



Argyll and Bute Council
Comhairle Earra-Ghàidheal Agus Bhòid

Customer Services
Executive Director: Douglas Hendry

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2 May 2019

NOTICE OF MEETING

A Special meeting of the **HELENSBURGH & LOMOND AREA COMMITTEE** will be held in the **MARRIAGE SUITE** in the **HELENSBURGH & LOMOND CIVIC CENTRE** on **WEDNESDAY, 24 APRIL 2019** at **2:30 PM**, which you are requested to attend.

Douglas Hendry
Executive Director of Customer Services

BUSINESS

- 1. APOLOGIES FOR ABSENCE**
- 2. DECLARATIONS OF INTEREST**
- 3. SUPPORTING COMMUNITIES FUND 2019/20** (Pages 3 - 10)
Report by Chief Executive
- 4. HELENSBURGH MAKING PLACES** (Pages 11 - 100)
Report by Executive Director of Development and Infrastructure Services
- 5. CONSULTATION - HELENSBURGH TOWN CENTRE CONSERVATION AREA PROPOSAL** (Pages 101 - 110)
Report by Executive Director of Development and Infrastructure Services

Helensburgh & Lomond Area Committee

Councillor Lorna Douglas	Councillor George Freeman
Councillor Graham Hardie	Councillor David Kinniburgh
Councillor Barbara Morgan (Vice-Chair)	
Councillor Aileen Morton	Councillor Ellen Morton (Chair)
Councillor Gary Mulvaney	Councillor Iain Paterson
Councillor Richard Trail	

Contact: Adele Price-Williams - 01546 604480

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ARGYLL AND BUTE COUNCIL

**HELENSBURGH AND LOMOND - AREA
COMMITTEE: SPECIAL COMMITTEE**

CHIEF EXECUTIVE'S UNIT

24 APRIL 2019

SUPPORTING COMMUNITIES FUND 2019/20

1.0 EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to decide on the distribution of the Supporting Communities Fund (SCF) Grants for 2019/2020.
- 1.2 The total Supporting Communities Fund budget made available by the Council for allocation in Helensburgh & Lomond for 2019/20 is £30,321.
- 1.3 It is recommended that 16 organisations listed in 4.0 are awarded funding from the Supporting Communities Fund budget totalling £30,321.

ARGYLL AND BUTE COUNCIL

HELENSBURGH & LOMOND – AREA
COMMITTEE: SPECIAL COMMITTEE

CHIEF EXECUTIVES UNIT

24 APRIL 2019

SUPPORTING COMMUNITIES FUND 2019/20

2.0 INTRODUCTION

- 2.1 The report details recommendations for the award of the Supporting Communities Fund to Third Sector organisations for Helensburgh & Lomond.
- 2.2 Applications are considered once a year. This is intended to ensure allocation of the full budget at one meeting and enable organisations to have the maximum amount of time within the financial year to utilise the funds.
- 2.3 The total Supporting Communities Fund budget made available by the Council for allocation in Helensburgh & Lomond for 2019/20 is £24,500. In addition, there is a carry forward from the financial period 2017/18 of £5,821 from returned grant funding making a total amount available for allocation of £30,321.
- 2.4 21 applications have been received, 1 of which was ineligible, 4 of which are for Events and Festivals. 7 are new applicants.

3.0 RECOMMENDATIONS

- 3.1 It is recommended that 16 of the 20 organisations listed in the table within section 4.0 are awarded funding from the Supporting Communities Fund budget totalling £30,321.
- 3.2 Grants will only be awarded funding on receipt of the correct paperwork and an End of Project monitoring form (if a grant was awarded in previous year).

4.0 DETAIL

- 4.1 The applicants are listed in alphabetical order in Table 1 below. The applicants recommended for award of funding are indicated by the recommended award shown. Unsuccessful applicants are marked 'no award'.
- 4.2 20 eligible applications were received in Helensburgh & Lomond. The process of scoring applications against criteria remains the same as in previous years of the fund. 16 projects of the 20 projects listed are recommended to receive funding.
- 4.3 Applicants can receive full funding of their project up to a maximum of £2,500. It may be the case that some projects have an element of reliance upon other funds. Delivery of any project funded will be monitored in the same way as previous years and so any spend not incurred will be returned.
- 4.4 Information on resources and training available to support organisations looking for alternative funding will be given to groups not recommended for an award.

Table 1 – Grant Recommendations

Ref No	Organisation	Grant 18/19	Total Project Cost	Amount Requested	Recommendation 2019
1	ACT - Argyll & the Isles Coast & Countryside Trust	n/a	£2,912.53	£2,500	£2,500
2	Arrochar and Tarbet Community Development Trust	£3,703	£2,000	£2,000	£2,000
3	Civil Rights First	n/a	£2054.70	£2,054.70	£2,055
4	Cove & Kilcreggan Community Council	n/a	£1,150	£1,150	£1,150
5	Cove & Kilcreggan Lunch Club	£1,150	3,557.34	£1,571.55	No award
6	Cove and Kilcreggan Youth Café	£2,500	£5,500	£2,000	No award
7	Cove Burgh Hall *	n/a	£2,200	£1,800	£1,800
8	Enable Scotland	£2,210	£2,468	£2,468	£2,468
9	Gareloch Riding for the Disabled Association	£2,092	£2316.20	£2,316.20	£2,316
10	Garelochhead Senior Citizens	n/a	£800	£500	No award
11	Garelochhead Station Trust	n/a	£41,314	£2,245	£2,245
12	Grey Matters	n/a	£3,740	£2,490	£1,018.50
13	Helensburgh & Lomond Foodbank	£2,000	£2,354	£2,354	£1,018.50
14	Helensburgh Savoy *	n/a	£16,100	£2,500	£2,500
15	Helensburgh Seafront Development Project	n/a	£20-30k	£2,500	No award
16	Loch Long Jetty Association	£2,025	£1,901.14	£1,900	£1,900
17	Project Trust *	n/a	£5,328.80	£248	£248
18	Rosneath Peninsula Highland Gathering *	£2,500	£14,250	£2,500	£2,500

Ref No	Organisation	Grant 18/19	Total Project Cost	Amount Requested	Recommendation 2019
19	Route 81 Youth Project	£2,500	£4,887.34	£2,477.34	£2,477
20	Welcome In	n/a	£2,125	£2,125	£2,125
Total Available					£30,321
*Events and Festivals					Total Recommended
					£30,321

4.5 Rationale for each application is shown in table 2 below.

Table 2 – Rationale for Grant Allocation

Ref No	Organisation	Reason for grant
1	ACT - Argyll & the Isles Coast & Countryside Trust	The delivery of 'Moving On' outdoor skills sessions aimed at providing support for those affected by mental health. This is an extension of the well-established 'Branching Out' project.
2	Arrochar and Tarbet Community Development Trust (Generation Communities Group)	Costs for intergenerational group activities including transport and venue hire. Children from Arrochar Primary and seniors from the Arrochar, Tarbet and Succoth area will take part in the project.
3	Civil Rights First	Civil Rights First are a new organisation seeking funding to provide justice and money advice as well as authorised lay representation. They aim to work in partnership with existing service providers for referrals.
4	Cove & Kilcreggan Community Council	The Community Council are seeking to enhance Cove and Kilcreggan for residents and visitors through the provision of plants, creation of visitor information and an improved online presence.
7	Cove Burgh Hall	Costs towards the annual Sea Change culture and arts festival on the Rosneath Peninsula.
8	Enable Scotland (Jean's Bothy)	Costs towards the delivery of activities at Jean's Bothy mental health hub including writing courses, kitchen and gardening equipment.
9	Gareloch Riding for the Disabled Association	Funding for the upkeep of one horse, specifically suited to the needs of children affected by disability.
11	Garelochhead Station Trust	A new organisation in Garelochhead seeking costs towards a drop-in support facility for veterans and their families to

		access information and take part in activities.
12	Grey Matters	Helensburgh based seniors group seeking a contribution to excursions for up to 52 people and a Christmas party for up to 100.
13	Helensburgh & Lomond Foodbank	The provision of kitchen utensils and equipment for soup making for lending to families, as well as stationery for the 'Meal in a Bag' project.
14	Helensburgh Savoy	Costs towards staging the group's main production, including hire of hall, costumes and insurance. The project provides an opportunity for young people to develop their skills and confidence.
16	Loch Long Jetty Association	The project will create an educational booklet and provide safety equipment for children to access the Loch Long pontoon.
17	Project Trust	Contribution to 'Global Citizenship Festival' including volunteer expenses, printing of resources and staff costs. The event will take place in Oban, with primary school children from Helensburgh and Lomond invited to attend.
18	Rosneath Peninsula Highland Gathering	Contribution towards running the annual Rosneath Peninsula Highland Gathering.
19	Route 81 Youth Project	Staff costs and materials for 28 week 'Footprint Friday project' which aims to educate and motivate young people in the Garelochhead area to be more environmentally aware.
20	Welcome In	The Welcome In is a peer-led community café which supports people in recovery from drug and alcohol misuse, as well as those who experience mental health issues and loneliness. Funding is being requested to extend the activities of the group. Costs requested include the purchase of gardening equipment, travel costs and National Trust Memberships.

5.0 CONCLUSION

- 5.1 The grant application and assessment process has been completed as set out within the application pack and within the guidance.
- 5.2 The recommendations made fully allocate the funding available for financial year 2019/2020.

6.0 IMPLICATIONS

- 6.1 Policy: None
- 6.2 Financial: As per area budget allocation
- 6.3 Legal: None
- 6.4 HR: None
- 6.5 Fairer Scotland Duty: The Supporting Communities Fund contributes to tackling poverty, reducing inequality and building a fairer and more inclusive Scotland
 - 6.5.1 Equalities - protected characteristics: Consistent with the Equal Opportunities policy of Argyll & Bute Council
 - 6.5.2 Socio-economic Duty: None Known
 - 6.5.3 Islands: None
- 6.6 Risk: Monitoring of the process will minimise any risk to the Council
- 6.7 Customer Service: None

7.0 APPENDICES

- 7.1 Table 3 No Grant Recommendation

Chief Executive Cleland Sneddon

Policy Lead Cllr Robin Currie

Community Planning Manager Rona Gold

9 April 2019

For further information contact: Kirsty Moyes on 01436 657635

Appendix 1

Table 3 – No Grant Recommendation

Ref No	Organisation	Not Recommended for Grant Allocation
5	Cove & Kilcreggan Lunch Club	Funds towards the general running of the lunch club, including transportation for members, outings and a Christmas party.
6	Cove and Kilcreggan Youth Café	Costs for a 5 day Ocean Voyage yacht trip for 12 young people.
10	Garelochhead Senior Citizens	Funds towards the general running of the seniors group including hall hire, expenses for speakers and a Christmas lunch.
15	Helensburgh Seafront Development Project	To produce an engineering study.

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ARGYLL AND BUTE COUNCIL**H&L AREA COMMITTEE****DEVELOPMENT AND
INFRASTRUCTURE SERVICES****24 APRIL 2019**

HELENSBURGH MAKING PLACES REPORT

1.0 EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to ask Members to endorse the final draft of the Helensburgh Making Places report before it is shared with the community.
- 1.2 Making Places is a Scottish Government funded initiative which seeks to better understand a place through the views of its community. Making Places Helensburgh was joint funded between Argyll and Bute Council and Scottish Government and comprised a series of engagement activities and events, undertaken by icecream Architecture and Willie Miller Urban Design over the second half of 2018. Feedback has been compiled within a report that incorporates the following areas of priority: Waterfront; Built Environment; Indoor Flexible Space; Parking and Traffic; Community Participation; Getting Active; Green Space; Housing; Business Hub; Waste and Recycling, and; Promoting the Offer.
- 1.3 The consultant produced report has been designed for anyone wishing to develop a project within Helensburgh town centre to utilise. It is expected that it will be especially useful as evidence in support of funding bids. Although the report highlights the main areas of focus to have come out of the consultation, these would still require detailed consideration and therefore these areas should be read as areas of opportunity rather than as actions. These are as follows:
- The Helensburgh Waterline, from Rhu to Craigendoran Station;
 - Looking After Our Buildings, and;
 - Sharing Knowledge and the Responsibility.
- 1.4 From a council perspective, as well as providing an evidence base, the report will also prove a useful resource to inform where best to target officer resource and will inform policy making, through the LDP review process.
- 1.5 Any factual corrections received as a result of sharing the report with the community will be inserted and a final desk top published document produced by August 2019, and to be brought back to Area Committee at this time.

2.0 RECOMMENDATIONS

2.1 It is recommended that Members of Helensburgh and Lomond Area Committee:

Endorse the vision statements, themes and 3 areas of opportunity within the Making Places Helensburgh report, as highlighted in paragraphs 5.4 to 5.7 of this report.

ARGYLL AND BUTE COUNCIL

H&L AREA COMMITTEE

DEVELOPMENT AND
INFRASTRUCTURE

24 APRIL 2019

HELENSBURGH MAKING PLACES REPORT

3.0 INTRODUCTION

- 3.1 The purpose of this report is to ask Members to endorse the final draft of the Helensburgh Making Places report before it is shared with the community.
- 3.2 Making Places is a Scottish Government initiative that seeks to better understand a place through the views of those who live and work there. Making Places Helensburgh was joint funded between Scottish Government and Argyll and Bute Council and which has resulted in a report, designed to be utilised by anyone within the community with the ambition to develop a project that aligns with the vision.
- 3.3 The report has been prepared by icecream Architecture and Willie Miller Urban Design and summarises the main findings from community engagement activity delivered over 2018. The report is a written version of the feedback presented to the community on 8 August 2018. Prior to finalising the report, it will be shared with the community over a 4-week period. Any reasonable updates or factual corrections received by end of May will be subsequently inserted, and the report desk top published into its final format by August 2019.
- 3.4 The final report will be available to all and is intended to prove useful as an evidence base for developing projects, for fundraising and for targeting resources. All areas within the report would require further detailed consideration and analysis if they were to be progressed and as such these should be read as areas of opportunity, rather than as actions. The body of work will also serve to inform policy making, through the LDP review process.

4.0 RECOMMENDATIONS

- 4.1 It is recommended that Members of the Helensburgh and Lomond Area Committee:

Endorse the vision statements, themes and 3 areas of opportunity within the Helensburgh Making Places report, as highlighted in paragraphs 5.4 – 5.7 of this report.

5.0 DETAIL

- 5.1 This report follows a paper that went before Members of the H & L Area Committee on 21 June 2018 which outlines the rationale for a Place Making exercise in Helensburgh and also the detail of the Scottish Government initiative.
- 5.2 This piece of work is now concluded and as such Members are asked to endorse the vision, theme and opportunity results of the Making Places Helensburgh feedback, which have been summarised and compiled within a report format by consultants, and which are supported by more detailed data analysis which can be found within appendices to the main report. The report and main baseline analysis were produced by icecream Architecture and Willie Miller Urban Design. Appendix 1 and Appendix 2 are their perceptions of the views of the Helensburgh community and represent the written version of feedback presented to the community on 8 August 2018.
- 5.3 Through involving the community in a series of engagement activities and events for their views, Making Places Helensburgh presents a summary of how the town looks, feels and functions to those who live and work there. The engagement process was deliberately spread as wide as possible in an attempt to capture as true a reflection of the views of the community as possible. The engagement took the form of place standard survey, on-street consultation, visioning events and stakeholder events and saw responses from 458 people spread reasonably evenly across Helensburgh.
- 5.4 The engagement built upon previous place standard exercises, an analysis tool described in page 11 of Appendix 1, and created an ideas bank to reflect in more detail the survey responses. This feedback was grouped into the following 4 themes:
- Green Helensburgh
 - Learning Helensburgh
 - Welcoming and Connected Helensburgh
 - Enterprising Helensburgh
- 5.5 From the themes, areas of opportunity have emerged and those with highest levels of consensus are detailed in pages 25 to 34 of Appendix 1, and listed as follows:
- The Helensburgh Waterline, from Rhu to Craigendoran Station
 - Maximising Our Built Spaces
 - Sharing the Knowledge and Responsibility
- 5.6 The vision statements are highlighted on page 24 of Appendix 1, as follows:
- Helensburgh is a world-class and forward thinking waterfront town, a compelling attraction for visitors, investment and enterprise.
 - Helensburgh is welcoming, vibrant and with a strong sense of community.
 - Helensburgh is innovative and thriving.

- 5.7 We very much appreciate those who took the time to contribute to the making places process and to share their thoughts and ideas. If Members endorse this report, Appendix 1 and Appendix 2 will be shared with the community so that any factual corrections can be made.
- 5.8 It is intended for the final report to be available to all and for the community to make use of the report, as they see fit, as an evidence base for any future projects that they would like to develop in response to the highlighted areas of opportunity, and for the council to utilise the report to inform policy making through the LDP review process and future decision-making, and to support prioritisation of resources going forward.

6.0 CONCLUSION

- 6.1 Through their endorsement of Appendix 1, members are endorsing the vision statements described in paragraph 5.6, the themes and main areas of opportunity described in paragraph 5.5.
- 6.2 The report has been designed to be accessible for anyone within the community to use when seeking to develop a future project that aligns with the vision. If ideas tie in with the report it should provide an effective evidence base from which to work. From a council perspective, it is therefore intended for the report to become a useful resource to inform decision-making and to support prioritisation of resources going forward.

7.0 IMPLICATIONS

- 7.1 Policy - This report follows a paper approved by PPSL on 24 June 2015 in which Helensburgh was identified for a community-led design process to inform the LDP at a local level. Helensburgh is currently identified as a growth area within LDP2.
- 7.2 Financial – None.
- 7.3 Legal - None.
- 7.4 HR - None.
- 7.5 Equalities / Fairer Scotland Duty - None
- 7.6 Risk - None.
- 7.7 Customer Service – The report will be shared with the community following endorsement from Area Committee Members.

Executive Director of Development and Infrastructure, Pippa Milne

Policy Lead, Sustainable Economic Growth, Councillor Aileen Morton

3 April 2019

For further information contact:

Lorna Pearce, Senior Development Officer, Transformation Projects and Regeneration, 01700 501 374

APPENDICES

1. Helensburgh Making Places Report, produced by icecream Architecture and Willie Miller Urban Design
2. Full Baseline and Top Priorities Baseline Report, produced by icecream Architecture and Willie Miller Urban Design

Helensburgh Making Places *(March19 Final Draft)*

[Intro](#)

[2. Helensburgh Now](#)

[3. What is Making Places?](#)

[4. Method](#)

[5. Priorities](#)

[Waterfront](#)

[Built Environment and Indoor Flexible Space](#)

[Parking and traffic, Community Participation and Getting Active](#)

[Green Space, Housing, Business Hub, Waste and Recycling and Promoting the Offer](#)

[6. The themes](#)

[7. Vision](#)

[8. Opportunities](#)

[The Helensburgh Waterline “make more of the waterfront”](#)

[Looking After Our Buildings](#)

[Sharing the Knowledge and the responsibility](#)

[9. How can we get there?](#)

[10. Conclusion](#)

[APPENDICES](#)



1. Introduction

Helensburgh Making Places is an economic regeneration project seeking to provide a joined-up approach to making Helensburgh an attractive and welcoming place in which to live, work, visit and invest.

Through joint funding from Argyll and Bute Council and Scottish Government, designers and community engagement specialists, icecream architecture and Willie Miller Urban Design were selected to deliver the project, commencing in May 2018.

Underpinning this project was the ambition to engage with as many members of the Helensburgh community as possible. A series of public engagement events were held over the summer months of 2018 with a view to arriving at a widely endorsed vision articulating ambitions for the future of the town and reflecting the aspirations and concerns of all sections of the community.

The final outputs of this project are intended to inform policy change, strategic decision making, and the forthcoming Local Development Plan ensuring a strong connection between grassroots and high-level decision making.

2. Helensburgh Now

Helensburgh sits on the Firth of Clyde, three miles 'across the water' from Greenock, while Loch Lomond is four miles north-east of the town. In many ways, Helensburgh sits at a key junction, less than an hour from central Glasgow whilst providing ready access to Argyll and the Isles.

The town boasts great proximity to the water and the outdoors, as well as strong assets in its built heritage. With a population of 15, 610, Helensburgh is the largest town by population in Argyll and Bute. Helensburgh and Lomond has seen a significant rise in the number of people of pensionable age, with an increase of 644 individuals between 2011 and 2016. Residents of working age have reduced by 445 over the same period. The number of children has also dropped by 282 over the period (Nomisweb.co.uk)

According to the Scottish Index of Multiple Deprivation 2016, 8% of the population of Helensburgh and Lomond live within areas in the most deprived in Scotland. These areas are within Helensburgh Centre and Helensburgh East.

The potential for growth in the area - especially with the Ministry of Defence Maritime Change programme - is highlighted in the Local Development Plan Main Issues Report (MIR) (under consultation) with Helensburgh and Lomond being designated as a Growth Area.

Town centre regeneration across Scotland is ever-evolving and should be a continuous process. Helensburgh has always had a strong connection with the industrial heritage of Glasgow, with many of the historic properties within the two conservation areas having been built by people wishing to make a home overlooking the Clyde.

It has in the past had strong maritime links to its neighbouring settlements. These are now in a state of flux, considering not only the future of its pier but also how it can innovatively think about its future maritime connections. Just as significant as the water-based connections, are the rail and road connections both into and out of Argyll. The rail links provide good access to both Glasgow and Edinburgh for employment and training opportunities. The road and land connections for cars or cycling also play a key role in residents and visitors accessing neighbouring communities and HMNB Clyde. In addition they allow for ease of access into the surrounding natural landscape.

HMNB Clyde has been a significant influence on Helensburgh over the last 50 years. The current programme of new investment through the Maritime Change Programme will see an increase in personnel and capital investment in Helensburgh and its surrounding areas. Helensburgh has the opportunity to maximise the positive economic and social impact that this will bring. Be this around logistics, employment opportunities, business opportunities or investment in amenities.

For a time there was a lack of investment in the town centre which saw a decline in the upkeep and maintenance and with its identity, but in the early 2000s, the Shetland Partnership created a series of plans and investment ideas. These resulted in the commencement of a series of ambitious projects, such as the £7m CHORD investment, a consolidated council building that focused on the refurbishment of East Clyde Street and the renovation of a highly prominent dilapidated building. This investment has been a catalyst for change, and indeed the town centre has begun to diversify

through private sector investment, bucking the trend of other Scottish town centres. For example, it has a burgeoning reputation for good quality and award winning food and drink establishments.

The town now boasts a Digital Arts Centre at the Tower, which includes a Cinema, the Submarine Centre and Helensburgh Heroes, an exhibition that celebrates famous local people has established itself on Sinclair Street. There is an ongoing programme of public art in the town centre in the form of the innovative Outdoor Museum. The Council has made further investments in the new Hermitage School and Hermitage Park which includes a new passive house amenity space. In addition Hill House has begun a process of refurbishment to secure it as a local and national asset. New houses have been built in the town and on the former greenbelt. The John Muir Way has also established itself in the town as the start or end point of a number of long distance active travel routes, which include the Argyll Kayak Trail.

These changes and investments are happening in the context of the HMNB Clyde expansion which promises a significant number of new jobs and an influx of people to the town over the forthcoming years with over £1.3bn of capital investment and £19b in revenue over the next decade. Creating a lasting and beneficial partnership with the MoD is important, with key priorities already being outlined as transport, economy, housing and education.

Within this picture of opportunity, the future delivery of new sites for business and housing in the Green Belt will be vital, and the first of these is currently under construction. Argyll & Bute Council is also advancing a bid for a 'Rural Growth Deal' which could also be significant by creating a business hub for mixed use, high specification industrial/business sites allowing non-secure MoD functions or supply chain businesses to be sited off-base, with the added benefit of providing employment opportunities and specialist engineering training.

Change in Helensburgh is set to continue with a planned waterfront development which will deliver a new leisure facility, swimming pool and comfortable and accessible public space. This new community facility has the potential to be a significant attraction for the town centre and a huge positive for people considering Helensburgh as a place to live and also to visit.

Helensburgh needs to build on opportunities through a blend of public and private investment. Responsibility has to be placed on private owners to maintain their properties. New businesses and services need to be attracted to the town centre, and at the same time, existing organisations have a crucial role in seeking to improve the towns offer. Creating a vision for Helensburgh and a positive attitude for business and community life is a fundamental need for the future.

Images of developments to be added

3. What is Making Places?

The Making Places Initiative is a Scottish Government scheme, launched in September 2017, with the aim of helping communities to understand and develop a future vision for their place. Specifically, the programme provides funding to:

1. Assist with building capacity in communities;
2. **Support participative design events;**
3. Enable the delivery of projects.

Within this remit, Helensburgh Making Places sits in the second category. This project has undertaken to engage widely across many community groups and individual voices to evolve a community endorsed Vision for Helensburgh which can inspire any group working in Helensburgh, helping them to gather funding or explore new approaches, to getting a project off the ground and successfully implementing it.

[MAKING PLACES SCOTTISH GOVERNMENT](#)

Why Helensburgh Making Places?

Helensburgh has in the past ten years seen a significant amount of development and diversification of its offer. Colquhoun Square, the waterfront and Sinclair Street have seen extensive urban realm works. The food and retail offer in Helensburgh is considered to be more diverse than other comparable towns with many independent traders. Alongside these, significant developments such as Hermitage Park, the restoration of Hill House, the new Outdoor Museum, the Mackintosh Rooms, the opening of the Tower Digital Arts Centre and Cinema and the opening of Helensburgh Heroes make Helensburgh a town that is heading in the right direction.

Helensburgh has a wide disparity in socio-economic backgrounds. A large proportion of the town is perceived to be relatively affluent, but there are also distinct areas of disadvantage with little connection between the two. This project seeks to address this through the engagement of diverse networks to break down societal barriers and move towards a more inclusive decision-making process which can solve the town's issues including disadvantage and deprivation.

Helensburgh is the closest town to HMNB Clyde which is currently the subject of a programme of expansion. This expansion will see an increase in the number of naval personnel based there for the duration of their career. Argyll and Bute Council recognise the ambition of service personnel to live near their place of work and propose to work collaboratively to enhance the local area and ensure that the town not only welcomes and integrates naval families but also encourages and supports their long-term settlement in the area.

Who is Helensburgh Making Places for?

This document is the result of continuous engagement across the Helensburgh community during Summer 2018. The team has worked with many groups to establish a widely agreed Approach, Vision and set of Opportunities for Helensburgh which build on its strong position in Scotland.

The final document is designed to be accessible and usable for all within the community, providing a body of evidence to help interested groups to progress opportunities and work towards seeing the shared aspirations realised. It should form a joint starting point for developing plans based on the opportunities that exist in Helensburgh. It should also provide the evidence and information needed to support the appropriateness and fit of future projects.

Frequently, community groups and not-for-profit organisations can access a wide range of funding sources. Support and training on how to access external funds may be available from the Local Authority and Third Sector organisations (see Appendix). Funders will often look for applicants to demonstrate need or demand for their project, and it is the intention that the data provided within this report could provide an evidence base for this.

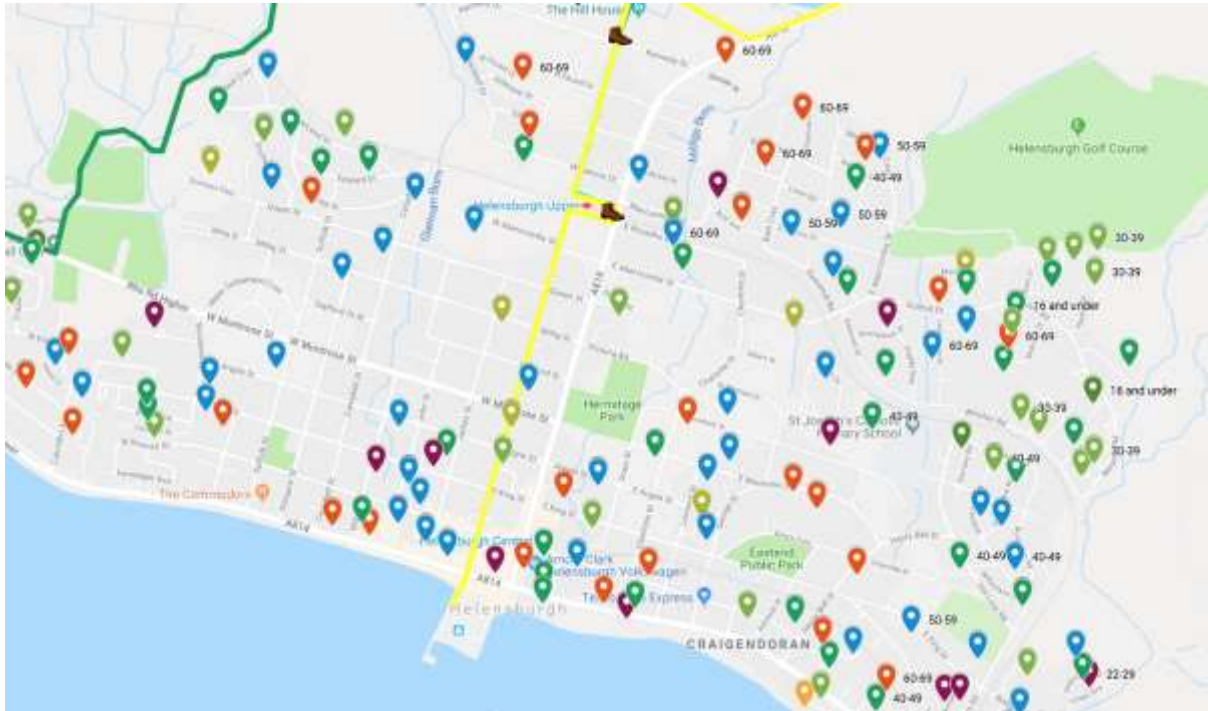
4. Method

We have adopted a variety of processes to understand the current opinions and needs of Helensburgh. The processes undertaken were: a Baseline Review, the Place Standard and the Ideas Bank, which resulted in the Themes, Vision and Opportunities.

Timeline (To be replaced with graphic)

○	1st May	<u>Argyll and Bute Council Officer Presentation (with housing and planning officers)</u>
○	22nd May	<u>On-Street Consultation - Collecting feedback and responses to the Place Standard and feeding it the ideas bank.</u>
○	24th May	<u>Helensburgh and Lomond Youth Forum Workshop - Highlighting young people opinions in the places standard categories</u>
○	29th May	<u>Public Workshop</u>
○	4th Jun	<u>Helensburgh Community Council Workshop</u>
○	6th Jun	<u>HMNB Clyde visit- Group meetings and ad-hoc chats through cart engagement</u>
○	8th Jun	<u>Naval Families Workshop - Mapping and highlight key issues</u>
○	9th Jun	<u>Helensburgh and Lomond Grey Matter Workshop</u>
○	13th Jun	<u>Public 'Vision and Ideas Bank' Meeting- Presentation garnering feedback on the collation of the ideas</u>
○	27th Jun	<u>Helensburgh and Lomond Chamber of Commerce meeting</u>
○	1st Jul	<u>'Street Food Sunday' Public Event - presentation of the themes</u>
○	17th Jul	<u>Stakeholder Meeting - presentation of the themes and opportunities</u>
○	8th Aug	<u>Final Presentation of Approach, Vision and Opportunities</u>

458 responses **I** 10 events **I** 11 groups **I** 400 face to face



Map showing the location of Helensburgh Making Places survey, in central Helensburgh area.

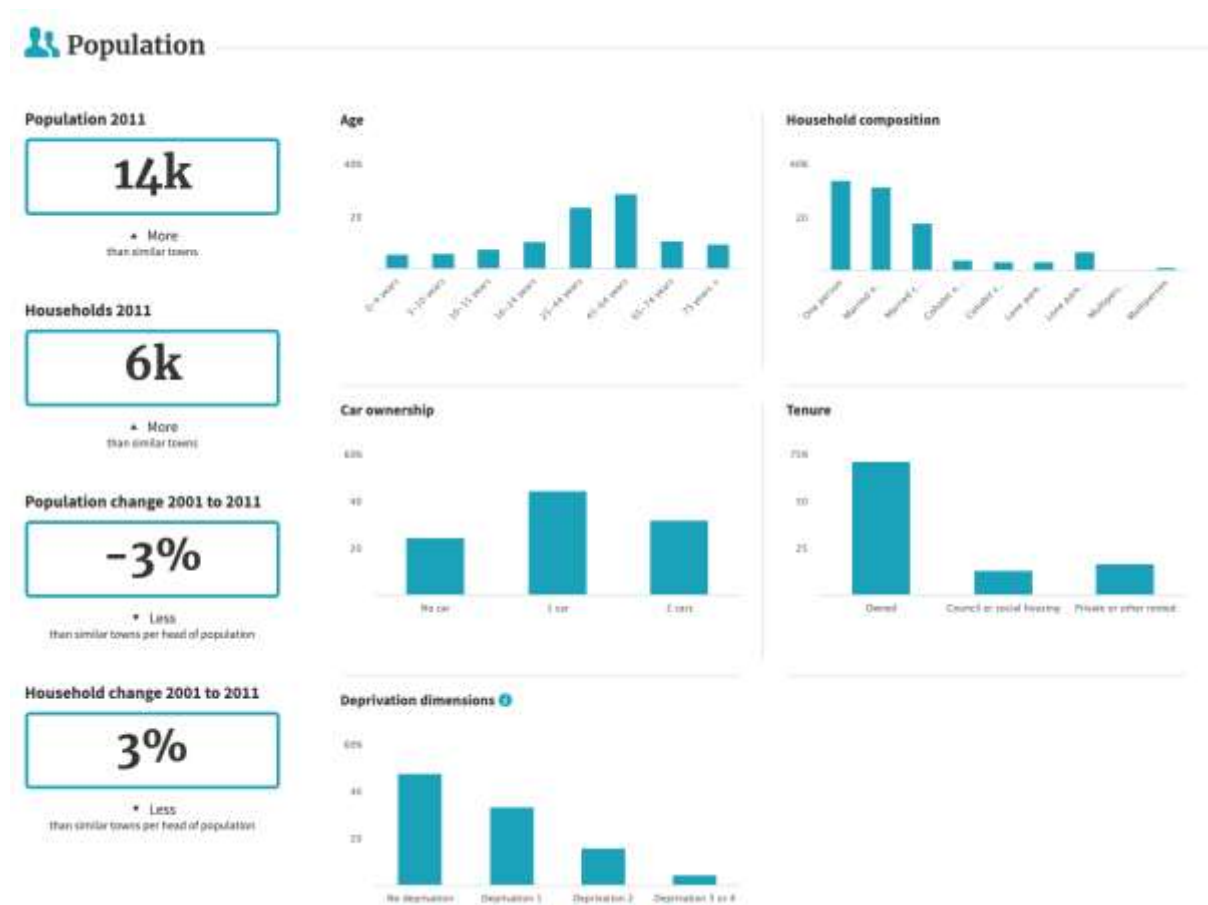
Baseline Review

A three stage baseline review was undertaken that firstly looked at the overall context of Helensburgh, then looked at the top priorities as highlighted through the engagement and finally undertakes a literature review of key reports and documents that enhance the overall understanding of the context.

Overall the baseline summarises:

Helensburgh is growing from its 1776 foundation as a tourist centre into a busy suburban town with a thriving community and unique attributes, including: fantastic natural heritage, an inspiring volunteer network, and its relationship to the UK Naval programme.

It has had some decline in population but has a good diversity of job opportunities including administrative and defence. The town has also seen an influx of high quality restaurants servicing the commuter population. Local businesses of note include GSS Marine Services operating from Rhu Marina and the innovative Helensburgh and Lomond TV.



Use of broadband and mobile technologies can help to promote places, events and culture to local people and creates significant opportunities for Helensburgh to attract and foster people working from home (or shared workspaces) but serving wider markets.

HMNB Clyde is the biggest single-site employer in Scotland. In 2017 6,700 were directly employed on the base. However, its local economic significance is less than it might be as the base is self-contained. Therefore there would seem to be a case for forging stronger links between the base and the surrounding local area.

Recent years have seen significant upgrades in the facade of Helensburgh, with widened pavements, the refurbished Colquhoun Square, more parking bays and new street furniture.

The town is the starting and finishing point of both the Argyll Sea Kayak Trail the John Muir Way and the Three Lochs Way. There are also ambitions to develop the cycle connection from Helensburgh to Dumbarton. There is potential for linking up individual paths and creating new circular routes based on Helensburgh featuring wildlife habitats and striking views of the Clyde Estuary.

There is an opportunity to promote the offer of Helensburgh in a holistic manner, linking with green networks, tourist attractions, business development and family spaces. Groups including Helensburgh and District Access Trust, the Central Scotland Green Network Trust and Helensburgh Community Planning Group have achieved or begun great work in this direction. Taking into account the proximity to Loch Lomond and the Trossachs National Park, Helensburgh is an enviable position to be sited amongst such stunning scenery.

Restrictions on the Green Belt have been recently relaxed and therefore more development is now taking place and there is increased need for single living accommodation and naval family homes. (North Star, Rettie & Co., Research Resource, 2018). The Maritime Change Programme will see 8,200 service personnel and families living in the local area and 1000 construction jobs created. The Programme is envisaged to require investment of £1.3 billion, and this investment “could generate and support demand for 26, 000 jobs through the supply chains” (2.3). This may be a liberal estimate, however, as clearly with increased investment in HMNB Clyde, there are far reaching opportunities for the supply chain as: encompassing main contractors, subcontractors, service providers and construction will increase.

The Scottish Index of Multiple Deprivation (2016) identifies three datazones in Helensburgh and Lomond as being within the 20% most deprived in Scotland. These are within Helensburgh: in the East and in the Centre. One of these datazones has the highest rate of income deprivation in Argyll and Bute (34%).

Link to full Baseline (appendix 1) to be included

Place Standard Tool

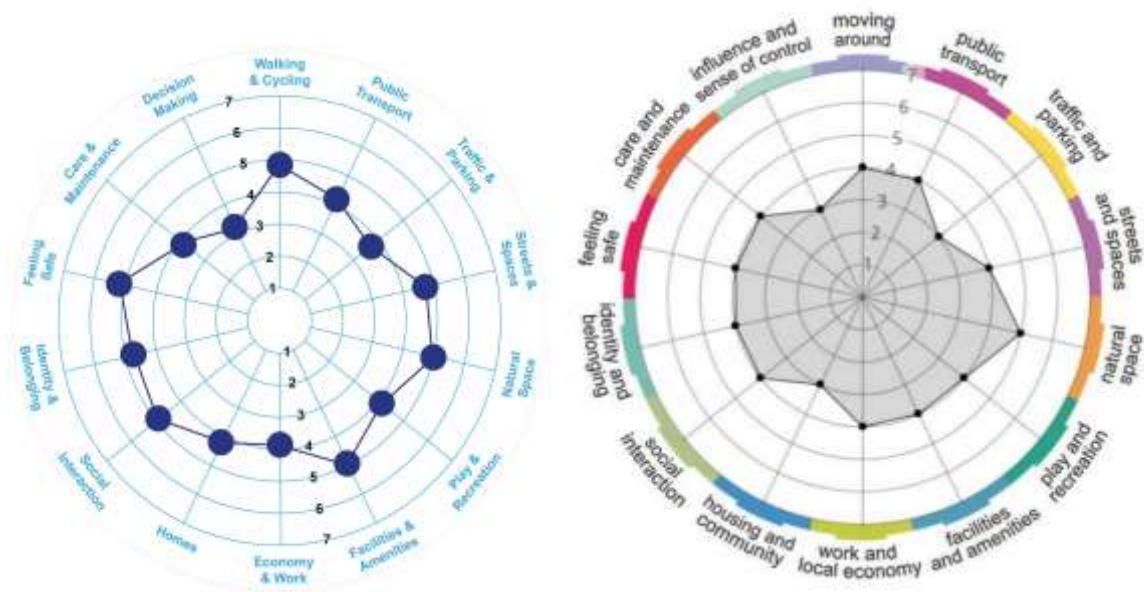
The Place Standard is a process developed by Scottish Government, NHS Health Scotland and Architecture and Design Scotland as a way of assessing places. It uses a variety of categories and a rating system to build up a picture of how people feel about a place.

The majority of respondents were located within the ‘G84 7’ area which reflects Helensburgh East, Craigendoran, Colgrain, Churchill and Kirkmichael. The second largest group in terms of location was ‘G84 8’, which represents Helensburgh West, Rhu, Shandon and surrounding area. A similar number of responses were received from area ‘G84 9’, which represents Helensburgh Upper.

The Place Standard results indicated that some of the lowest scoring categories were ‘Influence and Sense of Control’, ‘Traffic and Parking’, ‘Care and Maintenance’, ‘Work and Economy’ and ‘Play and Recreation’. The highest scoring category was 'Natural Space', with 'Walking and Cycling', 'Feeling Safe', 'Facilities and Amenities' and 'Identity and Belonging' also scoring well.

Further details of the 2018 Place Standard Results are provided in the links below.

Place Standard Average results for Helensburgh Making Places, May - August 2018 (top), against 2017 results (bottom)



Comment Analysis

People completing the Place Standard rating exercise, also had an opportunity to write comments outlining the reasoning for their answer. The results against each place standard category are summarised as follows:

- When considering **walking and cycling**, barriers such as infrastructure maintenance were common points of consensus. There were a total of 332 comments (from answers to all questions) to this effect which equates to 15.9% of overall feedback.
- There was a polarised range of responses to **public transport**. Bus travel was often regarded as offering a poor/slow service, including inconvenient routes and lack of clarity on availability. Trains were praised by some for their fast and frequent service but dismissed as unreliable and expensive by others. Twenty-four people asked for the reintroduction of the ferry service to Greenock.
- **View to traffic and parking** were polarised. The highest percentage of comments were considered to be negative (26% of comments) but the second largest percentage results showed that the traffic and parking situation is generally good (21% of total comments). 9% of comments claimed that there was not enough car parking while 2.2% of comments wanted to see more enforcement of existing parking controls and 7.6% wanted free parking. 11.6% of comments complained about people not following rules or paying attention to traffic regulations.
- When considering **public spaces**, 46% of comments were positive and focused particularly on the town's grid layout, attractive street trees and the CHORD scheme but with many reservations about maintenance of the new pavement surfaces and its slippery characteristics in wet conditions. Most of the negative comments were about a range of things from street cleanliness lack of maintenance, parking, and the CHORD scheme, to lack of flowers and too many charity shops. There was also a particular set of comments about the condition of East Clyde Street and the train station, both of which were thought to be letting the town down.
- **The response to green spaces** generated largely positive comments that praised good parks and nice walks, especially Hermitage Park, the waterfront and Kidston Park. Duchess Woods was also mentioned as was John Muir Way, Three Lochs Way and the tree-lined streets in the town. People have high hopes for Hermitage Park once it reopens. Negativity was mainly around ongoing construction and lack of green in Colquhoun Square and the waterfront.
- Within the **play and recreation section**, positive comments were noted in relation to the re-opening of Hermitage Park, the esplanade and wider network of paths and long distance routes. Negative comments focused on the condition of the swimming pool, the lack of local soft play provision, all-weather facilities and the need for a skate park.
- While most ratings for **facilities and amenities** were towards the positive end of the scale, many noted room for improvement. This mainly related to the lack of indoor, affordable spaces to hire for meetings or activities. Concern was also raised around the availability of commercial units for new retail ventures in the town centre.
- Comments relating to **economy and work** split between those noting the town's proximity to the Greater Glasgow area, HMNB Clyde and employment through Argyll & Bute Council as positive aspects, and those remarking that jobs available in Helensburgh itself often lacked diversity or are low-skilled, and that the local economy didn't take advantage of sports or associated leisure opportunities a seafront location can bring.

- **Comments around Homes** in Helensburgh suggested that the building stock could be diversified with regards to social housing to increase the diversity of stock (e.g. larger 3-4 bedroom flats) and affordability, whether for rent or young first-time buyers.
- Many respondents noted that there is a range of different spaces and opportunities to **meet people** in Helensburgh, but there is no community hub open and accessible to all.
- Helensburgh's **identity**, and people's sense of **belonging** elicited mixed response. Some remarked on the variety of groups and associations available, and the strong community spirit that is welcoming and friendly, whilst others noted a conflicting identity (commuter town or visitor) town that doesn't promote its assets or famous individuals enough, and suggested there is a disconnection between HMNB Clyde and Helensburgh's communities.
- Respondent's perception of **feeling safe** garnered a relatively high rating, with negative comments focused on the lack of an obvious police presence, anti-social behaviour and poor street lighting.
- **Care and maintenance** of buildings within Helensburgh attracted the most negative comments, particularly the adverse impacts this brings as a result of the blight on the town centre and dangerous buildings (resulting in road closures and gap sites for example). There was also some dissatisfaction with the poor condition of some pavements and streets.
- People's ability to influence **decision making** in the town to help change things for the better elicited many negative comments noting a lack of any meaningful dialogue regarding important decisions in the town, meaning good initiatives often falter.

From the varied responses across all fourteen Place Standard questions an analysis process was taken to determine the most prevalent issues and opportunities mentioned through the consultation:

1. Counting the prevalent words that have been used throughout the comments;
2. Determining if those comments associated with the words are positive, negative or neutral;
3. Grouping of those words into common themes

From all the processes undertaken, we engaged with 458 respondents via the general survey, 28 respondents via the naval families survey and 400 people via face to face events. In total, over 5000 comments have been gathered and documented.

Common Words: *Parking, Shops, Pool, Council, Pavements, Colquhoun Square, Pier, Housing, Buildings, Spaces, Hermitage Park, Traffic, Waterfront, Community, Children, Walk, Young, Bins, Train, Car, Green, Volunteers, Maintenance*

We were able to identify that feedback around the waterfront was most prevalent, making up 20.8% of mentions in all comments.

Common themes from both the Naval Community (*via on base consultation, sessions with support officers and through a survey distributed to Naval Personnel*) and overall survey responses were

around access to affordable housing, access to amenities and making the most of Helensburgh's green spaces and its connection to the landscape.

In comparison to the overall respondents, the naval community highlighted public transport as being an issue, with accessibility, frequency and reliability being the main concerns as well as the requirement for improved linkages to HMNB Clyde.

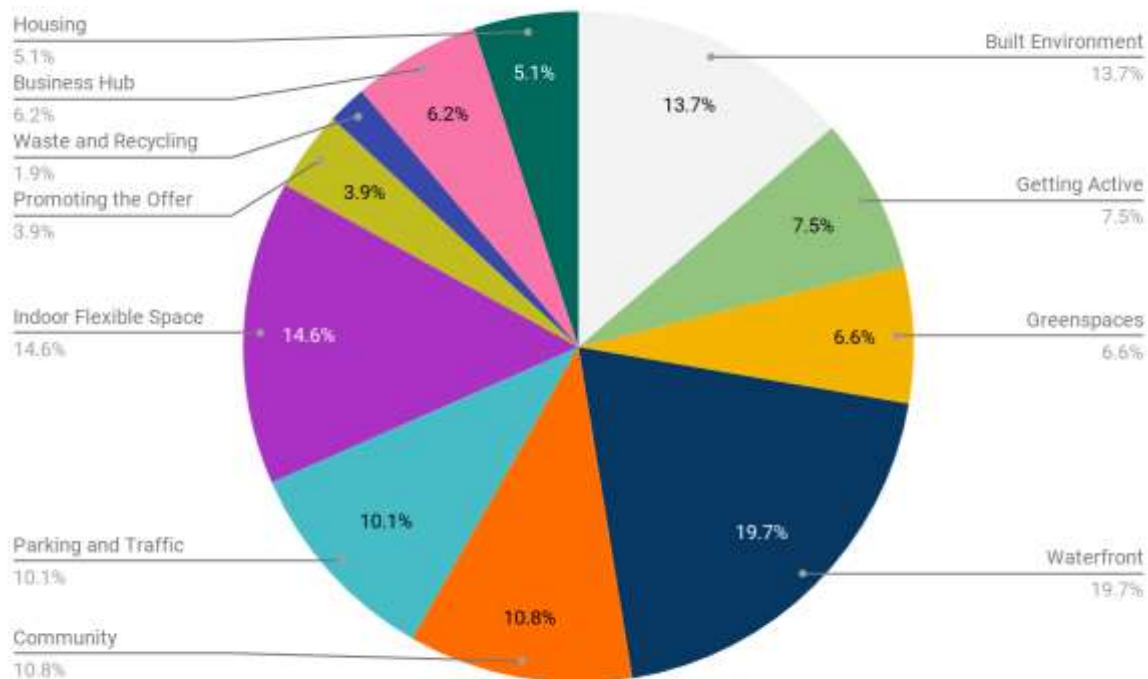
Ideas Bank

Throughout the consultation, (whether via the Place Standard Survey, or through feedback received in discussion or writing) ideas and suggestions have been compiled into an ideas bank. This is an unedited list of comments, thoughts and ideas which have then been used to enhance our understanding of the priorities and opportunities, and to provide paths to solutions. They were initially grouped under the Place Standard headings, but as common themes became apparent they were reduced into the **4 themes for Helensburgh**: *Green Helensburgh, Learning Helensburgh, Welcoming and Connected Helensburgh, and Enterprising Helensburgh*.

The Ideas Bank was '**sense checked**' and refined into the three core opportunities below in Visioning Events on the 13th June and 1st July, with over 200 members of the public.

5. Priorities

Throughout the engagement, 5055 comments and ideas emerged. To allow prioritisation of the most critical messages, we analysed both the common words as well as the sentiment and context of the phrase. We also reviewed these in light of any baseline information available. The following topics are those most frequently mentioned.



The main priority has been highlighted as the waterfront with . 20% of feedback
 Top priorities being the built environment and indoor flexible space. (14% - 19% of feedback)
 Additional priorities are parking traffic, community participation and getting active with the (7-14% of feedback) and green space, housing, business hub, waste and recycling and promoting the offer. (0-7% of feedback).

Feedback on the priorities as highlighted within the above chart are summarised further as follows.

The Main Priority: Waterfront

'Waterfront', 'seafront', 'ferry', 'beach' and 'pier' were the most commonly used words during the Making Places research whilst also featuring highly as underused assets in the baseline review.

The waterfront was a recurring theme; it is a great asset to the town which should become a hub of activity that serves both a recreational purpose and a practical purpose for people moving through the town.

The waterfront and the esplanade that forms a major part of it should form the backbone of Helensburgh's identity. It should be the Town's key selling point and the principal amenity or attraction. There is a need to consider the future of its maritime connection, be that via the wooden pier, the waterfront development, walkways, kayak and cycleways or through other access points to the water. Walkways and cycleways need to be connected up, and signposting into the town's amenities, inclusive of parking, should be considered. The beach itself needs to be made more attractive, and at the very least free from litter and pollution.

The presence of traffic along Clyde Street remains a barrier between the seashore and businesses. Along the waterfront, there is varying degrees of repair to both the buildings and the public realm with some critical areas of blight, that impacts on the perception of the town for both visitors and residents. There is a need to create activity and excitement as part of the waterfront experience, and a need to think innovatively not only about recreation but also about all the associated health benefits for residents and visitors to the town.

The pier condition could mean that there are major considerations when considering it as an opportunity, however it should be considered that the pier not only be looked at as a mooring for boats. Access to the water is limited due to the lay of the land and tidal impacts. Relatively low tides and the specific local timing of high tide makes access to the water more difficult. There is also current litter issues on the beach that makes the beach feel unattractive.

In response to using the pier for water transport, the requirement of dredging and ongoing pier maintenance were raised as red flags, as without adequate provision vessels will not be able to use the pier. Local heritage society, Helensburgh Heritage Trust details that even the PS Waverley requires a certain level of dredging to remain in operation, due to its size. Furthermore, feedback on the Helensburgh Waterfront Masterplan has raised dredging as an issue, despite noting it is outwith the remit of that project (2018: pp.46).

Top priorities

Built Environment and Indoor Flexible Space

The built environment of the town is generally considered to be of high quality, with good building stock and interesting architecture. However, maintenance needs to improve. Better utilisation of vacant buildings including above ground floor level, and overcoming the barriers created by alleged absentee landlords requires urgent attention. There is a need to tackle areas of blight within the town centre, particularly in relation to vacant and derelict land and problem buildings. Finding sustainable solutions to these issues would increase the attractiveness of the town and may also bring the opportunity of introducing new spaces to the town. While being an important issue in itself, the condition and upkeep of buildings often dovetails with other priorities, whether that is providing suitable spaces for new enterprises, or impacts on traffic due to road closures caused by unstable/dangerous structures.

The wider context demonstrates a drive for change to help owners look after buildings. March 2018 saw Helensburgh host Scotland's first Listed Property Owners' Forum, exploring national changes to VAT and planning rules that could make it easier for owners to update and conserve their properties. It is on this basis that these proposals are put forward to address concerns around building use and maintenance, and to suggest innovative approaches to more fully realise the potential within Helensburgh's existing building stock.

Helensburgh town centre contains seven character areas. Understanding the essential components of these areas is a positive way of thinking about their future in terms of use and building form but the presence of the Upper Helensburgh Conservation Area is an inescapable and significant source of the town's character. This Conservation Area is not part of the town centre, but its character permeates the central area through the street grid which links down from the high ground of this prestigious residential area through the town centre to the shoreline. A significant part of the character of the Conservation Area lies in the spatial arrangement of non-formal elements - individual houses, gardens and walls - set within the formal pattern of the street grid. While the street grid is common to all the character areas, the placement of buildings in plots and different uses creates a series of very different character areas.



While Helensburgh benefits from recent investment in infrastructure enhancements, and terrific projects including the Hermitage Park Regeneration, one key element of feedback through the Place Standard process was that affordable indoor space for meetings or activities is a less developed aspect of the town, especially for younger people and families. Creating new indoor facilities for leisure, enterprise, childcare and lifelong learning is therefore necessary. These should be accessible in the broadest sense of the word, for all ages and abilities and affordable to all. A particular noted concern relating to childcare and opportunities for young people have been with the local soft play facility

Gogglebox closing in 2015 and uncertainty around the future provision of a skate park, with no dry, indoor areas for sports.

The Monitoring Report for the Local Development Plan 2 (LDP2) notes that new developments should aim to “create places people want to live, work and play in” (Argyll and Bute, 2017: pp.33). This key concern around ‘play’ falls into line with a desire for more provision of indoor play/activity and accessible facilities, presented in feedback from the 2017 Place Standard exercise:

“Helensburgh has very limited resources available to the younger generation... Leisure facilities are nowhere near the standard they should be for such a large community. Oban, for example, has a large leisure complex catering to all ages. Locals are forced to attend West Dunbartonshire Council to access leisure facilities such as gym halls to play sports such as badminton, football, netball etc. Skate parks are available in a safe environment in neighbouring West Dunbartonshire, but again Helensburgh lacks any of these facilities.”

During the consultation the naval community particularly highlighted that Helensburgh needs to develop its shopping and amenities offer with some feeling that there was nothing to do apart from eat and drink.

In addition to recreational uses the recent Helensburgh and Lomond housing study suggests a surplus of Service Family Accommodation (SFA), while there being increased pressure on, and thus a deficit of, Single Living Accommodation (SLA) (2018: pp.90-92). Therefore there is a clear opportunity to plan for more accommodation, thinking as well about opportunities for single personnel to settle in the area.

Additional Priorities

Parking and traffic, Community Participation and Getting Active

Parking and Traffic

Parking provision in the town centre generated a wide range of responses from different groups. Opinions ranged from 'poor or inadequate provision' to 'good or satisfactory provision'. Recent audits suggest that the town does have good parking provision. Parking surveys conducted by JMP (2007) and AECOM (2018) have both concurred that there is a sufficient provision of parking within the town centre. Concerns about parking may, therefore, stem from a lack of information about the location of car parks and their current capacity.

Completed in 2015, Transforming the Town Centre - Traffic Management and Streetscape Improvements carried out “road narrowing and widening of adjoining pavements”, implemented shared surface areas, installed new street furniture, and adjusted traffic flow and parking in the centre of Helensburgh.

In the lead up to this work, the Helensburgh Traffic Management and Streetscape Report noted that “while the accommodation of vehicular traffic is integral to the economic regeneration within the town centre, it is vital to ensure that all modes of travel are appropriately considered when examining the accessibility to and around the town centre” (JMP, 2007: 1.4).

The consultation was carried out at the time when the dangerous condition of buildings on East High Street warranted the closure of that street which resulted in traffic congestion at the Sinclair Street/East Princes Street junction. Other traffic related issues included the speed of traffic through Colquhoun Square and the perceived barrier of Clyde Street between shops, bars and restaurants and the waterfront itself.

Approaching traffic management, the JMP report underlines a key point of consensus being that traffic on Sinclair Street and Clyde Street is at such a level that these streets are “perceived as vehicle dominated barriers which are difficult to cross” (2007: 11.2).

With regard to improving traffic flows, the report outlines a series of measures that could be implemented, including one-way systems, traffic calming and pedestrianisation, but puts forward community buy-in and participation as fundamentally crucial to the success of any future traffic management plan.

Community Participation

The inter-relationships between community groups and the public's relationship with the council and other groups such as the community council were also highlighted as prominent issues. There was a sense that people do not feel listened to and do not know how to access information on how to participate in plans, projects or engagement. During the Place Standard exercise, the lowest scoring category was Influence and Sense of Control.

14. Do I feel able to take part in decisions and help change things for the better?

	1	2	3	4	5	6	7
Count per rating:	101	65	68	96	69	36	19
%	22%	14%	15%	21%	15%	8%	4%

Total responses: **454** Average of all ratings: **3.33** Number of comments: **235**

There is often a perceived issue with communication and process, as the processes for engagement and feedback can carry a level of complexity that is not always easy for people to follow. This can often be the case as it needs to allow for a formal process of reporting to be adhered to. There may be opportunities for either simplifying or clarifying the process in which people can get involved with both with council and other stakeholders..

“The town has many voluntary organisations and an articulate population who are keen to have their say in Helensburgh’s future. The challenge then is to harness what are at times disparate enthusiasms into a shared vision - or mutually reinforcing set of visions - for the town” (BEFS, 2013: 5).

This challenge: one of cohesion and sharing, is a goal articulated by naval families desiring “more engagement with civilian families” (RNRMW, 2018: pp.5). It is clear then that harnessing the collective work, of some 200 voluntary organisations, and ensuring a full sharing of knowledge and skills between different groups is a broader goal perhaps best centralised in an online dashboard or a town connector to act as a forum that would support communication, and skill and knowledge sharing, between groups.

Getting Active

A positive characteristic of the town was the ability of people to walk and cycle around. The drawbacks of this were poor pavements in places, poor signage, limited knowledge of cycle paths and poor connectivity between routes. There is an opportunity to address these issues and instil stronger connections to the surrounding landscape and long distance routes for walking or cycling, to improve both recreation and active travel.

Green Space, Housing, Business Hub, Waste and Recycling and Promoting the Offer

Green Space

Participants often highlighted that Helensburgh has excellent access to green spaces in the form of Duchess Wood, Hermitage Park and wider afield into the surrounding landscape through things like the John Muir Way. It was however noted these places are not well signposted and connected. The waterfront could also benefit from further / diversified greening. It was also highlighted that the offer will be greatly improved when Hermitage Park is fully reopened. Across both specific Naval feedback and feedback from the wider place standard survey, the green networks within Helensburgh and linking outward to Argyll and the Isles are a distinct asset. Respondents identified the scenery and landscape as a highlight, and a resource worth preserving and enhancing opportunities to make use of outdoor and natural links where possible.



Housing

Housing was not often mentioned during the consultation but key comments included affordability and access to family sized homes. However within the engagement with Naval community the following issues were raised; housing prices (purchase and rent) being considered as expensive and distance from family or older relatives. In the place standard survey 'Housing' is an average to positive response. Although looking more closely at the sentiment of comments; affordability and availability of housing are key issues, as is the case in the Naval survey.

Business Hub

As there are current initiatives making steps towards a business hub it was mentioned as an opportunity to provide space and support for people starting out but also businesses wishing to expand their offer. It was also noted that this could be a space for the delivery of vocational training. In terms of business opportunity and development in the area, the region has seen static employment levels in recent years, with some reporting growth, and in Helensburgh and Lomond there has been limited expansion of businesses (18%). Looking forward, 40% of businesses in Helensburgh and Lomond expected to recruit staff over the next three years (EKOS, 2015: 15).

Waste and Recycling

It was noted in the consultation that litter in the town centre has become an issue with the current bins and emptying of them was not deemed to be adequate. It was felt that this was affecting the overall appearance of the town, in particular, Colquhoun Square and the waterfront. A number of participants suggested that the current litter bin provision could be revised and that local businesses could be

supported to think about how they reduce their waste. It was thought that more initiatives for recycling and keeping the waterfront clean could be considered.

Promoting the Offer

Participants often noted the positive assets of Helensburgh but noted that it did not promote itself well and this could be enhanced. Although this is considered to be a low priority and was not mentioned frequently, respondents referred to it concerning other aspects such as the waterfront, walking and cycling and Helensburgh potential as a gateway to and from the rest of Argyll.

6. The Themes

The following themes have been identified as a result of all feedback. These themes support the vision and act as ways for new opportunities to be considered.

<u>Green Helensburgh...</u>	<u>Learning Helensburgh...</u>	<u>Welcoming and Connected Helensburgh...</u>	<u>Enterprising Helensburgh...</u>
<p>...maximises on and celebrates the synergy between the natural and built environment; its parks, its waterfront and its connection to the wider landscape.</p> <p>...is clever about how it reduces and recycles waste.</p> <p>...has clean beaches, waterways and parks.</p> <p>...promotes and supports active travel.</p> <p>...has the transport infrastructure to reduce car reliance.</p>	<p>...supports inclusive lifelong learning with multiple and diverse pathways.</p> <p>...collectively learns from the processes it undertakes and acts on these learnings.</p> <p>...has strong and diverse learning pathways for all age groups, community groups and those who wish to re-train.</p>	<p>...has a physical and digitally connected community that works together.</p> <p>...is connected physically and socially to its neighbouring communities: Rhu, Rosneath, Cardross, etc.</p> <p>...maximises on its proximity to both Glasgow and the Highlands as a gateway.</p> <p>...has a reliable and well connected transport network.</p> <p>...is connected to its past and celebrates it for the future.</p>	<p>...has a vibrant and enterprising town centre.</p> <p>...where businesses are thriving and growing.</p> <p>...makes use of the assets of the place to the best of our advantage.</p> <p>...takes an innovative and progressive attitude to opportunities.</p> <p>...boasts diversity in its job opportunities.</p>

7. Vision

Throughout the Making Places project, people have had high aspirations for Helensburgh and think broadly and innovatively about where Helensburgh is going. The very high level of ambition set out for the vision places the focus on Helensburgh's main assets - its waterfront and its people and can be translated into 3 vision statements as follows:

- *Helensburgh is a world-class and forward thinking waterfront town, a compelling attraction for visitors, investment and enterprise.*
- *Helensburgh is welcoming, vibrant and with a strong sense of community.*
- *Helensburgh is innovative and thriving.*

8. Key Opportunities

The Helensburgh Waterline “make more of the waterfront”

Priority - Waterfront, Getting active, parking and traffic, green space, waste recycling, promoting the offer

The Helensburgh Waterline is the big idea for Helensburgh. A spine of activity, connecting walkways and cycleways, family-friendly cycling, a place to get good food and drink, artworks and pockets of play. It is a place for health and recreation where commerce can thrive and a pivotal connection to the attractions of the town. The beach is the natural place to access the water and the pier a place for events, retail or recreation opportunity. Water transport connections need to be re-established. Helensburgh becomes more ecologically conscious about how to deal with waste, the movement and use of cars and power.

	Green Helensburgh	Connected Helensburgh	Enterprising Helensburgh	Learning Helensburgh
The Helensburgh Waterline	Making the most of Helensburgh’s waterfront and celebrating its natural assets Supporting healthy and active lifestyles.	Develop the Waterfront as a walking and cycling routes through the town	Scoping opportunities for private enterprise to enliven the Helensburgh Waterline.	A space to test how initiatives can support the town and be developed up in other areas

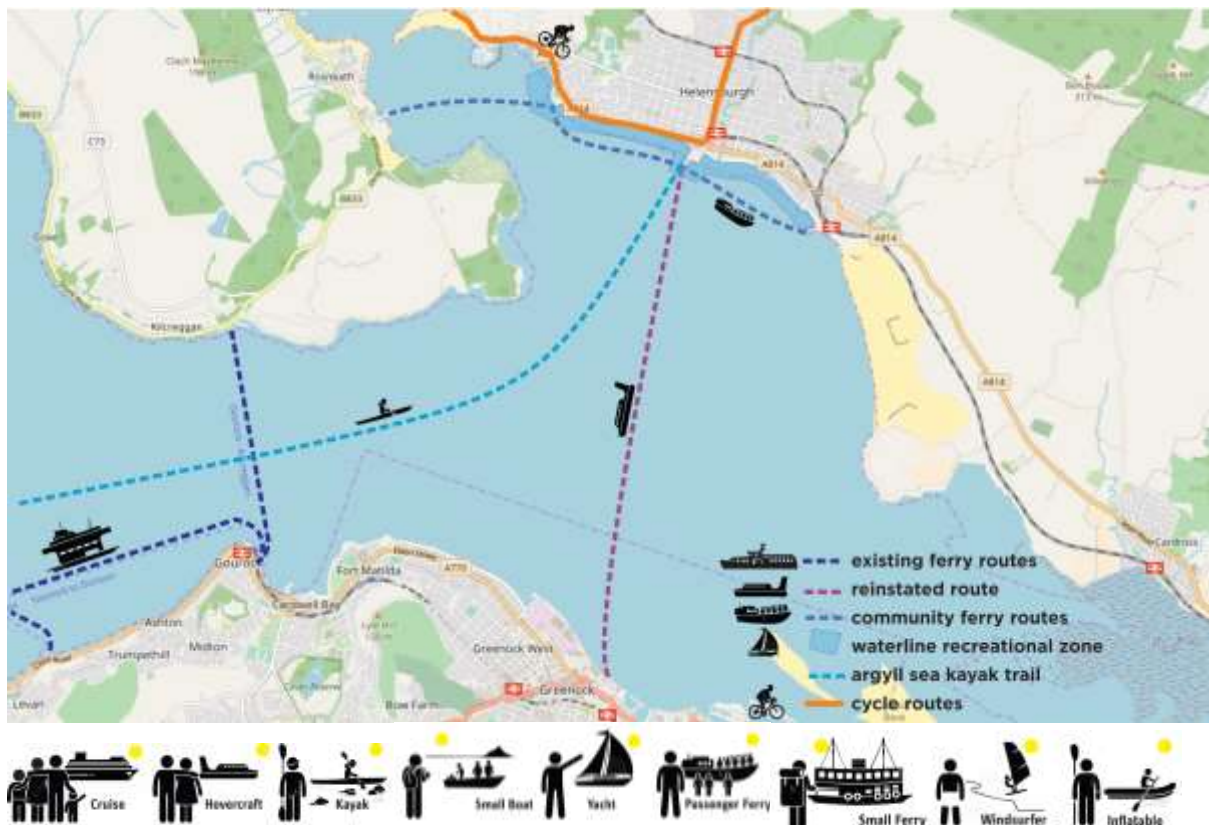
The Helensburgh waterfront presents an exciting opportunity for Helensburgh to develop an identity as one of Scotland’s modern waterfront towns.

The Helensburgh Waterline is a zone that spans the full length of the waterfront from Rhu to Craigendoran railway station and along which activity and development is encouraged. It signposts and connects to the established and expanding features of the town and becomes a spine of action and movement for residents and visitors. It takes a new approach to a seaside town and involves moving away from nostalgia and moving instead towards a contemporary and fresh approach to what living by the sea means. It should be developed in a way that makes Helensburgh attractive for both young adults and families to maximise on the potential influx of population as a result of Maritime Change. It should support active travel to and from the base while also offering the additional amenities that all segments of the community are seeking.

Positioned in Helensburgh’s current waterfront context, it can be seen that there are a variety of feasible opportunities available. The CHORD project has enhanced the facade of the town, and the proposed Waterfront Development Plan will provide a state-of-the-art facility. From such a solid foundation there is ready potential for Helensburgh to use the benefits already evident from recent enhancements to galvanise further waterfront developments. This situation, alongside the growth of water activities in the region, provides a fertile testing ground for the new approaches detailed in the ‘Helensburgh Waterline’.

How could Helensburgh's status as a seaside town, where people live near the water, add to the quality of life and uniqueness of experience?

- The Helensburgh Waterline could be predominantly car-free with clearly signposted car parking in the town itself, reducing the impact of the perceived barrier of Clyde Street and the waterfront.
- The Helensburgh Waterline could encourage opportunities and support for businesses in reducing waste and creating more opportunities for recycling
- The waterfront should become a green-blue spine that connects to the other green spaces in the town, creating a network of habitats, recreational opportunities and business opportunities while providing a platform to consider new and innovative ways to make the most of the pier while considering water transport as part of day to day life in Helensburgh.
- The Helensburgh Waterline could provide a key space for events and the establishment of new enterprises that take advantage of a 'modern seaside', and the new activity of people it would attract.





Helensburgh boasts many opportunities to connect to national walking and cycle ways, and of course the potential of reinvigorating the waterline by testing and encouraging more regular and playful ways of using the water, such as kayaking, sailing or artistic installations. Links to John Muir Way and Three Lochs Way offer abundant opportunities for both residents and tourists, creating not only active travel benefits but potential business benefits if these routes became actively promoted. There is potential for linking up individual paths and creating new circular routes based on Helensburgh featuring wildlife habitats and striking views of the Clyde Estuary.

Sitting within the Clyde Marine Region (CMR), Helensburgh has access to a unique landscape, distinct in Scotland “in terms of the amount and expanse of sea broadly contained by the mainland... [with] a complexity and variety of seascapes which, coupled with industry and coastal development have contributed to the natural and cultural landscape much appreciated by locals and visitors” (Clyde Marine Planning Partnership, 2017: pp. 10).

As well as the superb natural assets which underpin the project, the timing is appropriate given the launch of Live Argyll within the last year. This new Trust, delivering library and leisure services within Argyll and Bute, launched in October 2017 to “play an active role in enhancing the health, fitness, culture and personal well-being of the citizens of Argyll and Bute” (Argyll and Bute Council, 2017). Additionally, there are opportunities afforded by the new Helensburgh Waterfront Development, encompassing the swimming pool redevelopment, to aspire to more active lifestyles in a contemporary and attractive setting. Alongside this, Helensburgh has the opportunity to enhance its attractiveness for both new residents and tourists with its close proximity to the central belt and the outstanding environment of wider Argyll.

In addition to this, enterprise opportunities exist in being able to maximise the spend in Helensburgh of both residents within and outwith the town by encouraging them to stop rather than bypass the town. There are opportunities in the delivery of both recreational and functional access to transport on the water.

Maximising Our Built Spaces

Priority - Built Environment, Indoor Flexible Space, Business Hub

Helensburgh has a diverse building stock with properties of many different ages and sizes. The town's built environment, particularly its historic buildings and special character, plays a significant role in attracting investment and presenting the Town as being open for business. At present, there are several vacancies in shop units, upper floors and some more substantial buildings in significant locations. Coupled with this is the community's desire for the improved provision of spaces for business space, co-working spaces, child care, soft play provision, community hubs and venues for young people. The upper floors of buildings must also be considered for in-town accommodation to support one bedroom accommodation to encourage singles and couples to make Helensburgh their base during their career at HMNB Clyde.

	Green Helensburgh	Connected Helensburgh	Enterprising Helensburgh	Learning Helensburgh
Look After Our Buildings	Directly relating potential building reuse proposals to waterfront or green projects with relevant uses	Giving priority to building reuse proposals which benefit from locations on active travel routes	Providing an improved range of entrepreneurial uses for vacant and underused buildings	Develop monitoring and feedback loops that allow for educational experiences while also providing locations for training

Helensburgh has the opportunity to

- Better understand the building stock it has and make that available to the market
- Support the repair and maintenance of its buildings now and in the future
- Make use of legislation to support in the care and maintenance of the building stock
- Consider innovative and potentially meanwhile uses for its building stock to maximise on properties that do not currently have a long term use.
- Consider uses for both ground floor and upper floor uses for both business and residential accommodation
- Have a town centre first focus to ensure that future developments that are appropriate to attract and retain people and footfall in the town centre

Undertaking a space audit of the town centre would create a useful picture of utilised, under-utilised and vacant spaces. Making this information available to residents and businesses could be a helpful step towards making better use of the town centre building stock. It would also allow for a blended approach to both business space and residential space.



There are many listed buildings in the town centre and an adjacent Conservation Area. There may be opportunity to also consider protecting the special character of Helensburgh's town centre through a conservation area. The built environment of the town *"still benefits from the legacy of the original plan. The formal grid layout of the town with its wide streets echoes the elegance of the Edinburgh new town"* (BEFS, 2013: pp.2) - providing a perfect context for creating a thriving waterfront and town centre.

Encouraging building maintenance and actively participating in bringing vacant properties into use through joint business and community involvement could create a new sense of purpose and agency in the town centre. Projects such as Govanhill Baths in Glasgow, the Partisan Collective in Manchester or the Crossroads Community Hub in Ayrshire are good project exemplars. There may also be opportunity to apply to Historic Environment Scotland for a Conservation Area Regeneration Scheme.

Spatial analysis to be added or linked to in baseline where needed

Sharing the Knowledge and the responsibility

Priority- Community Cohesion and promoting the offer

Helensburgh has the opportunity to be a town that maximises on what it has and works together as a community. By understanding through digital and non-digital means; what there is available, who is out there to work with, what is happening in the area and how you can participate in the town Helensburgh will be able to make the most of its assets and the skills of its people.

	Green Helensburgh	Connected Helensburgh	Enterprising Helensburgh	Learning Helensburgh
Sharing the Knowledge and the Responsibility	Better understanding and knowledge of need leads to more and better projects.	Access to local knowledge results in more considered projects and solutions.	Better access to information and working together leads to fresh ideas for business.	Develop monitoring and feedback loops that allow for learning on the job.

Helensburgh like many communities has a plethora of opportunities, community groups, events and assets that could be better utilised. Maximising these assets requires a better understanding of them. A knowledge base for residents, community groups and decision makers in the form of a digital portal could provide evidence, collate feedback and promote what Helensburgh has to offer.

Current work that is exploring this includes **Pathways and Partnership (PaPa)**, which is a tool that has been developed by Argyll and Bute Alcohol and Drug Partnership (ADP). It supplies clear visual data about the “areas of work of individual services under 10 different categories of health and wellbeing” (Argyll and Bute, Community Planning Partnership Bulletin, May 2018) and the **Participatory Budget Tool - Supporting communities fund** an online tool which allowed the community to vote on projects to receive funding. Local groups and organisations were able to share project ideas via a specifically created website, explaining how they would use £2,500 per project in order to aid the local community. In April 2018, residents were then able to vote on the projects they wished to be funded. This pilot process is now being evaluated.

The Place Standard surveys revealed that the lowest scoring response was 'Influence and Sense of Control'. A better sense of what this means is provided by comments and feedback in which respondents outlined that they do not know how to contribute in public processes. Such sentiment is strongly outlined in a range of consistent commentary that there is “**not enough info on how to get involved**”, or “**recent involvement in planning decisions were disappointing... didn't feel listened to**”. In response to this Helensburgh could develop toolkits and advice on how to participate in local groups or in a planning process ensuring that this is kept up to date and reviewed to understand where improvements could be made.

Facilitation of clear channels of communication has been a marker of success in the recent Hermitage Park regeneration project, utilising ‘user groups’ with a clear remit to report back to other groups within the town about the project’s progress and ways of getting involved.

Hermitage Park is part of a network of green spaces including the Duchess Woods Local Nature Reserve, the stalled spaces projects at the former James Street play park, links to the John Muir Way and Three Lochs Way, and Colquhoun Square. These connections provide numerous opportunities including the John Muir way recently (July 2018) securing marketing funding to support businesses that lie on the John Muir Way. This should also be supportive of working with organisations outwith the area as with the John Muir Way where 8 Local Authorities are working together in a regional approach.

To make Helensburgh a community maximising on its assets and open for community participation it could:

- Develop a digital asset map resource that is kept up to date and supports both day to day decisions and forward planning
- Develop clear support for pathways to participate
- Have a coordination role to support those that are finding it harder to connect but also to have a good overview of the current setting of Helensburgh

By creating a robust digital directory of not just the businesses but the vacant property availability, the schools in the area, the projects that are coming up, volunteer opportunities and consultations that are underway, there can be clarity and transparency in decision making.

Also, feedback has suggested that developing a post of Community Connector, perhaps attached to one of the stakeholder organisations but with the role of an impartial mediator within the town, could facilitate and coordinate the collaboration required to move collectively towards the vision.

9. How can we get there?

Collaboration

The critical approach presented through Helensburgh Making Places is the ‘can-do’ approach. ‘Can-do’ is a proactive approach to moving forward with projects and only being limited by specific hurdles or restrictions. This approach fosters a culture of collaboration which is often critical to the successful delivery of a project.

As public finances reduce there is now more of a compelling case than ever before for the need to work together and achieve common goals for the future prosperity of the town. Local people are passionate about their town, their collective history and the need for future development to match what has been achieved to date.

Helensburgh benefits from a wide range of community groups, volunteer agencies and charities each with their strengths and skills. Collaborating with these groups will strengthen project sustainability, minimise risk and draw on the skills and services available within the town to deliver mutual benefits. There is opportunity to communicate openly, consistently, to share ideas, opportunities, skills and knowledge.

The appendix provides an overview of some of the groups in Helensburgh and useful organisations which may be of assistance.

Understanding What We Have

In undertaking any projects, it is vital to gain a clear picture of what has gone before, and in the case of each of the opportunities highlighted, there is a detailed baseline that should assist communities and stakeholders in developing a clear picture of the current context.

Feasibility and Testing

Exploring the feasibility and viability of a potential project is essential. A traditional feasibility study or small-scale pilot scheme to test the project in practice can allow successful tests to be scaled up.

Either approach will seek to highlight potential issues or obstacles and provide an opportunity for solutions to emerge. There may also be an opportunity to explore the phasing of a project and identify potential costs and statutory requirements. This must be a transparent process that allows people to understand where ideas are coming from but also the reason why they are, or are not, moving forward.

Looking Outside the Box

Helensburgh has a strong and determined community with the abilities and skills to think innovatively about the opportunities presented in this Vision. Alongside the Council and other stakeholders, there are significant ways in which Helensburgh can think outside the box to attract investment, population and visitors. New business models, new ways for overcoming challenges and innovation in the development of the town should all be considered.

Funding and Income Generation

The majority of projects will benefit from securing external funding. There is a broad range of funding sources available each with their unique requirements and eligibility.

With increasing Government emphasis on community empowerment and taking responsibility, community groups and not-for-profit organisations are able to access a growing range of funding sources. Funders will often look for applicants to demonstrate need or demand for their project, and it is the intention that the data provided within this report could provide an evidence base for this.

Even when capital funding is forthcoming the revenue implications for any project has to be very carefully considered. Detailed business cases for each project will have to be developed if external funding is to be secured, therefore each project should also think about the viability of raising funds through ticket sales, selling merchandise or some other means. There is also support from organisations like Business Gateway, Firstport, Scottish Enterprise and many others to help consider commercial or income generating ideas.

10. Conclusion

Helensburgh is a town that has benefited from recent catalysing projects such as Hermitage Park, the public realm improvement, The Tower Digital Arts Centre, Helensburgh Heroes and the growth of a distinct food and drink offer.

In the near future Helensburgh will see a new waterfront development of a leisure facility, the ongoing outdoor museum public art project, the potential of the Rural Growth Deal and the opportunities within Maritime Change brings for new housing models, new businesses and growth in population.

What the project has found is that Helensburgh is in a strong position; it has a robust and highly active volunteer network who have achieved a wide range of fantastic community-based projects in recent years.

Helensburgh should embrace and maximise on the opportunities that new approaches may bring; be this initiatives around bringing empty buildings back into use, reducing car reliance, encouraging waste reduction or the implementation of digital solutions.

Helensburgh has the opportunity to work together to achieve a vision of having a world class waterfront while being welcoming and vibrant with a strong sense of community.

Helensburgh should be innovative to maximise on the waterfront making it a place to support healthy and active lifestyles through walking and cycling and play, invigorating activity and events to promote recreational activity, while ensuring all opportunities for enterprise are maximised.

Building on the strong network of volunteers and community groups Helensburgh can ensure that through a strong sense of citizenship it has an identity as a place that is planning for and moving forward with the opportunities that is has.

APPENDICES

1. Full Baseline + Priorities Baseline + References

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1. Full Baseline and Top Priorities Baseline

What do we know ?

Baseline review

We have undertaken a two phase baseline review that firstly looks at the general context of Helensburgh, then as the projects emerged a secondary baseline has been integrated into each project.

The following presents a summary of where Helensburgh is currently, growing from its 1776 foundation as a tourist centre into a busy suburban town with a thriving community and unique attributes including: fantastic natural heritage, an inspiring volunteer network, and its relationship to the UK Naval programme.

15,610 Population	200+ Volunteer Groups	Growth Area	Waterfront
6705 Full Time Jobs	3068 Part Time Jobs	Growing Food Offer	Green Spaces
Gateway to Argyll and Loch Lomond			Diverse Retail

The baseline review elaborates on Helensburgh's place within the wider Scottish context, facing some decline in population but with a relatively high diversity of retail and job opportunities in the administrative and defence sectors.

Local groups, long established and experienced form the backbone of the town's development. The 'Vision for Helensburgh' (2004) developed by the Helensburgh Vision Steering Group (HVSG) and Helensburgh Community Council (HCC) sets out a strategy that still resonates today. The aspirations and focus on the Helensburgh waterfront presented in that 2004 Vision are even more pertinent now, considering the opportunities of the MoD Maritime Change Programme, which is estimated to total a £1.3 billion capital investment in infrastructure over the next decade balanced against a potential influx of 1700 personnel to Helensburgh and Couplort by 2032. Along with the benefit of naval investment and involvement in Helensburgh, it is suggested in several quarters that there are opportunities for further integration and cohesion between families and personnel in the service family accommodation (SFA) estate and the general population.

Reviewing the opportunities of the Clyde Marine Region, it is clear that the wider Argyll and Isles region promises great and growing opportunity for leisure sailing with smaller vessels such as kayaks. The other main development is the current £18 million Helensburgh Waterfront Development Plan, comprising specifically: “the construction of a new Leisure Centre, improved flood defences, new car park with 265 parking spaces and public realm areas as well as the demolition of the existing swimming pool building” (Argyll and Bute Council Property Services, 2017: pp.4). Picking up on **aspirations for the waterfront**, Argyll and Bute Council has recently surveyed the pier while the Helensburgh Seafront Development Trust has its own proposals for innovative ways to reanimate the waterfront area.

Another key area of focus is the presentation and look of the town. Recent years have seen significant upgrades in the facade of Helensburgh with widened pavements, the refurbished Colquhoun Square, increased parking bays and new street furniture. The 2016 Town Centre Health Check conducted by Argyll and Bute Council shows that vacancy rates have reduced from 12% to 10% and that most of Helensburgh’s vacant properties are reoccupied within a year of being made vacant.

This would suggest that the focus of efforts on the town’s buildings are less concerned with vacancy but should consider the ongoing need to better maintain and look after buildings, in certain instances. In the context of an internationally distinct built environment, including Charles Rennie Mackintosh’s Hill House which attracts 20,000 visitors annually (Hague, 2013: 2), the preservation, use and value as an attractor of local building stock must be seen as a priority.



Figure 2. Helensburgh listed buildings (orange markers) and conservation area (shaded area).

Linking back to the opportunities along Helensburgh's waterfront, and in line with opportunities to get active in the town, it is worth highlighting the town as starting and finishing point of both the Argyll Sea Kayak Trail and John Muir Way (134 Miles from Helensburgh in the West to Dunbar in the East) - two of the numerous connections out from the town. Cycle networks and important walking routes are being developed by Helensburgh and District Access Trust, along the John Muir Way and Three Lochs Way. There are also ambitions to develop the cycle connection from Helensburgh to Dumbarton (SPT partner update at the Nov CPP meeting).

Helensburgh has an enviable geographical position on which to capitalise in terms of greater opportunities for tourism and business, with the potential to extend cycle networks in the long term, through Rhu to HMNB Clyde, and in the other direction to Cardross and Dumbarton. There is due to be further consultation on the aspirations for active travel in the local area, focusing on what the local community want to see in terms of cycle pathway connections and any opportunities to enhance path networks.

Opportunities to get active are also related to provision of indoor flexible space - including all-weather sports space, halls and soft play. There are a range of spaces available for activities and meeting points that have different rates and associated costs. A list of available spaces can be found on the Live Argyll website (<http://www.liveargyll.co.uk/local-halls>).

Regarding Naval provision, the Royal Navy Royal Marines Welfare (RNRMW) Community Needs Analysis for 2017 - 2018 notes that the Drumfork Club renovation with "funding from RNRMC and HMNB Clyde" is driven by a "vision of providing improved childcare options for service families" (pp.2). This service will also be available to the general public. Further to this developing provision of activities and space, the report underlines that a strong volunteer network within the naval families community has enabled forward strides where "volunteers have either initiated the group/ project or have worked alongside community staff to ensure their sustainability" (2018: pp.2). The drive of volunteers, and "a sense of can do attitude" (2018: pp.22) is mirrored across the whole Helensburgh community and underlines a strong foundation of a shared approach in volunteer action moving forward with community activities, events, and community space.

As in many towns and cities, traffic and parking are hot topics with numerous different perspectives. Recent infrastructural enhancements have altered traffic flows in Helensburgh and there are issues of congestion exacerbated by the road closure on East Clyde Street during the course of this study. Parking surveys conducted by JMP (2007) and AECOM (2018) have both concurred that there is a sufficient provision of parking within the town centre, although anecdotal evidence suggests signage and awareness of the full extent of this provision could be improved.



Figure 3. Current off street parking in the town centre, outlined in red.

Generating a collective vision for Helensburgh, as with any area, is a challenge noted in the Built Environment Forum Scotland (Hague, 2013) review: “The town has many voluntary organisations and an articulate population who are keen to have their say in Helensburgh’s future. The challenge then is to harness what are at times disparate enthusiasms into a shared vision - or mutually reinforcing set of visions - for the town” (2013: 5).

This challenge: one of cohesion and sharing, is a goal articulated by naval families desiring “more engagement with civilian families” (RNRMW, 2018: pp.5). It is clear then that harnessing the collective work, of some 200 voluntary organisations, and ensuring a full sharing of knowledge and skills between different groups is a broader goal perhaps best centralised in an online dashboard or a town connector to act as a forum that would support communication, and skill and knowledge sharing, between groups.

Tied into the opportunity to outline a collective vision, is the chance to promote the offer of Helensburgh in a holistic manner, linking with much of what is outlined here: green networks, tourist attractions, business development and family spaces. Groups including Helensburgh and District Access Trust, the Central Scotland Green Network Trust and Helensburgh Community Planning Group have achieved or begun great work in this direction. However it is noted that the town does not have an active tourism group that links with the Argyll and Isles Tourism Collective, although Helensburgh features in their Best of Both campaign (<https://www.wildaboutargyll.co.uk/destinations/loch-lomond-and-clyde-sea-lochs/clyde-sea-lochs/>). A number of businesses do however work with the Love Loch Lomond tourism group.



Figure 4. Current green space designations.

Facilitation of clear channels of communication has been a marker of success in the recent Hermitage Park regeneration project, utilising ‘user groups’ with a clear remit to report back to other groups within the town about the project’s progress and ways of getting involved.

Hermitage Park is part of a network of green spaces including the Duchess Woods Local Nature Reserve, the stalled spaces projects at the former James Street play park, links to the John Muir Way and Three Lochs Way, and Colquhoun Square. These connections provide numerous opportunities including the John Muir way recently (July 2018) securing marketing funding to support businesses that lie on the John Muir Way.

Taking into account the proximity to Loch Lomond and the Trossachs National Park, and benefits of connecting to and along the Helensburgh waterline - there is a blossoming range of exciting opportunities to further grow business, tourist and cultural benefits along these natural trails, ways and walks.

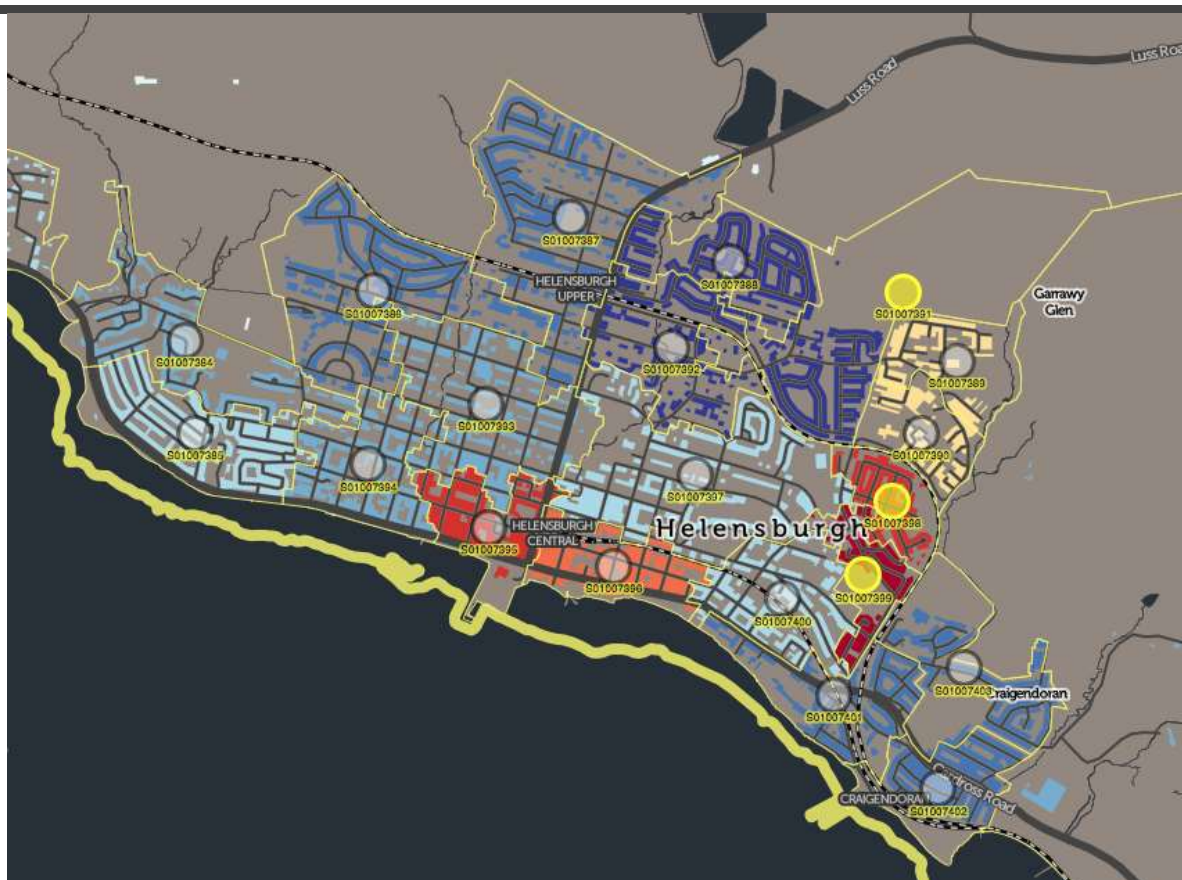


Figure 5. Scottish Index of Multiple Deprivation. Most deprived 20% in red. Most deprived 5% in dark red. (SIMD Scotland, 2016)

This must be balanced with ensuring the preservation of the Helensburgh Green Belt, however the Local Development Plan 2 (LDP2) for Argyll and Bute identifies that “there is currently sufficient development land identified in the LDP to avoid immediate need for a review of the Green Belt” (2017: pp.27).

At the same time, restrictions on the Green Belt have been recently relaxed and therefore more development is now taking place, but this has not affected the current market as yet and land availability has remained a challenge (North Star, Rettie & Co., Research Resource, 2018: pp.130).

This challenge will be heightened given the increase of naval personnel with the Maritime Change Programme. A recent Helensburgh and Lomond Housing Market study (North Star, Rettie & Co., Research Resource, 2018) has specifically examined the impact of the Maritime Change, noting that with an estimated rise in personnel of 32% between 2017 and 2032, and single living accommodation within HMNB Clyde being fully occupied by 2021 (2018: pp.30), there will be increased housing demand in the Helensburgh and Lomond area that the study outlines in two possible scenarios.

Both scenarios posit a surplus of Service Family Accommodation (SFA), while there being increased pressure on, and thus a deficit of, Single Living Accommodation (SLA) (2018: pp.90-92). Therefore there

is a clear opportunity to plan for more accommodation, thinking as well about opportunities for single personnel to settle in the area.

While the Housing Market study does outline this opportunity for planners, it also adds, “it should be remembered that service personnel seeking accommodation between nine and fifty miles from the base may wish to live in West Dunbartonshire, Inverclyde, Renfrewshire, Stirling, East Dunbartonshire, East Renfrewshire, North Ayrshire, and Glasgow all of which include settlements less than fifty miles from the base”. (2018: pp.142). As such, it is difficult to calculate the true demand that will eventuate from the increase in personnel at HMNB Clyde.

Current allocations within the LDP Main Issues Report are identified in the map below.



Figure 6. Adopted Land Allocations, LDP Main Issues Report. Community facilities in red; Housing orange; Waterfront Development in pink; Local Nature Reserve in Green; Area of Action outlined in yellow.

Reviewing the jobs and economic opportunities suggests an optimistic picture, given Helensburgh’s gateway situation with close transport links to Glasgow and access to jobs locally - especially within the HMNB Clyde supply chain.

The local economy gets a significant boost from its links to HMNB Clyde, as Scotland's largest single site employer with private companies like Babcock playing a large role in the local community (Scotland Correspondent, 2013).

Recently the town has also seen an influx of high quality restaurants servicing the commuter population. The nature of property ownership and pockets of wealth in the town prioritises high yield businesses in the town centre, however Helensburgh also contains some areas of severe deprivation, with one section of Helensburgh East being in the most deprived 5% nationally (SIMD Scotland, 2016).

The Scottish Index of Multiple Deprivation (2016) identifies three datazones in Helensburgh and Lomond within the 20% most deprived in Scotland. These are within Helensburgh: in the East and in the Centre. One of these datazones has the highest rate of income deprivation in Argyll and Bute (34%). Therefore, efforts to build on possible successes of the HMNB Clyde expansion and to support local business are a key priority to avoid a "future scenario of genteel decline" (Hague, 2013: 5).



Town Centre Core Shopping Area outlined in blue. Main town centre in dark orange. Edge of centre in orange.

Across the board, Helensburgh is in a strong position; however, there are clear areas where improvements can be made.

Priorities Baseline

A specific baseline review has been undertaken for the areas of priority which generated the highest level of overall feedback and comments

Waterfront : Baseline



Helensburgh has a waterfront area composed of beach, esplanade, retail, pier and parks. It is located on the Firth of Clyde and is part of the Clyde Marine Region. It has long been considered that the waterfront is an area of primary focus, one which could benefit from enhancement as it is one of Helensburgh's key assets. The 2004 'A Vision for Helensburgh' produced by the Helensburgh Vision Steering Group (HVGS) under the Helensburgh Community Council states that:

<https://www.argyll-bute.gov.uk/chord-project/helensburgh-west-bay-esplanade-and-transforming-town-centre>

“Helensburgh needs a stunning waterfront. Being next to the sea differentiates Helensburgh from most other towns. Furthermore, Helensburgh is built on sloping ground on the north bank of the Clyde, enjoying the sun and the views. But it needs a waterfront which excites.” (HVGS, 2004: 6).

Given the wider context, in which a 2015 Scottish Government survey on Scottish Marine Recreation & Tourism (the first of its kind) has identified that the marine recreation and tourism sector generates **£3.7 billion annually, a focus on Helensburgh's waterline is economically imperative**. The 2016 report on the survey findings underlines that, in the Scottish context, the £3.7 billion figure is “an important finding and underlines the significant economic value of the sector, placing it alongside other industries such as fishing, energy and shipping” (LUC, 2016: pp.81)

The completion of the recent CHORD project aimed to enhance the heart of the town centre and update the West Bay Esplanade, with an overarching objective of retaining visitors and

combating leakage in regard to spend on retail and leisure (EKOS, 2010: i). This £7 million worth of investment - winning a Scottish Design Award - has made a series of enhancements:

- Widened pavements;
- Improved access to shops;
- New parking bays;
- New street furniture;
- Linking up the front and the town centre;
- Redevelopment of Colquhoun Square and creation of Scotland's first outdoor museum.

This project has reconfigured the heart of Helensburgh, delivering within budget this series of changes that have so far rejuvenated the town centre and created a more hospitable area for recreation and events. The level of visual enhancement provides a strong basis for the **'Helensburgh Waterline'** proposal.

The project was often cited in this work's feedback as making a positive impact on the overall impression and attractiveness of the town. Aiming to create a string of "event points", this has begun to be realised through things like the Outdoor Museum and weekend markets, with future potential for small scale events.

The Outdoor Museum utilises over a hundred bollards proposed with the regeneration of Colquhoun Square and in collaboration between WAVEparticle and Austin-Smith:Lord has created a Scottish first in this permanent display of items celebrating local heritage and artworks. Some artworks were created for the museum's inception, but there are still spaces for future works, with funding currently being allocated on an annual basis.



Helensburgh Outdoor Museum, developed and delivered by WAVEparticle (<http://portfolio.waveparticle.co.uk/helensburgh-outdoor-museum>)

A+G Waterfront
Development
<https://www.argyll-bute.gov.uk/helensburgh-waterfront>

Additionally, the current Waterfront Development Plan is being undertaken with a view of "creating a vibrant and attractive waterfront for the town. The main feature of the project

will be a new leisure facility incorporating a swimming pool, with associated parking and public realm” (Argyll and Bute, 2018).



Argyll and Bute Council - current swimming pool, 2017, and proposed design within Waterfront Development Plan, 2018.

Water Recreation

The ‘Vision for Helensburgh’ (2004) set out that Helensburgh needs a pier area designated for leisure tourism and recreation, and that the waterfront should be well designed, providing leisure facilities for both residents and visitors.

In addition to the local desires, the wider context of Helensburgh must be considered, such as within the Clyde Marine Region (CMR) with its complex and varied seascape. This provides a landscape that is “appreciated by locals and visitors to the CMR”. It must also be noted that although Helensburgh has to consider that “marine litter is an increasing problem on the shoreline and can have an impact on ecosystem services”, nonetheless there has “been improvement over the last 5 years in the water quality of bathing waters”.

The richness and opportunity of the region for watersports is reflected in the recently established Argyll Sea Kayak Trail, which runs 150 km from Oban to Helensburgh. The Clyde Marine Region Assessment (2017) describes the growing popularity of coastal rowing, with 12 clubs currently active in Argyll and Bute; a popularity in part fueled by the formation of the Scottish Coastal Rowing Association in 2010 (Clyde Marine Region Assessment, 2017: pp.162).

The report goes on to outline the small number of diving charter operators running in the CMR, as well as several dive clubs, and it advocates for increasing “use of the CMR by both local and other dive visitors in the future” (2017: pp.162). This work undertaken by the Clyde Marine Planning Partnership, therefore earmarks a clear potential for growth of water sports and activities in the region, one which Helensburgh can tap into.

Within the Local Development Plan Main Issues Report, Helensburgh is noted as being part of the Helensburgh and Lomond Growth Area with upcoming impacts for growth such as

Helensburgh Vision Steering Group - ‘A Vision for Helensburgh’ 2004

Clyde Regional Marine Plan
<http://www.clydemarineplan.scot/marine-planning/clyde-regional-marine-plan/#CMRA>

Clyde Marine Region Assessment
<http://www.clydemarineplan.scot/wp-content/uploads/2018/02/Clyde-Marine-Region-Assessment-2017.pdf>

https://www.argyll-bute.gov.uk/sites/default/files/ldp_2_main_i

the HMNB Clyde development to become the UK's only submarine base by 2030. This could see an increase in population due to the increased personnel of approx 1500 that would be stationed here. The LDP2 Main issues report is currently under consultation.

[ssues_report_draft_august_2017_formatted_on_121017_web4.pdf](#)

Socio-Economic Baseline

One of Helensburgh's key sectors is Tourism, making up 13.9% of total employee jobs (Argyll and Bute, EDAP, 2014). Therefore Helensburgh has a solid base to develop tourism in relation to the waterfront. While tourism could be a potential avenue for developing waterfront activity, the CHORD programme socio-economic baseline produced by EKOS (2010) notes that, though based on the waterfront, Helensburgh does not have significant levels of employment associated with the waterfront, such as fishing or marina activities (2010: pp.ii). There is then an opportunity to develop this strand of activity, especially in the wider context of Argyll and Bute as a whole, having shown employment growth in "tourism, food and drink (including aquaculture) and tradable services" (EKOS, 2015: pp.8).

In relation to the ongoing regeneration developments, the socio-economic baseline asserts that the waterfront development, in tandem with the now improved streetscape and traffic system, can help increase visitor numbers and draw in new residents. This then has a beneficial impact on increased spending in the town centre with a consequential reverse on the observed reduction in the distribution, hotels and restaurants sectors (2010: pp.ii).

<https://www.argyll-bute.gov.uk/sites/default/files/Helensburgh%20Socio-Economic%20Baseline.pdf>

Built Environment: Baseline

The Town Centre Health Check conducted by Argyll and Bute Council for 2016 - 2017, indicates that vacancy rates in Helensburgh have dropped from 12% to 10% across the year, although since 2010 there is a general upward trend of vacancy despite recent decline. Therefore, while this recent improvement is good news, there is still progress to be made.

Furthermore, the wider context demonstrates a drive for change to help owners look after buildings. March 2018 saw Helensburgh host Scotland's first Listed Property Owners' Forum, exploring national changes to VAT and planning rules that could make it easier for owners to update and conserve their properties. It is on this basis that these proposals are put forward to address concerns around building use and maintenance, and to suggest innovative approaches to more fully realising the great potential of Helensburgh's building stock. While being an important issue in itself, the condition and upkeep of buildings often dovetails with other priorities, whether that is providing suitable spaces for new enterprises, or impacts on traffic due to road closures caused by unstable structures.

(<https://thelochsidepress.com/2018/03/10/helensburgh-listed-building-forum-will-be-the-first-in-scotland/>)

As has been discussed, Helensburgh currently has building issues relating to both maintenance and vacancy. This is set within a general context of an extensive historic built environment that forms part of Helensburgh's unique character, as noted by both architectural experts and the people of the town:

“Helensburgh still benefits from the legacy of the original plan. The formal grid layout of the town with its wide streets echoes the elegance of the Edinburgh new town (Hague, 2013: 2).”

“Lovely old public buildings” (Survey respondent).

Buildings as Risk
<https://www.buildingsatrisk.org.uk/search/keyword/helensburgh>

Empty Homes Strategy
<https://www.argyll-bute.gov.uk/housing/empty-homes>

SMALL TOWNS
AUDIT (Hague, 2013)
<http://www.befs.org.uk/wp-content/uploads/2017/04/SMALL-TOWNS-Helensburgh-Report.pdf>



Municipal Buildings on the junction of East King Street and Sinclair Street, due to be reopened as a branch Peckham's delicatessen. Figure 18. Potential Zone for Building Maintenance and Improvement.

Architecturally significant buildings like Hill House, Charles Rennie Mackintosh's "domestic masterpiece" designed for Glasgow publisher Walter Blackie (National Trust, 2018), or the original Clyde Street School by Alexander Nisbet Paterson (Fullarton, 2013) are integral to the town's character and future - the Hill House attracts 20,000 visitors a year (Hague, 2013: 2). More broadly, there are 13 'A' listed buildings, 112 'B' listed and 78 'C' listed buildings in the Helensburgh area, with three buildings currently on the Buildings at Risk Register (Helensburgh Community Council, 2017).

Helensburgh's Character Areas



Helensburgh's Character Areas

Helensburgh town centre contains seven character areas. Understanding the essential components of these areas is a positive way of thinking about their future in terms of use and building form but the presence of the Upper Helensburgh Conservation Area is an inescapable and significant source of the town's character. This Conservation Area is not part of the town centre, but its character permeates the central area through the street grid which links down from the high ground of this prestigious residential area through the town centre to the shoreline. A significant part of the character of the Conservation Area lies in the spatial arrangement of non-formal elements - individual houses, gardens and walls - set within the formal pattern of the street grid. While the street grid is common to all the character areas, the placement of buildings in plots and different uses creates a series of very different character areas.

1 - Conservation Area Transition Zone: This area lies between the Upper Helensburgh Conservation Area and the Town Centre – East and West areas. It incorporates the best of the Conservation Area while being less precious about building styles and position in the plot. It contains a broader range of building ages but generally retains the tree-lined street format with remote footways behind grass strips. While most of the buildings are residential, the area also accommodates the excellent modernist Helensburgh Telephone Exchange on the West Princes Street/Glasgow Street corner.

2 - Civic and Retail Core: This is unmistakably the centre of Helensburgh. In this area, buildings are built as unified street frontages rather than detached buildings in the centre of plots. Building heights are typically two and three storeys but occasionally rise to four storeys. The character area is relatively small, focusing on the intersection of Sinclair Street and West Princes Street, and on Colquhoun Square which is the significant set-piece civic space in the town. Most of the buildings in this area are traditional with some Victorian, Georgian and Baronial styles present. There are also several sub-optimal architectural missteps around the south side of Colquhoun Square and on the west side of Sinclair Street, suggesting that at one time, developers and their architects did not value the dominant character of the area.

Generally, the area is attractive and appears to be successful with a wide range of uses and street life contributing to the bustling and vibrant character.

3-4 - Town Centre – East and West: These areas are the unglamorous working parts of the town centre. They contain a wide range of uses – from residential and retail to car repairs and from builders' merchants to contractors' yards. The eastern area also includes the Argyll and Bute Council Civic Centre as well as significant car parks. The area is not especially attractive but is valuable for jobs, economic activity and the provision of accommodation for a wide range of businesses. There is a higher number of vacant properties in these areas than in the Civic and Retail Core but much of this is likely to be churn rather than an endemic problem.

Buildings in this area range from single to three-storeys built mainly to the heel of the pavement/footway, mostly traditional in style with several relatively recent industrial sheds accommodating auto-related businesses.

The east area is somewhat cut off from the shoreline although the Council's new Civic Centre addresses this in part. However, the lack of clear, convenient and continuous shoreline access is a disadvantage.

5-6 - Shoreline Residential East and West: The residential areas along the shoreline to the east and west of the town centre are fundamentally attractive and desirable areas with great views over the Clyde Estuary. Both east and west areas have honoured or positively adapted the street grid providing an elegant setting for residential plots. Some of the recent architectural interventions are highly questionable both in style and materials, but somehow the relaxed, pleasant and open seaside character of the areas has survived.

7 - Helensburgh's Shoreline: This area is what most visitors and residents would describe as Helensburgh's shoreline or waterfront. It is highly accessible from the Civic and Retail Core and the railway station. It includes the busy A818 (Glasgow-Dumbarton-Garelochhead and beyond) and much retail activity including cafes, restaurants and souvenir shops. The buildings along the street frontage adhere to the Helensburgh grid but vary in height between one and three storeys. There is a higher degree of vacancy in these buildings than in other parts of the town centre, but this may be seasonal and temporary.

The shoreline itself is a promenade overlooking a rather scruffy seaweed and rocky waterline rather than a beach. However, it is pleasant enough and views south and west are interesting and special.

The pier area is a major shoreline disappointment – a grim car park around a swimming pool – rather than for example the iconic piers of the south coast of England or the Thames estuary. The pier area desperately needs a new role in the town. It also needs better connections to the east to create a more integrated shoreline experience.

Vacancy

Considering vacancy in Helensburgh, it has been noted that there is concern around a perception of vacant buildings leading to a downward trend in the appearance of the town. Vacancy levels are the third highest in the region, and as such it is clear there is still progress to be made. On a positive note, Argyll and Bute Council data shows that the majority of Helensburgh's vacant properties have only been left unoccupied for a year or less.

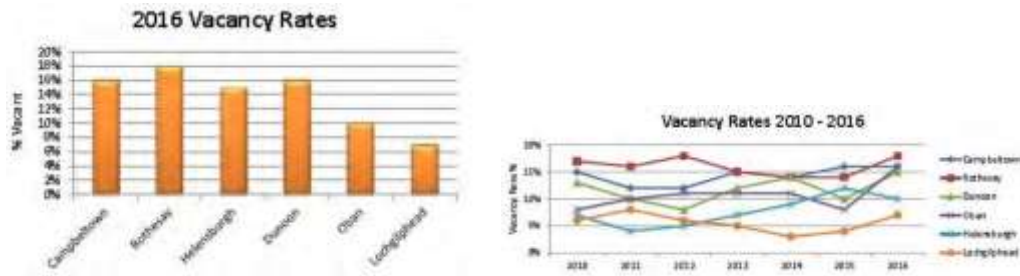


Figure 19 and 20. Argyll and Bute, Town Centre Health Check Vacancy Data, 2016. Argyll and Bute, Town Centre Health Check, 2017.

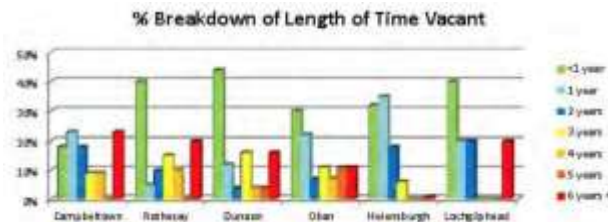


Figure 21. Length of Vacancy. Argyll and Bute, Town Centre Health Check, 2017.

Argyll and Bute Council has an Empty Homes Strategy and provides various support mechanisms to both landlords and potential purchasers. When considering empty property in the town centre we must also remember that an element of that will be made up by residential stock.

From the small towns audit of 2013 there was a concern that although there are a “relatively small” number of owners of property and that some are local, they generally “have confidence that they can achieve high rents” and will therefore allow property to lie empty, believing a tenant willing to pay the requested rent will come along.



Vacant property in Helensburgh Town Centre - November 2018

Maintenance

During the process of Helensburgh Making Places a section of East Clyde Street has been closed due to a dangerous building. In this circumstance, the community have repeatedly expressed concern at the condition of individual buildings in or close to the town centre, which is certainly heightened within this context. Looking more closely at the data available for vacancy and building condition there does not appear to be an endemic problem, however there is room for improvement as well as opportunities for innovative and enterprising approaches. After all, the building stock, especially along and close to the waterfront, is one of Helensburgh's key assets and presents a chance to enhance and grow economic benefits as Built Environment Forum Scotland have highlighted: "let no one doubt the contribution that planning and good design can make to sustainable economic growth in Scotland."

There are critical areas of blight where buildings are in obvious disrepair and also evidence of gap sites where buildings have been removed in the past.

In terms of recent key planning and infrastructural developments, as previously mentioned, there has been investment in the town centre, upgrading and significantly regenerating key aspects, including building maintenance and shopfronts: 12 buildings have received awards to improve the appearance of their premises, and since 2014 "£75,000 has been earmarked to upgrade the frontage of 20 businesses in Helensburgh town centre" (Argyll and Bute Council, 2016).

Focusing on the data available, Helensburgh's vacant building stock (10% for 2016) mainly sits at a Condition 3, meaning the property is in "fair condition" but there may be noticeable issues such as "window frames that require painting, paint peeling on the facia, parts of signage damaged or missing, or a cracked window" (2017: 70).

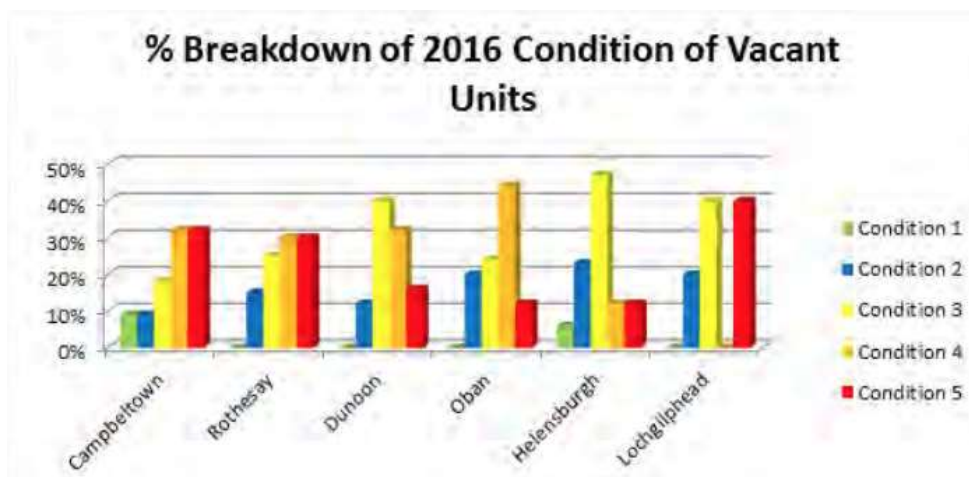


Figure 22. Vacancy Condition. Argyll and Bute, Town Centre Health Check, 2017.

Enterprise and Innovation

There is a precedent in Helensburgh of engaging vacant or unused space for new purposes, with projects recently developed that provide a guiding light in this endeavour including Helensburgh Heroes, the Submarine Centre, Stalled Spaces, The Tower and Helensburgh Hermitage Park. Furthermore, work already underway to develop a business hub in the town will add to the mixed uses of space in the centre, and generate enterprise and innovation opportunities.

Summary

Reviewing the available information on building vacancy and maintenance in Helensburgh, the overall picture is a mixture of positive and negative. Recent town centre enhancements have regenerated the facade of much of the town, though likely, by contrast, show up where urgent improvements are needed. The closure of East Clyde Street and resultant impact on traffic and movement has had a clear impact on Place Standard responses, with repeated mention of the situation and an overall sentiment demanding improved maintenance of buildings. Looking at the actual data, the picture is more positive, as Helensburgh has recently reversed the trend of vacancy, although it remains to be seen if this can be maintained. In regard to maintenance, again the situation is still pliant, with much of the vacant building stock sitting in a 'fair condition' and thus opportune for repurposing. Overall, this serves to underline the fantastic potential for Helensburgh to reutilise vacant and dilapidated spaces for new and exciting purposes, as has already been achieved in the town via projects instigated by organisations including Helensburgh Heroes and The Tower Digital Arts Centre.

Indoor Flexible Space: Baseline

The current most accessible indoor play facilities for people in Helensburgh are in Erskine or Clydebank, with the most local facility - Gogglebox - having closed in 2015. Addressing the feasibility of childcare in the town is important given this context, however it is also worth considering the increase in population, given the Maritime Change, that will create increased demand for childcare (EKOS, 2018: 3.1). There are a number of council and private facilities accessible at a cost, and naval facilities in the Churchill area.

The Monitoring Report for the Local Development Plan 2 (LDP2) notes that new developments should aim to “create places people want to live, work and play in” (Argyll and Bute, 2017: pp.33). This key concern around ‘play’ falls into line with a desire for more provision of indoor play/activity and accessible facilities, presented in feedback from the 2017 Place Standard exercise:

“Helensburgh has very limited resources available to the younger generation... Leisure facilities are nowhere near the standard they should be for such a large community. Oban, for example, has a large leisure complex catering to all ages. Locals are forced to attend West Dunbartonshire Council to access leisure facilities such as gym halls to play sports such as badminton, football, netball etc. Skate parks are available in a safe environment in neighbouring West Dunbartonshire, but again Helensburgh lacks any of these facilities.”

“The town could do with a new leisure centre but one which could include indoor football, badminton etc. not just a swimming pool and a gym.”

This sentiment is felt as early as 2004, in the Helensburgh Community Council Vision for Helensburgh which particularly underlines ‘Young People’ as key to this vision, and one of the six vision strategies:

“Helensburgh has more families with children / young persons than the Scottish average. Each is a resident of the town and should have their needs provided for; they are our future. Each should have access to, and be involved in, some kind of leisure, cultural or recreational activity.” (HCC, December 2004)

Priorities for young people include: ‘Children / Young Persons need increased sports facilities’, ‘Children / Young Persons need their own informal meeting place’. This therefore highlights an existing and long term need to develop a provision of indoor flexible space that caters for younger people.

In the decade or more since the publication of the HCC Vision, a number of developments have taken place to cater for more social and activity hubs in the town, including **The Tower** - operating as a digital hub, and **Helensburgh Heroes** - creating a social and cultural space, celebrating historic figures from Helensburgh. These developments have connected people more to the local area and local heritage, creating groups and activities to get involved in.

Argyll and Bute, Helensburgh Waterfront Development

The most recent, and most pertinent development in this particular discussion is the ongoing progression of the Helensburgh Waterfront Development Plan. This £18 million infrastructural investment will see the demolition of the current Helensburgh swimming pool, with a new leisure centre constructed in its place as well as improved flood defences, and a new car park (Argyll and Bute Council Property Services, 2017: pp.4). This will extend public space and leisure provision. June 2018 saw progression of the project as councillors approved for detailed planning applications to be made. This would enable the leisure centre and swimming pool to be ready and open in 2021.

Naval facilities

The Drumfork Club, off Churchill Square, is to undergo a £2 million redevelopment with joint funding from the Royal Navy Royal Marines Welfare (RNRMW), HMNB Clyde and Argyll and Bute Council. The redevelopment will include five multi-purpose function rooms and aims to support greater community cohesion as well as improved childcare facilities. This drive to revitalise provision for naval families in the Churchill area, who currently use facilities that have long been in need of updating, will provide better childcare options and more spaces for the immediate local area. Additionally, it is worth noting that the RNRMW Community Needs Analysis, 2017 -2018, outlines a range of community led initiatives where volunteers have instigated childcare and communal activities, open to everyone.



Drumfork Club in 2015, before its redevelopment gets underway.
Helensburgh Advertiser, 2015.

“After speaking with numerous users of the Drumfork Centre and those in the nearby community, the feedback we received was that what was needed today was childcare provision and a flexible space which could be used by various clubs, groups and organisations active in the area.” (Commander Jim Hayle, Royal Navy MoD, 2018).

<https://www.royalnavy.mod.uk/news-and-latest-activity/news/2018/march/02/180302-local-community-set-to-benefit-from-drumfork-renovation-work>

Parking and traffic, Community Participation and Getting Active

Parking and Traffic: Baseline

Previous studies undertaken exploring traffic, parking and transport in Helensburgh are:

- *Helensburgh Waterfront Development Masterplan - Town Centre Car Parking Review and Strategy* (AECOM, 2018);
- *Helensburgh Traffic Management and Streetscape Report* (JMP, 2007).

Traffic management within Helensburgh has been recently and extensively reviewed due to the CHORD improvements undertaken in the town. The *Helensburgh Traffic Management and Streetscape Report* (JMP, 2007) is a traffic management strategy commissioned by the Helensburgh Partnership and Argyll & Bute Council, underpinning the regeneration aims of the CHORD project.

CHORD Helensburgh West Bay Esplanade and Transforming Town Centre

Completed in 2015, Transforming the Town Centre - Traffic Management and Streetscape Improvements carried out “road narrowing and widening of adjoining pavements”, implemented shared surface areas, installed new street furniture, and adjusted traffic flow and parking in the centre of Helensburgh.

In the lead up to this work, the Helensburgh Traffic Management and Streetscape Report noted that “while the accommodation of vehicular traffic is integral to the economic regeneration within the town centre, it is vital to ensure that all modes of travel are appropriately considered when examining the accessibility to and around the town centre” (JMP, 2007: 1.4).

Primary outcomes from consultation were an accepted consensus for a Park and Ride sited at Craigendoran, enhancing the Co-op station car park and a commitment to “shared space”, as long as appropriate community involvement was ensured through the development phase (2007: 4.7).

Parking

Within their report JMP analysed parking provision, carrying out surveys of on and off-street parking. They found that off-street car parks were generally under utilised throughout the week and at weekends, “with only the King Street (Lower) car park observed during both survey periods to, at times, operate at 85% of its maximum capacity” (2007: 9.22). AECOM’s survey highlights that, in general, the off-street provision is “underutilised” or “operating at effective capacity”. The ‘Mariners Section’ of the Waterfront Car Park, was the only area noted to regularly achieve maximum capacity due to its unregulated nature.

Excluding the waterfront car park, the three town centre car parks (Maitland Street, Sinclair Street and the Co-op Multi-Storey) together provide 420 spaces, and at busiest surveyed periods, 322 spaces were occupied (77%). Combined with the provision of the Waterfront Car Park, AECOM summarise that “there is sufficient off-street capacity for parking in Helensburgh compared to demand” - however, the designation and cost across this capacity varies, which impacts parking behaviour (AECOM, 2018: pp.25).

Contrasting this, on-street car parking was under higher demand despite the availability of free off-street parking in Helensburgh. The JMP report summarises that it “would be reasonable to assume that this demand is due to the convenience of the location of the identified streets in relation to local shops and amenities” (2007: 9.23). AECOM surveyed on-street parking capacity, concluding that “overall on-street parking works well in Helensburgh town centre, with occupancy figures well below capacity during all times of the day” (pp.34). It is noted however that some streets operate at over-capacity, largely due to parking on double yellow lines and in loading bays. Overall, the peak occupancy across summer and winter surveys for on-street parking is approximately 60% (pp.29), although James Street, West King Street, and East Clyde Street did at times operate over-capacity (pp.31). While the impacts of inconsiderate parking should be kept in mind, AECOM highlight that “levels of inconsiderate parking are not considered high for a town centre location” (pp.34). In regard to inconsiderate parking, JMP point out that little to no enforcement has exacerbated the issue (2007: 9.28-9.30).

AECOM has reviewed the parking allocation proposals of the **Waterfront Development Masterplan**, outlining that the proposed allocation of 265 spaces is “in keeping with the minimum [space] requirement” (pp.41). The report does underline that any shortfall due to the reduction of spaces would need to be addressed, although a further 158 off-street spaces have been provided which could offset and shortfall (pp.41).

Finally, AECOM’s report notes that a review of parking designations and charging across the Helensburgh and Lomond area is still to be undertaken by Argyll and Bute Council, and this would include focus on the Waterfront site (AECOM, 2018: pp.11).

Traffic Management:

Approaching traffic management, the JMP report underlines a key point of consensus being that traffic on Sinclair Street and Clyde Street is at such a level that these streets are “perceived as vehicle dominated barriers which are difficult to cross” (2007: 11.2).

With regard to improving traffic flows, the report outlines a series of measures that could be implemented, including one-way systems, traffic calming and pedestrianisation, but puts forward community buy-in and participation as fundamentally crucial to the success of any future traffic management plan.

<https://www.argyll-bute.gov.uk/sites/default/files/heltrafficstudy2007.pdf>

Getting Active: Baseline

Water Recreation

The potential in the region to facilitate and escalate water related activities is clearly put across in the Clyde Marine Region Assessment 2017. The key example of this, already mentioned above, is that Helensburgh forms part of the Argyll Sea Kayak Trail: running 150 km from Oban. This potential, extending into a range of activities coupled with forecasts for increased economic benefit outlined by the Clyde Marine Planning Partnership (2017: pp.172), means that there is real potential for the region and thus for Helensburgh to capitalise on recreational water activities.

As outlined, there are a number of diving charter operators operating within the region and there has been “general improvement in the condition of bathing waters in the Clyde Marine Region (CMR) over the last five years [that] can support increased sport, tourism and recreation” (2017: pp.60).

In the wider context, the Marine Tourist Plan for Scotland has outlined its vision that -

‘By 2020 Scotland is a marine tourism destination of first choice for high quality, value for money and memorable customer experience delivered by skilled and passionate people.’ (2017: pp.172)

Therefore, there is a drive within the sector to grow and succeed, especially in terms of sailing and boating, but also with smaller operations as “anecdotal evidence suggests that watersports such as kayaking and coastal rowing are also growing in popularity. There could also be potential to increase the number of divers visiting the area” (2017: pp.172).

It is clear then that the CMR is a growing and thriving area with opportunities to diversify water recreation and succeed in a sector that is confidently set to develop. Helensburgh has the capacity to be further involved in this development over the coming years, enhancing its already solid foundation as a key point in the Argyll Sea Kayak Trail.

Pathways and Connectivity

Information on long distance pathways is detailed further in the following section. Focusing on the town centre, pavements have recently been upgraded and widened due to the Helensburgh CHORD project. Connectivity in the west of the town remains inconsistent due to ownership issues around grass verges. There is currently a planned £84, 250 investment planned for 2018/19 in the Helensburgh and Lomond area to improve pavements (<https://www.argyll-bute.gov.uk/roads-capital-programme#hlpavements>).

John Muir Way and Three Lochs Way

As highlighted already, Helensburgh has access to the unique Clyde Marine Region, and national walks including, notably: The Three Lochs Way that runs 55 km from Balloch to Inveruglas and taking in Gare Loch, Loch Lomond, and Loch Long; and the John Muir Way, running 215 km coast to coast across central Scotland from Helensburgh to Dunbar which is a collaborative

initiative between local authorities along the route, led by CSGNT (Clyde Marine Region Assessment, 2017: pp.170).

These routes have been promoted locally, especially the Three Lochs way, through the hard work of the Helensburgh and District Access Trust (HDAT), who first conceived of the route in 2010. The trust has installed and repaired 12 km of paths and walking routes and with the Three Lochs Way is actively focused on another 50 km, while raising £140,000 for access work. HDAT have also developed a guide in 2012 for the Three Lochs Way (Helensburgh and District Access Trust, 2018). The wider region has a series of other accessible trails including the Clyde Coastal Path and Cowal Way, and is close to cycle routes including Regional Route 40 and National Route 7 (<https://www.sustrans.org.uk/ncn/map/route/route-7>).

In mid-2018 the Central Scotland Green Network Trust (CSGNT) obtained funding for a two-year marketing initiative to boost promotion of the John Muir Way in an effort to attract more walkers and cyclists: a central part of this work will be to link with businesses along the route, in order to support and promote their offer as part of the JMW experience (CSGNT, 2018). This development will build on the growing potential of walking and cycling tourism being felt across the UK (CSGNT, 2018).

As of July 2018, CSGNT have a survey live in order for businesses along the route to provide information and get involved with the initiative: <https://www.surveymonkey.co.uk/r/johnmuirway-business>

Community Participation : Baseline

The 2018 Place Standard feedback highlights community cohesion has been a topic of discussion throughout the project, and a brief review of feedback develops a picture of a busy and vibrant town actively pursuing projects, with a strong volunteer base, but for some in the community this is hard to access or there are challenges in getting different volunteer groups together. Therefore, discussion around ways to more consistently disseminate information about what is going on in the town have resonated with many respondents.

Pathways and Partnership (PaPa)

Currently ongoing in Argyll and Bute, this project has recently received funding for 3 years of development. PaPa is a tool that has been developed by Argyll and Bute Alcohol and Drug Partnership (ADP). It supplies clear visual data about the “areas of work of individual services under 10 different categories of health and wellbeing” (Argyll and Bute, Community Planning Partnership Bulletin, May 2018).

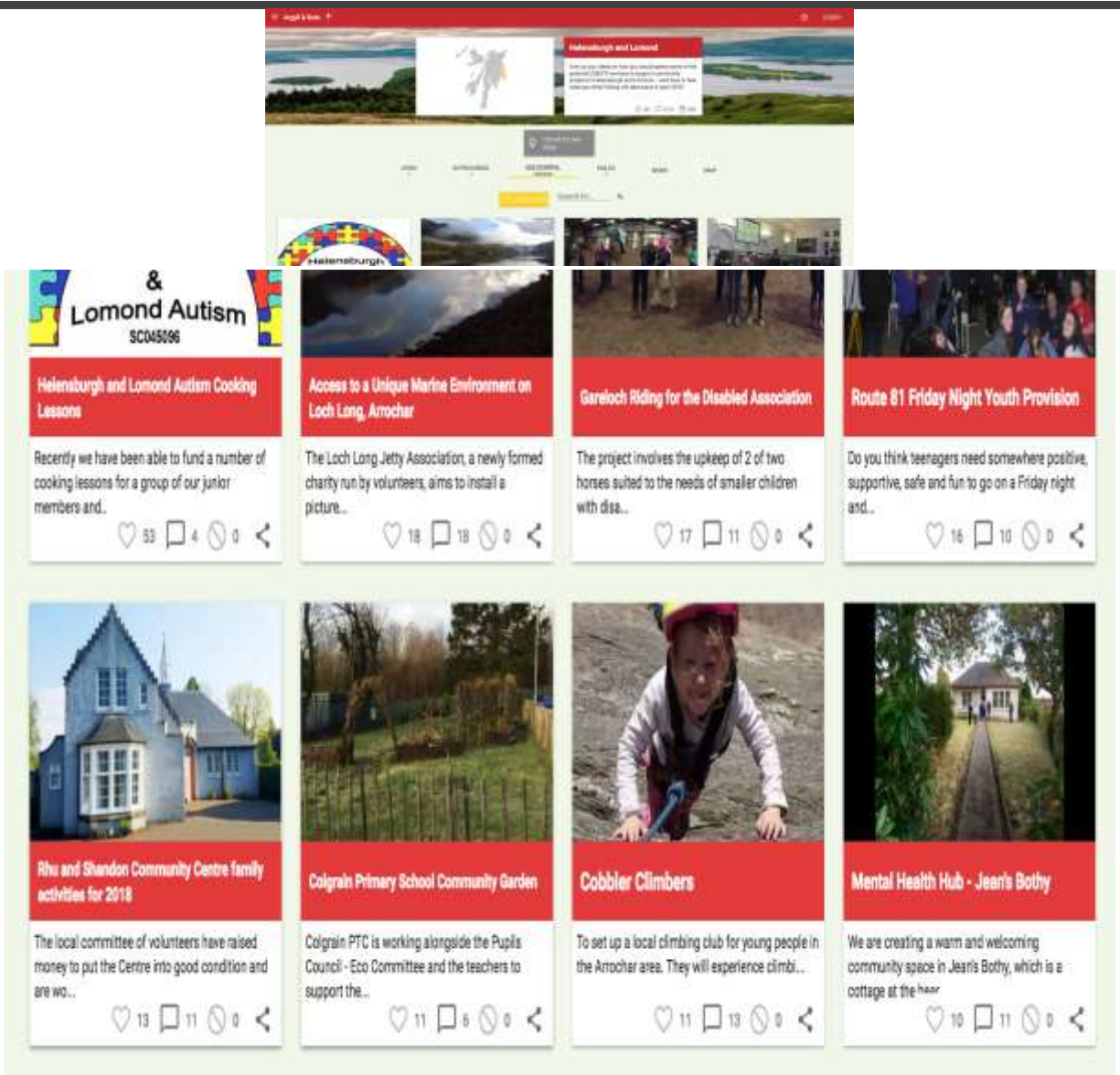
The tool therefore allows individuals and organisations to more readily access information on services provided in the local area. “It is hoped that this ‘PaPa’ tool will be a really useful – and usable – information resource to make sure you know what services exist, how to access them and how they link up to ensure people are supported to deal with all aspects of their health and wellbeing.” (Argyll and Bute, CPP Bulletin, May 2018).

https://www.argyll-bute.gov.uk/sites/default/files/Unknown/argyll_and_bute_cpp_bulletin_18.05.25.pdf

Participatory Budget Tool - Supporting communities fund

Argyll and Bute Council have recently trialled an online tool to allow the community to vote on projects that receive funding. Local groups and organisations were able to share project ideas via a specifically created website, explaining how they would use £2,500 per project in order to aid the local community. In April 2018, residents were then able to vote on the projects they wished to be funded. This pilot process is now being evaluated. (<https://www.argyll-bute.gov.uk/abpb>)

These projects demonstrate a need - already being addressed in specific areas - to more widely and transparently share information on what is going on in the region. Helensburgh can tap into this ongoing work, and explore new ways to share information between community groups and about community projects so that more people from different backgrounds can get involved.



Argyll and Bute Beta website for Participatory Budget voting, 2018.

Baseline Literature Review

Presented here is the **baseline literature review conducted during the course of Helensburgh Making Places. Key reports are reviewed, and then key thematic issues are explored.**

Helensburgh - Understanding Scottish Places

Helensburgh in the Scottish context - 'Understanding Scottish Places' was commissioned by the Scottish Government to provide a tool for comparing and contrasting Scottish towns and cities. Helensburgh is in Argyll and Bute. Helensburgh was founded in 1776 by Colquhoun of Luss as a spa town and who named it after his wife. The town developed as a tourist centre. The steamer trade and the railway made it accessible to Glaswegians enjoying a day trip. The town was also popular with wealthy businessmen in the Victorian era. Today it is a commuter town.

This type of large town is a suburban or commuter locality with a prevalence of higher income and private housing. A large proportion of the population are over 45, and many are retired. Many people own their home. There is also a high proportion of people in professional employment and a high proportion of residents are educated to HNC level or above. Many residents own two or more cars.

Utilising the USP we can compare towns that are classed as most similar. The most similar towns according to Understanding Scottish Places are Bishopbriggs, Linlithgow and Prestwick. Similarity is framed in the context of the socio-demographic typology. The towns are then classified by population size and finally ordered within groups based on their interrelationship scores.

The notable differences between the similar towns and Helensburgh are:

Social Grade - Professional and Managerial are on the lower end, however the white collar administrative and clerical are higher than the other similar towns.

Jobs - Helensburgh has had the highest reduction in job of the similar towns at -11% with the closest comparison being Giffnock with -5% the other towns saw an increase in jobs.

Commercial - Helensburgh has the highest diversity of shops and more shops per person.

Population

Population

14k

Bishopbriggs 23k

Giffnock 12k

Linlithgow 13k

Prestwick 15k

Households

6k

Bishopbriggs 9k

Giffnock 5k

Linlithgow 6k

Prestwick 7k

Population change 2001 to 2011

-3%

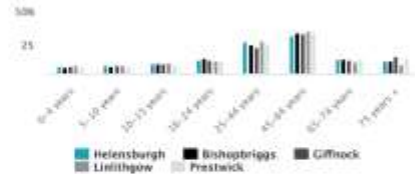
Bishopbriggs -2%

Giffnock 2%

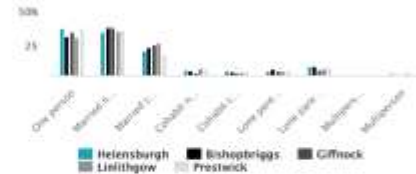
Linlithgow -3%

Prestwick 0%

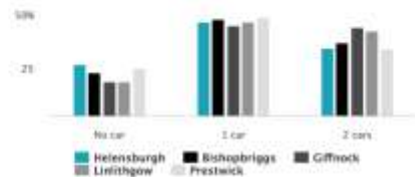
Age



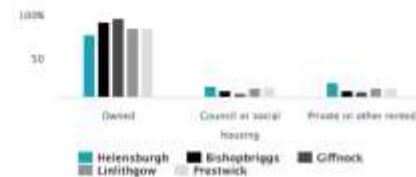
Household composition



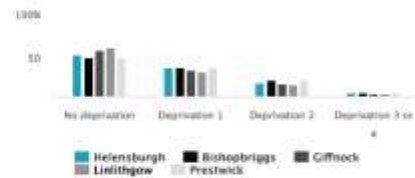
Car ownership



Tenure



Deprivation dimensions

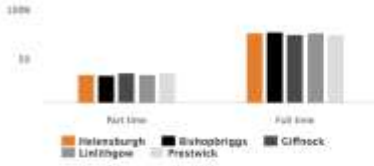


Commuter Flow Map

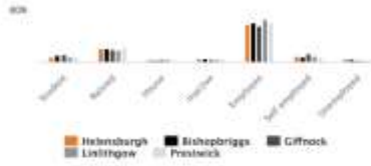


Employment

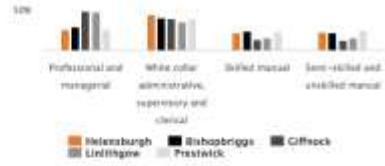
Employment (% working age 16-74)



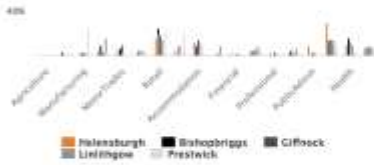
Occupation (% aged 16-74)



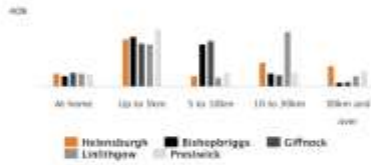
Social Grade (% households aged 16-64)



Sector Diversity



Distance travelled to work



Jobs

4k

Bishopbriggs 5k

Giffnock 3k

Linlithgow 5k

Prestwick 7k

Jobs change 2009 to 2014

-11%

Bishopbriggs 5%

Giffnock -5%

Linlithgow 5%

Prestwick 5%

Commercial

Number of people per shop

58

Bishopbriggs 173

Giffnock 132

Linlithgow 109

Prestwick 99

Diversity of retail offer (%)

62

Bishopbriggs 54

Giffnock 43

Linlithgow 54

Prestwick 46

Number of tourist beds

83

Bishopbriggs 0

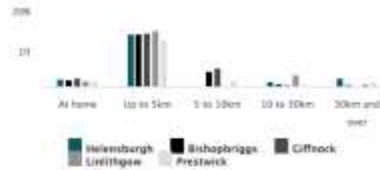
Giffnock 25

Linlithgow 14

Prestwick 391

Social

Distance travelled to study



Number of residents per charity

200

Bishopbriggs 416

Giffnock 213

Linlithgow 204

Prestwick 392

Amount of grant funding (£)

565k

Bishopbriggs 84k

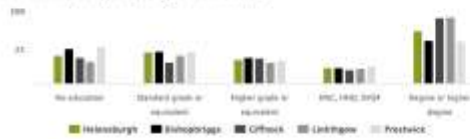
Giffnock 1,012k

Linlithgow 589k

Prestwick 59k

Public

Education (% all people aged 16 and over)



Children in primary schools

1k

Bishopbriggs 2k

Giffnock 582

Linlithgow 1k

Prestwick 944

Children in secondary schools

2k

Bishopbriggs 2k

Giffnock 2k

Linlithgow 1k

Prestwick 1k

Hospitals

1

Bishopbriggs 0

Giffnock 0

Linlithgow 1

Prestwick 1

GP's and dentists

36

Bishopbriggs 36

Giffnock 6

Linlithgow 22

Prestwick 28

Helensburgh Vision Steering Group: ‘A Vision for Helensburgh’

The Vision for Helensburgh (2004) was developed by the Helensburgh Vision Steering Group (HSV) under the Helensburgh Community Council (HCC). The vision is articulated in the lead statement “*Helensburgh - Be better: Be excellent*”. Central to this Vision, the HSV highlight three key areas of the Town Centre, The Waterfront and The Pier. The Vision report particularly identifies the Pier Site as “possibly the single most important site, [it] should be the jewel in the crown of Helensburgh” (pp.5). The report foreshadows many of the developments that have taken place in intervening years, including redevelopment of the town centre and the upgrading of Colquhoun Square, grounding these - at the time, proposed changes - in a strong leisure and tourism focus.

The Vision underlines a need for incremental change and improvement, and details a wider context of Helensburgh as a town that is, by many criteria, successful. Keeping this success in mind, the HSV fundamentally call for Helensburgh to be improved - not reborn or transformed (pp.6).

Underlying the Vision: “*Helensburgh - Be better: Be excellent*”, are ten concepts that outline the aspirations for Helensburgh:

1. Helensburgh needs a vibrant town centre;
2. Helensburgh needs a stunning waterfront;
3. Helensburgh needs to cater for its young people;
4. Helensburgh needs high quality public facilities and services;
5. Helensburgh needs to remain a source of employment;
6. Helensburgh needs to grow not sprawl;
7. Helensburgh needs to provide for tourists and visitors;
8. Helensburgh needs to remain a green place;
9. Helensburgh needs to recognise its strong links with Greater Glasgow;
10. Helensburgh needs to be a safe and clean town.

The active process going forward from the Vision was structured at four levels: The overall agreed vision; Six strategies that go together to achieve the Vision; The Priorities within each strategy; The proposed Initiatives that address those priorities.

The six strategies that underpin the Vision: “*Helensburgh - Be better: Be excellent*”, focus on six key areas: The Town Centre, The Waterfront, Young People, Tourism, The Town Environment, The Town Infrastructure.

Faslane Marine Change Programme: Draft Research - Scoping Report

The report details outputs of a workshop aimed at identifying research points that will help define the potential economic opportunities of the Naval Base expansion at Faslane - in order to better support future decision making.

HMNB Clyde is one of three active bases for the Royal Navy in the UK. It is the largest military base in Scotland and is home to the UK's strategic nuclear deterrent: a fleet of Vanguard-class nuclear-powered and nuclear-armed submarines.

The Ministry of Defence (MoD) is planning to expand operations at the HM Naval Base Clyde at Faslane, in what is identified as the Maritime Change Programme. This programme will see the Base become the single operating base for the Royal Navy's nuclear submarines, and the UK centre of submarine specialisation by 2020 (1.3). The scale of this change, the report makes clear, will need investment of £1.3 billion, that has potential to stimulate new economic opportunity across local employment, investment, supply chains and infrastructure. In tandem with these opportunities are increased responsibilities and requirements within the local community in relation to provision of housing, education, health, transport, social services, leisure and sport. (1.2)

Currently, HMNB Clyde is home to 6 submarines and 8 crews along with military, engineering and logistical support. The base supports 3,400 military personnel and about the same number of civilian contract staff employed in the main by Babcock International, Lockheed Martin and Serco. (1.3)

The Maritime Change Programme will see 8,200 service personnel and families living in the local area and 1000 construction jobs created. The Programme is envisaged to require investment of £1.3 billion, and this investment "could generate and support demand for 26, 000 jobs through the supply chains" (2.3). This may be a liberal estimate, however, clearly with increased investment HMNB Clyde, opportunities for the supply chain: encompassing main contractors, subcontractors, service providers and construction, will increase.

The scoping report concludes by broadly outlining both the challenges and the opportunities associated with the Maritime Change Programme. Challenges highlighted include:

- School capacity;
- Environmental impact;
- Traffic and Transport capacity;
- Service infrastructure;
- Skills capacity.

While opportunities include:

- Combined public/MoD leisure facilities;
 - Transport interchange improvements;
 - Improved rail service and new rail halt;
 - Increased housing demand;
 - Increased local retail spend;
 - Improved integration of base occupants and employees with the local area;
 - Increased population;
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- Upskilling of local business to support base contract work;
 - Promotion of opportunities to resettle incoming naval personnel within Argyll and Bute.
 - Firms servicing the existing submarine base in England to relocate to Argyll and Bute.

The Buildings at Risk Register

The Buildings at Risk Register for Scotland records three entries for Helensburgh. These are:

1. Cairndhu House, Rhu Road Lower, Helensburgh was designed by William Leiper 1871 with additions in 1902. It was built in the French Renaissance style and is a Category A Listed Building
2. Morar House, 17, Colquhoun Street Upper, Helensburgh was designed by William Leiper in 1901 and built in 1902 in the Scottish Arts and Crafts style. It is a Category A Listed Building
3. Old Millig Toll, 137, Sinclair Street, Helensburgh is a Category B Listed Building dating from the early 19th century

Restoration is in progress at both Old Millig Toll and Morar House. These buildings are therefore not at risk and in any case, are some distance from the town centre of Helensburgh.

Only Cairndhu House is still at risk. It lies some distance west of the town centre. Originally built for John Ure, flour miller, merchant and Lord Provost of Glasgow, the building was briefly a nursing home before it became vacant. A recent residential development occupies part of the grounds of the house.

BEFS Small Towns Initiative: Helensburgh Report, (Hague, 2013)

The BEFS report concluded that:

"There are other small towns in Scotland that would envy Helensburgh's fortunes in terms of its location, built environment heritage, access to jobs and Loch Lomond and Trossachs National Park, and local housing demand".

The report also states:

"However, the town also has some areas of serious deprivation and affordable housing is limited. There is a risk that the population becomes increasingly elderly, and that sclerosis settles over the retail properties in the town. A future scenario of genteel decline could be sketched."

Threats and opportunities facing the town:

- The historic environment needs regular maintenance if its quality is to be retained and this will not be easy in an extended period of economic difficulties.
 - Planning control of new development is essential especially in relation to the waterfront and concern is expressed about the limited value of existing uses. Important to think about is the kind of tourism offer Helensburgh can make in the 21st century and match uses and designs to that.
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- The Scottish Submarine Centre, founded in 2014, is a major new attraction capitalising on Helensburgh's rich and growing association with submarine history and expertise.
 - Pressure for new housing development is entirely understandable given the attractions of the town, but this should sustain services and offset demographic ageing. The report calls for imaginative design in new housing.

The local economy:

- Helensburgh is a commuter town with a significant local economy. HMNB Clyde is the biggest single-site employer in Scotland. However, its local economic significance is less than it might be as the base is self-contained. Therefore there would seem to be a case for forging stronger links between the base and the local area.
- Local businesses of note include GSS Marine Services operating from Rhu Marina and the innovative Helensburgh and Lomond TV. Use of broadband and mobile technologies can help to promote places, events and culture to local people and creates significant opportunities for Helensburgh to attract and foster people working from home (or shared workspaces) but serving wider markets.

Retailing and the town centre:

- Retailing in Helensburgh displays many of the trends familiar across Scotland - the growth of larger retail outlets, the decline of smaller shops such as fashion or bookshops and the growth of cafes and charity shops.
- The small size of the town centre combined with overall prosperity, a small number of retail property owners confident that they can achieve high rents. Therefore only high yield businesses are likely to succeed in the town, even if this means leaving properties empty until a willing tenant comes along. Amalgamation of premises may be necessary to counter vacancy and resolve issues around unsuitable floorspace units which are unattractive to many traders.

Social cohesion:

- Despite the general prosperity of the town, there are two data zones in East Helensburgh that are highlighted in the Scottish Index of Multiple Deprivation as being in the 15% most deprived in the country, and indeed one of them is in the most deprived 5%. An ageing population may also present health challenges to Helensburgh in the future.
- The town has many voluntary organisations and an articulate population who are keen to have their say on Helensburgh's future. There is a need to harness disparate enthusiasms into a shared vision for the town.

The overall objective of this study was to provide Argyll & Bute Council with the landscape justification for the extent of the green belt in the Helensburgh and Loch Lomond area.



Figure 24. Helensburgh Green Belt boundary.

The study showed that Helensburgh is set within clearly identifiable landscape features on a broad hillside running down to Gare Loch. The twin peaks of Ben Bowie to the east and Tom na h-Airidh in the west form the broader setting to the town and a backdrop of open moorland and forestry. The town lies below a distinctive ridge line around the 100m contour and this together with the distinctive, linear Blackhill Plantation marks the upper boundary of the settlement. A clear undeveloped ridge above the town is significant in preserving Helensburgh's landscape setting.

The assessment determined that the majority of the green belt is of high landscape value and the main areas of the green belt between the border with West Dunbartonshire and Rhu meet the principal Scottish Planning Policy (SPP) objectives by providing a setting for the principal settlements, preventing coalescence and providing, to various degrees, a gateway to these settlements.

The proposed changes address the SPP objectives in the following ways:

- Protecting the approach to Helensburgh from the Loch Lomond and the Trossachs National Park and the setting of Helensburgh when viewed from across the Gare Loch by incorporating new areas between the A818 and the National Park Boundary.
- Improving the consistency and robustness of the green belt by rationalising its coverage to areas in which it can meet core SPP development control objectives. In all cases, these areas have been reassigned to other protective landscape designations more suited to their character and location.
- Improving the robustness of the inner green belt boundary by making recommendations for the improvement of existing boundary features.

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- Providing a framework for the controlled expansion of settlements without damaging key green belt protective functions, by assessing inner green belt sites for potential release or continued green belt protection according to a hierarchy based on clear landscape criteria.

The report concluded that in most areas the inner green belt boundary is robust and easily identifiable on the ground. However, there are eleven relatively minor areas of concern and the report contains proposals for these including new areas of tree planting to improve boundaries, particularly in the east of the town.

Hermitage Park Activity Plan (2015)

This report is part of a second-round application to HLF for the Hermitage Park project. The project is taking place in Hermitage Park in the town of Helensburgh; this is the only urban park in Argyll and Bute and covers an area of approximately 3.8 hectares. It is located within the conservation area of the town and contains significant heritage features, gardens and recreational space. These require investment to enable the restoration of heritage features, to undertake repairs, to reconfigure the recreational space, to increase the number of people using the park and to engage with its heritage, enabling a better understanding of it.



Hermitage Park

The vision for this project is to conserve, repair and interpret this heritage, attracting more visitors to the park to learn about its history and to take part in its ongoing development. The project will offer engagement with heritage through activities which are inspired by the park's past. Skills will be developed, and volunteering will increase. Hermitage Park has played a crucial role in the regeneration of Helensburgh, making it a better place for the community and another reason to visit the town.

The report contains a summary of the current position, an assessment of strategic directions, and an action plan. The project is significant for the town - not only as an example of successful project implementation and all the work that has gone into achieving it, but also the considerable effort made by the community to make it happen and to keep it going through volunteering, learning, Friends Associations, leadership and marketing.

Empty Homes Strategy

The Local Housing Strategy identifies a key action to bring empty properties in Argyll and Bute back into use. With limited resources for new development, The Council has to make the most effective use of existing stock. The Strategy will not only help address housing need and demand but help regenerate and support sustainable communities.

Shelter Scotland estimates “an empty house can cost an owner over £7000 per annum. That includes the cost of council tax, minimal security and lost potential rental”. There are significant benefits to owners and local communities by bringing empty homes back into use:

- cost benefits to the owner if they rent or sell;
- condition of a property won't deteriorate as quickly if occupied;
- the outlook of a neighbourhood can improve reflecting on local house prices;
- the local economy benefits;
- social, education and transport amenities are utilised minimising the risk of losing services, particularly in rural areas;
- the property will be providing accommodation for someone in housing need.

Argyll and Bute Council has discretionary empty homes grants and loans available to support owners of long-term empty properties in bringing homes back into use as affordable housing.

Clyde Regional Marine Plan

Marine planning, or marine spatial planning, is similar in a number of ways to town planning on land; both consider how the environment is used by people and the impacts of economic growth and development. Marine plans strive to manage resources effectively and sustainably for the economic, social and environmental needs of an area. Marine planning involves the public as well as interests such as shipping, fisheries, aquaculture, defence, transport, conservation, recreation, local authorities and central government. The marine planning process brings all these groups and interests together with the aim of creating well-coordinated policies and plans which meet the desired outcomes for the area.

This plan is an up-to-date and comprehensive review of environmental, social and economic trends and issues at the Clyde Marine Region level. It provides a baseline from which to measure progress and identify issues which need to be addressed in the region, which may be suitable for policy within the Regional Marine Plan.

SECTION	CHAPTER	ASSESSMENT		CONFIDENCE
Physical	Climate change – impact on marine life	Concerns for the future	Many unknowns	Low/medium
	Climate change – sea level rise	↓		High
	Seabed and coastal geology and sediments	Not Applicable		Not Applicable
	Coastal change	Not Applicable		Not Applicable
	Water circulation	Not Applicable		Not Applicable
	Landscape – Seascape	Not Applicable		Not Applicable
Clean and safe	Water Framework Directive – transitional and coastal waters	↑		High
	Hazardous substances including biological effects	↔ Clyde estuary, Inner Firth, Holy Loch, Garroch Head	↑ Other lochs and outer Firth	High
	Microbiological contamination – Shellfish water protected areas	↔		High
	Microbiological contamination – Bathing waters	↑		High
	Eutrophication	↑		High
	Oil and chemical spills and accidents	↑		High
	Dissolved oxygen	↑ Inner Clyde Estuary	↔ Rest of CMR	High
	Marine litter	↓		Low/medium
	Noise	↔		Low
Healthy and biologically diverse	Habitats – Intertidal rock and sediments	↓		High
	Habitats – Sub-tidal rock	↔ Sub-tidal rock	↓ Biogenic reefs	Medium
	Habitats – Shallow and shelf subtidal sediments	↔		Medium
	Marine fish (demersal and pelagic) and shellfish	↔		Medium
	Sharks, skates and rays	↑ Basking sharks	↓ All other elasmobranchs	Medium
	Whales, dolphins and porpoises	↔		Low
	Seals	↑		High
	Seabirds and water birds	↓ Seabirds – some species	↓ Water birds – some species	High
	Protected areas – nature conservation	↔ Others	↓ Seabirds	High
	Marine non-native species	↓		Medium

Figure 25. Clyde Regional Marine Plan, summary of current assessment of CMR. (2017)

Helensburgh Waterfront Development Masterplan - Town Centre Car Parking Review and Strategy

This report, commissioned in 2017 and completed in June 2018 is a Town Centre Car Parking Review and Strategy (TCCPRS) report in support of the proposed Helensburgh Waterfront Development (HWD) Masterplan.

The proposed HWD Masterplan is expected to include demolition of the existing Helensburgh Swimming Pool, construction of new expanded swimming pool(s) with ancillary facilities, new retail units, changes to car parking/coach parking, changes to vehicular access arrangements, enhanced pedestrian links and

public realm improvements. The proposed HWD Masterplan is based on a need to regenerate the dated swimming pool and to mitigate against seawater flooding.

In terms of addressing the 'shortfall' in car parking at the Waterfront site (88 spaces) in respect of the town centre provision, ABC have already provided 158 off-street car parking spaces which could be used to offset this 'shortfall' as well as 48 on-street spaces. Moreover, the parking spaces demonstrate that there are other available on and off-street parking options within the town centre.

The reduction in coach parking as a consequence of the HWD Masterplan proposals have also been addressed, with the provision of two coach parking spaces and a dedicated drop off area. There is also the option to provide coach parking at the east end of Station Road.

The TCCPRS recommendations do not consider revenue or parking enforcement and it is recommended that this is considered in more detail going forward to support the HWD Masterplan (as per ABC wider review). A recommendation has also been identified to improve the operational performance of the existing Craighendran Railway Station car park, through white lining delineation.

Royal Navy & Royal Marine Welfare Scotland, Community Needs Analysis 17/18

This report was prepared as part of RNRMW Scotland's annual analysis of community profile and needs. The information in this report was intended to be used to influence future community engagement priorities for RNRMW Scotland staff.

Helensburgh & Lomond has an actively supportive service community which is highlighted not only by the number of RNRMW projects and community groups underway but also mirrored in the discussion/strengths identified by the community members themselves.

The main concerns are community outreach to families who reside outside in the main SFA estate, outreach with the single service/inliers community at HMNB Clyde and the improvement of communication, integration between micro-community groups and wider civilian groups within Helensburgh & Lomond and the flow of information to all community groups/members.

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ARGYLL AND BUTE COUNCIL**H&L AREA COMMITTEE****DEVELOPMENT AND
INFRASTRUCTURE SERVICES****24 APRIL 2019**

**CONSULTATION - HELENSBURGH TOWN CENTRE CONSERVATION AREA
PROPOSAL**

1.0 EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to ask for Member endorsement to progress towards a consultation exercise that would ask local people for their views on a Helensburgh Town Centre Conservation Area and its potential boundary.
- 1.2 The consultation would take place over a six-week period from 1st May to 12th June 2019, subsequent to which, a paper would be taken to PPSL to seek approval to progress towards conservation area designation.
- 1.3 All planning authorities are required from time to time to determine which of their areas meet the criteria for designation as an area of special architectural or historic interest under the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997. During scoping analysis of the buildings and townscape of Helensburgh there was found to be sufficient quality of historic built fabric and special character to merit such consideration.
- 1.4 The analysis was undertaken in support of an application to Historic Environment Scotland (HES) for Conservation Area Regeneration Scheme (CARS) funding. The application was submitted on the basis that there would appear to be merit for a conservation area; a conservation area being a key eligibility requirement for a CARS project. Consideration of the application has therefore been deferred by HES to allow time for all eligibility criteria to be met.
- 1.5 The Helensburgh CARS application was submitted alongside a bid for a Lochgilphead CARS, which has secured £969,700 and which will be delivered between 2019 and 2024. In addition to Lochgilphead, Argyll and Bute Council has been successful in securing a total of £4,344,781 in CARS funding for the town centre conservation areas of Campbeltown, Rothesay, Inveraray, Dunoon and Lochgilphead.
- 1.6 If a conservation area is designated in 2019, the application for CARS funding to the value of £1.5m would be determined in the early part of 2020. If successful, a Helensburgh CARS project would target buildings in the town

centre requiring substantial repair and be delivered over a five-year period between 2020 and 2025.

- 1.7 At the meeting of 21st February 2019, and as part of the budget setting process, Council agreed to a financial contribution to a potential Helensburgh CARS to the value of £500,000.

2.0 RECOMMENDATIONS

- 2.1 It is recommended that Members of the Helensburgh and Lomond Area Committee:

- a) Endorse a six-week consultation period on the potential for a Helensburgh Town Centre Conservation Area designation; and
- b) Note that consideration of the Helensburgh Town Centre application for CARS funding has been deferred until early 2020, and relies upon a town centre conservation area having been designated.

ARGYLL AND BUTE COUNCIL

H&L AREA COMMITTEE

DEVELOPMENT AND
INFRASTRUCTURE

24 APRIL 2019

**CONSULTATION - HELENSBURGH TOWN CENTRE CONSERVATION AREA
PROPOSAL**

3.0 INTRODUCTION

- 3.1 The purpose of this report is to ask Members to endorse a consultation exercise that asks local people whether they would support the idea of a Helensburgh Town Centre Conservation Area and whether they would make any amendments to the initial proposed boundary.
- 3.2 The rationale for a conservation area has been established through initial analysis undertaken to inform a bid to Historic Environment Scotland (HES) for Conservation Area Regeneration Scheme (CARS) funding, and through the Helensburgh Making Places exercise. The merits of a conservation area requires further exploration, and it is best practice to consult on the proposals. A six-week consultation period is therefore proposed to run between 1st May and 12th June 2019.
- 3.3 The eligibility criteria for a CARS project requires that the town centre is covered by a conservation area. The bid was submitted on the basis of townscape analysis that evidences Helensburgh's town centre as being an area of special character and historic interest, with a number of buildings in need of substantial upgrading. If funding were to be secured for a CARS scheme, the project would be expected to contribute to the economic and social wellbeing of the town centre by supporting private owners to make repairs to historic buildings, particularly those in substantial need of repair. The decision has been deferred by HES to allow for a conservation area to be further explored and potentially implemented.

4.0 RECOMMENDATIONS

- 4.1 It is recommended that Members of the Helensburgh and Lomond Area Committee:
- a) Endorse a six-week consultation period on the potential for a Helensburgh Town Centre Conservation Area designation; and
 - b) Note that consideration of the Helensburgh Town Centre application for CARS funding has been deferred until early 2020 and relies upon a town centre conservation area having been designated.

5.0 DETAIL

- 5.1 Conservation areas are designated under the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997. Conservation areas are designated with a view to preserving and enhancing areas of significant townscape character. Only areas which can therefore demonstrate special architectural or historic interest become conservation areas.
- 5.2 It is envisaged that a conservation area would help to better protect buildings within Helensburgh's town centre. Conservation areas also increase the opportunity for heritage to be a driver for regeneration. The town centre conservation areas of Rothesay, Campbeltown, Inveraray, Lochgilphead and Dunoon have all benefited from heritage-led regeneration funding. The total Conservation Area Regeneration Scheme funding secured for these towns is £5,041,481, and which to date has attracted a further £8m+ in additional investment.
- 5.3 Professional analysis has been undertaken to initially scope out whether there is merit in designating a small part of Helensburgh's town centre as a conservation area. The analysis determined that Helensburgh is distinctive in character and there is indeed merit for further consideration of a small focused part of Helensburgh that includes a significant number of listed buildings. A report prepared by ZM Architecture to support consultation activity is attached as Appendix 1. The key areas of special interest highlighted in the report are summarised as follows:
- Density, and pattern of urban form.
 - Townscape based on tenement and terrace in contrast to the garden wall and hedge row of Upper Helensburgh.
 - Townscape further shaped by a diverse range of historic buildings and architectural styles, in particular 20 Listed Buildings located in the town centre, together with many un-listed buildings that make a significant contribution to the townscape.
 - Commercial trading at ground floor. While a number of traditional shopfronts have been lost there are still a number of remaining Victorian frontages with substantive period detailing.
 - Town centre linkage to waterfront, and expansive panoramas of Greenock and Port Glasgow.
 - Opportunities to enhance through conservation area control, by addressing specific negative impacts and considering development opportunities.
- 5.4 A map of what is considered to be a logical boundary at this early stage is also incorporated within Appendix 1. The boundary is focussed around the commercial core, with Princes Street and Colquhoun Square at the centre. To the east the boundary would encompass Helensburgh Central Station and end at James Street to the west.
- 5.5 Consultation on a Helensburgh Town Centre Conservation Area would run for a six-week period, and ask the following questions:

- Would you be supportive of a conservation area that were to cover part of Helensburgh Town Centre?
- Do you think the proposed Helensburgh Town Centre Conservation Area boundary is appropriately drawn?

5.6 Officers will meet with representatives from both Helensburgh Community Council and Helensburgh Chamber of Commerce to advise on the scope of the consultation on 30th April 2019.

5.7 It is best practice to consult on a proposed conservation area designation and it is hoped that the community see this favourably. The results from the consultation, and the rationale for a conservation area would be taken to PPSL as a next step towards designation.

6.0 CONCLUSION

6.1 Initial scoping work has indicated that the designation of a Helensburgh Town Centre Conservation Area would serve to protect the town's distinctive character and special interest and that there is merit to warrant consultation with the community on the principle of such a designation.

6.2 A conservation area designation would also enable a currently deferred application to Historic Environment Scotland under their Conservation Area Regeneration Scheme programme to be fully considered in the early part of 2020 and which, if successful, would result in £2m of investment in historic built fabric in need of repair in Helensburgh's town centre over a five-year period.

7.0 IMPLICATIONS

7.1 Policy - The Outcome Improvement Plan and Local Development Plan support town centre regeneration and a diverse and thriving economy. The outcome from consultation activity would form part of the LDP review process.

7.2 Financial – A request for £1.5m has been made to Historic Environment Scotland for a Conservation Area Regeneration Scheme for Helensburgh. At the meeting of 21 February 2019, and as part of the budget setting process, Council agreed to a financial contribution to a potential Helensburgh CARS to the value of £500,000.

7.3 Legal - There is a statutory designation process to follow when seeking to designate a conservation area.

7.4 HR - None

7.5 Equalities / Fairer Scotland Duty - None

- 7.6 Risk – Should the council choose not to pursue a conservation area designation, the CARS application will not be considered by HES as the eligibility criteria will not have been met.
- 7.7 Customer Service – Consultation activity will attempt to engage in various different ways with a view to reaching as many people as possible.

Executive Director of Development and Infrastructure, Pippa Milne

Policy Lead, Sustainable Economic Growth, Councillor Aileen Morton

29 March 2019

For further information contact:

Lorna Pearce, Senior Development Officer, Transformation Projects and Regeneration, 01700 501 374

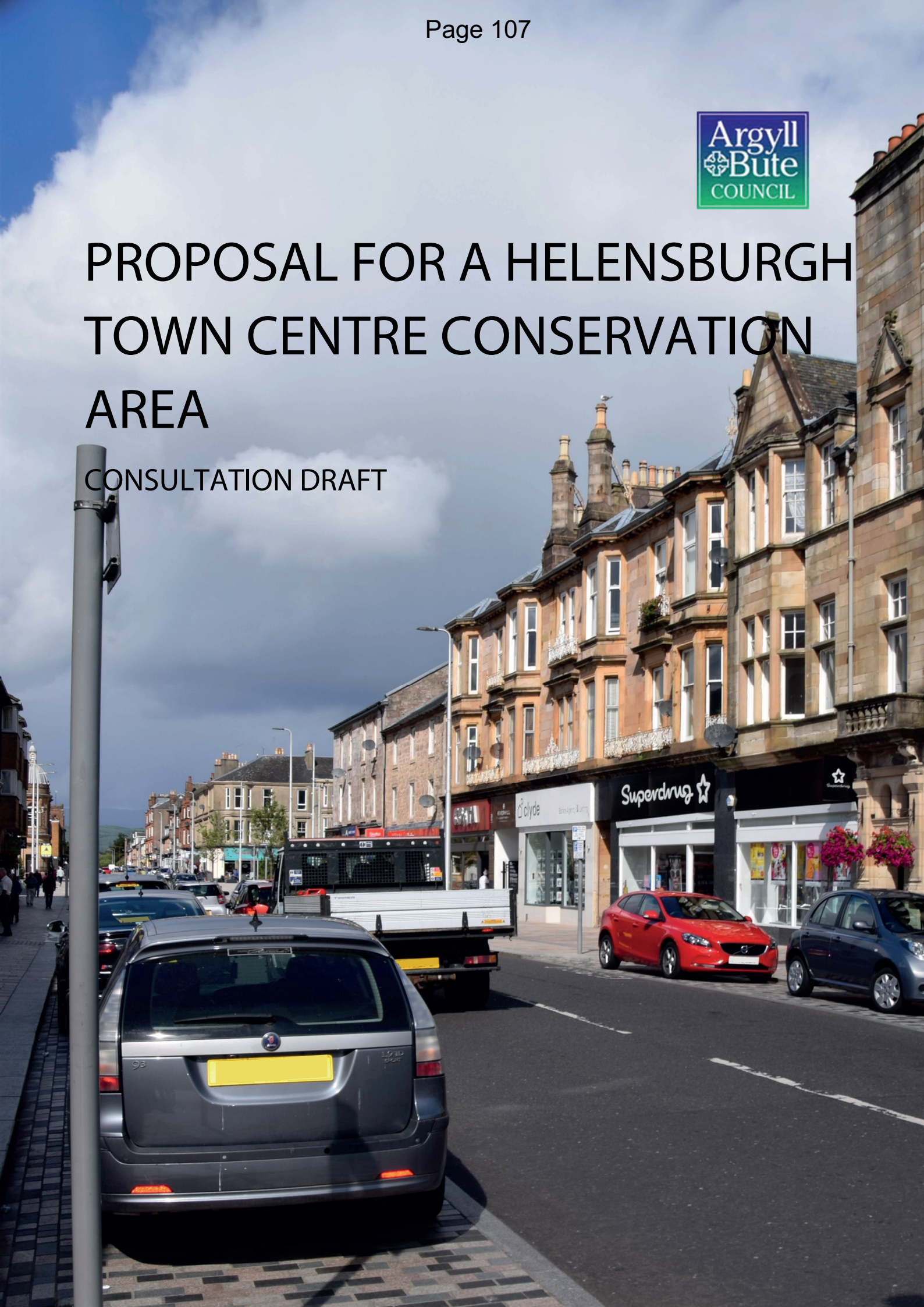
APPENDICES

1. Proposal for Helensburgh Town Centre Conservation Area



PROPOSAL FOR A HELENSBURGH TOWN CENTRE CONSERVATION AREA

CONSULTATION DRAFT



1. INTRODUCTION

Helensburgh currently has two designated conservation areas – The Hill House conservation area and Upper Helensburgh conservation area. The southern boundary of the Upper Helensburgh conservation area ends at East and West Argyll Street and currently does not encompass any part of the town centre.

The town centre is however distinctive in terms of character. The quality of townscape, waterfrontage, street pattern, buildings and its town centre activity merit further consideration.

In response, Argyll and Bute Council have commissioned an initial scoping exercise to consider the merits of a Helensburgh Town Centre conservation area and to establish where the logical boundary would be located.

The initial phase of the scoping study, a combination of field work, site walk rounds and liaison with the local authority was carried out September and October 2018 and is in prelude to consultation with the community on the principle of such a designation.

Conservation areas are defined as ‘areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance’. **1.**

The designation of a conservation area is a means to ensure that the character and appearance of a valued historic place is safeguarded for the enjoyment and benefit of future generations.

The initial scoping exercise has established that there are indeed areas of the town centre that meet the criteria for special architectural and historic significance that would be desirable to preserve and enhance.

A summary of the key justifications are as follows:

- Historical development of Helensburgh with the cross roads at Sinclair Street and Princes Street representing the commercial heart of the town. Density of urban form unmatched elsewhere.
- Townscape based on tenement and terrace in contrast to the garden wall and hedge row of Upper Helensburgh.
- Townscape further shaped by a diverse range of historic buildings and architectural styles, in particular 20 Listed Buildings, and many un-listed buildings that make a significant contribution to townscape.
- Commercial trading at ground floor. While a number of traditional shopfronts have been lost there are still various remaining Victorian frontages and period detailing.
- Town centre linkage to waterfront and expansive panoramas of Greenock and Port Glasgow.
- Opportunities to enhance through conservation area control by addressing specific negative impacts and considering development opportunities. (The scoping study would be a preamble to a detailed Conservation Area Appraisal).

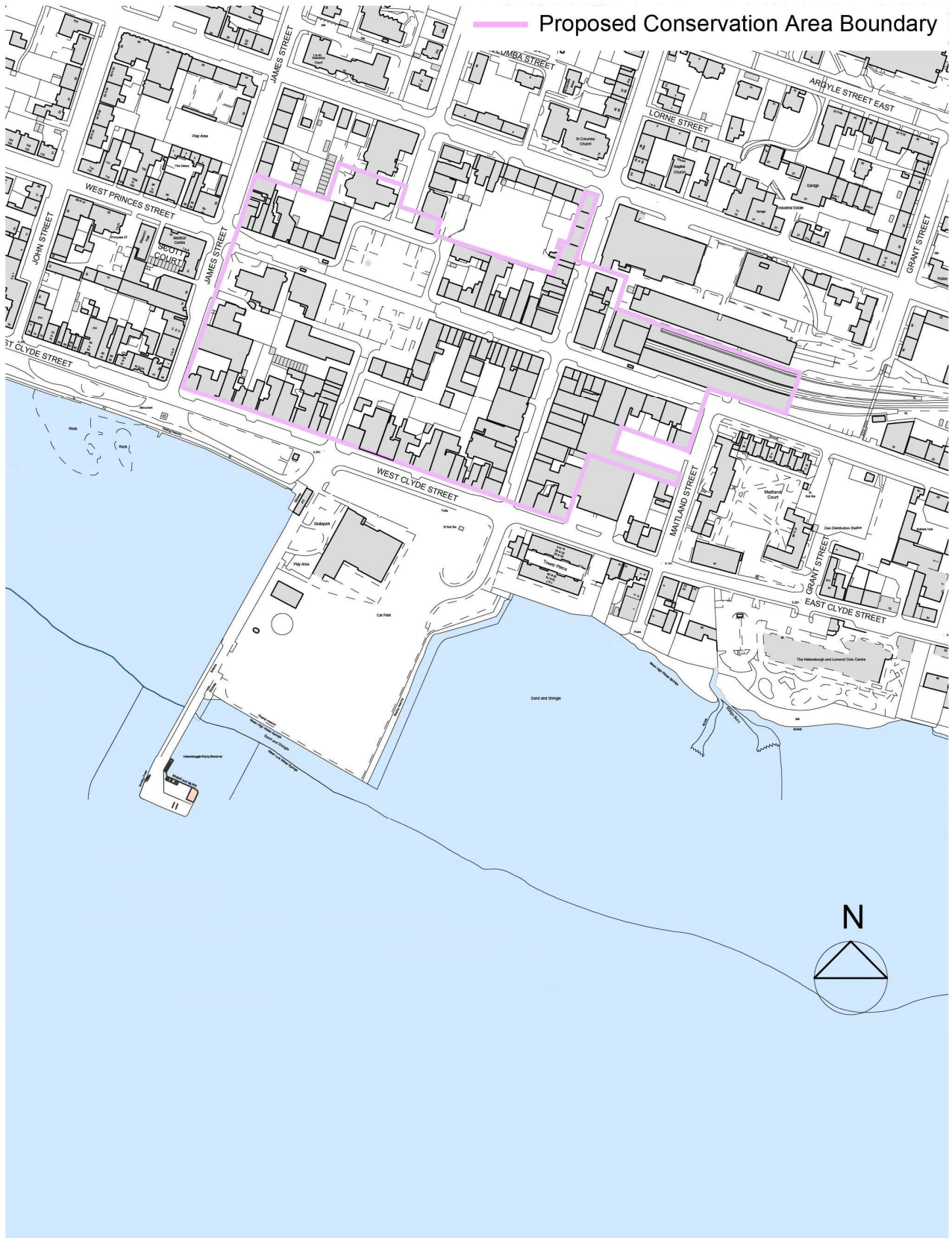
2. THE PROPOSED BOUNDARY

The town centre conservation area would be focus on the commercial core and logically occupy in whole and in part six urban blocks with Princes Street and Colquhoun Square at the centre. To the east the boundary would encompass Helensburgh Central Station and end to the West at James Street. The two urban blocks that form the southern edge of Colquhoun Square, connecting to the waterfront at West Clyde Street, are fully enclosed, with the remaining blocks partially located for the main frontages to West and East Princess Street, Sinclair Street and Colquhoun Square.

1. Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997

PROPOSAL FOR A HELENSBURGH TOWN CENTRE CONSERVATION AREA

Helensburgh Town Centre – Proposed Conservation Area Boundary



PROPOSAL FOR A HELENSBURGH TOWN CENTRE CONSERVATION AREA

Helensburgh Town Centre – Listed Building location.

