



Inverclyde Alliance

AGENDA ITEM NO: 14

Report To: Inverclyde Alliance Board **Date:** 12 December 2024
Report By: Director Environment & Regeneration, Inverclyde Council **Report No:**
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Head of Service - Regeneration,
Planning & Public Protection,
Inverclyde Council
Subject: Town Centre Action Plans

1.0 PURPOSE

1.1 This report updates Alliance Board members on the approval by Inverclyde Council's Environment & Regeneration Committee of Town Centre Action Plans for Gourock, Greenock and Port Glasgow.

2.0 SUMMARY

2.1 In October 2024, Inverclyde Council's Environment and Regeneration Committee approved Town Centre Action Plans for Gourock, Greenock and Port Glasgow.

2.2 Following broad consultation and engagement, each plan identified 12 actions and they are prioritised in order to be delivered over a 10-year period and by a range of stakeholders who have town centre interests by capitalising on funding sources as and when opportunities arise.

2.3 While the Plans set out a collective ambition for the town centres, which will provide a strong strategic platform for future funding bids and shaping other strategic policies (notably the emerging Local Development plan), the priorities in the Plans are not funded or currently attributed to existing funding sources.

3.0 RECOMMENDATIONS

3.1 It is recommended that the Alliance Board note the update provided in this paper.

Stuart Jamieson
Director Environment & Regeneration, Inverclyde Council

4.0 BACKGROUND

- 4.1 The 3 Town Centre Action Plans focus on Greenock, Gourock and Port Glasgow as these are Inverclyde's designated 'Town Centres' within the Local Development Plan.
- 4.2 It was considered that there was a need for Town Centre Action Plans as previous documents which covered the town centres, arising from Charrettes, were reaching a decade old and it is important to have an understanding of the health of the town centre and this wishes of the local community when progressing any development within the town centre and when pursuing grant funding.
- 4.3 Shared Prosperity Funding gave an opportunity to fund the procurement of a consultant to produce the documents.
- 4.4 Work commenced late 2023 on desk top surveys of the town centres and policy reviews, followed by 'Town Centre Walkabouts' spring 2024 with each of the Town Centre Regeneration Forums. Wider consultation was then carried out with drop in events in each of the Town Centres and online consultation and questionnaire information in early summer 2024.
- 4.5 Each of the Town Centre Action Plans recognises the unique history, role and function, and future opportunities that the town centres play within the network of centres of Inverclyde.
- 4.6 The overall purpose of the plans is to provide clear Town Centre Action Plans which focus future interventions and prioritise actions within specific and deliverable Town Centre projects that will support growth and investment in Town Centres.
- 4.7 The purpose of the Town Centre Action Plans is not an investment programme of work for the Council to deliver. Instead, this is a document that can be used by a range of stakeholders to inform town centre spending opportunities which may be forthcoming.
- 4.8 The Action Plan has several aims:
- To provide an analysis of the town centre's place making opportunities with a summary of its strategic, economic, and social context.
 - To review and consolidate the aims and objectives of various plans that have been created for the town centres over the years
 - To set out an agenda for growth and reinvestment in accordance with Town Centre First principles and building on each town centre's key strengths, priorities, and special qualities of place.
 - To explore the potential planning, development, and investment activity that can support town centre regeneration and growth over the next decade.
To communicate an ambitious vision of how the town will develop and grow through a range of Priority, Early and Medium Term Actions.
- 4.9 The table in appendix 1 gives a summary of the vision and proposed projects for each town centre.
- 4.10 The plans put forward are aspirational, but they need to also be pragmatic. External funding would be required for the Council or other with town centre interest to deliver the action plan aims. At present the external funding landscape is complex and challenging with both UK and Scottish Government reviewing funds such as Place Based Funding, Regeneration Capital Grant Funds and the future of EU replacement funds such as UK Shared Prosperity. This means that any other external funding opportunities become more competitive with a wider pool of interested parties. The Action Plans set out 12 prioritised actions which, subject to future funding opportunities could be progressed over a ten-year period.

4.11 In addition, the Action Plan is set in a wider policy context. It provides evidence of quality engagement and sets out the community intentions for their town centre. As well as being used in the bidding process for future funding bids, the Action Plans will be used for the Local Development Plan, Economic Growth Plan and can be used for future Council policy documents or community plans such as Place Plans.

4.12 The Plans are being finalised at time of writing and will be published online, once final production and proofing is complete.

5.0 IMPLICATIONS

5.1 Legal: No legal implications arising directly from this report.

Finance: No finance implications arising directly from this report.

Human Resources: No human resources implications arising directly from this report.

Equality and Diversity: All output from the Board will be subject to equalities screening and assessment, where appropriate.

Alliance Partnership Plan: The actions contained within this report will contribute to the following Partnership Plan outcomes:

- Healthy People and Places
- A Supportive Place
- A Thriving Place

6.0 CONSULTATIONS

6.1 The Action Plans were subject to a range of consultation process, particularly through the Town Centre Regeneration forums. These were used to engage and obtain input from stakeholders and updates were provided through the process of preparation. In addition, exhibitions were held in the towns over summer 2024, walkarounds of the three towns took place with any interested party and online methods of engaging were set up. The consultation was supported through social media channels.

7.0 LIST OF BACKGROUND PAPERS

7.1 None

Town Centre Action Plan Summary Table

Town	Vision	Priority Actions	Early Actions	Medium Term Actions
Greenock	Build on Greenock's strengths and create a 'whole town' place appeal that will ensure Greenock's continued role as strategic centre with an appealing retail, cultural, leisure and educational offer. Promote Greenock's connections to Glasgow, its quality-of-life and 20-minute neighbourhood attributes, creating a vibrant successful town centre.	1. Waterfront to Town Centre Connections and Wayfinding	5. Town Centre Play	10. Public Realm Enhancements
		2. Town Centre Deep Clean	6. Town Centre Accessibility	11. Improving Built Environment & Heritage Trail
		3. Shopfront scheme	7. Town Centre Dressing, Signage & Public Arts	12. Well Park Enhancement
		4. Town Centre Masterplan & Development Briefs	8. Town Website	
			9. Fire Museum – Library Square	
Port Glasgow	Build on Port Glasgow's strengths and create a 'whole town' place appeal that promotes Port Glasgow's coastal location and its connections to Glasgow and the west coast, and its quality-of-life	1. Port Glasgow Town Hall Upgrades	5. Coronation Park Enhancements	10. New Parish Church Town Square
		2. Town Centre Deep Clean	6. Public Art and Heritage Trail	11. New Health Centre and Town Hall Hub
		3. Public Realm Enhancements	7. Improve Pedestrian Connections	12. Mirren Shore Redevelopment
		4. Shopfronts Scheme	8. Town Centre Accessibility	

	attributes, to offer a successful, vibrant town offer		9. Development Brief and Building Refurbishment Grant Programme	
Gourock	Build on Gourock's strengths and create a 'destination town' appeal that promotes Gourock's coastal location and marine based leisure, its connections to Glasgow and the west coast, and its quality-of-life attributes, to offer a successful, vibrant town offer.	1. Shopfronts & Town Dressing	7. Town Centre Play	10. Darroch Park Upgrade
		2. Develop Briefs for Vacant and Derelict Buildings	8. Gourock Heritage Trail	11. Kempock Street Pavement Widening
		3. Upgrade Gourock Lido Experience	9. Town Centre Key Spaces	12. Marine Facilities
		4. Waverley Paddle Steamer Gourock Stop – Investigative Study		
		5. Safer Streets, Street Furniture & Signage		
		6. Town Centre Deep Clean		