

Coldstream Place Plan





Coldstream Town Team thepaulhogarthcompany



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Consultation Results

1. Introduction

This Place Plan is made by, and for, the local people of Coldstream, setting out a vision and priorities for change over the next ten years. It aims to build on the town's potential, shaping its future for the better in the long term. We want a thriving town and community where everyone wants to live, work and visit. We want to make it attractive and welcoming for families to move here. We want the young and old to live healthy and active lives. We want to share our history, heritage and landscape, weaving it into the town.

The Coldstream Place Plan has been developed by the community, through the Town Team, and supported by Scottish Borders Council and The Paul Hogarth Company.

Why have a Place Plan?

A Local Place Plan gives the community the opportunity to develop proposals for the local area, expressing their aspirations and ambitions for future change.

The final plan will be registered by Scottish Borders Council and used to inform future policy. It will also be used by various organisations to seek funding and drive forward local regeneration projects.

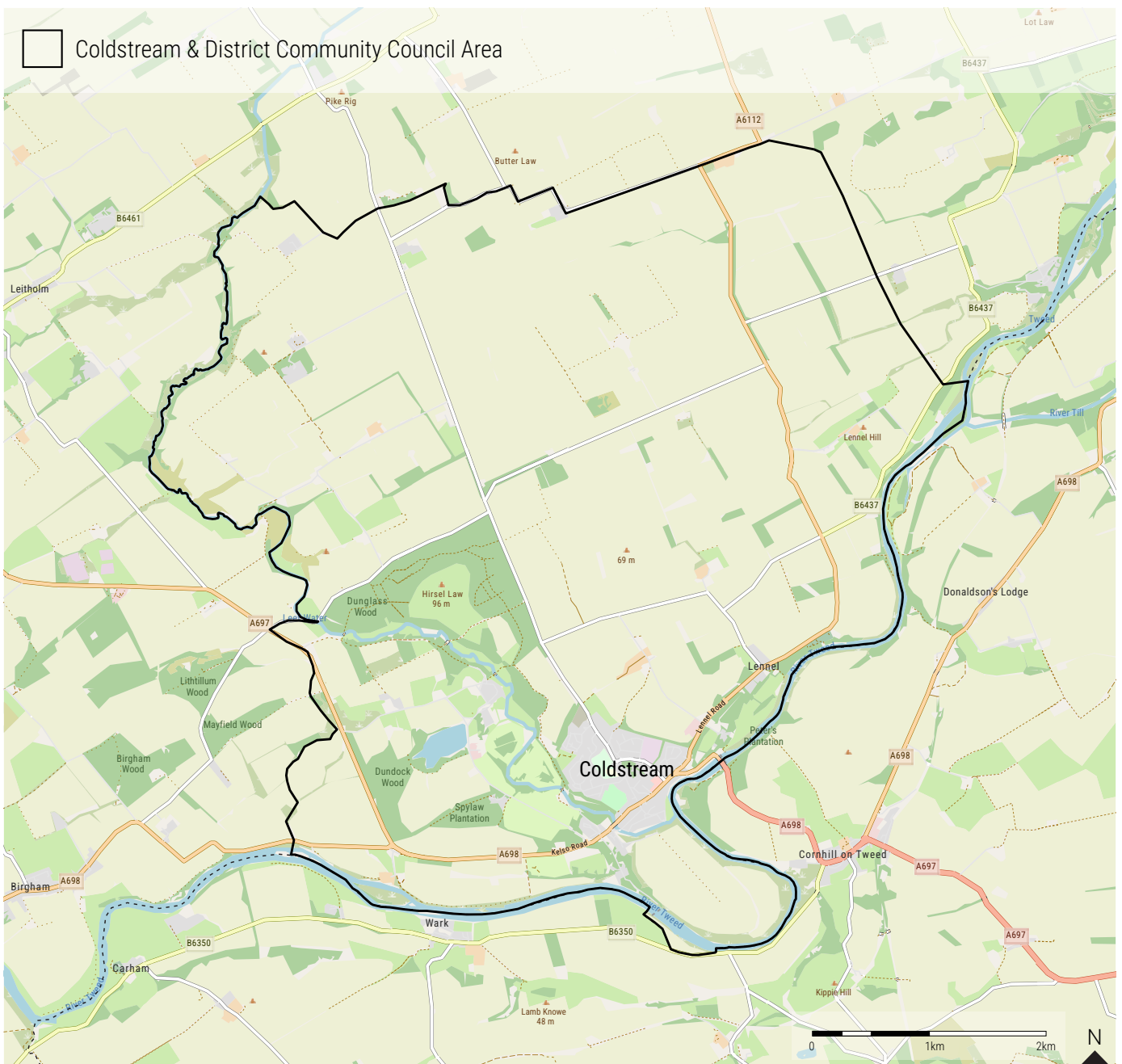
The Plan sets out an ambition to address the needs and challenges faced by the community and is centred around six key priorities and ten projects, the realisation of which will benefit the community, both businesses, residents and visitors.

The intention is to make Coldstream a better place for all and attract new investment. Once prioritised and funded, each project will undergo a detailed design and approvals process, including further consultation with the public.



Coldstream High Street

The Place Plan covers the Coldstream & District Community Council area which includes the whole town and its surroundings, extending north from the River Tweed, and within the Scottish Borders Council area.

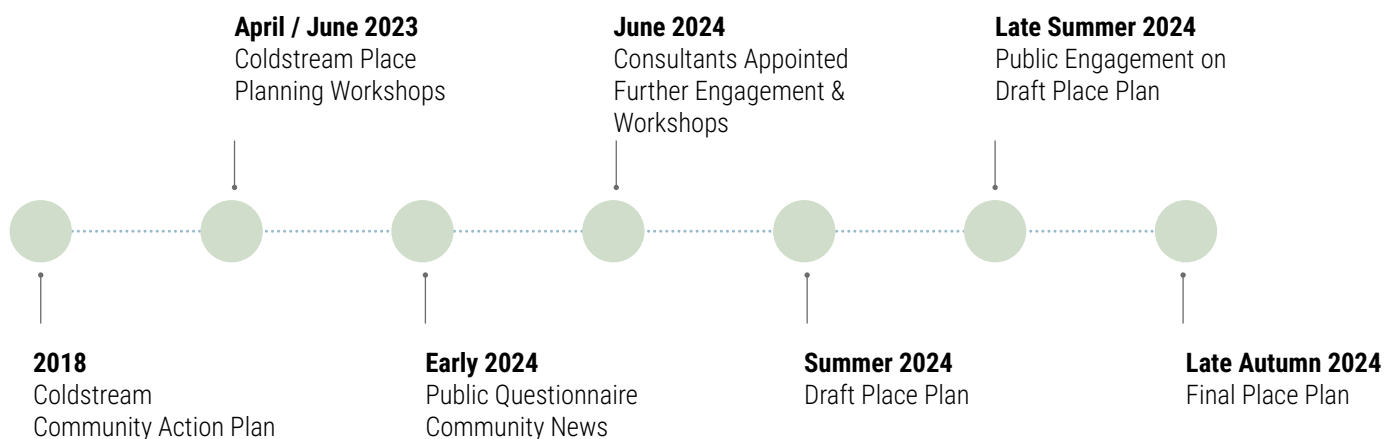


Coldstream Place Plan Boundary (Map data © OpenStreetMap)

Building on previous plans

The aim of the Place Plan is to build on the important work that has already taken place, including the Coldstream Regeneration Strategy and Action Plan in 2005, and more recently the Coldstream Community Action Plan in 2018. Both documents were based on conversations with the community, setting out a vision and projects with the aim of making Coldstream a better place to live. Through the Place Plan process these plans have been reviewed and elements integrated where appropriate and in the context of current local priorities.

The process



Guided by the Town Team, the Place Plan has been developed through a series of engagements from mid 2023 through to 2024.

Officially formed in April 2024, the Town Team developed a questionnaire in early 2024 asking a series of targeted questions, building a picture of what the people of Coldstream wanted to see in the community.

In June 2024 Urban Designers from The Paul Hogarth Company were appointed to assist the Town Team and to draw upon their extensive experience of urban regeneration across Scotland and further afield.

Further engagement with local businesses was carried out through a survey to ensure their needs were fully understood and incorporated.

Local organisations and clubs were encouraged to provide their ideas and priorities after writing to them with information about the Place Plan.

Public feedback on the emerging draft Place Plan was gathered through August and September 2024, where draft ideas were available to view both in person and on-line. A drop-in event was organised to gather feedback and test the emerging ideas with the community.

Last but by no means least, a workshop with Coldstream pupils of Berwickshire High School was organised.

The Town Team would like to thank everyone who participated in this process and look forward to continued partnership into the future.

Strategic Context

While the Place Plan is rooted in the community's aspirations, it also reflects both national and regional planning policy aims of creating more sustainable, liveable and productive places.

National Planning Framework 4

National Planning Framework 4 (NPF4) sets out the long-term spatial strategy and a comprehensive set of national planning policies. The Framework sets out 6 overarching spatial principles, which include:

- Just transition.
- Conserving and recycling assets
- Local living
- Compact urban growth
- Rebalanced development
- Rural revitalisation

It highlights the South Of Scotland as being strategically important, with towns being well placed to be models of sustainable living and sets out priorities and aims for the area to:

- Protect environmental assets and stimulate investment in natural and engineered solutions to climate change and nature restoration, whilst decarbonising transport and building resilient physical and digital connections.
- Increase the population by improving local liveability, creating a low carbon network of towns and supporting sustainable and rural development
- Support local economic development whilst making sustainable use of the area's world-class environmental assets to innovate and lead greener growth.

Local Development Plan

The Scottish Borders Local Development Plan 2024 sets out land use proposals and planning policies which are intended to guide development and inform planning decisions within the Scottish Borders.

Coldstream is recognised as being an important gateway into the Borders and within the settlement profile there are five housing allocations, one business and industrial allocation and two redevelopment allocations.

Berwickshire Locality Plan

The Locality Plan outlines the priorities of the Berwickshire area with a focus on reducing inequalities to improve the areas for those who live, work and visit the area.

Other

Although not an exhaustive list, other context considerations include:

- Climate Change (Scotland) Act 2009
- Climate Change Plan
- Climate Ready Scotland: Second Scottish Climate Change Adaptation Programme
- National Transport Strategy 2
- Community Empowerment (Scotland) Act
- Borderlands Inclusive Growth Deal: Place Programme
- South of Scotland Regional Economic Strategy
- Scotland Starts Here: A Responsible Tourism Strategy for the South of Scotland

2. Coldstream Today

Coldstream has a population of just over 2,000 and is the only Scottish Borders town located on the border between the two nations. A rural town supporting the surrounding agricultural region, Coldstream provides important services to both sides of the border and its neighbouring and closest settlement of Cornhill-on-Tweed.

Berwick-upon-Tweed, the coastline, and the main railway line are within easy access, approximately 12 miles to the east, and the town is around 50 miles from Edinburgh and 60 miles from Newcastle Upon Tyne.



Regional Context

Surrounded by spectacular landscape, the town sits prominently above the River Tweed, famous for its salmon fishing, with the impressive Coldstream Bridge marking the crossing over the border.

The town's setting provides the perfect backdrop for active lifestyles - with walks along the River Tweed and the neighbouring Hirsell, Lees and Lennel estates and the Cheviot Hills within close proximity.



Coldstream Bridge



Coldstream Context Plan (Map data © OpenStreetMap)

Assets & Opportunities

Coldstream is overflowing with potential, with many unaware of what it has to offer. From its history, association with the Coldstream Guards, high quality of life for those living here, to its beautiful setting and surroundings. So much more can and needs to be done to promote and celebrate the town, it's people and what others can discover and experience when visiting.

Heritage

The town is rich in heritage with its prominent location on the River Tweed playing a vital role throughout history as one of the few places where the river could be forded.

Its compact medieval form and fine examples of 18th and 19th Century buildings creates a distinctive character and sense of place. Much of the historic core is designated within the Coldstream Conservation Area. The enclosed Market Square, continuous frontages along the High Street and Duke Street, and small lanes connecting towards the river, all contribute to the character of Coldstream.

The town is most famous for being the home of the Coldstream Guards. The museum in Market Square tells the story of the Coldstream Guards from the 17th century to present day.

Just 3 miles outside Coldstream is the Flodden battlefield site, where in 1513 the Scots were tragically defeated by the English, resulting in the death of King James IV and many of the most important members of Scottish society.

Commemorated every year during the town's Civic Week, a procession of around 300 riders, supported by the Coldstream Guards, ride out to Flodden Battlefield and hold a service in memory of the fallen.

The town is proud of its historic landmark the Marjoribanks Monument, and also has an interesting past with runaway marriages in the early 19th Century at the Marriage House.



OS 25inch 1st Edition 1855-1882 (National Library of Scotland)



Market Square

Landscape

The town is surrounded by an incredible landscape of rolling agricultural land, woodland and the River Tweed and Leet Water. The River Tweed Special Area of Conservation, wraps around the town to the south and includes salmon and otters as species of note.

On the edge of the town sits the Hirsell Estate, with a number of walks linking in to the town, providing an important asset for Coldstream. Designated as a Garden and Designed Landscape, the estate and its parkland and woodland setting is a local attraction, providing an opportunity to encourage visitors to stay and explore the town and everything it has to offer.

The Parks

Home Park is a jewel for Coldstream, situated in the heart of the town, the park is a valued recreation area for the community. As Common Good land the park is home to Coldstream Football Club, a play park and other informal sports areas.

Coldstream is very fortunate to have another park located along the High Street. Henderson Park includes more formal landscaping, is used for civic events, and offers extensive views over the River Tweed towards the Cheviot Hills.

Community

There is evident community strength in Coldstream demonstrated by the large number of volunteer run organisations and clubs. There are just over 50 in the town, organising and running a huge variety of activities and services, from sports, youth , community and events.

Liveability

Many towns struggle with encouraging people to live within town centres and along the High Street. Coldstream goes against those trends with many residents living within the core of the town. With access to green space, the Primary School, and the surrounding countryside within close proximity the town is already doing very well with the concept of town centre liveability.

Investment

Recent investment has taken place, through the Borderland Inclusive Growth Deal, for new business infrastructure within the Coldstream Business Park, delivering economic benefits and supporting business growth.

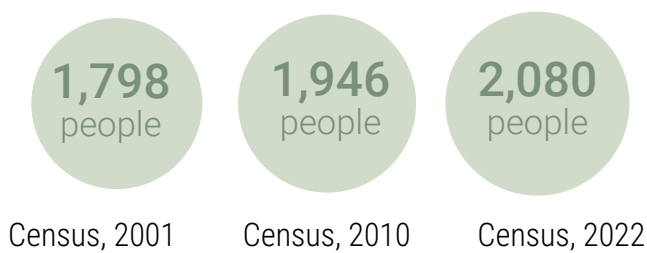


Views south of Coldstream

Needs and Challenges

Like many rural towns Coldstream faces challenges; the town has an ageing population and its location relies heavily on car ownership with many travelling to neighbouring towns for amenities. The Place Plan aims to respond to these challenges, exploring options as part of an integrated vision for improving the well-being and needs of the community.

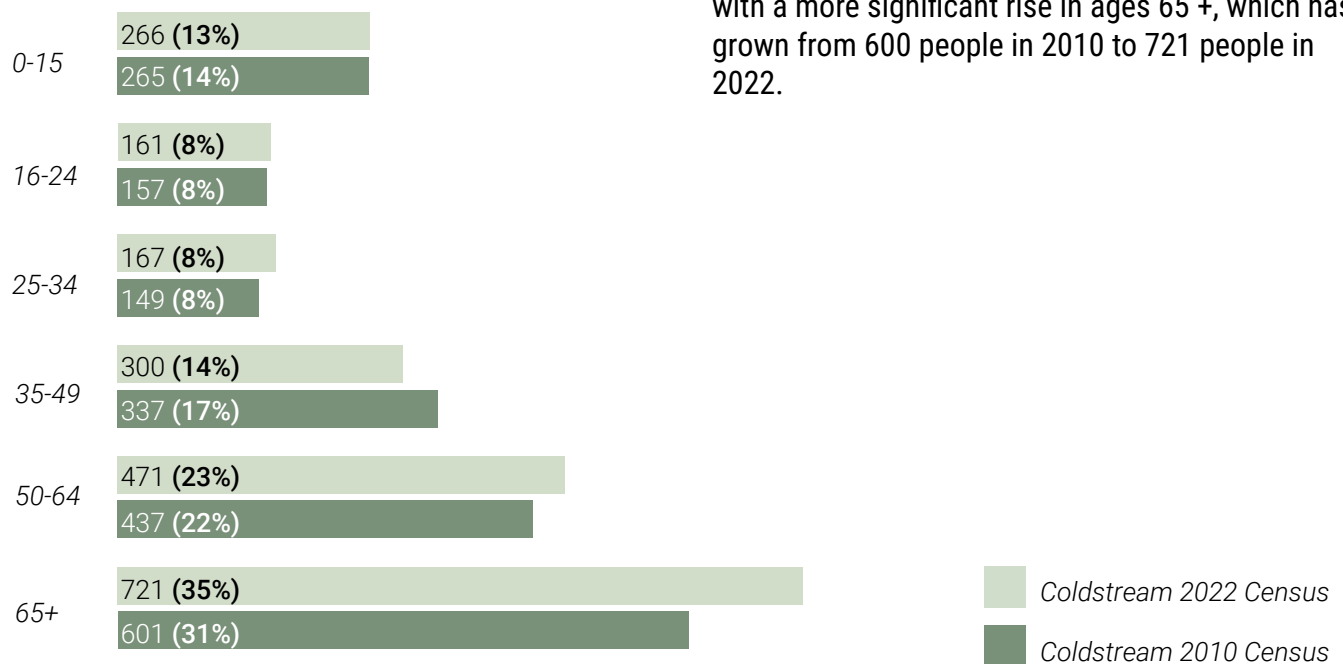
Population



The town's population is growing gradually, with a total population of 2,080, rising from 1,946 in 2010. Over half the population are aged 50 years and over, resulting in fewer young adults within the town. Coldstream has a larger percentage of the population aged 65 and over, at 35%, compared to the Scottish Borders average of 26% (Census, 2022).

Although the population has grown there has been little increase in the younger age groups and a slight decrease in the number of people aged 35-49 between 2010 and 2022.

Age



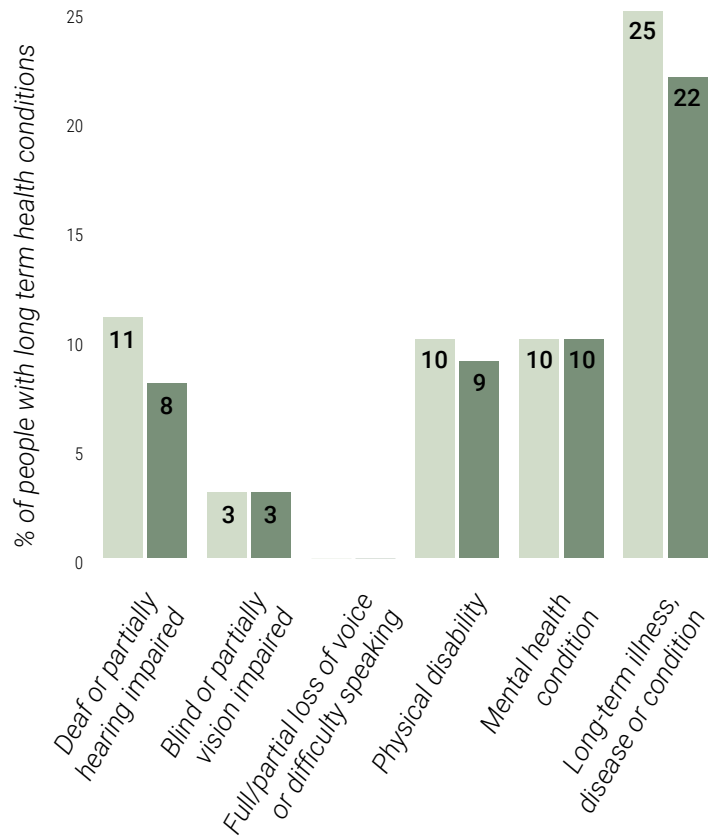
The increase can be seen from ages 50 upwards, with a more significant rise in ages 65+, which has grown from 600 people in 2010 to 721 people in 2022.

Population breakdown by age (2022 and 2010 comparison)

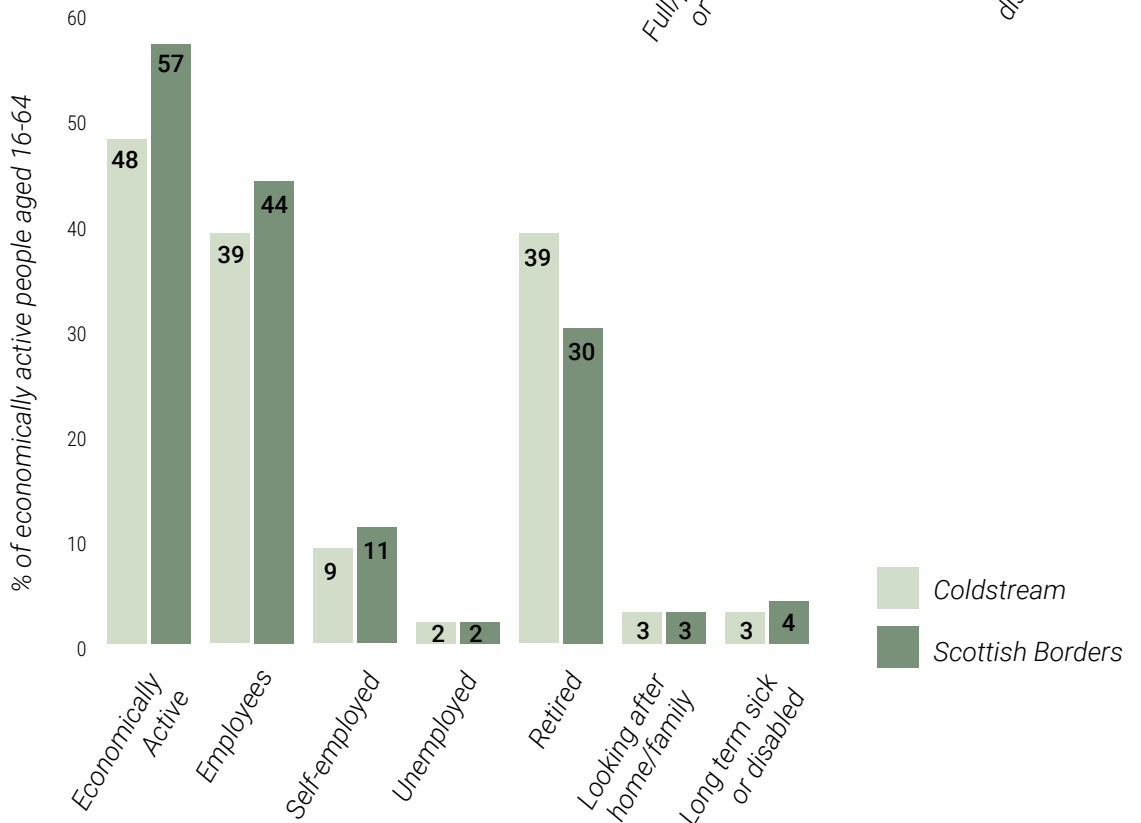
The number of people in Coldstream that suffer with physical disabilities is in proportion with the Scottish Borders average. Those with a long-term illness or condition is slightly higher with 25% in comparison to 22% in the Scottish Borders.

Within the town's population 1,820 people are aged 16-64 and a total of 880 (48%) classed as economically active, which is slightly lower than the Scottish Borders average of 57%. The town has a higher percentage of retired population with 39% in comparison to 30% across the Scottish Borders.

Long Term Health



Economically Active



Traffic and Transport

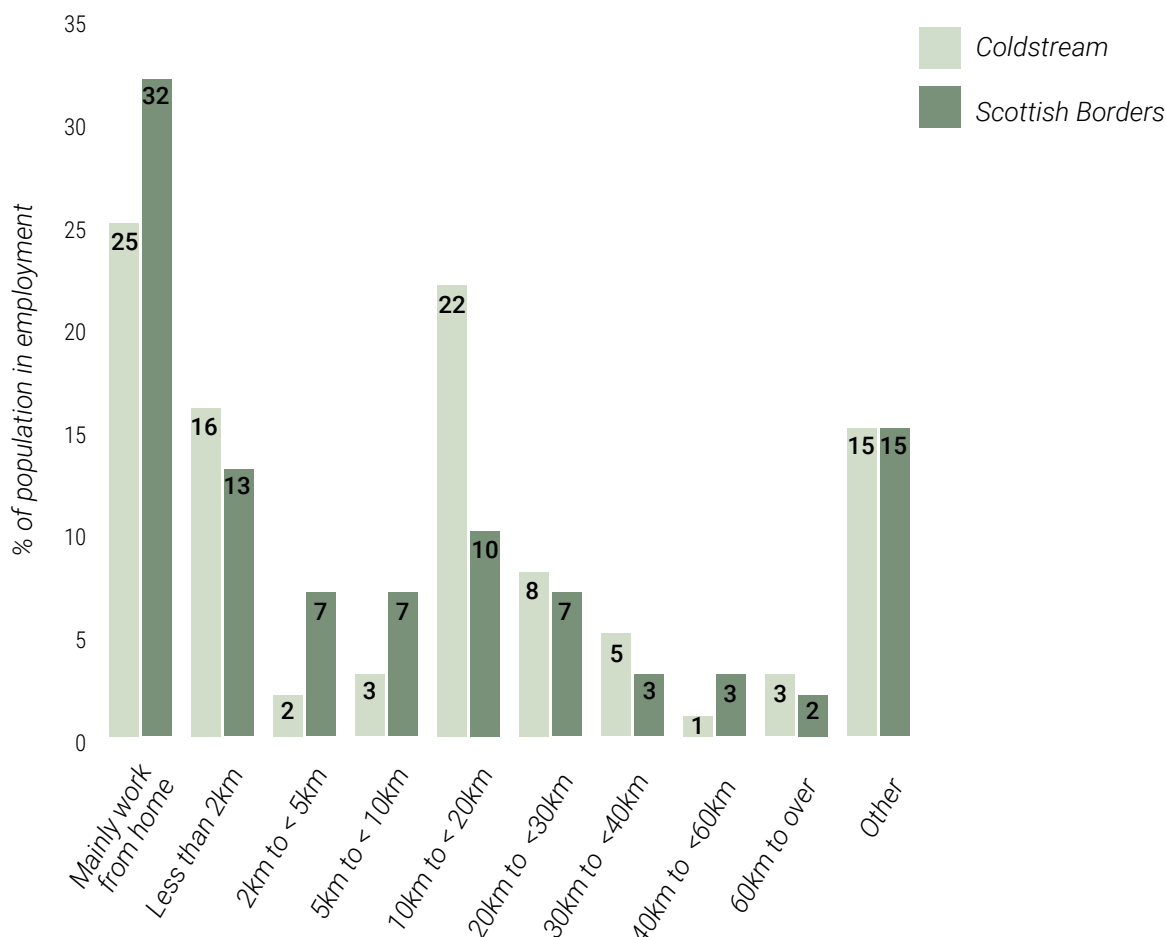
As a rural town, access to a vehicle is both vital and also a challenge. Coldstream has a consistent percentage of households with one car or van (49%) to that of the Scottish Borders (45%).

Households in Coldstream with no access to a vehicle (21%) is slightly higher than the regional average of 18% for the Scottish Borders.

Residents are faced with the need to travel for work with 22% of the population in employment at the time of the 2022 Census travelling between 10km to less than 20km, in comparison to 10% as the average in the Scottish Borders. Coldstream also has a slightly lower percentage of people working from home with 25%.

The town has the challenge of being located on a major road (A697), one of the connecting routes from Edinburgh to Newcastle, which travels through the centre of the town and along the High Street. The road designation restricts it from being narrowed or altered, creating limitations in managing the traffic that dominates the High Street and affects the pedestrian experience.

Distance to Travel to Work

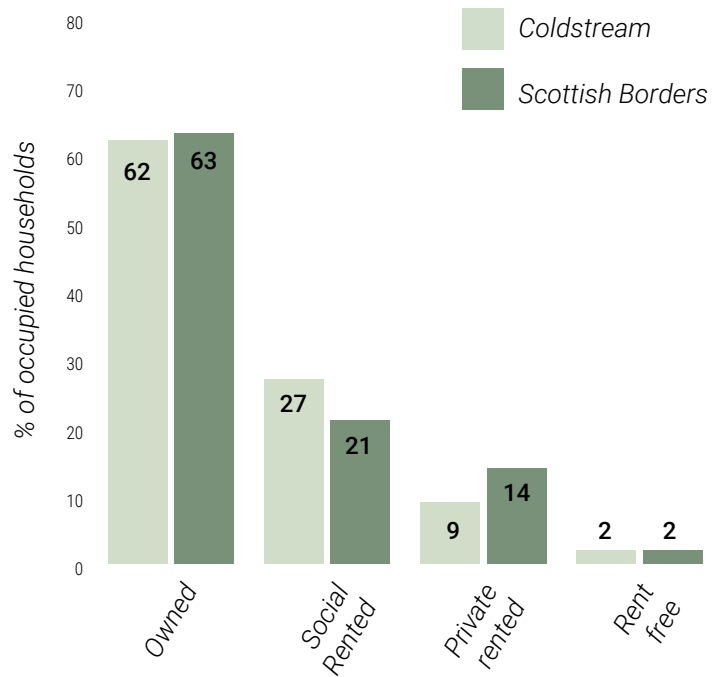


Housing

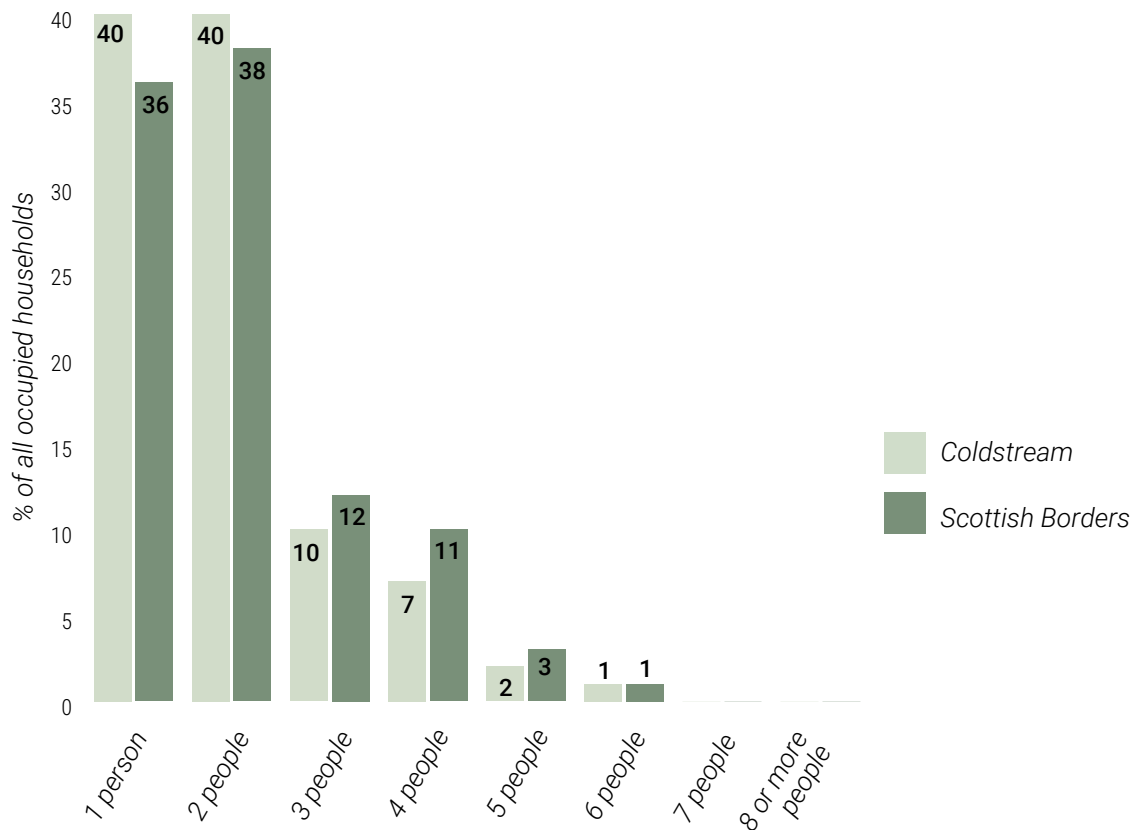
Coldstream has a slightly higher percentage of one and two person households than the Scottish Borders average and a slightly smaller number of three and four people in a household (Census, 2022), highlighting the challenge and opportunity in attracting more families to the town.

In terms of housing tenure, 62% of households in Coldstream are owned with 27% socially rented, which is consistent with the regional averages. The private rented category (9%) is slightly below the Scottish Borders average of 14%.

Housing Tenure



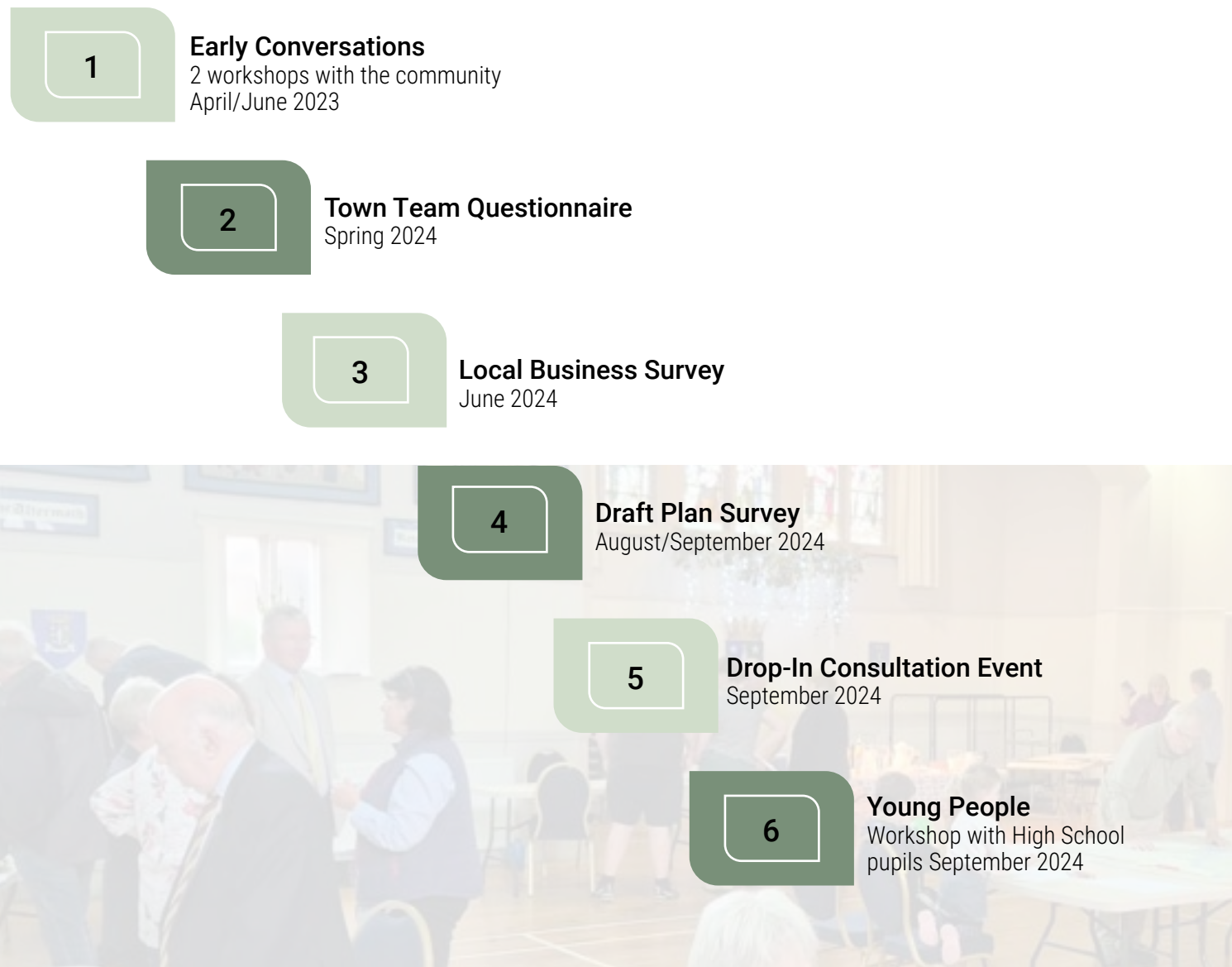
Household Size



3. Local Feedback

The Place Plan provides an opportunity for the community to voice their opinions on the town, as well as setting out what changes they'd like to see. To do that, conversations and engagement were needed to tease out issues, priorities and a vision for Coldstream, through surveys, workshops, a drop-in event and targeted conversations with schools. More information and details of the engagement process can be found within the Appendices.

The Engagement Process



Early Conversations

Workshops began in 2023, facilitated by Scottish Futures Trust, setting out what and why a Place Plan is needed and starting to identify what makes Coldstream special. Two workshops were carried out with the community during April and June 2023. Primary School children were also involved during the workshops, providing their ideas for the future of the town.



Workshop 29th June 2023

Workshop Reflections

Build on what makes here special.....

Focus on what different groups need.....

Make money work harder.....

Make it easier to move around.....

Make it sustainable...

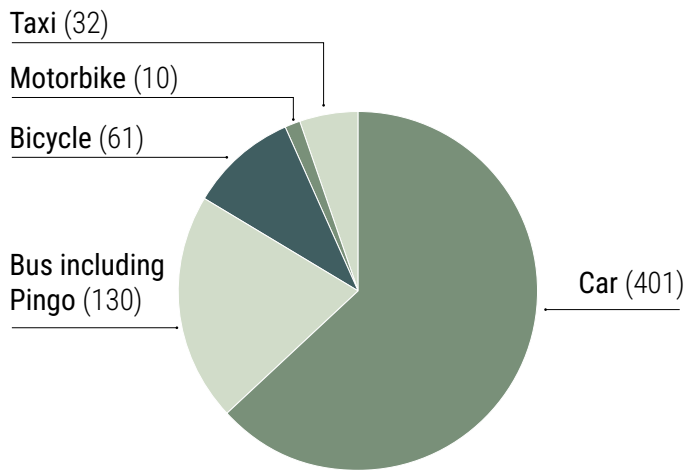


Output of ideas from local children

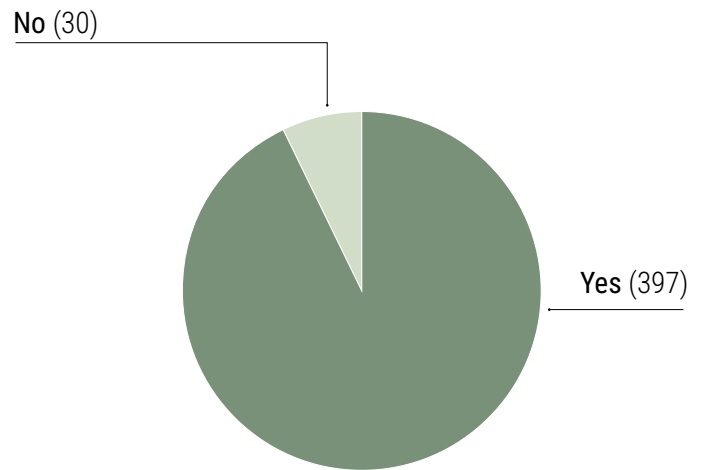
Town Team Questionnaire

The Town Team developed and carried out a questionnaire in Spring 2024, asking the community a series of focused questions. Published in the Coldstream Community News, the survey had a large response with a total of 428 responses.

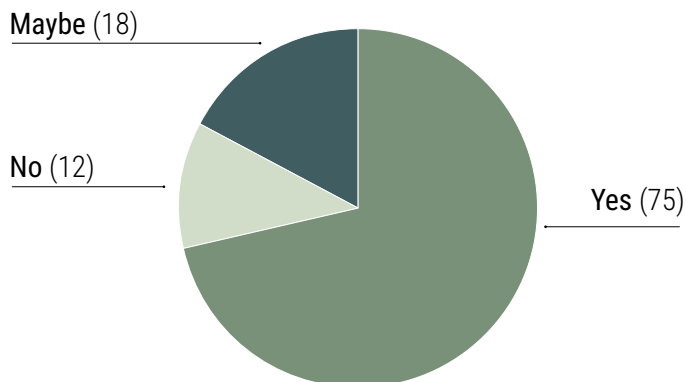
What modes of transport do you use?



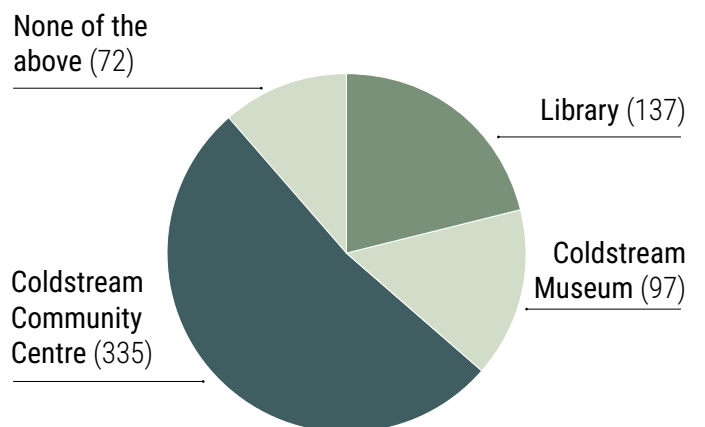
Do you think there is a shortage of marked parking spaces in Coldstream?



Would you use childcare facilities in Coldstream if they were available?



Please indicate below which of the following you have visited in the last 12 months?



Parking and Traffic Management (190 Comments)

"Despite speed signs traffic travels too fast through the town."

"Currently, the road side parking reduces the width of High Street and results in traffic chaos. There is often illegal parking but there is no enforcement of rules"

"Parking should be moved elsewhere in the town and the High Street should be primarily a non parking zone."

Amenities (231 Comments)

"Skatepark , or something for teenagers to do."

"We rely on public transport and it takes ages on the bus to get up to Gala. If you want to watch a film on a night time, there's no buses to get back."

"Having a regular farmers market would be good, having a town that does not look dead by 2pm on a Saturday would be good."

Parking and traffic management were identified as a concern with people mentioning traffic speeds and the issues with parking in the town centre. When asked about suggestions for amenities in the town, responses included activities for teenagers, more to do such as a farmers market, as well the restrictions of public transport.

Lastly, the community were asked for other ideas. Responses covered traffic, the general appearance of the town, facilities, the need to develop tourism, and also engage the younger population.

Other Ideas (103 Comments)

"Parking is a must! I actually know of a few people who pass through Coldstream as they can't get parked anywhere."

"I would love to use the library but the opening hours are poor."

"Pavements in dire need of repair."

"Promote Coldstream history to encourage tourism that will in turn support local businesses."

"There needs to be better engagement with young adults and families. To often it's always done by the same people."

"Improved dropped kerb facilities for disabled people"

Business Survey

A Business Survey was carried out in June 2024, targeting the local businesses based within the town centre, and in particular along the High Street. A total of 29 out of 60 businesses completed the survey, answering a number of questions about business conditions in the Coldstream and what they would like to see for the future.

When asked how they found business/trading conditions over the past 12 months, 40% selected average, and good (44%).

Reasons for their positive sentiment included extra business coming from the addition of the new Caravan Park. While negatives included the High Street overall being quieter, with little to draw people to the town.

When asked how confident businesses felt about prospects over the next 12 months, 52% of responses selected average and 41% good.

Businesses were also asked what would improve the town for themselves and others more generally. Answers covered a range of topics including returning Market Square to parking, better parking for visitors, a need for a bigger draw to the town, the general appearance and also the need to promote Coldstream more.

Overall the businesses surveyed have a generally positive outlook for their future in Coldstream but there was an identified need from respondents that the town needs to be doing more to attract visitors.

How long has your business been trading in Coldstream?



Over the past 12 months how have you found business/trading conditions in Coldstream?



Thinking about the next 12 months how confident do you feel about business prospects in Coldstream?



Local Clubs & Organisations

We invited local organisations and clubs to provide their ideas and priorities after writing to them with information about the Place Plan. A total of 51 local clubs and organisations were contacted with 10 groups providing feedback, which included the following:

Coldstream and District Local History Society	Coldstream Social & Literary Society	Exercise Group within Community Centre	Coldstream Junior Football Club	Youth Club
Presenting Coldstream Association	Girl Guides	Mens Shed	Coldstream Pipe Band	Coldstream Art Group

Clubs/Organisations that provided comments, noting that many had filled out the questionnaire that was published earlier in the year within the Community News.

Comments for Clubs/Organisations

"The main thing we want to emphasise is the lack of parking in the town. This contributes to traffic problems when people park on double yellow lines."

"We are getting more tourists now, need to encourage them to stay in the area, support local shops."

"Signage to riverside walks. Most signs just point to car parks. Visitors often ask how to get to the river which is one of Coldstream's main attractions."

"More seats in town and by the riverside."

"Concerned about the heavy lorries and amount of traffic going through and feel something is required to slow the traffic."

"4g all weather pitch for community use"

Draft Plan Engagement

The emerging ideas for the Place Plan were presented to the public for their feedback during August and September 2024. Through the consultation and a facilitated workshop with high school pupils a total of 258 surveys were completed.



Consultation boards displayed



Consultation event in the Community Centre

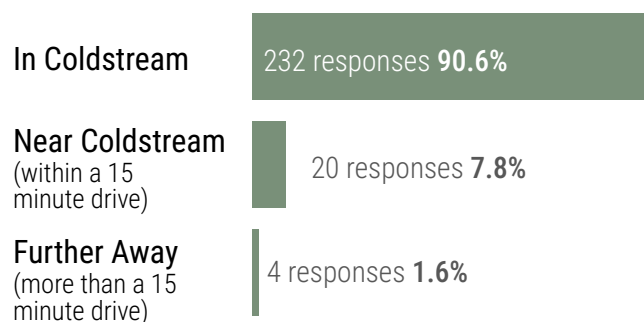
The public were asked to provide feedback on the draft priorities and projects that were emerging through the Place Plan and encouraged to share their own ideas.

A survey was live during the consultation period, both on-line and in paper format, giving people the opportunity to rate the draft project ideas.

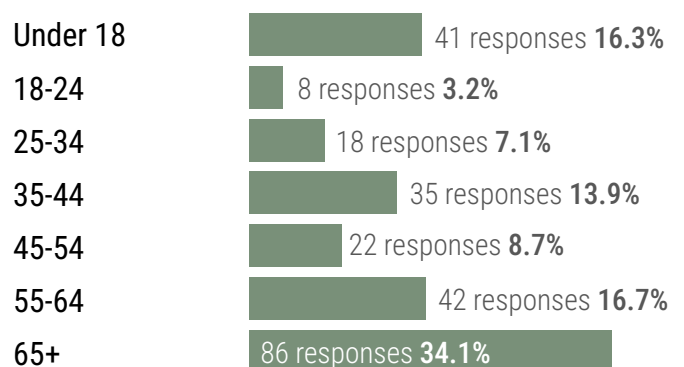
Information boards displaying the draft ideas were on display in the Co-op window and on-line for the duration of the consultation period.

A drop-in consultation event took place in the Community Centre on Sunday 8th September, providing an opportunity for the community to view the ideas and speak to a member of the team about with their feedback and ideas for the town.

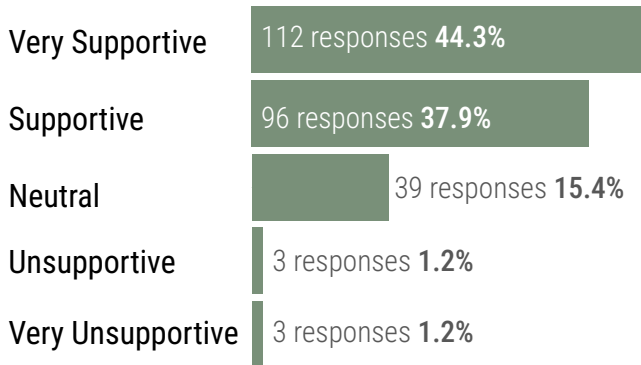
Please indicate where you live?



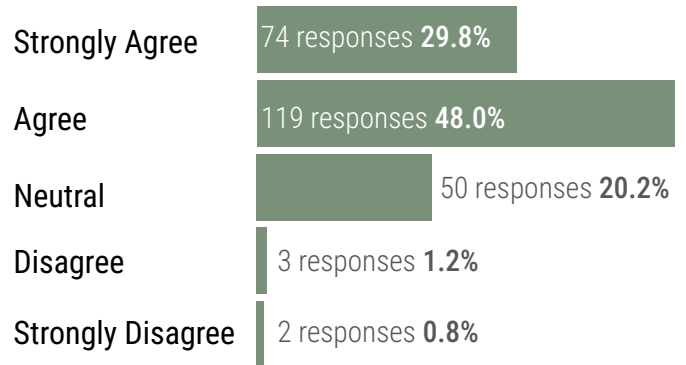
What is your age range?



Overall, how supportive are you of the Draft Coldstream Place Plan?



To what extent to you agree with the Draft Priorities?



When asked how supportive the community are of the Draft Place Plan, the majority at just over 82% responded with either 'very supportive' or 'supportive'.

There was a similar response when asked if people agreed with the Draft Priorities. A total of just over 77% of respondents agreed by selecting 'strongly agree' and 'agree'.

The community were asked for any other ideas they might have, identifying the opportunity to strengthen the Place Plan with the feedback collected.

Parking was the main concern with a total of 18 people providing comments, highlighting that visitors need to easily find parking to be able to stop and spend time.

There was also a recognition that the town should become more of a destination which could be done by promoting the existing assets.

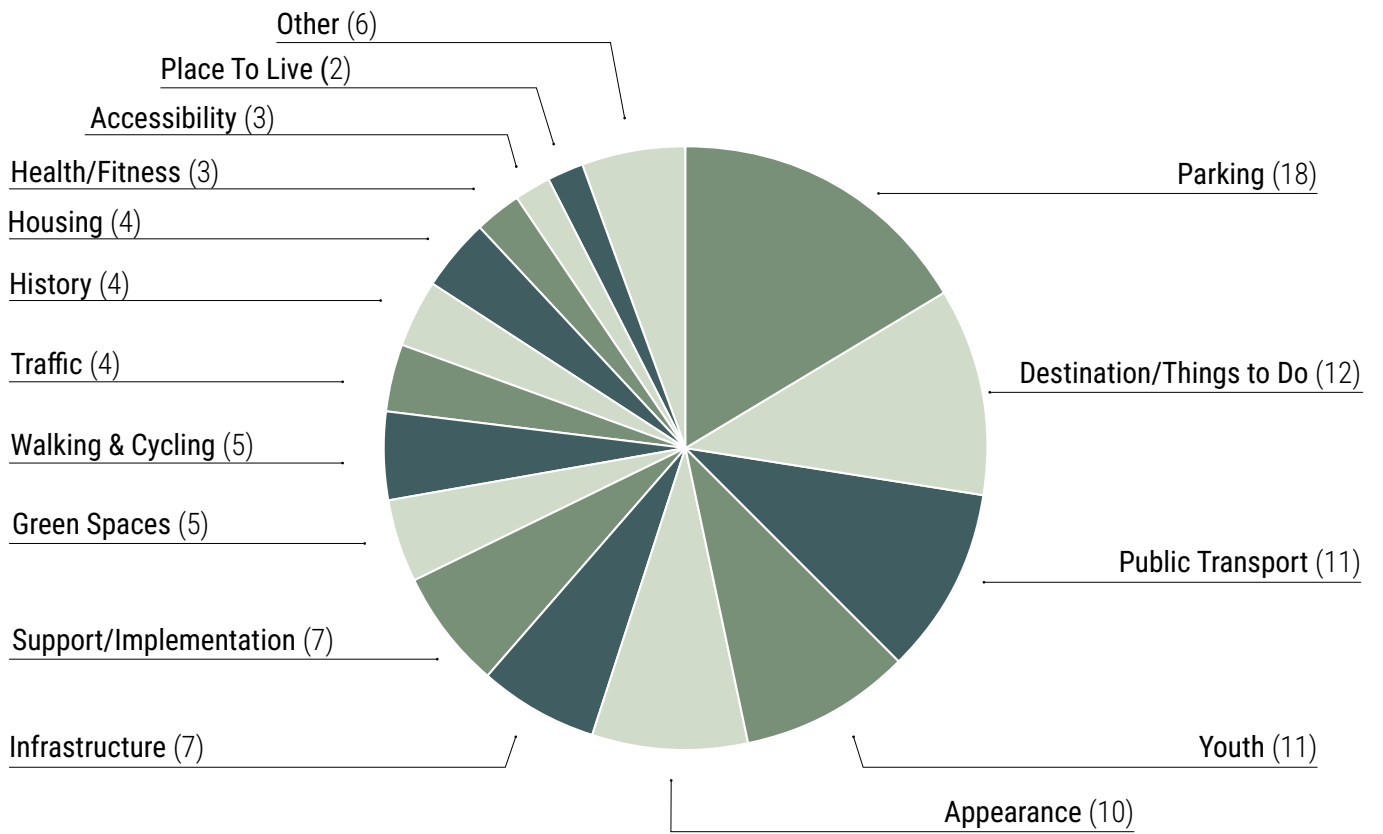
Other comments included more facilities for young people and the need to keep the town clean and tidy to help build the community's pride.



Consultation event



Do you have any other ideas for the future of Coldstream?



Consultation Drop-In Event

Youth Engagement

Through a facilitated workshop with Berwickshire High School, in Duns, a total of 39 surveys were completed by pupils. Those asked to participate were currently living in Coldstream and represented a range of ages from S1 to S5.

Pupils were supportive of the Place Plan with 72% responding positively. The river and Home Park were of most importance to them, with suggestions for activities such as football, rounders, a skatepark and bike jumps.

Other positives included the sense of community and the beautiful walks available in Coldstream. In comparison, negatives included traffic, potholes, litter, and the fact there is not much to do for their age range.

When asked if additional car parking extending into the park was a good idea, there was a very strong consensus that no, it would not be suitable.

Conversations around parking and traffic led to one pupil stating that "if you build more car parks you get more traffic."

The need for more colour on the High Street was put forward as an idea for the Place Plan.

Several pupils have used the Community Centre for a range of activities and events, including Civic Week, Christmas, Youth Club, Archery and also the Town Twinning events.

We would like to thank the teachers and pupils at Berwickshire High School for organising and allowing us the opportunity to hear from the young people of Coldstream.

*"If you build more car parks
you get more traffic"*



Workshop with High School Pupils

4. Vision & Priorities



Drawing directly upon the feedback of local people the Town Team developed a number of priorities, specifically setting out a framework of what Coldstream wants to achieve. These are:



Community Life

We want community life to thrive and everyone to feel welcome and safe



Vibrancy & Buzz

We want a thriving town that people stop and spend time in



Stories, History & Identity

We want people to visit, spend time and learn about Coldstream



Youthful, Active & Healthy

We want everyone to be active, play and have things to do



Accessible & Connected

We want Coldstream to be easy to access and explore. We want people to get around safely and sustainably, with or without a car.



Landscape & Environment

We want to protect and enjoy our unique landscape while addressing climate change.



5. Projects

The following 10 projects have been developed for Coldstream. The projects have been numbered in no particular priority and those with spatial properties are shown on the plan on the following page.

Priorities



Projects

- a. Park Masterplan
- b. The High Street
- c. Vacant Buildings
- d. Market Square
- e. Childcare Facilities *
- f. Nun's Walk and the River Landscape
- g. Walking, Wheeling, Cycling & Parking Strategy
- h. Trails & Wayfinding
- i. Interpretation & Storytelling *
- j. Community Centre

* not mapped

Outcomes



Increased spending



Increased footfall



Increased visitor numbers



More active community



Increased health & well being



Increased events



Increased resident satisfaction



Public realm improvements



Sustainability improvements



Increased biodiversity



Project Plan (Map data © OpenStreetMap)

a. Park Masterplan

Families and young people are our future. We want to ensure that residents and visitors don't have to travel elsewhere for play and can lead active lifestyles in Coldstream. Integrating more activities into Home Park through a Park Masterplan will create a multi-functional space for everyone to use, both young and old. This would be accompanied by a maintenance strategy.

Home Park is an important recreation space within the centre of the town which is highly regarded by the community as a valuable green space.

Despite this, activities are limited to sports, such as football and the play park, which is targeted to younger children. Popular activities, such as skateboarding, require trips to the surrounding Scottish Borders towns, creating a demand for more activities for both the younger and older population to do without having to travel elsewhere.

This presents an opportunity to comprehensively look at Home Park and investigate the potential of including more functional space, such as urban sports, multi use games areas, seating, planting, toilets and paths. Improving the functionality and facilities of the park will ensure all of the community can lead active lifestyles.

What You Told Us

"Skatepark essential"

"A covered area where we can briefly escape the elements while kids play at the park. More seating."

"Park should be kept as a recreation area with young people being the priority"



Home Park today

To avoid piecemeal development and ensure the right balance of activities can be achieved within the space a Park Masterplan is needed.

Working in close partnership with the local community the masterplan will tease out design concepts, such as car parking, which currently has mixed views amongst the community. Engagement with residents, the football club, existing park users and young people will be vitally important in making sure the park is well designed with the right mix of uses.



Urban sports



New paths, planting and spaces to exercise



Multi use games area

Outcomes

- | | |
|---------------------------|---------------------------------|
| Increased spending | More active community |
| Increased footfall | Increased health & well being |
| Increased visitor numbers | Increased resident satisfaction |
| Public realm improvements | Increased biodiversity |

Next Steps

- Establish a 'Friends of the Park' group to establish a forum for communication and small initiatives.
- Commission a park masterplan process based on in-depth stakeholder engagement
- Deliver on a phased basis

b. The High Street

We want life and vitality in Coldstream with a thriving High Street to be proud of. This would involve various interventions such as public realm enhancements and pedestrian safety measures, including new crossings. Building frontage improvements and additional planting would also greatly help the street.

Like many High Streets across the UK, Coldstream has faced challenges in recent times. The growth of on-line shopping and the convenience of supermarkets has drawn trade away from the traditional High Street.

We can do more to improve our High Street. Coldstream's offering and welcome to all, as a place to live and visit, is currently undermined by the appearance and quality of the public realm along the High Street.

Improving this important thoroughfare is a priority for the community. Public realm enhancements, such as high quality paving with good surfaces, would begin to alter the image and change the perception of the town.

What You Told Us

"Encourage folks to only short term park rather than all day so there is the option for folks to stop"

"Pavements in dire need of repair."

"The lack of facilities, the lack of things to do makes High St look boring and every day is a Sunday!"



High Street, Coldstream

Our architectural heritage should be celebrated and looked after. We have many fine buildings that offer unique character to the town, but some would benefit from a range of improvements, from cleaning to repair work and painting. This would significantly improve first impressions, encouraging visitors to stop and spend time in the town.

There is a concern over pedestrian safety and a priority for the community is to easily cross the High Street. We want to encourage more walking and improve the pedestrian environment for all, exploring ways to make crossing the street safer and easier.

Coldstream Gateway already does a fantastic job of floral displays within the town. We could go even further with planting along the High Street, adding colour and telling visitors how proud we are of our town.



Floral displays



Places to sit



A safer pedestrian environment

Outcomes

- | | |
|---|---|
|  Increased spending |  Increased health & well being |
|  Increased footfall |  Increased resident satisfaction |
|  Increased visitor numbers |  More active community |
|  Public realm improvements | |

Next Steps

- Promote the High Street in partnership with local businesses
- Undertake traffic surveys and safety audit to inform improvements
- Progress streetscape improvement project
- Deliver on a phased basis

c. Vacant Buildings

We want an attractive and welcoming town centre, that tells everyone we are open for business and where both locals and visitors enjoy spending time.

While not widespread, prominent vacant buildings impact upon perceptions of Coldstream by the local and visitor alike. Yet they also hold great potential to further activate and animate the town centre.

The community has highlighted that a more diverse town centre with a mix of businesses and shops would improve the attractiveness and appeal of the town.

We need to find new uses for these buildings, bringing them into productive use, while safeguarding their character and heritage, exploring the potential that they could be used by local arts, culture, creative, community or other groups who are in need of space. Residential use may also be appropriate for bringing vacant buildings back into use.

What You Told Us

"There are 2 empty shops slap bang in the middle of the High St, another large space in Market Sq. can anything be done to attract tenants?"

"Pop up and community use for vacant places."

"Can anything be done to make empty buildings look nicer externally"



The Former Police Station

Temporarily reanimating empty spaces through meanwhile use such as pop up shops can be a good way to test if a new offer is economically viable.

Key to this will be engagement with building owners and landlords, to understand the barriers to letting and to become a point of contact for any upcoming changes.

Sharing positive updates on progress with the community will work to improving pride in the town, while being an encouraging sign and positive message for existing businesses.



Pop up shops



Window coverings



Existing vacant units

Outcomes



Increased spending



Increased resident satisfaction



Increased footfall



Increased visitor numbers



Increased health & well being

Next Steps

- Engage regularly with owners of vacant buildings
- Identify site-by-site initiatives for short and long term interventions

d. Market Square

Market Square is the historic heart and a jewel in our town which is currently hidden and underutilised. We want to gently bring it back to life and make sure it becomes a space where everyone can spend time. In the short term this could involve small events, pop up stalls and coffee carts, while in the longer term it should comprise improvements to the public realm.

The public realm and spaces in Coldstream not only shape the way our town looks, but also has an impact on how and where we meet, walk, play, and socialise. They have a key role in bringing people together and there is an opportunity to return Market Square to a thriving space.

Animating Market Square with small events, such as a Christmas market or pop up stalls, will start to gently introduce new life and activity. This will allow the community to test the concept of temporary use, taking into consideration the compatibility and impact to the surrounding residents.

In the longer term, public realm improvements can be explored, ensuring the space is designed to be accessible, safe and inclusive.

What You Told Us

"Could be used for better use i.e Market day on Saturdays. Crafts, Farmers Market."

"Used to be the hub would be nice to see it being used more again."

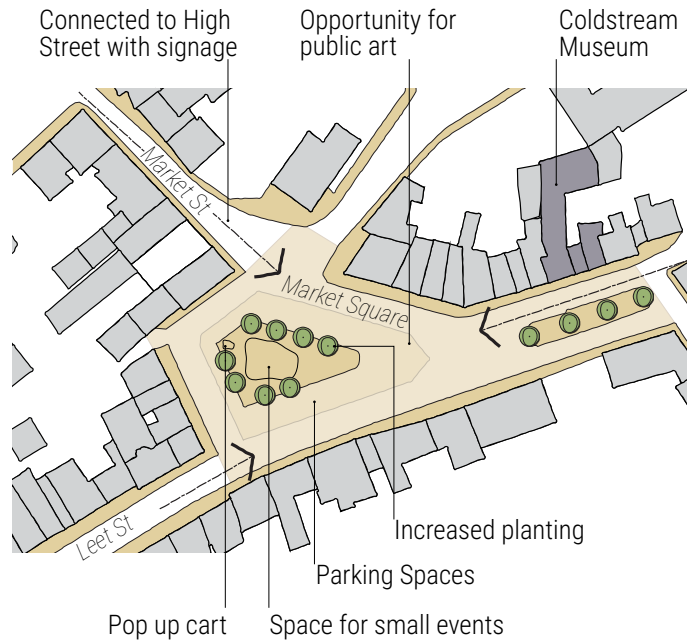
"Return the Square to more car parking with the option to use as a civic space if necessary."



Market Square today

The community have told us they still want car parking in the square and future designs can explore an appropriate balance between people and vehicles, incorporating parking while having an attractive and flexible space.

High quality paving, celebrating the character and heritage of the Square, will elevate the space for the benefit of local people, businesses and visitors.



High quality stone paving



Places to sit and meet



Pop up events and markets

Outcomes

-  Increased spending
-  Increased events
-  Increased footfall
-  Increased resident satisfaction
-  Increased visitor numbers
-  Public realm improvements

Next Steps

- Animate the square through events, activities & artworks
- Commission a square design scheme to identify costed interventions
- Deliver on a phased basis

e. Childcare Facilities

The lack of childcare in Coldstream has been identified by the community as a barrier to working families and with new housing developments planned, there is a demand for this resource within the town. A new childcare facility could complement the primary school, attract young families and provide a new source of local employment.

The community has expressed the importance of establishing childcare facilities to support existing families while attracting new families to keep the community thriving.

Within Coldstream in 2022 there was a total of 69 children aged 5 and under, and 218 children aged 5 to 15. (Census, 2022). Through engagement the demand for local wrap-around childcare has been highlighted as a necessity, for babies to teens at the start and end of the school day, as well as pre-school children.

With no current services in Coldstream parents are forced to travel to other towns, such as Duns and Kelso. This can have a longer term knock-on effect upon Coldstream as parents then choose to send their children to primary school in these towns instead of returning to Coldstream.

What You Told Us

"Desperately needed in the town a lot of families are struggling to find any childcare."

"I currently travel to Kelso for childcare this is not feasible but as working family there are no options within our community."

"Childcare will get more families to stay or come to live here."



An addition of childcare facilities to the town would provide vital support to working parents while also creating a new source of local employment. It would also help to sustain roll numbers at Coldstream Primary School and more widely, contribute to the overall sense of community within the town.

At the time of writing work is already underway with the development of a business case and the search for suitable premises within the town but further support and funding is needed to realise this ambition.



Caring for our future generation



Safe space for learning through play



Contemporary and engaging architecture

Outcomes



Increased resident satisfaction



Increased health & well being



Increased spending

Next Steps

- Build evidence base in support of need
- Prepare business case for organisation and building requirements
- Identify site, funding and progress delivery

f. Nun's Walk and the River Landscape

The River Tweed, Leet Water and surrounding landscape play a major part in making Coldstream special. We want to promote, share, and connect them with the town while ensuring they are looked after. Enjoying the landscape depends on being able to access it and having things to do, both for the community's enjoyment, as well as visitors. Paths, including Nun's Walk, are essential and we would like to improve and link them with points of interest and viewpoints, while enhancing nature and biodiversity in our town.

The landscape around Coldstream is one of its greatest assets, but enjoying the outdoors depends on being able to access it.

Nun's Walk has a spectacular setting, raised above the river, with the option of walking along the river bank past the Marjoribanks Monument, Jacob's Well and on to Lennel Cemetery. A well loved and historic route, there is an opportunity to improve the path, making it safe for all to use.

Carefully designed viewpoints, seating and points of interest would enhance the areas along the river, benefiting both residents and visitors. People want to be reconnected with nature and having access to open space and an outdoor lifestyle can have both health and economic benefits.

What You Told Us

"The path is currently in a very bad state, over grown with plants and falling away into the river. Tourists and locals use Nuns walk its important"

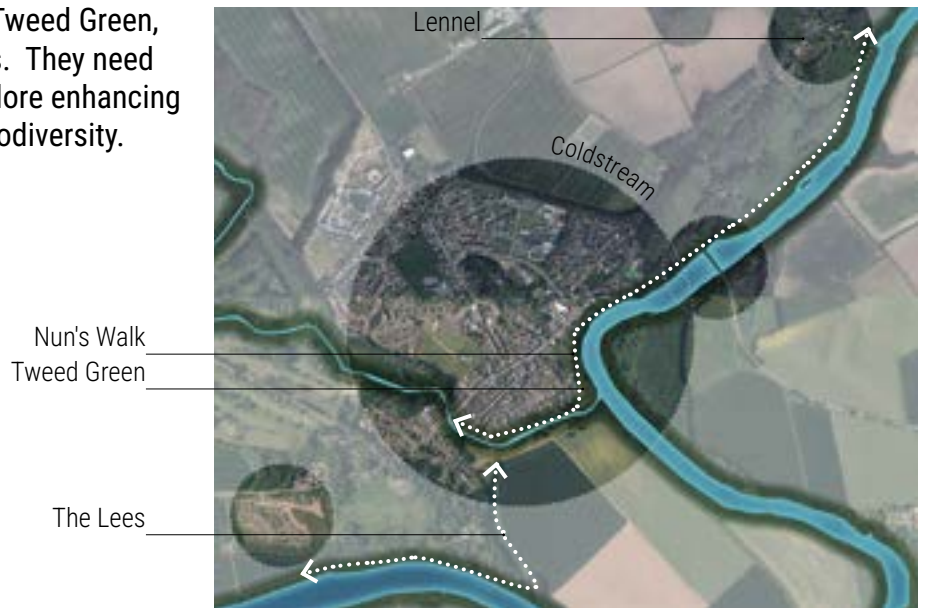
"The river and our views are one of our greatest assets - so maintaining Nuns Walk and keeping the views clear would be a bonus for townfolk and visitors alike "

"Clear non native species from riverbank, repair path. More seating on riverside."



Nun's Walk

The spaces along the river, such as Tweed Green, play an important role in civic events. They need to be functional but we can also explore enhancing them, with increased planting and biodiversity.



Engaging with nature



River access for fishing and kayaking



Regional connections

Outcomes

- | | |
|---------------------------|---------------------------------|
| Increased spending | Increased health & well being |
| Increased footfall | Increased resident satisfaction |
| Increased visitor numbers | More active community |
| Public realm improvements | Increased biodiversity |

Next Steps

- Identify and resolve landownership issues
- Commission a landscape masterplan to identify costed interventions
- Deliver on a phased basis

g. Walking, Wheeling, Cycling & Parking Strategy

Our town is very walkable, with most areas accessed within 10 minutes. We want to help relieve the pressure on car parking and traffic by encouraging more walking, wheeling and cycling, creating easy, attractive and safe routes for everyone to use. This will be accompanied by the development of a parking strategy to improve existing spaces and signage, electric vehicle (EV) charging, allocate areas for accessible parking, short and long stay parking and explore the potential for new additional spaces where appropriate.

As a rural town, Coldstream is reliant on the car with the majority of households (80%) having access to a vehicle, and nearly 25% having two cars or vans, which is consistent with the Scottish Borders average of 28% (Census, 2022).

The community have told us their concerns about traffic and parking. To get this right it will require a long term strategy to make sure we fully understand how parking is currently being used, and ensure we manage, improve and allocate parking in the right locations going forward.

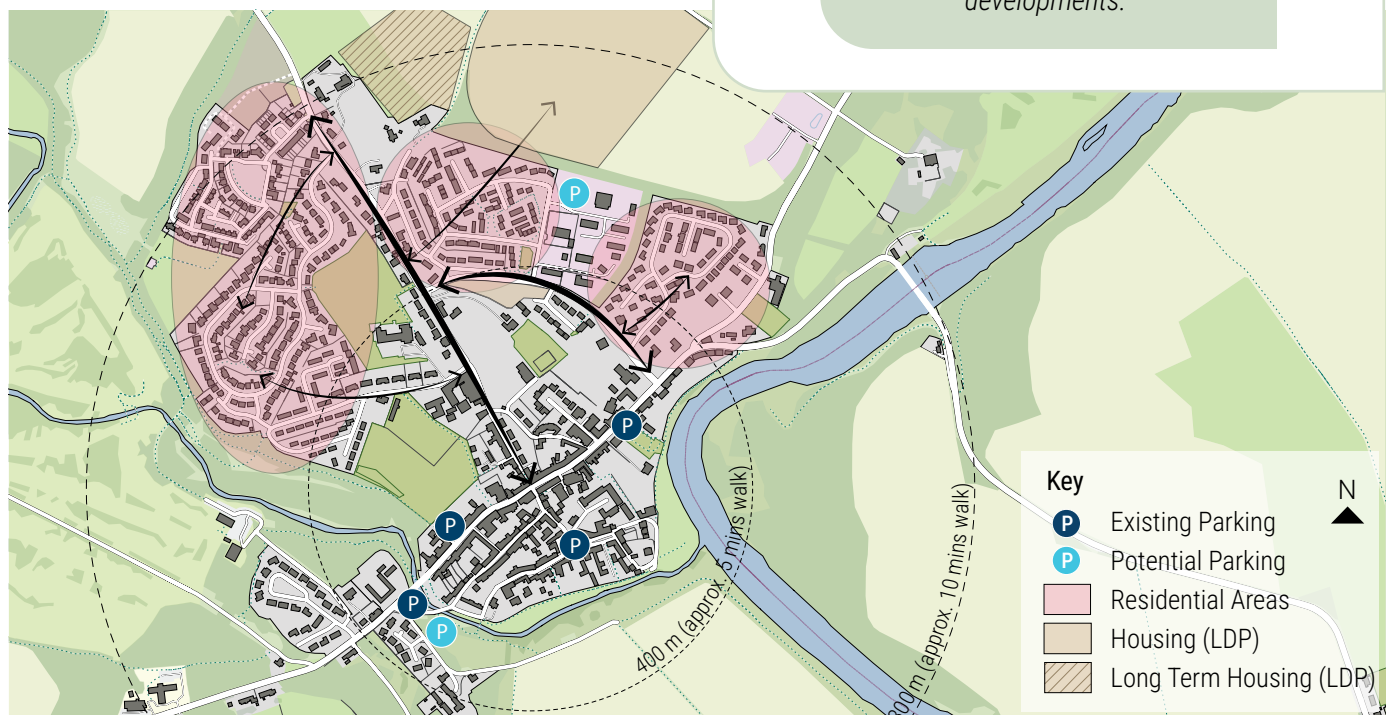
In the short term better signage would greatly help those visiting the town find existing areas of parking. Currently signs are faded and difficult to read, and the addition of new signs would quickly remedy this problem.

What You Told Us

"Parking is a major issue which impacts on every aspect of our appeal to tourists, businesses etc"

"Improve paths and walkways also for people with mobility issues."

"Safe pathways to connect housing developments."



Map data © OpenStreetMap

Another short term improvement would be demarcation of existing parking spaces, including those along the High Street, as well as accessible spaces for those in need. This would help to improve the overall efficiency and awareness of parking within the town.

The community is also keen to improve and incorporate more EV charging points within the town, providing opportunities for visitors to stop and explore Coldstream while their vehicles charge.

The potential for new car parking spaces in Coldstream should also be explored. As shown on the plan on page 44 potential locations include an area along the Leet Water, utilising the Lorry Park, as well as the potential of expanding existing car parking areas. Other areas may also be considered as part of this process. This need would be informed by a survey of parking facilities. Signage will be important to help guide people to and from these spaces to the High Street.

Coldstream benefits from being very compact with much of the town accessible within a 10-minute walk and we believe we can help reduce traffic and parking at a local level.

We want people to get around safely and sustainably and encourage those able to do so to walk, wheel and cycle the short distances in the town. Improving routes and increasing awareness of how close and easy to reach destinations are will help create attractive and easy alternatives to driving.

With future housing sites allocated through Scottish Borders Council's Local Development Plan there is even more need to ensure residential areas are well connected to the core of the town with strong pedestrian and cycle routes.

As well as being a positive move in tackling climate change, giving everyone the option for more sustainable methods of travel and reducing car use for local journeys meets with both local and national policies.



Advertised walking time



Better parking signage needed

Outcomes

- | | |
|---|---|
|  Increased spending |  Increased health & well being |
|  Increased footfall |  Increased resident satisfaction |
|  Increased visitor numbers |  More active community |
|  Public realm improvements |  Sustainability improvements |

Next Steps

- Develop wayfinding map and signage system (linked to Project H)
- Identify short term car and bicycle parking improvements
- Undertake parking surveys
- Identify longer term infrastructure interventions to improve walking, wheeling, cycling and car parking.

h. Trails & Wayfinding

Coldstream has a great network of footpaths. We need to make it easy for people to find their way and explore, through improved trails and wayfinding signage.

There are many unique experiences in Coldstream that are hidden to the visitor with little signposting to them. The River Tweed is one of them, concealed when travelling along the High Street, a visitor can be unaware of its presence until crossing over the Coldstream Bridge while leaving the town.

We need to make it much easier for people to stop, meander and explore with confidence. The town is fortunate to have many beautiful walks, but we need to help people find them.

Well designed wayfinding has the potential to improve people's understanding of Coldstream, providing important cues and information about where they are, where they are going and how best to get there. It provides an integrated way to reinforce place, identity, assist orientation, encourage movement, changing people's perceptions of what is possible by walking and cycling.

What You Told Us

"More sign would definitely benefit visitors to the town for lovely walks we have"

"Signs to the square and Nuns walk, the Lees woods and town trails."

"Coming from Kelso there should be a town map in the lay-by with suggested routes and activities."



A town wide wayfinding system, that has a visual identity and is immediately recognisable can enhance the unique character of Coldstream. Consistency in look and language reinforces to users what cues to look for, creating a connected system and ease of exploring.

We need to map and promote our existing path network, making it easy for people to find and understand the information, while improving connections and access to key destinations and attractions.



Town map



Directional signage



Improved pathways

Outcomes

- | | |
|---|---|
|  Increased spending |  Increased Health & Well Being |
|  Increased footfall |  Increased resident satisfaction |
|  Increased visitor numbers |  More Active community |

Next Steps

- Map and promote all existing paths and trails
- Develop a signage system (see G)
- Deliver on a phased basis

i. Interpretation & Storytelling

Coldstream has a fascinating history with many stories to tell. We want to encourage people to stop and spend time in the town, sharing our stories, history and having things to do.

Coldstream is rich in history and stories, including its associations with the Coldstream Guards, but there is little to hint to this within the town.

There is an opportunity for an impactful piece of public art celebrating and sharing this connection with both residents and visitors. It would serve as a powerful means of visual narrative, communicating the history of the Coldstream Guards and providing a draw for those visiting the town. It has the potential to become a must-visit attraction, enriching the visitor experience and offering a unique photo and Instagram worthy moment.

Interpretation offers much more than just information, but tells a story and communicates the essence of a place. It can help visitors appreciate what is special about Coldstream and motivate them to explore further.

What You Told Us

"Developing the Coldstream Guards link would provide a unique selling point."

"This is important. We really need a proper visitor centre that would tell our story, this would also attract people from the Destination Tweed path that will run through Cornhill."

"More should be made of Coldstream being one of the first border towns, more tourism spots etc"



Civic Week

In Coldstream there is much to share, from the landscape, wildlife, the crossing over the border, all of which provide excellent opportunities to share with local and visitors through signage throughout the town.

This should not only be limited to signage. Digital tools can open up a world of layered communication, including links to websites, apps and the use of QR codes for additional information to expand on interpretation panels.

Good quality public artworks also offer great potential for Coldstream, sharing stories and encouraging visitors to explore the town. Creating a Coldstream Guards 'selfie' moment, for example, could help put the town on the map.

Civic Week is an important event in the Coldstream calendar, celebrating the towns history and well attended by the community.

There is an opportunity for more events to take place, showcasing the town and sharing its identity and heritage with others with a programme throughout the year.



Interpretation panels



Public art

Outcomes

- | | |
|---|---|
|  Increased spending |  Increased health & well being |
|  Increased footfall |  Increased resident satisfaction |
|  Increased visitor numbers |  More active community |
|  Public realm improvements |  Increased events |

Next Steps

- Commission an interpretative strategy for Coldstream
- Deliver on a phased basis (see G and H)

j. Community Centre

The Community Centre sits in the heart of the town in the spectacular setting of the former church. Work is required to ensure the centre can be sustained as the beating heart of Coldstream, including improved access and fulfilling its ambition of net zero carbon emissions.

The Community Centre is vital to supporting community life, as somewhere local to meet and be active, and we want to invest in its future, taking into consideration the beautiful character of the church.

Its prominent position on the High Street, serves as a key landmark in the town. Dating back to the early 20th Century and listed as Category B, works are now needed to ensure the building can continue to act as the hub for the community.

Funding is needed to begin repair works to the building, as well as a schedule of maintenance going forward, keeping this important heritage building open for the community to use.

What You Told Us

"The Community Centre is essential to the life of Coldstream and investment must be found to upgrade the centre to cope with future demands"

"Heart of the community so vital"

"I agree community centre needs improving but need to encourage more people to use it"



Scotland has ambitious targets to tackle climate change with a 75% reduction in emissions by 2030 and to net zero by 2045. It is more important than ever that Coldstream works towards creating a more sustainable community and healthier town.

There is an ambition to make the Community Centre warmer, greener and cheaper to run. The introduction of renewable technologies and reduction in energy consumption in relation to lighting, heating, insulation and draught-proofing would all contribute towards sustaining the future of the building.

Through engagement it has been highlighted that support from local people is needed in securing the future of the Community Centre. Increasing awareness of what is available, the activities and classes, would contribute to even more people making use of the facilities.



Contemporary space in former church



Coldstream Community Centre



Church redeveloped into community centre

Outcomes

- | | |
|---|---|
|  Increased spending |  Increased health & well being |
|  Increased events |  Increased resident satisfaction |
|  Sustainability improvements |  More active community |

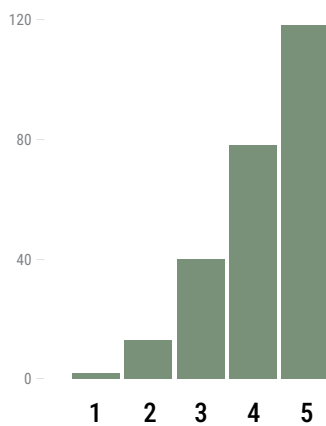
Next Steps

- Engage with all users and stakeholders
- Prepare business case and identify key priorities
- Prepare architectural proposals for Centre improvements
- Deliver on phased basis

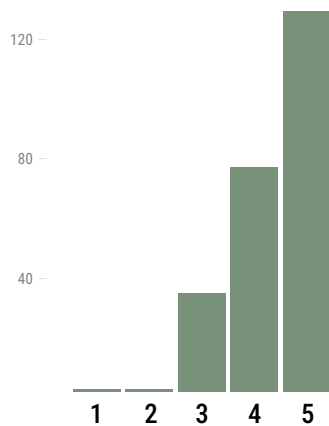
How would you rate the importance of the following projects for Coldstream?

The following sets out how the community rated each of the projects with the High Street, Park Masterplan, and Nun's Walk and the River Landscape scoring highly.

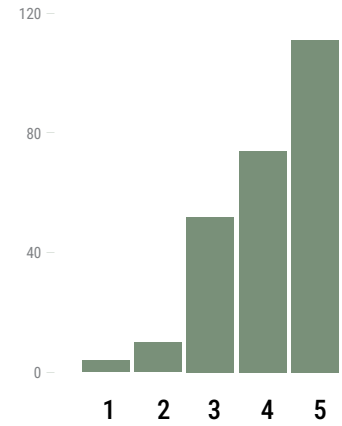
a Park Masterplan



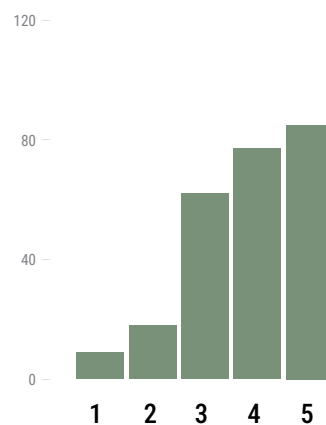
b The High Street



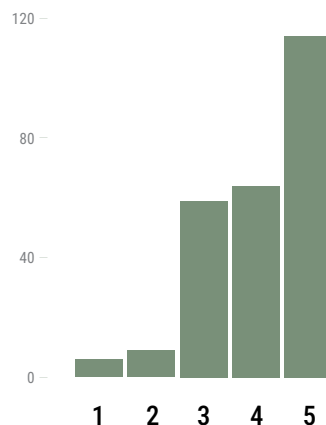
c Vacant Buildings



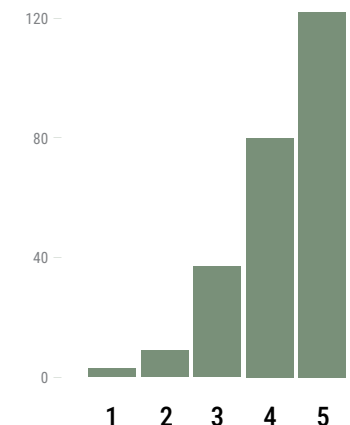
d Market Square



e Childcare Facilities

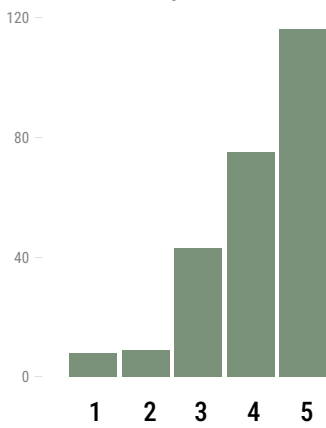


f Nun's Walk & the River Landscape

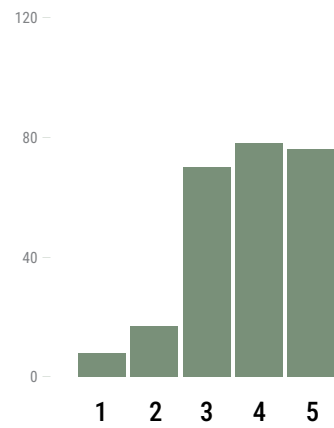


1=Very Low 2=Low 3=Neutral 4=High 5=Very High

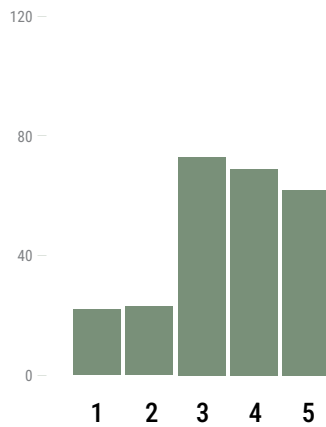
g Walking, Wheeling, Cycling & Parking Strategy



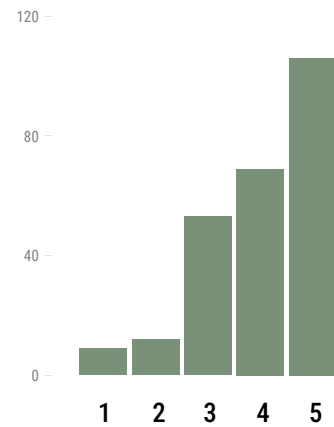
h Trails & Wayfinding



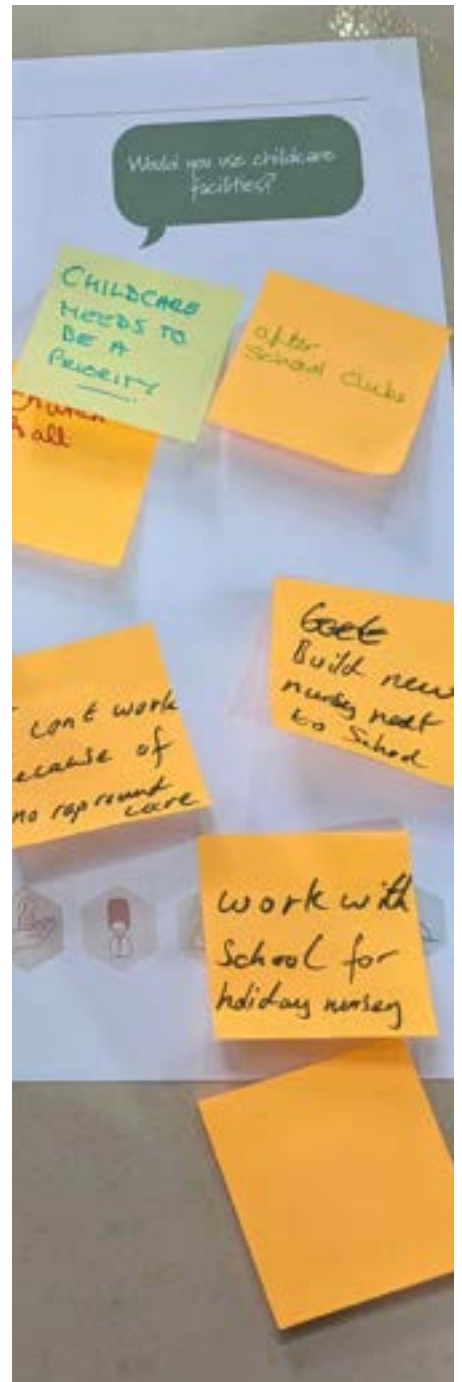
i Interpretation & Storytelling



j Community Centre



1=Very Low 2=Low 3=Neutral 4=High 5=Very High



Other Positions

In addition to the 10 projects the town has long recognised there are other important improvements needed for Coldstream.

Housing

It is important the town has a mix of housing for everyone, including families.

Scottish Borders Council's Local Housing Strategy 2023-2028 sets out the vision that everyone in the Scottish Borders has access to a home that meets their needs and is part of a sustainable community. The Strategy recognises the challenge of having the right type and size of housing stock in the right places.

As part of the Place Plan process the community has expressed its concern about the availability and demand of appropriate housing.

Through engagement people have told us that there is a shortage of family sized housing within the town, resulting in some families moving to other locations.

We want to retain and attract more families to Coldstream and to do so it is important that the town has a mix of housing for everyone.



Public Transport

We want to be better connected to surrounding areas and towns.

Public transport options connecting Coldstream with other towns is currently limited, with few regular services and long journey times, making it difficult for people to access regional services, such as the Borders General Hospital.

This applies to both those travelling outwith Coldstream and those returning or visiting. Through engagement people have expressed their concern about limited options and restricted times when returning home from other towns.

We want to be better connected with other towns, providing people with an attractive public transport option that does not rely on car dependency.



Community Facilities

It is vital that key services, such as the health centre, are fully supported.

Facilities, such as the health centre, provide an important resource for the town and the surrounding communities and must be supported and adequately resourced. The community has expressed the need for improved access to both health and dental services within Coldstream.

Scotland as a whole has a population that is ageing, with a lot more people aged 65 and over than people under 15 (Census, 2022).



Energy

We want companies to know that we are interested in new energy solutions.

Renewable energy generation is steadily growing in the Scottish Borders, with the wider area around Coldstream beginning to attract new companies, such as those looking for sites for battery energy storage systems.

Aligning with the Scottish Government's ambitions for a transition towards net zero, there is ambition locally for Coldstream to be considered in the future for renewable development with an awareness of the potential benefits this could bring to the community.



With this brings greater pressure and demand to our key services. We recognise that support is needed and understand that as a town we can do more to ensure we are leading active and healthy lifestyles.



The Hirsell Estate

We want to be well connected and support the future of the estate as an important community asset.

The Hirsell Estate and its historic connection with Coldstream is recognised as being immensely valuable to the town.

Late in the Place Plan Process, the unfortunate closure of Coldstream Golf Club came to light, causing widespread concern amongst the local community.

It will therefore be important that the future of this part of the estate is given careful consideration in the context of this Place Plan.

For Coldstream it is hoped that viable uses can come forward that will positively contribute to the lives of residents, while fulfilling the area's potential for the local economy and tourism.

Ensuring good walking and cycling linkage between the town and estate should form a key part of these considerations.

The Town Team and local community look forward to working with the Estate to explore this potential.

6. Next Steps

The Coldstream Place Plan sets out an ambitious vision for the future that will be realised through the delivery of a series of projects over the short to long term. The projects included in this plan are the result from engagement with stakeholders and the community. Importantly, this is the town's plan, written for the community through a highly collaborative process.

Management and Governance

Central to the development of the Place Plan has been the successful creation of the Coldstream Town Team, co-ordinating and guiding the community and stakeholders and agreeing and shaping the Place Plan.

Delivery of the Place Plan will involve the Town Team's continued oversight, working in close partnership and with support from Scottish Borders Council, and other partnership organisations.

Through the Action Plan and leadership from the Town Team, projects will be prioritised for delivery and the pursuit of funding. It is expected that individual project teams will be needed to focus on projects, reporting to the Town Team on a regular basis. More people from across the town and those bringing specialist skills will be welcomed to the Town Team.

Many of the projects will require statutory consents, such as planning permission. Advanced with professional support where necessary, every project will require further engagement and participation with the community and key stakeholders. Ensuring that the Place Plan reflects the town's aspirations through every stage of development.



Town Team Workshop

Monitoring and Measuring Success

The Coldstream Town Team will monitor the progress of projects through regular meetings and updates.

The Action Plan for the Place Plan will be a live document that can be reviewed and updated. This will allow progress to be monitored and revisions made in response to progress, changing circumstances, new opportunities and funding stream.

Some projects that require the development of a strategy or feasibility study as their first step, are likely to result in the identification of specific, more detailed projects that will be added to the Action Plan. (eg improvements to the park or parking).

At the planning stage of every prioritised project, the project outcomes and Key Performance Indicators must be agreed. These will help to ensure that the project remains targeted in response to key priorities identified by the Place Plan and the wider policy context of Scottish Borders Council, the Scottish Government and other organisations.

Regular and effective communication will be fundamentally important to the process of delivering the Coldstream Place Plan. This will involve the Town Team and its constituent organisations, including Scottish Borders Council and Coldstream Community Council. Most importantly, it must also involve the people of Coldstream, ensuring that they can follow progress, contribute where possible and join everyone in celebrating milestones, both large and small.
























The Coldstream Town Team would like to extend a thank you to all the individuals and organisations who have contributed and shaped the Place Plan. We look forward to continue working with the community to deliver the vision for our town.

Coldstream Bridge









7. Action Plan





The following projects have been numbered in no particular priority for implementation but reflect the legend on page 31.

a. Park Masterplan	
Description	Integrating more activities into Home Park through a Park Masterplan to create a multi-functional space for everyone to use, both young and old.
Issue	Coldstream has an ageing population with a larger percentage aged 65 and over, at 35%, compared to the Scottish Borders average of 26%. With fewer young people and families travelling to other towns for recreation activities there is a need to attract and encourage families to spend more time in the town while providing the opportunity for healthy lifestyles for all.
Priority	 Vibrancy & Buzz We want a thriving town that people stop and spend time in
	 Youthful, Active & Healthy We want everyone to be active, play and have things to do
	 Community Life We want community life to thrive and everyone to feel welcome and safe
Outcomes	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;">  Increased spending </div> <div style="width: 50%;">  More active community </div> <div style="width: 50%;">  Increased footfall </div> <div style="width: 50%;">  Increased health & well being </div> <div style="width: 50%;">  Increased visitor numbers </div> <div style="width: 50%;">  Increased resident satisfaction </div> <div style="width: 50%;">  Public realm improvements </div> <div style="width: 50%;">  Increased biodiversity </div> </div>
Key Stakeholders	Coldstream Town Team/Coldstream Community Council/'Friends of the Park'/Local Sporting Groups/Scottish Borders Council
Next Steps	<ul style="list-style-type: none"> Establish a 'Friends of the Park' group to establish a forum for communication and small initiatives. Commission a park masterplan process based on in-depth stakeholder engagement Deliver on a phased basis







b. The High Street	
Description	Improvements to the High Street including public realm enhancements and pedestrian safety measures, including new crossings, building frontage improvements and additional planting.
Issue	The High Street has suffered from changes in retail patterns and a decline in footfall with many of the community and business survey responses identifying the need to address the appearance of the town centre, as well as the pedestrian safety of the High Street, so attracting more investment.
Priority	 Vibrancy & Buzz We want a thriving town that people stop and spend time in
	 Community Life We want community life to thrive and everyone to feel welcome and safe
	 Stories, History & Identity We want people to visit, spend time and learn about Coldstream
Outcomes	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;">  Increased spending </div> <div style="width: 50%;">  More active community </div> <div style="width: 50%;">  Increased footfall </div> <div style="width: 50%;">  Increased health & well being </div> <div style="width: 50%;">  Increased visitor numbers </div> <div style="width: 50%;">  Increased resident satisfaction </div> <div style="width: 50%;">  Public realm improvements </div> </div>
Key Stakeholders	Coldstream Town Team/Coldstream Community Council/Local Businesses/Building Owners/Scottish Borders Council
Next Steps	<ul style="list-style-type: none"> • Promote the High Street in partnership with local businesses • Undertake traffic surveys and safety audit to inform improvements • Progress streetscape improvement project • Deliver on a phased basis

c. Vacant Buildings














Description	We want an attractive and welcoming town centre and to find new uses for vacant buildings, bringing them back into productive use.	
Issue	Prominent vacant buildings impact upon perception of Coldstream by both locals and visitors. While not widespread the community have identified their negative impact through survey responses.	
Priority	 Vibrancy & Buzz We want a thriving town that people stop and spend time in	
	 Community Life We want community life to thrive and everyone to feel welcome and safe	
	 Stories, History & Identity We want people to visit, spend time and learn about Coldstream	
Outcomes	 Increased spending	 Increased resident satisfaction
	 Increased footfall	 Increased health & well being
	 Increased visitor numbers	
Key Stakeholders	Coldstream Town Team/Coldstream Community Council/Building Owners/Scottish Borders Council	
Next Steps	<ul style="list-style-type: none"> • Engage regularly with owners of vacant buildings • Identify site-by-site initiatives for short and long term interventions 	

d. Market Square	
Description	We want Market Square to become a space where everyone can spend time. In the short term this could involve small events, pop up stalls and coffee carts, while in the longer term it should comprise improvements to the public realm.
Issue	There is little to encourage visitors to stop and spend time in Coldstream and the community have identified the need to develop the tourism and destination offer, providing a bigger draw and destination, while also raising the quality of the physical environment for all.
Priority	 Vibrancy & Buzz We want a thriving town that people stop and spend time in
	 Community Life We want community life to thrive and everyone to feel welcome and safe
	 Stories, History & Identity We want people to visit, spend time and learn about Coldstream
	 Accessible & Connected We want Coldstream to be easy to access and explore. We want people to get around safely and sustainably, with or without a car.
Outcomes	 Increased spending  Increased resident satisfaction  Increased footfall  Increased health & well being  Increased visitor numbers  Public realm improvements
Key Stakeholders	Coldstream Town Team/Coldstream Community Council/Local Residents/Scottish Borders Council/Coldstream Museum/LiveBorders/SSDA
Next Steps	<ul style="list-style-type: none"> • Animate the square through events, activities & artworks • Commission a square design scheme to identify costed interventions • Deliver on a phased basis













e. Childcare Facilities


Description	A new childcare facility could complement the primary school, attract young families and provide a new source of local employment.	
Issue	There are no childcare facilities within Coldstream. The town has a lower percentage of economically active people than the Scottish Borders average and the lack of childcare facilities has been identified by the community as a barrier to working families and attracting new residents to the town.	
Priority		Youthful, Active & Healthy We want everyone to be active, play and have things to do
		Community Life We want community life to thrive and everyone to feel welcome and safe
		Vibrancy & Buzz We want a thriving town that people stop and spend time in
Outcomes	 Increased spending	 Increased resident satisfaction  Increased health & well being
Key Stakeholders	Coldstream Town Team/Coldstream Community Council/Childcare working group/ Parents & Carers/Scottish Borders Council	
Next Steps	<ul style="list-style-type: none"> • Build evidence base in support of need • Prepare business case for organisation and building requirements • Identify site, funding and progress delivery 	

f. Nun's Walk and the River Landscape

Description	The River Tweed, Leet Water and surrounding landscape play a major part in making Coldstream special. We want to promote, share, and connect them with the town while ensuring they are looked after. Paths, including Nun's Walk, are essential and we would like to improve and link them with points of interest and viewpoints, while enhancing nature and biodiversity in our town.	
Issue	It is recognised by the community that the visitor potential of the town and its landscape setting remains undeveloped with opportunities taking place along the Tweed in other areas of the Scottish Borders. There is also a desire to make this area more attractive and safer to use by residents.	
Priority		Vibrancy & Buzz We want a thriving town that people stop and spend time in
		Community Life We want community life to thrive and everyone to feel welcome and safe
		Stories, History & Identity We want people to visit, spend time and learn about Coldstream
		Accessible & Connected We want Coldstream to be easy to access and explore. We want people to get around safely and sustainably, with or without a car.
		Landscape & Environment We want to protect and enjoy our unique landscape while addressing climate change.
Outcomes	 Increased spending  Increased footfall  Increased visitor numbers  More active community	 Increased resident satisfaction  Increased health & well being  Public realm improvements  Increased biodiversity
Key Stakeholders	Coldstream Town Team/Coldstream Community Council/Landowners/Scottish Borders Council	
Next Steps	<ul style="list-style-type: none"> • Identify and resolve landownership issues • Commission a landscape masterplan to identify costed interventions • Deliver on a phased basis 	











g. Walking, Wheeling, Cycling & Parking Strategy

Description	We want to help relieve the pressure on car parking and traffic by encouraging more walking, wheeling and cycling, creating easy, attractive and safe routes for everyone to use. This will be accompanied by the development of a parking strategy to improve existing spaces and signage, electric vehicle (EV) charging, allocate areas for accessible parking, short and long stay parking and explore the potential for new additional spaces where appropriate.	
Issue	Parking is an issue within Coldstream, with many of the community highlighting their concerns through survey responses. Heavy traffic and a perceived lack of parking affects local businesses and deters residents, shoppers and visitors from spending longer in the town.	
Priority	 Youthful, Active & Healthy We want everyone to be active, play and have things to do	
	 Community Life We want community life to thrive and everyone to feel welcome and safe	
	 Vibrancy & Buzz We want a thriving town that people stop and spend time in	
	 Accessible & Connected We want Coldstream to be easy to access and explore. We want people to get around safely and sustainably, with or without a car.	
Outcomes	 Increased spending  Increased footfall  Increased visitor numbers  Public realm improvements	 Increased resident satisfaction  Increased health & well being  More active community  Sustainability improvements
Key Stakeholders	Coldstream Town Team/Coldstream Community Council/Scottish Borders Council	
Next Steps	<ul style="list-style-type: none"> • Develop wayfinding map and signage system (linked to Project H) • Identify short term car and bicycle parking improvements • Undertake parking surveys • Identify longer term infrastructure interventions to improve walking, wheeling, cycling and car parking. 	

h. Trails & Wayfinding	
Description	Coldstream has a great network of footpaths. We need to make it easy for people to find their way and explore, through improved trails and wayfinding signage.
Issue	There is limited information and orientation within the town. Through community engagement a need has been identified to encourage greater use of this infrastructure by both residents and visitors to the town.
Priority	 Youthful, Active & Healthy We want everyone to be active, play and have things to do
	 Community Life We want community life to thrive and everyone to feel welcome and safe
	 Vibrancy & Buzz We want a thriving town that people stop and spend time in
	 Accessible & Connected We want Coldstream to be easy to access and explore. We want people to get around safely and sustainably, with or without a car.
Outcomes	 Increased spending  Increased resident satisfaction  Increased footfall  Increased health & well being  Increased visitor numbers  More active community
Key Stakeholders	Coldstream Town Team/Coldstream Community Council/Scottish Borders Council
Next Steps	<ul style="list-style-type: none"> • Map and promote all existing paths and trails • Develop a signage system (see G) • Deliver on a phased basis

i. Interpretation & Storytelling

Description	Coldstream has a fascinating history with many stories to tell. We want to encourage people to stop and spend time in the town, sharing our stories, history and having things to do.	
Issue	Coldstream's identity and history is poorly communicated within the town at present, missing an opportunity to attract and retain visitors to the town.	
Priority		Youthful, Active & Healthy We want everyone to be active, play and have things to do
		Community Life We want community life to thrive and everyone to feel welcome and safe
		Vibrancy & Buzz We want a thriving town that people stop and spend time in
		Accessible & Connected We want Coldstream to be easy to access and explore. We want people to get around safely and sustainably, with or without a car.
Outcomes	 Increased spending  Increased footfall  Increased visitor numbers  Public realm improvements	 Increased resident satisfaction  Increased health & well being  More active community  Increased events
Key Stakeholders	Coldstream Town Team/Coldstream Community Council/Scottish Borders Council	
Next Steps	<ul style="list-style-type: none"> • Commission an interpretative strategy for Coldstream • Deliver on a phased basis (see G and H) 	

j. Community Centre	
Description	The Community Centre sits in the heart of the town in the spectacular setting of the former church. Work is required to ensure the centre can be sustained as the beating heart of Coldstream, including improved access and fulfilling its ambition of net zero carbon emissions.
Issue	Set within a historic building the Community Centre requires funding and support to ensure its future is secured and its use is maximised.
Priority	 Youthful, Active & Healthy We want everyone to be active, play and have things to do
	 Community Life We want community life to thrive and everyone to feel welcome and safe
	 Vibrancy & Buzz We want a thriving town that people stop and spend time in
	 Accessible & Connected We want Coldstream to be easy to access and explore. We want people to get around safely and sustainably, with or without a car.
Outcomes	 Increased spending  Increased resident satisfaction  Increased events  Increased health & well being  Sustainability improvements  More active community
Key Stakeholders	Coldstream Community Centre/Coldstream Town Team/Coldstream Community Council/Scottish Borders Council/SOSE
Next Steps	<ul style="list-style-type: none"> • Engage with all users and stakeholders • Prepare business case and identify key priorities • Prepare architectural proposals for Centre improvements • Deliver on phased basis

