

Helensburgh and Lomond Economic Development Action Plan

Helensburgh and Lomond Area Committee
14th April 2015



Competitive Helensburgh and Lomond Success Measures 2014/15

Businesses:

- Business Gateway Adviser and CHORD Programme Manager has regular contact with the Helensburgh Chamber of Commerce – both officers a point of contact for any potential BIDS groups and opportunities for joint working.
- Feasibility study for the Helensburgh Innovation Centre is progressing:
 - recent workshop organised by Helensburgh Community Council attended by council officers and local businesses.
 - key focus of feasibility study is the alignment to business needs.

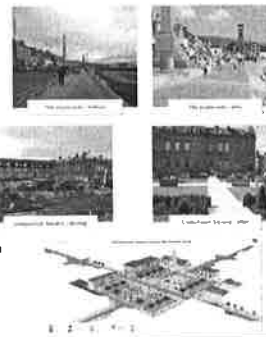
Competitive Helensburgh and Lomond Success Measures 2014/15

Place:

- H&L Public Realm substantially complete. Snagging undertaken during March 2015.
- Shop fronts – first round applications being considered.
- Street parking completed.
- Project initiation document for the Helensburgh Pierhead delayed – to be taken forward into 2015/16.

Helensburgh Public Realm Transformational improvements

- Investment of circa £7million
- Creating public spaces to be enjoyed
- Pavement café culture
- Better access to local shops
- New parking bays
- New street furniture
- Pedestrian friendly
- Linking the front and the town centre



Competitive Helensburgh and Lomond Success Measures 2014/15

Place (continued):

- Hermitage Park – currently at stage two of the development phase.
- Maritime Change Programme – Action Plan underway further to the Referendum result in September 2014.
- Luss Master Plan – adopted by Loch Lomond and the Trossachs National Park Authority.

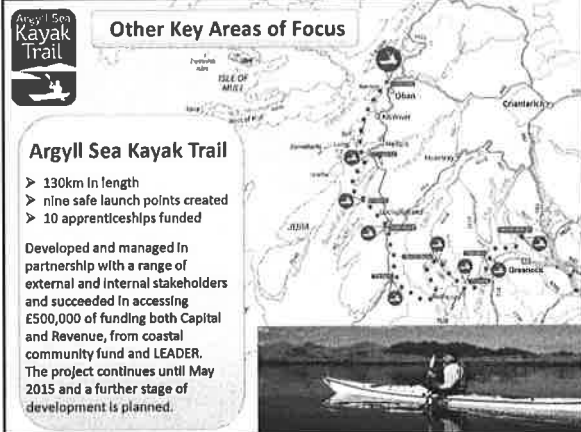
Competitive Helensburgh and Lomond Success Measures 2014/15

Sustainable Economic Assets – Tourism:

- AITC support and delivery:
 - appointment of a freelance Development Agent to encourage greater collaboration between Visit Helensburgh, Loch Lomond, Helensburgh Chamber of Commerce and key attractions (e.g. Hill House).
 - AITC Summit – Ardgartan Hotel, 17th March 2015. Field trip to Helensburgh to raise awareness of recent developments with a focus on the growth of day tripper and short stay visitor activity from Central Belt.
 - Promotion of the Three Loch Way and John Muir Way through the Explore Argyll Website and suite of leaflets.
- Working with AITC and VisitScotland to improve visitor data. Barometer study launched at AITC Summit in March 2015.
- Argyll Sea Kayak Trail completed (Helensburgh launch point). Marketing materials produced.

Argyll Sea Kayak Trail


Other Key Areas of Focus



Argyll Sea Kayak Trail

- > 130km in length
- > nine safe launch points created
- > 10 apprenticeships funded

Developed and managed in partnership with a range of external and internal stakeholders and succeeded in accessing £500,000 of funding both Capital and Revenue, from coastal community fund and LEADER. The project continues until May 2015 and a further stage of development is planned.



Connected Helensburgh and Lomond Success Measures 2014/15

Digital Connectivity/Utilities:

- Community Broadband Scotland supporting communities at initial stages of superfast broadband development.
- Mobile phone signal - initial indication that some masts will be upgraded to 4G.

Connected Helensburgh and Lomond Success Measures 2014/15

Transport Infrastructure:

- H&L Capital Roads Reconstruction Programme, 2014/15 presented to the Area Committee and the Roads Annual Status and Options Report presented to the ED&I Committee both align with the Roads Asset Management and Maintenance Strategy.
- Trunk Road Liaison meetings and meetings of the Argyll Timber Transport Group (ATTG) are attended regularly by Council officers – includes discussions on signage.
- Helensburgh is ranked 18th out of 100 in Scotland for passenger journeys to and from the Helensburgh Central station (source ScotRail, 2012/13).
- Increase usage of the cycle network (figures on any hands up surveys to be provided).
- Helensburgh to Cardross cycle path – negotiating with landowner for last section.
- Cycle lanes resurfaced and remarked from Kidston to Sinclair Street.

Collaborative and Compelling Helensburgh and Lomond Success Measures 2014/15

Compelling Argyll and Bute Administrative Areas Study:

- Detailed study underway which has two overarching objectives:
 1. To undertake a detailed economic profiling and analysis of Argyll and Bute and each of the four sub-areas, with a particular focus on **skills development** issues.
 2. To develop 'compelling' propositions/promotional action plans for Argyll and Bute and Helensburgh and Lomond in order to attract the economically active through the collation of the findings from desk-based research and primary research (to include input from local communities and employers).
- Study timescale extended to end of April 2015 to cover a focus on public sector employment as per outcome 1.8.2 of the SOA.

Next Steps

- Report back to the Area Committee on key issues such as the Compelling Argyll and Bute Administrative Area study.
- Organise a discrete half day workshops with the Area Committee and Area Community Planning Group to discuss actions to be included in the 2015/16 H&L EDAP.
- Area Committee to approve 2015/16 H&L EDAP.