



To: Planning and Property Policy Board

On: 10 March 2015

Report by: Director of Development and Housing Services

Heading: Town Centre Strategy and Action Plan – Erskine and Linwood

1. Summary

- 1.1. This report provides a draft Town Centre Strategy and Action Plan for Erskine and Linwood and follows similar documents presented to Board in January 2015 for Johnstone, Renfrew and Braehead.
 - 1.2. The Draft Strategies, will form the basis for consultation with the local community and key stakeholders and representations received during the consultation process will be reported to the Board prior to the approval of Finalised Plans in late 2015.
-

2. Recommendations

- 2.1 It is recommended that the Board:
 - (i) Agrees that the Director of Development and Housing Services is authorised to progress publicity and consultation with local communities and key stakeholders on the content of the Draft Town Centre Strategy and Action Plans for Erskine and Linwood.
 - (ii) Agrees that further Reports be provided to the Board on completion of the consultation process and prior to the approval of the Final Town Centre Strategies and Action Plans.
-

3. Background

- 3.1 Scottish Planning Policy promotes a 'Town Centre First' policy and encourages the preparation of town centre strategies which will set out the long term vision for centres. The Council are proactively implementing a range of innovative measures to deliver the town centre first approach.
 - 3.2 The Planning and Property Policy Board approved the LDP Action Programme at its meeting of 11 November 2014. The Action Programme includes a commitment to prepare a strategy and action plan for each of our town centres which will be supported by a detailed baseline report analysing key performance indicators.
 - 3.3 Following on from the first draft town centre strategies for Johnstone, Renfrew and Braehead which were presented to Board in January 2015, a draft strategy and action plan has now been prepared for Erskine and Linwood town centre.
 - 3.4 Each draft strategy explains the role of the centre, their strengths and opportunities for enhancement. The draft strategy and action plan for Erskine and Linwood are intended to form the basis of consultation with local communities and key stakeholders. They set out a series of questions which seek views on the areas for enhancement, priorities for action and opportunities for change.
-

4. Next Steps

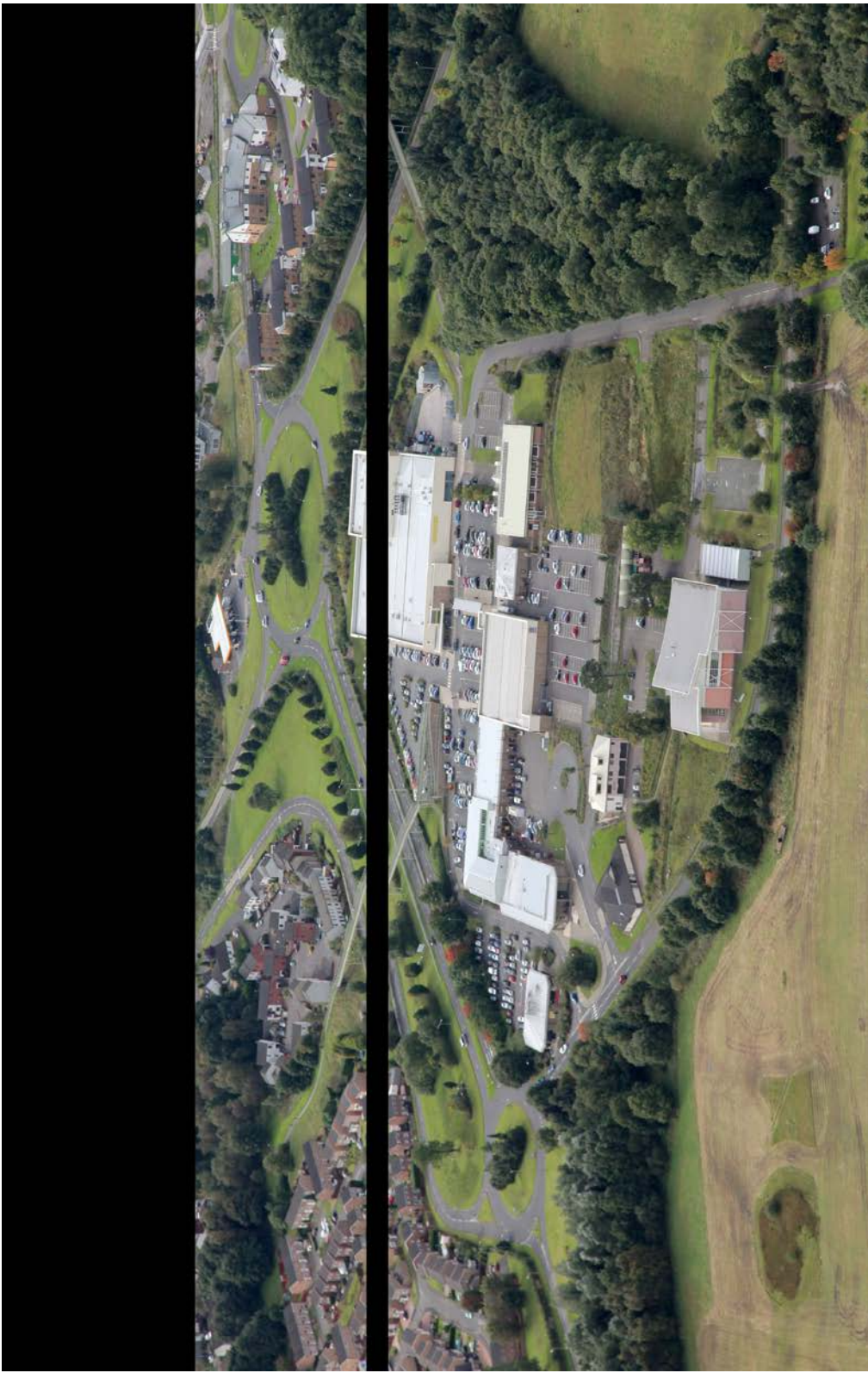
- 4.1 The draft strategies and action plans will be subject to consultation and publicity with local communities and key stakeholders towards the end of March until June 2015.
 - 4.2 It is intended to report back to the Board in autumn 2015 the outcome of the publicity and consultation exercise for all of our town centres.
 - 4.3 Following the consultation period finalised town centre strategies and action plans for each town centre, supported by a detailed baseline report, will be presented to board late 2015.
 - 4.4 The baseline report will be prepared every two years to allow for regular review of the town centre strategies and their actions along with monitoring of their performance and delivery.
 - 4.5 A strategy and action plan for local and village centres will be prepared and presented to the Board during 2016.
-

Implications of the Report

1. **Financial** – None
2. **HR & Organisational Development** – None
3. **Community Planning** –
Empowering our Communities – Increased participation and engagement with local communities in developing the strategies and delivering town centre regeneration.
Greener – The town centre strategies and action plans seek to enhance the environment of the town centre by improving the quality of public open space.
Jobs and Economy – The town centre strategies and action plans promote Renfrewshire as one of the best locations in Scotland to invest as well as encourage successful town centres through successful regeneration that contributes positively to local communities and economic growth.
Safer and Stronger – The town centre strategies and action plans seek to enhance the public realm within our town centres, making them a safer and more attractive place for visitors, businesses and residents.
4. **Legal** - None
5. **Property/Assets** – None.
6. **Information Technology** - None
7. **Equality & Human Rights** -
The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report because it is for noting only. If required following implementation, the actual impact of the recommendations and the mitigating actions will be reviewed and monitored, and the results of the assessment will be published on the Council's website.
8. **Health & Safety** – None
9. **Procurement** – None
10. **Risk** – None
11. **Privacy Impact** – None

List of Background Papers – None

Author The contact officer within the service is Sharon Marklow, Assistant Manager (Policy), 0141 618 7835, email: Sharon.marklow@renfrewshire.gov.uk



Renfrewshire Centres Strategy

ERSKINE

Your Town Centre

We all want to make the most of Renfrewshire's town centres. They are points of pride, with unique character and serve our local communities.

The vision for Renfrewshire's Centres is to have vibrant, well designed and accessible places which offer a range and choice of uses, activities and functions as well as having a pleasant, safe and well maintained environment.

The Centres Strategy will play a key role in delivering this vision. We want to hear your views and ideas about how Erskine Town Centre should evolve to meet the needs and aspirations of the community.

Investment in Renfrewshire

Renfrewshire, as a whole, will benefit from the Glasgow and the Clyde Valley City Deal with better transport links, more job opportunities to help tackle long term unemployment, support businesses and make development sites more attractive.

'Be one of Scotland's best locations for investment, with great people, businesses and local communities.'
Renfrewshire 2023 – Renfrewshire's Community Plan

Thriving Centres

Town centres are at the heart of our communities. They provide a focus for shopping, education, leisure and business. Where town centres succeed in attracting, serving and reflecting local people and communities, they naturally become centres of growth for local businesses.

**'Have attractive environments and successful centres that support the growth of local communities and the economy'.
Renfrewshire 2023 – Renfrewshire's Community Plan**

This strategy, as shown in plan form in the centre of the document and summarised in the action plan, outlines what we think are the opportunities for Erskine Town Centre. **We want to know what you think.**

Renfrewshire's Network of Centres

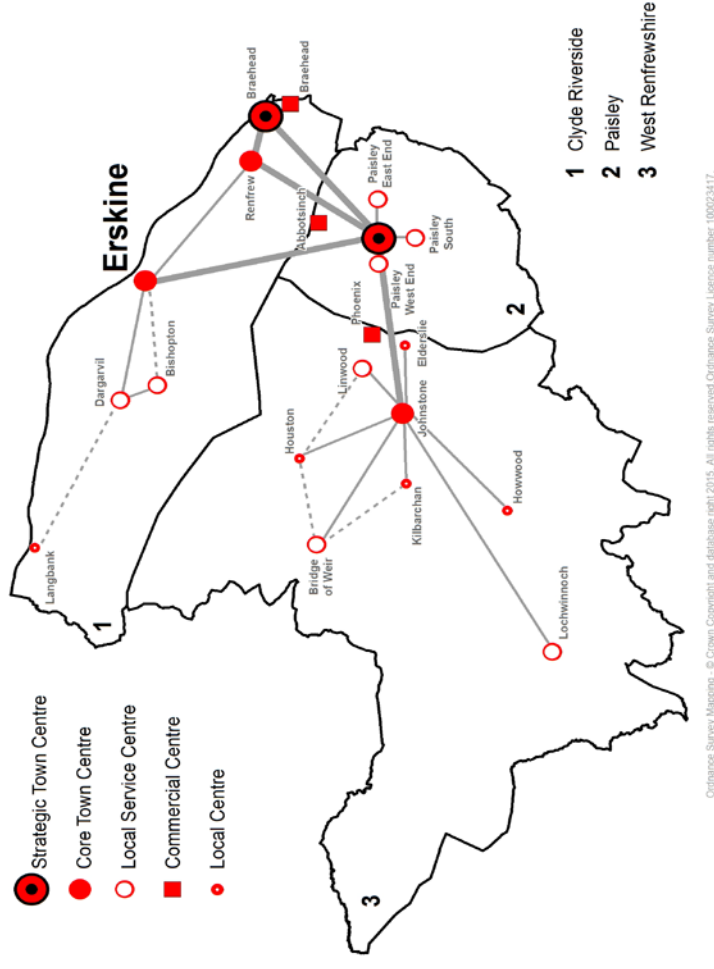
Our town centres reflect the diversity of Renfrewshire and its communities. The role and function of each centre is complementary and, as a network, contributes to the economic growth of Renfrewshire.

The network is based on the links between centres and the areas that they serve in terms of where people shop and the range of uses that they share.

Erskine's role

Erskine town centre serves the local population and also attracts people from Bishopston and Inchinnan within the Clyde Riverside area. It plays an important role as a 'core' town centre and supports a rich mix of retail, leisure, community and commercial activities.

This strategy will focus on Erskine's role within the network of centres, examining its strengths and opportunities for future growth.



Erskine's Strengths

- Erskine Town Centre is compact and is very accessible with good parking provision;
- The town centre has operated at almost full capacity for many years and contains a good mix retailers, leisure, community and other commercial uses;
- Recent investment in and around the town centre has improved pedestrian connections making it easier for people to gain access to the services available in the town centre;
- Close proximity to the Erskine Riverfront. The development opportunities available here will support the commercial, leisure, business and residential offer in the town.



Question 1: Do you agree with the strengths identified?

Are there other strengths which we can build upon?

What is happening in Erskine

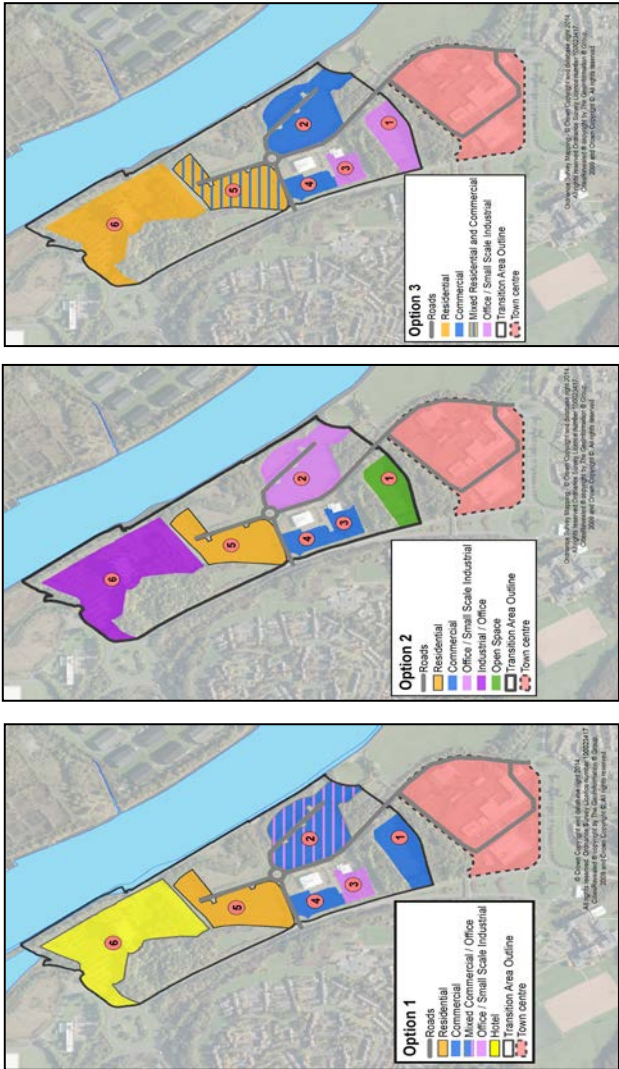
Erskine town centre continues to perform well with limited vacancy and a range of uses. The success of the town centre means that there are limited opportunities for new businesses to move into the centre. Currently the Council are promoting a number of development opportunities in and around the centre. This could introduce further commercial and community uses and residential development within the town centre.



The Council has invested in recent years to improve connections within the town centre and the wider area. There has also been investment in landscaping of the development sites within the town centre which has enhanced the quality of the town centre environment.

Erskine Riverside has development potential for a range of uses. This will strengthen the offer within the town and it is intended that these uses will be complementary to the town centre. There is an opportunity to enhance the existing good links between the town centre and the riverside area.

Erskine Riverfront Transition Area



Question 2: Are there other activities within the town centre we could consider in developing this strategy?

Making the most of opportunities

- We want to build on the existing strong daytime activity and create a town centre where people want to live as well as shop. We will promote the development of land within the town centre to deliver this;
- There is potential to further strengthen physical links between the town centre, the riverfront and the wider area. These connections will help to optimise the development potential of the town centre and opportunities arising from the development of Erskine Riverfront;
- Investigate the potential to enhance the recreation facilities in and around the town centre by working with Erskine Community Park Group;
- Examine development opportunities which could be created through the potential co-location of existing leisure facilities in the centre to the Park Mains High School Sports Hub and the relocation of the existing business units to the Erskine Riverfront Transition Area;
- Maintenance of the wider town centre environment can also be improved to ensure it continues to be an attractive location for residents, visitors and businesses.
- We want to build on the success of previous events that showcased Erskine.



Question 3: Do you agree with the opportunities identified?

Are there other opportunities we should consider?

Our action plan for Erskine

Developing the local economy

- We will work with public and private sector partners to support the development of new retail, office, community and residential developments in and around the town centre;
- Support existing businesses through Invest in Renfrewshire and exploring potential mechanisms to foster and support enterprise within Erskine;
- We will work with the local community, town centre retailers and businesses through groups such as the Erskine Community Council to agree ongoing issues, priorities and activity;
- Investigate potential of co-location of existing sports facilities to the Park Mains High School Sports Hub and the relocation of business units to Erskine Riverfront Transition Area.

Town Centre Management and Events

- As part of a Renfrewshire wide events programme, work with the Creative Renfrewshire Network to deliver new events for Erskine which support town centre activity and the local economy.

Question 4: Do you agree with the actions identified?

Are there any other actions we could consider?

Are there more opportunities to work with local business groups to foster enterprise within Erskine Town Centre?

Are the correct opportunity sites identified, are there others that we should consider?

Environment

It is important that the town centre looks good and feels safe for those using it and to help attract investment to the rest of Erskine.

We will:

- Strengthen physical linkages between the town centre and Erskine Riverfront and the wider area;
- Work with local community to develop recreation proposals on land adjacent to the town centre;

Making it happen

The strategy for Erskine is one of a suite of action plans developed for each of Renfrewshire's centres. Making it happen will not only strengthen Erskine but will also help achieve the vision for the network of centres which, in turn, will improve the economic and environmental base of Renfrewshire as a whole.

We need your help to deliver this vision. Partnership working will be vital to prioritise and monitor our actions. Funding the actions set out in this strategy is also important. We will work closely with community planning partners and funders to explore appropriate mechanisms and identify budgets for delivery.

Question 5: Are there opportunities to work more closely with specific community groups to deliver the strategy?

Staying on track

The Centre Strategies are all non-statutory supplementary planning guidance that provide a delivery mechanism for the proposals set out in the Renfrewshire Local Development Plan.

The delivery of the actions listed in this Centre Strategy will be monitored annually. Progress and improvements in the area will be reported to the relevant Local Area Committee.

If there are actions that are failing to be delivered or being delivered at a slower pace, then the review will provide an opportunity to look at these actions as well as look at new actions. The Centres Strategies will be updated every two years.

Your ideas and opinions

Please give us your views on this strategy or how the actions within the strategy are being implemented.

You can contact us at pt@renfrewshire.gov.uk or at:
Development & Housing Services
Renfrewshire House
Cotton Street
Paisley
PA1 1LL
Tel: 0300 300 0144

An electronic copy of this strategy and the more detailed baseline report can be found online at www.renfrewshire.gov.uk



Renfrewshire Centres Strategy

LINWOOD

Your Town Centre

We all want to make the most of Renfrewshire's town centres. They are points of pride, with unique character and serve our local communities.

The vision for Renfrewshire's Centres is to have vibrant, well designed and accessible places which offer a range and choice of uses, activities and functions as well as having a pleasant, safe and well maintained environment.

The Centres Strategy will play a key role in delivering this vision. We want to hear your views and ideas about how Linwood Town Centre should evolve to meet the needs and aspirations of the community.

Investment in Renfrewshire

Renfrewshire, as a whole, will benefit from the Glasgow and the Clyde Valley City Deal with better transport links, more job opportunities to help tackle long term unemployment, support businesses and make development sites more attractive.

'Be one of Scotland's best locations for investment, with great people, businesses and local communities.'
Renfrewshire 2023 – Renfrewshire's Community Plan

Thriving Centres

Town centres are at the heart of our communities. They provide a focus for shopping, business, health and leisure. Where town centres succeed in attracting, serving and reflecting local people and communities, they naturally become centres of growth for local businesses.

**'Have attractive environments and successful centres that support the growth of local communities and the economy'.
Renfrewshire 2023 – Renfrewshire's Community Plan**

This strategy, as shown in plan form in the centre of the document and summarised in the action plan, outlines what we think are the opportunities for Linwood Town Centre. **We want to know what you think.**

Renfrewshire's Network of Centres

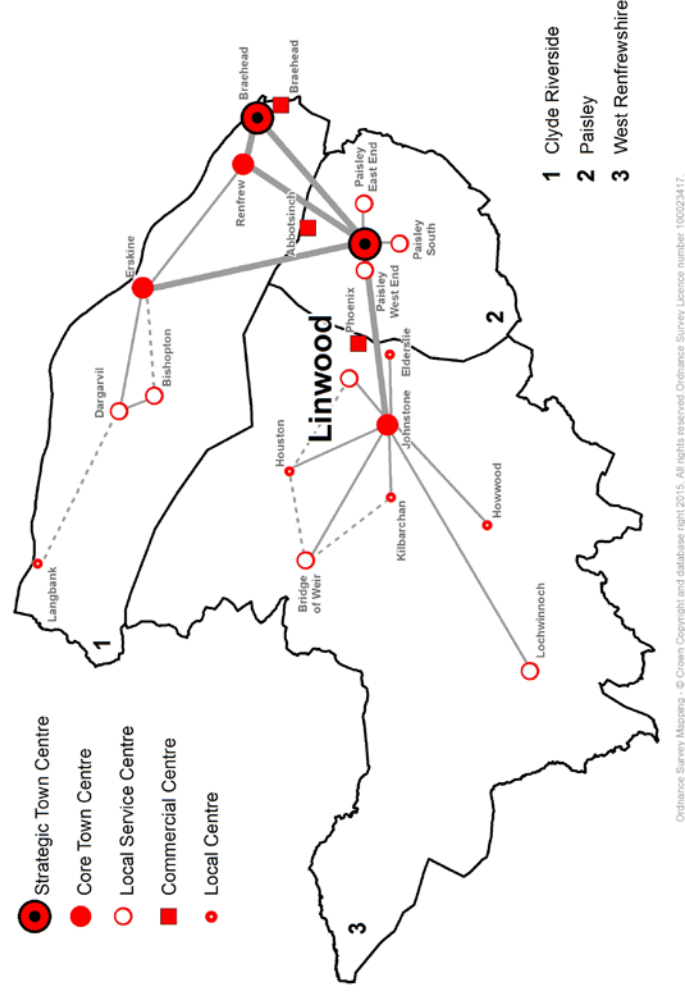
Our town centres reflect the diversity of Renfrewshire and its communities. The role and function of each centre is complementary and, as a network, contributes to the economic growth of Renfrewshire.

The network is based on the links between centres and the areas that they serve in terms of where people shop and the range of uses that they share.

Linwood's role

Linwood's Town Centre plays an important role as a 'local service centre', supporting the community and improving the range and choice of retail within West Renfrewshire. Linwood's new town centre is the result of successful redevelopment seeing the completion of new retail, commercial and community facilities which have made significant improvements to the vitality and viability of the town centre.

This strategy will focus on Linwood's role within the network of centres, examining its strengths and opportunities for future growth.



Linwood's Strengths

- Linwood has a new town centre that provides a focus for further development;
- The centre provides a mix of shops in an attractive environment;
- Linwood Town Centre can be reached by public transport;
- It performs key cultural role through the Tweedie Hall and library;
- Linstone Housing Association offices and Linwood Health Centre are easily accessed;
- Improvements in traffic management, parking facilities and pedestrian routes have made the centre more accessible and provided opportunities for better links to the rest of Linwood.



Question 1: Do you agree with the strengths identified?

Are there other strengths which we can build upon?

What is happening in Linwood

- The newly built town centre is a major investment in Linwood and its future. It is a complete transformation and is already a thriving focus for the community;
- The new town centre is also encouraging private sector investment within the centre;
- Businesses in Linwood have benefitted from the Council's Invest in Renfrewshire Programme, both through business advice and grant assistance;
- The popular annual 'Light Up Linwood' Christmas event, community activities at the Tweedie Hall and sports events at the On-X bring visitors into the town centre each year, boosting the local economy and supporting the role of the centre as a hub for the community;
- The Council has worked closely with community groups such as Linwood Community Development Trust and Linwood Active to help bring positive change to the area, improve facilities and create strong community partnerships.



Question 2: Are there other activities within the town centre we could consider in developing this strategy?

Making the most of opportunities

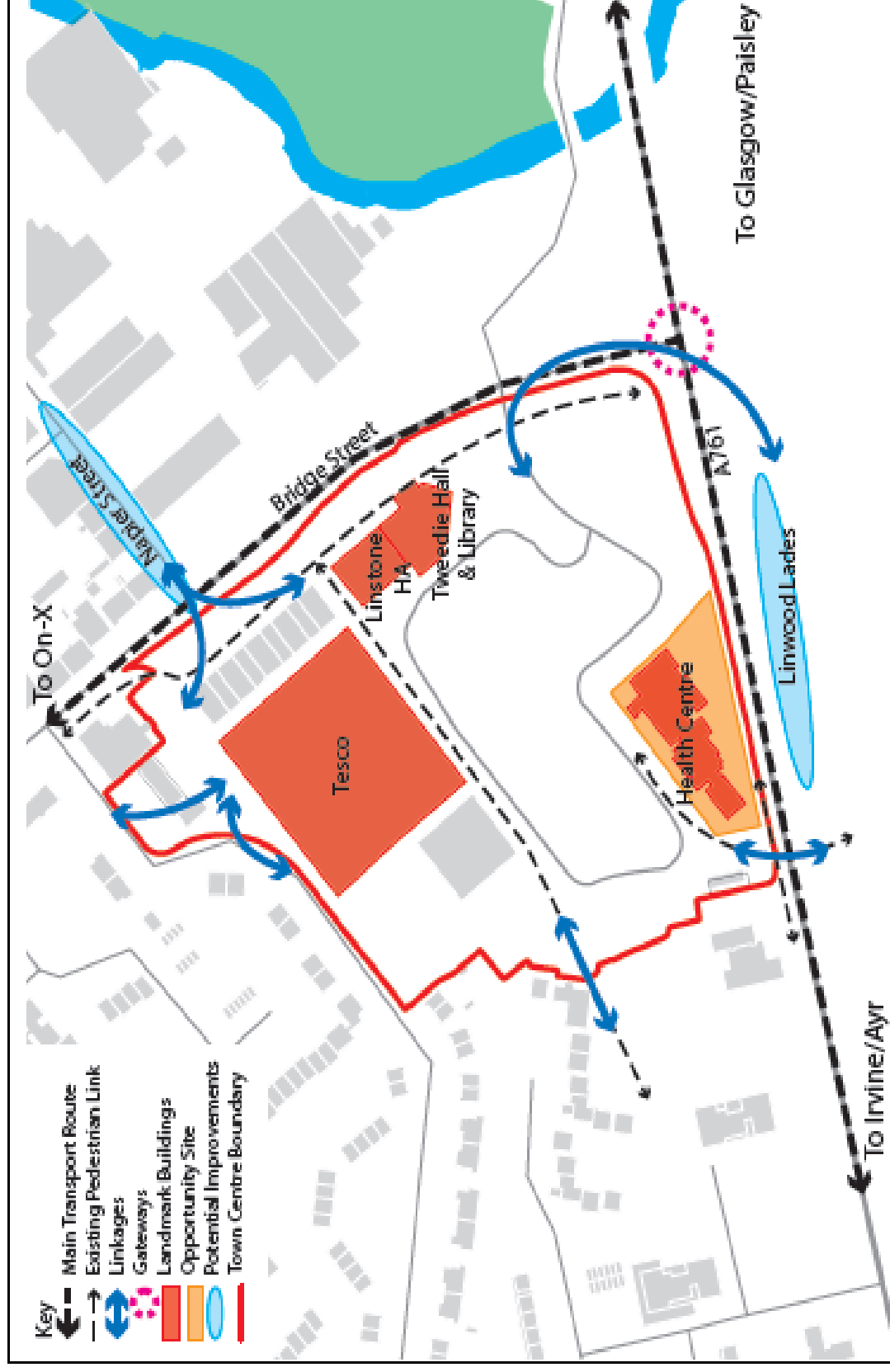
- The new Town Centre is a catalyst for regeneration and it will strengthen the community. The new building also creates the conditions for more private sector development/investment;
- Accessibility has been improved significantly around the Town Centre development. There is great potential for new investment in residential and business uses close to Linwood Town Centre. These will compliment the town centre and help boost the local economy;
- The public space in the Town Centre is much improved. There is potential to make more of this space for activities or events;
- The wider centre environment can also be made a more attractive place for residents, visitors and businesses. Consideration of improved links from the Town Centre to the Linwood Lades green space (and the On-X) provides an opportunity to work with local stakeholders and community groups.



Question 3: Do you agree with the opportunities identified?

Are there other opportunities we should consider?

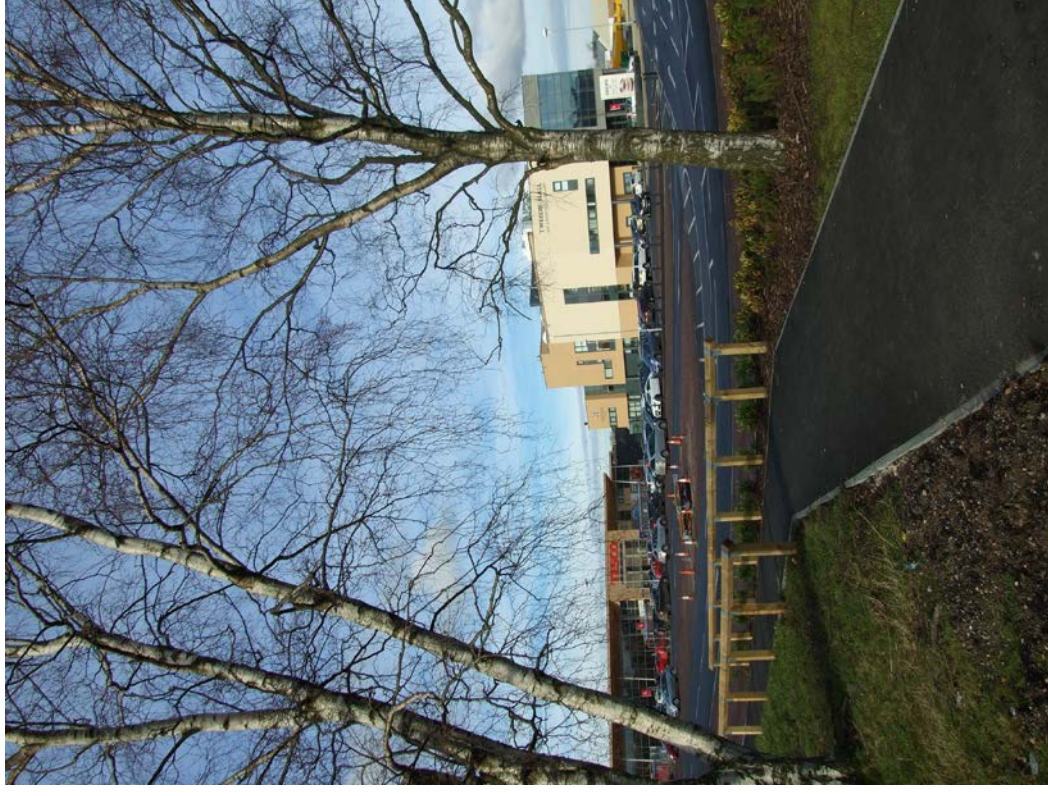
Key Diagram



Our action plan for Linwood

Developing the local economy

- Support existing businesses through Invest in Renfrewshire and exploring potential mechanisms to foster and support enterprise within Linwood;
- We will work with public and private sector partners to support the development of business and residential developments close to the town centre/within the Transition Area;
- We will work with the local community, town centre retailers and businesses through groups such as the Linwood Community Council to agree ongoing issues, priorities and activity;



Town Centre Management and Events

- We will work with the Creative Renfrewshire Network and the community to deliver new events for Linwood which support town centre activity and the local economy;
- Together with Renfrewshire Leisure, the Council will continue to foster links between the sport and leisure opportunities provided by the On-X and the benefits this can bring to Linwood.

Environment

It is important that new Town Centre continues to look good and feel safe for those using it and to help attract investment to the rest of Linwood. To do all this, we will:

- Work with owners and developers to bring forward proposals for key development sites close to the town centre
- Improve and strengthen key pedestrian routes – Bridge Street, Napier Street, Hart Street? And Kashmir Avenue (A761)
- Improve links to Linwood Lades green space.

Question 4: Do you agree with the economic actions and town centre management actions identified?

Are there any other actions we could consider?

Are there more opportunities to work with local business groups to foster enterprise within Linwood Town Centre?

Making it happen

The strategy for Linwood is one of a suite of action plans developed for each of Renfrewshire's centres. Making it happen will not only strengthen Linwood but will also help achieve the vision for the network of centres which, in turn, will improve the economic and environmental base of Renfrewshire as a whole.

We need your help to deliver this vision. Partnership working will be vital to prioritise and monitor our actions. Funding the actions set out in this strategy is also important. We will work closely with community planning partners and funders to explore appropriate mechanisms and identify budgets for delivery.

Question 5: Are there opportunities to work more closely with specific community groups to deliver the strategy?

The Centre Strategies are all non-statutory supplementary planning guidance that provide a delivery mechanism for the proposals set out in the Renfrewshire Local Development Plan.

The delivery of the actions listed in this Centre Strategy will be monitored annually. Progress and improvements in the area will be reported to the relevant Local Area Committee.

If there are actions that are failing to be delivered or being delivered at a slower pace, then the review will provide an opportunity to look at these actions as well as look at new actions. The Centres Strategies will be updated every two years.

Your ideas and opinions

Please give us your views on this strategy or how the actions within the strategy are being implemented.

You can contact us at pt@renfrewshire.gov.uk or at:
Development & Housing Services
Renfrewshire House
Cotton Street
Paisley
PA1 1LL
Tel: 0300 300 0144

An electronic copy of this strategy and the more detailed baseline report can be found online at www.renfrewshire.gov.uk