

TOWN CENTRE REGENERATION: AN INTEGRATED APPROACH

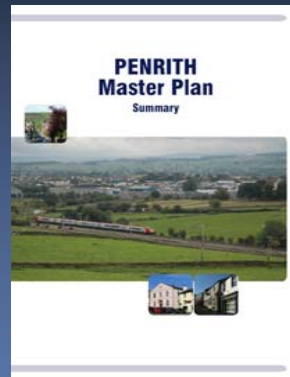
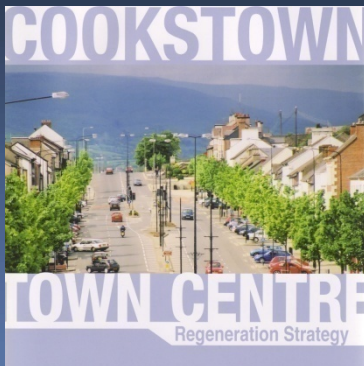
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Aberdeenshire Council Seminar: Huntly
5 December 2007

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STRUCTURE

- Context
- Town Centres: Challenges Summary
- Integrated Response to Challenges
 - People
 - Economy
 - Place
 - Marketing
- Conclusions: Way Forward



RECENT PROJECTS: MULTI SKILLED TEAMS

Projects

- Northern Ireland: DSD
- N England: RDAs Market Town Initiatives
- Scotland: Small Towns Report: Cross Party

Skills

- Land use & urban design: place intervention
 - spatial strategies
 - development frameworks
 - master plans
- Local economic development
- Involvement & delivery



CHALLENGES: DRIVERS OF CHANGE

- Demographic & social change
- New technology: internet
- Niche consumer markets & service quality
- Green agenda: climate change
- Knowledge based economy
 - new skills & aptitudes
 - lifestyle: cash rich time poor
- UK 'big four': 70% grocery shopping:
 - one stop: consumer choice?
- Place competition: twin track
- US: Institute for Self Reliance &
UK: NEF

TOWN CENTRE RESPONSE



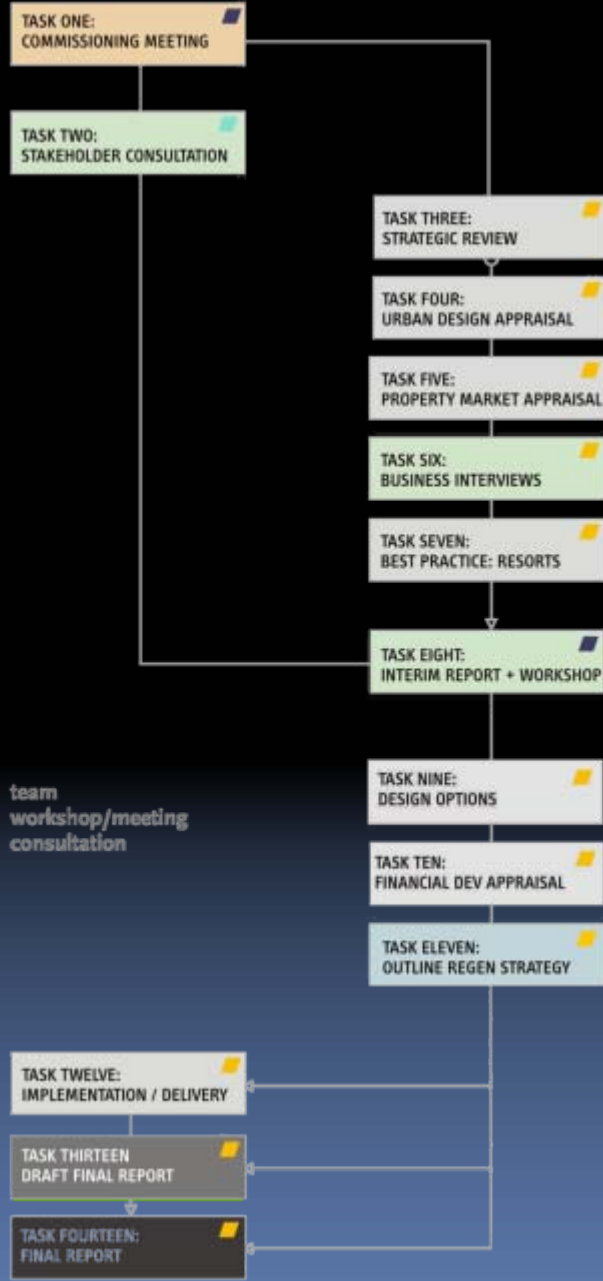
- Visioning process
- What kind of town?
- Integrated diverse whole town strategy
- Priority in Community Planning
- Partnership: three sectors
- Involvement: community/business 'buy in'
- Townscape: design quality
- Town centre plc: competitive position
- Stimulate confidence: compelling economic case

APPROACH: PROCESS



stage three:
implementation

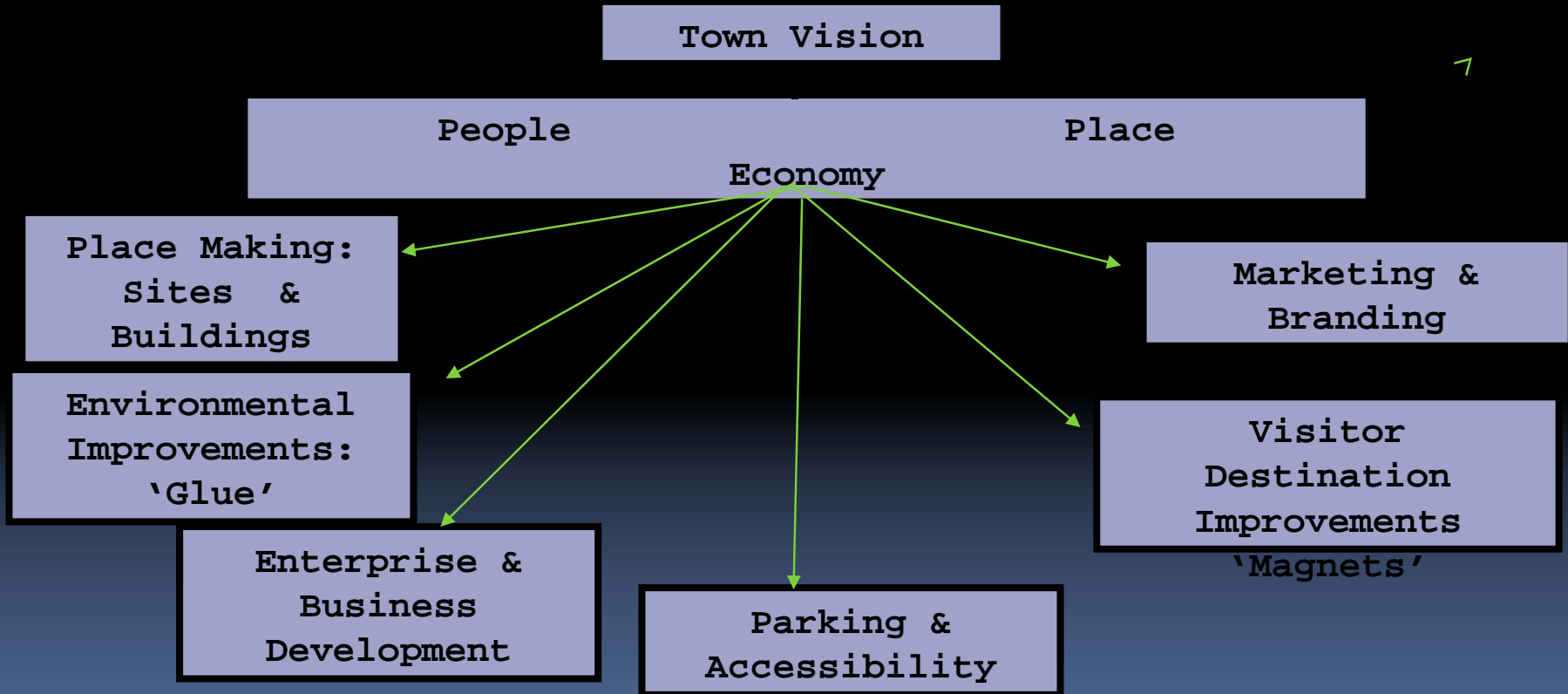
-  team
-  workshop/meeting
-  consultation



stage one:
appraisal

stage two:
visioning

STRATEGY STRUCTURE & COMPONENTS



ECONOMY INITIATIVES

- Locally owned independents
- Retail development
- Economic performance
- Themed towns: niches
- Business Improvement Districts
- Focus on enterprise & start up: accommodation
- Arts culture & creative industries
- Tax incentives: above commercial & vacant ind
- Visitor packages: 'Hand Made Holidays' & events
- Evening vitality
- Tackle market failure: build confidence



PEOPLE INITIATIVES

- Focus & hub: community & transport
- Enterprising culture
- Public private voluntary sectors
- Social inclusion
- Customer facing skills
- Effective market solutions
- Work wise: smarter & flexible working
- Pride in the place: public spaces & events
- Town champion & project executive



PLACE INITIATIVES

- Distinctive: authentic 'spirit of place'
- Mixed use: vertical & horizontal
- Town Centre Living: affordable 'hidden homes'
- Townscape Heritage Initiative: HLF
- Business Premises Renovation Allowance
- Shop fronts design: incentives
- Movement: walking & cycling
- Public transport & parking management
- People friendly places
- Public realm: glue & attractions: magnets



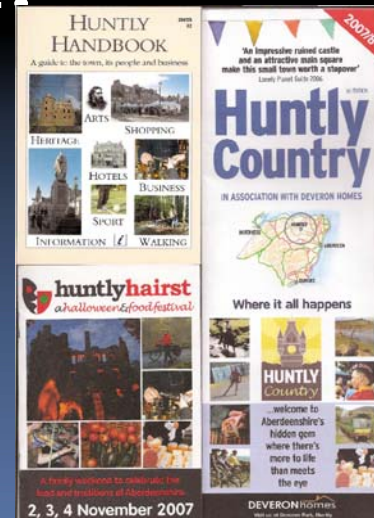
TCL: BENEFITS TO OWNERS

- Tax relief on capital spend
- Income stream: rented property
- Appreciating capital asset
- Reduced Council tax & business rates
- Occupier/tenant responsibilities



MARKETING & PROMOTION

- Regeneration through re-branding: themes
- Internet: effective web sites
- Engage VistScotland
- Family friendly guide: directory
- Local food marketing
- Orientation & navigation: interpretation
- Town centre prospectus



CONCLUSIONS: WAY FORWARD

- Scottish Government: clear policy framework
- Whole town/integrated strategies
- Proactive & locally driven partnership
- Wider involvement
- Focus on what's distinctive
- Town champion & project executive

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3. Connected Up Approach

1. Views on integrated/connected up approach?
2. From successful approaches identify:
 - key principles
 - fundamental themes
 - particular initiatives/projects