
Report To:	Environment & Regeneration Committee	Date:	31 August 2023
Report By:	Director, Environment & Regeneration	Report No:	ENV039/23/MM
Contact Officer:	Martin McNab	Contact No:	01475 714246
Subject:	Central Greenock Regeneration Strategy		

1.0 PURPOSE AND SUMMARY

- 1.1 For Decision For Information/Noting
- 1.2 As part of the Inverclyde Alliance's Repopulation Strategy, it was agreed to carry out selected studies of Housing Priority Areas to assess the particular issues in areas of Inverclyde and how housing led regeneration could improve the condition and suitability of housing and also contribute to the wider aim of reducing depopulation.
- 1.3 The Local Housing Strategy (LHS) for 2023-28 also identified the need to use housing led regeneration to contribute to better housing and to improve the desirability of Inverclyde as a place to live. The LHS development process highlighted the challenges in attracting developers to the area. The Inverclyde Task Force also identified housing led regeneration as one of three key factors in bringing about the economic regeneration of Inverclyde. Given the current cost and demand for housing in Inverclyde it is recognised that there will be a significant role for intervention to pump-prime the market and encourage further development.
- 1.4 The Central Greenock Regeneration Strategy attached at Appendix 1 is an unashamedly aspirational study of a number of key sites in the wider Central Greenock area and their potential for housing led regeneration. For the purposes of the study Central Greenock was defined as the area bounded by Baker Street in the East, Regent and Roxburgh Streets in the South and Nelson Street, Union Street and Patrick Street in the West.

2.0 RECOMMENDATIONS

- 2.1 That the Committee notes the contents of the Central Greenock Regeneration Strategy which will be used to inform proposals for Housing Led Regeneration in Central Greenock going forward.

Stuart Jamieson
Director, Environment & Regeneration

3.0 BACKGROUND AND CONTEXT

- 3.1 Depopulation in Inverclyde is a long-term issue which the Inverclyde Alliance targeted with its Repopulation Strategy. One aspect of that strategy was to look at Housing Priority Areas which included Central Greenock. The identification of part of the Central Greenock study area as the most deprived SIMD data-zone in Scotland highlighted emphasised the need to focus on this area. The Regeneration Strategy covers a wider area than that single data-zone in order to establish a more coherent study zone.
- 3.2 The development of the Inverclyde Local Housing Strategy highlighted the view across partners that housing led regeneration can play a major role in improving the quality and supply of housing in Inverclyde and in kick starting wider regeneration. Similarly, the Fraser of Allander report and the meetings of the Inverclyde Task Group also highlighted a role for housing led regeneration in reversing the economic decline and population loss in Greenock.
- 3.3 The significant gap is not in housing for social rent however but in private development. Lack of development of suitable housing for purchase and possibly mid-market rent has led to a move of younger Inverclyde residents to developments outwith Inverclyde. Paradoxically the housing market in Inverclyde means that developers are hesitant to develop with the exception of the obvious locations. It may be the case that some level of external support is required to overcome issues such as the cost of abnormals and the lower price achievable in Inverclyde in order to shift this narrative.

4.0 PROPOSALS

- 4.1 The detailed appendices to the study are available in the members library. They highlight five potential sites for housing led regeneration which can be considered with partners going forward. They have varying levels of challenge and achievability with possibly the most aspirational and transformative being the Westburn area.
- 4.2 The detailed proposals from the study will be considered further as potential regeneration projects following on from the levelling up project already underway in Greenock Town Centre.

5.0 IMPLICATIONS

- 5.1 The table below shows whether risks and implications apply if the recommendation(s) is(are) agreed:

SUBJECT	YES	NO
Financial		X
Legal/Risk		X
Human Resources		X
Strategic (Partnership Plan/Council Plan)		X
Equalities, Fairer Scotland Duty & Children/Young People's Rights & Wellbeing		X
Environmental & Sustainability		X
Data Protection		X

5.2 Finance

Although the potential costs of the regeneration projects highlighted in this study are significant there are no financial implications arising directly from this report.

One off Costs

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report	Virement From	Other Comments
N/A					

Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (If Applicable)	Other Comments
N/A					

5.3 Legal/Risk

None.

5.4 Human Resources

None.

5.5 Strategic

None at this time.

6.0 CONSULTATION

6.1 The study details wider consultation undertaken. The Corporate Management Team has also been consulted on the study.

7.0 BACKGROUND PAPERS

7.1 None.



Central Greenock Regeneration Strategy



Inverclyde
council

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1.0

Introduction

1.1

GlenEtive projects has been appointed by Inverclyde Council to prepare a Regeneration Strategy for Central Greenock.

1.2

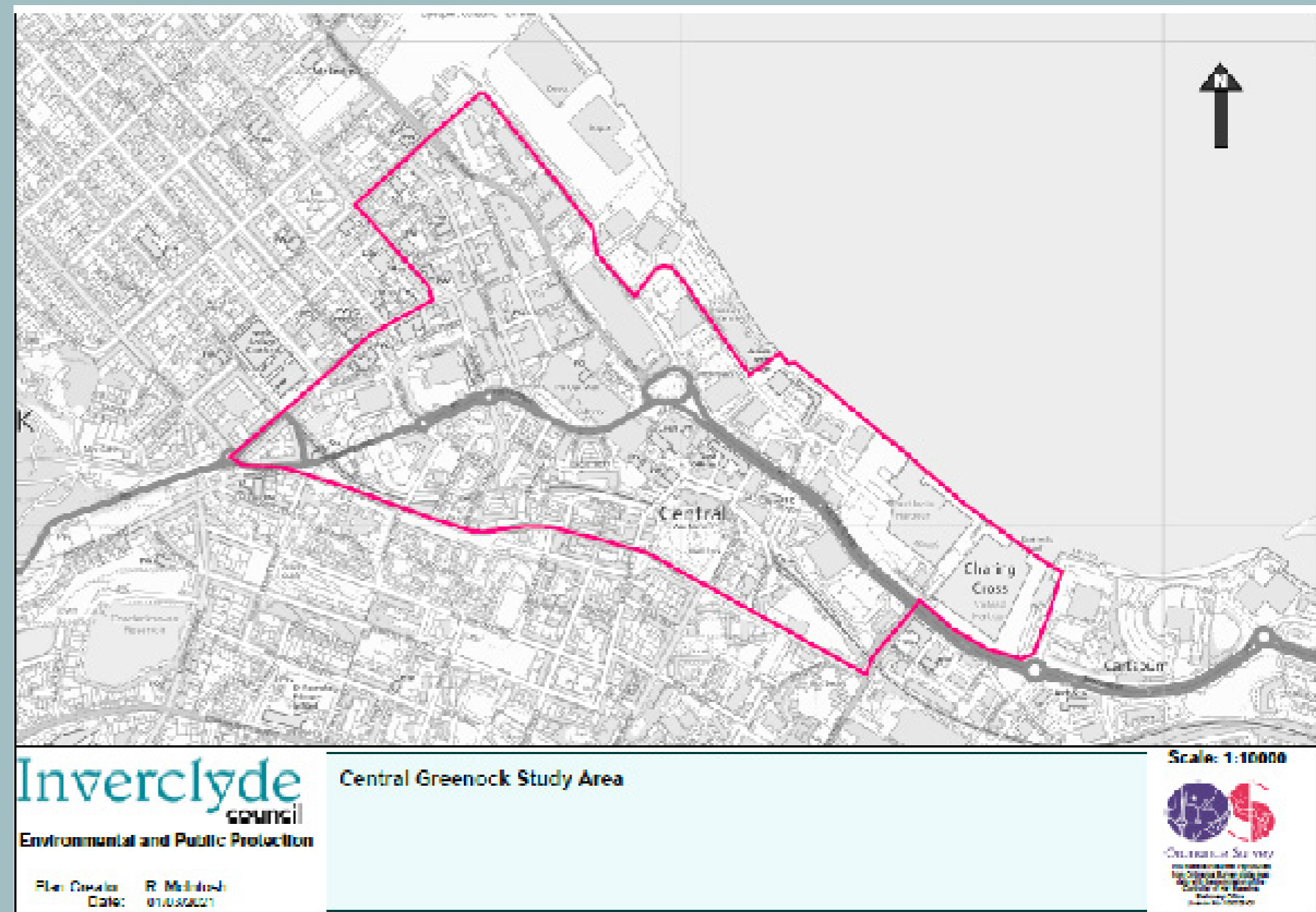
The Central Greenock Regeneration Strategy will fully articulate a joined-up vision for the area, taking a holistic view of multiple key sites located within the Central Greenock area. We have prepared this strategy with a view to encouraging multi-tenure development, repopulation and regeneration within Inverclyde on a site with vast potential.

The strategy will be informed by an analysis of:

- The existing Inverclyde land use strategy
- Site deliverability
- Land valuation
- Market appraisals
- An assessment of the housing market and local housing need and demand
- The environmental attractiveness of the Central Greenock area
- The potential of attracting development to the area

2.0 Strategy Area

The study area incorporates the majority of the Town Centre as set out in the Local Development Plan. It also encompasses adjacent urban areas which are intrinsic to the function of the Town Centre area as a social and retail space.



Central Greenock Study Area

3.0

Background:

The Requirement for Regeneration

Inverclyde is suffering from a declining population.

To address this issue The Inverclyde Alliance has developed a Repopulation Strategy and Action Plan to achieve the overarching goal to halt and reverse the de-population by 2025.

Due to its importance from a functional and locational point of view, Central Greenock has been selected as one of the key areas to target with this robust strategy and action plan.

3.1

From inspection, it is evident that there is an absence of private housebuilding across this entire Council area. This in turn leads to a negative perception of the area by the development industry and thus fuels a lack of interest in its potential regeneration.

3.2

To address this, the Council has been proactive and commissioned a number of different reports and developed a number of strategies and incentives, such as the Town Centre Charrette and the new Heritage Trail for tourists.

3.3

This document reviews all the individual Council reports and strategies to create a cohesive, focused Development Strategy with the key objective of enabling housing-led regeneration of the Greenock Town Centre Area.

4.0

Review and analyse existing Central Greenock land use policies

Similar to all local authorities in Scotland, the Central Greenock area has a number of land use plans and policies. This section encapsulates the key elements of each of these policies and how they relate to each other, creating a cohesive vision and master plan for the area, ensuring policy goals are fully aligned.

4.1

On 17 May 2021, Inverclyde Council published its Proposed Local Development Plan. (LDP)

4.2

As highlighted in the LDP map of Central Greenock, the Town Centre policy covers almost the entire strategy area.

4.3

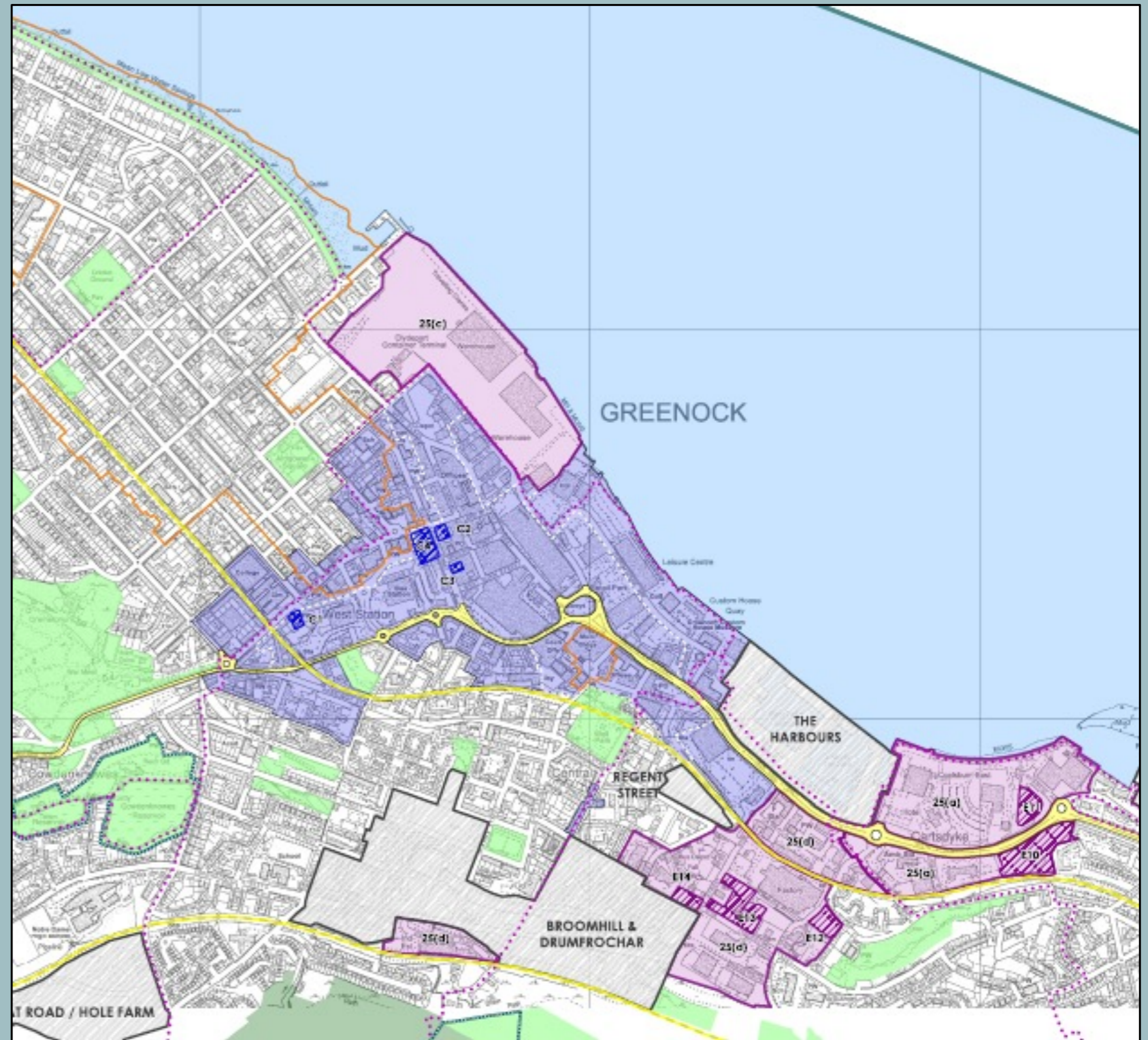
A key document is the Supplementary Guidance - 'Priority Places'. This document sets out the vision and context for the redevelopment of sites within the strategy area.

4.4

EXTRACT FROM POLICY 3 – PRIORITY PLACES

“The Council will support comprehensive redevelopment proposals for the Priority Places where these are in line with the preferred strategy set out in Schedule 2 and the development frameworks set out in the Priority Places Supplementary Guidance.”

Extract from LDP – Proposals Map



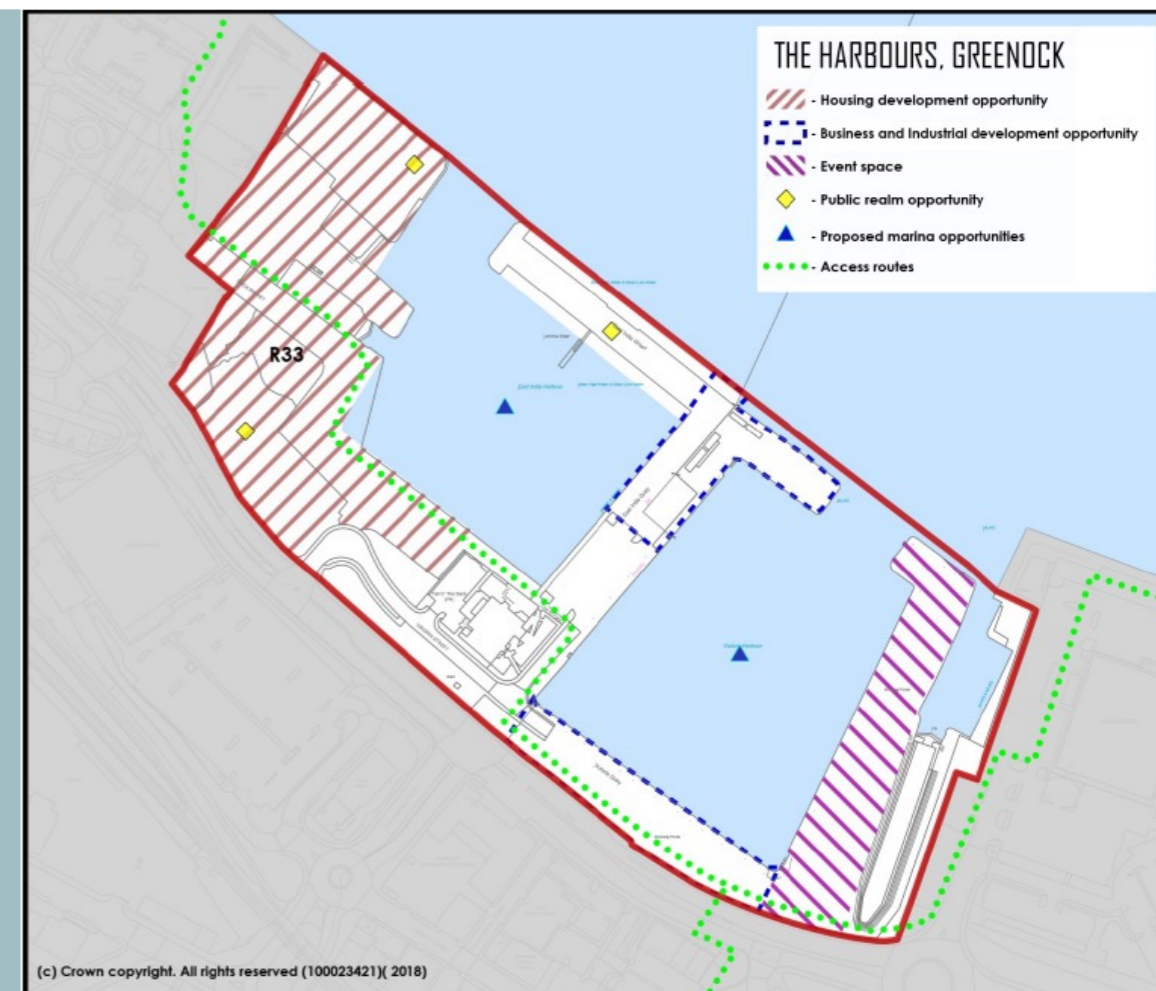
4.5

The Harbours, Greenock

4.5a The site occupies a prime waterfront location immediately north of the A8, at the entrance to Greenock Town Centre. It comprises Victoria and East India Harbours, the A-listed Scott's dry dock and approx 4.84ha of open, flat land with excellent views over the Firth of Clyde. Existing buildings include a restaurant, two maritime-related business buildings and an electricity substation. The surrounding area has a diverse range of uses, including the town centre, retail and light industrial areas. The site has a history of maritime-related uses associated with the harbours and dry docks, including shipbuilding and commercial shipping.

4.5b Outline planning permission and an associated masterplan for a housing-led, mixed-use development were approved in 2006, with subsequent detailed permissions granted for 88 residential flats, and a restaurant (developed in 2014). The approved masterplan was prepared in 2003, and the more recent development of the Beacon Arts Centre and restaurant has deviated slightly from it. This would mean the master plan will require a comprehensive review and update as part of any future development proposal.

4.5c The LDP is for housing-led redevelopment due to the site's waterfront location, proximity to the town centre and excellent public transport services. Leisure, tourism and commercial maritime uses are identified to reflect and take advantage of the site's heritage and harbour assets, while also generating employment opportunities in the local area.



The map highlights the extent of the development opportunities

4.5d Supported land uses are:

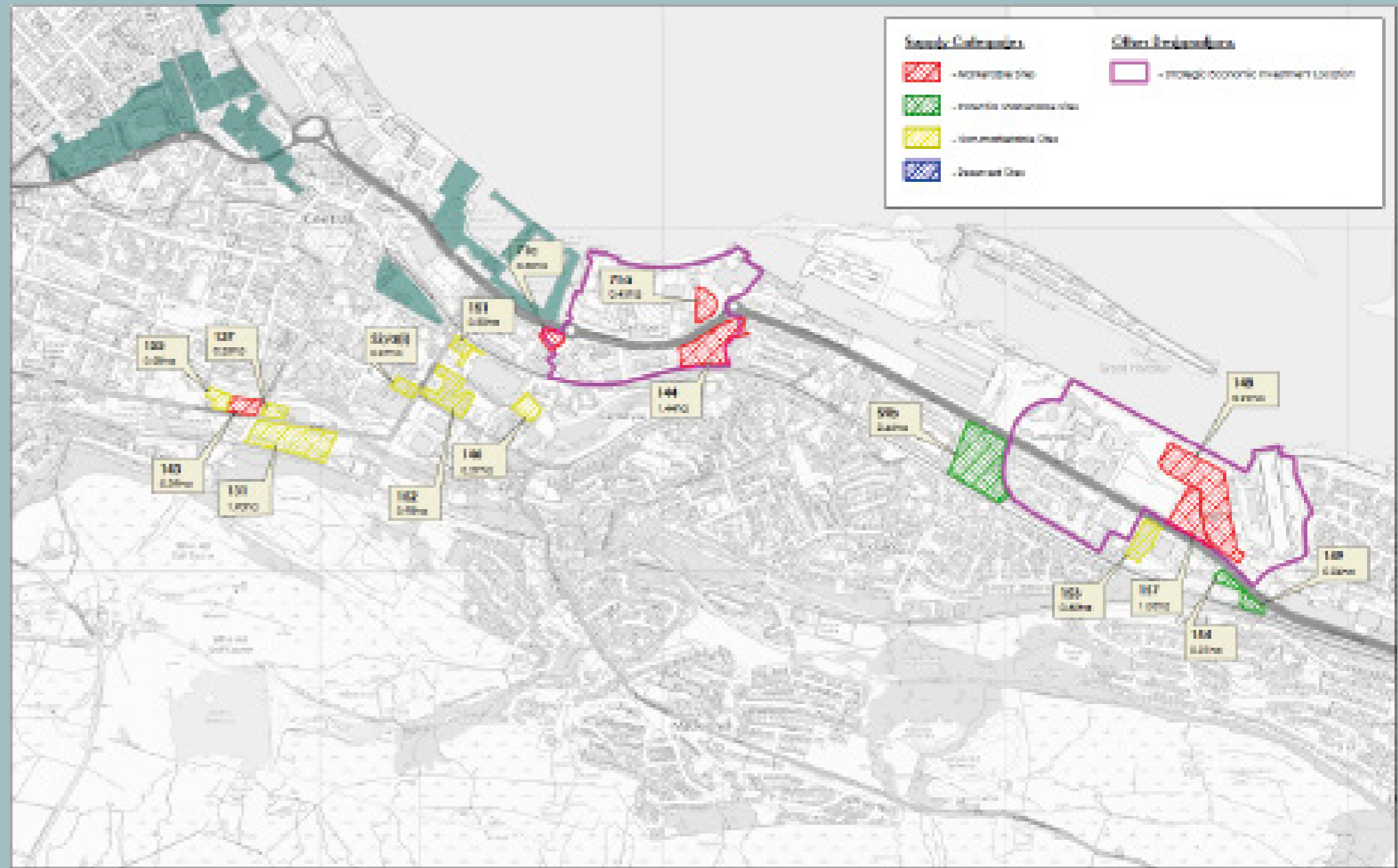
- Residential
- Non-Residential Institutions of a tourist and heritage nature that are related to the Harbour's maritime use, location and historical importance
- Retail, restricted to the servicing of the above tourism, heritage and leisure uses and not exceeding 250 square metres of gross floorspace
- Food and Drink and use as a Public House
- Financial, Professional and other services
- Marine-based commercial enterprises, including provision for marina facilities

4.6

Vacant and Derelict

Land Survey 2020

From reviewing the Vacant and Derelict land survey it is evident that none of the sites are within the strategy area.



Map 6: Extract from the VDLS - (Greenock Central insert)
Areas of proposal highlighted in turquoise

5.0 Housing and Social Improvement Policies

5.1

The Housing Land Audit 2021 highlights a number of opportunity sites in the Greenock area.

We perceive the key site within the strategy area to be the Harbours area.



Extract from the HLA- (Greenock Central insert)
Proposal areas highlighted in turquoise

5.2

Inverclyde Outcome

Improvement Plan

Inverclyde's Inverclyde Outcome Improvement Plan 'L.O.I.P.' was formally agreed by the Alliance Board on 12 October 2022.

The priorities of LOIP are

- Repopulation
- Reducing Inequalities
- Environment, Culture and Heritage

Repopulation Partnership - LOIP 10 Year Vision

- Inverclyde will be a more attractive place to live and work with excellent education provision, leisure facilities, transport links, good quality housing and employment opportunities.
- A greater variety of opportunities that meet the needs and aspirations of our young people will be available so that they are encouraged to stay in the area after leaving school.
- Inverclyde's local economy will have grown and be characterised by a diverse business base as a result of an increase in the number of local entrepreneurs and inward investment.
- Communities in Inverclyde will have an enhanced sense of pride, identity and influence, resulting in improved quality of life and satisfaction with living in the area.
- Inverclyde will have a stable population with a good balance of socio-economic groups.

Population Partnership Overarching Goal

(March 2019) (EKOS Study 2018/19)

To grow the population of Inverclyde by 2025 through improving the employment, housing and infrastructure offer

Strategic Objectives

- Develop and communicate an image for Inverclyde that reflects its many strengths and opportunities for residents, visitors and business
- Focus on attracting and retaining young people and families to live in Inverclyde
- Increase the level of private house building in spatial priority areas in Inverclyde
- Increase the number and quality of jobs and the number of locally based employers
- Increase the contribution which the cultural and leisure assets in Inverclyde make to economic growth
- Maximise the potential of the workforce through engagement with young people, older workers and disadvantaged groups

5.3

Inverclyde Local Housing Strategy 2017-2022

Inverclyde Local Housing Strategy 2017-2022

The Housing (Scotland) Act 2001 places a statutory duty on local authorities to prepare a Local Housing Strategy supported by an assessment of housing need, demand and provision. Scottish Government Guidance was issued in August 2014 to assist authorities in preparation of their Local Housing Strategy.

The Local Housing Strategy sets out the vision for housing and housing related services over the next five years. It builds on the success of our previous strategies and supports the Scottish Government's vision of a housing system which provides affordable homes for all (Homes Fit for the 21st Century). It also seeks improvement in housing quality and recognises the role that the housing system has to play in enhancing economic growth and social mobility, as well as strengthening our communities.

The strategy sets out what Inverclyde Council, together with our partners, has planned in order to make Inverclyde a place where people have access to quality, affordable homes in sustainable communities from 2017-2022. This Local Housing Strategy provides the strategic framework to help us achieve our vision, key objectives and outcomes.

Six overarching strategic outcomes have been identified in conjunction with our partners and stakeholders. These reflect the priorities set out in the Scottish Government LHS Guidance and will allow us to achieve our vision: 'Working together to deliver quality, affordable homes and sustainable communities'.

These are:

- To promote a supply of good quality affordable housing solutions across all tenures
- To ensure that Inverclyde has sustainable, attractive and well-designed communities with well-functioning town centres
- To prevent homelessness where possible through provision of ongoing support to meet the needs of individuals
- To ensure that people are supported to live independently for as long as possible in their own homes and communities.
- To tackle fuel poverty and contribute to meeting the climate change target
- To improve stock condition across all tenures.

5.4

Housing Need and Demand Assessment

This analysis draws from the HNDA.

5.5

Demographic Changes

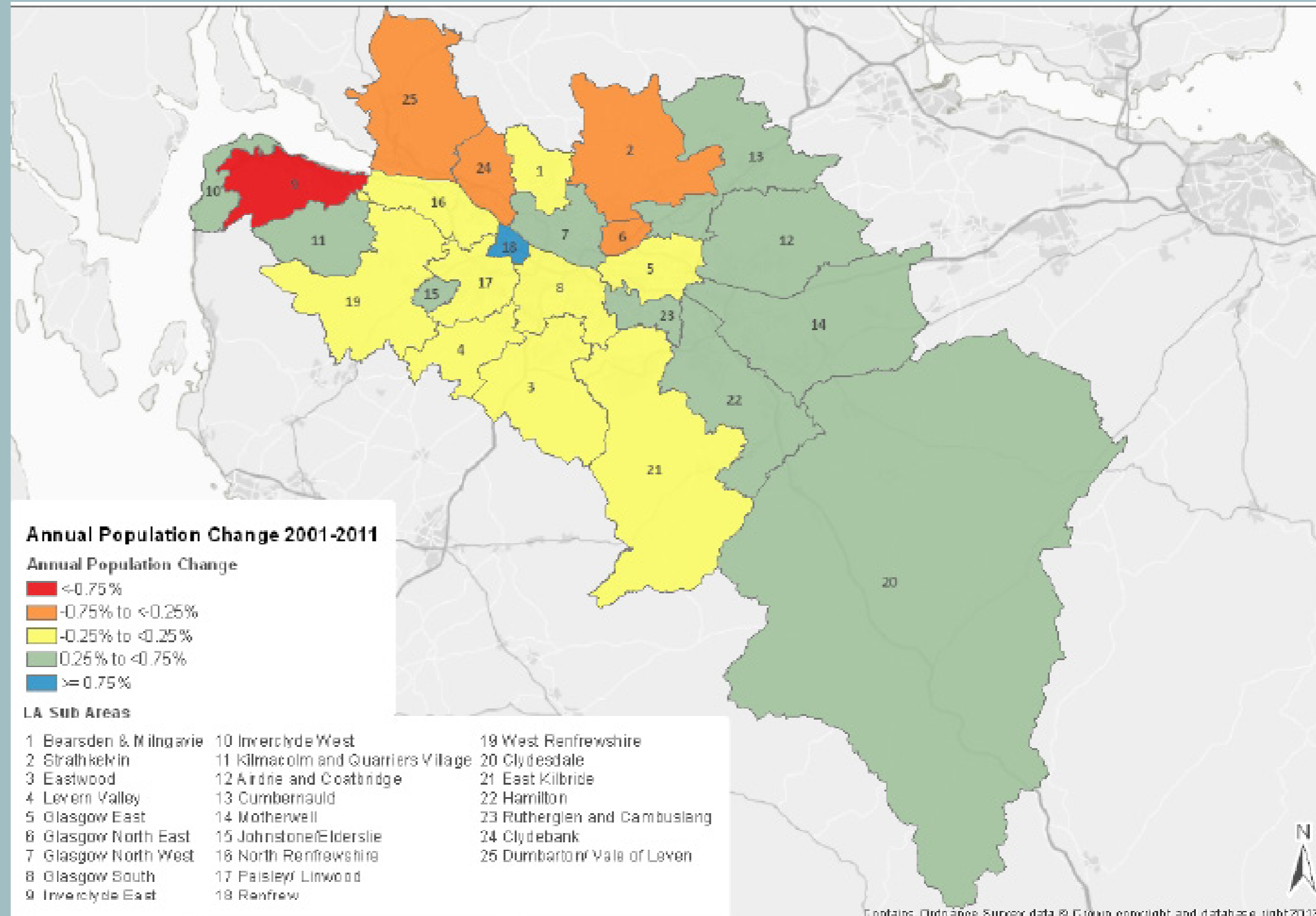
The projected changing structure of households remains a fundamental issue for the planning of housing and the regeneration agenda in Inverclyde. Depopulation coupled with negative projected household change will nevertheless result in an increase in the number and proportion of single person households, which are expected to be found in 4 of out every 10 households by 2029. The majority of these are projected to be older persons, who are likely to strive to continue living independently in home and community settings. This will create a challenging provision, including specialist provision and service delivery issues for the Council and its partners. Net out-migration, particularly of the 20s to 30s age group, continues to be a major contributor to depopulation.

5.6

The rate of population decline compared to the recent past (2001-12) under the three migration assumptions is projected to slow down in terms of natural change and net migration between 2012 - 2024, but then pick-up again from 2024-2037. A decline in the working age population, along with a lower than average projected household formation rate, is combining to create a decline in households over the plan period to 2029. This will reduce the number of family-sized and working age households, and will have implications for the local economy in terms of lower tax contributions and will put further pressures on already stretched services.

5.7

The table to right is from the HNDA which highlights population change across the regional area.



5.8

Projected household

From reviewing the projected household change, Inverclyde is the only local authority which will likely contract in population. See Table 3.8.

Table 3.8 - Estimated and projected annual change households by council area

Council area	estimated change 2001-2012	low migration scenario 2012-2029	principal projection 2012-2029	high migration scenario 2012-2029
East Dunbartonshire	141	54	74	103
East Renfrewshire	234	193	215	244
Glasgow City	1,313	2,051	2,640	3,230
Inverclyde	52	-134	-101	-79
North Lanarkshire	1,276	646	738	796
Renfrewshire	510	335	397	443
South Lanarkshire	1,230	606	704	818
West Dunbartonshire	115	28	46	70
GCV area	4,872	3,779	4,713	5,625

Source: National Records of Scotland - Crown Copyright Reserved

5.9

Employment

The HNDA provides an overview of the employment statistics across the regional area, in table 3.3.

The HNDA indicates that the largest decline in employment has been in Inverclyde.

Table 3.3 Total employment growth by local authority, 1991-2012

	1991-2012	% Change
East Dunbartonshire	-3,000	-11.3%
East Renfrewshire	4,000	15.9%
Glasgow City	30,000	7.2%
Inverclyde	-8,000	-27.7%
North Lanarkshire	18,000	13.3%
Renfrewshire	-13,000	-17.3%
South Lanarkshire	13,000	9.9%
West Dunbartonshire	-7,000	-21.4%
Glasgow/Clyde Valley	32,000	3.7%

Source: BRES, Oxford Economics (TR03)

5.9a Quality Issues and the Social Rented Sector

The area renewal strategy of re-provisioning, including extensive demolitions, has now been scaled back so there is less pressure on the affordable supply in terms of stock and lets available. The end of 'Right to Buy' in 2016 is also likely to alleviate at least some pressure on the social rented sector.

However, there remains a major issue of quality in the social rented stock, which will increasingly be addressed through renovation and improvement together with changes in the use of stock, for example for mid-market rent.

5.9b The Private Sector

The outlook for the owner-occupied sector in 2024 and 2029 is one of decline. However, in setting Housing Supply Targets, Inverclyde will take into account past (medium-term) completion rates and an expectation of what could be built over the 'Plan period. This, in turn, will result in modest growth.

The situation is caused by one of the lowest rates of household formation in the GCV Region coupled with a low percentage of new households able to purchase. Out-migrant households from this sector are also higher than in-migrants. This means that growth is likely to remain weak due to the local economy and the area's underlying socio-economic characteristics, including high levels of worklessness.

5.9c Land Supply

As a consequence of the above, there is a more than sufficient supply of land in a wide range of localities throughout the urban areas to satisfy private sector requirements. This position was endorsed at the Examination of the Local Development Plan subsequently adopted in August 2014.

5.9d Private Rented Sector

Growth in private renting has been rapid since the start of the recession and appears to be fuelled by demand from new households that cannot access owner occupation, or those who allocate a larger proportion of their income to paying rent, or do not wish/qualify for social rented housing.

Uncertainty remains over the continuing growth and the role of this sector in the Inverclyde housing market. Further work needs to be undertaken to understand the reasons and circumstances of households entering the private rented sector. We also need to understand whether the sector has become an alternative for those requiring social rented or owner-occupied housing, or whether private renting is a long term solution for many households.

5.10 Scottish Index of Multiple Deprivation 'SIMD'

In January 2020, The Scottish Government published the Scottish Index of Multiple Deprivation (SIMD) for the whole of Scotland. The SIMD is the Scottish Government's official tool for identifying places in Scotland suffering from deprivation. It uses data relating to multiple aspects of life (income, employment, health, education, access, crime and housing) in order to gain the fullest possible picture of deprivation across Scotland.

5.11 Inverclyde Rapid Rehousing Transition Plan 'RRTP'

The Homelessness and Rough Sleeping Action Group (HARSAG) was set up by the Scottish Government in October 2017 to produce short and long-term solutions to homelessness and rough sleeping. Led by best evidence, the cornerstone of recommendations to address homelessness is a transition to a rapid rehousing approach utilising a housing first model where necessary.

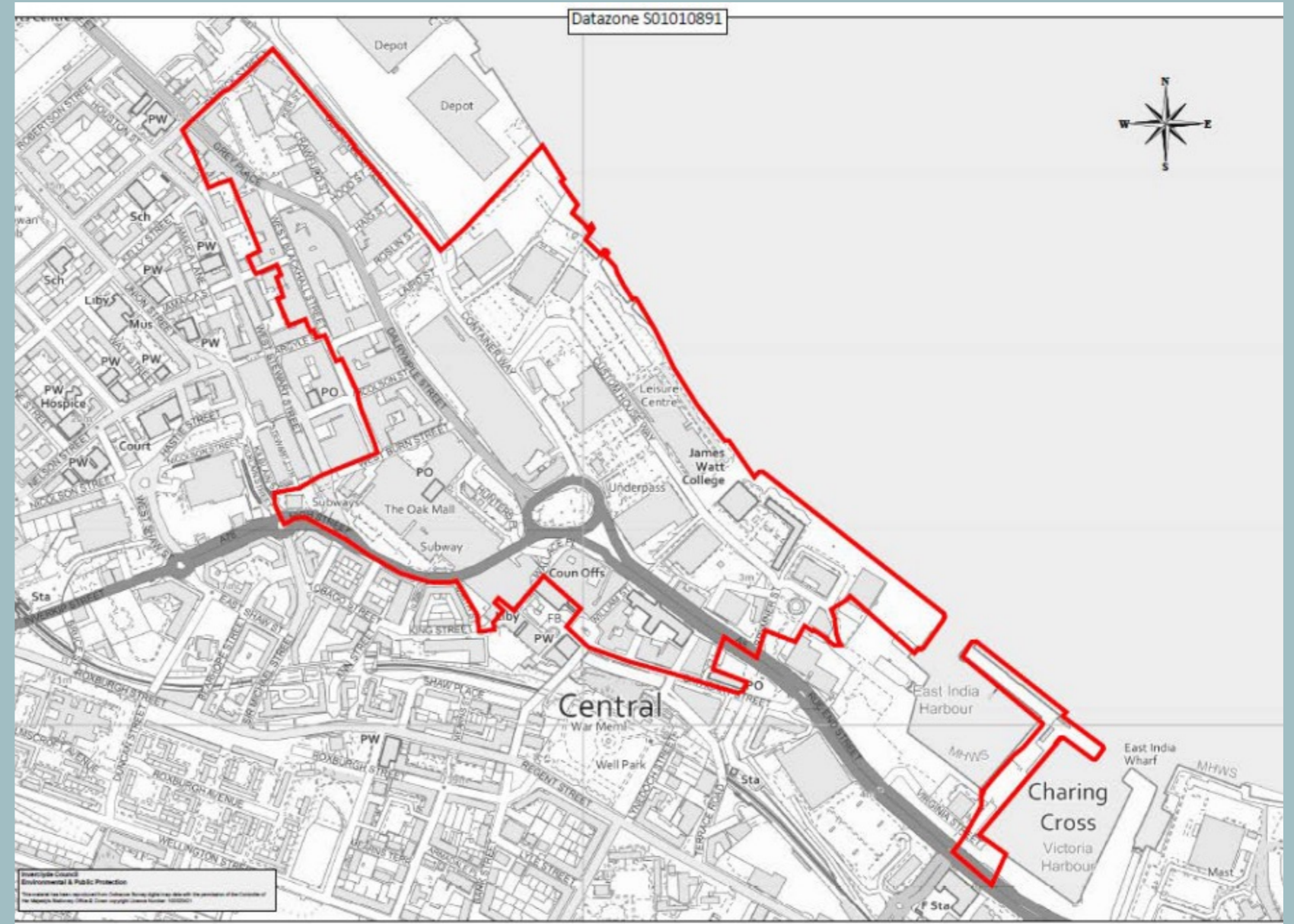
Rapid rehousing utilises a housing-led approach for rehousing people who have experienced homelessness, making sure they reach a settled housing option as quickly as possible, with time spent in temporary accommodation reduced to a minimum. Where people require temporary accommodation it should be in furnished mainstream housing, within a community location that minimises disruption to their daily lives.

In 2018, the Scottish Government implemented the recommendations from the Homeless and Rough Sleeping Action Report. The key output was a directive for Local Authorities to produce a Rapid Rehousing Transition Plan [RRTP], with an expectation that each Local Authority will develop their plans in collaboration over a planned and costed phase of 5 years (2019-20 to 2023-24). RRTP then became an integral part of the Strategic Housing Investment Plan (SHIP) and be reviewed annually as part of the SHIP process.

Inverclyde HSCP operates the homelessness service in Inverclyde. Housing consultant, Arneil Johnston was commissioned in April 2017 to undertake detailed work to inform the development of a strategy for the future provision of temporary accommodation and develop options for the range of accommodation solutions that best meet the needs of our local population. The temporary accommodation review provided key information on the composition of our current temporary accommodation.

5.12

The most deprived data zone in Scotland is located in the Greenock Town Centre area. The map below highlights the SIMD data set area in Red below. The insert is this Reports Study Area.



Data zone- Scotland (insert is the Strategy area)

6.0

Appraisal of the Study Area

6.1

A detailed analysis of the area has been undertaken on foot and bike to understand the connectivity of the area. The area has remained stagnant of new development over a significant period. The most noticeable changes are the demolition of the former Babylon Night club and construction of the Beacon Arts Centre. It is worth noting the new Ocean Terminal is significant but is outwith the Strategy area.

6.2

In 2016 A Charette was undertaken by Austin Smith Lord Architects and associated development consultants. The results of the public consultation highlighted a number of development sites that were in priority:

- Regent St
- Oak Mall
- Disused Car Park (West Stuart Street)
- Babylon Night club
- Train St (Central)
- Tobacco Warehouse (Dalrymple/Clarence Street)

6.3

The other key site in the strategy area is the harbour sites.

The sites are located around East India Docks and Victoria Docks and in total cover a gross area of 7.047 acres.

They have the potential for residential and mixed-use development with waterfront views.

The sites are on the market by the owners, Peel Port.

7.0

Community and Commercial Consultations Consultation

In order to fully understand the study area, a number of informal meetings were held to seek the views of people who work and live in the local area.

The main themes and points which came out of the meetings:

- Lack of connectivity
- Safety at night, particularly getting to public transport interchanges
- Oak Mall - closes in the evening and prevents connection to the train station
- Lack of development sites for family houses
- Uncertainty in the planning process
- Lack of large-scale development site of 100-200 units
- Deliverability of sites - high abnormal costs
- Developers do not want to build flats
- Migration to Bishopton
- Lack of new build starter housing for young professional people
- High demand for executive homes/apartments
- Change in demographic needed
- Lack of parking for shop owners
- Difficulty to navigate for tourists
- Lack of a community hall

8.0 Levelling Up Fund

On the 6th of July, Inverclyde Council submitted a Levelling Up bid to the UK Government. The bid was focused on infrastructure provision for the Town Centre.

The key elements are the Bull Ring roundabout, the elevated road network and the element of the Oak Mall Shopping Centre which is under the Trunk Road network

The proposal is to:

- Reduce to physical road level from elevated to ground level
- Remove the Bullring roundabout
- Demolish and reduce the road level over the Oak Mall Shopping Centre



Existing (facing East)



Proposed (facing East)



Existing (facing West)



Proposed (facing West)



Existing (facing South/West)



Existing aerial view

8.1

Oak Mall

The Shopping Centre/Levelling Up Bid

Development Strategy

The site's future is highly dependent on the success of the Levelling Up Fund. This would have a large impact on the success of the area.

If the bid is unsuccessful, the part-demolition and redevelopment of the shopping centre into the proposed apartments should be undertaken.

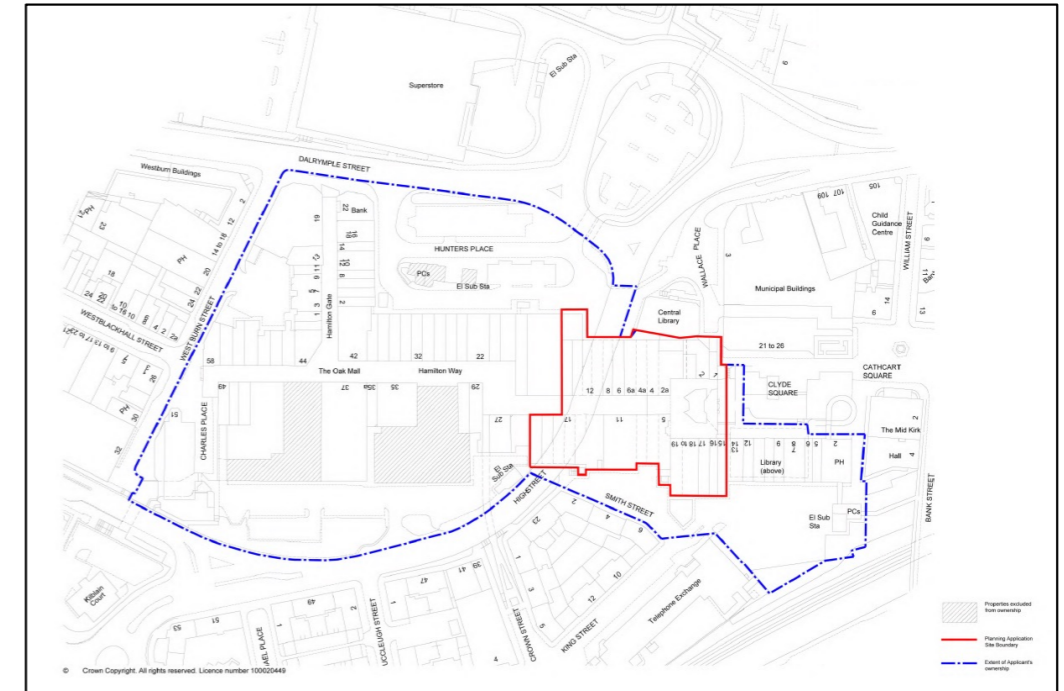
The indoor shopping mall is located on Blackhall Street, leading to the Municipal Hall and Cathedral Square.

Originally open the mall is now fully covered, and uniquely it goes under the trunk road.

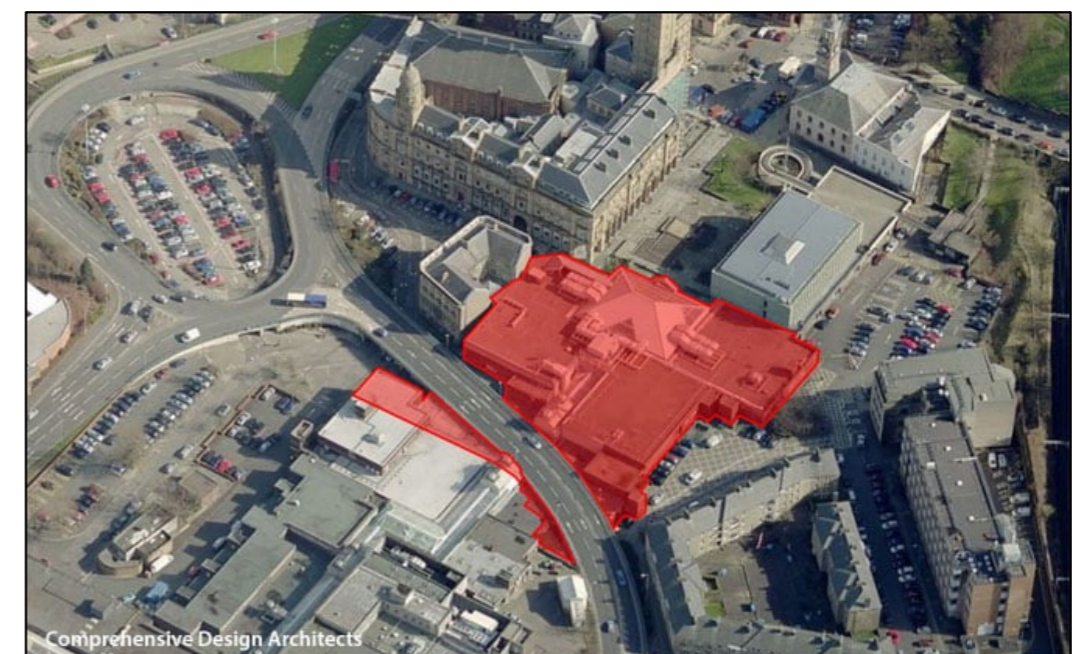
The shopping centre is at the natural crossing point of the town centre. Its location means that all pedestrian traffic needs to flow through the centre. With it closing at 6 pm nightly, the town centre is effectively blocked off. To traverse from Blackhall Street to the Train Station is only possible on secondary routes, with underpasses, poor lighting and a sense of entrapment. Because of these factors the public is disinclined to use such routes.

The initial application 18/0262/IC proposed to demolish the element of the shopping centre which is located under the road and replace it with 110 new flats. The application was refused as deemed to have a detrimental impact on the listed buildings adjacent to the shopping centre.

The application was later revised (19/0285/IC) and the demolition was approved. New units could be developed to be a Mid Market Rent product, providing different housing supply to the local area and changing the demographic composition in the area.



Ownership of Oak Mall and the proposed area of redevelopment in red



Area of redevelopment in red

9.0

Housing Market Analysis

9.1

Private sector rental market

Commentary on the rental market provided by Bowman Rebecchi

Prices vary between £375pcm up to £650pcm, for a higher-end/larger two-bedroom flat (around James Watt Way), with all tending to rent quickly. The market at the moment is strong, due to a general lack of inventory.

The main factors to this are that more landlords are selling with capital values growing, current tenants are staying put as a similar property coming to the market might cost them an extra £25 to £50pcm whilst tenants, in general, are gaining more and more power over landlords. There were also a lot of “accidental landlords” created and forced into the market, when the property crash happened back in 2008. They now have an opportunity to exit the market, if it was never their long term intention to be a landlord.

Rental prices across the board started to rise slightly around 2014/15 and since Covid has hit, prices have taken a massive jump.

As you may be aware, there have been drastic changes in terms of what a landlord has to adhere to in terms of safety checks, which in turn increases costs.

Inverclyde versus the likes of Glasgow would tend to see more renters for life, as there are plenty of people who cannot afford to get themselves onto the housing ladder. There will always be a great need for rented property within Inverclyde, especially for those needing government assistance/aided funding going via Housing Associations.

10.0

Build to Rent

Build to Rent is a new model of private rented housing supply developed by the construction industry where housing units are designed specifically for rent rather than sale. These housing units are generally owned by institutional investors and managed by specialist operators.

The Scottish Government state that this tenure offers significant opportunities to complement existing housing delivery models and can help to increase the overall rate of delivery of housing.

10.1

The lack of new housing has resulted in higher rents due to a lack of supply. The occupiers do not qualify for social housing, therefore find it difficult to find a property.

10.2

A good example of a BTR partnership by Ediston/City Facilities Management Holding is a scheme in the Gorbals. This development, currently under construction, has a centralised and managed factor. The development will offer fixed-price apartments including rent, power, internet, factoring and maintenance.

11.0

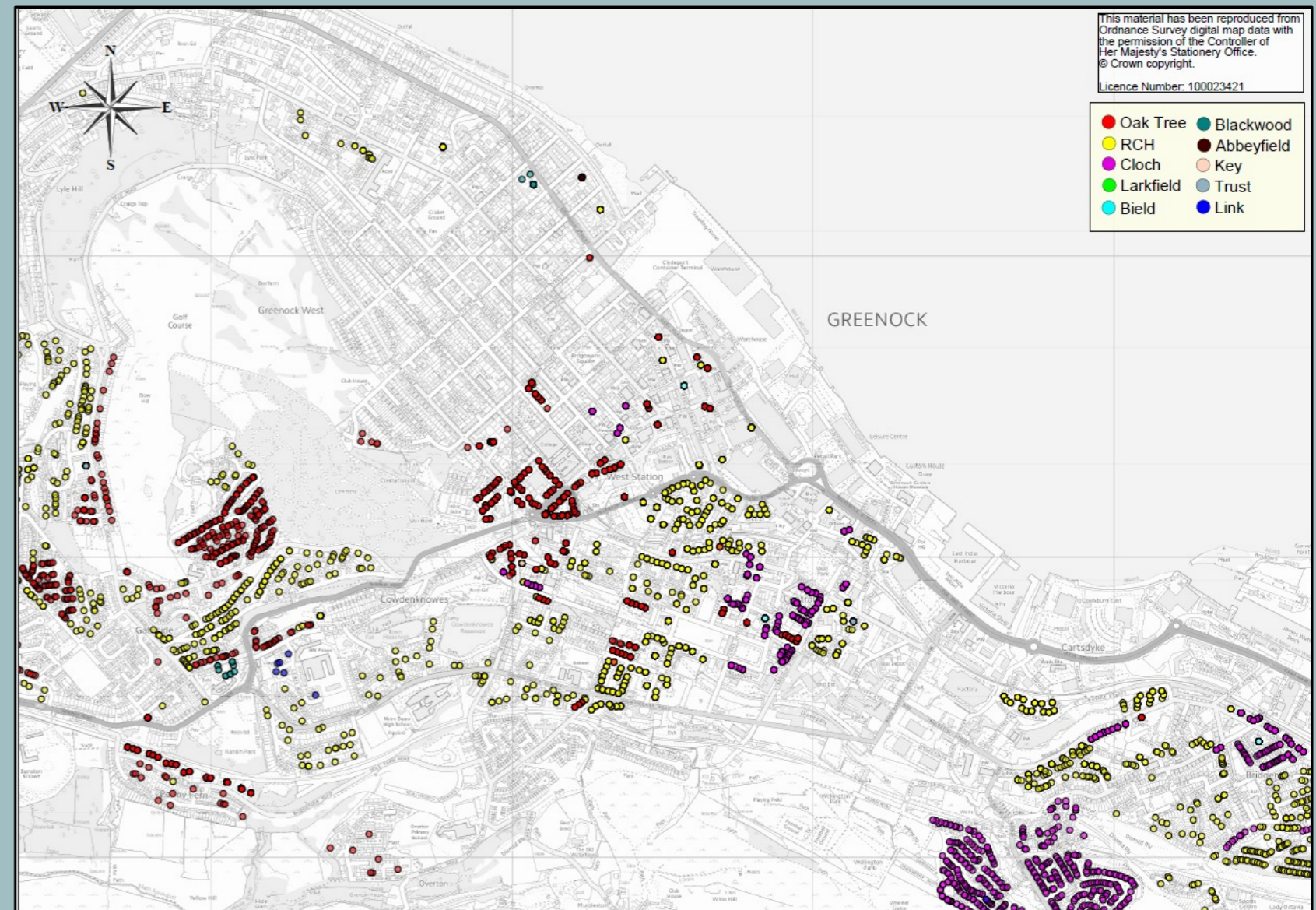
Social rent

There are large pockets of affordable housing, especially social rent, in the strategy area. A detailed housing assessment is required in order to understand the quality of the properties.

A joint approach with the RSL sector is required to target areas where the quality is poorer and the property stock is coming to the end of its life cycle. Specific areas should be created and the demolition or renovations undertaken strategically to help regenerate one area at a time.

Outwith the replacement of older stock, Social Rent developments should be discouraged to support a mixed tenure community.

Map indicating the housing in RSL ownership



12.0

Findings and Recommendations

12.1

Local Homelessness Strategy

In order to give a balanced opinion, we have consulted with both Inverclyde Homeless Services and the associated Housing Associations. We have also reviewed the SIMD rating against the physical environment.

It is our professional opinion that the SIMD index scoring is a result of the data set formed around a distorted core area, and is not typical of other dataset areas.

The result is a relatively small population, a concentration of advisory services, a mixture of lower-income owner-occupiers and a number of poor-quality rental units. The Inverclyde Homeless Centre is located in the SIMD area.

The collective amalgamation of these factors has resulted in the ranking.

12.2

Implementation Strategy

The Implementation strategy is based on the closure of the Inverclyde Centre and the site being sold.

Broadly speaking, there are three accommodation option types for someone presenting as homeless

- Hostel Accommodation – Inverclyde Centre
- Temporary furnished flats (TFF) – RSL properties which the Homeless Service manage
- RSL & PRS Properties – Clients assisted to apply directly for a tenancy

The first two responses are for someone who meets the definition of being homeless and requires temporary accommodation. The third response can be for someone who is homeless but not yet in need of temp accommodation; for someone who is at risk of becoming homeless; or, can be for someone who is in the hostel or a TFF and wishes to secure appropriate permanent accommodation.

The service would change to a dispersal strategy of small clusters of 2x1-bed flats throughout the area. Each RSL will have 2 x1bed fully-furnished units ready at any time, meaning that the accommodation is always ready for new occupiers. In a rotation format, The RSL will prepare and have the flats ready. The void period will be paid for by Inverclyde Council.

A key aspect of this would be providing high-quality dedicated support safe to these units, providing a greater number of temporary furnished flats of varying types, sizes and locations across Inverclyde, and continued direct applications to RSLs to deliver our primary focus of preventing homelessness.

12.3

Placemaking, Environmental & Economic Sustainability

Placemaking, Environmental & Economic Sustainability are the core principles of any successful Town Centre.

GlenEive is a member of Scotland's Town Partnership.

Through this affiliation, these key principles, in tandem with the new strategy of 20-minute neighbourhoods and how to implement good practices, have been developed.

The keys goals In Greenock should be:

- Greenock's waterfront is unique and therefore high-quality developments should embrace these natural views. The council should help by partnering or assisting with companies who want to build there
- The infrastructure, in terms of public transport, exists making the key principles of sustaining new housing close to transport links achievable.
- Consolidate retail area by reducing the core area in the LDP, this in turn will reduce the number of existing units and provide new customers for convenience.
- Boost retail/casual dining/evening economy with new town centre population and increase town centre activity after 17.00. This improves safety/passive observation in the night-time economy.

12.4

Urban Realm improvements

The key reason for Town Centre living is the access to employment, services and facilities. Therefore in order to understand the issues of Central Greenock, a review of local businesses was undertaken.

The business owners feel there isn't sufficient parking and that a lack of connectivity means footfall is not attracted to West Blackhall St.

In order to attract Tourists from the cruise ships to West Blackhall Street an Art Trail will lead them from the boats to West Blackhall Street.

There are examples of this type of urban art in every major city across the world. From art panels in Melbourne to a reinterpretation of a zebra crossing in Dumbarton.

All of these elements can be undertaken on buildings or the public highway.

The result is to create a vibrant visual and attractive streetscape that is easy for tourists to navigate.

The Town Centre core needs to be reduced in physical size and a diversification of the retail outlets should be encouraged to stop grouping of similar stores. i.e. Vape shops, bookkeepers etc.

Local shops and pop-ups should be encouraged, to create a different retail offering than Port Glasgow.

Popular concepts such as café culture and food and drink outlets will offer both tourists and locals social spaces in which to further make use of the retail area.





A dazzle art work on the building and Public Art Trail



Melbourne, Australia



A dazzle art work on the building and Public Art Trail



In Dumbarton, to create a vibrant street Zebra Crossing reinterpretation

12.5

Policy changes

- Section 75 contributions pay towards the town centre
- City Centre 'Area' Action Plan
- Business Improvement District
- Business owner's improvement loans
- Simplified planning zone

12.6

Business Incentive schemes

- Commercial surveyor consultancy marketing sites collectively
- House builder workshop meeting

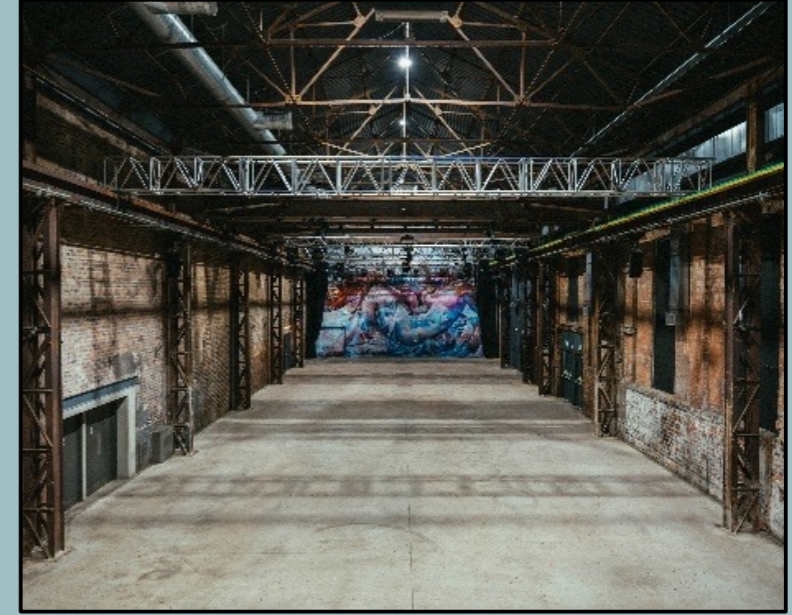
12.7

Cultural Arts Quarter

We would propose to create an arts scene, similar to venues such as SWG3, the Charity Workshop and Artists Provision Scotland 'WASPS' which are all based in Glasgow. These are local inspirational successful arts, design music and nightlife venues.

The container area of the town centre could be the 'Greenock Arts Hub'.

The centrepiece of this would be the repurposing of the 'B Listed' Glebe Sugar Refinery into a mixed-use arts venue/café/bar with residential units on the upper floors.



12.8

Housing Market Analysis

Key Findings

At the time of this report, there were no SME or volume house builders in the Inverclyde area.

The private family house-building sector is the key catalyst to the regeneration of central Greenock and the overall successful repopulation of Inverclyde.

The lack of available sites for family housing is perceived as the main barrier to investment in the area.

Example of an attractive site

As an example, here are the key criteria that a house builder ideally seeks from a development site

- Capacity of 100+ family dwelling units
- 12-week lead into abnormal ground conditions
- Minimum construction of retaining walls
- Flat, level site
- Family housing with front and back door
- Level gardens and car parking
- Low Affordable Housing
- Low Section 75 contributions

Schooling

One of the key factors for families to move into any area is the provision of schooling. Over the past 10 years, Inverclyde has made a massive capital investment in new schooling provisions. The area has high-quality new school buildings throughout the Council area.

We have examined the latest school league tables for 2021, based on 340 schools rated for their performance in exams. This shows that Inverclyde scores well as a Local Authority. The schools are in good/reasonable positions within the league table which would attract home buyers and thus will attract builders to invest in the wider Inverclyde area.



New build housing, Port Glasgow



Notre Dame High School, Greenock

13.0 Strategic Plan

The goal of repopulation and regeneration requires interventions on land and sites wider than the study area itself.

Success requires a 10-15 year plan and is required to include a partnership with Riverclyde Homes, as they own the majority of the key sites. There are elements of the stock transfer agreement which need to be considered.

The key to the regeneration of Inverclyde and the subsequent repopulation of the Greenock Central area is attracting private housebuilders. The sites across the Council area should be sold for private-only family housing. This will attract private investment, stabilise the area and start to repopulate Inverclyde.

A number of the sites such as Peat Road are of a size and scale which would attract private builders.

The Council area is fragmented in terms of land use. There are a number of small pockets of industrial uses and vacant land throughout the

area, but the lack of scale here means that these are not feasible to redevelop.

The industrial areas need to consolidate and marginal areas such as land to the south of Regent Street needs to be rezoned to residential.



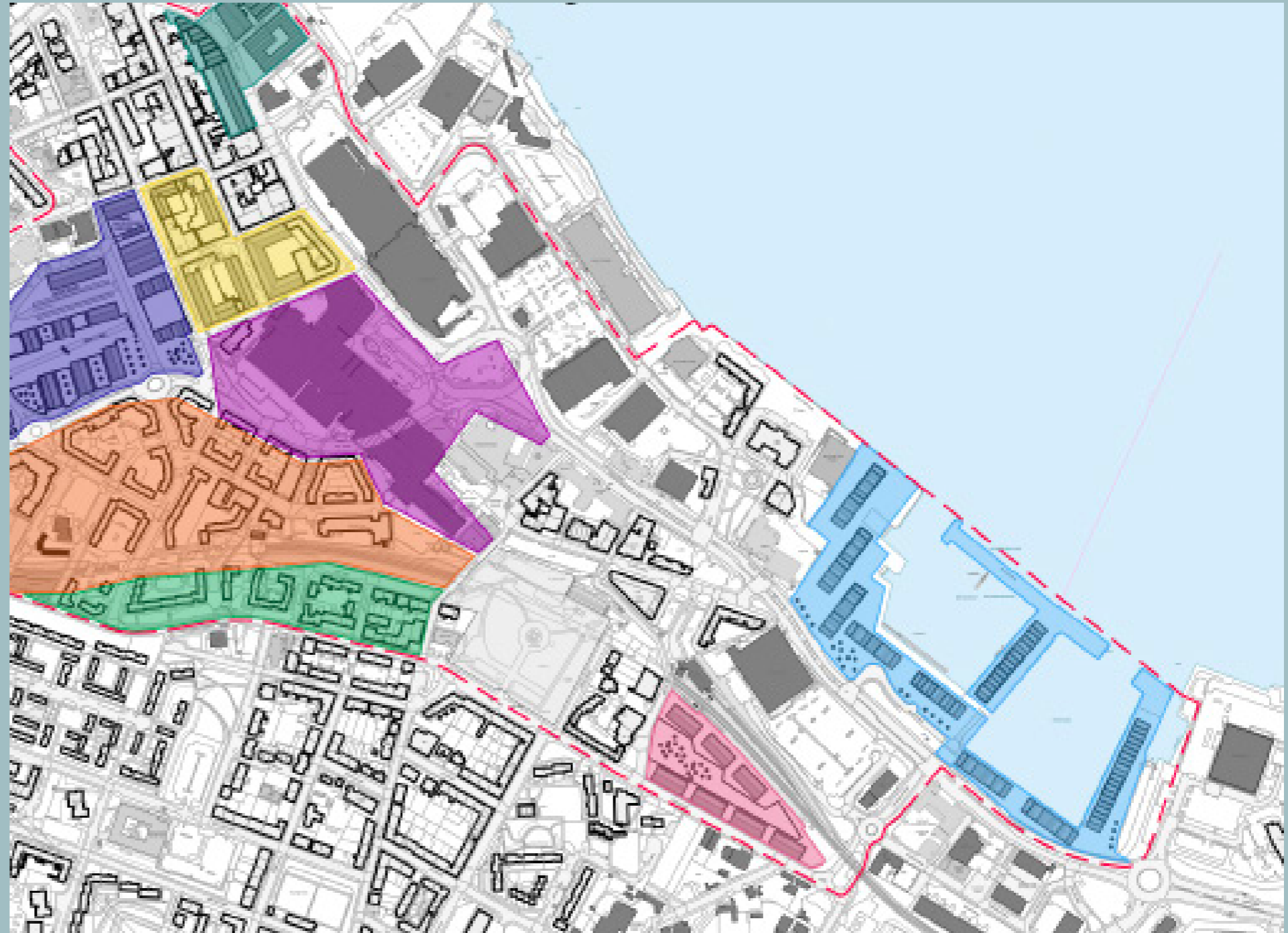
13.1

The Greenock Central Strategy area is large area and requires to be subdivided and specific strategies for each area.

The strategy covers 212 acres. In order to create deliverable/tangible strategies the area has been subdivided into 7 areas:

The initial first phase of the redevelopment focuses on 7 areas:

- 1 Regent St
- 2 Tobacco Warehouse District
- 3 West Blackhall
- 4 West Burn
- 5 The Harbours
- 6 Oak Mall
- 7 Roxburgh



14.0

Meetings with Community, Officials and the Development Industry

Scottish Town Centre Partnership	kennedytwaddle
Robertson Homes	Ben Barrs
Persimmon	EKOS
Bowman Rebecchi	Twice Nice Clothing
Cruden	City
Peel Port	Clyde Gateway
AS Homes	WSC
Merchant Homes	Bradley Mitchell
Oak Tree Housing Association	Cruden Homes
River Clyde Homes	Miller Homes
Cloch Housing Association	CCG
Places for People Capital	McTaggarts
Broomhill Community Council	Reith Lambert

GlenEtive projects (GEp)

GEp is ran by Paul Hughes – A qualified Town Planner and Surveyor who has over 20 years experience in regeneration.

Before setting up Gep, he was developer and sat at Board Director level for major Regeneration Companies. He was worked on developments such as Sighthill TRA, Calder Road Edinburgh, Ravenscraig Steel Works and Dalmarnock Clyde Gateway.

The uniqueness of GlenEtive is ability to give planning and development advice from a commercial perspective . The practice focuses on Regeneration, Affordable Housing and Listed Built Heritage.

www.glenetiveprojects.co.uk

NBM

NBM Construction Cost Consultants are a Chartered Quantity Surveying practice providing the services of Employer's Agent, Contract Administrator and Quantity Surveyor.

We provide services in various sectors but specialise in residential and commercial developments across the length and breadth of the UK.

We are regulated by the Royal Institute of Chartered Surveyors (RICS) and are accredited to both ISO9001:2015 and ISO14001:2015 for both our Quality Management Policy and Environmental Management System.

Having been formed in 1982 we have been successfully providing our core services for over 40 years and pride ourselves on some of the long standing relationships we have with many major RSL's across Scotland.

kennedytwaddle

kennedytwaddle are an award winning RIBA registered practice of architects and designers with offices in Dundee and London.

The company was set up in 2000 by Gary Kennedy and Chris Twaddle.

Chris was born in Greenock and divides his time between there and London.

Since forming, projects have ranged in size and type from single family dwellings and commercial offices to new-build schemes of forty apartments. A recent housing project received a Scottish Design Award in the residential category.

Masterplanning and feasibility projects have been carried out from Northern Ireland to Bahrain.

In recent years, and more increasingly, the company has undertaken several projects that have established them as community engagement specialists for projects in the built environment.

The studio strives to use creative design in a functional and economical way that will enhance the built environment now and in the future.

