



design erskine

town centre charrette



appendices
May 2016

APPENDICES

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- 2 **The role of 'place promoter'**
- 3 **Facebook statistics**
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APPENDIX 1

KEY DEMOGRAPHICS

Selected demographics from Understanding Scottish Places (www.usp.scot) are shown on the following three pages.

This comparative data was on display throughout the charrette as background information.

Population

Population



Bishopton **5k**

Clydebank **29k**

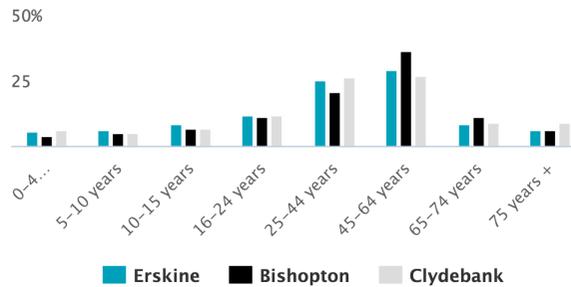
Households



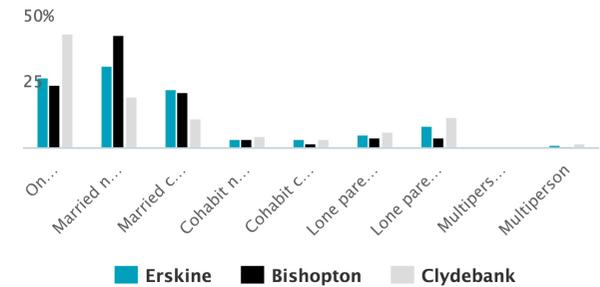
Bishopton **2k**

Clydebank **14k**

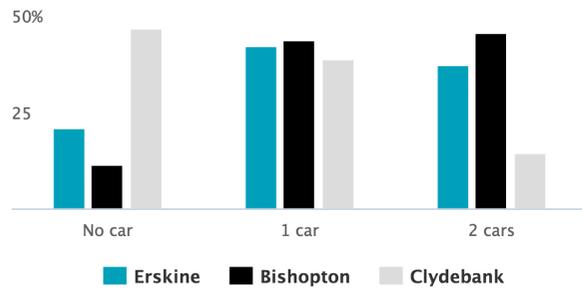
Age



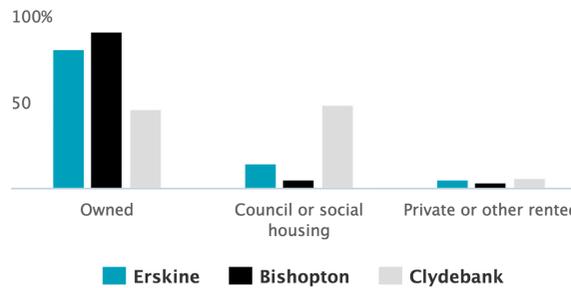
Household composition



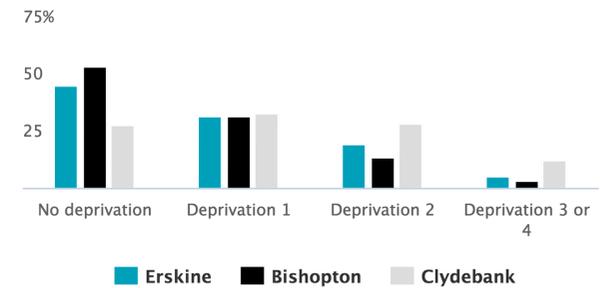
Car ownership



Tenure

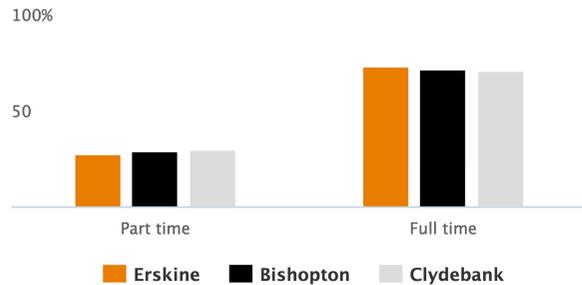


Deprivation dimensions i

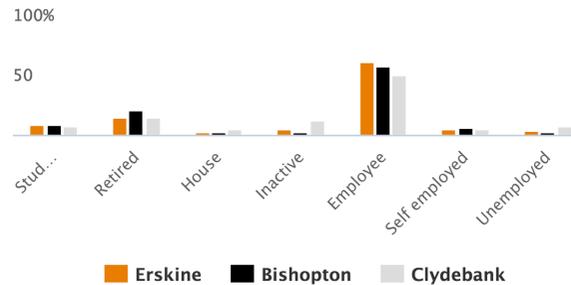


Employment

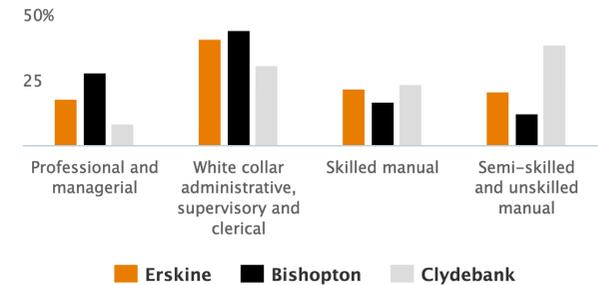
Employment (% working age 16-74)



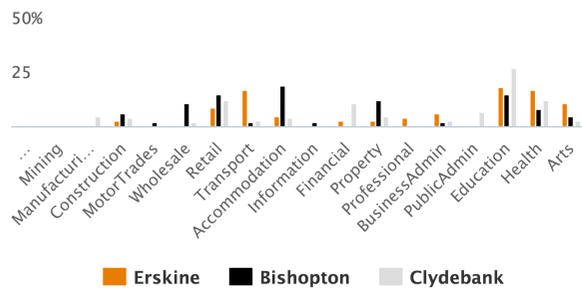
Occupation (% aged 16-74)



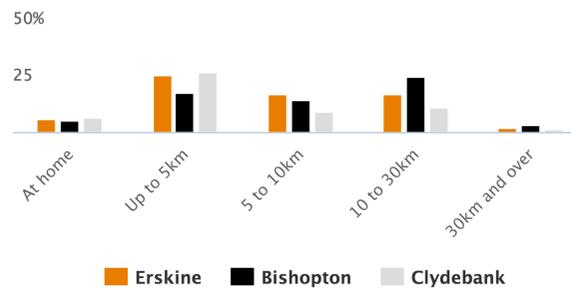
Social Grade (% households aged 16-64)



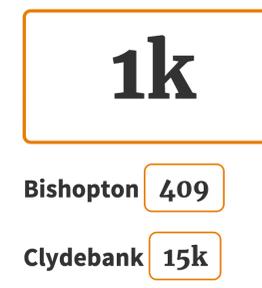
Sector Diversity



Distance travelled to work

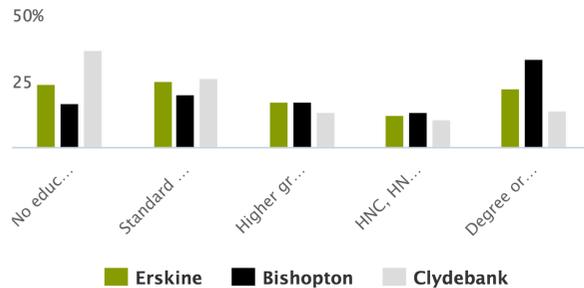


Jobs



Public

Education (% all people aged 16 and over)



Children in primary schools

1k

Bishopton **339**

Clydebank **2k**

Children in secondary schools

1k

Bishopton **0**

Clydebank **3k**

Hospitals

0

Bishopton **0**

Clydebank **1**

GP Surgeries

3

Bishopton **1**

Clydebank **6**

Commercial

Number of people per shop

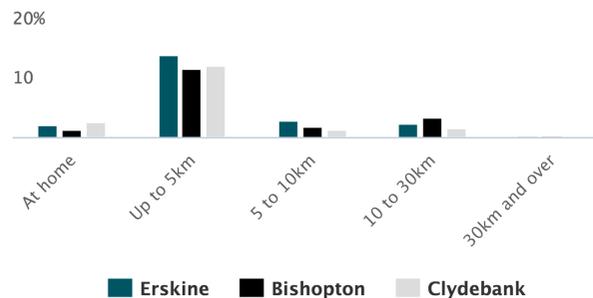
409

Bishopton **181**

Clydebank **83**

Social

Distance travelled to study



Number of residents per charity

471

Bishopton **314**

Clydebank **395**

APPENDIX 2

THE ROLE OF 'PLACE PROMOTER'

Scottish Government funded work such as '*Delivering Better Places in Scotland*¹ and '*Delivering Great Places to Live*² advocated that local authorities should take on the role of "prime mover".

The extent of publicly owned land in Erskine provides a good opportunity to implement this approach. This appendix describes two options for how development could be delivered using the 'place promoter' approach, based on the Scottish Government funded work referred to above.

Option 1: Council as facilitator

The Council participates by making available its land, generally assisting promotion and orchestrating statutory consents, and the preparation of an outline master plan - but passing all activity to the private sector to implement.

Receipts for the land may come at the start or may be deferred depending on the strength of demand and resulting competitive environment.

¹ <http://www.gov.scot/resource/doc/336587/0110158.pdf>

² https://issuu.com/deliveringgreatplaces/docs/creating_and_delivering_great_places_to_live_web/3

The Council should play a facilitating role which helps whet the appetite of developers. If there is demand, the Council may seek a sale of all land to a master developer who would be responsible for the infrastructure and then sell off separate sites. Land receipts to the Council would be net of infrastructure investment and likely to be deferred on a phased basis.

The Council's exposure to development risk would be lower but the receipts are also likely to be lower. While contractual terms can mitigate the lower control on outcomes it should be recognised that the Council passes power away at the same time as transferring the risk.

Option 2: Council as joint investor

The Council plays a more participatory role in partnership acting jointly as a place investor. This approach would be possibly through an "arms length" Council Company (on the lines of other local authorities such as Fusion Assets in North Lanarkshire or EDI in City of Edinburgh). The Council would put in the land as their asset contribution which would be matched in cash or other assets by a private investor; 50-50 is the usual split because it gives equal rights to the two partners. The Newco vehicle would be responsible for establishing the framework for development which would include master planning, infrastructure development etc.

Effectively this is the same approach as being adopted by BAE Systems at Dargavel Village, Bishopton: a place development framework is established on a phased basis and individual sites are sold off to house builders.

This approach allows house builders to bid for "oven ready" serviced sites with all consents in place other than plot details. A similar approach has been adopted at Winchburgh in West Lothian although this is entirely a private proposition demonstrating that such an approach has commercial merit.

Key points

The important points are:

1. The investment is at a scale that helps the promotion of Erskine and gives positive focus that Erskine is actively growing and people are investing in the place.
2. The growth is shaped in a way that meets the wishes of the community and the Council. In other words, the Council and the Community are in control of creating the place that they need and want. Also, the development proposals can be readily meshed into other investment activity occurring elsewhere in Erskine as part of the Council's programmes and future investment in the Erskine's Town Centre.

3. This approach is not a cash hand out by the Council but an investment whereby the intention is that there is a revenue return from their input. Note the Winchburgh Village Development Company would not do their project if it didn't have the prospect of making money.
4. By taking a master developer approach negotiations are minimal therefore land deals are essentially unconditional. The Council and its partner take on the responsibilities of dealing with any physical, social and environmental infrastructure and affordable housing and allocate this within the master plan in the most appropriate location. This means that affordable housing will be located in the right place and will be in a form that meets needs of the community.

Option 2 is essentially that recommended in 'Creating Better Places' referred to in RICS Housing Commission and the Land Reform Group Reports. This recommendation was inspired by good continental European place making practice, which recognised the state as the prime mover and investor in establishing development frameworks to get housing supply moving.

APPENDIX 3 FACEBOOK STATISTICS

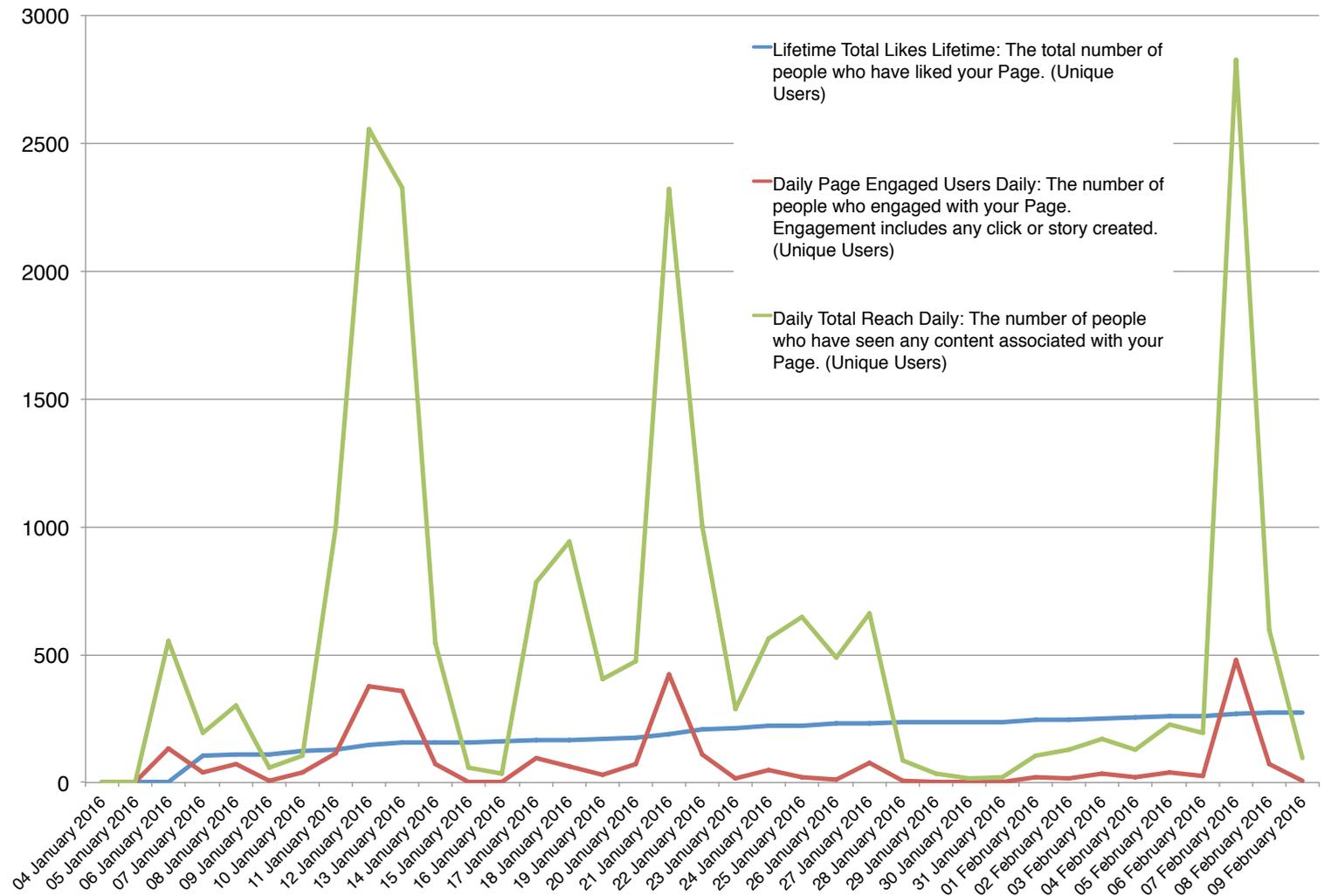
Facebook was used as the key online tool for publicity and engagement during the build-up to the charrette.

A dedicated page ([facebook.com/ErskineCharrette](https://www.facebook.com/ErskineCharrette)) went live on 5th January 2016, a month before the charrette workshops which took place between 2nd and 6th February. The charrette team posted frequently during that period with questions and points of interest.

The chart on the right shows key statistics. Some headlines:

- 275 likes
- 3,264 maximum post reach
- 20,985 total page reach
- 39% in 35-44 age group
- 70% women

The charrette team was pleased with the level of interaction and engagement on the page. The content is still available on line.



APPENDIX 4 PRE-CHARRETTE ENGAGEMENT COMMENTS

This appendix contains a representative selection of comments from the pre-charrette phase in January 2016, from:

- Face-to-face engagement (young people, older people and general comments from the street).
- Responses to specific questions posted on the Facebook page.

Each page was on display as a poster throughout the charrette workshops to inform participants of other residents' points of views.

The purpose was to act as a constant visible reminder to charrette participants of aspirations and issues raised by a cross-section of the local population during the pre-charrette engagement.

Please see overleaf.

Young People

“ Riverside is nice for walking, cycling and running along to Boden Boo ”

“ Somewhere indoors for us to go in the evening – Starbucks, Costa, Dominos, nice restaurant ”

“ Make the town centre greener and more contemporary ”

“ New public square by river with independent shops, a fountain, things going on, nice to sit out. ”

“ Nothing for younger generation. Attracts an older generation of customers. ”

“ Bridgewater has an 80s vibe – grim. Not rundown but bland and boring ”

“ Better buses to Renfrew, Paisley, Bishopton /station, Braehead ”

“ Evenings? Nothing apart from the sports centre. Need to go to friends' houses or Braehead ”

“ Skateboard park in the field down by the river! ”

“ Nothing for younger generation. Attracts an older generation of customers. ”

“ Town centre is isolated – needs more ways of getting there ”

“ More sports facilities as sports centre is lacking ”

“ Not much variety in shops and facilities, no toilets ”

“ More jobs for local population ”



“ Poor one-way system ”

“ More healthy food options for lunch ”

Older People

“ Not much in Erskine – people commute out ”

“ No benches at shops in Bridgewater – for a rest, to stop and chat, or wait for a taxi ”

“ New houses should be affordable ”

“ Community café on the riverside – we’d work here as volunteers! ”

“ Riverside walks are nice – why not add a sculpture trail or an outdoor gym? ”

“ Need more shops and facilities before more new houses ”

“ Community café could be part of a bigger community hub for all ages ”

“ Difficult to get to town centre on foot – crossing Kilpatrick Drive by the Whippity is dangerous ”

“ Lack of pavements and crossings – everywhere! ”

“ Hard to reach Bridgewater from sheltered housing unless you are over 80 or disabled (and so eligible for MyBus) ”

“ Lack of pavements and crossings – everywhere! ”

“ Bishopton station bus doesn’t go through Bargarran and no good in the evenings ”

“ Need more things for older men – my husband paints and plays guitar, but there’s no club to join ”

“ Lack of shopping choice. No charity shops, building societies, dry cleaner, haberdasher... ”



**But do
we like
living
here?
YES!**

General Comments from the Street

General maintenance is poor around the town centre. Pavements are in a poor state, with trip hazards, bins overflowing, chewing gum etc.

There are no decent toilet facilities in close proximity to the bus stops at Bridgewater Shopping Centre.

Lots of cigarettes and litter surrounding the bus stop area. Get the basics right first! Clean the streets.

Too much of Bridgewater Shopping Centre is focussed on 'Fast Food'. There isn't even a Post Office!

The Europark sign instills fear in many using the car park - 3hr limit puts people off.

House prices can be too high for the amount of work that needs done to modernise them. There is a need for more low cost/council housing - local people are having to move out of Erskine in order to find affordable housing.

Morrisons isn't big enough for the population of Erskine. Bridgewater Shopping Centre hasn't really expanded much since it's original design.

Big houses are fine but they are too expensive, aimed at bringing new people in, not necessarily providing for local people. There is a tendency for older people to remain in big 4/5 bedroom houses rather than downsizing.

Public spaces are deteriorating, vegetation / hedges are overgrown.

The 3hr parking limit can make it very difficult for patients who want to make an appointment and do their shopping at the same time. Walking isn't really an option for the elderly.

Bridgewater needs a nice Cafe/Deli - somewhere that you can get good Italian coffee.

Pavements are in a terrible condition - "Muggers Paradise"

There is no permanent place to meet or gather - most places have a focal point or feature such as a War Memorial or Bandstand.



Best thing about Erskine "The Road Out"

The pubs are very popular, but we could do with more things to do in the evening.

We need a bakery in Bargarran.

Erskine is a friendly place.

Need more restaurants and places to eat in the evening.

What is GREAT about Erskine?

(comments via project Facebook,
www.facebook.com/ErskineCharrette)

“ The abundance of footpaths means it's possible for people to get from A to B without having to go near the road. Very handy when you have kids!



“ Community Spirit shows itself in the countless volunteers that support our local groups - Rainbows, Scouts, Football teams, youth clubs and many more.

Local businesses and individuals that support the many fundraising events in our town by donating raffle prizes, and to those that go along to these events.



“ The proximity to the Clyde walk and Boden Boo, and the path networks.



“ The People



“ I enjoy the footpaths especially in the summer and drier days and their connectivity to the shops and other resources around Erskine.

Clyde Walk and Boden Boo are also very enjoyable.



“ Being able to walk a fair distance without crossing a road..... great in the Summer



If you could change ONE thing in Erskine, what would it be?

(comments via project Facebook, www.facebook.com/ErskineCharrette)

“ Erskine definitely needs a decent park



“ Create a decent park with facilities for all ages that include a play park for younger children and a skateboard/BMX park for older children.



“ Decent swimming pool.....and a cinema.



“ Sports Facilities



“ There are very few pavements around Erskine next to the roads, but lots of paths which are a bit scary if out on your own.



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“ Train link and better roads in and out



“ Add footpaths close to the road in the few places where they do not exist. The paths in the estate are great during the day, but a bit spooky at night, would prefer to walk next to the road if out at night.



“ Make better use of the riverside. There are great views to be had along this stretch of the Clyde, but little opportunity to sit and relax (except for the odd bench). It would be a great place for a play park, coffee shop or restaurant.



What's the easiest way to get from A to B in Erskine?

(comments via project Facebook, www.facebook.com/ErskineCharrette)

Walking! Poorly maintained footpaths (overgrown and some trip hazards), which are oftentimes poorly lit

Car is easiest. Buses are Ok if you don't work and have endless amounts of time. A bus stop every 200m is ridiculous.

A full Dutch style integrated Erskine cycle route is needed to connect all of Erskine, Bishopton Station and the High school. Dedicated cycle paths and rights of way at road junctions. If anyone has ever been to the Netherlands, you'll know what I'm talking about.

I both drive and walk and think both are a good way to get around. Public transport seems frequent but takes ages to get anywhere outside of Erskine.

Getting from Erskine to anywhere is a nightmare whenever there are roadworks, accidents on the M8.

Footpaths are being reclaimed by nature and small trees 20 years ago are now blocking the light from paths and making them feel unsafe.

Millfield to anywhere quite frankly is difficult unless you have a car. More pavements and better lighting into the town or to Bishopton would be a big improvement.

Better links to the train station would be helpful too.

Erskine is surrounded by a wealth of open space. How should these spaces be used?

(comments via project Facebook, www.facebook.com/ErskineCharrette)

Better foot and cycle paths

A proper community park, like Renfrew's Robertson park

Better parking for all houses in Erskine streets are not wide enough to park on both sides.

A decent park, skatepark for the kids, good quality playground, cafe/coffee shop. All set up for easy access for any disabled members of the community and dog-friendly.

It would be lovely too if the park had a central space which could be used for markets, art exhibitions, musical events etc.

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Make more of the riverfront. A river bus service to Glasgow.. At least one decent cafe.. Better cycle paths

Look back at some of the original development plans for Erskine (by a French company if I remember correctly) which looked at making best use of the riverfront by creating a proper harbour area with leisure and retail facilities as well as providing a regular ferry travel service into Glasgow.