

---

<b>Report To:</b>	<b>Environment and Regeneration</b>	<b>Date:</b>	<b>31 October 2024</b>
<b>Report By:</b>	<b>Director, Environment &amp; Regeneration</b>	<b>Report No:</b>	<b>ENV060/24/SJ/JH</b>
<b>Contact Officer:</b>	<b>Jennifer Horn</b>	<b>Contact No:</b>	<b>01475 715573</b>
<b>Subject:</b>	<b>Town Centre Actions Plans</b>		

---

## **1.0 PURPOSE AND SUMMARY**

- 1.1  For Decision  For Information/Noting
- 1.2 Town Centre Action Plans have been prepared for Greenock, Port Glasgow and Gourock following an allocation of funding from UK Shared Prosperity
- 1.3 The plans were prepared following consultation which included 'walk abouts' with members of the Town Centre Regeneration Forums, community drop-in events and online questionnaire.
- 1.4 Each plan sets out 12 actions and they are prioritised 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.
- 1.5 It is important to note that 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), however the priorities in the Plans are not funded or currently attributed to existing funding sources.

## **2.0 RECOMMENDATIONS**

- 2.1 It is recommended that the Committee:
- Approves the Town Centre Action Plans and delegate authority to the Director of Environment and Regeneration for any drafting changes required prior to publication.

**Stuart Jamieson**  
**Director, Environment & Regeneration**

### **3.0 BACKGROUND AND CONTEXT**

- 3.1 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.
- 3.2 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.
- 3.3 Shared Prosperity Funding gave an opportunity to fund the procurement of a consultant to produce the documents.
- 3.4 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. A report of the consultation has been made available in the members lounge and sent to Elected Members electronically.

### **4.0 PROPOSALS**

- 4.1 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.
- 4.2 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.
- 4.3 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.
- 4.4 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.
- 4.5 The table in appendix 1 gives a summary of the vision and proposed projects for each town centre.
- 4.6 The plans put forward are aspirational, but they need to also be pragmatic.

- 4.7 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 at 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.
- 4.8 The Action Plans set our 12 prioritise actions which, subject to future funding opportunities could be progressed over a ten-year period.
- 4.9 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.

## 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

As indicated in 4.7 above there has been a reduction in the usual Scottish Government town centre funding sources over the last year or so and it is currently unclear whether this is a longer-term reduction or a one-off in year saving. If the Council were to increase its own funding for these areas, then this would require existing capital projects to be dropped or increased resources for the capital programme to be identified.

### One off Costs

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

### 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

The proposal supports the Partnership Plan and the Economic Development Strategy in support local business.

### 5.6 Equalities, Fairer Scotland Duty & Children/Young People

#### (a) Equalities

This report has been considered under the Corporate Equalities Impact Assessment (EqIA) process with the following outcome:

	YES – Assessed as relevant and an EqIA is required.
X	NO – This report does not introduce a new policy, function or strategy or recommend a substantive change to an existing policy, function or strategy. Therefore, assessed as not relevant and no EqIA is required.

#### (b) Fairer Scotland Duty

If this report affects or proposes any major strategic decision:-

Has there been active consideration of how this report's recommendations reduce inequalities of outcome?

	YES – A written statement showing how this report's recommendations reduce inequalities of outcome caused by socio-economic disadvantage has been completed.
X	NO – Assessed as not relevant under the Fairer Scotland Duty.

#### (c) Children and Young People

Has a Children's Rights and Wellbeing Impact Assessment been carried out?

	YES – Assessed as relevant and a CRWIA is required.
X	NO – Assessed as not relevant as this report does not involve a new policy, function or strategy or recommends a substantive change to an existing policy, function or strategy which will have an impact on children's rights.

## 5.7 Environmental/Sustainability

Summarise any environmental / climate change impacts, positive or negative, which relate to this report.

None.

Has a Strategic Environmental Assessment been carried out?

	YES – assessed as relevant and a Strategic Environmental Assessment is required.
X	NO – This report does not propose or seek approval for a plan, policy, programme, strategy or document which is like to have significant environmental effects, if implemented.

## 5.8 Data Protection

Has a Data Protection Impact Assessment been carried out?

	YES – This report involves data processing which may result in a high risk to the rights and freedoms of individuals.
X	NO – Assessed as not relevant as this report does not involve data processing which may result in a high risk to the rights and freedoms of individuals.

## 6.0 CONSULTATION

6.1 Consultation has been carried out with the Town Centre Regeneration Forum, wider community engagement through drop-in events and online consultation questionnaire, as well as consultation with wider Council service.

## 7.0 BACKGROUND PAPERS

7.1 Appendix 1: Summary Table

7.2 Consultation Report.

7.3 Greenock Town Centre Action Plan

7.4 Port Glasgow Town Centre Action Plan

7.5 Gourock Town Centre Action Plan

Appendix 1: 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		