

East Dunbartonshire Draft Economic Development Strategy

Consultation Report

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Summary

The priorities, objectives and actions that form the Final Economic Development Strategy 2017-2020 were informed by initial background research into East Dunbartonshire and the wider economy; a review of relevant local, regional and national policy to assess drivers of economic growth; and the consultation which is reported on in this document. Consultation is one of the most important parts of the policy process in the public sector because it is essential that the community in which we represent have their chance to comment on the strategy and the work we intend to do in their communities.

Part one of this consultation report provides detail of the early engagement which took place after the initial research period but prior to any writing or drafting of the strategy as this important process helped inform the direction the strategy would take. Approximately 219 people/ businesses/ community groups took part in this early engagement process, the methodology for which is outlined in part one of this report, involving a tourism workshop, online survey, and interviews with town centre businesses.

Part two provides details on the draft consultation which took place after the draft strategy was approved by the Community Planning Partnership, and involved an online questionnaire, drop-in consultations sessions at the libraries of the four main towns and a booth at the Kirkintilloch Canal Festival. There was extensive promotion and advertising for this draft and effort was made by all members of the East Dunbartonshire Economic Partnership (EDEP) to encourage people to take part, further details of which are in part two of this document, however only 17 individuals or groups chose to take part in this. Part two responds to any comments that were made on the draft strategy and addresses any concerns.

Part One: Early Engagement

Introduction

The aims and objectives of the Draft Economic Development Strategy (2017-2020) were reached by combining a number of approaches to research the needs of the area. These consisted of the creation of an economic profile of East Dunbartonshire by undertaking socio-economic research; a full review of relevant national, regional, and local policy to ensure consistency and accuracy; and a consultation to find out what local residents, businesses, community groups and partner organisations felt were the main economic problems, or priority areas for the local economy which is detailed in this report.

The Economic Development Strategy is a Community Planning Partnership (CPP) policy that will be implemented and monitored by the East Dunbartonshire Economic Partnership (EDEP), a subgroup of the CPP with the remit of delivering Local Outcome 1 in the Local Outcomes Improvement Plan: *East Dunbartonshire has a sustainable and resilient economy with busy town and village centres, a growing business base, and is an attractive place in which to visit and invest.* The economic development strategy outlines how the CPP will achieve this outcome. Community Planning is the method of planning for an area using the combined efforts and local knowledge of private, public, and third sector agencies working in the area in order to improve the quality and delivery of local services. An integral part of Community Planning is community engagement, as local people that live and work in East Dunbartonshire are dealing with the particular economic issues in the area. Community engagement ensures that services and strategies are reflective of the requirements that are unique to an area because it means that they are planned and delivered jointly with the people using the services.

Methodology

There were three main strands of the consultation process in order to gather in-depth information through speaking to people directly, as well as reaching a wider audience through a survey. The outcomes of each of these methods are explained in this report.

The first step was a workshop that was held on the 25th of February 2016 in Lennoxtown. This brought together public, private and third sector organisations operating in the area to discuss current tourism provision in the area, options for improvement and how to work in partnership to improve upon tourism attractions and promotion.

In order to reach businesses and get in-depth responses as opposed to just answers to direct questions, in February 2016 a member of the Economic Partnership spent a day in each of the four large towns in the area – Kirkintilloch, Bishopbriggs, Bearsden and Milngavie – speaking to town centre businesses about their town centre and how it could be improved, as well as how they access business development services in the area and how they promote their business.

Finally, an online survey was distributed via Survey Monkey, so that this could be distributed more widely. The survey was live between 18th March and 12th May 2016 and was split into four different sections so that questions could be tailored to the respondent depending on whether they were a local resident, business, community group, or a partner organisation operating in the area. This was promoted through East Dunbartonshire Council's website and social media accounts, partner social media accounts, and was sent out directly to local community and traders groups.

Details of each of these methods are provided below.

Survey Analysis

Resident Questions

Clothing and Shoe shopping

The most popular locations for East Dunbartonshire residents to shop for clothing and shoes are Glasgow City Centre, online, and a Glasgow Shopping Centre or Retail Park. There are slight differences between the East and West of the authority outside of these categories, with those from Milngavie and Bearsden being more likely to use Glasgow based shopping centres and retail parks, whereas those from Kirkintilloch, Bishopbriggs, and the villages are more likely to use Strathkelvin Retail Park. The most popular responses are highlighted in each table, which indicates the frequency of shopping in different locations.

	Most	Sometimes	Rarely	Never
Town Centre	13	40	29	50
Other ED TC ¹	2	29	44	51
Strathkelvin ²	17	51	25	34
Glasgow CC ³	40	60	25	3
Glasgow mall/ park ⁴	22	59	27	18
Glasgow other	7	36	42	32
NLC ⁵	0	10	15	100
Other Scotland	0	32	56	36
Online	37	69	11	12

Food shopping

Generally residents tend to stay within the authority to do most of their food shopping with the most popular response being their own town centre; other East Dunbartonshire town centres and Strathkelvin Retail Park are also used frequently, though there are slight variations in other areas that are most commonly used. Milngavie residents are more likely to use their own town centre or to a lesser extent Bearsden; the converse can be said about Bearsden residents. Those from Kirkintilloch, Lenzie, Bishopbriggs and the villages also mostly report shopping in their own town centre but the second most popular response was Strathkelvin Retail Park, and sometimes other East Dunbartonshire locations.

¹ Other East Dunbartonshire town centre

² Strathkelvin Retail Park

³ Glasgow City Centre

⁴ Glasgow based shopping centre or retail park

⁵ A location within North Lanarkshire

	Most	Some	Rarely	Never
TC ⁶	76	34	15	7
other ED TC	14	35	39	35
Strathkelvin	6	42	35	40
ED out of town ⁷	15	29	31	50
Glasgow CC	4	19	43	56
Glasgow Mall	3	22	41	60
Glasgow other	6	22	25	69
NLC	1	9	12	102
Other Scotland	0	12	41	71
Online	8	20	23	67

Restaurants

East Dunbartonshire and Glasgow City Centre restaurants are most popular with residents across East Dunbartonshire, with a slight preference over local establishments. Residents of Milngavie are sometimes likely to venture towards Stirling, and Bearsden residents will occasionally go to other places in Glasgow but they are still more likely to use local or Glasgow City restaurants. Those from other towns and villages reported that they rarely visited restaurants in locations other than East Dunbartonshire or Glasgow City Centre.

<u>All</u>	Most	Some	Rarely	Never
ED	34	72	22	3
Glasgow CC	25	72	28	4
Glasgow other	9	32	44	33
Stirling	0	29	54	45
NLC	0	8	28	89
LL&Tros ⁸	0	25	58	44
A&Bute ⁹	0	13	56	58
other	2	22	27	51

Day visits

Residents are slightly more likely to go for day visits in Glasgow City Centre, but a very similar number reported taking most of their visits within the authority. Loch Lomond, Stirling and other Glasgow locations are also popular day visit locations. Bearsden was the only town that's main day visit location was somewhere other than East Dunbartonshire or Glasgow City centre, and reported

⁶ Respondent's Local town centre

⁷ Location within East Dunbartonshire not within a town centre

⁸ Loch Lomond and the Trossachs

⁹ Location within Argyle and Bute

other locations in Glasgow as the main location which is most likely due to proximity to Glasgow's West End.

<u>All</u>	Most	Some	Rarely	Never
ED	22	61	28	15
Glasgow CC	14	72	31	8
Glasgow other	0	71	32	16
Stirling	7	62	43	15
NLC	1	19	40	65
LL&Tros	19	71	30	11
A&Bute	5	51	50	24
other	5	37	21	30

East Dunbartonshire Attractions

Overall, residents tend to visit local attractions quite infrequently, with Mugdock being the most visited attraction other than bars and restaurants in general. East Dunbartonshire also appears to have quite an active population, with residents reporting walking and cycling on a weekly basis. In the other categories however the answer chosen most frequently was less than annually. Milngavie residents also visit the Lillie Art Gallery, which is located in Milngavie, far more frequently than those from other towns and both Milngavie and Bearsden residents are far less likely to attend the Kirkintilloch Canal festival than those elsewhere in the authority. Bearsden residents also report walking and cycling less frequently than everywhere else. Residents of Kirkintilloch, Lenzie and Bishopbriggs make more use of the canal and are more likely to attend the canal festival annually, and Kirkintilloch residents report going to the canal monthly as opposed to the 'less than annually' that most other towns reported. The villages make more use of long distance trails and are more likely to visit Clachan of Campsie more regularly.

<u>All</u>	Weekly/+	Monthl y	Annua l y	<Annua l y	Once
Wall ¹⁰	1	1	24	59	41
Canal ¹¹	14	29	30	35	14
Mugdock	12	59	34	14	9
Canal Fest		0	39	53	27
Auld Kirk		7	21	59	25
Lillie	3	15	27	54	20
Campsies	8	27	42	41	8
Clachan	1	18	31	54	16

¹⁰ The Antonine Wall

¹¹ The Forth and Clyde Canal

other ED vill/towns	8	30	25	39	17
Walk/ cycling	64	31	13	9	9
Long distance paths	21	17	13	44	24
Restaurants	19	75	23	9	5
Bars/ Eve	11	47	35	20	10

Purpose of town centre trip

The most common use of the town centres is for food shopping, though they are also visited weekly for recreation or using the facilities. Residents use the town centres for services generally a few times a year but they only use their town centre for clothing and shoe shopping typically once a year or fewer. Milngavie residents shop in their town centre for clothing and shoes monthly, but report using town centre facilities slightly less often. The villages tend to use their town centres a little less frequently than the bigger towns.

<u>All</u>	Weekly	Monthly	Few/year	Once year/-
Food shop	99	13	12	3
Clothes/ shoes	4	29	37	50
Health apt	5	25	74	26
Service	11	46	57	17
Restaurant/ convenience food	24	62	34	9
Recreation	62	29	27	8
Facilities	43	33	29	22

Tourism facilities in the area

There are a lot of similarities across the towns and villages about the facilities they feel the area is lacking. Milngavie and Bearsden residents both feel as though public toilets, tourist information and other facilities for West Highland Way walkers are lacking. They also feel as though there could be more in the way of sports and leisure facilities and provision for children and families. Milngavie residents suggested a bunkhouse or hostel would be helpful for visiting walkers and the town centre could be used for an occasional farmers market. They also suggest that there could be safer walking and cycling routes across the west end of the authority. Kirkintilloch and Lenzie residents mostly suggest more entertainment provision including more hotels, pubs with beer gardens, a comedy club or a theatre. There was also a hope that the town hall could be used for a number of social uses, and that the canal could be utilised more. Residents from Bishopbriggs suggested an off road continuous cycle route and more general facilities near their town, and those from the villages feel they are lacking sports and leisure facilities and a couple suggested mapping the local walking routes, and having artwork placed around the Campsies, John Muir Way or canal. Residents across the whole authority suggested that they would like to see a cinema somewhere in the area.

Town Centre

There are a lot of similarities across the towns with facilities people thought their town centre was lacking, with the majority of respondents commenting on a lack of variety in their town centre relating to shopping and restaurant choices, and evening economy in general; there were also a lot of comments on the high number of charity shops in the area. Most towns also had a high number of people commenting on the lack of availability of parking in their town centre. Suggestions from Milngavie included a bandstand in the precinct and more investment in parks, while some Kirkintilloch suggestions were for a music venue, community area, and more bins along the canal. Residents from the villages felt that the village centres looked rundown and lacked character or personality, and there aren't sufficient sports and leisure facilities provided for them.

Business Responses

In order to get a more accurate picture of local businesses' needs, in addition to the separate page for business owners on the online survey, one to one interviews were carried out on a drop-in basis in each of the town centres to speak directly to business owners and allow them the opportunity to bring up issues not addressed in the survey. The main barriers that local businesses feel they have to expanding their business is lack of available premises and lack of footfall in the town centres. They felt as though the town centres needed more variety in order to attract more visitors and there needed to be better marketing to advertise the area's assets. Many business owners, particularly from Milngavie and Bearsden, had issues with the available parking in their town centre. Bearsden businesses were more concerned about the amount available but hoped the impending parking charges would help with this; Milngavie had the same issue but also had very mixed opinions about the parking charges in the town centre. Some believed this would have a negative impact on the town centre by discouraging people from wanting to park; others felt as though it would be better for town centre footfall by stopping staff and commuters from taking up a parking space for the whole day, leaving the space for shoppers.

When asked for suggestions for improving the town centre, again parking was the most popular concern as well as encouraging variety in the retail and general provision in the town centre. Other suggestions included encouraging shopping locally, improving the evening economy, more support from the council or a dedicated town centre person (which there now is), and general aesthetic improvements such as painting, fixing cobbles and bollards, street cleaning etc.

The business owners' priorities for the economy are more business-orientated as can be expected, and the main identified priorities were: attracting inward investment; town centre development; marketing East Dunbartonshire as a place to invest; investment in business infrastructure; improved facilities for tourism assets; and getting community benefits from developers. Suggestions for actions to achieve these priorities included increasing variety in the town centres; increasing the number of events and promotion, increased community engagement, and long term planning.

In terms of business services, a large proportion of the businesses surveyed are not taking advantage of the services available to them; many due to being unaware of them. Out of the 36 businesses surveyed, 6 had used Business Gateway, 6 were members of the Federation of Small Businesses, 3 used Job Centre Plus, 2 used Scottish Enterprise, one had used Skills Development Scotland and one was a member of Dunbartonshire Chamber of Commerce.

Economic Development in East Dunbartonshire

Everyone that took the survey, either online or in person, was asked about what they felt the priorities for the area were, and what the objectives of the Economic Development Strategy should be. The strategy cannot address every economic problem that exists in the area because there simply aren't enough resources and having too many objectives would spread resources too thin. Respondents were asked to prioritise from a list, but with space for additional comments in case they felt there had been important issues omitted.

Assets and Challenges

Respondents were provided with a list and asked to identify the area's greatest assets and challenges, with the highest responses as follows:

Greatest Assets	Greatest Challenges
Natural assets	Availability of affordable housing
Proximity to major cities	Tourism Infrastructure
Transport links to Glasgow and Edinburgh	Transport links across East Dunbartonshire
Quality of schools	Labour market
Quality of Environment	Ageing Population
Historical assets	House Prices

Biggest Priorities for East Dunbartonshire

The purpose of this list was to find out what people considered to be the most important issues in the area that needed to be addressed, as opposed to just something that is an issue but is perhaps not as pressing as another, in order to appropriately focus resources on the most important economic challenges. It is for this reason that the question asked for a maximum of 3 answers be provided from the list of 17; with space for additional comments. Due to this question being for priorities and not issues, responses that chose too many categories were omitted so as not to skew the results, and any response that chose up to 5 were still included. This meant a total of 10 responses to this question were omitted.

Biggest Priorities	Responses
Town and Village Centre footfall and use	74
Improving Community facilities	65
Improving environmental quality through investment in green space, parks, public realm etc.	48
Promotion and retention of existing business	43
Tourism and promotion of East Dunbartonshire as a destination	36

Underutilised Assets

The purpose of this question was to ask people if there were any particular areas or assets that had more potential than their current use. The majority felt that events and tourism were areas that could be built upon.

Asset	Responses
Events to attract visitors	87
Tourism Assets	85
The Forth and Clyde Canal	48

Objectives of the Economic Development Strategy

This question asked people outright what they felt the objectives of the Economic Development Strategy should be. As was the case with the question about priorities, this question was designed to find the main objectives of the economic development strategy, as opposed to any existing issue that could be addressed and the respondent was asked to select a maximum of 5 answers from a list of 18, once again with space for comments. Any responses that selected over 7 answers were omitted, which for this question was a total of 3.

Objectives	Responses
Town centre development	94
Improved facilities for natural assets and tourism attractions	77
Investment in/ improvement of community facilities	71
Strategic approach to increasing tourism/ visitor numbers	47
Properly marketing East Dunbartonshire as a place to invest and do business	43

Vision

Respondents were asked 'Do you have a vision for the East Dunbartonshire Economy?' to find out if there was any particular direction in which they thought that the Economic Development Strategy should go. Responses that related to a vision included the following:

- 'Should be based on developing local businesses, supporting families and active older population'
- 'Creation of small business parks where new technology and high skilled employment can be obtained locally.'
- 'Cleaner environment; promotion of a sense of pride in the community in which we have chosen to live.'
- 'The main focus is the development of town. Entries in variety of shops, leisure opportunities and attractions to encourage footfall.'
- 'I have a vision that East Dunbartonshire leads the way in Third sector/social enterprise development'

- 'I think we could utilise the history of our area with e.g canal boat building, foundries, similar to Falkirk Wheel, and Kelpies tourism boosts as they both mention Kirkintilloch industry but we do not have any museums/ exhibition to follow on the talks at Falkirk.'
- 'Building up town centres and increasing tourism opportunities would be very beneficial to East Dunbartonshire's growth'

Tourism Workshop Report

The workshop was held at the Glazert Country House Hotel in Lennoxton from 8.45 until 11am with members of the public, private and third sector in attendance. The workshop was advertised via a flyer that was circulated on the Council website, through the social media channels of the EDEP partners, and emailed through a contact list of tourism businesses from the area. The workshop was very successful, attracting around 40 participants, and there was a generally positive and receptive tone throughout the workshop.

Workshop format

The workshop was in two parts, with presentations in the middle. Following an introductory presentation from David Adams-McGill from VisitScotland; the first part of the workshop was centred on people's perceptions and attitudes to the tourism provision both nationally and locally. We then heard from speakers from Cooperative Development Scotland and Business Improvement Districts Scotland about various models and support available for businesses looking to work collaboratively to help increase tourism in the area. The final exercise was a reflection on what we heard from our speakers, what people wanted to see taken forward, and ways in which to do this.

Workshop outcomes

Themes from part 1

Q1. What do you associate with tourism in Scotland?

- ***Heritage*** – there is a strong sense of heritage, ancestry and tradition in Scotland because of its long and unique history and this came through in people responses. Each group made reference to this theme, mentioning things such as castles, tartan, bagpipes, and the presence of world heritage sites.
- ***Outdoors and outdoor activity*** – Another common thing that was mentioned when discussing perceptions of Scotland is the beautiful scenery, landscapes and countryside with plenty of wildlife and adventure; as well as the many outdoor activities such as golf, fishing, walking, cycling, and sailing.
- ***Culture*** – Similar to the heritage theme, this relates more to the cultural activities that are available to take part in for example food and drink such as haggis, whisky and shortbread; museums and galleries, traditional architecture; and festivals such as the Edinburgh tattoo and Highland Games.
- ***Hospitality*** – people felt as though Scotland offers a warm welcome and is thought of as a friendly place with good accommodation and customer service

Q2. What do you associate with tourism in East Dunbartonshire?

- **Tourism assets** – each group mentioned the many tourism assets that are located in or pass through East Dunbartonshire such as Mugdock Country Park, the Forth and Clyde Canal, the Antonine Wall, the Campsies, and the start of the West Highland Way; a considerable number of assets for such a small area. When asked whether any of these were unique to East Dunbartonshire, some said they were, whereas others noted how most also belong to other areas, or have an equivalent elsewhere such as another Country Park.
- **Walking and cycling** – Again this was not recognised as being unique within Scotland, but there is a particularly good supply for a small area, and there are a number of long-distance routes passing through, or beginning as is the case with the West Highland Way. Examples of these routes include the John Muir Way, the Thomas Muir Trail, the Campsies, Strathkelvin Railway path, the Forth and Clyde Canal towpath and the Clyde Coastal path
- **Accessibility and connectivity** – East Dunbartonshire is directly north of Glasgow and has excellent road, rail, and bus links to Glasgow, as well as Edinburgh with a direct train route between Milngavie and Edinburgh. Participants thought of East Dunbartonshire as a ‘base’ or ‘gateway’ location and part of its tourism provision is its convenient location between the major cities, the countryside, and Loch Lomond; making it a good middle point, particularly for business tourism.
- **Challenges** – each group identified some of the challenges faced by East Dunbartonshire in its promotion as a tourism destination, including having a low tourism profile. The area is seen as having few venues for events, few hotels and accommodation, and its proximity to Glasgow could be considered a challenge to get people to spend more than a few hours outside of the city.

Q3. What is East Dunbartonshire’s ‘identity’ or ‘brand’?

- **‘Gateway’ location** – East Dunbartonshire was referred to in the workshop as a ‘gateway’ location and, more positively as a ‘launch pad’ to broader provision due to its central location. It was seen as being in the middle of the city and outdoor pursuits.
- **None** – a couple of groups supposed that East Dunbartonshire did not have a brand, and one posed the question ‘does it need one?’ it was suggested that there may be scope to create a brand for the broader area to the north of Glasgow passing over the Local Authority boundaries that are essentially meaningless to visitors.
- **Suburban** – East Dunbartonshire was identified as being affluent, rural and dormitory. The quality of schools and desirability of the postcode were mentioned, making one group consider it a far more desirable place to live than to visit.

Presentations

Jim Maxwell, Cooperative Development Scotland

Cooperative Development Scotland is a branch of Scottish Enterprise that’s purpose is to promote businesses working in collaboration, for which they offer a free support service to facilitate. The most common model for a group of businesses to collaborate is a ‘Consortium Cooperative’ in which businesses come together for a common purpose but still wish to remain independent, for example

businesses bidding for a tender together, or tourism organisations marketing themselves as one package to attract foreign markets.

CDS facilitates setting up the company that the collection of businesses will collaborate under, usually a company limited by guarantee, and assists in setting up a member's agreement. This model is very low-risk, because it is owned and run by the members, and they have no requirements to remain within the consortium and may leave when they wish.

Examples of successful cooperatives were shared, the most relevant being the Breadalbane Tourism Cooperative which consists of 17 businesses sharing information to enhance Breadalbane's appeal as a visitor destination and marketing the area's restaurants, accommodation, activities and food providers in one place.

Jim.maxwell@cdscotland.co.uk

<http://www.scottish-enterprise.com/services/develop-your-organisation/co-operative-development-scotland/overview>

Ian Davison Porter, Business Improvement Districts Scotland

The BID model originated in Canada in the 1960s and is one that is used in various countries throughout the world. It is estimated that there are over 1700 BIDs, with over 200 in the UK, 34 operational in Scotland and a further 15 in development. There is one existing tourism BID for Loch Ness and Inverness, which allows members to work together to promote the area as a tourist destination by pooling resources and experience.

A BID is voted for by the businesses in the area and if it is successful then the members pay a levy, agreed upon by the members to deliver the business plan which has also been developed by the members. There is also a grant of up to £20,000 available to new BIDs and there is often other funding streams available to help, and sometimes additional funding from the local authority. There is currently a very successful BID running in Milngavie.

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<http://www.bids-scotland.com/>

Q4. Reflecting on today's workshop, what is it we want to achieve for tourism in East Dunbartonshire and how can we do this? Please note down specific actions and options for delivery.

What do we want to achieve?

1. ***Increased awareness and a culture shift*** – the theme of awareness-raising was prevalent in people's responses to this question in various ways. Firstly, concerns that people don't consider their business to be part of the tourism provision for example small local cafes, so they don't get involved in discussions about how to improve tourism in the area. A general

culture shift is needed to make people realise that their business contributes to the visitor experience. There is also a wide variety of information readily available to businesses including those we heard from in the presentations, but also other support mechanisms and sources of funding that people seem unaware of.

2. **Enhanced visibility/ an established brand** – it was thought earlier in the session that East Dunbartonshire does not have a particular brand in a tourism context so establishing a brand was a common desire. Some were sceptical about whether East Dunbartonshire needed its own brand so exploring options would be the best course of action, e.g. a brand with the surrounding areas. Increasing visibility in general was identified as a goal for the area, because East Dunbartonshire is rich with tourism assets but it can at times get lost in between Glasgow and Loch Lomond.
3. **Ultimately, the goal is to increase tourism** in East Dunbartonshire through collaboration, joint delivery, and an industry-led partnership – there was strong support for the continuation of the Tourism Partnership, but it was agreed that this would need to be industry-led as opposed to taken forward by the local authority. The council would support this partnership but businesses need to see the value in the partnership and take it forward by working together to create a good product for visitors.

Suggested Actions

Overarching/ initial actions

1. **Continuation and legitimisation of the Tourism partnership** – explore structural options and research and communicate the support available to the partnership. This should progress into an action plan created by the partnership and identification of what the group can achieve.
2. **Identify a core person or group** in the business community that can start the process and work with them with the assistance and advice of organisations such as Visit Scotland, BID Scotland and Scottish Enterprise, and encourage the formation of an industry-led partnership.
3. **Explore and demonstrate the benefits** that businesses can expect to see from collaborative working, and promote this research to address business trepidation.

Long-term suggested actions

1. *Promotion on the ground* – signage, improving the digital presence, linking websites and better utilising social media, exploring cheap options for tourism information
2. *Explore package options* – walking with a Scottish meal or whisky, linking provisions like the canal with golf options, golfing passes/ packages etc.
3. *Enhance infrastructure next to assets* e.g. cycling facilities, showers, public toilets, signage etc.
4. *Seasonal public transport* options such as to Campsie Glen

5. *Widely advertised direct points* of contact in public sector organisations so businesses/ the partnership can access support quickly and easily.
6. *Capitalise on the success* of the Canal Festival with more events options.

Tourism Workshop Summary

Although there was a good turnout, a high proportion of this was from public sector and partner organisations with a smaller but still significant private sector representation. This means we will need to keep the momentum from the workshop itself and circulate the outcomes among local tourism businesses as much as possible, and ensure all of our local tourism businesses are given the opportunity to engage.

Based on the outcomes of this workshop it is clear that people believe that East Dunbartonshire has a lot to offer visitors, and there is a deficit in terms of marketing and an opportunity to pool resources. There is an appetite in the area to continue the Tourism Partnership, and partner organisations are keen to contribute and facilitate the continuation and rejuvenation of an industry-led Tourism Partnership.

Part One Conclusion

The results of this consultation work has been analysed and cross-referenced alongside a robust background research into the current socio-economic climate in East Dunbartonshire, and steered by national, regional, and local policy. As a result, the priorities of the Economic Development Strategy will be based on the following priority areas:

Priority 1: Town and Village Centres: focusing on town centre footfall and variety, placemaking and improved and mixed use community facilities.

Priority 2: Business growth and support: focusing on building our knowledge of the local business base and supporting businesses to grow, as well as attracting new investment to the area

Priority 3: Tourism: Adopting a strategic approach to increasing visitor numbers, building on existing events, and ensuring tourism facilities are of a high quality

Priority 4: Sustainable Development: concentrating on improving overall environmental quality through investment in parks and greenspace, supporting active travel initiatives, and supporting national initiatives such as the Circular Economy model.

Part Two: Draft Consultation

Introduction

Consultation on the Draft Economic Development Strategy took place between the 18th of August and 28th of September 2017. This consultation was essential because the strategy was based in part on the comments made by the local community during the early engagement process in early 2016 and it is important that their comments are reflected in the strategy in the way they were intended. The consultation was carried out by the members of the East Dunbartonshire Economic Partnership. It consisted of an online survey that ran through the full consultation period with questions regarding the priorities, objectives and actions of the strategy, as well as its clarity and accessibility. A series of consultation events were held including a booth at the Kirkintilloch Canal Festival on the 20th of August, and four drop in sessions which ran on Tuesday evenings between 3pm and 7pm at Milngavie Library, Bearsden Hub, Bishopbriggs War Memorial Hall, and Kirkintilloch Hub. The online survey contained a link to the strategy and the questions were as follows:

1. Is the introduction and information about East Dunbartonshire clear? Is there anything you would add/ remove?
2. Do you agree with the identified key issues and opportunities: skills, tourism, environmental quality, sustainable economy, and the Glasgow City Region? Do you have any comments?
3. Do you agree with our approach of reducing inequality, working in partnership, and maintaining a holistic approach when delivering the strategy? Do you have any comments?
4. Do you agree with the vision, priorities and objectives of the strategy? Are they clear and easy to understand?
5. Do you have any comments on the following sections, and their corresponding Objectives?
 - Priority 1: Town and village centres
 - Priority 2: Business support and growth
 - Priority 3: Increasing tourism
 - Priority 4: Sustainable development
6. Do you agree with the identified key actions:
 - Business Portal
 - Sustainable Procurement
 - Business Land Audit and Review
7. Do you have any comments regarding the Action Plan for the following sections?
 - Priority 1: Town and village centres
 - Priority 2: Business support and growth
 - Priority 3: Increasing tourism
 - Priority 4: Sustainable development
8. Do you think any other actions from the action plan should be key actions? Are there any actions not identified in the action plan that you think should be key actions?
9. Do you think the action plan as a whole will successfully achieve or contribute to the strategy vision and objectives?
10. Do you have any comments on the supporting documents?
11. Do you have any further comments about the strategy?

Advertising the Strategy

There were many efforts made by each of the partners in order to advertise these consultation sessions and encourage people to take part in the online questionnaire. This included:

- Emails sent out by the Dunbartonshire Chamber of Commerce to businesses as well as a news item about the consultation on their website. They also had an item in their September newsletter and advertised on their social media accounts
- Visit Scotland, Scottish Enterprise and the Federation of Small Businesses sent emails to their East Dunbartonshire based clients encouraging them to take part in the consultation
- East Dunbartonshire Voluntary Action retweeted the Council's twitter posts advertising the strategy
- East Dunbartonshire Council produced 300 flyers advertising the events and online survey and distributed them to businesses in each of the town centres the week prior to the drop-in session in that town.
- The Council also emailed the 137 people who provided their email address in the early engagement of which 14 were undelivered; 24 local community groups of which 1 was undelivered; and 45 people that took part in the recent Local Outcomes Improvement Plan survey that had consented to being contacted with regards to the Economic Development Strategy of which 3 were undelivered. This totalled 188 emails that were successfully delivered.
- The Council ran a series of promotional posts on their website and social media accounts as follows
 - 21 posts in total on social media accounts which gained 108 clicks through to the consultation
 - The total Twitter reach was 143,000
 - The total Facebook reach was 12,400
 - Three media releases published on the Council website which had 198 combined views and an article was picked up in the Milngavie and Bearsden Herald
 - There were 288 views on the website page which contained the draft strategy and background documents and 228 views for the page advertising the consultation with a link to the online strategy.
- Copies of the strategy were also left in the libraries and were taken around town centre businesses to inform them of the consultation and the consultation was advertised in the Local Development Plan newsletter,

Response

Unfortunately, despite the efforts made by members of the Economic Partnership to advertise the consultation and the number of views on the website pages containing the strategy, the response to the survey was limited. It is not possible to see how many people viewed the survey overall but a total of 40 people left their personal details. Of these, 12 answered some or all of the remaining questions in the survey. In addition, 5 representations were submitted by local community groups via email.

There were a total of 17 responses to the consultation for the draft strategy. The comments that were left are addressed in this document however some were omitted in cases where the comment is merely an agreement, a disagreement left with no explanation or details that do not require a response such as a comment saying only 'concise'. Each section contains a summary at the start stating the numbers that commented or agreed or disagreed. The comments are separated based on the section of the draft strategy, and comments on each priority's objectives and actions are grouped together. All comments are direct quotes, though some have been shortened to leave out unnecessary details, particularly from long responses received via email.

Consultation Responses

Introductory section

Question 1: Is the introduction and information about East Dunbartonshire clear? Is there anything you would add/ remove?

Respondents to the survey were asked whether they found the introduction clear and whether there was anything they would add or remove. This included the section entitled 'East Dunbartonshire' which provides an overview of the location and local economy. None of the respondents that emailed their responses made any comments on these sections, and of the 12 online respondents 10 found it clear and 2 did not. The reasons provided for not finding it clear related to the size of the print, and being too long and 'bureaucratic'.

Comment	Response
Yes. I'm surprised there are no obvious links or plans for or with local Universities for potential joint academic and business enterprises or to Sport Scotland Golf clubs, perhaps also Rangers and Celtic to help develop sporting and fitness businesses or to Integrated Joint Health Boards to develop health and social support business opportunities.	<p>The introduction indicates membership of the East Dunbartonshire Economic Partnership (EDEP) which doesn't include any local Educational institutions, however the Employability Action Group, responsible for Local Outcome two of the Local Outcomes Improvement Plan does involve educational institutions.</p> <p>The Local Outcomes Groups work together to ensure there are opportunities for collaboration in terms of health, fitness, education, safety etc. However, this strategy in particular only concerns local economic development issues specifically covered by Local Outcome Group one.</p>
It is very clear and also heavily focused on tourism which sets the tone for the agenda the council and EDEP intend to gear the reader towards.	<p>If a focus on tourism has been perceived as more emphasised than other priorities, it was not intentional. The introduction also contains information about location, income, education, home ownership and the business base. A full area profile is available as a background report on the Council website. The decision to identify tourism as a priority came from the background work including the early engagement, policy review and research.</p>
I found the report quite difficult to read as the type was rather faint and small. Words like 'Town Centre Strategies' - 'After work in Kirkintilloch' and 'Master Plan will be delivered after 2017' doesn't give a clear perspective/view of what will transpire.	<p>The font size will be considered when designing the final copy of the document. The vagueness of these terms is due to the fact that they are pieces of work in their own right and the content, direction, and priorities of these documents will be decided upon during the engagement process and therefore cannot be decided as part of this plan.</p>

	This strategy cannot go into specific details of what will occur at project-level.
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Key Issues and Opportunities

2. Do you agree with the identified key issues and opportunities: skills, tourism, environmental quality, sustainable economy, and the Glasgow City Region? Do you have any comments?

This section is intended to identify issues and opportunities that are unique, or of particular concern to East Dunbartonshire. They were identified during the early engagement and research process. These are skills, tourism, environment, and the Glasgow City Region City Deal and Economic Strategy. Respondents were asked whether they agree with the identified topics and of those that took the survey, 9 of 12 agreed but one caveated that we missed out on rural interests, and none of those that emailed their responses had any comments.

Comment	Response
Yes but there are many more potential opportunities. Where is IT, Financial services, Academic, sport, health	There are many potential opportunities that could be focussed on, but this section specifically addresses the key opportunities on which to be capitalised in line with this strategy that have the most potential for economic growth. Due to constraints on resources it is not possible to address every issue, and as mentioned before, some of these suggestions are within the remit of other Local Outcome groups, such as health.
I understand the issues identified and their purpose from skills, sustainable economy and even though I think it's somewhat over emphasised, environmental quality and tourism, however I have no idea why the bit about Glasgow is in there unless we're being softly engineered into the idea that GCC will take over some of EDC's services in the near future, which is known to have been on the table for some time.	<p>The intention was not to imply that Glasgow City Council will be responsible for any local services. The City Region already has many groups and forums for partnership working, such as Strathclyde Partnership for Transport, Glasgow and Clyde Valley Green Network Partnership, and several groups in relation to the Glasgow City Region City Deal.</p> <p>These groups have an emphasis on sharing ideas, and resources in areas for which boundaries are not important to service users. This is particularly applicable to economic development and the planning is often done in partnership and regional strategies are coproduced to provide a guide for coordinated approaches.</p>
More could be done to promote new streams of business for all areas within East Dunbartonshire. Perhaps creating a new Enterprise Centre in Bearsden would be an asset to the community. Brookwood villa would be ideal for this as all the infrastructure already exists for small business units. Work shops could even exist in the current car parking garages. Tourism requires some	<p>This is noted and it is an intention of this strategy to do more to promote business across the whole area.</p> <p>A steering group is currently carrying out feasibility work on future options for Brookwood Villa and a decision on its future will be made in due course.</p> <p>The Economic Development strategy commits to exploring options for alternative uses of property in town centres and investigating the need for, and feasibility of business uses, particularly actions 2 and 4 regarding the use of vacant units.</p>

marketing for the area to promote Heritage and Community assets.	It also commits to further promotion of tourism. There will be a town centre strategy for Bearsden that will contain actions more specific to Bearsden
Sort of though you are not selling the more rural side of ED. Just the main town centres	This is noted. The term 'town and village centres' is often shortened to 'town centres' which gives the impression the village centres are not included. We have ensured that the word 'village' is in the titles within the strategy as well. Although there are actions to carry out town centre strategies in the main towns, and some that wouldn't apply to villages, actions 9-12 in particular also apply to villages.
Yes - more emphasis on parks and the start of the West Highland Way for tourism	Noted.
East Dunbartonshire is too small to be sustainable within Glasgow City Region as resources will go to Glasgow	As above, this opportunity is related to sharing practises, knowledge and resources, and the benefits of working collaboratively within a wider City Region as opposed to merging services. It is noted that this is perhaps unclear and so a paragraph has been added to emphasise partnership working for greater economic return.

Our Approach

3. Do you agree with our approach of reducing inequality, working in partnership, and maintaining a holistic approach when delivering the strategy? Do you have any comments?

This section of the strategy outlines the approach that the East Dunbartonshire Economic Partnership will take in order to implement this strategy. An important part of this approach involves reducing inequality by focussing on areas of deprivation and on issues where inequality is evident; implementing a partnership approach by using EDEP meetings to discuss sharing work and pooling resources when delivering the strategy; and a holistic approach by considering each priority together when implementing the action plan for example implementing an action in the tourism plan will involve considering its effect on town centres, local business and considering if the action can be more sustainable. Respondents were asked whether they agreed with this approach and if they had any comments. Of the online respondents, 8 of 12 agreed with the approach, 1 disagreed but had no explanatory comment and said only 'No', and the other 3 disagreeing comments are below. Those that agreed left comments such as 'yes' or 'agree', and none of the email responses had any comments.

Comment	Response
Yes but why put this as your first message, it is not a driver of innovation more a constraint. Surely you want to attract business leaders and innovators to help grow the economy in manufacturing, service industries, care health and academic as your first key message. Why not develop Innovation Centre meetings inviting people business and other organisations to meet jointly to discuss ideas, problems or opportunities perhaps with a keynote speaker to set the scene.	EDEP promotes inclusive growth and therefore initially addresses the desire to reduce inequality and work together during the delivery of this strategy. Whilst we note the comment, action related to the promotion of business is clearly addressed in the strategy.
I certainly believe that reducing inequality is a great thing as only by educating and nurturing can there be any great changes made. What do you see the term 'Holistic' as? Holistic to me means following nature, kindness to the environment and nurturing the young whilst looking after those, through no fault of their own, who require assistance with dignity at the forefront of any services provided.	The use of the term 'holistic' in the strategy relates to the inter-connectedness of the strategy's priority areas and the importance of recognising how they affect all aspects of people's lives. The strategy seeks to balance economic development with environmental, social and quality of life goals and this is explained in the 'Our approach' section at page 11

<p>I have no idea why you're calling your approach holistic. You are recognising it needs to be holistic, but your plans don't evidence that. It's great to say you want to reduce inequality by creating job opportunities but they're not in the area, they are within the Glasgow district and that doesn't suit the demographic living in poverty, i.e. single parents. They need part time jobs on their doorsteps, and tourism won't create that level of security.</p>	<p>This is addressed above, however it is noted that this word may be misinterpreted and therefore the wording has been changed to 'integrated' to improve interpretation.</p> <p>This strategy addresses that there are not sufficient jobs in the area and we have attempted to create actions and objectives to work on this issues. Specifically Objective 6 'Attracting inward investment by promoting the available business land and local skills base to potential investors, providing packages of support, and working with landowners to bring development forward' and corresponding actions.</p>
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Vision and Aims

4. Do you agree with the vision, priorities and objectives of the strategy? Are they clear and easy to understand?

This section addresses what the strategy is trying to achieve overall which is demonstrated through the vision, priorities and objectives of the strategy. People were asked whether they agree with these. Overall comments are addressed here and anything relating to the individual priorities are addressed further down. 8 of the 12 online respondents agreed with the priorities and found them to be clear, 1 disagreed but had no explanatory comment and said only 'No', and the other 3 disagreeing comments are below. Most that agreed left comments such as 'yes' or 'clear', and of the email respondents, 3 did not comment and 2 expressed agreement.

Vision

'East Dunbartonshire has a sustainable and resilient economy with busy town and village centres, a growing business base, and is an attractive place in which to visit and invest.'

Priorities: Town Centres; Business Growth and Support, Increasing Tourism; Sustainable Development

Comments	Response
The vision seems very limited locally and often politically driven. Where is Innovation, Research, Development, Service Industries, Finance, Sport, Care.	<p>The vision is related to the priorities areas and show what we want to achieve by delivering this strategy.</p> <p>The strategy includes an aim to carry out further research relating to specific sectors we may be able to target in the future, and to gain additional knowledge which may include some of these suggestions.</p>
I do believe they are easy to understand however I do not agree. I feel you are heavily focusing on tourism and I think its pie in the sky. Tourism is insecure, based on too many variables and subjective. I would much rather investment be where you have recognised the need exists, i.e. - you have stated clearly ED is desirable to live in but not so great to work in. Instead of focusing on keeping it looking pretty when no-one is there to appreciate it, I would much rather see more housing, including social housing and I have no qualms about it being on green belt. This would open up construction jobs not only in housebuilding, but also in the	<p>Tourism was decided on as a priority area because there was strong support for its inclusion as a priority through the initial engagement process and this support was reinforced by evidence gathered in the research and policy review, including a dedicated workshop in February 2016 to consider its potential. Tourism has a relatively low profile in the area and increasing the number of day visits has particularly strong potential.</p> <p>Land use designations are determined through the Local Development Plan process. Please refer to https://www.eastdunbarton.gov.uk/LDP</p>

infrastructure needed to support the additional population.	
Not really... objectives written on a clipboard often do not work unless practical research has been conducted into these objectives.	These objectives were reached based on extensive background research, engagement and policy review. These background reports are available here: https://www.eastdunbarton.gov.uk/emerging-economic-development-strategy-2017
I do and like some of the ideas like the shared space in Kirkintilloch where as so many people seem against it.	This is noted and will be passed along to the relevant team within the Council
Yes, though too many and could be grouped as bullet points	The objectives are numbered and grouped by priority, there are 3 or 4 for each priority. It is felt that bullet points would decrease clarity as the objective numbers are used to link the actions to the objective it contributes toward.

The Identified Priorities

The priorities and corresponding objectives that have been identified during the research and consultation period prior to writing the draft strategy, are as follows:

Priority 1: Town and Village Centres

Objectives:

1. Cultivating strong relationships with an active community of town centre traders, and working with them to improve variety of offer and build the evening economy.
2. Creating places that are active, accessible and attractive by ensuring towns are physically appealing, pedestrian friendly, well-connected to local assets and have good quality spaces and infrastructure.
3. Promoting an active and involved local community by supporting and encouraging local community groups.

Priority 2: Business Support and Growth

Objectives:

4. Implementing new ways of collecting and storing information on local businesses, and assessing whether the business land and space is suitable for existing and potential new businesses.
5. Supporting existing businesses to grow, and encouraging and supporting individuals towards entrepreneurship and business creation.
6. Attracting inward investment by promoting the available business land and local skills base to potential investors, providing packages of support, and working with landowners to bring development forward.
7. Ensuring residents have access to the employment and skills development services they need, and focussing resources on reducing employment inequality. Promoting skills and training that will contribute to regional growth sectors

Priority 3: Increasing Tourism

Objectives:

8. Increasing tourism by raising awareness of local assets and promoting local strengths and environmental quality, as part of the vast tourism offer of the Glasgow City Region.
9. Investigating the economic benefit generated from local tourism assets, benchmarking from other areas, and using this knowledge to develop and improve tourism infrastructure and assets.
10. Utilising attractions by exploring different options for use for existing assets such as building on the success of events like the Kirkintilloch Canal Festival, and tying in local events with the regional tourism offer.

Priority 4: Sustainable Development

Objectives:

11. Attracting pedestrians and cyclists into town centres by ensuring there are high quality parks and routes to surrounding areas nearby; and promoting behaviour change initiatives for active travel, reducing reliance on cars and carbon emissions.
12. Delivery of local, regional and national initiatives that contribute to sustainable economic growth; and working with businesses to help them become more energy and resource efficient reducing costs and contributing to a greener local economy.
13. Encouraging and supporting the growth of new and existing social enterprises, and raising awareness of local social enterprises and volunteering opportunities.

Survey Questions:

5. Do you have any comments on the following sections, and their corresponding Objectives?
7. Do you have any comments regarding the Action Plan for the following sections?

Priority 1: Town and Village Centres

Respondents were asked whether they had any comments regarding this priority and its objectives, as well as the action plan relating to it. With regards to the objectives, 10 of the 12 that submitted a response to the online questionnaire left comments, the specific comments are addressed below. For the action plan, 6 left comments and of those that emailed their responses, 3 of 5 commented on this priority related to specific objectives.

Comments	Response
Great to have them attractive but not at the expense of the businesses who have not been able to sustain themselves through the two year long streetscaping. They should have been compensated. We now have beautiful streets and nothing worth going there for. That MUST be a lesson learned.	This priority also aims to make the towns more active and accessible in addition to being attractive. It is hoped that through the actions of this strategy we are able to draw footfall into the town centres to increase their use. It is assumed these comments are in relation to Kirkintilloch town centre; this is noted and have been passed on to the relevant teams within the Council.
Great if you live in or around any of them	Again this is noted and as stated before more use of 'villages' has been added throughout the strategy.
Local consultation is key	Strategies and projects are always consulted on prior to implementation.
Add need for accessible parking and good public transport and low business rates	There is an action (5) to measure the effectiveness of the pay and display scheme in the town centres. This scheme has been quite successful and traders are responding positively to the increased turnover of customers. Non-domestic rates are set by the Scottish Assessors Association and are not controlled by EDEP partners.

Permanent tree planting within town centres	Action 10 encourages a mix of high quality public spaces in town centres and upgraded civic spaces. Tree planting will be considered when carrying out these upgrades.
My main concern is for Lennoxton. I took part in the charrette meetings last year and was impressed as to how they were carried out. Lennoxton needs help to recover from its demise in recent years.	The results of the charrette have been put into a draft Place Plan for Lennoxton which includes regeneration works as well as plans to improve social spaces and services. This Plan will be consulted on alongside Place Plans for Auchinairn, Hillhead and Harestanes, and Twechar in early 2018.
Too many charity shops (free rates?)	The prevalence of charity shops in town centres occurs all over Scotland. The shift in consumer attitudes towards shopping centres and online shopping has meant that fewer people are in town centres and it is hoped that by encouraging mixed uses we can increase footfall.
Both Milngavie and Bearsden require the re-opening of proper toilet and public shower facilities. These could be paid for by charging. If they can do it in Tobermory then they should be able to do it in East Dunbartonshire. I'm absolutely appalled at the lack of vision that this service provision has been neglected within the council authority.	Not accepted. Toilets are available for use in the new Hub in Bearsden, and many retailers in Milngavie town centre have customer toilets that can be used.
Nothing for Bearsden or Milngavie but a plan conveys a wrong impression	There are actions for town centre strategies to be written for both Milngavie and Bearsden and draft will be available for consultation in late 2017/early 2018. The other actions are overarching and will be applicable across the whole of the authority area.
Better selection of shops would increase footfall!	It is hoped that through the delivery of the priority 1 action plan, there will be an increase in footfall which would help to increase the attractiveness of locating in the area to retailers.
I can only speak for Bearsden. The Manse burn is a disgrace at Bearsden and requires some clean-up. It should be an asset to the town and more made out of the area. I have yet to see one fish swim in the burn, instead there's litter tossed into it and overgrown vegetation and rubbish.	This is not an issue for the Economic Development Strategy. This comment will be passed on to Neighbourhood Services for consideration.
Too much money spend in these areas. Everywhere else forgotten	If this relates to the town centres as opposed to the villages, this has been addressed above. Actions 9-12 in particular apply to towns and villages.
<u>Ref 1</u> : We would fully support a Town Centre Strategy for Milngavie, as the local Community Council has asked for this for some considerable time. However, under reference 1 it states there should be continued support for the existing BID. This should be monitored closely as there have been several BID management	It is recognised there is a need for a Milngavie Town Centre Strategy which is being drafted for consultation in late 2017/early 2018. There will be an opportunity through that consultation to consider future initiatives and investment in Milngavie Town Centre

changes and whilst more recently there have been popular events e.g. proposed Beer Festival, Christmas Lights etc. a considerable commitment and funding by EDC of £150,000, which EDC received from the Waitrose development, was given at a time when many felt those funds could have been used to sustain Town Centre Toilets and Tourist facility.	
<u>Ref 2&7:</u> EDC needs to help BID Milngavie have a meaningful conversation with landlords to broker a lower rental rates to encourage appropriate businesses (that fit the strategy of attracting independent retailers) to take up empty spaces.	The Council and EDEP will assist in any conversation that the BID or any other group wishes to have regarding town centres.
<u>Ref 5:</u> As you correctly state in your documents the area has high car ownership and with the current trend for the Government to steer towards electric and dual fuel vehicles we would suggest that installation of many more charging points should be a priority as it will be likely that this is the area where there will be great growth. We would suggest that the new two hours free parking is certainly helping traders as shoppers and those wishing to access business in Milngavie can now do so. Those wishing to stay longer have no problem in paying and the payment system is generally regarded as fair. Spaces have certainly been released from commuters parking for the whole day and leaving their cars in the car parks for shoppers. Although, we appreciate that parking in surrounding residential streets has increased. This therefore strengthens the case for an Allander Rail Halt with Park and Ride facility.	<p>The Scottish Government's initiative – ChargePlace Scotland - http://chargeplacescotland.org/ has already supported the introduction of charging points at Douglas Place, Bearsden; Kenmure Drive, Bishopbriggs; Lenzie Railway Station; and William Patrick Library, Kirkintilloch.</p> <p>The pay and display scheme is being monitored and other locations are being considered.</p> <p>There is a study considering options and feasibility of a Rail Halt being carried out in conjunction with the forthcoming Local Transport Study which will be available in 2018. Comments regarding electric charging units will also be passed on for the consultation of this strategy.</p>
<u>Ref 5.</u> The parking scheme appears to be working in that there are now spaces available in Milngavie precinct for shoppers. The scheme needs to be extended to the Town Hall and Lillie Art Gallery car parks as these are now filled with commuters during the working day	Refer to above response.

<p>and so are not available for their intended purpose.</p> <p>However, it is very important that there should be parking provision for those who wish to commute by train. Many of them live in the Stirlingshire villages to the north of Milngavie or in parts of Milngavie a long way from the centre. A rail halt at the Allander, with extensive park and ride facilities, was a priority in the early days of EDC and was a key reason for releasing greenbelt at Kilmardinny, but the Council no longer appears to be making an effort to achieve this. It should continue to be a top priority for the area.</p>	
<p><u>Ref 5:</u> Local residents complain about increased anti-social parking behaviour (parking on pavements, and blocking of driveways) by non-residents who are commuters, bringing their cars to Milngavie in order to catch the train to Glasgow.</p> <p>This seems to be happening in a half mile radius of the railway station. Residents keen to see a Park & Ride scheme by Allander Sports Centre, especially with new Cala houses adding to population.</p>	<p>Refer to response two above.</p>
<p><u>Ref 7:</u> In our response to the Milngavie Town Centre Strategy consultation, we provided a range of ideas which would make the centre more attractive and accessible and which would help boost the area's economy. See http://milngavie.org/submissions.html</p> <p>We noted that several long-distance walks, including the world famous West Highland Way, start or end in the precinct. Yet for walkers there is little provision in terms of basic facilities such as toilets, information on the attractions of the area and its heritage (both natural and historic), basic equipment that might be required by walkers and souvenirs. There is a clear need for a Walking Centre, or Visitor Centre, in or near Milngavie Town Centre.</p>	<p>The town centre strategy for Milngavie is currently being drafted and will be available for consultation in late 2017/early 2018. This will address potential improvements for this specific town centre.</p>

<p><u>Ref 9:</u> See Ref 7 above. In particular, we commented on the lack of signposting to the Milngavie Reservoirs, which is only 10 minutes' walk from the town centre. Milngavie is fortunate in being at the end of a railway line, so clear directions to the main attractions should be located here, or at an information centre nearby.</p>	<p>See response above.</p>
<p><u>Ref 9:</u> Whilst we would agree with this statement we would request that public transport and parking is included particularly as many travel to the area for many reasons. Therefore the priority should read "Continue to work to assess how towns and village centres are currently connected to tourism attractions with walking, cycling and public transport routes and vehicle parking facilities".</p>	<p>This action will be updated to reflect public transport routes. However a goal of this strategy and other strategies such as the Active Travel Strategy is to reduce reliance on private vehicles by making it easier to move around without them. There are parking facilities in all town centres and this action will assess the ability to get to tourism attractions from there.</p>
<p><u>Ref 10:</u> It is not clear whether this action point refers to open spaces or to spaces in public buildings.</p>	<p>This will be clarified, it refers to open public spaces.</p>
<p><u>Ref 10:</u> Mention Lennox Park in Milngavie and efforts of MCDT to increase activities and community use of the park</p>	<p>Action 46 will be updated and expanded on in relation to Lennox Park. Action 10 relates to the whole authority</p>
<p><u>Ref 11:</u> Scottish Government guidelines seem to have been in place for a while now, with templates for community groups, and guidance to Councils, regarding timescales for responding to community initiatives in the form of a Participation Request. Recommended timelines for responses should be adhered to in order to avoid creating alienation and frustration of local communities' initiatives.</p>	<p>Government guidelines will be referred to, but the Council is also preparing guidance on asset transfer and other aspects of the Community Empowerment Act to make the process as fair and easy as possible.</p>
<p><u>Ref 12:</u> Whilst Milngavie CDT deserves support they should be seen as a stand-alone organisation who will require to generate their own income and hopefully benefit the community and receive support from the community. It should be noted that Milngavie is a very large community, with a wide range of differing needs, which is reflected in the high proportion of over 55s and families, with a portion of other households. As a result the CDT faces a different challenge</p>	<p>This action will be updated to reflect support for different organisations.</p> <p>This document reflects the whole Community Planning Partnership and not only East Dunbartonshire Council. The Council and the rest of the CPP seek to consult individuals and organisations across the whole area in relation to their strategies and plans.</p>

compared to other smaller communities where their needs etc. can be more easily identified. We also feel strongly that a CDT should not be seen as the sole source of information and desires of a community, as has been seen in some Council documents already. A CDT is not formed for such a purpose and EDC should seek to engage with all communities in Milngavie.	
<u>Ref 12:</u> MCDT is willing to share knowledge and experiences with other ED communities who aspire to set up their own CDT. Scottish Government Fund: The Learning Exchange Fund, should be used to help support existing CDT's.	This is noted and appreciated and will be borne in mind if and when groups approach the CPP with desires to set up a Community Development Trust or other similar organisations.

Priority 2: Business Support and Growth

Respondents were asked whether they had any comments regarding this priority and its objectives, as well as the action plan relating to it. With regards to the objectives, 8 of the 12 that submitted a response to the online questionnaire left comments, the specific comments are addressed below. For the action plan, 4 left comments and of those that emailed their responses, 3 of 5 commented on this priority related to specific actions.

Comment	Response
First objective 4 is not top aim I hope move it down, put 6 top add developing a Business partnership and Innovation forum,	The objectives are not in order of priority. Action 15 addresses our desire to review current contact with businesses.
Great idea but no plans shown to evidence how that will manifest.	The action plan for priority 2 addresses our plans to achieve these objectives.
Incentives should be offered	Action 25 addresses plans to explore packages of support for potential investors.
Business rates a constraint	Non-domestic rates are set by the Scottish Assessors Association and are not controlled by the Council or CPP.
Lots of support has been given in the past but the ratio of this support converted into actual business is what? Taking the final step for a small business	Business Gateway services are available to those seeking support to set up businesses and the Dunbartonshire Chamber of Commerce and Federation of Small Businesses also have advice and services.

development is not easy, so is there more support necessary at this crucial stage?	
Some difficult to deliver	This is noted and our objectives are ambitious but the action plans seek to contribute as a whole.
Money to be made for this	It is unclear what this refers to, but resources will be identified in order to deliver this strategy effectively.
Little for Bearsden and Milngavie again	This strategy has few place-specific actions and refers to the whole area. However town centre strategies for both Bearsden and Milngavie are currently being drafted and will be available late 2017/ early 2018.
Again business should be given incentives to relocate to EDC and to provide work opportunities for EDC residents.	Action 25 addresses plans to work on packages of support for potential investors.
<p>We generally agree with the action points in this section.</p> <p>Having analysed the results of audits, EDC should proactively encourage specific businesses to settle at particular locations...</p> <p>We have concerns regarding the announcement by Homebase that their Milngavie store will close in November... It is rumoured that they would like to sell the land for housing, which would give a higher return. However, since the time of the B&M District Council, this location has been designated for bulky goods retail and was also approved for this by the reporter who allowed the Kilmardinny appeal. Moreover, EDC's most recent retail capacity assessment demonstrates a continuing need for good quality comparison goods. Therefore, the designation should be retained and EDC should pro-actively encourage a bulky goods retailer to open at the site.</p>	<p>EDEP has aspirations that the business land audit and subsequent review will allow more proactive marketing for specific sites.</p> <p>As correctly stated in this comment, the space in which Homebase currently occupies has a restriction that limits the goods sold to DIY related. Any application made on this site would require planning permission for any changes to this.</p> <p>However, the Council is currently unaware of any desires to acquire the land for housing and it is unlikely this option would be supported.</p>
<u>Ref 13:</u> We would agree with this statement and would like to add that Farmland should be included with this Audit. Farming is a business and although EDC does not have huge areas of farming we should ensure that land for this purpose is protected. The Greater Glasgow & Clyde Action Plan states that we should be looking to produce food as close to populations as possible and we shall need farmland for generations to	Initially the audit will look at business sites identified in the Local Development Plan. There is the possibility that other land will be considered in later stages of the review process, but this is dependent on the process and findings of the initial audit.

come and this should be looked at as a long-term issue.	
Business Gateway to provide higher levels of economic support for not for profit Social Enterprises as the try to set up in local communities.	This is addressed in actions 50-54.
<u>Ref 24:</u> Working with rail companies to deliver a Rail Halt at the Allander. This would benefit commuters; local businesses by freeing up more parking and would perhaps encourage business into the area.	This is not applicable to action 24. Feasibility work is being done in conjunction with the forthcoming Local Transport Strategy with regards to possible rail halts and locations.
<u>Ref 29:</u> We would agree that EDC should look to achieve benefit from projects and developments in the area. However, we can't help state that EDC had the ideal opportunity, and it was pointed out to them on several occasions, that when the Cala Development, which was re-negotiated, went ahead that a cycle route or part of a route could have been incorporated into the development thus avoiding all the controversy that has subsequently arisen. It is hoped that lessons have been learned and that guidance should be taken from the community at an early stage when proposals come to light in order that your stated objective can be achieved. There is a big task to be done in building trust with the community you represent.	This action refers to the process in which the Council works with developers and not about individual contracts.

Priority 3: Increasing Tourism

Respondents were asked whether they had any comments regarding this priority and its objectives, as well as the action plan relating to it. With regards to the objectives, 7 of the 12 that submitted a response to the online questionnaire left comments, the specific comments are addressed below. For the action plan, 3 left comments and of those that emailed their responses, all 5 commented on specific actions.

Comment	Response
Add Developing and promoting local support for new ideas and for national events e.g. European championships, cup finals	Action 50 addresses the aim to complement regional tourism which may include supporting national events.
Silly idea. Abstract. Insecure short term seasonal jobs for teenagers. Nothing to support families. People will not travel far and wide for what we have to offer when Glasgow is so close by with much more to see and do. Kidding yourselves on here.	The term tourism also applies to both overnight visitors and day visitors and through this strategy we aim in part to attract people that are already visiting the region to also visit East Dunbartonshire.
Encourage local people to 'dress up' the Main Street with flowers	Forthcoming town centre strategies will focus on specific actions for town centres. Action 12 will be expanded on to include support for additional types of community groups, and community groups such as Milngavie in Bloom have been very successful in carrying out these sort of tasks.
I would include an inventory for all historical sites and artefacts. EG Mugdock water works the 'Bearsden shark' not displayed, lack of western EDC Museum etc	The EDLC website (https://www.edlc.co.uk/heritage-arts) contains information about local heritage.
We had signs in Lennoxton stating it was the Gateway to the Campsies. Geographically yes but there is really little in the village that would make a tourist want to stop in the Main Street. Many cyclists and walkers pass through and we can't even offer a public toilet in the village.	The forthcoming Lennoxton Place Plan will contain actions to improve the attractiveness of the town and efforts to encourage cyclists and walkers to stop in the town. A draft will be available early 2018 and we will hold consultation events in the town to allow the local community to comment.
Tourism in the area is supported mainly by volunteers - Milngavie in Bloom being one of the best. We are so fortunate to be surrounded by a wonderful heritage and history, but insufficient is done to 'sell' this to the wider community. Canals are great Yes, a big success story for those who worked extremely hard to bring about this amenity. More can be done, even perhaps to create jobs in the area.	This is all addressed in the strategy and tourism is identified as a priority for EDEP.
Need to be ambitious, particularly the canal	Noted.
Where is the M&B Highland games, West Highland Way? Murray Park, Auchenhowie, Burnbrae and more	Action 31 addresses the aim to showcase local events. This strategy shows our aims for the entire area and is not site-specific.
Potential contribution of a Heritage Centre/Museum in Milngavie: We agree strongly with the assertion (p.16) that "East Dunbartonshire has	The Economic Development Strategy reflects the intentions of the Community Planning Partnership, not only the Council.

<p>great opportunities for tourism but has so far lacked the visibility and profile to attract people". We consider this applies with particular force to the communities of the West of the Authority's area. The tourist attractions in the west are particularly accessible to visitors, given the railway service and their being en-route to and from the long-distance walks such as the West Highland Way.</p> <p>We propose that the Council should facilitate public access to a Milngavie Heritage Centre or Museum open throughout the year. This would provide an important tourist attraction in its own right and also contribute significantly to the profile of attractions in Milngavie, Bearsden and the other communities in the west of the authority's area.</p>	<p>Museums and other heritage sites in East Dunbartonshire are managed by the East Dunbartonshire Leisure and Culture Trust and as such these comments will be made available to them for consideration.</p>
<p><u>Ref 32:</u> Include the Mugdock and Craigmaddie Reservoirs (also called the Milngavie Reservoirs or Waterworks), which are of part of the Loch Katrine water supply scheme. This was a ground-breaking, internationally significant Victorian scheme which is now in its entirety Category A listed. It also links East Dunbartonshire with Glasgow and with authorities to the north.</p>	<p>Regrettably due to delays, this action is no longer viable as it refers to the 2017 themed year and this strategy will not yet be in place. This action will be updated to reflect work being done in Mugdock.</p>
<p><u>Ref 33:</u> Include an action point to promote the development of a Heritage Centre in Milngavie. This could also serve the surrounding area and Bearsden.</p> <p>MCC formed a subgroup in 2009 to seek a permanent venue for the display of historic artefacts and the interpretation of the area's heritage. Milngavie Heritage Centre is now an independent, fully-constituted community group which mounts exhibitions twice a year on different themes and runs a series of lectures. However, there is still no permanent space for displaying the historic material that has been collected and the interpretation banners that have been professionally produced. A heritage centre or museum that is open throughout the year would benefit BOTH the local community, providing a sense of</p>	<p>This strategy supports promotion of heritage and local arts across the whole authority, action 33 lists a few examples but is not exhaustive. This will be discussed with EDLC.</p>

identity, AND would boost the economy as a tourist attraction. It could also provide information on the heritage features seen in the many walks around Milngavie.	
<p><u>Ref 30 – 33:</u> With regard to point 30 this should include information on history, wildlife, architecture that can be seen on the routes and locations. We would also state that there is a high demand for walking, including guided routes and talks along the routes and we would suggest that walking should not always be included together with cycling as the routes and purpose can vary widely. For example, many cyclists are passing through, with walkers more likely to stop. We would also state that under 32 the West Highland Way and Mugdock Country Park should always be included as they have everything, history, heritage and archaeology. At section 33 Milngavie Heritage Centre should be included in this.</p>	<p>Action 30 refers to general marketing and promotion of tourism attraction and aims to promote walking and cycling routes regionally which will aim to include assets along them.</p> <p>Action 32 will regrettably need to be removed due to timescales but will however be replaced with an action promoting work in Mugdock Country Park.</p> <p>Action 33 is addressed in the above response.</p>
<p>Fundamental to start with the 'missing link', i.e. a footbridge bridge at the confluence of the Allander and Kelvin Rivers near Balmore. Foundations are in place from previous railway bridge. ED Outdoor Access Forum (EDOAF) has made a site visit.</p>	<p>It is unclear what this comment is referring to as there is no objective or action number referenced.</p>
<p><u>Ref 36:</u> As the Core Path Network is included as part of the LDP we feel that a full masterplan is needed for these paths too which would help promote usage and tourism. There is great potential in this area and also in promoting local walking to public transport and short journeys, a desire of the Active Travel Plan, as well as the wider tourism potential.</p>	<p>This will be discussed with the relevant team in relation to transport strategy.</p>
<p><u>Ref 36:</u> The recent opening of the John Muir Trail (that includes a section from Edinburgh to Torrance along the F&C canal) provides an opportunity for tourism businesses to carry passengers as an alternative 'experience' to walking this flat section.</p>	<p>Work on a masterplan for the Forth and Clyde canal will begin in 2018 and will consider options for greater tourism opportunities. This comment will be reflected in the consultation for this.</p>

<p><u>Ref 39:</u> We would support this and would also point out that not only do community groups such as Milngavie in Bloom and ourselves do this work, but also individuals carry out a tremendous amount of work. Many of these groups and individuals are carrying out work, which was EDC responsibility and was stopped in the area and this should be recognised.</p>	<p>This will be updated to include individuals. We hope to capture as much activity as possible that contributes to the visitor economy.</p> <p>East Dunbartonshire Council, alongside the rest of the Community Planning Partnership endeavour to facilitate and contribute to activity in the area, however resources are not always available to continue with non-essential functions.</p>
<p><u>Ref 40:</u> A few years back the seasonal bus to Mugdock was popular and could have benefitted from wider promotion both within and outwith the area. Even a circular bus, for example, calling at several attractions within EDC would be an idea and would encourage interaction amongst the various communities as well as providing benefit to tourists.</p>	<p>This is recognised and addressed in action 40. This, among other options will be considered when carrying out work to deliver this action.</p>
<p><u>Ref 41:</u> Importance of the Milngavie Reservoirs complex After Mugdock Country Park, the Reservoirs complex is the second most visited attraction in East Dunbartonshire, attracting visitors from all over greater Glasgow, and significant tourism from further afield in Scotland and even abroad. It should surely be listed in the Strategy, on Page 29 item 41, for example. An important possibility for enhancement as a visitor attraction may be presented by Scottish Water's current initiative to establish a "Community Liaison Group", to bring together representatives of the local community (the Friends of Milngavie Reservoirs), the Local Authority, Scottish Water and other stakeholders.</p>	<p>Action 41 refers to upgrades around various tourist attractions across the whole authority and is not limited to the examples given. However this is noted and will be included in the final strategy.</p>
<p><u>Ref 41:</u> Again, this should include the Milngavie Reservoirs, which receives more visitors than all the other attractions apart from Mugdock Country Park. Note that EDC's recently published Green Network Strategy has an Action to "Work with the local community and Scottish Water to help implement actions as set out in the Milngavie Reservoirs Conservation and Recreation Management Plan."</p>	<p>This will be reflected as noted in the above response.</p>

<p>Upgrading of the paths is badly needed, as is restoring the A listed engineering structures that are being left to rot.</p>	
<p><u>Ref 41:</u> Add mention of the West Highland Way as a top Attraction for ED. Also mention Milngavie as an important hub for long distance walking route; WHW, Clyde Coastal Path, & John Muir Trail. Emphasis on attracting ‘overnight’ stays in Milngavie to increase local tourist spend. This could happen if a ‘super trail’ was markets from south to north i.e. CCP, WHW, & Great Glen Way.</p>	<p>Action 41 refers to upgrades around various tourist attractions across the whole authority and is not limited to the examples given. Milngavie’s importance as a hub for long distance walking is included in the strategy</p>
<p><u>Ref 41:</u> The West Highland Way we feel should be included in this. Again we’re sure you don’t need reminding that there is still not a toilet facility at this location, at time of writing. With a facility having been removed that was already there. See previous comments at point 1.</p>	<p>Refer to above response.</p>
<p>Regarding Priority 3: Increasing Tourism, the Milngavie Reservoirs are not listed under such action points as Refs 32 and 41, yet in Local Plans 1 and 2 the asset was included as one of the major tourist attractions... Scottish Water has estimated some 170,000 per year. In 2001, FoMR analysed the postcodes of 3,000+ signatories to a petition set up within the Reservoirs’ grounds. Less than a quarter were from Milngavie and less than half from within a five mile radius, which makes it a regional attraction. Moreover every Glasgow postcode was represented. The notes below on the heritage significance attempt to explain this popularity. In relation to the Economic Development Strategy, we would ask that the Milngavie Reservoirs be named in such Actions as Refs 32 and 41 and that they be included in such Actions as a tourism website. We would also like to see further development of the heritage offer in Milngavie, such as by Milngavie Heritage Centre.</p>	<p>Addressed above.</p>

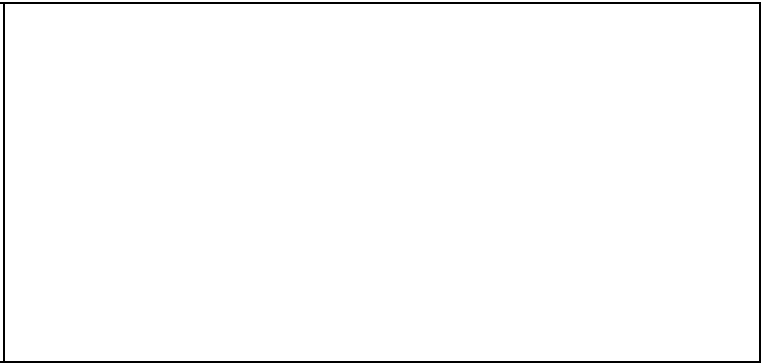
<p><u>Ref 42:</u> Include exploring the idea of a WALKING FESTIVAL based in Milngavie in collaboration with the BID and Ramblers groups, perhaps initially as part of the very successful Milngavie Week 2017. A Winter Walking Weekend might fill a gap in the calendar and could include evening music and ceilidh events.</p>	<p>Options for events will be explored for across the whole authority.</p>
<p><u>Ref 46:</u> 2015-2017 has seen MCDT studying ways to increase community footfall and use of Lennox Park as an aspiration that emerged after extensive community consultation. Further consulting of the community carried out over alternative uses for the flat area of Lennox Park where the blaes pitch is situated.</p> <p>The three examples mentioned in Draft Strategy should be updated or deleted. EDC Estates are currently examining whether the lease of the Toilet Block is still valid. MCDT community consultation has shown that a toilet facility in Lennox Park is preferred over a cafe. The old skate park has already been updated by EDC with facilitating help from MCDT with local schools to provide design feedback.</p> <p>Through ideas and feedback from multiple public meetings the following components have been identified as the most popular;</p> <ul style="list-style-type: none"> - An all-weather recreational pitch would replace one third of the current blaes pitch. - A community orchard will be another key component to the area. - A Community Food Growing area. 	<p>This has been noted and action 46 will be updated to reflect the updates, however the feasibility study is being done and there are no specific projects decided at this stage.</p>

Priority 4: Sustainable Development

Respondents were asked whether they had any comments regarding this priority and its objectives, as well as the action plan relating to it. With regards to the objectives, 7 of the 12 that submitted a response to the online questionnaire left comments, the specific comments are addressed below. For the action plan, 4 left comments and of those that emailed their responses, 3 of 5 commented on specific actions.

Comment	Response
Delete " social " and allow for any enterprises	Support for enterprise of any kind is addressed under Priority 2 and the related action plan. Priority 4 addresses social enterprises separately.
Again, only a fool would disagree but without a report to comment on how can we judge?	All background reports that led to the objectives of this strategy are available on the Council website. A report monitoring progress on delivery of the strategy will be carried out and available to the public in 2019.
Again businesses have to want to come here.	This is addressed within the strategy, particularly relating to the Business Land Review.
Economy means just that - watching that money is well spent on the practical rather than the frivolous. Too many reports lead to a stuffed filling cabinet whilst opportunities for face-to-face project development leads to success.	It is unclear what this comments refers to, or how it relates to this priority.
Would like to see transport strategy plan explicit	Current Local Transport Strategy available on the Council website (https://www.eastdunbarton.gov.uk/local-transport-strategy). This is currently being updated and a new strategy will be available for consultation 2018. Opportunities for further links made in the final economic development strategy will be looked in to.
Business Wind or Solar power farms?	Proposals such as these would be considered by the East Dunbartonshire Economic Partnership (EDEP) who welcome businesses or community groups to discuss any ideas they may have.
<u>Ref 46:</u> This action point is now partly outdated. The recently upgraded skatepark at Lennox Park is a huge success and is attracting many children from outwith Milngavie...Upgrading the toilet block for its original use would greatly increase the amenity and use of the park for recreation...Finally, for increasing sustainability in the Milngavie and Bearsden area the most effective development would be a RAIL HALT at the Allander, with a substantial park and ride facility.	These issues have been addressed previously. Action 46 will be updated and possible rail halt options and feasibility are being researched in conjunction with the next Local Transport Strategy.
<u>Ref 46:</u> We would support this but would ask that consideration be given to those over 55 to enable them to get use from the space too with perhaps enhanced paths and walking facility. This would reflect the demographic of the area. It should also be borne in mind that Lennox Park was gifted to the people of Milngavie and any action should reflect this. It should also have consideration for	This action is being updated and these comments are noted.

those residents who border the park, taking into account would large groups of people say at a football match cause inconvenience to residents. Also Lennox Park has foot access over the railway line, however nearby this foot access are households occupied by older residents and consideration should be given to any impact on them.



Key Actions

Do you agree with the identified key actions: Business Portal; Sustainable Procurement; Business Land Audit and Review?

Do you think any other actions from the action plan should be key actions? Are there any actions not identified in the action plan that you think should be key actions?

This section of the strategy refers to the key actions pulled from the action plan. These actions were chosen as key actions due the potential economic benefit they could bring in terms of employment, investment and increased communication amongst the business community. These actions are the creation of an online portal for businesses and individuals; improvement of the current system for sustainable procurement; and a business land audit and subsequent review which will allow us to be more proactive when marketing business sites.

Respondents were asked whether they agreed with these sites, and whether they believed other actions should identified as 'key' actions. They were also asked whether they thought anything was missing from the action plan and should be considered. There were no comments received from those that submitted a response via email. Of the 12 online respondents, 7 agreed with the business portal action, 6 agreed with the sustainable procurement action, and 8 agreed with the land audit and review action.

Section	Comment	Response
Sustainable Procurement	Procurement - isn't there a central source for procurement in SCOTLAND for all the councils to utilize?	There is a central directory and guidance available. This action related to sustainable procurement which involves environmental and sustainable benefits, and community benefit clauses to add further value to the local community such as local training opportunities
Business Land Audit and Review	Who decides at an audit what is to be done? Can we please consider using some of the derelict areas before we start selling off attractive areas within the portfolio of council land and assets.	The audit will be carried out in order to collect in-depth information about each site so we can be more proactive in marketing. The review will have a role in providing evidence for future management of the Council estate.
	Unsure if there is any benefit to me or locals	It is hoped this process will allow us to attract investors which could benefit the local economy through job creation and increased footfall.
	Will this also include access to services	It's unclear what this refers to, the review process will not include access to services

		for residents, but it will monitor specific sites' access to the wider area.
Whole section	The Key Actions section is very weak and needs more creativity added explaining how EDC will identify and harness opportunities across many more areas than portals, sustainable procurement and a land review.	It is hoped that through the action plans we have addressed how we intend to contribute to the growth of the local economy. These actions have been identified as the key actions because we believe these pieces of work are essential for allowing us to market the area more efficiently to improve job opportunities across the authority.
Missing Actions	Health. You have stated we have good health yet our doctor's surgeries can't support their patients, Kirkintilloch is awash with drug addicts and we have more care in the community to support than anywhere else due to the closure of Woodilee and Lennox Castle. The patients became Cared for in the community, drawing organisations such as the Richmond fellowship here which in turn brought more service users. Their needs have to be met and this must be demonstrated. More focus on psychological services and more access to health services is a priority, whether your data recognises that or not. You have only shown life expectancy, not quality of life or health service needs specific to the population. Until that is researched and recognised you can't really be seen to deliver a holistic approach at all.	<p>This strategy represents the work that will be done by the Economic Partnership to improve the local economy as the delivery group for Local Outcome one (Economic Growth and Recovery) of the Local Outcomes Improvement Plan for the Community Planning Partnership.</p> <p>Health does not fall under the remit of Local Outcome one or this strategy. However Local Outcome five relates to health and wellbeing, and the delivery group for this, and the Joint Health Improvement Plan is available here - https://www.eastdunbarton.gov.uk/health-and-social-care/east-dunbartonshire-health-and-social-care-partnership-board</p>
	Action on fly tipping and littering needs to be higher profile.	Fly tipping and littering have not been identified as core priorities for the Economic Development Strategy. However, it is appreciated that these issues have an important bearing on economic growth and recovery and the comments will be passed to the Council's Waste Services for consideration.
	Spending more money in villages, like sportsfields or upgrading roads and safety on roads	The strategy will be updated to include more reference to the villages within the authority. This would be covered under Priority 1.
	Shared travel routes between some towns for pedestrians and cyclists to take cyclists off dangerous roads, such as from Milngavie to Kirkintilloch.	This will be considered when updating the Council's Local Transport Strategy

Additional Information

Respondents were asked whether they believed that the actions within the strategy would successfully achieve or contribute to the vision and objectives of the strategy. Of the 12 online respondents, 7 said yes, 2 said no, and one said it was difficult to say. When asked how easy they found the strategy to understand, 2 said very easy, 4 said easy, 3 said somewhat easy and 2 said somewhat difficult. No one left any comments on the supporting documents and finally, three people left a last comment.

Comment	Response
Is the strategy for EDC or for business? Please don't make it look like M&B are second priority in these areas. Hope these comments are helpful and I wish you well.	The strategy reflects the priorities identified through early engagement, research and policy review and will be delivered by the East Dunbartonshire Economic Partnership. EDEP welcomes any other group or individual interested in supporting these actions. The strategy applies to the whole of East Dunbartonshire
I have left question 13 blank - at the end of the day it's best for the planners - movers or shakers at the Council to consider best ' what would I like most if I was living in that community with my family. And how can this be achieved with the economical budget constraints I have to work with.' Also, think long term, quick fixes just do not work for anyone.	The strategy is not only a Council document, it reflects the ambitions of the entire Community Planning Partnership.
This is only really beneficial as I mentioned if you live in the main town centres. I see that I will get little return for the taxes I pay to a place like Balmore. These areas are used for cash for EDC but they put nothing back into these communities, the lengths the locals have to go to are incredible just to get a safe area for kids to get on and off a school bus. This would never happen if you lived in Kirkintilloch, Milngavie, Bearsden or Bishopbriggs	This is a strategy for the CPP which includes but is not limited to the Council. However it has been noted and as stated previously, villages are mentioned more within the strategy, particularly in titles.

Conclusion

There were very few objections with the structure or main priorities and objectives of the strategy and so they will remain the same in the final strategy as they are in the draft. Comments are addressed in this consultation report which will be published alongside the final strategy and will be made available on the council website. The changes that are being made as a result of the consultation period are noted in the responses made to the comments, in this document.