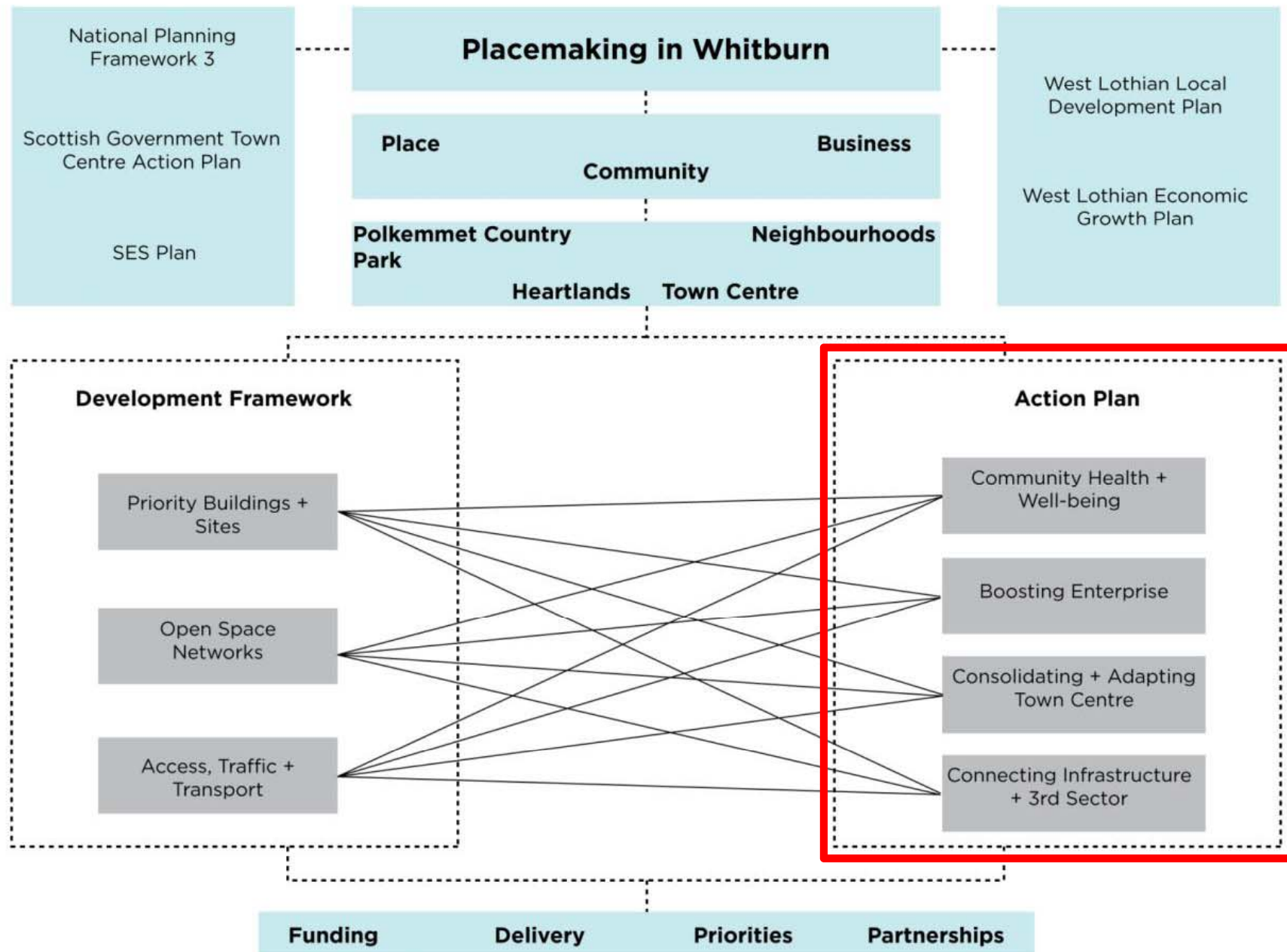


# Placemaking in

# WHITBURN

Chapter 06  
Draft Action Plan



## Whitburn TC: Emerging Action Plan

**1 - Investing In Community Health & Well-Being**

**2 - Boosting Enterprise: Existing & New Business**

**3 - Consolidating & Adapting Town Centre**

**4 - Community Infrastructure & 3<sup>rd</sup> Sector**



## Whitburn TC: Emerging Action Plan

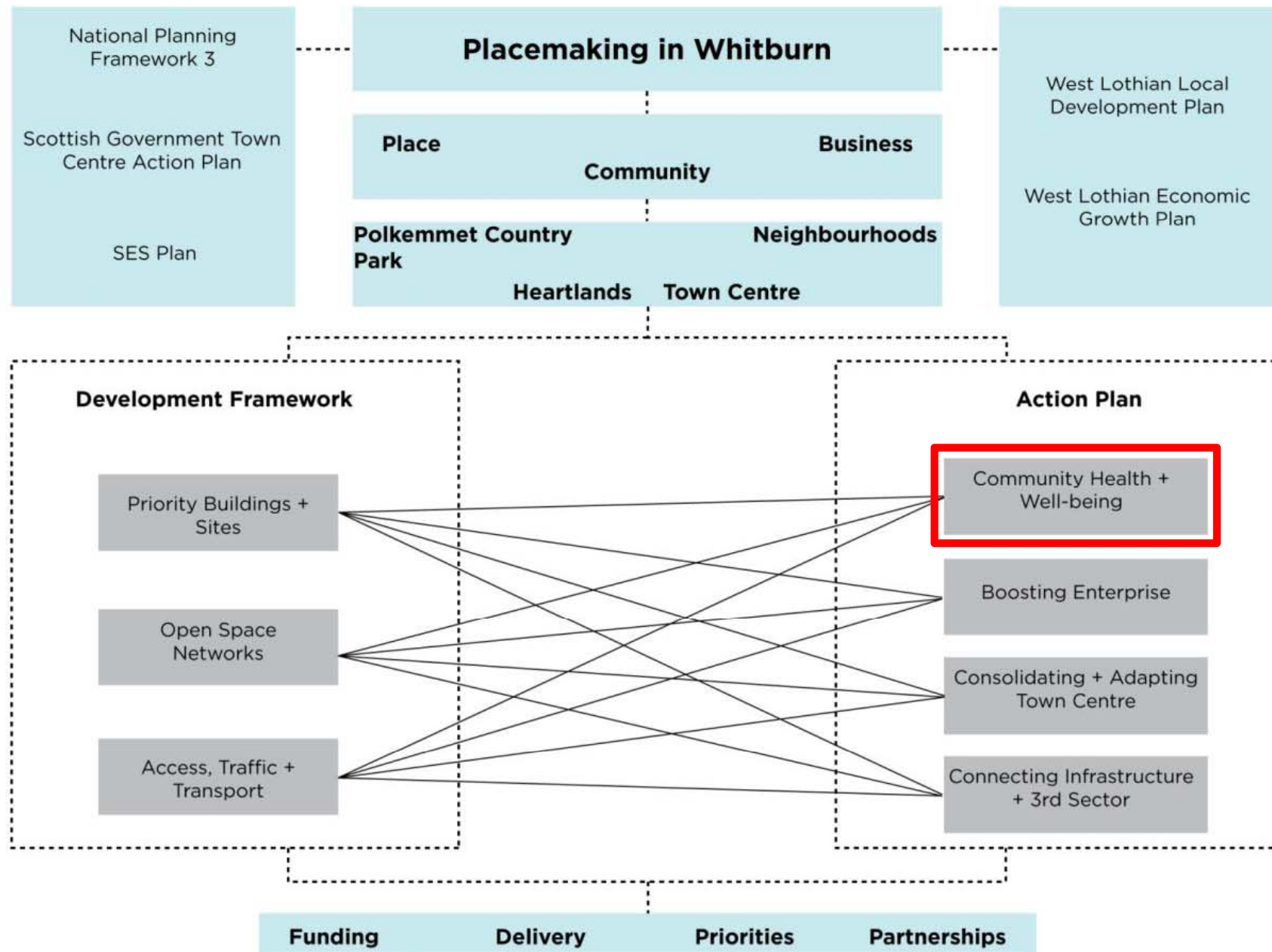
**Early Priority (next 6 months)** – Reflect, Review, Plan, Agree

**Short Term (12-18 months)** – Secure Funding, Implement Early Action

**Longer Term** – Implement Larger Initiatives, Monitor - Do more?







## Whitburn TC: Emerging Action Plan

### 1. Investing In Community Health & Well-Being:

- **Health + social care provision + integration**
  - locality planning + participatory budgeting / addictions / mental health
- **Green Infrastructure:** making and reviving the connections / interpretation
- **Encourage walking and cycling:** enhancing + extending infrastructure
- Community gardens, orchards, allotments – healthy eating / food poverty
- Wider benefits of the **Community Sports Hub**
- **Shop local:** making connections, supporting your community: positive impacts
- **Events programmes:** Gala + festivals, youth, culture, heritage

## Whitburn TC: Action Plan: Potential Priorities

### INVESTING IN HEALTH & WELL BEING

#### Early Priority Action

1. WLC / Community / SNH / Sustrans / Forestry Commission liaise to discuss funding green infrastructure plan for Whitburn.
2. Community Groups to review Town Centres Toolkit, launched in April by Scottish Government (all Community Orgs).
3. Community audit of green spaces suitable for community garden / orchard / allotments (see Fife EATS for inspiration <https://fifeeats.wordpress.com/>) (WLC / CDT / CC)

#### Short Term (within next 12-18 months)

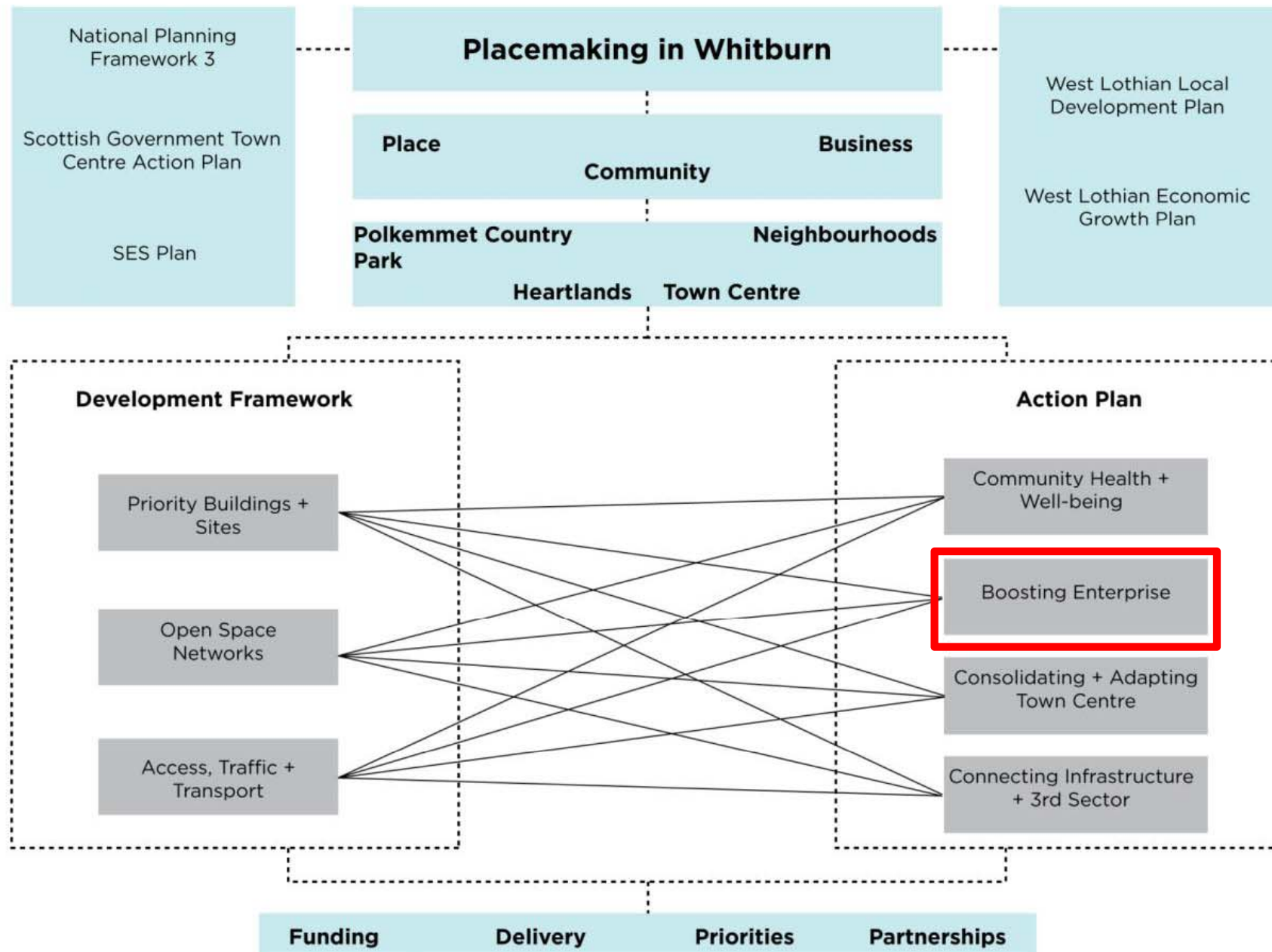
1. Funding applications to be submitted for green infrastructure network development with Forestry Commission / SNH / Sustrans leading.
2. Community groups to ensure health & well being prioritised in Community Planning process, e.g. seeking locality planning and participatory budgeting. (See Edinburgh Lothians Health Foundation funding availability).
3. Implement greener streets initiative with funding from Sustrans (see funding page) (CDT / CC / Sustrans)
4. Funding applications / implementation of community garden / orchard / allotment initiatives (CC/CDT)

## Whitburn TC: Action Plan: Potential Priorities

### Longer Term Actions

1. Implement improvements/reinstatement of Whitburn green network (SNH / Forestry Commission / Sustrans).
2. Examine potential for new charity or social enterprises that could be built around this e.g. bike hire, café, guided / heritage / ecology walks / outdoor classrooms (Community orgs / Forestry Commission / SNH).
3. Community Planning Partnership delivers agreed health/social care changes (WLC).
4. Monitor indicators for changes in health and well being indicators (WLC)
5. Additional actions required if no change shown in indicators (ALL)



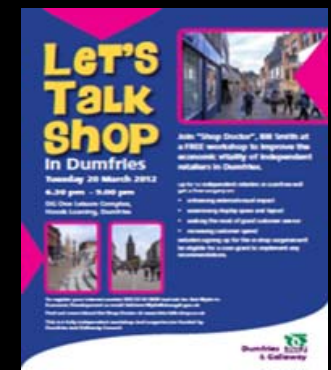


## Whitburn TC: Emerging Action Plan

### 2. Boosting Enterprise: Existing & New Business



- **Indigenous growth & inward investment:** supply chains
- **SME & enterprise incubator:** physical hub, assistance & mentoring (eg increased support from Business Gateway)
- **Business start up & youth focus:** West Lothian College / Access2Employment
- **Skills investment:** Learning Accounts + Flexible Training
- **'Ladder' of accommodation:** fit for purpose / flexible terms available
- **Shop doctor:** specialist business development (incl. Whitburn Town Centre Improvement Scheme)
- **Traders Association 'Rebooted'**



## Whitburn TC: Case Study : TestTown



[www.testtown.org.uk](http://www.testtown.org.uk)

The TestTown challenge, organised by the Carnegie Trust UK, is about making town centres exciting, vibrant and relevant places.

## Whitburn TC: Case Study : TestTown

### What is TestTown?

TestTown is a 7 day **enterprise programme for young people aged 16-30** that is part pop-up festival, part skills course and part innovation challenge.

TestTown gives the next generation of entrepreneurs the support to realise their potential while **demonstrating how high streets can benefit from imaginative thinking**. We provide unique trading space, specialist advice and development funding.

TestTown is a competition which will reward innovative thinking, an enterprising mind and risk taking.

We are looking for **highly creative, innovative ideas to stretch the public's imagination of what a town centre is**.

### Whitburn TC: Case Study : TestTown

TestTown piloted in June 2013. Eleven teams from across the UK who had demonstrated **innovative concepts for how high street spaces could be used** came to test out their businesses in Dunfermline.

The TestTown pop-up festival ran for a long weekend. Teams were given the chance to trade to members of the public and **gained valuable insight into running a business**

TestTown seeks to **develop the skills of young people** so that they have the confidence to pursue their passion by giving them access to **specialised business support, mentoring** and an intensive skills master-class programme.





## Whitburn TC: Action Plan: Potential Priorities

### **BOOSTING ENTERPRISE – EXISTING & NEW BUSINESSES**

#### **Early Priority**

1. Traders Association 'rebooted'
2. Apply for / participate in TestTown 2015
3. Traders Association and CDT to liaise with local businesses on need for flexible terms and lease conditions required to encourage investment in town.
4. Local organisations to respond to consultation on Partnership Centre, (secure space for skills investment / youth training space?)
5. Relevant stakeholders (Access2Employment / West Lothian College / West Lothian Council / Youth Services) to examine potential for SME and enterprise business incubator to be located within town centre.

#### **Short - Medium Term (2 years)**

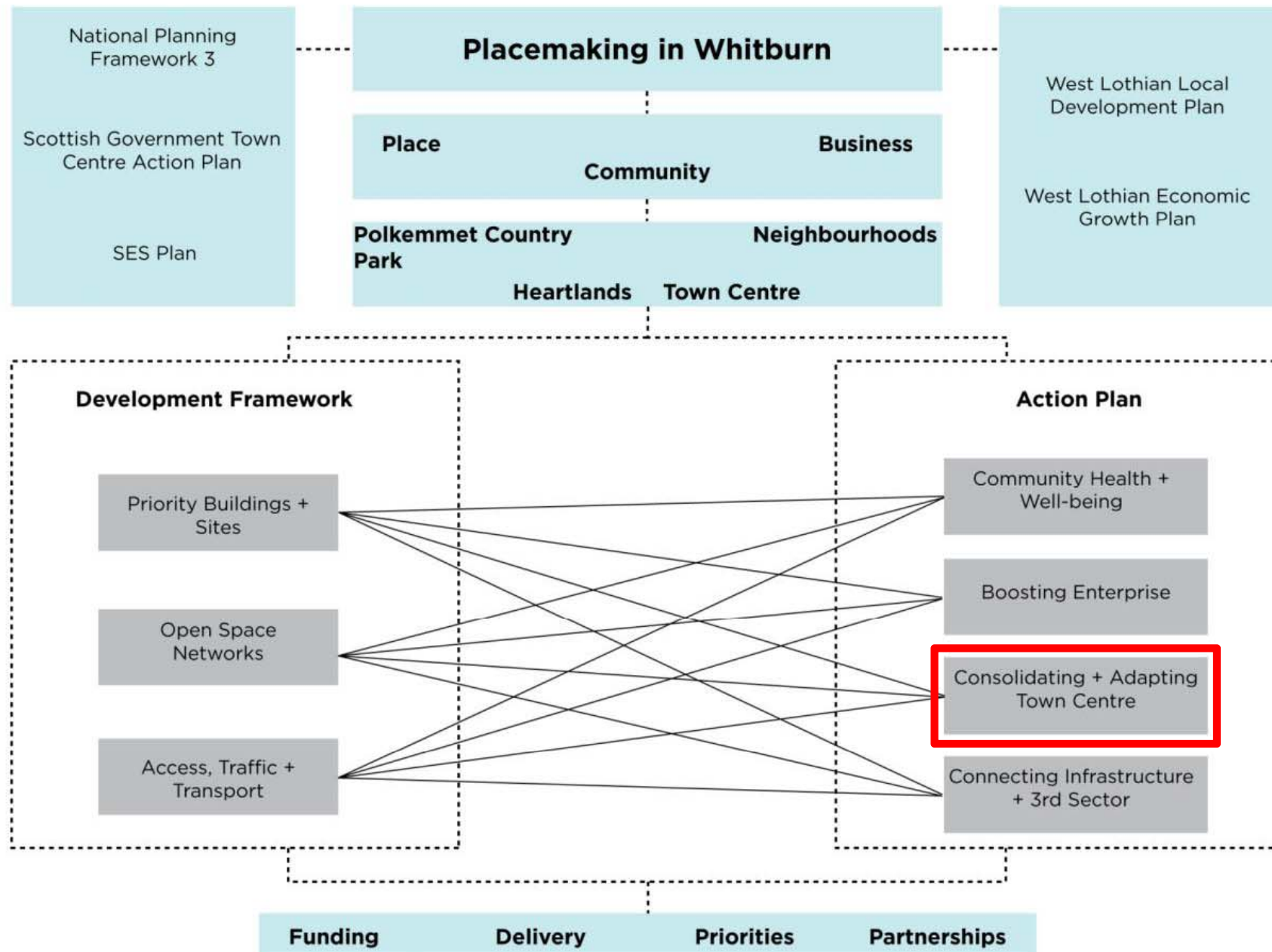
1. If business case exists, begin implementation of permanent physical space for SME and enterprise business incubator within town centre with stakeholders.
2. Shop Doctor / Lets Talk Shop Masterclass / Workshop for local retailers led by Traders Association / CDT
3. Continue to implement improved shop front scheme.
4. Landowners / WLC to market Whitburn space / sites to firms considering inward investment into Whitburn e.g. Oil States supply chain

## Whitburn TC: Action Plan: Potential Priorities

### **BOOSTING ENTERPRISE – EXISTING & NEW BUSINESSES**

#### **Longer term**

1. Monitor impact of investment in skills and business space on vacancy levels.
2. SME/incubator usage and impact monitored (SE/WLC/CDT/CC)
3. School leaver destinations monitored for change (WLC)
4. Additional actions required if indicators show no change. (ALL)



## Whitburn TC: Emerging Action Plan

### 3. Consolidating & Adapting Town Centre

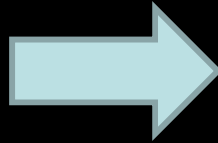
- **Proactive planning**: simplified planning zones
- **Diversification of uses** (leisure / civic / 3<sup>rd</sup> sector)
- **Buy-in** from landlords / appropriate levers
- Restrictions on further hot food or bookmaker uses?
- **Town centre living**: gap sites - affordable; private; sheltered
- Self build / custom build / local builders
- **Younger and older people's** accommodation
- **Meanwhile uses** – A+DS Stalled Spaces / MAKLab?



## Land & Property Issues

### Planning Barriers

- How to help change in town centre?



### Simplified Planning Zone?

- Define area
- State what are consented uses
- Reduces need for planning applications
- May help attract or facilitate investment/growth
- Renfrew Town Centre SPZ





## Whitburn TC: Case Study : Stalled Spaces

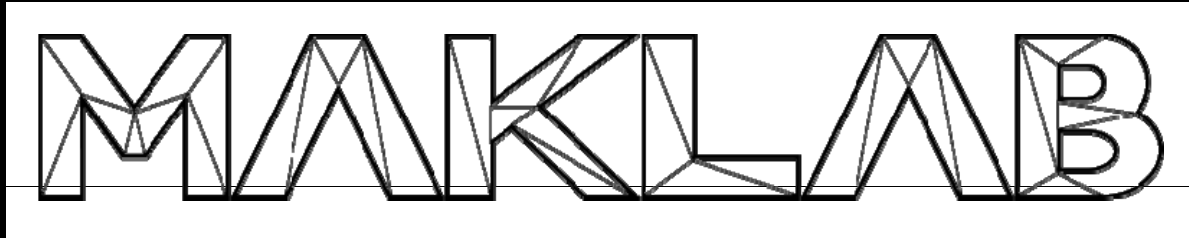
[www.ads.org.uk](http://www.ads.org.uk)

Stalled Spaces Scotland is a national programme commissioned by the Scottish Government and delivered by Architecture and Design Scotland (A+DS) to facilitate **the temporary use of under-used green spaces, stalled development sites or vacant and derelict land throughout Scotland.**

This **supports community groups to create temporary activity** on under used open spaces in their area. Local authorities throughout Scotland have the opportunity to bid for a small fund to help kick start the project and will also have access to a package of seminars and workshops to support them and the communities in their area to realise their plans.



## Whitburn TC: Case Study : MAKLab



[www.maklab.co.uk](http://www.maklab.co.uk)

MAKLab is an innovative Social Enterprise and Charity focused on the introduction, exploration and development of digital prototyping technologies within the education, art, design, craft, manufacturing and construction industries.

Through their outreach program they lead projects and training sessions with young people from disadvantaged backgrounds, school groups as well as inter generational learning workshops.

They are growing an outreach programmes across Scotland to give a very wide demographic of people access to the latest technologies and tools to enable social, enterprising and employability projects to flourish.

### Whitburn TC: Case Study : MAKLab

- To design, manufacture and deliver a live build project that promotes, celebrates and engages with the regeneration of Whitburn.
- a new community beacon on a gap site in the centre of Whitburn. The community will be introduced to the concepts around community/self building, digital manufacturing and see some precedents of prior MAKLab experience as well as international exemplars to inspire their designs and start idea generation.
- The community might wish to create a garden pavilion to launch a new community allotment, or a performance space to enable social gatherings. We will work with the community to fine tune and design the ideas into a realisable project.



## Whitburn TC: Action Plan: Potential Priorities

### CONSOLIDATING & ADAPTING TOWN CENTRE

#### Priority Actions

1. Simplified Planning Zone - West Lothian Council to meet with CDT / Traders Association to discuss how this could work and how it would be put in place.
2. CDT / WLC to liaise with MAKLab / A+DS Stalled Spaces to discuss potential for a project on vacant / underused site.
3. Shop Local – Traders Association to coordinate and lead application for Shopfront Improvement Scheme to encourage locals to spend money locally
4. GALA + : Events programme put in place (ALL)

#### Short Term Actions

1. WLC to discuss with owners of vacant / derelict sites potential for sale to interested parties. WLC to liaise with local RSLs to examine site potential.
2. If site owners unwilling to sell, WLC / CDT to examine options to secure potential end user to allow CPO option to be progressed.
3. Units with revised flexible terms / leases to be remarketed and targeted at creative / community / local enterprises.
4. Opportunities for investment from Oil States / Heartland's Business Park supply chain to be examined and directly marketed to if opportunities emerge (Trader's Association/Scottish Enterprise / WLC)

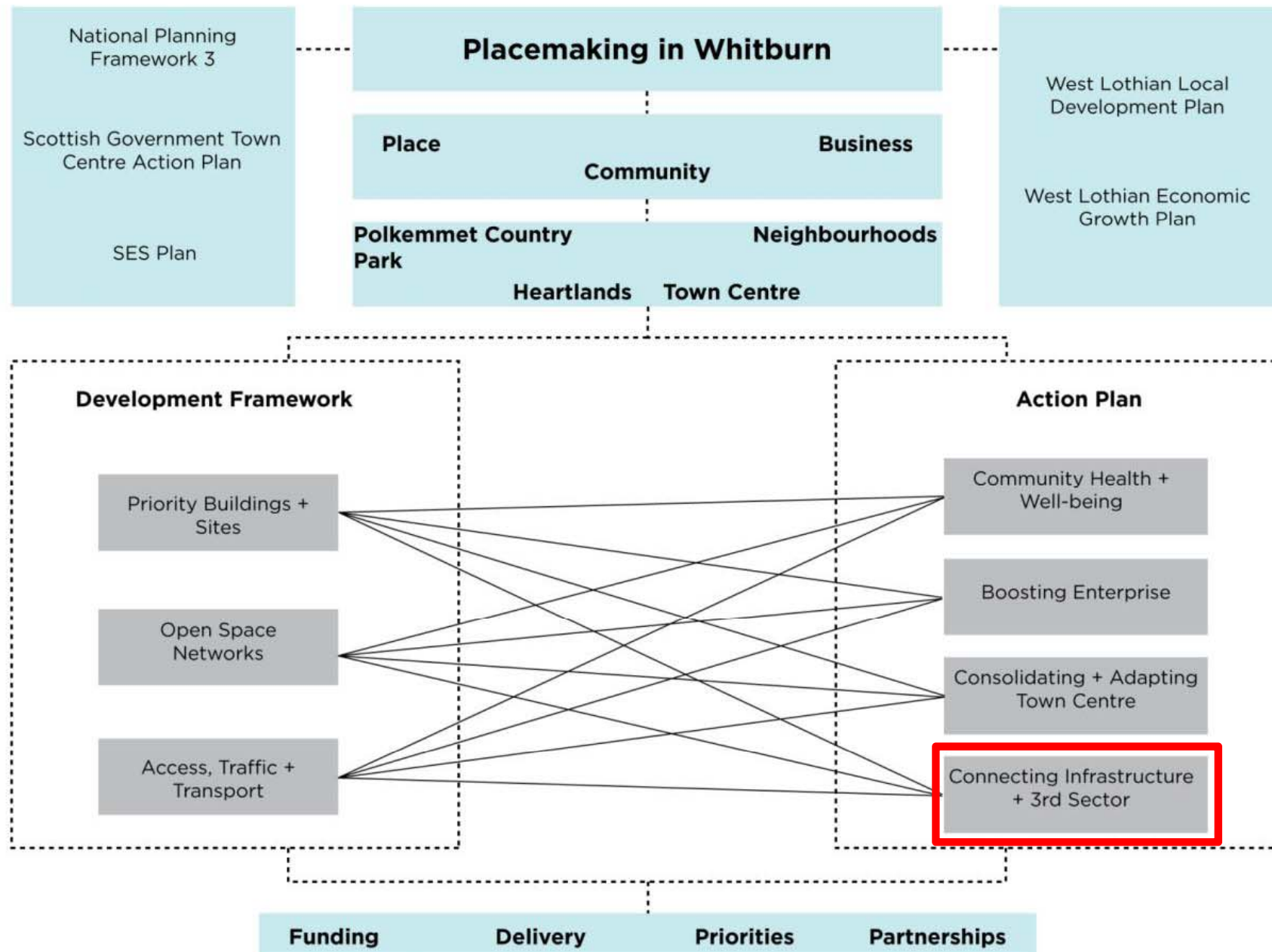
## Whitburn TC: Action Plan: Potential Priorities

### CONSOLIDATING & ADAPTING TOWN CENTRE

#### Longer Term Actions

1. Monitor shopfront scheme implementation and impact. Renew if necessary.  
(CC / CDT / Traders Association)
2. Review success of events programme. Further cultural programme required?  
(ALL)
3. Monitor town centre footfall / resident attitudes with survey (WLC / CC / CDT)
4. Renew / revise strategy if required (ALL)





## Whitburn TC: Emerging Action Plan

### 4. Community Infrastructure & 3<sup>rd</sup> Sector

- **Community Regeneration Officer** – Community capacity building
- **Information Hub** – Promotion + communications between Community Planning Partnership, CDT, Community Council, Community Ed + other community groups / front line officers.
- **Social enterprises & third sector**: business gaps (eg working kitchen / café / training opportunity?) + specialist advice via WLC
- **A 'Gathering Space'** - Enhancing infrastructure with Partnership Centre?
- Space for **arts/creative industries**: Pop up & community driven uses
- **Community Empowerment** Bill / Right to Buy / Land Reform Bill

## Whitburn TC: Action Plan: Potential Priorities

### COMMUNITY INFRASTRUCTURE & 3<sup>RD</sup> SECTOR

#### Priority Actions

1. Map out local organisations and where connections to be improved. Take on actions arising from charette.
2. Local organisations to respond to consultation on Partnership Centre, aiming to secure space for community based activity / skills and training base.
3. Better integration of CDT and other local organisation into Community Planning process. West Lothian Council to liaise with CDT on how to secure this.

#### Short - Medium Term Actions (2 years)

1. WLC / Scott to integrate Key Drivers and Action Plan objectives into Regeneration Area masterplan for Whitburn.
2. Single Information Hub for promotion / communication between WLC / Community Planning Partnership / Community Council / other groups / frontline officers.
3. Business case for working kitchen/cafe social enterprise to be examined with Youth Services / local businesses.
4. Progress with Community Empowerment Bill in next parliament to be monitored for implications for Whitburn / vacant or abandoned sites.

## Whitburn TC: Action Plan: Potential Priorities

### COMMUNITY INFRASTRUCTURE & 3<sup>RD</sup> SECTOR

#### Longer Term

1. Review delivery of projects through community groups and stakeholders to establish successes / challenges / barriers to be overcome. (ALL)

## Whitburn TC: Emerging Action Plan – **Any Questions?**

**1 - Investing In Community Health & Well-Being**

**2 - Boosting Enterprise: Existing & New Business**

**3 - Consolidating & Adapting Town Centre**

**4 - Community Infrastructure & 3<sup>rd</sup> Sector**

