

Scotland...
A Nation of Towns
SURF Awards - Place

Towns as Economic, Environmental,
Cultural and Social Engines –

phil@scotlandstowns.org



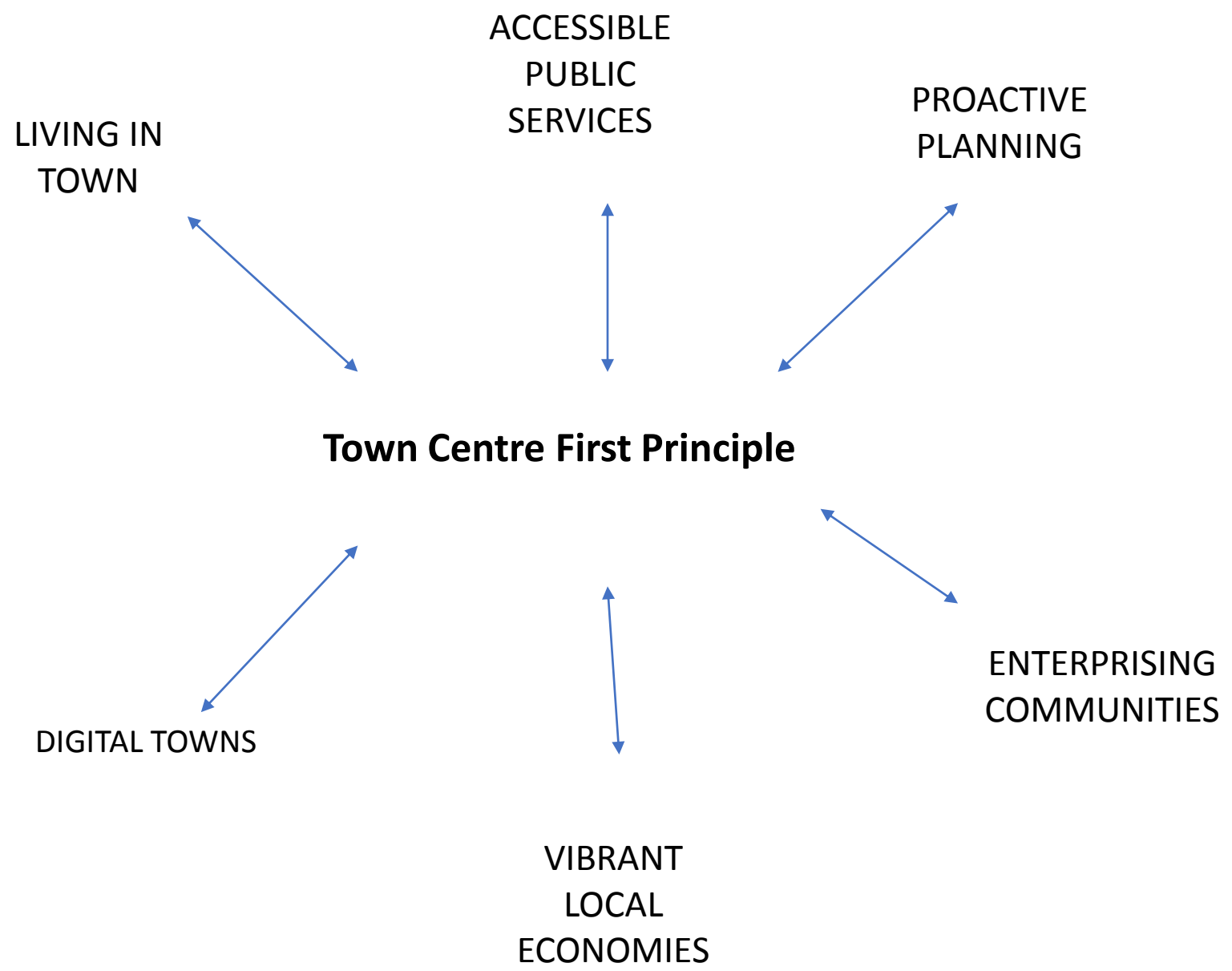
FRASER REVIEW 2013

National Review of Town Centres External Advisory Group Report:

Community and Enterprise in Scotland's Town Centres

Town Centre Action Plan - the Scottish Government response





LIVING IN
TOWN

ACCESSIBLE
PUBLIC
SERVICES

PROACTIVE
PLANNING

Town Centre First Principle

DIGITAL TOWNS

ENTERPRISING
COMMUNITIES

VIBRANT
LOCAL
ECONOMIES

Supporting Scotland's Towns



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SEARCH »



STP is the go-to body for Scotland's towns; a hub for promoting all things towns, and a hive of activity to help you learn, connect, find practical support and advice, and share good practice and knowledge. It is a

ABOUT SCOTLAND'S TOWNS

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Ayr

SOUTH AYRSHIRE

POPULATION **46,849**

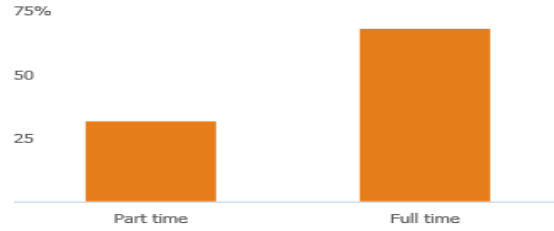
Ayr is the administrative centre for South Ayrshire. Its origins lay in its role as a port, burgh and market town. The port facilities and associated shipbuilding developed with the export of coal from the Ayrshire coalfields in the 19th and 20th centuries. The Ailsa Shipbuilding Company remained in Ayr until 1960. A commercial port still operates. In the 20th century it had a strong manufacturing base but this has significantly diminished. Today it acts as a service and administrative centre.

This type of large town is extremely mixed in terms of demographics. There is a particularly wide range of people, housing and activities. The number of older couples with no children is higher than average

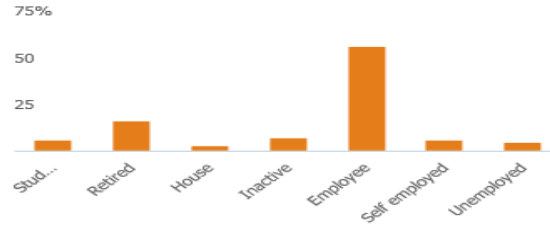


Employment

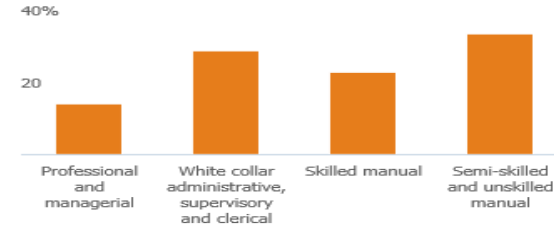
Employment (% working age 16-74)



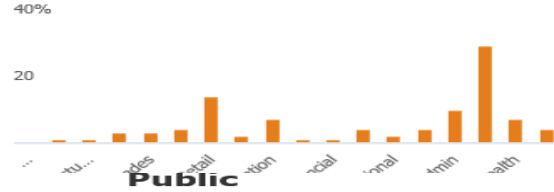
Occupation (% aged 16-74)



Social Grade (% households aged 16-64)



Sector Diversity



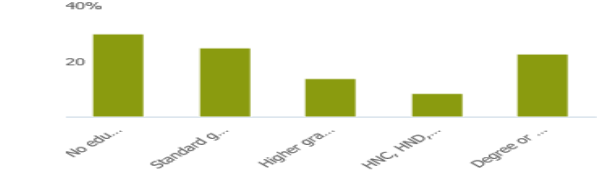
Distance travelled to work



Jobs



Education (% all people aged 16 and over)



Children in primary schools



Children in secondary schools



Hospitals



GP Surgeries



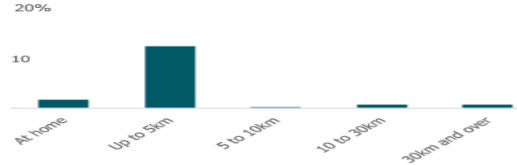
Commercial

Number of people per shop

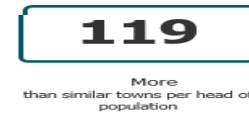


Social

Distance travelled to study



Number of residents per charity



Discover

Melrose has similar levels of mining jobs, and multiperson student households.

Bellsbank has similar levels of health jobs, and residents aged 45-64 years.

To gain more insight into Dumfries, compare it to any of the other towns included in USP.

[COMPARE TOWNS](#)

The USP Audit helps you collect local data about your town. It is designed to complement the national data presented on this page, enabling you to build up a fuller picture of your town.

[FIND OUT MORE](#)



Photo via Flickr user Kenny Murray, [under terms of license](#).

Your Town Audit: Ayr

Ayr has a population of around 47,000, having risen by 1% over the past decade. This report presents a summary of the Your Town Audit (YTA) for Ayr, conducted by Scotland's Towns Partnership and EKOS Economic and Social Development. The detailed YTA Framework and Data Workbook are provided under separate cover.

The Understanding Scottish Places (USP) data platform provides a summary analysis for the Ayr and identifies six comparator towns that have similar characteristics – Kilmarnock, Kirkintilloch, Bathgate, Kirkcaldy, Dalkeith and Dysart. The USP platform – www.usp.scot – describes Ayr in the following ways:

Ayr's Typology

This type of large town is extremely mixed in terms of demographics. There is a particularly wide range of people, housing and activities. The number of older couples with no children is higher than average. There is a mix of professional and non-professional jobs, and part-time and self-employment are both important for a significant proportion of residents. Socioeconomic status is higher than in other kinds of town and there is a mix of professionals and non-professionals, those with higher and lower educational attainment.

Ayr's Interrelationships

Ayr is an interdependent to independent town. Interdependent to Independent towns have a good number of assets in relation to their population. They have some diversity of jobs; and residents largely travel shorter distances to work and study, although some travel longer distances. These towns attract people from neighbouring towns to access some of their assets and jobs.

Active

INTRODUCTION AND KEY PRINCIPLES 41

Cultivating a range of activities and uses 42

Locating public services in town centres 44

Creating more town centre flats and houses 46

Keeping property in use 47

Supporting entrepreneurs 48

Exploring opportunities for funding 49

Adapting to changing shopping habits 50

Building loyalty 52

Embracing the digital high street 53

Making supermarkets work for the town centre 55

Being distinctive 57

Organising an events programme 58

Supporting local cultural activities 59

CASE STUDIES

Conversion of historic building into affordable housing [Glengate Hall] 46

Studies and assessments to inform a property investment strategy [Renfrewshire Council Feasibility Studies] 47

Drawing together resources and services for capacity building [underCOVER Barrhead] 48

Monthly themed events to attract custom to town centre [Fraserburgh Super Saturdays] 51

City-wide local currency to support local businesses [Bristol Pound] 52

Portsoy Boat Festival [Organise an Events Programme] 58

Arts network using shop unit, contributing to town centre regeneration [The Stove Network, Dumfries] 59



Attractive

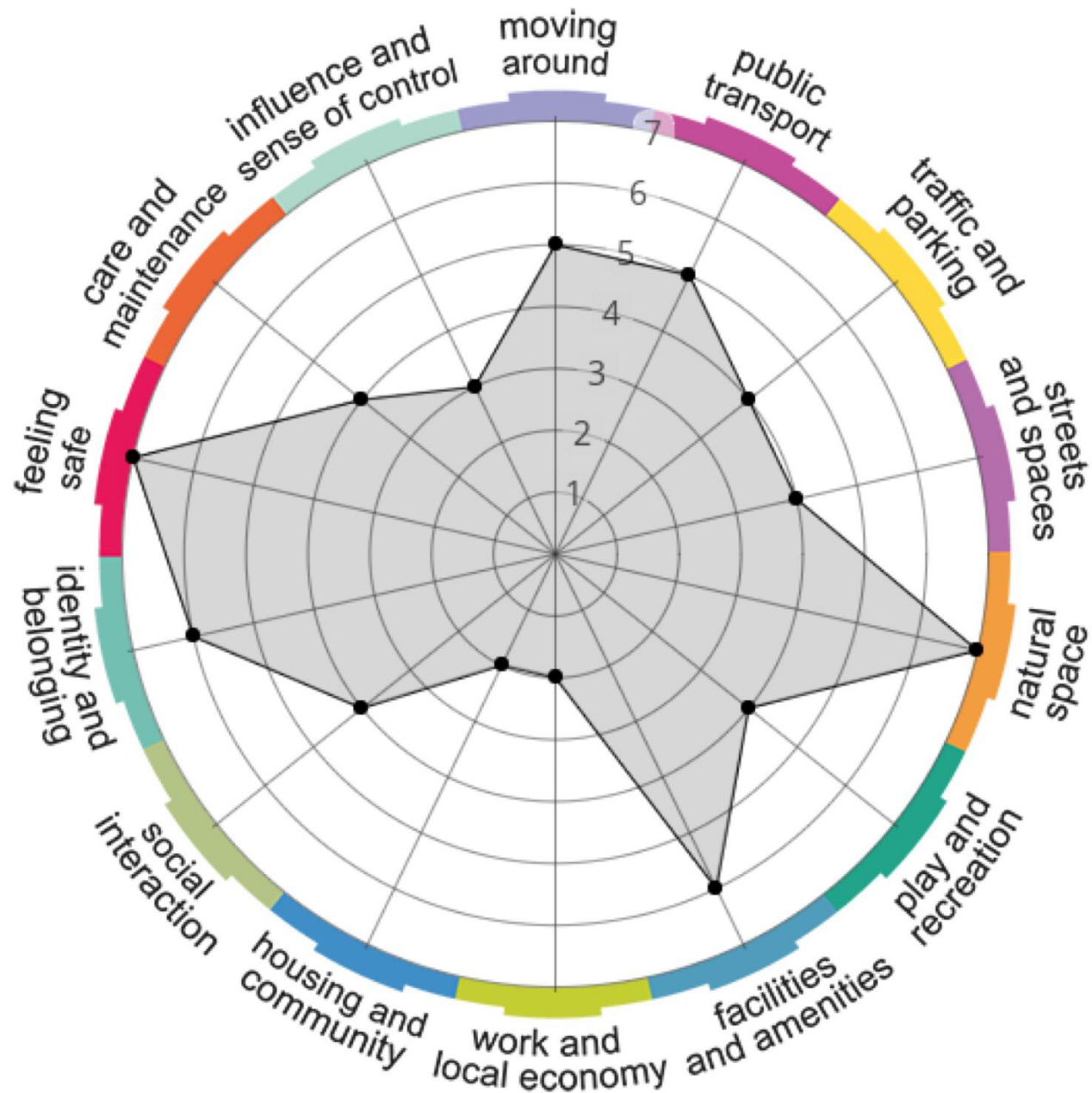
INTRODUCTION AND KEY PRINCIPLES	9
Developing identity and place	10
Mapping the quality of pedestrian experience	12
Appraising existing assets	14
Working with existing buildings	20
Integrating new buildings	22
Creating active frontages	24
Improving and enhancing shopfronts	25
Designing public spaces to feel safe	27
Designing for the weather	29
Creating places to sit	30
Improving greenspace	31

CASE STUDIES	
Strengthening identity through a focus upon historic landmarks <i>[Historic Heart of Falkirk]</i>	17
Key existing asset enhanced through high quality design <i>[Linlithgow Burgh Halls]</i>	18
Prioritisation of key buildings in town centres for restoration and creative reuse <i>[Kilmarnock Opera House]</i>	20
Restoring and renovating the historic character of shop frontages <i>[Stirling Historic Shopfront restoration]</i>	21
Community facilities housed in a new town centre building of appropriate character <i>[Birnham arts and conference centre]</i>	23
Grant scheme for improving historic shopfronts <i>[Govan Shopfront Improvement Scheme]</i>	25
Park Improvement project <i>[Dunfermline Public Park Project]</i>	31



Re-allocating space to create better balance	85	A low-speed town centre environment [Poynton regenerated]	90
Reducing vehicle design speed to 30 mph or less	89		
Creating people-friendly junctions	91		
Creating better pedestrian crossings	93		
Understanding current parking provision	96		
Integrating parking within town centres	97		
Managing parking to support economic vitality	98		
Using signage to minimise vehicle movements	101	Using Variable Message Signing to increase car park utilisation [Stirling Variable Message Signing]	101
Assessing how well current public transport meets needs	103		
Ensuring that public transport information is readily available	104	Improving bus service information [Bustracker, Edinburgh]	104
		Perceptions of bus travel being a poor quality choice as a mode of transport [The Banchory Quality Bus Corridor]	105
Ensuring bus waiting facilities are comfortable, accessible and convenient	106		
Responding to non-standard public transport needs	107	Local subsidised travel scheme for disabled residents [Dundee City Council – TaxiCard]	108
Improving existing bus and rail interchanges	110	Interchange improvements in comfort, safety, access and functionality [Fife Quality Bus Interchanges]	110
Effectively locating transport interchanges in towns	111	New bus station within retail complex and new interchange in existing location [Stirling Bus Station, St Andrew's Bus Interchange]	111
Ensuring ease of use of transport interchange	112		
Providing a safe and high quality experience for interchange users	113		
Providing and maintaining service access	114		
Determining whether a bus stop is needed	115		







**SCOTLAND'S
IMPROVEMENT
DISTRICTS**



BID

Business
Improvement District
– core delivery
vehicle, business
plan, financial and
legal model, flexible
and resourced

Community

Community Council
Social Enterprise
Third Sector
Anchor, RSL's
Development Trust
Public Crowd
Funding
Community Groups
Wider Grant
Funding
Volunteering
Community
Empowerment
Local Democracy

Corporate

Investors and
Developers
Shopping Centres
Transportation
Retailers
Energy and Utilities
Finance Sector
Telecomms
Housebuilders
Tourism
Corporate Social
Responsibility
Corporate
Volunteering

Public

Council
Schools, Colleges and
Universities
NHS and RSL's
Police and Fire
Historic, Creative and
Visit Scotland
Futures Trust
Public Bodies
National Grant
Funding
City and Regional
Growth



An aerial photograph of a coastal town and harbor. The town is built on a peninsula, with a dense cluster of buildings in the center. A large body of water surrounds the town, with a bridge crossing a narrow channel. In the background, there are more islands and a large industrial or commercial area. The water is a deep blue, and the sky is clear.

I have heard from the venue and the advice given is;

The best place to park is at the Discovery Car Park, juts next door it's pay and display or the Greenmarket, which is an 8 minute walk and is pay on departure.

I hope that is useful.

Thanks
Emma