

Why we came here



case study

GILES ETHERINGTON

Fruitful Advertising & Design

We actually stumbled upon the Scottish Borders by accident. I got a job in Edinburgh after working in London for most of my career. We sold our two-bedroom flat in London and thought we could buy something nice in Edinburgh but realised prices were pretty similar to London. So we just put Edinburgh plus 40 miles into Google and Selkirk popped up, with a nice Victorian house.

The decision was then made that we'd be moving to the Borders, which to be honest we haven't looked back on. The job in Edinburgh was no fun at all so I sat down with my wife who also has an advertising background and we decided that we'd set up on our own.



We find that it's just such a fantastic place to bring up children. On the drive to nursery every day they see cows, sheep, horses and even alpacas which they certainly wouldn't have done if we were still living in Shepherd's Bush! People who live in the Borders enjoy their lifestyle much more than those who live in the city do. Our future is in the Scottish Borders.

What surprises me about the Borders is just how pleasant life is. Someone described it as being 40 years behind and 40 years ahead of the rest of the world. They just seem to have it right – the work/life balance is virtually perfect and everywhere you look is beautiful scenery.

Business is done at a level and a speed that makes sense, it's not madly rushed and come evenings and weekends there's just so much to do, to see and to eat! It's a much better way of living than anywhere else I've found.