



**ABERDEEN**  
CITY COUNCIL

# Regeneration and Housing Investment Service

John Quinn - Head of Service





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# Definitions of Regeneration

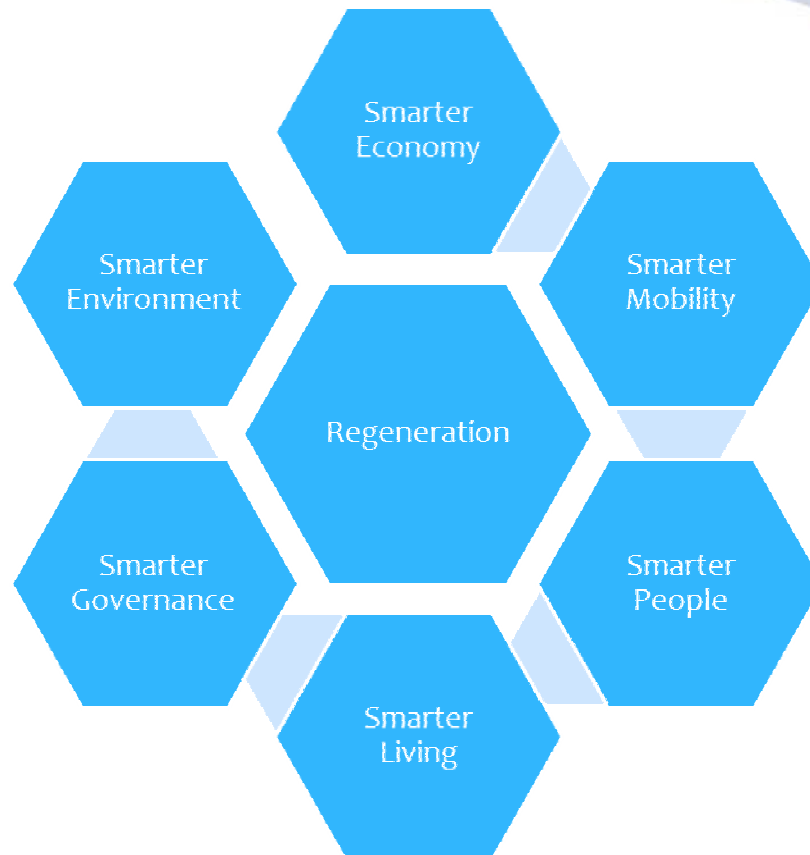
- \* *‘Regeneration is the holistic process of reversing the economic, social, and physical decline of places where market forces alone will not suffice’ (Scottish Government 2011)*
- \* *Revitalising Sustainable Communities*

# Foundation of Refreshed Strategy



- \* **A Regeneration Strategy requires a delivery focus centred on Aberdeen as a ‘Smarter City’**
- \* **A Council proposed Regeneration Strategy requires to be holistic and embedded throughout all Departments of the Council**
- \* **A Regeneration Strategy will structure the Council and its partner’s current commitment to resources affecting regeneration and be a catalyst for attracting additional investment**

# Regeneration Profile



# Smarter Economy



Affordable Housing

Financial Investment

Promotion of City

# Smarter Mobility



Access Links to and from City

Digital Connectivity

Sustainable Transport

# Smarter People



Quality School Education

City of Learning and City of Culture

Skilled Workforce in City

# Smarter Environment



Reduced Carbon

Increased Recycling

Improved Parkland and Streetscape



# Smarter Governance



Values

Decision Making

Community Driven

# Smarter Living



Improved Quality of Life for All

Active Living

Quality Services for Citizens

# Governance

