



To: **Jobs and Economy Thematic Board**

On: **1 June 2016**

Report by:
Alasdair Morrison; Head of Regeneration; Renfrewshire Council

REGENERATION AND ECONOMIC DEVELOPMENT – EMERGING ISSUES FOR RENFREWSHIRE

1. Summary

- 1.1 This covering report introduces a presentation which will be made by Council officers to the Thematic Board at its June 2016 meeting.

2. Recommendations

- 2.1 It is recommended that the Board notes the content of presentation to be delivered at the June 2016 meeting on the above issues.

3. Background

- 3.1 During 2016 Renfrewshire Council is preparing a new strategic Economic Framework for the area, as well as a Town Centre Action Plan for Paisley. Both of these documents will be subject to extensive stakeholder consultation in their draft form before being agreed by the local authority as policy statements. The presentation will also offer an update on current progress with the 3 City Deal projects in Renfrewshire.

Economic Framework

- 3.2 The Economic Framework will identify a number of strategic priorities for driving forward the Renfrewshire economy and will include those elements that most people would expect to see included in such an approach eg.
- UK City of Culture Bid – placing heritage and culture at the forefront of the economic strategy;
 - Glasgow Airport – realising that the USP of the airport's location in Renfrewshire is a significant building block for economic growth;
 - Housing – developing strategies that will see increased levels of new build housing in Renfrewshire to attract new residents to the area;
 - Developing a marketing approach to successfully brand the area and place to its strength of local identity and being well connected;

- Tackling poverty – continuing with strategies aimed at overcoming concentrations of disadvantage that exist in parts of Renfrewshire;
- Devising an approach to link skills education and training to future employment supply;
- Developing a closer and complementary relationship with the wider Glasgow city-region to place Renfrewshire as integral to the conurbation's growth;

Glasgow City Region City Deal

- 3.3 With Strategic Business Cases now having been approved for all 3 of Renfrewshire's infrastructure projects in the City Deal programme, significant progress is now being made across a number of elements. Public exhibitions have taken place in May 2016 in Paisley, Renfrew and Braehead alongside a large number of presentations to local community groups.
- 3.4 The presentation will offer a brief update on each of the projects:
- Glasgow Airport Investment Area (approved budget £52M)
 - Clyde Waterfront and Renfrew Riverside (£78M)
 - Glasgow Airport Access (£144M) – Joint Project with Glasgow City Council

Paisley Town Centre Vision

- 3.5 Building on the success of the award winning Paisley Town centre Heritage Asset Strategy and the push for UK City of Culture 2021, Council officers are currently preparing a longer term vision for Paisley Town Centre. This will approach a number of dimensions of a successful place including enhanced investment, encouragement to dwell, increased range of functions and enhancement to the environment and user experience.
- 3.6 The Council realises that Paisley Town Centre represents one of the biggest challenges facing Renfrewshire in terms of projecting a more positive image of the local area, whilst at the same time representing one of the most significant opportunities to change the perception of place as the “shop window” of Renfrewshire.
- 3.7 The Vision will identify a number of Action Areas for delivering change over time in conjunction with a range of stakeholders and, as importantly, will act as a canvass for other ideas from stakeholders to emerge and to complement or supersede those in the draft version. The Vision aims to encourage additional investment and new employment for local people through a visitor and cultural led focus to act as a point of differentiation for Paisley against other town centres.