Irvine – Scotland’s Most Improved Town

Alasdair Laurenson, Senior Manager, Regeneration
About Irvine

- Population of c.39,000
- New Town Designated 1966
- Population of up to originally 100,000 envisaged
- Saw development of:
  - Industries such as Volvo, ICI, GSK, NACCO forklifts, etc
  - Major developments such as Rivergate, Magnum Centre, Beach Park completed in 1970s
- North Ayrshire 68% employment compared to 74% in Scotland
- Deprivation – contains 9 datazones in 15% most deprived in Scotland
From this

To this
Structure of Presentation

Areas of Focus
• Town Centre Regeneration
• Jobs
• Community Development

Results
Challenges
What’s Next
Portal Leisure Centre

Opened January 2017 at cost of £18M

Closure of Magnum Centre
- Loss of history and profile
- Loss of facilities

Increased visitor numbers and footfall on High Street

Associated £2M renovation of Townshouse
Bridgegate House & Public Realm

£8.5M investment through façade improvement and reconfiguration of interior

Reallocation of and increase in Council staff to support town centre

£3M improvement of public realm

Town Centre TV

Completed 2014
Irvine Conservation Area Regeneration Scheme

£1M investment with Historic Environment Scotland
Trinity Church Priority Building
Small Grants Scheme
Proposed – High Street Public Realm

£3M investment to link Bridgegate to Portal
Address tired public realm and pedestrian/traffic conflict
Supported by Sustrans, SPT
Work to start on site June 2018
Support to retailers through £0.25M budget for marketing & a property improvement scheme
Proposed – Quarry Road Business/Sports/Health

£8.5M committed
1\textsuperscript{st} phase - £3M offices nearing completion
2\textsuperscript{nd} phase - £5.4M investment in sport
Redevelopment of vacant/derelict land
Support from SG Vacant and Derelict Land Fund, RCGF
3\textsuperscript{rd} Phase – Health facilities being considered
Proposed – Purchase of Rivergate Centre

Off market purchase of 300,000 sq ft centre

Value c.£50M

Finances - borrow over 30 year period, annual surplus of c.£1M generated after debt repayment

Risks – considered lease/tenant strength, building condition

Benefits - proposal to invest surplus in town centre regeneration to improve centres offer – cinema, foodcourt, leisure

Recommendation to Council December 2017 - rejected by a single vote
Jobs

£12.5M investment in Irvine Enterprise Area
- £5M strategic Investment Campus infrastructure
- £7.5M in offices and industrial unit
300,000 sq ft and 300 jobs

Supported by Team North Ayrshire

£5M Tax Incremental Finance investment

MMIC Bid
Community Development

Economy & Communities Directorate

Led to Irvine Vision and WTFI

Irvine Locality Partnership
Results

• IEA investment:
  • 300 additional jobs
  • 300,000 sq ft of space occupied

• Town centre footfall

• Increased housing completions

• Private sector investment

• Most improved town award
Challenges

Deprivation and education statistics
Future of retail and impact on town centre
Political support
Finances
Public perception
SG
- Support for inclusive growth
- RCGF
Delivery within local authority structure
What's next?

Irvine Enterprise Area
- MMIC decision
- TIF decision

Ayrshire Growth Deal
Regional Partnership with South and East Ayrshire Councils
- Delivery mechanism for AGD
- Means of reducing costs
- Stronger voice for Ayrshire