

PROGRAMME / SPONSORS / EXHIBITIONS / WORKSHOPS

# STC2016

SCOTLAND'S TOWNS CONFERENCE  
9 November 2016, Kirkcaldy



**Unlocking the Potential  
of Scotland's Towns**

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## Unlocking the Potential of Scotland's Towns

The Adam Smith Theatre and Kirkcaldy Galleries, Kirkcaldy

**Chair:** Lesley Riddoch, Award-winning Journalist, Commentator, Broadcaster

- 
- 08:00 Breakfast**  
Registration and Information | Marketplace | Networking | FutureTown Voting
- 
- 08:30 Kirkcaldy Walk About** (optional)
- 
- 09:30 Welcome - Lesley Riddoch**
- 
- 09:35 Welcome to Scotland's Towns Conference 2016**  
Councillor Lesley Laird, Deputy Leader of Fife Council  
Professor Leigh Sparks, Chair, Scotland's Towns Partnership
- 
- 09:45 In Conversation with...**  
Minister for Local Government and Housing, Kevin Stewart MSP and Chair, Lesley Riddoch
- 
- 10:00 How Can Our Towns Deliver Inclusive Economic Growth?**  
Dr Steve Millington, Director of the Institute of Place Management - Manchester Metropolitan University, and Co-investigator in ERSC High Street 2020
- 
- 10:20 Working Together to Unlock the Potential of Scotland's Communities – SURF's Alliance for Action**  
Andy Milne, Chief Executive, SURF
- 
- 10:40 Questions**
- 
- 11:00 Coffee | Marketplace | Networking | FutureTown Voting**

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### 11:30 – 12:30 Workshops

Choose two of the four workshops listed below. Workshops will be repeated at 13.45 where you should attend your second choice.

- 1) **Digital Towns:** Chaired by Polly Purvis, Chief Executive, Scotland IS. Featuring Kirkcaldy4All, Auchterarder Community Partnership and 802 Event WiFi.
- 2) **Town Centre Living:** Chaired by Diarmaid Lawlor, Head of Urbanism, Architecture and Design Scotland. Featuring Renfrewshire Council, Angus Council and Redford Homes.
- 3) **Creative Places:** David Smith, Head of Programmes, Cultural Enterprise Office. Featuring Stove Project, Dumfries and Ice Cream Architecture.
- 4) **Proactive Planning and Place-making:** Chaired by Nikola Miller, Principal Planning Adviser, Homes for Scotland. Featuring Fife Council and Scottish Borders Council.

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### 12:45 Lunch | Marketplace | Networking | FutureTown Voting

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### 13:45 – 14:45 Workshops

*Please attend your second choice*

- 1) Digital Towns
- 2) Town Centre Living
- 3) Creative Places
- 4) Proactive Planning and Place-making

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### 15:00 Transforming Public Service Delivery to Create Liveable, Sustainable Places

Professor Jarmo Suominen, Professor of Service Architecture, Aalto University, Finland

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### 15:20 How Small Changes Can Make a Massive Difference

Kelvin Campbell, Founder, Massive Small

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### 15:40 Questions

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### 16:00 Closing Remarks – Lesley Riddoch and Phil Prentice, Chief Officer, Scotland's Towns Partnership

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**Information and booking [www.scotlandstowns.org](http://www.scotlandstowns.org)**

# SPONSORS

## EVENT PARTNERS



### Fife Council

Fife Council is Scotland's third largest Local Authority with a resident population of just over 368,000 almost a third of whom live in the principle towns of Dunfermline, Kirkcaldy and Glenrothes.

Fife is well connected with Edinburgh, Glasgow, Dundee and Aberdeen all within easy reach, companies located in Fife benefit from ready access to customers, suppliers, collaborators and a globally competitive talent pool.

Fife offers remarkable variety, all contained within 1,325 square kms on the east coast of Scotland. The 'Kingdom of Fife' is famous for its colourful fishing villages, glorious beaches and coastline, and St Andrews - the home of golf. With its rich culture, history and heritage, outdoor activities, leisure pursuits, delicious local food and welcoming accommodation, Fife delivers every time.

[www.fife.gov.uk](http://www.fife.gov.uk)



### Scottish Government

The Town Centre First Principle encourages the public sector to continue to invest in town centres and help communities thrive. The principle, jointly developed by Scottish Government and COSLA, is about adopting an approach to decisions that considers the vibrancy of town centres as a starting point.

[www.gov.scot/Topics/Built-Environment/regeneration/town-centres/TheTownCentreFirstPrinciple](http://www.gov.scot/Topics/Built-Environment/regeneration/town-centres/TheTownCentreFirstPrinciple)

## PRINCIPAL SPONSORS



### Abellio ScotRail

Abellio is committed to improving connectivity, prosperity, and sense of community within and between towns and cities. We recognise that our services and stations play a major role in the economic regeneration and growth of many places and work with local partners and communities on initiatives that make a real difference for town and city centres and the people who live and work there. Investment in services, station improvements, active travel and accessibility innovations are just part of the passenger-focused plan to cater for travel from door-to-door, not just between stations. In the UK, Abellio operates buses through Abellio London & Surrey, as well as ScotRail and Abellio Greater Anglia train services, and Merseyrail in joint venture with Serco.

[www.abellio.com](http://www.abellio.com)



### Land Engineering

Land Engineering delivers projects, responsive and ad hoc works for a range of external assets to a wide range of public and private sector clients across Scotland. Services include civil engineering, public realm, landscaping, stone restoration, grounds maintenance and winter services. Innovative solutions and a flexible approach ensure the infrastructure we construct and maintain is fit for purpose, delivers the greatest value for investment, enriches the environment and promotes well-being in communities. Central to delivering successful public sector infrastructure projects, is the company's 15 year track record in providing community training and sustainable employment, with a particular emphasis on reaching those who face most barriers to employment. A partnering approach with public, voluntary and community sectors ensures measurable economic benefits as an essential part of project delivery success.

[www.landengineering.co.uk](http://www.landengineering.co.uk)

## SPONSORS



### ABB Scotland

ABB Scotland is the trade association for the high street betting industry in Scotland. Our members include four of the largest five operators, William Hill, Ladbrokes, Coral and Paddy Power Betfair, as well as almost 100 smaller independent bookmakers, including Scotland's largest independent operator Scotbet. Betting shops employ more than 5,000 people across Scotland and contribute more than £110 million in taxes and business rates. The ABB Responsible Gambling Code is mandatory for all our members and underlines our commitment to ensure that our 650,000 customers bet safely and responsibly.

[www.abb.uk.com](http://www.abb.uk.com)



### Blachere Illumination UK

Blachere Illumination UK is not only the largest supplier of Christmas lighting in the UK, it is also a division of the international Blachere group with headquarters in France. Developing, designing and manufacturing Christmas lighting since 1972. The strategy of the business is innovation of new products and technology, ensuring quality and reliability. Using the latest LED (light emitting diode) technology, the benefits, longer product life and lower power consumption - therefore reducing electricity costs. Blachere Illumination is an ISO 9001 accredited company and has systems and processes in place to ensure that your project exceeds your expectations.

If you would like to run through arrangements or have any queries, please don't hesitate to contact us.

[www.blachere-illumination.co.uk](http://www.blachere-illumination.co.uk)



### Business Improvement Districts Scotland

Business Improvement Districts Scotland (BIDs Scotland) is the national organisation and voice for BIDs in Scotland, providing support, advice and encouragement to business groups, communities and local authorities considering and developing a Business Improvement District. BIDs Scotland works with the operational BIDs across Scotland to assist them in delivering positive improvements for their local communities, whilst at the same time, contributing to inclusive local economic growth. BIDs Scotland looks to develop strong global connections and believes in internationalism, with a need to share knowledge and information with other nations and colleagues, to help create more successful and innovative BIDs and to contribute to building a more successful country.

[www.bids-scotland.com](http://www.bids-scotland.com)



### CGI

CGI has been successfully delivering and investing in the Scottish public sector for over 25 years. Most recently CGI was selected for both the City of Edinburgh and Scottish Borders Council IT outsource contracts. CGI is committed to transforming the way public and private sector clients work and engage with citizens in our towns and cities. We partner with our clients to deliver significant value through digital transformation projects and understand that Scotland will truly flourish by adopting emerging and future technologies.

[www.cgi-group.co.uk](http://www.cgi-group.co.uk)



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[www.spring-board.info](http://www.spring-board.info)



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[www.sustrans.org.uk/our-work-scotland](http://www.sustrans.org.uk/our-work-scotland)

## THE MARKETPLACE

### EXHIBITORS



### 802 Works

Event WiFi delivers Intelligent WiFi solutions to Town Centre and Community environments. Intelligent WiFi has positioned 802 Event WiFi as one of the major providers of Town Centre WiFi solutions in the UK.

Intelligent WiFi attracts more people, increasing footfall and dwell times to accelerate economic growth. 802's industry leading Intelligent WiFi allows local businesses to integrate key marketing elements through their Community or Town Centre WiFi. The aim, to make internet access as simple yet engaging as possible and transform the way consumers connect, engage and interact with local business.

802 Intelligent WiFi will promote local business products and services, offers and rewards, effectively communicate Community activities, as well as providing demographical and analytical reporting for business and town improvement. The Intelligent platform allows direct engagement between business and consumers that will enhance the shopping experience.

The positive outcome of Intelligent WiFi is to deliver both improved social and economic benefits to both consumer and business communities.

[www.802works.co.uk](http://www.802works.co.uk)



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### Carnegie UK Trust

Carnegie UK Trust has a strategic purpose to improve the wellbeing of people in the UK and Ireland, with particular regard to people who are disadvantaged. To achieve this goal, we aim to change minds through influencing public policy and change lives through innovative practice and partnerships. The Trust has identified 'Flourishing Towns' as one of its thematic priorities in its 2016-2020 strategic plan and is interested in the innovation, regeneration and sustainability of towns. We currently have a number of resources, reports and funding opportunities available. Please visit our stand to find out more or view [www.carnegieuktrust.org.uk](http://www.carnegieuktrust.org.uk)



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### Our Community Hub

Our Community Hub is a white-label online platform (website, app and content management system) that revitalises local communities. It is: (a) *a hub for the community* - the "go to" place for users interested in local clubs, schools, churches, weather, travel, deals, events, Councils, businesses and others; (b) *a source of visitor information* - on places to stay, local attractions, etc; (c) *a powerful marketing platform* - promote the community as a destination of choice for shopping, leisure and business; and (d) *a direct and immediate communication channel* - notices are sent out automatically by smartphone message and email.

[www.OurCommunityHub.com](http://www.OurCommunityHub.com)



### Pop Up Power Supplies Ltd

The Company specialises in the provision of a range of retractable power supply units, for a variety of outdoor events. Our innovative appliances are leaders in their field. Essentially environmentally friendly and virtually 'tamperproof', they are hidden below ground and are raised when you need them. They are used to supply electricity with a wide range of electrical sockets from 16 amps to 150amps in public places such as town centres, and enables you to run a wide variety of special events, be they regular markets or concerts.

[www.popuppower.co.uk](http://www.popuppower.co.uk)



### Rapier Systems

At Rapier Systems, we understand Wi-Fi, from how to implement a network, to managing and maintaining it too. We also understand how to leverage the power of Wi-Fi in a Smart Town or City environment. Let us show how we are working with many other town and city centre managers, helping them to make the most of this previously unavailable fantastic sales and marketing tool.

[www.rapiersystems.com](http://www.rapiersystems.com)



### Scotland's Towns Partnership

A Single Voice for Scotland's Towns.

Scotland's Towns Partnership is the national agency for towns in Scotland; representing and promoting the diversity of our towns and places, and supporting those organisations and groups that have an interest in or ownership of them. Our role is to act as a hub for relevant news, resources, knowledge and good practice; to support learning and community through our events and campaigns; to influence and share policies that have an impact on towns; and to raise the profile of Scottish towns, which we do principally through the Scotland's Towns Week campaign, encouraging towns to run activities and the public to use their town centres.

[www.scotlandstowns.org](http://www.scotlandstowns.org)



### Scottish Environment Protection Agency (SEPA)

SEPA is Scotland's principal environmental regulator. Our statutory purpose is to deliver environmental protection and improvement (environmental success) in ways that, as far as possible also create health and well-being benefits (social success) and sustainable economic growth (economic success). SEPA's recently announced regulatory strategy, *One Planet Prosperity*, sets out our vision for delivering environmental success in ways which will also create social and economic success. SEPA services include: monitoring and reporting on the state of our environment; working with partners to promote sustainable resource use; environmental regulation; providing public warning systems, and responding to environmental emergencies. We help to deliver Scottish Government's policy agendas on topics including climate change, zero waste, environmental crime and sustainable flood risk management.

[www.sepa.org.uk](http://www.sepa.org.uk)



### Scottish Grocers Federation

SGF is the national trade association for the convenience store industry in Scotland. It is the authoritative voice for the industry to both policy makers and the media. The Federation's key activities are, communication, lobbying, advice and networking.

The SGF currently has over 3,000 stores in membership. Membership includes all the major symbol groups, Co-op and convenience multiples operating in Scotland. Our members provide a wide selection of products and valuable services throughout Scotland's cities, local town centres, rural and island communities. The sector contributes £532 million per annum to the Scottish economy in Gross Value Added. The sector directly employs over 41,000 people. Each independent convenience store also reinvests hundreds of thousands of pounds each year back into the local economy by providing local jobs, using local services and local suppliers. SGF promotes responsible community retailing and works with the Government, the Scottish Parliament and the media to encourage a greater understanding of the contribution convenience retailers make to Scotland's communities.

[www.scottishshop.org.uk](http://www.scottishshop.org.uk)



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## FutureTown Design Competition Gallery – Vote Now!

Check out the shortlisted designs for the FutureTown Design Competition at the Scotland's Towns Partnership stand in the 'Marketplace'.

We asked the towns' network to come up with some creative town centre solutions for a possible STP Future High Street - we had a fantastic response and are very impressed with our shortlisters!

Vote for your favourite today!

# STC16 WORKSHOPS

STC16's interactive workshops explore key issues in-depth, with invited case studies informing discussion and questions. Choose two of the four workshops listed below upon event registration. Workshops take place at 11.30 and 13.45. Please attend your second choice at the latter time slot.

## 🏠 Digital Towns

**Glenrothes Room, Adam Smith Theatre**

Polly Purvis, Chief Executive, Scotland IS (Chair)

Bill Harvey, BID Manager, Kirkcaldy4All

Geoff Gelder, Secretary, Auchterarder Community Partnership

Felix Gibson, Founder & CEO, 802 Event WiFi

Given Scotland's geography and advances in digital technology, it is critical that towns develop new partnerships to deliver their wider regeneration or development strategies. It is highly likely that digital deployment and skills provision will be relevant to most towns in some shape or form. For example, this could be linked to education, tourism, co-working environments or business growth. Satellite, whitespace, 3/4/5G Mobile, Fixed Line, Superfast fibre broadband etc. are all becoming available across the country and towns need to be aware of technologies and be ready for uptake. Partnership will be key to ensure we deliver growth, skills and better digital user experiences.

## 🏠 Town Centre Living

**Dunfermline Room, Adam Smith Theatre**

Diarmaid Lawlor, Head of Urbanism, Architecture and Design Scotland (Chair)

Alasdair Morrison, Head of Regeneration, Renfrewshire Council

Kirsty Macari, Senior Planning Officer, Angus Council

Lorna Redford, Managing Director, Redford Homes

Our town centres are facing the perfect storm: including a drift of talent and youth to city economies; structural changes in retail; ongoing effects of economic recession and recovery; welfare reform; dysfunctional property and housing markets; less disposable local income; and a fast shrinking public sector.

The issues are complex and there is no silver bullet solution, but a good start might be to link these problems together to embed a "town centre living" agenda. Towns already have the required infrastructure and utilities. Why can't local communities start looking at delivering housing solutions back in their town centres? This approach delivers on low carbon and on social justice, it creates appropriate local housing

options as well as delivering on social and economic outcomes, and it puts vibrancy, security and footfall back into our town centre.

## 🏠 Creative Places

**Activities Room, Kirkcaldy Galleries**

David Smith, Head of Programmes, Cultural Enterprise Office (Chair)

Matt Baker, Orchestrator, The Stove Project, Dumfries

Michael Goodger, Project Delivery, Ice Cream Architecture

Towns are a storybook of Scotland's journey as a nation. Our culture and heritage define us – and it is who we are and where we come from that makes us unique and authentic. It is crucial that towns use this culture and heritage creatively - through events and festivals to media and technology, small maker - creative projects, and new business proposals. Town centres provide ideal spaces for creatives to meet, collaborate, test, inspire and incubate.

## 🏠 Proactive Planning and Place-making

**Scotland's Town Square, Adam Smith Theatre**

Nikola Miller, Principal Planning Adviser, Homes for Scotland (Chair)

Gordon Mole, Senior Manager, Business and Employability, Fife Council

Steven Revell, Galashiels Town Centre Coordinator, Scottish Borders Council

The Scottish Government is currently reviewing the planning process. Meanwhile practitioners are utilising the Town Centre Action Plan and Simplified Planning Zones, and the Town Centre First Principle has been adopted by all 32 Local Authorities - all important tools to support town centres. This has taken us so far and given some direction, however more can be done in the planning sphere, and this workshop will explore what these options could be. Meanwhile, Planning and Place-making is broader and all-encompassing – it is about using a multifaceted creative collaborative approach to planning, management and design of space, and creating places for people which support wellbeing, community and local economies.

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