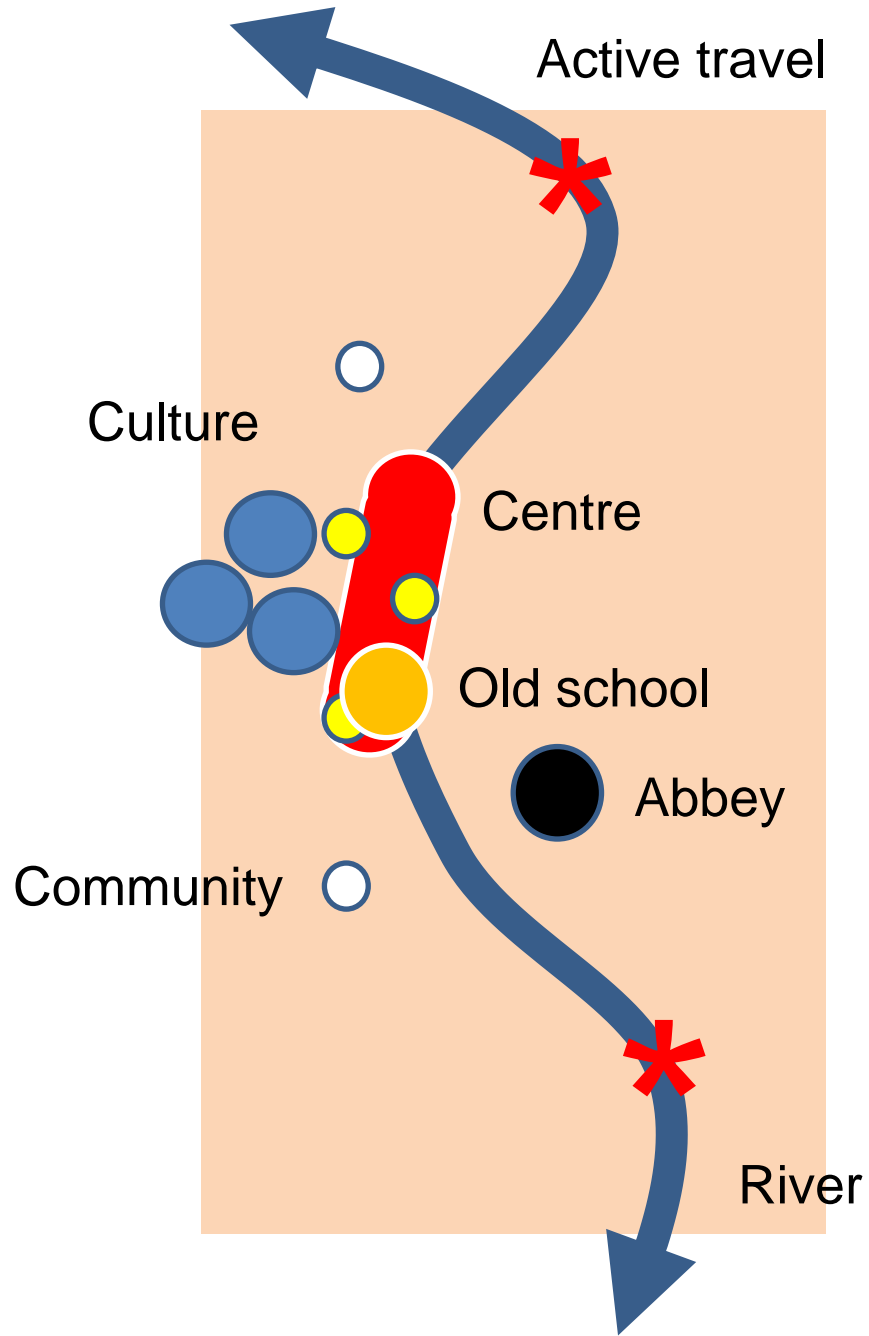
Centre

Old school

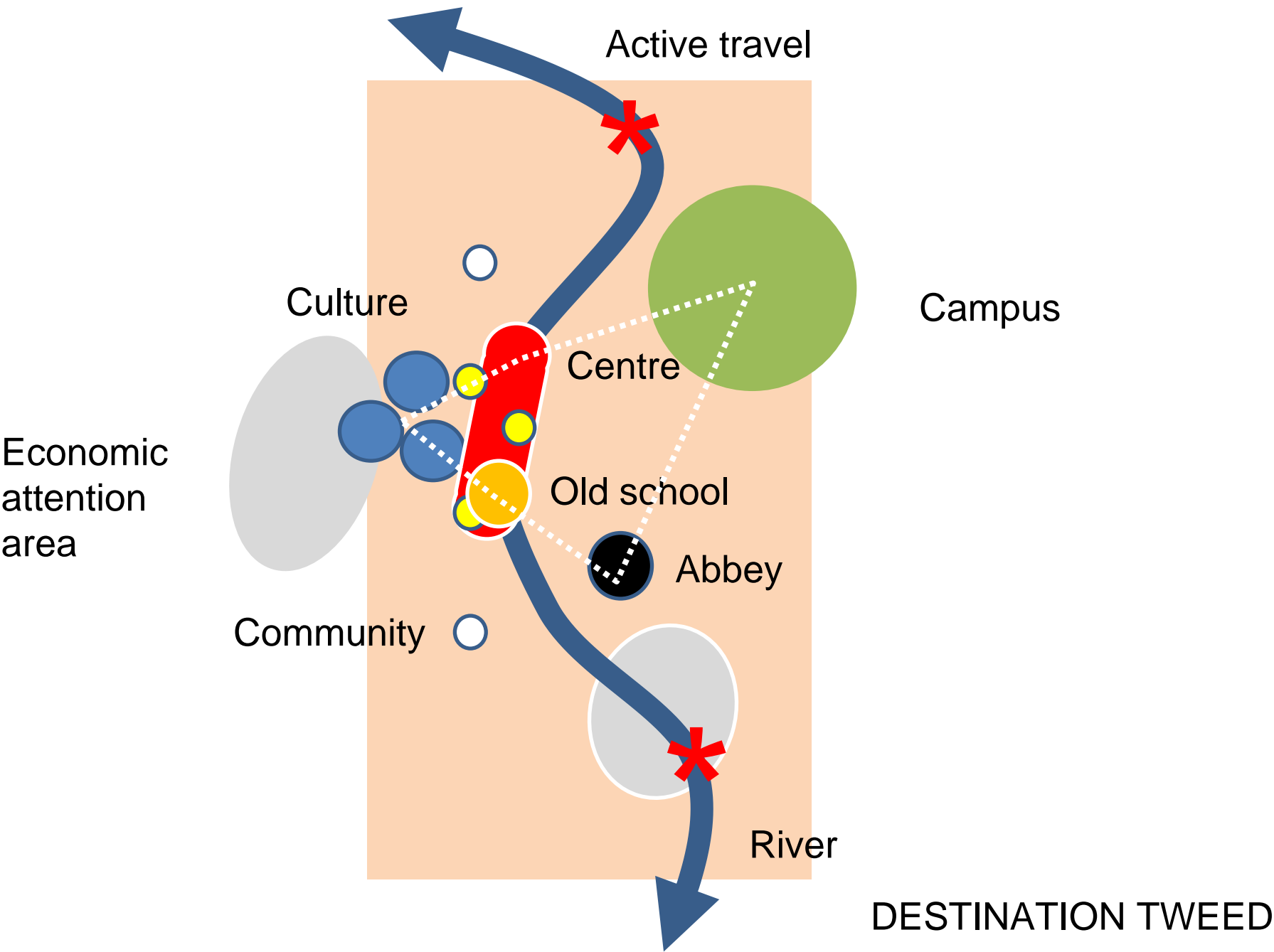
Abbey

River

DESTINATION TWEED



DESTINATION TWEED



Bring people together

Shaping Ideas

Business Planning

Connecting the dots

Design

Development

Management

**Local people, local
housing**

**Sustainable
places**

**Community
ownership**

**Community
wealth**

**Everyone
included**

**Heritage
buildings used**

**OWNING SUCCESS
CONNECTING
OPPORTUNITIES**

**Supportive
community**

**Sustainable
businesses**

**Connect the
school**

**Valued
workforce**

**Connect to
jobs in 20 mins**

Fair work

**Destination of
choice**

**Vibrant town
centre**

Communicating

Connecting

Convening

Getting started

Getting focused

**TOWN
TEAM**

Mentor

Partner

Getting it to happen

Getting the plan

Collaborating

Help when we don't know what we don't know

university

**Appreciate
assets**

**Retention,
reasons to
come back**

**Town centre,
state of
buildings**

silos

confidence

**Reluctance to
change**

**Depth and
range of
opportunity**

**Widen
opportunity of
investment**

**Skills to do,
change**

accessibility

