



# Living Alloa

Grant Baxter  
Principal Placemaking Officer  
Clackmannanshire Council

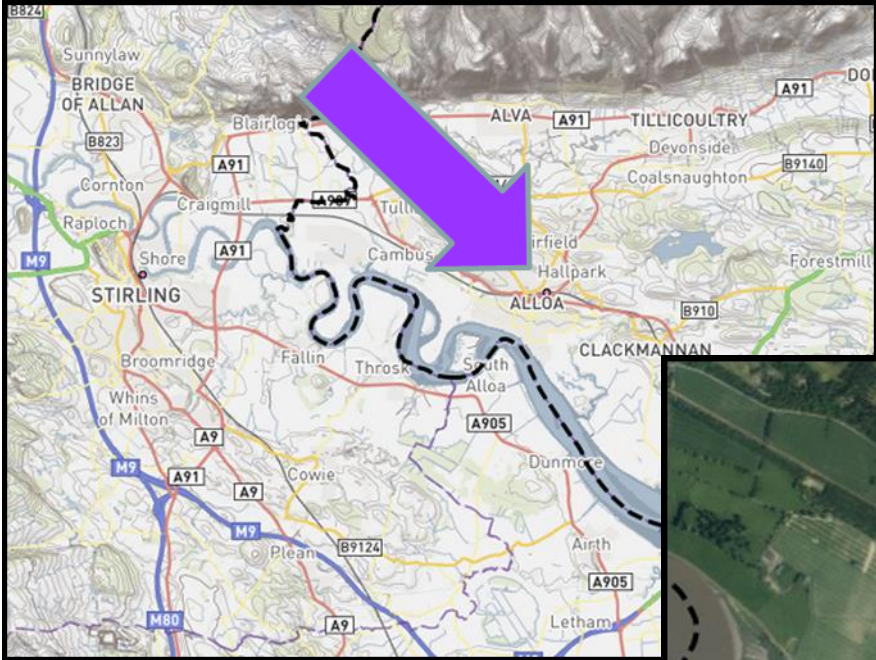


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# Alloa



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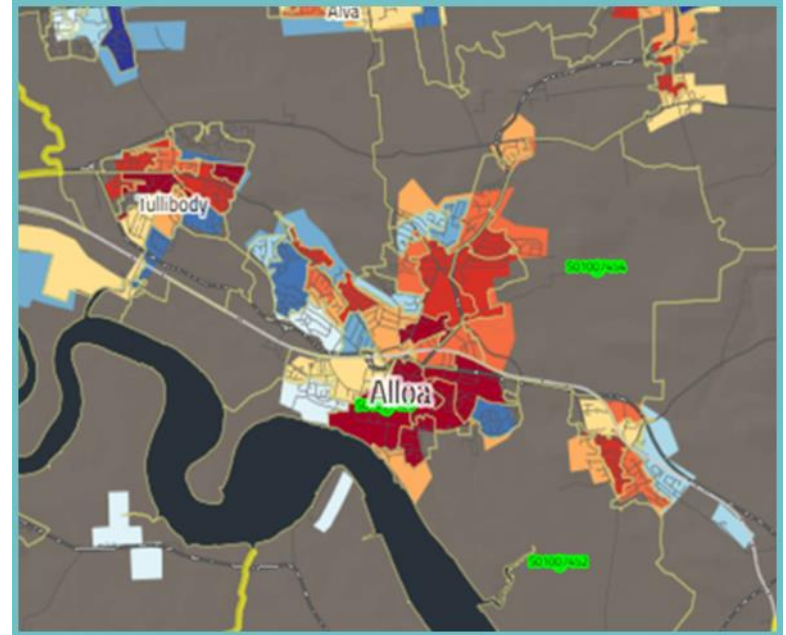


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- Alloa South and East is an area of high deprivation with 100% of its population classed as living in SIMD Quintile 1.
- The rate of deaths aged 15-44 is almost 3 times higher than Scotland.
- 1 in 3 children are living in poverty



- Male life expectancy is 6 years lower than the Scottish average.
- The rate of early deaths from Coronary Heart Disease is almost 3.5 times higher than Scotland.



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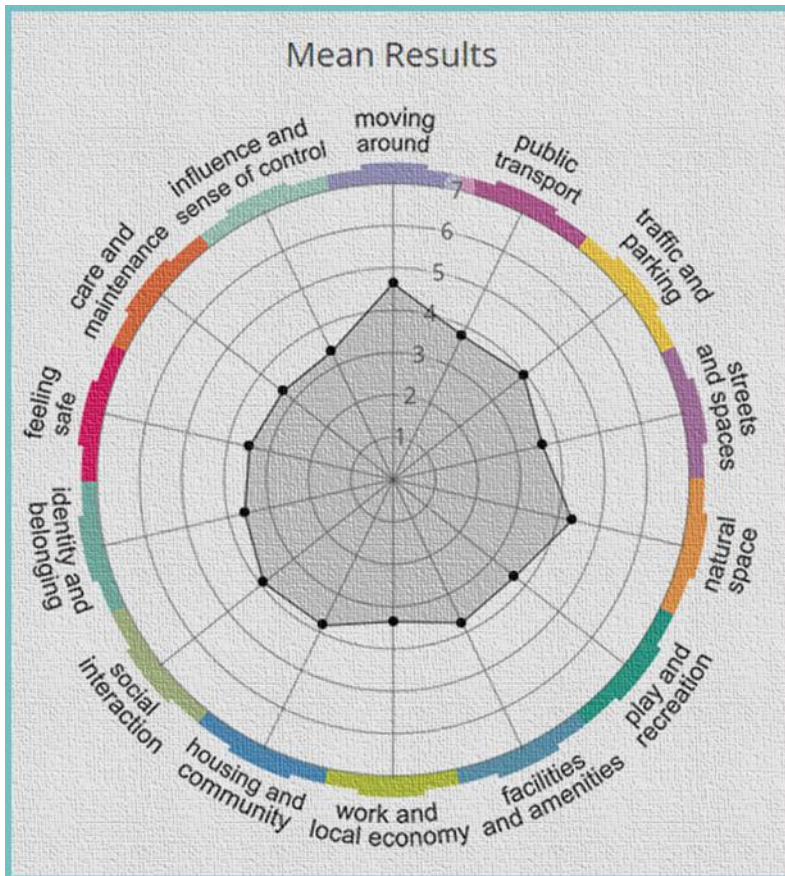


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- Making town centre safer and more attractive
- Better promotion of cultural and built assets
- Access to more and better green spaces
- Reduce dominance of car parks and dual carriageway
- Improve existing active travel routes
- Opportunity for office hub space
- Enhance public realm and consider reducing traffic in town centre
- Prepare Place Plan (masterplan)





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# Living Alloa

A partnership project using the redevelopment of a vacant town centre site to create an intergenerational living environment within the heart of Alloa and act as a catalyst for regeneration.

A multi-agency design process transformed unremarkable plans for a flatted development into a high quality scheme based on dementia friendly design and place making principles, extending beyond the site boundaries.

An AADS led design review exercise brought together a variety of stakeholders, from planners and architects to dementia and social care professionals, ensuring the highest standard of living environment, inside and out. The resulting proposals are fully informed by principles of Town Centre Living: A Caring Place.

The Your Town Audit helped identify priority areas for action around the development. Using the Place Standard tool and stakeholder workshops, we were able to identify town centre actions that were tailored to support town centre living and contribute to vitality and viability.

The Town Centre Capital Fund grant will allow us to deliver 5 projects identified through this exercise in time for completion of the new residential development. These include a new active travel hub and series of access and streetscape improvements making the town safer, more legible and more enjoyable to move through and spend time in.

*"The collaboration between the Council, CTSI and Alloa First has ensured the projects truly reflect the priorities of residents, visitors and businesses."*

Hugh McMichael, Chairman Alloa First

*"The Primrose Street development will provide intergenerational apartments in the heart of Alloa, and along with these projects, will redefine the Town Centre area."*

Jo Aitken, Kingdom Housing Association

*"We want our town centre to be sustainable and thriving places and this funding is an important step towards making improvements to Alloa."*

Councillor Craig Holden, Place Convener

*"Working together, we used the place-standard tool to identify what was important to older people."*

Andrea Coulter, Chief Executive (CTSI) Clackmannanshire Third Sector Interface

- |          |                            |   |
|----------|----------------------------|---|
| <b>1</b> | <b>Active Travel Hub</b>   | Re-purposing of former public toilet to active travel hub and visitor information centre. |
| <b>2</b> | <b>King Street</b>         | Enhance safe crossing opportunities on deane lines and environmental improvements         |
| <b>3</b> | <b>Shillinghill</b>        | Re-model social space and improve connections to college                                  |
| <b>4</b> | <b>Link to High Street</b> | Make key pedestrian route safe and legible.   |
| <b>5</b> | <b>Bank Street</b>         | Re-model poorly functioning space and improve connectivity.                               |

*"The proposed improvements to the town centre - identified through the Council's use of the Place Standard and through engagement with AADS and other partners - form a significant positive step in the development of the Council's strategy for ongoing transformational change in Alloa town centre."*

Darraid Lawlor (Director of Place) AADS

*"This innovative development will ensure that care can be delivered in the right place by the right people at the right time."*

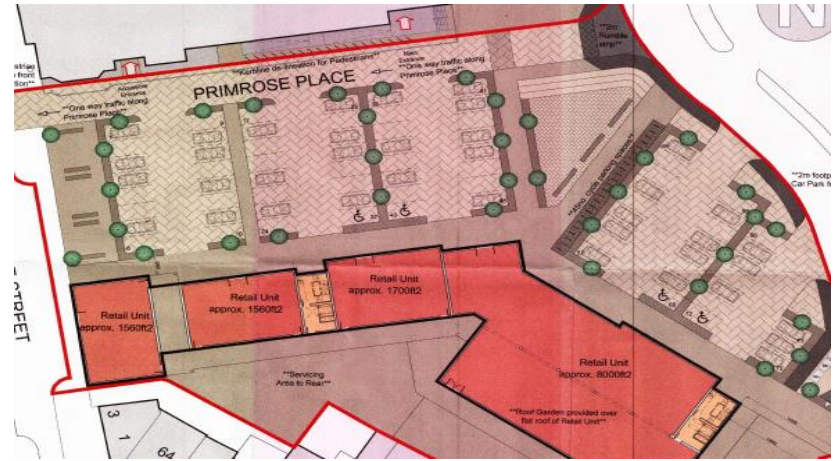
Paula Sheeh, Clackmannanshire and Stirling Health & Social Care Partnership



In partnership with  
Alloa First, University of Stirling, Kingdom Housing Association, Clackmannanshire Third Sector Interface (CTSI), Clackmannanshire & Stirling Health & Social Care Partnership, Architecture & Design Scotland Historic Environment Scotland







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# Investment Strategy

Developing our strategic approach to funding and investment in support of the well-being economy

## Building blocks: Anchor and catchment opportunities



Gartmorn Dam Masterplan



Wellbeing Hub Masterplan



Forthbank Masterplan



Alloa Town Centre Transformation Zone



Connectivity Masterplan



Innovation – SIEC, ILIH, FIDA

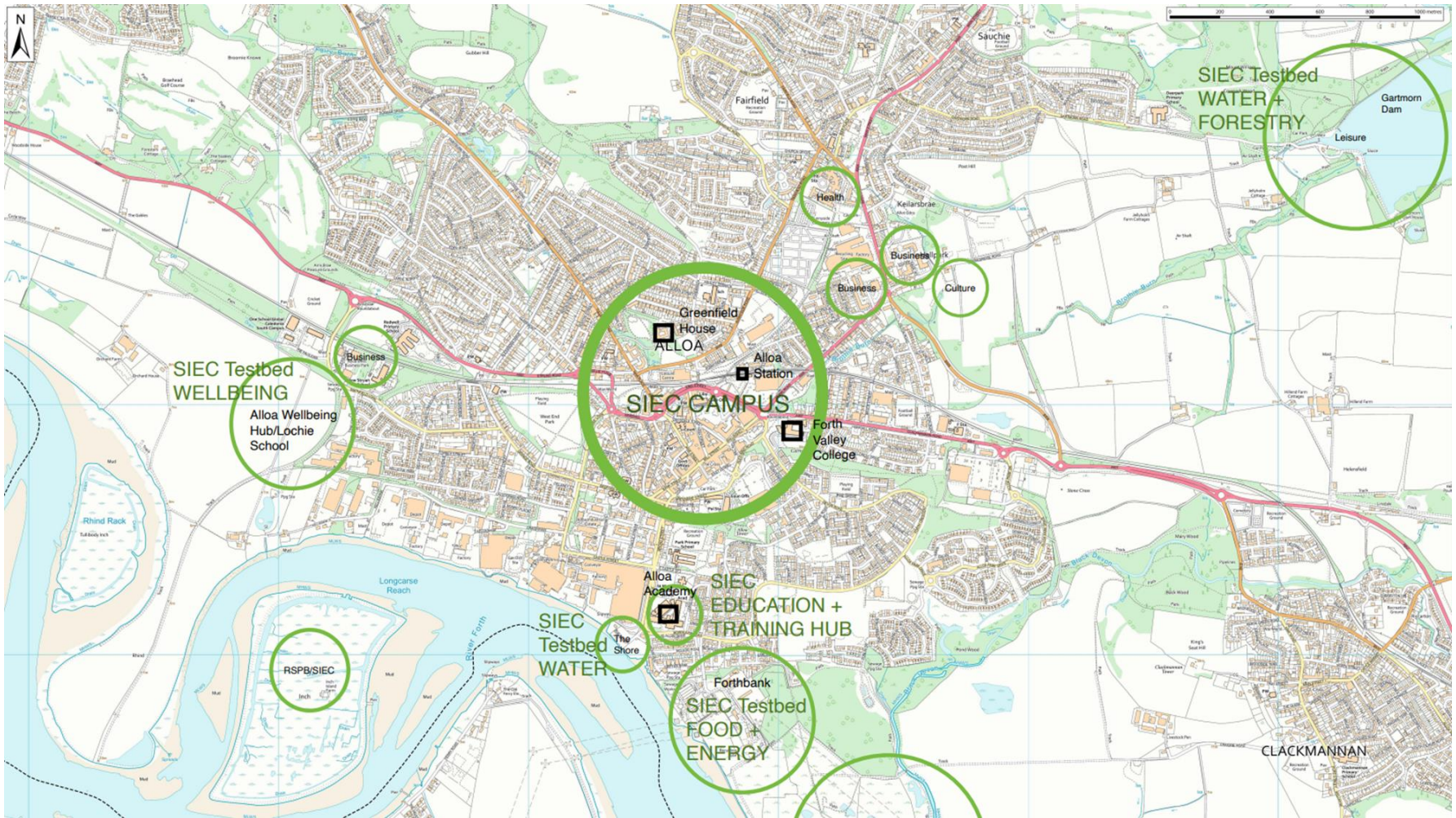


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## Opportunities



1. Greenfield Campus
2. Primrose Street Caring Neighbourhood
3. College campus
4. Interchange and retail futures
5. River corridor

**UNIVERSITY of  
STIRLING**



- Innovation investment theme – approx. 50% of total UK and Scottish Government investment (£46.25m leveraging £100m+)
- University of Stirling is a signatory to the Deal and core delivery partner
- Deal signed 26 Feb 2020; first project in delivery, Sept 2021
- Regional partnership working focused on positive economic and social change



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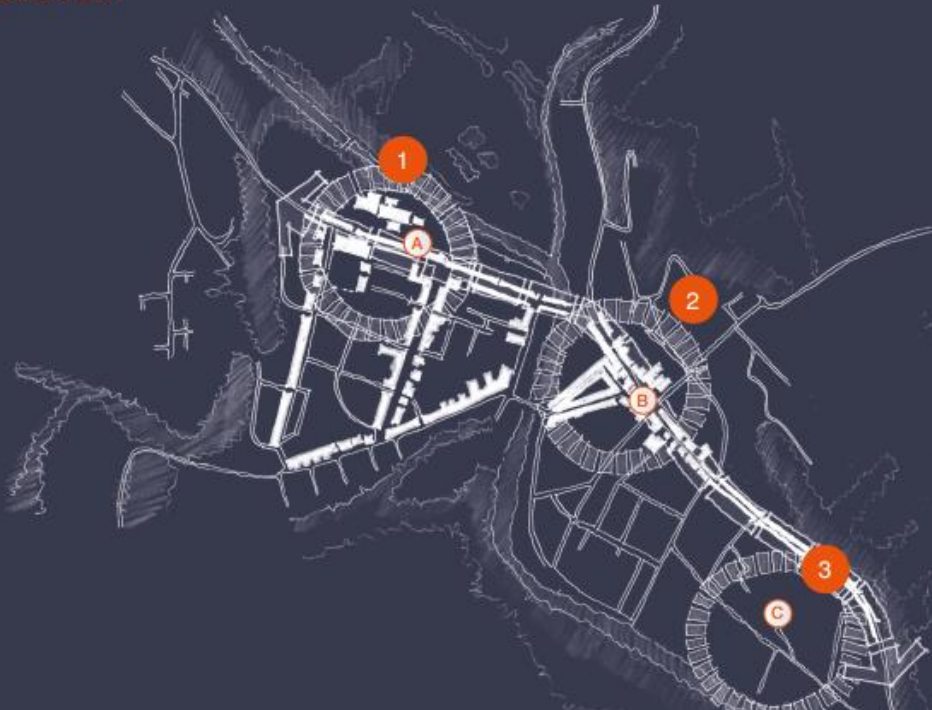
# Place Guide: A process for improved Place-based decision making

DECEMBER 2021

SCOTTISH  
FUTURES  
TRUST



National Planning Framework 4



### CLUSTERS

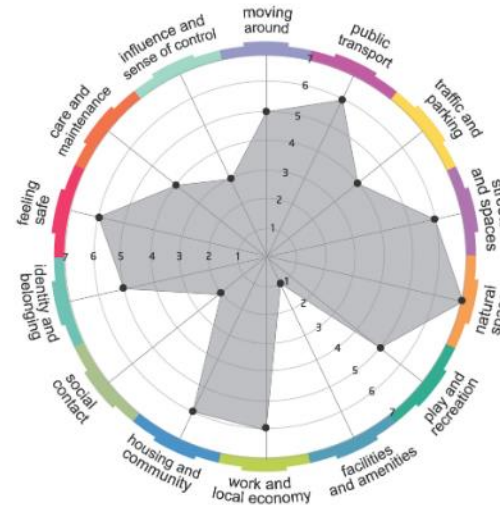
- 1** Learning Hub
- 2** Wellbeing Quarter
- 3** Worklife Zone

### ANCHORS

- A** Cultural Centre
- B** Entrepreneurial (Town Hall)



Scottish Government  
Riaghaltas na h-Alba



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## Key Messages:

- No one can do it on their own.
- Find the common ground with partners.
- Don't expect everyone to agree.
- Be flexible and make space for other ideas.
- Talk to each other – a lot.
- If its important, keep trying. If its not, find another way.
- Use each other's influence to find ways forward.
- Be patient.
- Look back as well as forward
- Fake it til you make it
- Next steps...

# *Thank you*

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