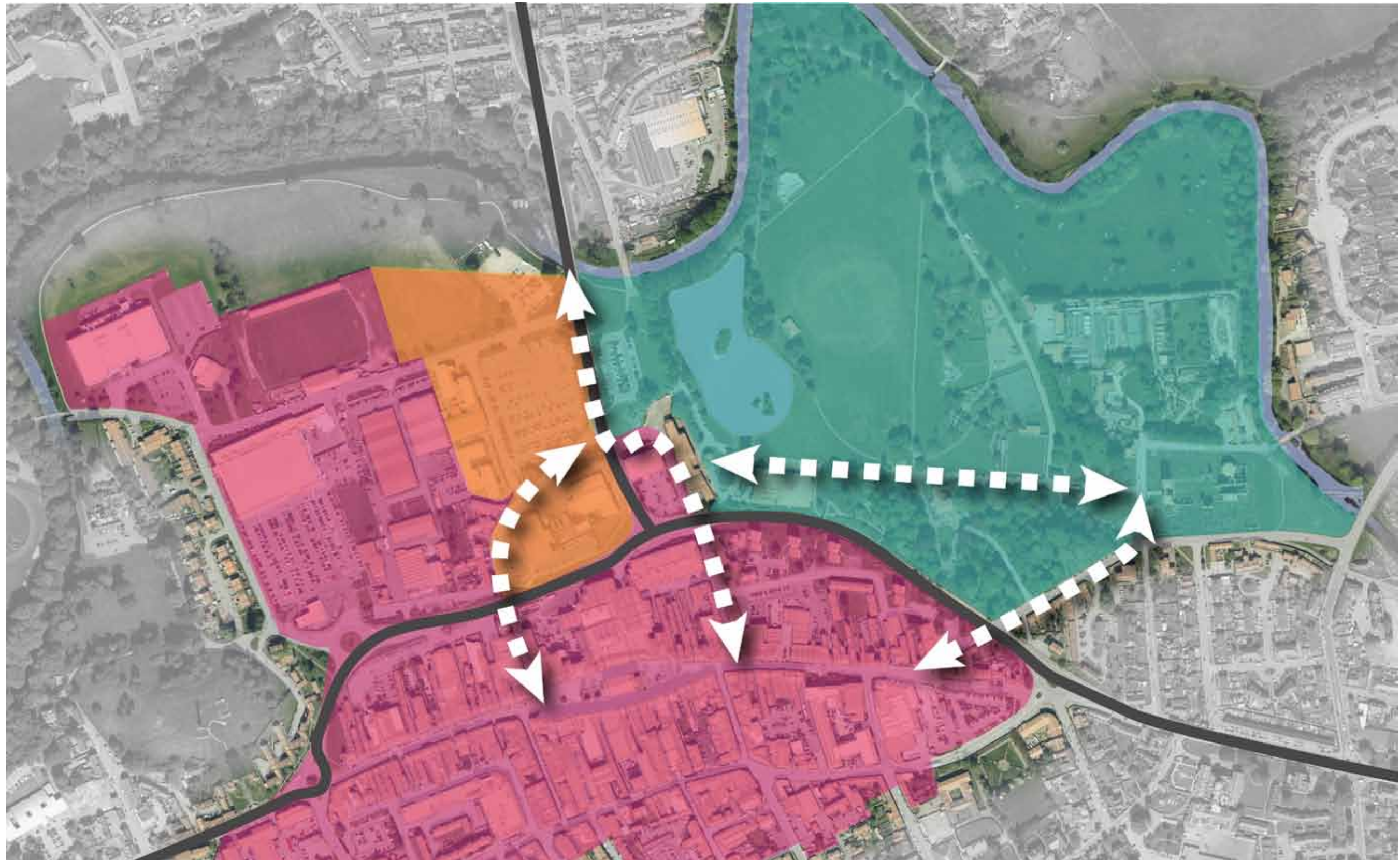


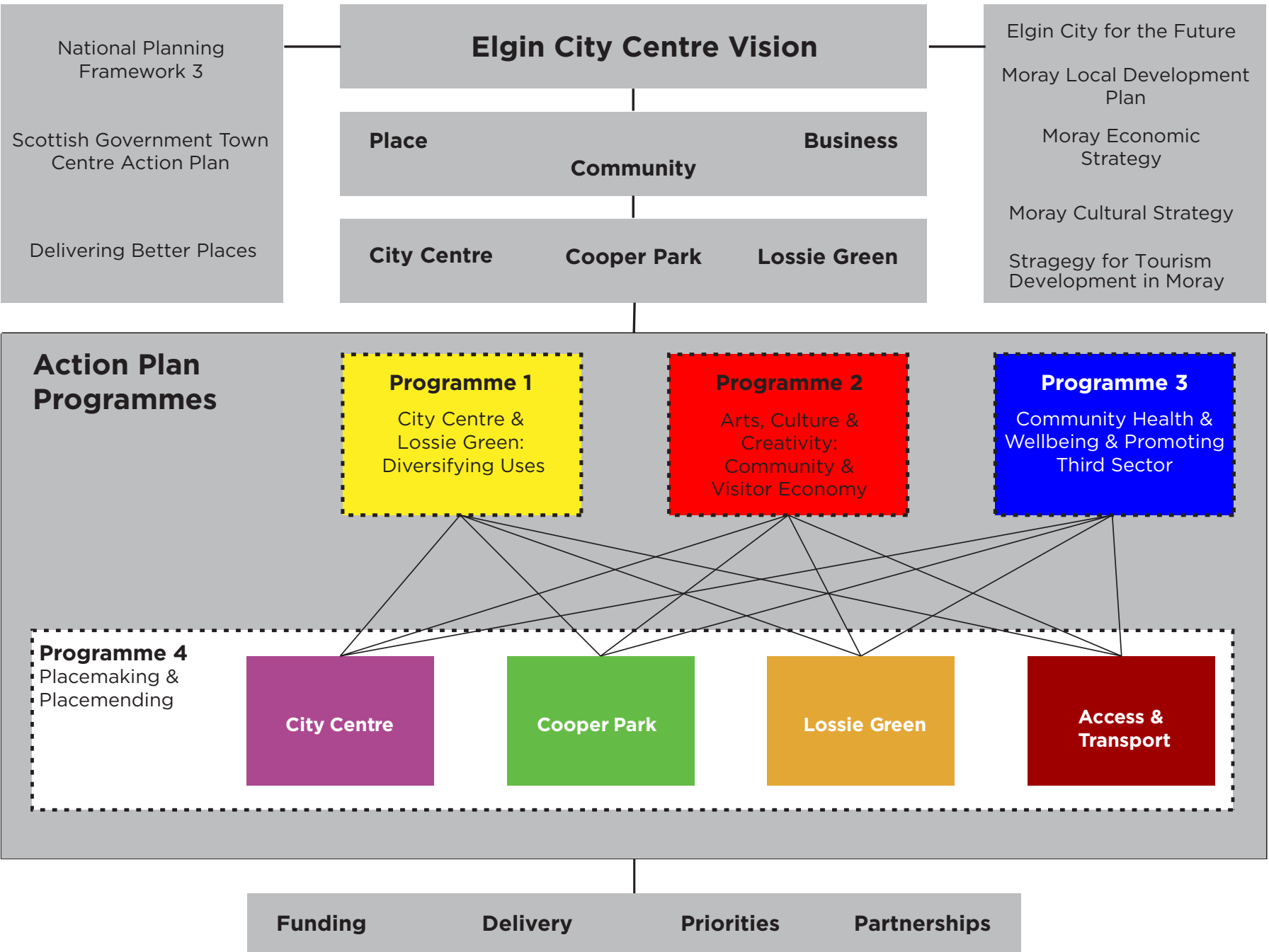
Central Elgin REGENERATION
PUBLIC DESIGN CHARRETTE

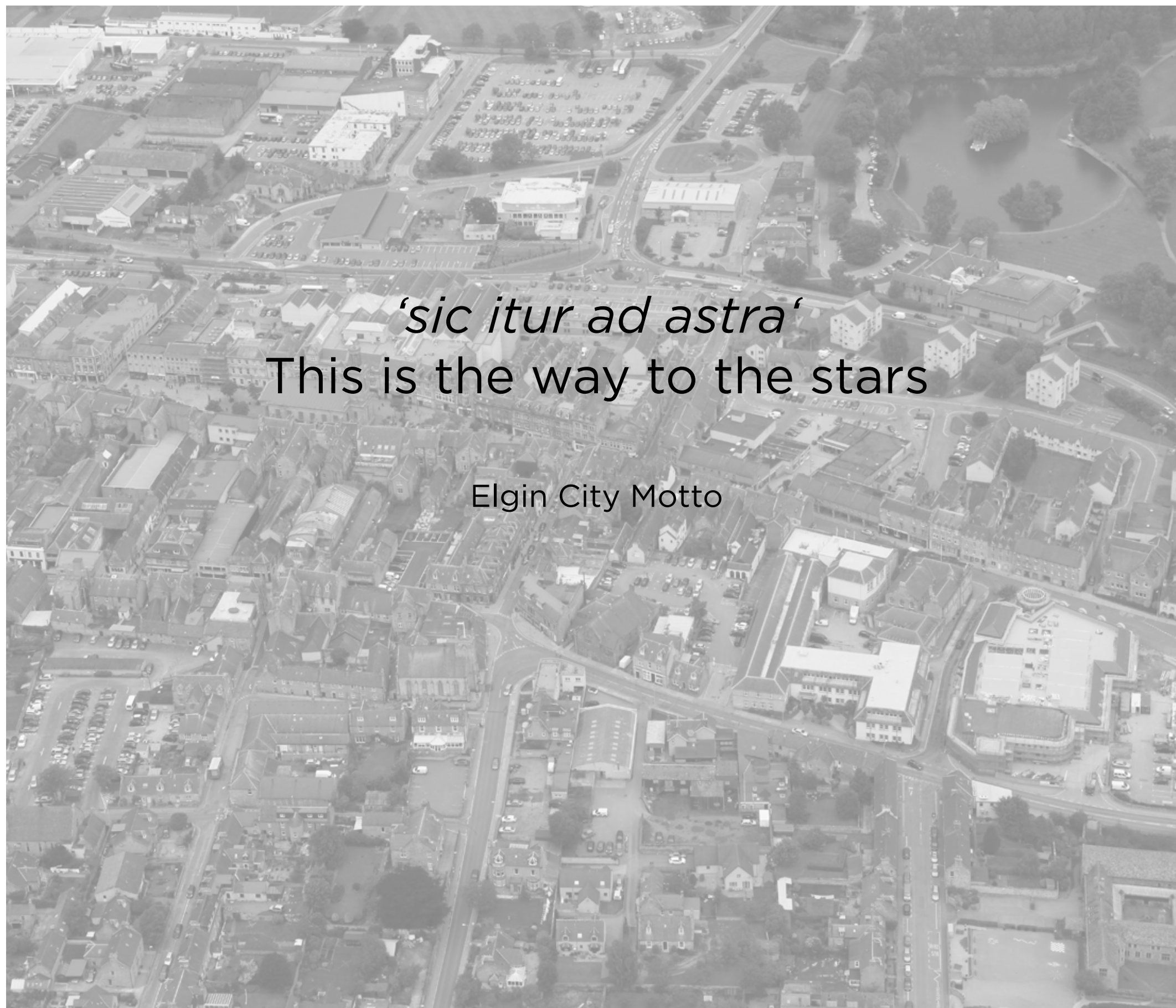


CENTRAL ELGIN REGENERATION

Purpose and Content of this Report

This report is a record of the Central Elgin Regeneration Public Design Charrette that occurred over four days in March 2015, with a follow up day in at the end of March 2015. The report summarises the survey and analysis of Elgin, outlines the Vision agreed at the Charrette and sets out Action Plan Programmes of four mutually supportive overarching themes featuring priority projects and longer term objectives. In the spirit of ‘whole place planning’ the Action Plan sets out non-physical initiatives and physical ‘place-making / place-mending’ interventions. The report makes recommendations and suggests ways in which, through partnership working local authorities, agencies, communities, businesses and individuals may work together to improve central Elgin, in line with the Vision.





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EXECUTIVE SUMMARY

PUBLIC DESIGN CHARRETTE & MORAY ECONOMIC PARTNERSHIP CONTEXT

In November 2014, the Scottish Government selected Central Elgin for a major public design Charrette, as part of the Charrette Mainstreaming Programme 2014-15. The fundamental aim was to involve local residents, businesses and stakeholders in planning the future of Central Elgin. **A Charrette is an intensive consultation that engages local people in the design of their community.**

Moray Council, on behalf of the Moray Economic Partnership, sponsored the Charrette and a design team led by Austin-Smith:Lord LLP (urban designers & architects) and Douglas Wheeler Associates Ltd (economic regeneration specialists) with Ryden (property consultants) and Transport Planning Ltd commissioned to facilitate the Charrette. Peter McCaughey, Lead Artist and Director of *WAVEparticle* (artists, community animation) hosted pre-Charrette workshops.

Pre-Charrette briefing, preparatory workshops, community animation and schools events were undertaken in the period from December to March. The main planning and design workshops were held in St Giles' Church in Elgin High Street over a four day period running from the **2-5 March 2015**. Over this period the local community, designers and specialists worked together, 'hands on', to prepare a long term vision, and action plan programmes including a regeneration masterplan framework for Central Elgin. Overall more than **300 people** were involved in **fifteen different events** and details are included in Chapter 1.

STARTING POINT: SOCIO ECONOMIC PROFILE & WHAT'S CHANGED SINCE ECFTF 2011?

Based on the 2011 census **Elgin has a population of 23,128** with the Moray population at 93,295. Elgin has a particularly wide range of people, housing and activities. The number of older couples with no children is higher than average. There is a mix of professional and non-professional jobs, and part-time and self-employment are both important for a significant proportion of residents. There is still an employment dependency on public administration (10%), education (20%) and health (7%) with retail at 15% (Source: Scotland's Towns Partnership: Understanding Scottish Places).

An important starting point for the Central Elgin Public Design Charrette was to confirm the significant changes since the Elgin City for the Future (ECFTF) strategy was published in 2011. The main changes identified were:

- Publication of the National Review & Scottish Government's Town Centre Action Plan
- Elgin Flood Alleviation Scheme investing £86m has been largely completed
- The 'Embrace Elgin' BID that was originally established in February 2010 has had a successful ballot renewal in December 2014. Business confidence has grown with momentum on around 17 projects including food & drink and the 'wedding street'
- Conservation Area Scheme/CARS has been established in the High Street (to run from 2013-18) with £3.3m from Historic Scotland and The Moray Council
- 'Urban Freedom' sustainable travel project has been delivered in Elgin
- Alexander Graham Bell Centre: Moray Life Science Centre has been completed and opened
- St Giles Centre now has planning permission to extend by 4,569 sq m
- Town Hall refurbishment with £1.2m invested has now been completed
- The A96 Dualling Project has been announced with proposed completion in 2030.

CENTRAL ELGIN PUBLIC DESIGN CHARRETTE: ISSUES & CONCLUSIONS : SUMMARY

The fundamental issues that emerged early in the Central Elgin Public Design Charrette are summarised in Chapter 3 and include:

- **Elgin has many assets** including: historic townscape, Cathedral, Cooper Park, Moray College of Art/UHI, renowned and well established brands and businesses like Johnstons and Gordon & MacPhail, emerging local creative industries sector for example, Hunted Cow who were established in 2003 and now employ 29 people in former retail premises in the City Centre. This blend makes for a very convivial place with very good quality of life.
- **Overcoming barriers to pedestrians and cyclists:** including rail, roads, river – especially A96 severance by reconnecting principal, historic routes and improving connections between the City Centre, Lossie Green, Cooper Park and the Cathedral. **Binding the whole thing together is essential.**
- **Complement not compete:** Balancing **placemaking** based on the emerging opportunities at Lossie Green with **placemending** initiatives in the historic City Centre, tackling vacant property and diversifying uses
- **High Street 1st:** Focus on the City Centre to highlight distinctiveness. Priorities are reusing vacant space and encouraging a more appropriate evening economy.
- **Moray College of Art/ UHI:** is Scotland's 5th Art School, so there is an opportunity to capitalise on this asset and enable artists / creatives / students to enliven the High Street and City Centre.
- **Coordinate planning, investment and programming of activities between St. Giles, Grant Lodge, Lantern of the North, Town Hall & other potential venues:** the community and visitors can benefit from the arts and cultural investment and this is a strong infrastructure component of the visitor economy.
- **Elgin: City of Light:** To include installations at the Castle> Cooper Park> Cathedral> Cashmere> City; as part of a safe, special, spectacular network of routes.
- **Sports + Activity cluster along River Lossie corridor:** To include improved Community Sports Hub and flood defence footpath / cycle-route.
- **Redefining Cooper Park** with an emphasis on sport, health and well-being to benefit Elgin communities and residents. Focussing on boundaries, gateways; routes & pauses; parkland & wetland.

The **strong overarching conclusions** from the Charrette that have helped shape the Central Elgin 2025 vision included:

- Elgin has a strong identity but there is a **need to meet higher expectations** from residents, business, investors and visitors: ensure the City Centre provides value service entertainment: more of a destination: improve evening economy offer.
- The City Centre needs to **offer more than just retail:** investing in arts / culture and the creative industries, the evening economy and residential can widen the mix of uses.
- Promote more **enterprise and entrepreneurship:** use trial space and 'meanwhile' uses like Pop Ups / creatives.
- These are very challenging times. The Moray Council, along with the rest of the public sector in Scotland, is facing up to a **very tough financial climate.** Overall the crucial importance of commitment and action from **across the private, third and public sectors was seen as vital** as was the importance of a 'can do' attitude.

CENTRAL ELGIN 2025 VISION

The vision that emerged from the Pubic Design Charrette and was presented on 19 March was as follows.

‘In 2025 Central Elgin is the **very heart of Moray**, a vibrant thriving City Centre with a real buzz. Central Elgin has **something for everybody**: the young, families, older people, residents and visitors. This is a **distinctive and compelling small** city that now has a **European reputation** for its historic townscape, arts/culture and creativity and range of venues, spaces and activities. This includes the **influential Moray College of Art, festivals and a strong evening economy**.

Elgin also has a **city centre for living** with a wide choice of residential and visitor accommodation. The High Street has a **diverse mix of independent businesses**, uses/activity and is now pedestrian priority shared space. **Cooper Park has been refreshed** and offers a variety of sports and quiet facilities.

Central Elgin is an extremely **well connected, walking and cycling friendly place** and so it is very easy to navigate within and between Lossie Green, Cooper Park and the City Centre. The award winning ‘Castle to Cathedral to Cashmere to City Centre’ **heritage experience is a significant attraction** where the routes include engaging interpretation and feature lighting. The future of important buildings like St Giles’ Church, Grant Lodge and the Town Hall have been secured and are well used facilities and popular venues.

Above all Elgin has a very committed and **effective private, public and third sector partnership** team that actively drives forward and promotes the Central Area.’

The 2025 Vision will be delivered through the implementation of the Action Plan Programmes that were identified, discussed and refined during the Public Design Charrette

CENTRAL ELGIN REGENERATION: PUBLIC DESIGN CHARRETTE OUTCOMES

1. Action Plan: Four Themes

The Action Plan Programmes are presented in Chapter 3. Projects are organised in four **integrated and themed programmes**, namely:

- I. City Centre & Lossie Green: Diversifying Uses
- II. Arts Culture Creativity: Community & Visitor Economy
- III. Community Health & Wellbeing & Promoting Third Sector
- IV. Place Making & Place Mending: Buildings Sites & Environmental Investment: Development Framework

The Action Plan focusses on local economic and community regeneration projects that will complement the proposed physical regeneration development framework investment. The Action Plan provides clear guidance in relation to prioritisation of projects, timescale and likely impact, who should lead/support delivery and funding sources.

The Action Plan Programmes should be adopted by and have the support and commitment of all partners across the public,private/business community and third sectors.

2. Masterplan Framework: Overarching Placemaking Themes

The Development Framework outline in Chapter 3 has four overarching themes namely:

- a. **City Centre – Place-mending in the historic core**
 - o Investing In Placemaking Infrastructure: Sites & Buildings
 - o St Giles, Lantern of the North, Town Hall & Grant Lodge
- b. **Redefining Cooper Park**
 - o Greenspace : Health, Wellbeing + Active Living
 - o Cooper Park + River Lossie corridor
- c. **Emerging Opportunities at Lossie Green – Place-making**
 - o Viable mixed use development packages
- d. **Binding the whole thing together**
 - o Making Connections : Transport & Access
 - o Connecting Cooper Park, Lossie Green and City Centre & tackling barriers

DELIVERING THE CENTRAL ELGIN REGENERATION ACTION PLAN PROGRAMMES

The Action Plan Programmes that have emerged from the Public Design Charrette are **pragmatic, can evolve in an ‘organic’ and flexible way** to reflect the realities of the current property market nationally, in Elgin and the challenges facing the public sector. Short, medium and long term priorities that will help to deliver the Central Elgin 2025 Vision are identified.

Clearly in the immediate future a more risk averse private sector, in terms of taking a more selective view of opportunities, in tandem with declining public sector investment in a tough financial climate will be the norm. This will require **Moray Economic Partnership to commit to action** and to focus on targeted (high priority/short term) and proactive intervention, focussed on a number of strategic and deliverable regeneration and development projects. These priority projects will typically involve a number of sectors, funders and funding sources (See Chapter 4 below) and will need to have resources focused on their delivery. This ‘city centre first’, targeted, collaborative and much more focussed approach will now be far more important in future than it was in the past.

Given the present condition of the private sector investment and development market, elements of the Development Framework (Programme 4) would require to be **public sector-led economic development and regeneration projects**. Therefore the Development Framework (Programme 4) needs to be approved and in place in order to give more certainty to advance discussions with potential public and private sector funding agencies and also to respond to other opportunities, that may arise, in a strategic manner. As a consequence land at Lossie Green should be also considered as a ‘strategic reserve’ for future development.

Elgin is fortunate in that the Moray Economic Partnership already has ambitious **strategies** (e.g Moray Economic Strategy, Strategy for Tourism Development & Moray Cultural Strategy) and a **delivery structure** with groups in place. As a consequence the following four part delivery arrangements for the **Central Elgin Regeneration Action Plan Programmes** established within the Moray Economic Partnership are suggested. The four components are:

i. Moray Economic Partnership: Delivery Group

The Moray Economic Partnership has to move quickly and decisively so as to keep the momentum that has been built up over the Charrette period. In the short term a focussed **short life ‘delivery group’** should be established.

ii. Dedicated City Centre Regeneration Delivery Vehicle

Discussions with private sector land/property owners and developers during the Charrette highlighted the need for a small dedicated **City Centre Regeneration Delivery Vehicle/Team** who would report to the Moray Economic Partnership. They would be tasked with delivering the Action Plan Programmes priority development projects, marketing opportunities, engaging and negotiating potential ‘project partnerships’ directly with land and building owners and developers.

iii. Arts & Creative Industries: Development Coordinator

The arts/culture and the creative industries emerged as a very strong transformational economic and community regeneration driver for the regeneration of Central Elgin. It will be essential to take a **strategic and coordinated view** across planning/developing proposals, making the business and funding cases for the emerging individual projects and initiatives. Experience elsewhere highlights that an action driven **Project Coordinator/Executive** (possible FT/PT secondment) reporting to Moray Economic Partnership will be essential.

iv. Central Elgin Regeneration: Project Champion

A Project Champion who is well known and respected should also be identified. The Project Champion’s primary role will be to advocate and promote the wider benefits of **Central Elgin Regeneration Action Plan Programmes** and continue to build support among, private, public and third sector partners.

RECOMMENDATIONS

Moray Economic Partnership/The Moray Council is invited to endorse the **Central Elgin Action Plan Programmes** as the basis for wider dialogue with potential public and private sector funding agencies so as to guide future investment decisions in Central Elgin over the next ten years.



INTRODUCTION



MORAY ECONOMIC PARTNERSHIP CONTEXT

In 2014, the Scottish Government selected Central Elgin for a major public design Charrette, as part of the fourth year of the Charrette Mainstreaming Programme 2014-15. The fundamental aim was to involve local residents, business and stakeholders in planning the future of Central Elgin. **A Charrette is an intensive consultation that engages local people in the design of their community.**

Moray Council, on behalf of the Moray Economic Partnership, sponsored the Charrette and a design team led by Austin-Smith:Lord LLP (urban designers & architects) and Douglas Wheeler Associates Ltd (economic regeneration specialists) with Ryden (property consultants), Transport Planning Ltd, and WAVEparticle (community animation) were commissioned to facilitate the Charrette. Planning and design workshops were held in St Giles’ Church in Elgin High Street over a four day period running from the **2- 5 March 2015**. Over this period the local community, designers and specialists worked together, ‘hands on’, to prepare a long term vision, Action Plan Programmes, including a Regeneration Masterplan Framework for Central Elgin, with the ideas translated into plans and drawings.

The Public Design Charrette follows on from the Mini Charrette that was held in Elgin in March 2014. The Mini Charrette engaged with **invited** local businesses, community representatives, council officers, landowners, developers and other stakeholders. The focus of the Mini Charrette was the redevelopment of the Lossie Green area in Central Elgin. This is a key element of the Moray Community Planning Partnership’s ‘Elgin – City for the Future’ (ECFTF) strategy, which in turn is fundamental to ‘The Moray Economic Strategy’. The Moray Economic Partnership has been tasked with the delivery of ‘The Moray Economic Strategy’, which includes an Action Plan. Identified in ECFTF under the ‘High Street First’ priority are a number of related projects to be progressed by the preparation of a Masterplan and Development Brief for Lossie Green. The Moray Council is identified as the lead partner in delivering the Masterplan and Development Brief for Lossie Green. Lossie Green is an integral part of the focus for the Central Elgin Regeneration: Public Design Charrette.

MORAY ECONOMIC PARTNERSHIP: PUBLIC DESIGN CHARRETTE BRIEF

The fundamental aim was to prepare a future vision with a realistic, integrated regeneration masterplan development framework for Central Elgin. This would inform the priorities for regeneration investment and the character and form of development over the next ten years and generate the support of local residents, businesses and key stakeholders. In particular the brief highlighted the following aims for the Charrette namely:

Progress the **existing ‘Elgin City For The Future (ECFTF) and principles that were established at the Mini Charrette.**

- Develop a **shared long-term vision, strategy and masterplan for Lossie Green and Cooper Park** and establish a commitment from the local community, businesses and stakeholders to delivering the changes required to achieve the vision.
- **Identify mixed residential, leisure, cultural, office and retail proposals** for the different Central Area development sites and a transport strategy that is set in the national, local planning and economic development context.
- Prepare **‘place-making illustrations’** including a clear plan and sites schedule that highlight the potential for a **vibrant place** where people will live, work, shop and socialise and that will integrate Lossie Green with the rest of the City Centre and Cooper Park.
- Establish an agreed **integrated regeneration masterplan** and action plan for turning the outputs from the Charrette into **viable development briefs that can be used to market specific opportunities.**
- Test the **feasibility of the emerging proposals** by taking account of the property market and financial climate.

The **Charrette outputs** were to be both inspirational as well as being pragmatic and viable and based on sound financial analysis and community support.

CENTRAL ELGIN PUBLIC DESIGN CHARRETTE: APPROACH: EVENTS & ATTENDANCE

An Inception Meeting was held at Moray Council on 18 December 2014 and preparatory Workshops were then held in St Giles’ Church on Monday 26 January. WAVEparticle then facilitated pre-Charrette schools and community animation on 29/30 January. (See Chapter 3)

The Public Design Charrette was structured around the following events:

Event	Attendance
1. Pre-Charrette	120 ‘vox pops’
2. Schools Event:	60 pupils + 4 adults
3. Launch Events :	26
4. Futurewalk:	13
5. Agencies Workshop:	38
6. Businesses & Community Reps:	17
7. Landowners / Developer’s Forum:	12
8. One to One Sessions:	8
9. Traffic & Transport Walkabout :	9
10. Pin Up / Work in Progress:	25
11. Final Presentation 1: 19 March	35
12. Final Presentation 2: 19 March	42
13. + Drop in Studio + Incidental Meetings in Elgin	65
14. Written/Typed/emailed contributions	11

Participants

The stakeholders involved in the Charrette included:

- The Moray Council Councillors;
- Elgin Academy & Elgin High School: students & staff;
- Elgin Community Council;
- Moray College/UHI;
- Elgin BID;
- HI Trans;
- HIE Moray;
- Visit Scotland;
- Federation of Small Business;
- Stagecoach;
- Elgin Benevolent Trust;
- Moray Society;
- Diageo;
- Gordon & MacPhail;
- St Giles Centre;
- Robertson Property;
- Springfield Properties;
- Royal Bank of Scotland;
- Scottish Water;
- SEPA;
- Business Gateway;
- Shopmobility Moray;
- Lantern of the North;
- St Giles Church Congregational Board;
- The Moray Council (Development Management, Consultancy Management, Planning & Development, Transportation Economic Development, Lifelong Learning & Culture, Community Planning and Development, Lands & Parks, Design Management, Housing Strategy, Legal Services, Estates Management)

Project Team

David Duncan: The Moray Council
 Rowena MacDougall, Keith Henderson, Jane Clark & Margaret Smart: The Moray Council

Consultant Team

A-S:L-Urban Design, Architect & Landscape Architects

- Graham Ross – Austin-Smith:Lord LLP: Project Director
- Neil Chapman – Austin-Smith:Lord LLP
- Colin Miller – Austin-Smith:Lord LLP
- Dr Roan Rutherford – Austin-Smith:Lord LLP

Douglas Wheeler Associates Ltd: Project Manager & Regeneration Strategy

- Doug Wheeler

Ryden; Property Market

- Dr Mark Robertson

Transport Planning Ltd: Transportation

- Alex Sneddon

WAVEparticle: Community Animation

- Peter McCaughey
- Lauren Coleman
- Lizzy O'Brien
- Harald Turek

The Final Report is presented in the following four chapters:

1. Central Elgin: Setting Charrette Context
2. Public Design Charrette: Design Process
3. Central Elgin Regeneration: Public Design Charrette Outcomes: Action Plan Programmes
4. Overall Conclusions & Next Steps



1. CENTRAL ELGIN: SETTING CHARRETTE CONTEXT

'Elgin has a brilliant opportunity to deliver a real future, one that we can afford, one that will work for this generation and the next, and one that is exciting and achievable.'

We need to encourage and coax others who have a dream. We need to give them the infrastructure to start projects and the opportunity to make things a success.

We can also become part of a collective of encouraging, supportive voices helping others to gain confidence. We can work clever and look at how we can change our business and offer to reflect the changing times. We need to come together and work together for the future of Elgin.'

David Robertson,
Local Businessman, Chair Embrace Elgin BID

ELGIN: SOCIO ECONOMIC PROFILE

Based on the 2011 census **Elgin has a population of 23,128** with the Moray population at 93,295. Elgin has a particularly wide range of people, housing and activities. The number of older couples with no children is higher than the Scotland average. There is a mix of professional and non-professional jobs, and part-time and self-employment are both important for a significant proportion of residents. There is an employment dependency on public administration (10%), education (20%) and health (7%) with retail at 15% (*Source: Scotland's Towns Partnership: Understanding Scottish Places*). The 2011 census data shows that Elgin has higher rates of economic activity, percentages in full and part time employment and higher level 1, 2 & 3 educational qualifications than the Scottish average.

ECONOMIC & COMMUNITY DEVELOPMENT POLICY CONTEXT

The five relevant sets of community and economic development policy documents that establish the policy context for the Central Elgin Public Design Charrette are:

1. National Review of Town Centres: Scottish Government Action Plan (2013)

One Year On (2014) & Town Centre Toolkit (2015)

The main focus of the 2013 review was on **Community and Enterprise** and the main themes highlighted were:

- Town centre living
- Vibrant local economies
- Enterprising communities
- Accessible public services
- Digital towns
- Proactive planning

The Plan includes 44 Actions and sets an up to date context for Central Elgin. The Town Centre Action Plan – One Year On (2014) report is a snapshot of the progress made by the Scottish Government and its partners in the 12 months following publication of the Town Centre Action Plan. The Town Centre Toolkit (2015) has been developed as one of the key actions from the Town Centre Action Plan. The Toolkit uses case studies for inspiration, is designed to ‘give everyone the opportunity to be involved in making improvements to their local area’ and offers guidance on how to make best use of the assets already in place.

2. Elgin-City For The Future (2011)

The Elgin City for the Future (ECFTF) project was commissioned by the Moray Community Planning Partnership (MCP) in order to spearhead an economic regeneration strategy for the City. The project was conceived in order to coordinate substantial capital development projects planned by public agencies within the MCP, to improve efficiencies and opportunities that could be derived from a co-ordinated approach and to develop a comprehensive redevelopment strategy for Elgin city centre. The focus was on adopting a coordinated approach to developing Moray Community Planning Partnership assets. The relevant ‘platforms’ identified were:

- 1 High Street First
- 4 Visitor Economy
- 5 Arts Culture & Heritage

By October 2010, the Moray Community Planning Partnership recognised that the existing Moray 2020 economic strategy required to be replaced, and that whilst the outcome of the 2010 Strategic Defence and Security Review would have significant implications for the future of RAF Kinloss and RAF Lossiemouth - and consequently for Moray's economy - a Moray economic strategy would also have to address the wider challenges. The Moray Economic Strategy (2012) therefore combines the draft Moray Economic Strategy and Elgin - City for the Future documents, which were drawn up in the wake of the 2010 Strategic Defence Review, into a single Moray-wide strategy, including an Action Plan and Governance Structure.

3. Moray Economic Strategy (2012) Action Plan

The Moray economy is characterised as a region with outstanding natural resources, with world renowned brands and a high standard of living. However its weaknesses still includes a high reliance on government funded jobs particularly focussed on Kinloss Barracks and RAF Lossiemouth. Therefore the Moray Economic Strategy provides a **long term economic diversification** strategy for the area and articulates the ambitions of Moray's community planning partners to achieve a strong, diverse and sustainable economy for the area, and a high quality of life and wellbeing for its residents.

The Moray Economic Strategy's vision for Moray is:

‘Moray is a vibrant 21st century region with a broad business base providing stable well paid employment, and strong communities with a growing population’

Five linked themes have been identified to frame objectives and around thirty supporting projects in an Action Plan. The themes are:

- Innovation in Business and Technology;
- Developing a High Profile, High Value Tourism Offer;
- Broadening and Deepening the Economic Contribution of Moray's Education and Health Infrastructure;
- Developing Moray's Cultural, Heritage and Arts Assets;
- Reinvigorating Moray's Retail, Leisure and Civic Sectors;
- Elgin High Street First Theme

The main priorities identified in the Action Plan are:

- Population growth to potentially exceed 90,000
- Employment growth: creation of plus 5,000 jobs
- Raise earnings to above the Scottish average
- Long-term economic diversification
- ‘High Street First’
- Masterplan & Development Brief: Lossie Green

4. Strategy for Tourism Development in Moray (2013)

This ambitious strategy aims to double economic value of tourism and size of tourism-related workforce by 2025. The main priorities are:

- Malt whisky experience and heritage
- The Real Macbeth
- Flavours of Moray Speyside: superb cuisine, local produce
- Pure nature of Moray: coast /beaches, dolphins, star gazing, walks
- Events: including off-peak
- Education & personal development
- Small conferences & meetings market development

5. Moray Cultural Strategy 2014-2017

The main themes of the strategy are:

- Creative activities benefits: health & wellbeing
- Cultural experiences are accessible in every community
- Visitors encounter a dynamic & authentic cultural offer
- Creative people & creative businesses thrive

The documents summarised above helped to establish a robust and ambitious, economic and community development policy context for the Public Design Charrette. Fundamental assumptions on the ambition to achieve a **strong, diverse and sustainable economy for the area, and a high quality of life** underpinned much of the discussion before, during and after the Charrette.

MINI-CHARRETTE GUIDING PRINCIPLES

Elgin City for the Future (ECFTF) was the key reference point for the Mini-Charrette. The aim of the Charrette process was to test and update the existing ECFTF Masterplan to reflect the changing context, test and progress design principles, start to develop a prioritised project and action list, and to advise on next steps with a view to refining the findings through the Public Design Charrette.

The Mini-Charrette that was held in Elgin in March 2014 involved around 65 participants over 1.5 days. The Mini Charrette established the following guiding principles for the regeneration of Central Elgin:

- Making connections - City Centre: Lossie Green: Cooper Park
- Definition + distinctiveness - urban form > routes > clear interfaces
- City Centre First - complement not compete
- Castle - Cathedral - Cashmere + Centre - linkages + infrastructure
- Work with what you have - Cooper Park and historic City Centre, reconnecting key destinations
- Starting where it is easiest - phasing + implementation
- Don't prejudice future development - (e.g. west of Trinity Road/Place), safeguard local jobs
- Avoid pre-requisites - e.g. does not rely on bus station relocation



Mini-Charrette Aerial Perspective (March 2014)

Mini-Charrette Aerial Perspective (March 2014)



DEVELOPMENT PLANNING CONTEXT: SUMMARY

The **Moray LDP** was adopted on 31 July 2015. Elgin is identified as a Primary Centre – for economic development and employment land in particular:

- 25ha of additional employment land is allocated
- Life sciences corridor is identified
- Sites with a capacity for 1290+ houses are identified for long term additional housing

Other relevant policies and proposals include:

- Town centre first approach
- Elgin High Street identified as core of Elgin City for the Future strategy
- Focus for leisure, entertainment, recreation, cultural and community activities

PROPERTY MARKET CONTEXT: SUMMARY

1. The Scottish **housing** market has recorded rising activity and prices in 2015. Major national house builders are actively seeking and building-out prime sites. The market has been stimulated by economic growth and Government support (now fully committed) and outwith prime locations the market remains weaker and in some cases has yet to recover to 2007 pre-crash levels.
2. The range of new housing is a challenge for Elgin as delivery of affordable units is low and the focus on estate housing is unlikely to meet the needs of smaller households and an ageing population. There is a requirement to address these market gaps and an opportunity to do so in Central Elgin, including a role for the public sector and Registered Social Landlords.
3. **Retail** sales have fluctuated recently within a broad upward trend since 2012. In line with other UK town centres there have been recent store closures in Elgin and vacancies have increased to 12.5%, below the national average but increasing steadily over the past few years.
4. Robertson Property and Upland Developments' plans for a £7 million 4500 sq.m. extension to the St Giles Shopping Centre centre comprising an anchor store and unit shops were approved in 2013. The lack of development at the centre to date reflects difficult market conditions in both Elgin and more widely, where there is very little new shopping centre development.
5. Around 6-7 retail deals are recorded in Elgin each year, typically with larger retailers choosing the town's retail parks and unit shops locating in the town centre. Six multiple retailers have requirements to open a store in Elgin. These include a restaurant, bargain stores, clothing and homeware requirements. A requirement by Brighthouse was fulfilled during 2014. Prime town centre retail rents remained at £40 per sq.ft. Zone A. from 1998 to 2008, then fell to £37 per sq.ft. Zone A.
6. Demand for **employment** property across Scotland is strengthening in line with the wider economy.
7. **Offices** in Elgin are located on upper floors along the High Street and around the town centre. There are currently 15 offices available in Elgin, all smaller than 200 sq.m. There are typically 5-6 office deals per annum in the town. The Alexander Graham Bell Centre for life sciences opened in February 2014 at Moray College and includes commercial premises for lease.
8. Elgin's **industrial** sector has had a constrained supply of employment land and units in recent years. A new development by Moray Council of 6 units totalling 720 sq.m. at Chanonry Road South eases some of this pressure, although these are being taken-up. Elgin Business Park may accommodate more general industrial uses.
9. Elgin is well served by **hotels**, including traditional 3-star facilities around the periphery of the town and a modern Premier Inn with a Brewers Fayre. The baronial 4 star 23 bedroom Mansion House Hotel and Country Club lies to the north of the town centre. The 52 bedroom, 3 star Eight Acres Hotel and Leisure Club is part of the Crerar Hotel Group and is situated to the west of the town just off the A96. The town also has a selection of B&Bs and guest houses. Budget hotel operator Travelodge currently has a requirement to invest in Elgin.
10. **Restaurants, public houses and cafés** in the town are generally independently run, although there are also chain operators including JD Wetherspoon and Burger King and The Pancake Place. There are three known requirements for Elgin from a take-way/delivery pizza chain, coffee chain and family dining restaurant chain.

ELGIN CITY CENTRE: WHAT'S CHANGED SINCE ECFTF 2011?

An important starting point for the Central Elgin Public Design Charrette was to confirm the significant changes since the ECFTF strategy was published in 2011. The main changes identified were:

- Publication of the National Review & SG Town Centre Action Plan
- Elgin Flood Alleviation Scheme investing £86m has been largely completed
- The 'Embrace Elgin' BID that was originally established in February 2010 has had a successful ballot renewal in December 2014. Business confidence has grown with momentum on 17 projects including food & drink and the 'wedding street'
- Conservation Area Scheme/CARS has been established in the High Street to run from 2013-18 with £3.3m from Historic Scotland and The Moray Council
- 'Urban Freedom' sustainable travel project that has been delivered in Elgin
- Alexander Graham Bell Centre: Moray Life Science Centre has been completed and opened
- St Giles Centre now has planning permission to extend by 4,569 sq m
- Town Hall refurbishment with £1.2m invested has now been completed
- The A96 Dualling Project has been announced with proposed completion in 2030.



2. PUBLIC DESIGN CHARRETTE: DESIGN PROCESS

This Charrette should be recognised as a milestone and not the starting point. That was three years ago when, as a result of the risks around the Military presence in Moray, the Moray Economic Partnership was established and through significant community engagement the Moray Economic Strategy and Elgin City for the Future was launched.

A key element to the emerging 2025 vision will be the visitor economy which has been an important focus of the current Charrette'

Jim Royan

Local Businessman, Chair of the C-C-C & CARS projects & working group on Laich of Moray

PRE-CHARRETTE: BRIEFING & JANUARY PREPARATORY WORKSHOPS

An Inception Meeting was held at Moray Council on 18 December 2014 and seven 'speed briefing sessions' were held with twenty Moray Council members, officers and partners. Preparatory Workshops were then held in St Giles' Church on Monday 26 January when around sixty individuals attended the briefing and breakout sessions on Culture and Tourism (including Arts, Civic & Education) and Cooper Park.



Pre-Charrette Actions



COMMUNITY ANIMATION & SCHOOLS INVOLVEMENT

At the outset the aim was to actively engage and involve school pupils and young people, as the next generation of Elgin residents in the Public Design Charrette process. This also aimed to canvass the views of young people on the facilities and services required to reflect the Moray Economic Strategy 'core target' of growing the population to over 90,000 in the next 10 years, attracting new residents and **people aged 16-25 years**.

On Thursday 29th and Friday 30th January- creative workshops were held in Elgin Academy, (Thursday 1.40 - 3.20pm) and Elgin High School (Friday 9a.m - 10.30a.m.) with S1 to S4 pupils. The workshops were hosted by Peter McCaughey, Lead Artist and Director of *WAVEparticle*, along with Lauren Coleman and Harald Turek also from *WAVEparticle*. Using a giant floor map of Central Elgin and the pre-printed '*Postcard from the Future*', pupils were encouraged to envisage Elgin in 2025.

After a presentation by Peter McCaughey explaining the Charrette process and putting the workshop in context, a group discussion was held. Pupils were then given a '*Postcard From The Future*' and invited to write their ideas for Central Elgin on one side of the postcard and address it to themselves in 2025, when they would be approximately between 22 - 25 years old. The pupils were then invited to fill-in the blank space on the front of the postcard with drawings / ideas about how they wanted central Elgin to look in 2025.

Pupils were also invited to stand on the giant vinyl aerial floor photo of Central Elgin, and place a gold star on their favourite place and a red star on their least favourite place. Vox pops were taken of the pupils placing their stars/dots on the large-scale map. In addition, video portraits were taken of the pupils reading their *Postcard from the Future* and the *vox pops* were used in an audio/visual presentation at the Launch, Interim and Final Presentations.

Other Pre-Charrette animation included:

Moray College: Friday 30 January 1.30 - 2.30p.m. The *WAVEparticle* Team met with a range of students across a number of disciplines including IT, Nursing, and Horticulture

Elgin Youth Café: The 'café' operates as a community centre for teenagers from the ages of 11-16 years old. On Friday evening *WAVEparticle* stopped by at Elgin Youth Cafe to visit the youngsters during their weekly disco night and workshop the floor map and Postcards.

Community Organisations, Businesses and Individuals: The *WAVEparticle* team also met with, recorded and made video portraits of individuals, community organisations and local businesses over the course of three days:

- **Beaver Travel Café** - hybrid travel agents / coffee shop
- **The Drouthy Cobbler** - local bar with an upstairs venue promoting local arts/ theatre.
- **Wildbird** - local arts organisation, a recent film project was '*Street Scene - life is for looking at*' - involving film projections on shop windows on the High Street at Christmas
- **Male Voice Choir** - a weekly group of male and female singers.
- **Elgin Taxis - Driver** - felt that the 'the town was dead' partly due to pedestrianisation of the High Street
- **Lido** - French / European restaurant owed by a Turkish couple
- **Moraybank B+B:** popular local B+B



PUBLICITY

The Central Elgin Regeneration: Public Design Charrette was publicised with articles in the Northern Scot and Press & Journal in the weeks prior to the events and on the Moray Council web site, with a dedicated page and Twitter account. Posters and flyers were distributed to local shops and community buildings. A Facebook page was set up along with a dedicated Twitter account (@ElginCharrette) which had 140 followers. Three briefings were also e-mailed to more than 170 contacts on a database that was compiled by the Project/Design Team. A large banner was installed outside St Giles Church during the Charrette to encourage passers-by to drop in.



Charrette Participation: Launch Event for local Schoolkids



Events

2-5 March 2015

@ St Giles Church, High Street, Elgin, IV30 1LF



Launch Events **Mon 2 Mar: 4.30pm + 7.30pm**
Set the agenda and share your views on Elgin's future Vision

Futurewalk **Tues 3 Mar: 9.30am – 12 noon**
A walk and talk tour considering Elgin Past, Present, Possible.....

Business/Community Workshop **Tues 3 Mar: 7.00pm – 9pm**
Opportunity to discuss achievements, challenges + opportunities
(in the **Drouthy Cobbler**, 48 High Street, Elgin)

Review Workshop/Exhibition **Thurs 5 Mar: 10.00am – 1pm**
Presentation of work in progress towards Elgin's Vision + Action Plan

Have Your Say

[@ElginCharrette](#) [#ElginFutures](#) [www.facebook.com/TheMorayCouncil](#) Web: [www.moray.gov.uk](#)
 For further information, contact: David.Duncan@moray.gov.uk, Rowena.MacDougall@moray.gov.uk or Keith.Henderson@moray.gov.uk

Events Poster



Events

2-5 March 2015

@ St Giles Church, High Street, Elgin, IV30 1LF

Launch Events **Mon 2 Mar: 4.30pm + 7.30pm**
Set the agenda and share your views on Elgin's future Vision

Futurewalk **Tues 3 Mar: 9.30am – 12 noon**
A walk and talk tour considering Elgin Past, Present, Possible.....

Key Agencies, Council Officers + Members Workshop **Tues 3 Mar: 1.30pm – 4pm**
Group discussions on emerging themes, challenges and way forward.

Business + Community Workshop **Tues 3 Mar: 7.00pm – 9pm**
(**Drouthy Cobbler**, 48 High Street, Elgin)
Opportunity to discuss achievements, challenges + opportunities

Land/Building Owners + Developers Forum **Wed 4 Mar: 10.30am – 12 noon**
Opportunity for interested parties to discuss development opportunities

Traffic + Transport Walkabout + Workshop **Wed 4 Mar: 10.00am – 12 noon**
Opportunity to review challenges, opportunities and a way forward

One-to-one discussions **Wed 4 Mar: 1pm – 2.30pm**
Design Studio will be open for final one to one discussions

Review Workshop/Exhibition **Thurs 5 Mar: 10.00am – 1pm**
Presentation of work in progress towards Elgin's Vision + Action Plan

Have Your Say

[@ElginCharrette](#) [#ElginFutures](#) [www.facebook.com/TheMorayCouncil](#) Web: [www.moray.gov.uk](#)
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CENTRAL ELGIN REGENERATION: PUBLIC DESIGN CHARRETTE: DAY BY DAY SUMMARY

The Design Studio was set up in St Giles' Church in the High Street and was operational from Monday 2 March. Wildbird set up a video installation that played throughout the Charrette, Moray College/UHI set-up a small exhibition, the school's 'Postcards From the Future' and aerial floor map photo of Central Elgin were on display.

Public presentations were the 'milestone' events at the launch on the Monday, Work in Progress Review on Thursday 5 March and the final presentations on 19 March and all three included exhibitions. Eight targeted working sessions were organised through the four days. The Charrette also offered opportunities for the public and interested parties to 'drop in' to the Design Studio to have their say about the future development of Central Elgin. At the end of the process the Design Team presented a comprehensive long term vision, strategy, Action Plan Programmes including a regeneration masterplan framework for Central Elgin.

MONDAY 2 MARCH

Prior to the Launch events an interactive discussion was held with 60 pupils and 3 staff from Elgin Academy and Elgin High School. The young people highlighted opportunities in Central Elgin:

- Do something about the increasing number of vacant shops/properties in the High Street
- Encourage 'pop up shops' and young businesses with fresh ideas with a focus on local independents rather than multiples/ 'brands'
- Improve farmers' market promoting locally grown produce
- Provide more choice of spaces/places for young people just to hang out in the City Centre. Currently Costa & Youth Café were popular
- Provide more opportunities to get involved in arts, drama, music e.g. Rock Academy in Lossiemouth
- More use could be made of St Giles' as a venue for different events
- Provide more activities situated in Cooper Park such as ice skating, basketball etc. and improved habitats in the areas that will flood
- Establish permanent outdoor gym facilities situated in Cooper Park
- New uses for Grant Lodge was important with better safer/lit pedestrian routes
- Provide more green space for active living. sport, and play
- Make more of the improved cycling facilities as a result of the Flood Alleviation Scheme: safe routes and bike hire
- Improve the evening offer (café/restaurants): most facilities are closed
- Provide more employment opportunities in the town centre
- Improve the bus station: 'dodgy at night' need better information/facilities
- Provide additional skate park / ramps & BMX trails around the town
- Connect Cooper Park, Lossie Green & City Centre better

The **Launch Events** were held at 4.30 and 7.30pm. Around 30 people attended the events. A brief welcome was made by Councillor John Cowe on behalf of the Moray Economic Partnership/Moray Council. After a short presentation from the Design Team, the plenary session focussed on Central Elgin 2025. The discussion highlighted:

- Elgin as the Heart of Moray: vibrant, thriving & buzzing: properly marketed
- Something for everybody: young, families, elderly
- Distinctive & compelling: small 'European city'
- A city for living: more choice

After the plenary session the attendees went into four smaller groups, who then helped set the agenda for the rest of the Charrette, by discussing an emerging **2025 Vision for Central Elgin and identified the main challenges** including:

- Severance & Connectivity: Transport Opportunities
- Cooper Park & Public Spaces: Reinvention & Linkage
- Lossie Green: Mixed Use Market Opportunities
- Arts Cultural Creativity: Community & Tourism Opportunities

The outcomes of the discussion helped shape a vision for Central Elgin 2025 that is presented in Chapter 3. The other key issues that were discussed included:

Diversifying City Centre Uses

- Target vacant/underused space & development sites
- Incubator: service start up: ladder of accommodation
- Ladder of business accommodation enabling micro-businesses and startups to expand in Elgin
- Informal uses by creatives: e.g ‘Mither Tongue’
- City centre living: offering more choice
- BID has a vital role
 - Shop doctor
 - Local marketing & promotion

Place-mending

- High Street First
- Vacant properties : adaptation + ‘meanwhile’ uses
- Proactive planning : awkward / ‘dirty’ sites
- Edges + Gateways – eg. Mend the ‘broken teeth’

Place-making

- Lossie Green

Landmarks + Destinations

- C2C2C + City
- St Giles
- Town Hall
- Grant Lodge
- Lighting > spectacular & safe



Design Charrette Discussions



Design Studio Participation: Nathan Moir an Elgin Academy school pupil gained work experience during the Charrette



Engaging in the Design Studio



Pre-Charrette Community Animation - out and about in Central Elgin

TUESDAY 3 MARCH

The morning of the first full day of the Charrette involved a Futurewalk with Jim Royan (Local Businessman, Chair of the C2C2C & CARS projects & working group on Laich of Moray). This was an ideal opportunity for the 13 attendees to go on a walk and talk tour of Central Elgin's past, present and possible future. The compact nature of Central Elgin was very apparent and the opportunities that completion of the Flood Alleviation Scheme presented were also highlighted. Jim's insightful comments and anecdotes on key sites and buildings brought Central Elgin's past to life. In particular Jim highlighted the important role of the area's built and cultural heritage (e.g. Cathedral, Canadian Pacific Railway, real Macbeth) and the scope for more events/festivals.

38 people attended the early afternoon **Agencies Workshop** held at St Giles Church/Design Studio and this included the various statutory, voluntary, community/Third Sector organisations that have an interest in Central Elgin. The focus for the Workshop was a series of technical briefings and detailed discussion to refine some of the implications of the emerging Action Plan Programmes. Fundamental themes that were discussed included:

- **City Centre - Place-mending** in the historic core: tackling vacant property & diversifying uses
- **Redefining Cooper Park:** sport, health & well-being: community & visitors
- **Emerging development opportunities** at Lossie Green require strong place-making
- **Binding the whole thing together**

Travel and Transport issues that were discussed included:
Pedestrians

- Connections with Lossie Green / Cooper Park / Cathedral
- Crossing the A96
- Crossing Lossiemouth Road

Cycling

- Elgin as a cycling town & cycle connections

Public Transport

- Bus station in the right place?
- Relocation opportunities?
- Trial reintroducing of buses on High Street

Private Cars

- Traffic circulation & access to sites / parking

A pupil from Elgin Academy took the opportunity on Tuesday to 'work shadow' the Design Team and take part in the Futurewalk. 17 people attended the **Businesses & Community Representatives Workshop** on Tuesday evening at the Drouthy Cobbler upstairs venue. A wide range of issues were discussed particularly around the need to focus on local economic and community regeneration projects that will complement the physical Regeneration Masterplan Development Framework (Programme 4). Three further integrated programmes were discussed namely:

- City Centre: Diversifying Uses
- Arts Culture Creativity: Community & Tourism
- Community Infrastructure & Promoting Third Sector

The outcomes from the discussion were used to refine the Action Plan Programmes that are now presented in Chapter 3. The strong overarching themes included:

- City Centre needs to offer more than just retail: residential can widen the mix of uses
- Elgin has a strong identity but there is a need to meet higher expectations: ensure city centre provides value, service, entertainment, evening economy / become a higher quality destination
- Promote more enterprise & entrepreneurship: use 'meanwhile' uses like Pop Ups/creatives

Learn from other places like new development in Brewery Square Dorchester <http://www.brewerysquare.com/>
Overall the vital importance of a 'can do' attitude was reinforced.

The Design Team continued to prepare plans, drawings and illustrations based on the emerging principles that were presented at the Interim 'Pin Up' Presentation on the Thursday.



Futurewalk



Futurewalk



Futurewalk

WEDNESDAY 4 MARCH

The second full day of the Charrette included a Traffic + Transport walkabout led by TPL and attended by 9 people. Among the issues discussed were:

- Connected Cooper Park, Lossie Green & City Centre: Linking key destinations (eg Cathedral, Grant Lodge, Town Hall)
- Tackling Barriers – Rail, Road, River
- Cycling & walking friendly (N/S and E/W) & Rail & bus station investment
- Parking: better manage parking, pricing, optimising use, enforcement

A **Land/ Owners & Developers Forum** was also held in the morning at the Design Studio and attended by 12 people. This was an ideal opportunity to engage directly with individual property owners, house builders and developers to hear first-hand their view of Elgin City Centre and the emerging recovering property market. It was clear from the discussions that the Forum considered that Central Elgin could accommodate a wider mix of uses including residential and service businesses and that a proactive ‘partnership’ approach to bringing vacant and underused property back into use was essential. Barriers that were identified included ‘absentee landlords’ and owners who have an inflated view of property values. A strong view emerged of the need to establish a **‘dedicated city centre regeneration delivery vehicle/team’** with clear leadership to make it easier for developers/investors to engage. TMC/HIE /Moray College/ UHI could also use their property assets and the ability to act as guarantor/take a lease to help de-risk specific opportunities.

An informal **‘Sense Check’ Meeting** was held with a number of The Moray Council technical officers at the Design Studio. This was an opportunity to review the strategic principles driving the Regeneration Masterplan Framework and some of the detailed emerging layouts. As a result there was an opportunity for the Design Team to revise and refine the proposals to take on board some of the technical issues that had been identified. Meanwhile the Design Team continued to progress the Masterplan Framework and the final presentational material.

THURSDAY 5 MARCH

25 people attended the **Interim ‘Pin-Up’ Presentation and Exhibition** on Thursday morning at the Design Studio in St Giles Church. The discussion focussed on the fundamental strategic interventions including:

- Using Elgin’s many assets more effectively
- Overcoming barriers especially the A96 severance by reconnecting principal, historic routes
- Enhance Cooper Park landscape: boundaries/gateways & desire lines/routes
- Action Plan needs to prioritise specific economic and community development projects.

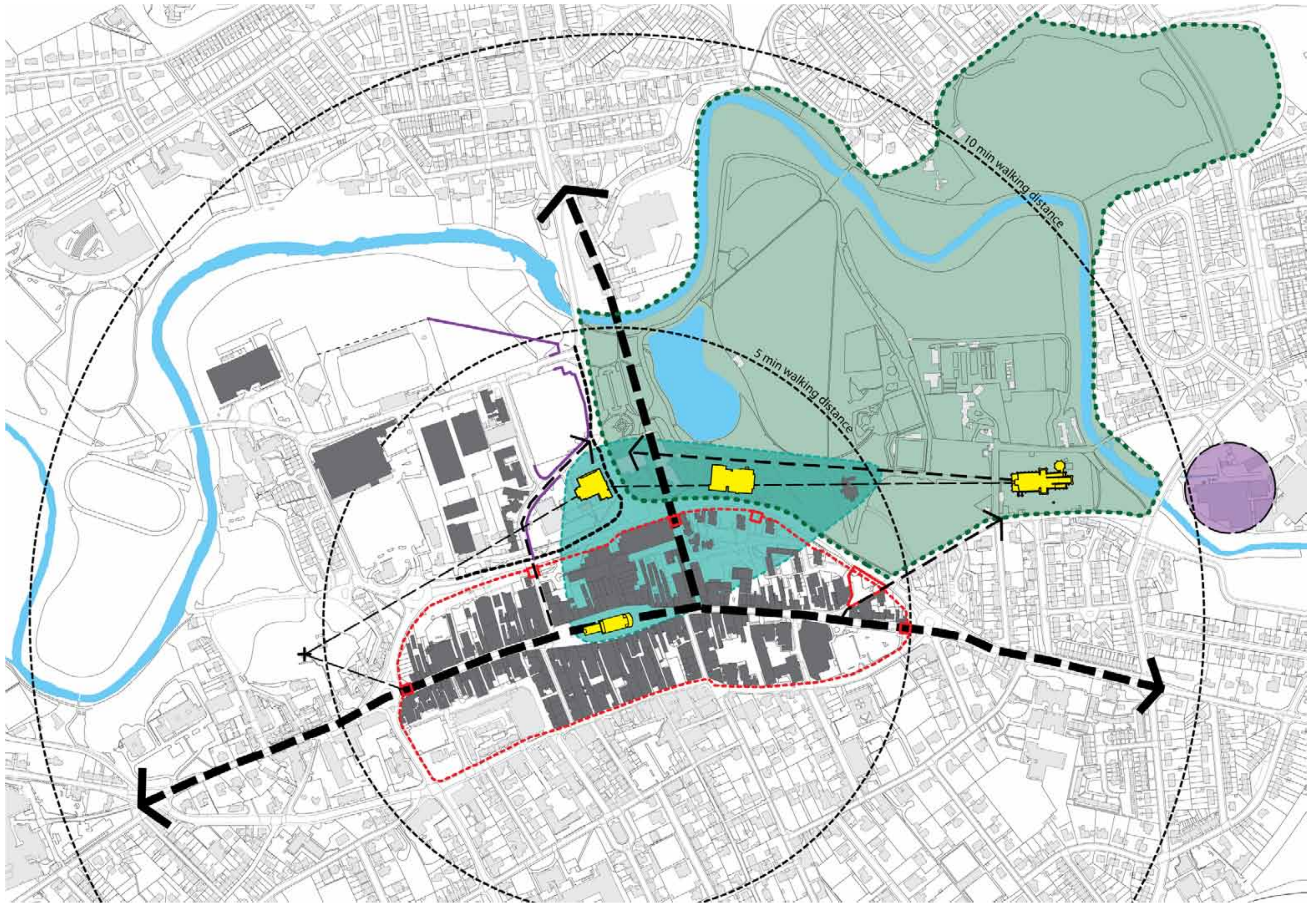
Early studies on St Giles’, Town Hall and Cooper Park and other potential development sites were shown. Brief closing remarks were made by Councillor John Cowe on behalf of the Moray Economic Partnership/Moray Council. A number of people stayed on to hold one to one discussions with the Design Team.

THURSDAY 19 MARCH

77 people attended the two Final Presentations (3.00 & 7.30pm) and **Exhibition** at St Giles Church. The events included an exhibition of the Design Team’s work and a final opportunity for one to one discussions with the Design Team. This was followed by a presentation of the emerging final Action Plan Programmes that are summarised and illustrated in Chapter 3. The Design Team’s presentation included city centre context analysis and fundamental issues, spatial strategy and illustrations of the key strategic moves.

The Action Plan Programmes, schematic and layouts and diagrams for St Giles and the Town Hall were highlighted. This was a final opportunity for individuals to interrogate the main strategic principles. Brief closing remarks were made by Councillor John Cowe on behalf of the Moray Economic Partnership/Moray Council.

A selection of charrette participants from the local community were invited to give a short statement on their observations at the Report Back sessions; reflecting on crucial issues that emerged from the charrette process and how they hope to assist in delivering the Action Plan. These contributions included passionate speeches from Jim Royan (businessman, C2C2C), David Robertson (businessman, Elgin BID), Gina Wall (Head of Moray School of Art) and Charis Edward-Wells (local artist)



3. CENTRAL ELGIN REGENERATION: PUBLIC DESIGN CHARRETTE OUTCOMES:

ACTION PLAN PROGRAMMES

'Moray School of Art seized the opportunity to get involved in the Charrette. The experience was very worthwhile. As Scotland's fifth major art school we are unique because we provide undergraduate and postgraduate learning opportunities in fine art in a small city like Elgin. The school aims to facilitate the creative self-development of all students and emphasises the development of individuals. Graduates of the school have gone in to the creative workplace, become self-employed and undertaken residencies in a range of locations. Looking to the future, the School can and should play a more important role in the wider regeneration of Central Elgin'

Gina Wall

Moray School of Art - Head of School)

PUBLIC DESIGN CHARRETTE: CONCLUSIONS

The **strong overarching conclusions** from the Charrette that have helped shape the Central Elgin 2025 vision included:

- Elgin has a strong identity but there is a **need to meet higher expectations** from residents, business, investors and visitors: ensure City Centre provides value service entertainment: more of destination: improve evening economy offer.
- City Centre needs to **offer more than just retail**: investing in arts/culture and the creative industries, the evening economy and residential can widen the mix of uses.
- Promote more **enterprise and entrepreneurship**: use ‘test/ trial space’ and ‘meanwhile’ uses like Pop Ups/creatives.
- These are very challenging times. The Moray Council, along with the rest of the public sector in Scotland, is facing up to a **very tough financial climate**. Overall the crucial importance of commitment and action from **across the private, third and public sectors was seen as vital** as was the importance of a ‘can do’ attitude.

CENTRAL ELGIN 2025 VISION

The vision that emerged from the Pubic Design Charrette which was presented on 19 March was as follows.

‘In 2025 Central Elgin is the **very heart of Moray**, a vibrant thriving City Centre with a real buzz. Central Elgin has **something for everybody**: the young, families, older people, residents and visitors. This is a **distinctive and compelling small** city that now has a **European reputation** for its historic townscape, arts/ culture and creativity and range of venues, spaces activities. This includes the **influential Moray College of Art, festivals and a strong evening economy**.

Elgin also has a **city centre for living** with a wide choice of residential and visitor accommodation. The High Street has a **diverse mix of independent businesses**, uses/activity and is now pedestrian priority shared space. **Cooper Park has been refreshed** and offers variety of sports and quiet facilities.

Central Elgin is an extremely **well connected, walking and cycling friendly place** and so it is very easy to navigate within and between Lossie Green, Cooper Park and the City Centre. The award winning ‘Castle to Cathedral to Cashmere to City Centre’ **heritage experience is a significant attraction** where the routes include engaging interpretation and feature lighting. The future of important buildings like St Giles’ Church, Grant Lodge and the Town Hall have been secured and are well used facilities and popular venues.

Above all Elgin has a very committed and **effective private, public and third sector partnership** team that actively drives forward and promotes the Central Area.’

The 2025 Vision will be delivered through implementation of the Action Plan Programmes identified, discussed and refined during the Public Design Charrette

CENTRAL ELGIN REGENERATION: PUBLIC DESIGN CHARRETTE
OUTCOMES

1. Action Plan: Four Themes

The Action Plan Programmes presented in Chapter 3 includes **projects** organised in four **integrated and themed programmes**:

- I. City Centre & Lossie Green: Diversifying Uses
- II. Arts Culture Creativity: Community & Visitor Economy
- III. Community Health & Wellbeing & Promoting Third Sector
- IV. Place Making & Place Mending: Buildings Sites & Environmental Investment: Development Framework

The Action Plan Programmes comprise local economic and community regeneration projects that will complement the proposed physical regeneration development framework investment. The Action Plan includes clear guidance in relation to prioritisation of projects, timescale and likely impact, who should lead/support delivery and funding sources.

The Action Plan Programmes should be adopted by, and have the support and commitment of, all partners across the public, private/business community and third sectors.

Overarching Placemaking Themes

The Development Framework outline in Chapter 3 has four overarching themes namely:

- a. **Binding the whole thing together**
 - o Making Connections : Transport & Access
 - o Connecting Cooper Park, Lossie Green and City Centre & tackling barriers
- b. **City Centre – Place-mending in the historic core**
 - o Investing In Placemaking Infrastructure : Sites & Buildings
 - o St Giles, Lantern of the North, Town Hall & Grant Lodge
- c. **Redefining Cooper Park**
 - o Greenspace : Health, Wellbeing + Active Living
 - o Cooper Park + River Lossie corridor
- d. **Emerging Opportunities at Lossie Green – Place-making**
 - o Viable mixed use development packages

PROGRAMME 1. CITY CENTRE & LOSSIE GREEN: DIVERSIFYING USES

Programmes 1, 2, and 3 of the Action Plan focus on local economic and community regeneration projects that will complement the proposed physical regeneration masterplan development framework projects identified in the fourth programme. The Action Plan includes clear guidance in relation to prioritisation of initiatives, timescale and likely impact, who should lead/support delivery and funding, sources.

Programmes 1, 2, and 3 of the Action Plan includes sixteen **projects** organised in three **integrated programmes**:

- **City Centre & Lossie Green: Diversifying Uses**
- **Arts Culture Creativity: Community & Visitor Economy**
- **Community Health & Wellbeing & Promoting Third Sector**

Acknowledging the far reaching importance of Elgin within the wider sub region and for the Moray economy is fundamental. In many respects Elgin is the ‘Heart of Moray’ and therefore the engine driving the economy. Currently the City Centre is overshadowed by the retail and leisure destinations of Aberdeen and Inverness. A **strong, entrepreneurial business base** in the City Centre, promoting new uses in vacant and underused buildings and a much more active City Centre are essential regeneration components and for sustaining wider sub regional economic growth.

Elgin City Centre needs to evolve as a **distinctive and compelling destination** where enterprise, commercial, retail, public, arts/ cultural and social functions overlap with a diverse range of uses. A **stronger evening economy offer is fundamental** to appeal to local residents, young people, young professionals, families and visitors and following the example of businesses like the Drouthy Cobbler. In this context projects that diversify uses in the City Centre and promote enterprise, business incubation, creativity, culture, arts/music and appeal to young people will be crucial.

Overall the aim is to identify business investment and improvements to the existing City Centre and High Street that build on the ‘Embrace Elgin’ BID successful renewal ballot with new initiatives and a focus on value, service, entertainment and experience. It will also be vital to **encourage new start retail and service businesses** with growth potential as well as looking to improve business survival rates. Hunted Cow Studios for example was established in 2003 and now employs 29 people in a former retail unit in Elgin City Centre.

Priorities include promoting enterprise and exploiting the availability of fast broadband and free WiFi and engaging with local schools and Moray College/UHI. The strategic use of start-up grants should be a priority together with initiatives to tackle vacant and underused ground and upper floor units. Encouraging new start up retail/service businesses as ‘fresh blood’ and continuing to promote a wider more varied and distinctive retail and service offer in Elgin City Centre will be essential.

Elgin City Centre will have to continue to evolve to meet the broader needs of the communities that it will serve in the future and visitors, with something for everybody: young, families, older people. The focus needs to be on people and how they interact with and use places in the City Centre. This will mean an improved distinctive independent retail/service business supplemented by the introduction of a wider range of uses such as additional and more choice of business space, increased number of small businesses, arts/culture and creativity, housing, as well as accessible and affordable transport and more public/ civic functions. City centres of the future need to move beyond retail and be proactive centres for enterprise, business, living, culture, entertainment, symbiotic leisure and civic activity as well as shopping. This programme also assumes that Business Gateway/Embrace Elgin BID will continue to deliver a programme of specialist business development, social media marketing and training targeted specifically at independent retail and service businesses in Elgin.

The Scottish Government’s recently announced Town Centre Empty Homes Fund aims to regenerate empty commercial spaces and convert them into affordable residential accommodation either for rent or sale. The fund is a mix of £2m grant and a £2m no interest loan and targets ‘problem’ empty commercial spaces. Initial eligible criteria stated are: town centre commercial properties must have been vacant for six months or more be in a state of repair not suitable for letting, with an expectation that the space would remain empty long-term if support not available. The Moray Council should explore this new funding opportunity in Elgin.

In the Action Plan the timescales in column four are: **short: years 1-2, medium: years 3-5 and long : years 6-10.**

Priority Projects:
The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Funding & Enabling Agencies	Timescale Likely Impact	Next Steps
1.1 Target Vacant & Underused Space & Difficult Sites: Ground & Upper Floors: Demonstration Project	To work with owners to promote new and diversified uses in vacant or underused floorspace at both ground floor level and above shops and commercial premises. The uses are likely to include business space, creative uses and housing	The Moray Council Embrace Elgin SG Town Centre Empty Homes Fund Housing Associations Private Sector Owners	Short Term Moderate Impact	Undertake design feasibility to identify a ‘pilot’ and promote the initiative with building owners. (see Project 1.4)

Project	Principles & Justification	Funding & Enabling Agencies	Timescale Likely Impact	Next Steps
1.2 Young Enterprise Incubator: Housed in Existing Vacant Space	<p>Establish an 'enterprise incubator' to provide ready-to-move-into retail space in an existing vacant unit in Elgin Town Centre. The aim would be to offer opportunities to 3/4 retail/service businesses for up to a twelve-month period as an opportunity for start-up businesses to test-trade their business idea in a supportive environment.</p> <p>This would enhance the potential for entrepreneurship in Elgin Town Centre and encourage new innovative entrants to the retail/service mix.</p>	<p>Embrace Elgin</p> <p>Moray Economic Partnership</p> <p>Business Gateway</p> <p>Moray College / UHI</p> <p>Elgin Academy/Elgin High School</p> <p>SG Regeneration Capital Grant Fund</p>	<p>Medium Term</p> <p>High Impact</p>	<p>Work up a project plan with key agencies; identify potential sites/ building.</p>
1.3 'Ladder' of Business Accommodation: Offering Choice	<p>Promote a real choice of business accommodation in the form of a ladder of affordable space.</p> <p>Could include workspace targeted at the creative industries to include low rentals, fast broadband/WiFi, flexible rental terms, supportive shared services, rooms with good natural light.</p>	<p>Moray Economic Partnership to explore the possibilities of a focussed initiative to deliver a network and ladder in conjunction with Projects 1.1 & 1.2 above.</p>	<p>Medium Term</p> <p>Moderate Impact</p>	<p>Prepare business case & identify potential sites & buildings.</p>
1.4 City Centre Protocol: Proactive Planning Initiative	<p>The Moray Council is already exploring a 'proactive planning initiative'. In Elgin City Centre this could involve:</p> <ul style="list-style-type: none"> - Contacting landowners and encouraging them to bring their property back into use - Helping them to source grants and loans and to navigate through the consents that they need, particularly for historic buildings. - If landlords and leaseholders do not behave responsibly, using statutory powers such as Planning Section 179 notices, the Power to Advance Well-Being, repairs notices and Compulsory Purchase Orders. - The Moray Council can also submit planning applications for key sites to gain planning consents for speculative proposals which can then be used to market sites. 	<p>The Moray Council</p> <p>Private Owners</p>	<p>Short Term</p> <p>Moderate Impact</p>	<p>Agree & formalise principles</p>
1.5 Town Centre Wi-Fi.	<p>Explore the possibilities of using the Glasgow BT's Wireless Cities programme model to provide secure public access WiFi in Elgin City Centre. The aim is to provide fast reliable access to broadband for residents & visitors. Includes link-ups with town centre businesses, info/interpretation of built cultural heritage attractions, publicising events and active promotions using an existing mobile phone app.</p>	<p>Moray Economic Partnership</p> <p>Broadband/WiFi providers</p> <p>SG Town Centre Action Plan Funding Sponsorship</p>	<p>Short Term</p> <p>High Impact</p>	<p>Agree a brief.</p> <p>Establish business case.</p> <p>Explore funding.</p>
1.6 City Centre Living : More Choice Residential & Visitor Accommodation	<p>Moray is a relatively active housing market and part of the challenge in Elgin City Centre is to offer more housing choice. Initial assessments identify a continued demand for quality affordable properties that could include</p> <ul style="list-style-type: none"> - Mid market rent: young professionals - Student accommodation - Self build & custom build - Local builders: small/micro sites - Older peoples accommodation: and 'downsizers' who would prefer a town centre location close to community and other facilities. <p>Visitor Accommodation:</p> <ul style="list-style-type: none"> - 3 star hotel/boutique - Super budget e.g. Tune Hotels - Self-catering <p>e.g. www. safestayyork.co.uk</p>	<p>The Moray Council</p> <p>Housebuilders</p> <p>Housing Associations</p> <p>Owners</p> <p>Private Sector Developers / Investors</p>	<p>Short / Medium Term</p> <p>High Impact</p>	<p>Actively market sites & buildings.</p> <p>Use the 'proactive planning initiative' (See Project 1.4 above)</p> <p>Actively market particular sites & buildings. Approach potential developers and look to secure partnership arrangements.</p>

PROGRAMME 2. ARTS CULTURE CREATIVITY: COMMUNITY & VISITOR ECONOMY

There is an opportunity to use the ‘*Moray Cultural Strategy 2014-2017 and the Strategy for Tourism Development in Moray (2013)*’ with a focus on Elgin City Centre, to work even more closely with the emerging local cultural and creative industries sector. The aim is to use the sector as a driver for Elgin’s visitor economy and to benefit local people. Elgin Town Hall has just had a £1.2m refurbishment and other exciting arts/culture proposals are being progressed including:

St Giles’ Church: An emerging proposal from the Congregational Board is for the independent development of the building as an Outreach asset to include a Music Centre of Excellence established as a model for the progressive change of use of St Giles’ Church. The Board are pursuing this approach in order to tackle the burgeoning cost of maintaining their buildings, of which St Giles is Grade-A Listed, against a background of an increasingly deteriorating financial position. An ‘adaptive reuse’ feasibility study and business plan is to be commissioned. (Refer to Programme 4 Masterplan Framework).

‘Lantern of the North’ (LOTN): LOTN are an Elgin based arts group who, along with a number of local arts and performance groups are proposing a new Arts Centre. The Arts Centre proposal includes providing performance space for theatre, dance, music and workshops and the centre would be operated by a company limited by guarantee with charitable status. A Business Plan has been prepared and discussions with potential partners and funders are ongoing.

Grant Lodge: A ‘Friends of Grant Lodge’ Trust with seven directors has been formed that includes representatives from the Youth Council/Youth Cafe and a fresh feasibility study has been commissioned with funding from HIE to test the viability of a mix of uses. Grant Lodge is a Category B listed building, built in 1766 and purchased by Sir George Cooper and presented to Elgin for use as a Library in 1903. It was used as such until 1996 and then later becoming a local Heritage Centre. Following a fire in 2003 Grant Lodge has lain empty. A number of feasibility studies have been undertaken to find a compatible new use for Grant Lodge since its closure in 2003. (Refer to Development Framework project CP01).

All three buildings are adaptive reuse projects and will require significant capital investment and together with the Town Hall could all have a strong focus on arts/culture and creativity. The proposals and future business plans for all four projects need to be coordinated to ensure that they are complementary and that they unlock strategic funding from a variety of sources and maximise economic impact. This investment could help to build on Moray School of Art and Elgin’s ‘edgy’ reputation in the arts and creative industries. The aim would be to increase income generation and improve the resilience of cultural and tourism organisations. There is also a longer term opportunity in Elgin to use these venues to promote the City as a host for **smaller business conferences**. Culture and the creative industries could be at the heart of Elgin’s heritage visitor offer. The aim would also be to build on Elgin’s reputation for visitors in cultural events, creative industries, festivals and food. These locally embedded cultural infrastructure projects will also strengthen community well-being, increase local income generation and improve the resilience of the visitor economy.

Priority Projects:

The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Funding & Enabling Agencies	Timescale Likely Impact	Next Steps
2.1 Joint & Coordinated Planning & Promotion: Venues & Arts/Culture & Creative Industries Offer: Cultural Destination Initiative	<div>- Co-ordinated initiative delivered locally to strengthen Elgin’s arts/culture, creative industries and heritage offer involving Moray Economic Partnership, LOTN, St Giles Church CB, Friends of Grant Lodge Trust and early initiatives could include:</div> <div>- Complete feasibility studies, test and make the strategic business & funding case, coordinate and deliver major investment in infrastructure /facilities that are planned at LOTN, Town Hall, St Giles Church & Grant Lodge as part of one strategic package</div> <div>- Identify/confirm occupiers/users, commercial partners & stakeholders</div> <div>- Confirm programming & activity: capital & revenue implications</div> <div>- Identify added value of investment: economic & community benefits</div> <div>- Development of `creative industries’ as a key added value employment sector & with business start-up opportunities</div> <div>- Provide specialist coordinated business planning & support</div> <div>- Provide skills development by linking creative businesses & higher education</div> <div>- Promote and facilitate more coordinated creative industries events (link to cultural offer)</div> <div>- Actively promote creative industries/cultural assets, events and built heritage as part of the ‘Elgin cultural destination marketing’</div> <div>- In due course promote ‘on line information’ & streamline booking.</div>	<div>Moray Economic Partnership</div> <div>Embrace Elgin BID</div> <div>Moray College / UHI</div> <div>Creative Scotland</div> <div>VisitScotland</div>	<div>Short / Medium Term</div> <div>High Impact</div>	<div>Initiate discussions to establish principles</div>

Project	Principles & Justification	Funding & Enabling Agencies	Timescale Likely Impact	Next Steps
2.2 Creative Workspace & Informal Uses	<p>Workspace targeted at the creative industries (e.g. 'Mither Tongue' collective) to include low rentals, fast broadband/WiFi, flexible rental terms, supportive shared services, rooms with good natural light.</p> <p>Two different models could be explored :</p> <p>Art Village Scotland in Shawlands Arcade in Glasgow showcases the best local, Scottish and International contemporary artists, designers and makers. Art Village present visual art in the broadest sense possible and the galleries are always family friendly, exciting and accessible for young people and the local community. The focus is on artistic excellence, education & community engagement.</p> <p>http://www.artvillagescotland.com/</p> <p>WASPS (Workshop and Artists' Studio Provision Scotland Ltd) is a charity that provides affordable studios to support artists and arts organisations. WASPS currently house 800 artists and 23 art organisations at 17 buildings across Scotland.</p> <p>http://www.waspsstudios.org.uk/about-us</p>	<p>Moray Economic Partnership</p> <p>Embrace Elgin BID</p> <p>Moray College/UHI & ART Village or WASPS to explore the possibilities of a partnership to deliver a network of affordable space to support artists in Elgin.</p> <p>Private owners</p>	<p>Short Term</p> <p>Moderate Impact</p>	<p>Initiate discussions with Art Village/WASPS and identify potential sites & buildings in Elgin City Centre.</p>
2.3 Invest in Skills & WorldHost™ Programme: Businesses in Retail, Hospitality, Leisure & Transport	<p>To help businesses gain a competitive edge, Skills Development Scotland/Visit Scotland are working in close partnership with People 1st to provide WorldHost customer service training in Scotland.</p> <p>Funding is available to individual businesses/employees from Flexible Training Opportunities and ILA (Individual Learning Account) Scotland.</p> <p>Aim for Elgin businesses to be WorldHost™ accredited.</p> <p>WorldHost™ recognised business status is awarded to businesses which have trained 50% or more of their front-line staff using any of the WorldHost training programmes and signed a commitment to delivering excellent customer service.</p>	<p>Moray Economic Partnership Business Gateway</p> <p>Skills Development Scotland</p> <p>Embrace Elgin BID</p> <p>Visit Scotland</p>	<p>Short Term</p> <p>Moderate Impact</p>	<p>Initiate discussions to establish principles</p>
2.4 Elgin Events & Festivals: Strategic Development	<p>Work to unlock support to establish an Elgin Festivals co-ordinating 'organisation' to lead on joint strategic development, establish a programme, deliver longer term corporate sponsorship and maintain a competitive edge. Key objectives would include to:</p> <ul style="list-style-type: none"> - Undertake an audit to assess local interest, skills/capabilities and capacity building requirements - Establish a pilot programme of events to represent the collective strengths of different emerging events/festivals - Explore the possibilities for longer term corporate sponsorship and more secure funding - Develop and deliver collaborative projects and initiatives which support creative industries growth, evening economy, product development, leadership and audiences - Help sustain events/festivals in Elgin and establish its role as a 'creative events' destination. 	<p>Moray Economic Partnership</p> <p>Embrace Elgin BID</p> <p>Moray College/UHI</p> <p>Creative Scotland</p> <p>VisitScotland</p>	<p>Short / Medium Term</p> <p>High Impact</p>	<p>Agree principles</p>
2.5 Improving Choice of Visitor Accommodation & High Value Visitor Packages: International Markets	<p>Opportunity to review the existing provision of visitor accommodation in Elgin to ensure sufficient choice of accommodation of the right quality appropriate for today's markets. Depending on the outcome of the review actively promote Elgin City Centre and other opportunities. (see Project 1.6)</p> <p>Work with tourism and cultural organisations, local accommodation providers, restaurants and key local venues to develop co-ordinated, high value visitor packages and to increase the value of tourism and culture to the Elgin/Moray economy. Targeting the growth markets identified in <i>Tourism Scotland 2020</i> namely 'home turf, near neighbours, distant cousins & emerging markets' and business conferences.</p>	<p>Moray Economic Partnership</p> <p>Embrace Elgin BID</p> <p>Moray College/UHI</p> <p>VisitScotland</p> <p>Accommodation providers, restaurants & key local venues.</p>	<p>Short / Medium Term</p> <p>High Impact</p>	<p>Agree principles</p>

PROGRAMME 3: COMMUNITY HEALTH & WELLBEING & PROMOTING THIRD SECTOR

The proposed Scottish Government Community Empowerment and Renewal Bill is designed to: strengthen community participation, unlock enterprising community development; and renew communities. In Moray through for example ‘community asset transfer’ there is already a commitment to devolution of delivery to communities, and third sector organisations. The current public sector financial constraints place significant responsibility on local authorities to find new, more innovative ways of working; to be clear about what they can and cannot do; and to develop strong partnerships, communities and third sector organisations so that effective local interventions are made by the right organisations. The Third Sector has a crucial role to play in delivering the Elgin City Centre Regeneration Action Plan Programmes.

Continuing to improve local access to health services, better co-ordinate existing services and improve awareness/provision of information is also essential. Good health in mind, body and spirit and well-being are fundamental and key to economic growth.

The database that was assembled to publicise the Charrette, for example, identified more than **30 local arts and sports groups in Elgin** and the surrounding area and 14 clubs regularly use the Cooper Park Community Sports Hub. Therefore Elgin’s **extensive social capital and civic infrastructure** means that third sector organisations in the town could be well placed to develop more innovative approaches to providing local services and facilities. This will require a focus on empowering and building further capacity within communities in Elgin to enable them to do more themselves and by working in partnership with each other.

This new context raises a number of opportunities for third sector organisations in Elgin to actively contribute to the local economy and unlock funding from sources like the Big Lottery (Investing in Ideas/Awards for All) and Heritage Lottery Fund (Heritage Enterprise). The early success in securing funding for the Castle to Cathedral to Cashmere heritage experience is a good example. This will bring over 1000 years of history alive through various mediums ranging from website with mobile technology, 3D interactive model, 3D high definition scanning, interpretation at over 25 sites, with signage, public realm / access works and an activity and events programme.

An enhanced Elgin heritage experience will create high quality interpretation, carry out physical improvements and organise activities that will potentially increase dwell-time and secondary spend in the town, maximise the visitor experience, and offer opportunities for community engagement and learning. Work on the heritage experience is underway with the initial investment phase being complete by December 2016.

It has also been recognised in different locations of the UK that cycling hubs are a good idea and cycling is growing exponentially in popularity using this principle. The potential for promoting a cycle tourism hub in Elgin as a focal concept for integrating local cycle routes with linear routes needs to be tested. The Moray Council is already applying for funding from Sustrans Community Links Programme for a new east-west cycleway through Elgin. This would benefit from the existing Flood Alleviation Scheme infrastructure and focus on the River Lossie Corridor, west to Llanbryde with connections to Lossiemouth and National Cycle Network Route 1. The cycleway would build on the successful ‘Urban Freedom’ sustainable travel project that has already been delivered in Elgin. Elgin Cycling Club is also well established (founded in 1981) and organise regular ‘back road circuits’, time trials and spin classes. (www.elgincc.co.uk). The ‘Elgin cycling hub’ could be promoted as part of a wider cycling holiday product that could be developed in ways that would appeal particularly to those interested in centre-based breaks / longer holidays and day rides. These are markets which may not to be widely catered for in Moray but which hold significant potential for growth for visitors and residents.

Cycling hubs are ‘centres’ which have something special to offer all types of on and off-road cyclists (where possible), whether they be touring, centre-based, or just out for the day. They have a variety of high quality routes accessible from the hub, together with ample cyclist-friendly facilities, services and information. The hub concept would need to have popular local support and endorsement from Moray Council, Moray businesses and residents and other bodies. In the medium term appropriate marketing of the hub and mechanisms for developing and maintaining a choice of cycle routes and facilities would need to be in place. The use of public transport by cyclists would also need to be encouraged. Cycling hub status could bring wider significant benefits including:

- Building a reputation for Moray/Elgin as an outdoors-orientated destination
- Generating regular income for the local economy
- Helping to ensure that all cycle routes and facilities are well maintained
- Encouraging local people, as well as visitors, to cycle more
- Contribute to local tourism plans and regeneration strategies.

Clearly there could be very strong links and benefits to the local community in Elgin and especially for young people with potentially significant community wellbeing, health, education, and training and employment opportunities arising.

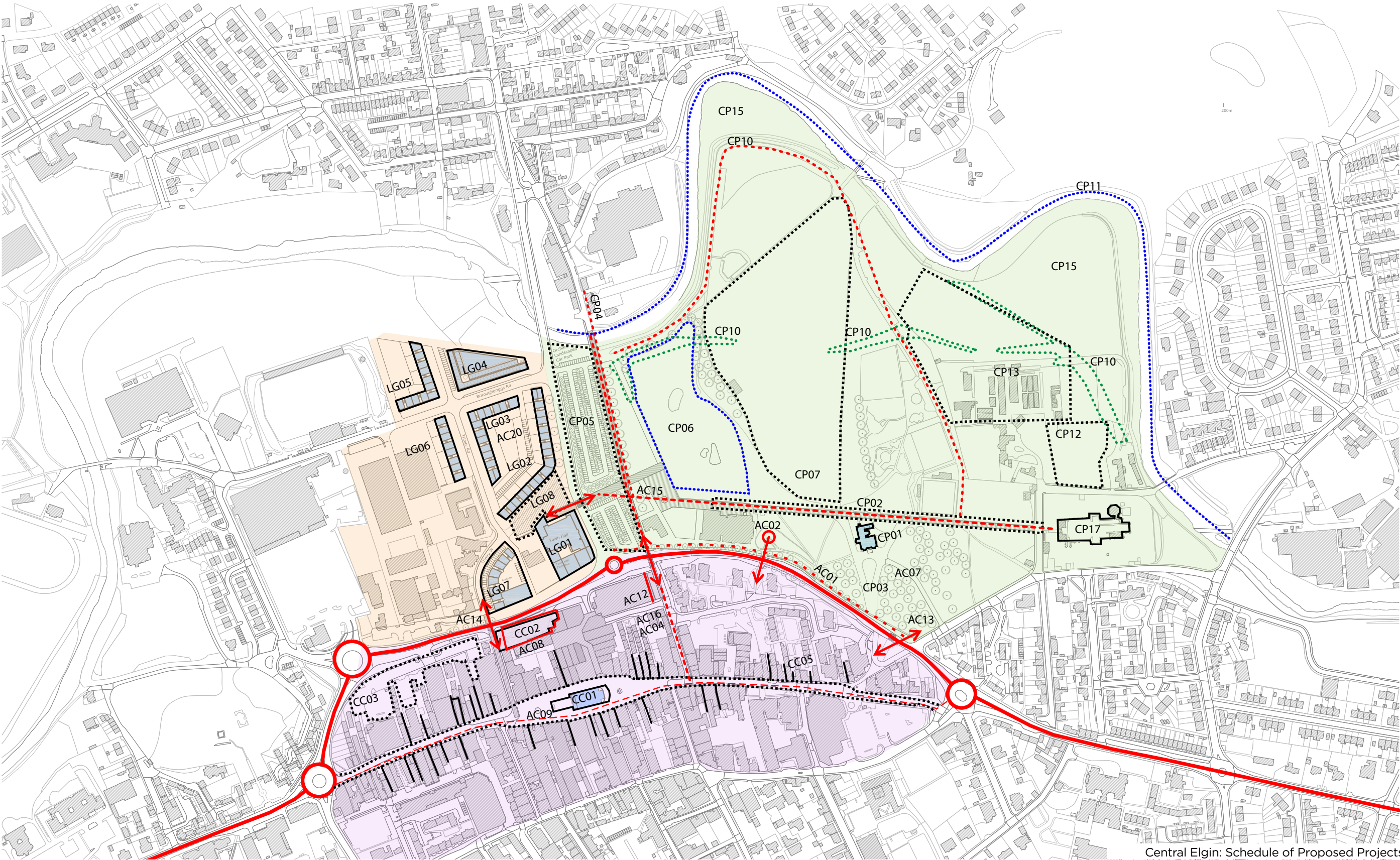
The programme is also based on the concept of hospitality – that Elgin welcomes those from outside who may be visitors/tourists, businesses or artists. The barriers to engagement need to be tackled, by other interventions, developing local arts/cultural venues in the town centre which local people of all ages feel comfortable attending and are financially affordable. Engaging children and young people in participative arts and sports activity in Elgin will be essential.

Priority Projects:

The priority projects in the Action Plan under this programme are:

Project	Principles & Justification	Funding & Enabling Agencies	Timescale Likely Impact	Next Steps
3.1 Health & Wellbeing: Key Components Of Economic Growth	<p>Health and well-being are fundamental components in a competitive Elgin economic growth offer for existing and new business, residents and visitors. Actions include:</p> <ul style="list-style-type: none"> - Promote successful health and wellbeing outcomes including increasing physical activity levels to increase life expectancy and decreasing health inequalities - Support further strategic investment and improved facilities at for example Lossie Green Corridor/Cooper Park - Explore the future of the Community Centre in the light of investment in new community facilities at Elgin High School and Elgin Academy 	<p>Moray Economic Partnership Community Planning Partnership The Moray Council Community/ Third Sector Organisations Elgin High School Elgin Academy</p>	<p>Medium Term High Impact</p>	<p>Agree & promote principles</p>
3.2 Audit Third Sector Organisations & Opportunities	<ul style="list-style-type: none"> - Identify specific opportunities where the Third Sector could have a role in Elgin's economic future during a period of reduced public funding. - Increase capability and the capacity of the third sector in Elgin to bid for and win public sector contracts. - Promote more volunteering in Elgin to include an initial audit/database of skills in the local community. - Focus on improving the capability & sustainability of third sector organisations & widening membership among young people. 	<p>Moray TSI Community Planning Partnership The Moray Council Voluntary sector BLF (Big Lottery Fund) Awards for All/Investing In Ideas</p>	<p>Short Term High Impact</p>	<p>Agree principles Make business case for funding</p>
3.3 Lossie Green Corridor/ Cooper Park: Health & Well Being (Refer to Development Framework)	<p>The Development Framework highlights the priorities in Cooper Park namely investment in:</p> <ul style="list-style-type: none"> - Community Sports Hub: to continue to grow sports participation, widen and deepen engagement in the local community and promoting community leadership, strengthen individual clubs, widen membership and provide clear pathways: offering more opportunities to participate in sport and physical activity in Elgin. - Moray College Horticultural Training/Greenfingers & Friends Biblical Garden - 'Grow Your Own' initiative - 'Green Gym': Trim Trail 	<p>Sports Clubs The Moray Council Moray College Historic Scotland SG Strengthening Communities Programme Sportscotland Facilities Fund BLF Investing in Communities</p>	<p>Short Term High Impact</p>	<p>Initiate discussions Prepare a business case & confirm priorities</p>
3.4 Arts & Heritage: Social Enterprises & Third Sector Opportunities	<p>Look to establish social economy organisations and increase the level of social entrepreneurship in Elgin and the surrounding rural area and support individuals to adopt an enterprising approach to social opportunities.</p> <p>Building on the Castle to Cathedral to Cashmere heritage experience: local guides; bicycle hire/maintenance: locally sourced food: energy reduction/tackling fuel poverty.</p> <p>The initiative could include the following components:</p> <ul style="list-style-type: none"> - Activities events & festivals(see Project 2.4); - Marketing programme; - Digital infrastructure to make industrial/cultural heritage more accessible; - Activities to ensure wider community involvement & engagement. 	<p>Moray Economic Partnership Moray TSI Community Organisations SG Strengthening Communities Programme BLF Investing in Communities Just Enterprise (Just Enterprise is a consortium formed from Scotland's key social enterprise support agencies.)</p>	<p>Short / Medium Term Moderate Impact</p>	<p>Identify specific opportunities Provide start-up and business support advice through the SG Just Enterprise initiative with potential to access Enterprise Growth Fund</p> <p>Aim to retain income and spending in the very local economy</p>
3.5 Cycling Hub/Cycling Cafe	<p>Explore the possibilities of establishing a cycling hub in Elgin located in a new/existing building. The hub could include:</p> <ul style="list-style-type: none"> - focus for maintaining a choice of cycle routes and facilities - cycle café/hire/bike shop - Sustrans volunteer base - refurbishing bikes project - Elgin Cycling Club facilities 	<p>The Moray Council Moray TSI Sustrans Elgin Cycling Club PSYBT (The Prince's Scottish Youth Business Trust)</p>	<p>Long Term High Impact</p>	<p>Agree principles Establish private sector interest: café/bike shop</p> <p>Formal agreement with Sustrans Confirmation of preferred site/ building</p>

**PROGRAMME 4. PLACE MAKING & PLACE MENDING:
BUILDINGS SITES & ENVIRONMENTAL INVESTMENT:
DEVELOPMENT FRAMEWORK**



Central Elgin: Schedule of Proposed Projects

PROGRAMME 4. PLACE MAKING & PLACE MENDING:
BUILDINGS SITES & ENVIRONMENTAL INVESTMENT:
DEVELOPMENT FRAMEWORK

City Centre Projects

CC01	Site Giles Church
CC02	Bus Station
CC03	Alexandra Rd Infill 'the Broken Teeth'
CC04	Vacant Units – High Street and City Centre
CC05	Vennels + Closes
CC06	City Centre Lighting Strategy

Lossie Green Projects

LG01	Elgin Town Hall Reconfiguration and Extension
LG02	Trinity Place / A941 Block
LG03	Boroughbriggs Road / Trinity Road East Block
LG04	Lesser Boroughbriggs – Apex Site
LG05	Lesser Boroughbriggs West Site
LG06	Trinity Road West Site (Community Centre)
LG07	Trinity Place Block (Aldi Site)
LG08	Town Hall Square

Cooper Park Projects

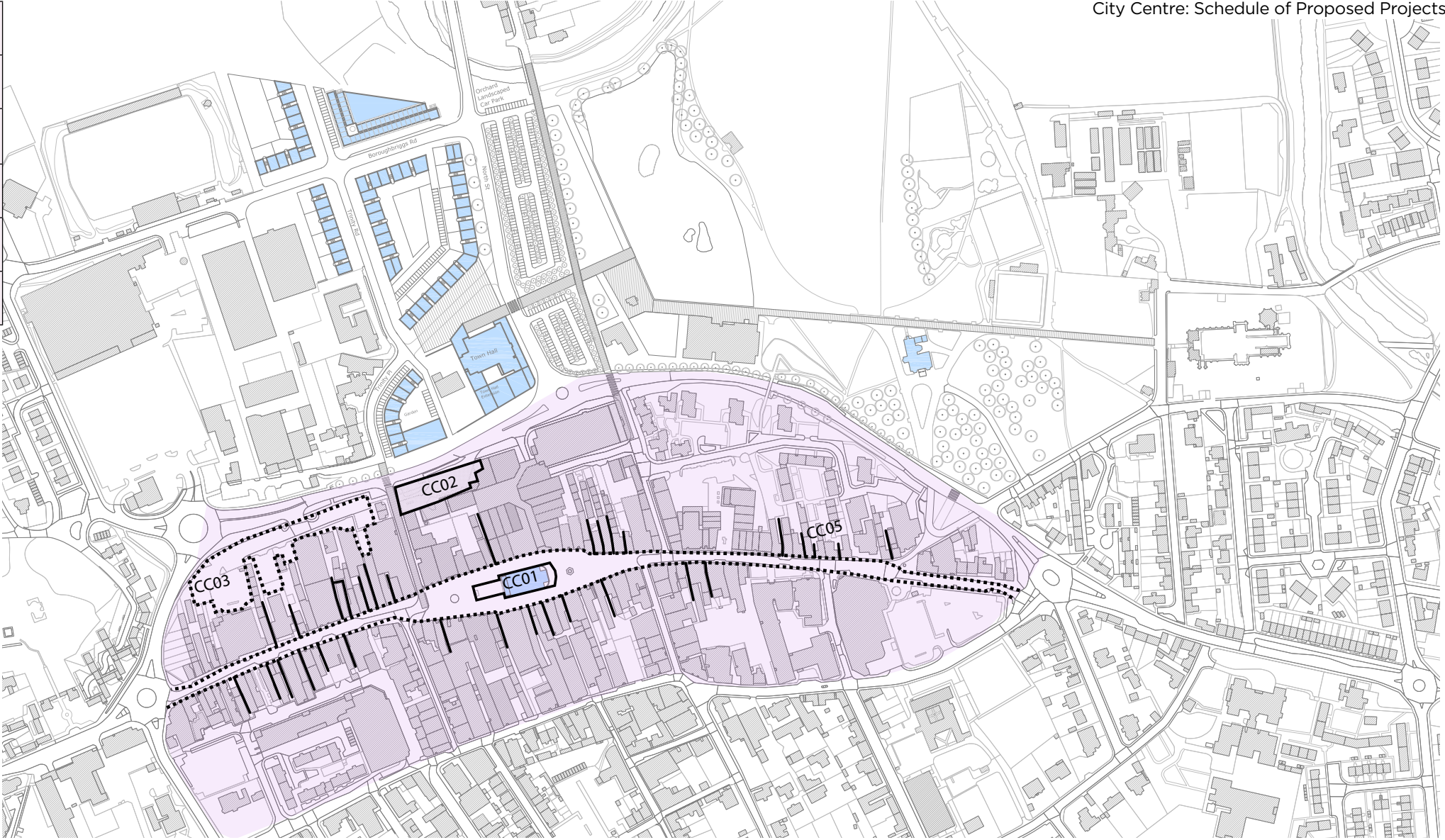
CP01	Grant Lodge
CP02	Cathedral Axis Improvements
CP03	Southern Boundary + Gateway Improvements
CP04	Lossie Wynd Route Improvements
CP05	Western Boundary Reconfiguration
CP06	Boating Pond Enhancements / Water Management
CP07	Park Landform
CP08	Sports + Play Facilities
CP09	Wayfinding + Interpretation Strategy
CP10	Cyclepath / Footpath Enhancements
CP11	Biblical Garden Enhancements / Linkages
CP12	Greenfingers / Horticulture Nurseries
CP13	Lighting Strategy
CP14	Woodland Management
CP15	Wetlands / Biodiversity
CP16	Events Area Provision
CP17	Cathedral Precinct
CP18	Land Art / Public Art Strategy

Transport & Access Projects

AC01	A96 fence removal at Cooper Park
AC02	North Port to Cooper Park pedestrian bridge: Modifying bridge arrival / abutment arrangements at Cooper Park
AC03	Wayfinding Signage Enhancements
AC04	Public Realm Streetscape Business Case : Develop the business case for streetscape works (eg. Lossie Wynd / North Street / College Street) Ref AC 13-AC16 below
AC05	Cycle Network Enhancements – capitalise on network enhancements
AC06	Cycle Parking enhancements at Rail Station (Abellio / Network Rail) – associated action of AC05
AC07	Car Free Cooper Park – Car free area around Grant Lodge / Cathedral Axis
AC08	Bus Station Refresh – develop business case for station enhancements / passenger experience
AC09	Trial High Street vehicular access (eg. Bus / taxi / disabled vehicles)
AC10	Trial revised coach drop-off / pick up regime (and lay over)
AC11	Implement trial of free parking slots (eg 'free after 3' or weekends)
AC12	Create active frontage on Lossie Wynd at St Giles multi-storey car park (MSCP).
AC13	Pedestrian Links A96 – College Street (Cathedral to City)
AC14	Pedestrian Links A96 – North Street (Lossie Green to City)
AC15	Pedestrian Links A941 – Cathedral Axis (Lossie Green to Park) – provide signal controlled crossing to cater for this movement.
AC16	Lossie Wynd Streetscape works
AC17	Bus / Rail Interchange – improve rail station / bus stop accessibility
AC18	Dualling of A96
AC19	Consequential road improvements in central Elgin post A96 dualling
AC20	Decant of Lossie Green parking (subject to development interest)
AC21	Parking Review
AC22	Rail improvements (service and infrastructure – Abellio + Network Rail)
AC23	Parking Decriminalisation

CITY CENTRE PROJECTS

CC01	Site Giles' Church
CC02	Bus Station
CC03	Alexandra Rd Infill 'the Broken Teeth'
CC04	Vacant Units - High Street and City Centre
CC05	Vennels + Closes
CC06	City Centre Lighting Strategy



Ref.	Name / Site	Existing Situation	Charrette Proposal	New Build / Refurb / Public Realm	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
CC01	St Giles' Church	<p>Grade A Listed – landmark church. Neo-classical free-standing building with portico and landmark tower. One of Elgin's most emblematic buildings in the heart of the City Centre; a centrepiece in the middle of the historic High Street.</p> <p>Double height church with gallery with raked seating. Recent internal reconfiguration to remove pews and create flexible hall space at ground floor. Relocation under consideration. New use required to ensure one of Elgin's most important buildings remains in active, positive use.</p>	<p>Landmark Cultural Buildings – the Charrette considered the relationship of three landmark, listed buildings (St. Giles, Town Hall, Grant Lodge) that should work together to offer a coherent array of arts, culture and community facilities.</p> <p>Within that framework the Charrette considered that St. Giles' could become the 'ARTS CENTRE' with a mixture of performance space (non-stage based – eg. cabaret style) and space for exhibitions, displays and other community based events.</p> <p>Potential activities include small scale drama and dance, comedy, poetry / readings and more intimate and informal music events.</p> <p>Based on initial discussions there appears to be scope to undertake relatively modest adjustments to the first floor gallery to create flat floored display space.</p> <p>The Charrette also considered a sensitively designed eastward extension to provide additional accommodation, foyer spaces and a food and drink offer opening up on to the High Street.</p>	Refurb. / Conservation	<p>The prospect of St Giles' being vacant would undermine any other effort to rejuvenate central Elgin, and the High Street in particular. It is imperative that the building remains in positive use.</p> <p>As noted any new use for St. Giles' needs to take cognisance of, and complement, proposed uses for Grant Lodge and the Town Hall. Collectively these buildings can create a cultural hub for Elgin.</p> <p>Adaptive reuse of St. Giles' would clearly support principal Action Plan Programmes of 1 – Diversifying Uses and 2 – Arts, Culture + Creativity : Community + Visitor Economy.</p>	Top Priority	<p>Short Term</p> <p>Undertake feasibility study. Develop business case and funding applications.</p> <p>Enable 'meanwhile' uses.</p> <p>Medium Term</p> <p>Undertake adaptation in line with feasibility study recommendations. Monitor in use.</p> <p>Longer Term</p> <p>Further phases / adjustments as required to respond to future needs.</p>
CC02	Bus Station	<p>Existing 8 stance drive in reverse out bus station adjacent to the northern entrance to the St. Giles Shopping Centre.</p> <p>As part of an extant planning consent to extend the St. Giles Shopping Centre there are plans to redevelop the bus station to provide a new, purpose build modern bus station.</p> <p>The Existing station does not provide a high quality passenger experience and discourages patronage of the bus service.</p>	<p>In contrast to the Elgin City for the Future report recommendations to relocate the Bus Station to Lossie Green (further away from the High Street) the Charrette found that the existing bus station is reasonably well located in relatively close proximity to the High Street avoiding any major road crossings between the stances and the Plainstones. The Charrette findings concluded that it would be advisable to retain the bus station in its current location and improve the quality of passenger and bus operational facilities.</p> <p>As noted elsewhere there is scope to reintroduce bus services along the High Street and enhance service connectivity to the rail station (regardless of bus station location) but nevertheless the station itself should be retained in its current location.</p>	New Build - Infill	Enhanced bus station facilities are vital to encourage increased patronage, provide better information and waiting facilities and to encourage public transport access into central Elgin. It also supports the visitor economy.	High Priority	
CC03	Alexandra Rd Infill 'the Broken Teeth'	'Ragged' urban edge left following the imposition of the inner relief road / A96 routed along the northern edge of the historic core. Collection of gap sites, surface level car parks and service yards present an unprepossessing aspect to the main thoroughfare through Elgin.	Seek opportunities to tidying up urban edge, whilst remaining faithful to the north-south urban grain of the closes and vennels of the Royal Burgh. The Charrette considered scope for certain infill development / extensions to existing premises to enhance the frontage facing the A96. Moreover there would be scope for better boundary treatments (planting and fencing).	New Build - Infill	Introducing new uses at this location would clearly support Action Plan themes, notably 1 – Diversifying Uses. Subject to uses it could also support Action Plan Programme 2 – Art Culture + Creativity.	Medium Low Priority	<p>Short Term</p> <p>Review scope for infill development whilst maintaining service access (may be reverted to front servicing?), car parking and environmental improvements.</p> <p>Medium / Long Term</p> <p>Discuss opportunities, via proactive planning approach, to encourage new development that enhances the northern edge of the historic core.</p>

Ref.	Name / Site	Existing Situation	Charrette Proposal	New Build / Refurb / Public Realm	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
CC04	Vacant Units – High Street and City Centre	Numerous vacant units in high profile locations throughout city centre.	<p>One of the headline issues of the Charrette was the adaptive reuse of vacant units on the High Street and elsewhere. Refer to commentary on seeking flexible terms to encourage tenancies and scope of ‘pop-up’ meanwhile uses.</p> <p>The Charrette outlined several ways to enable short term / temporary reuse of spaces to seek to enliven the High Street. These opportunities require to be investigated further as a matter of urgency.</p>		<p>Reuse of vacant units in the City Centre would clearly support principal Action Plan Programmes of 1 – Diversifying Uses and there could be a thematic emphasis on 2 – Arts, Culture + Creativity : Community + Visitor Economy.</p> <p>Discussions post-Charrette demonstrate a level of interest in an art-led approach to vacant spaces, drawing upon the presence of Moray School of Art in Elgin.</p>	High Priority	<p>Short Term</p> <p>Map / audit vacant spaces and establish ownership / terms.</p> <p>Canvass opinion amongst local interested parties to identify need. Scope for focus on arts based activities?</p> <p>Trial an ArtVillage type initiative in conjunction with ArtVillage and others.</p> <p>Monitor performance of trial and seek funding to implement if trial successful.</p>
CC05	Vennels + Closes	Array of historic closes and vennels give a strong sense of the historic, fine urban grain character of central Elgin. Some are active, others less so. Some are public, others private. Some in poor order others very attractive.	<p>During the Charrette several participants (often with property interests on / near the historic vennels) noted the potential for the vennels / closes to be a positive / attractive feature within historic Elgin. Examples of other historic towns in Scotland with active, attractive closes were cited. Consideration of the extent to which the vennels and closes can be enhanced and improved by public realm interventions, lighting (as part of a City of Light initiative) and interpretation, alongside seeking to bring underused or deteriorating building stock into positive use. Some spoke of an idea to ‘adopt a vennel’ with interested parties taking collective responsibility for the maintenance and presentation of individual vennels.</p>	Refurbishment / Conservation / Public Realm	Increasing the attractiveness and mix of uses on the vennels would clearly support Action Plan Programmes including 1 – Diversifying Uses and 2 – Arts Culture Creativity.	Low Priority	<p>Short Term</p> <p>Audit the condition, ownership and use of the historic vennels. Review examples of regeneration of historic vennels (eg. Edinburgh Old Town, Falkirk, Stirling). Discuss scope for ‘adopt a vennel’ approach with landowners / interested parties.</p> <p>Medium Term</p> <p>Trial a rejuvenated vennel as a pilot</p> <p>Longer Term</p> <p>Roll out / work with landowners to refine the environmental enhancement approach for Elgin’s vennels.</p>

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CC06	City Centre Lighting Strategy	<p>In contrast to many equivalent historic towns central Elgin does not have a coherent lighting strategy nor much significant feature lighting to showcase its fine architecture and setpiece spaces.</p> <p>Lady Hill monument and the spire of St. Giles have been feature lit, but there's a lack of feature lighting through the remainder of the historic core</p>	<p>A Lighting Strategy was highlighted as a priority issue by many participants at the Charrette. This should encompass the historic city centre, Cooper Park (including the River Lossie corridor) and Lossie Green.</p> <p>The Charrette proposed, therefore, that lighting be enhanced throughout the city centre and Cooper Park with some setpiece, feature lighting, perhaps as part of a wider 'City of Light' initiative to light up key buildings in central Elgin.</p> <p>Key features in the city centre that should be lit include; key vennels, noteworthy historic buildings along High Street, Market Cross etc.</p>		<p>A Lighting Strategy would evidently support Action Plan Programme 2 – Arts, Culture + Creativity : Community + Visitor Economy. Creative lighting through the city centre could form the basis of a wider public arts strategy.</p> <p>Moreover, in attracting people to come to the centre and encouraging them to walk / cycle provides further support to Action Plan Programme 3 – Community Health + Wellbeing.</p> <p>Better lighting in the core of central Elgin is vital to improve a sense of safety and basic enhancements should be undertaken in advance / without any feature lighting having to be installed.</p>	High Priority	<p>Short Term</p> <p>Audit current lighting regime throughout the city centre. Develop Lighting Strategy as part of City Centre Masterplan and seek funding for phased implementation, coordinating delivery of upgrades in parallel with other enhancements (eg. public realm).</p> <p>Medium Term</p> <p>Implement general street lighting upgrade. Implement priority feature lighting. Host temporary lighting festival, in part to test possible lighting effects for future implementation.</p> <p>Long Term</p> <p>Complete implementation of feature lighting.</p>

COOPER PARK PROJECTS

CP01	Grant Lodge
CP02	Cathedral Axis Improvements
CP03	Southern Boundary + Gateway Improvements
CP04	Lossie Wynd Route Improvements
CP05	Western Boundary Reconfiguration
CP06	Boating Pond Enhancements / Water Management
CP07	Park Landform
CP08	Sports + Play Facilities
CP09	Wayfinding + Interpretation Strategy
CP10	Cyclepath / Footpath Enhancements
CP11	Biblical Garden Enhancements / Linkages
CP12	Greenfingers / Horticulture Nurseries
CP13	Lighting Strategy
CP14	Woodland Management
CP15	Wetlands / Biodiversity
CP16	Events Area Provision
CP17	Cathedral Precinct
CP18	Land Art / Public Art Strategy



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CP01	Grant Lodge	<p>Grant Lodge is a historically significant classical pavilion set within what remains of its original policies. It is located in the southern portion of the larger extent of Cooper Park, adjacent to the axis from the western end of the Cathedral and is visible from the main thoroughfare, the A96 Alexandra Rd.</p> <p>Grant Lodge is Grade B Listed and was formerly used to accommodate the town library which was relocated. The building suffered fire damage more than a decade ago and has been the focus of various initiatives to bring the building back in to active use. A Trust has been formed to explore new uses, funding and revenue streams to enable the building to be conserved and reused.</p> <p>It is understood that there are restrictions within the bequest of the building to Elgin that would require legal proceedings to overturn these to enable uses other than a library.</p>	<p>Landmark Cultural Buildings – the Charrette considered the relationship of three landmark, listed buildings (St. Giles, Town Hall, Grant Lodge) that should work together to offer a coherent array of arts, culture and community facilities.</p> <p>Within this framework it was considered that Grant Lodge could function as the ‘Ceremonial Hall’. The scale of the building would suggest it hosting weddings, public and private functions, receptions and events.</p> <p>It is noted that the recently constituted Grant Lodge Trust have canvassed opinion and established an array of potential uses that warrant further consideration via a full feasibility study and business planning process.</p>	Refurb. / Conservation	<p>Grant Lodge is one of the set-piece, architectural jewels that Elgin has. It is evidently cherished by local people but its current condition blights Cooper Park and gives a negative first impression.</p> <p>Its relationship to Cooper Park, proximity to the Cathedral and its western axis and its visual profile within Elgin demand it is adapted for a new use.</p> <p>As noted any new use for Grant Lodge needs to take cognisance of, and complement, proposed uses for St. Giles and the Town Hall. Collectively these buildings can create a cultural hub for Elgin.</p> <p>Adaptive reuse of Grant Lodge would clearly support principal Action Plan Programme 2 – Arts, Culture + Creativity : Community + Visitor Economy.</p>	Top Priority	<p>Short Term</p> <p>Undertake feasibility study developing the extensive work already undertaken. Develop business case and funding applications.</p> <p>Medium Term</p> <p>Undertake adaptation in line with outcome of feasibility study recommendations. Monitor in use.</p> <p>Longer Term</p> <p>Further phases / adjustments as required to respond to future needs.</p>
CP02	Cathedral Axis Improvements	<p>Axial road extending from West Door of Cathedral across Cooper Park, past Grant Lodge, Boating Pond and the Library towards Lossie Green.</p> <p>Axis ends abruptly at the rear of Anderson and England furniture store at west end of Park.</p> <p>Axis is currently accessed by private vehicles creating a trafficked pedestrian environment with utilitarian gates to control access. Current surface treatment is tarmac.</p>	<p>The Axis is the principal, setpiece east-west route through the park linking the main destinations along the southern edge of Cooper Park. The axis currently fails to have the quality of setting or materials commensurate with the main ceremonial route through the designed landscape of the late-Victorian park.</p> <p>The Charrette recommends the preparation of a full Masterplan and landscape management plan for Cooper Park to ensure it retains and recaptures its essential qualities. A key element of this would be the Cathedral axis.</p> <p>The Charrette recommends a full refurbishment of the full extent of the axial route with new high quality public realm, street furniture (including seating to encourage folk to dwell in the park) and lighting, befitting the Cathedral precinct setting. The design sketches and Masterplan emerging from the Charrette also envisage extending the axial route westwards into Lossie Green to create a visual and physical link across the A941.</p> <p>This project would support, but be separate from the C2C2C initiative.</p>	Public Realm / Refurbishment	<p>As noted this route is the ‘spine’ through Cooper Park, a ceremonial route that binds together many of the principal buildings and facilities in Cooper Park. It therefore should have the quality of design and finish commensurate with the most important route through Cooper Park.</p> <p>Enhancing this, and other main routes throughout Cooper Park, should encourage greater footfall as part of the wider healthy, active living enshrined within Action Plan Programme 3 Community Health & Wellbeing as well as enabling increased Arts, Culture and Tourism activity in line with Action Plan Programme 2 and as one of the key routes within the C2C2C initiative.</p>	High Priority	<p>Short Term</p> <p>Undertake a Masterplan and Landscape Management Plan for Cooper Park, which should include a review of the Cathedral Axis improvements in greater detail</p> <p>Medium Term</p> <p>Commence and complete phased refurbishment / upgrade of the footpath / carriageway / shared surface with new lighting and street furniture.</p>

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CP03	Southern Boundary + Gateway Improvements	<p>The southern boundary, from College Street to Lossie Wynd is formed by a utilitarian chainlink fence.</p> <p>Entrances into Cooper Park are understated, fail to provide a sense of arrival or provide basic information to assist in orientation.</p> <p>One point of access is via the pedestrian overbridge from North Port to an abutment / landing point between the Library and Grant Lodge. This landing point fails to provide suitably direct access into Cooper Park, nor full compliant step free access into the Park via a properly graded ramp.</p>	<p>The Charrette proposals recommend the removal of the chainlink fence for its entire length.</p> <p>There is no requirement for a fence in this location. The Park boundaries are not secured elsewhere and so the fence should be removed. Its presence serves to discourage access into Cooper Park, contrary to the spirit of the Charrette findings. Moreover it is visually unappealing and out of character with the setting of a Victorian public park.</p> <p>All entrances into Cooper Park, as part of a hierarchy of routes and gateways, should be enhanced with appropriate signage, public realm improvements and interpretation / wayfinding as befits each entrance points role within that hierarchy.</p>	Public Realm / Refurbish-ment	Cooper Park should be welcoming and easy to access. Its boundaries need to convey a sense of quality, setting and encourage access / visibility. Therefore its boundaries and gateways need to be enhanced and the removal of the fencing along the southern boundary, in tandem with a series of discreet entrance improvements would greatly enhance the impression of the Park as approached / viewed from the highly trafficked A96 corridor.	<p>Fence Removal: High Priority</p> <p>General Im- provements: Medium Priority</p>	<p>Short Term</p> <p>Remove the existing fence along the A96.</p> <p>Develop feasibility proposals for boundary and gateway treatments in line with a comprehensive Cooper Park Masterplan.</p> <p>Medium Term</p> <p>Implement new gateway enhancements including bridge landing improvements, signage, and lighting.</p>
CP04	Lossie Wynd Route Improvements	<p>The historic route of Lossie Wynd running north from the City Centre to the historic bridge crossing of the River Lossie has been eroded by the imposition of the A941 and the subsequent disregard for the historic route thereafter. It is currently just about detectable when in location at the western edge of Cooper Park, as well as analysing current maps in comparison with historic map progression.</p> <p>The importance of the route is re-emphasised, when considering the pressing need to greatly improve linkages between the City Centre, Cooper Park and Lossie Green. With the advent of the flood alleviation works, and the installation of a new pedestrian bridge this historic route has become even more vital.</p>	<p>As part of a series of interrelated access improvements the Charrette placed great emphasis on the need to reinstate and reinforce north-south links severed by the road engineering of A96 and A941.</p> <p>Lossie Wynd is one of three historically significant routes the Charrette proposes to redefine.</p> <p>At Lossie Wynd this would involve public realm enhancements improving the quality and directness of the physical connection coupled with the selective demolition of buildings detrimental to the urban and park setting as opportunities arise (notably Halfords retail unit and Anderson and England furniture store).</p>	Public Realm / Refurbish-ment	<p>Fundamental to the regeneration of central Elgin is the improved connections between the constituent parts, namely Cooper Park, the City Centre and Lossie Green. The Lossie Wynd connection is one of three historically significant routes the Charrette suggests need to be reinstated, with Lossie Wynd arguably the most important of the three.</p> <p>Enhancing pedestrian and cycle links between the City Centre and the River Corridor will be a vital component of central Elgin's regeneration.</p>	High Priority	<p>Short Term</p> <p>Undertake feasibility study, as part of a Cooper Park Masterplan, to develop a design and business case for reinstating Lossie Wynd as a pedestrian priority route, extending through the Park.</p> <p>Medium Term</p> <p>Implement a phased enhancement of the pedestrian priority route with enhanced public realm streetscape, lighting and furniture.</p> <p>Long Term</p> <p>Selective demolition of a cluster of buildings along the Lossie Wynd route that detract from the setting and connectivity of the route as redevelopment opportunities arise.</p>

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CP05	Western Boundary Reconfiguration	<p>Cooper Park has ‘lost its shape’. It lacks a clear definition of its edges; where it starts and ends. Nowhere is this more apparent than on the western boundary facing Lossie Green.</p> <p>The A941 nominally is the edge of Cooper Park, however the zone between the main road and Lossie Wynd (see above) is characterised by car parks and lacks any sense of quality or a positive setting for the Park.</p>	<p>The Charrette recommended, in parallel with enhancements to Lossie Wynd, that the Western boundary of Cooper Park be reconfigured to have a clear and obvious transition from Victorian Park to the A941. Initial sketches suggest a reconfigured car park with a strong landscape structure, emphasising the park edge condition and creating a transition space between development sites at Lossie Green and the greenspace of the Park.</p> <p>Parking is required in this location, particularly as parking is displaced from Lossie Green. However it has to be incorporated in a manner which limits the detrimental impact of parking on the Park and City setting.</p>	Public Realm / Refurbishment	<p>As with the Southern edge of Cooper Park the western side is undermined by lacking clear definition and quality boundaries / gateways.</p> <p>This location, adjacent to Lossie Green also needs to help support increasing the density of urban development on Lossie Green, as well as increased footfall in the Park as it becomes a higher profile destination itself.</p> <p>On this basis this area of Cooper Park requires attention within the scope of a comprehensive Park Masterplan.</p>	Medium Priority	<p>Proposals in this location should run in parallel with the Lossie Wynd proposals.</p> <p>Short Term</p> <p>Develop feasibility plans in parallel with the Lossie Green Improvements towards establishing technical feasibility and business case.</p> <p>Medium / Long Term</p> <p>Implement the revised car park, public realm, structure and feature planting, lighting and signage.</p>
CP06	Boating Pond Enhancements / Water Management	<p>The Boating Pond is one of the principal features of the original Victorian park layout. It was recalled fondly by many Charrette participants as one of the main attractions in the Park. However the pond’s condition was widely acknowledged as having deteriorated and there was reference in the course of the Charrette of poor water quality, drainage and management issues and restrictions on the use of the pond by the public for boating / model boats.</p> <p>It is understood that the flood alleviation works include some adjustments to water intake and drainage.</p>	<p>The Charrette recommendations for the Pond relate first and foremost to conclude the works associated with the flood alleviation works and monitor the benefits of any adjustments currently being implemented.</p> <p>There is scope to enhance the wetlands habitat through proactive management of the Pond and one suggestion in the Charrette was that this could involve horticulturists from Moray College.</p> <p>The Charrette sketch plans also envisaged an adjustment of the extent of the Pond to the south, extending it to the line of the Cathedral axis.</p> <p>Scope to reinstate / sharpen the ‘British Isles’ installation in the centre of the Pond should be investigated within the scope of wider Pond improvements.</p>	Wetlands Restoration and Management	<p>As one of the principal historic features in Cooper Park the Boating Pond deserves early attention.</p> <p>It is understood that it is benefitting from ongoing work associated with the flood alleviation works. Within a comprehensive Cooper Park Masterplan the Pond’s enhancements should be one of the signature projects to re-enliven and restore the Park.</p>	Medium Priority	<p>Short Term</p> <p>Monitor the benefits from ongoing works associated with the flood alleviation works. Prepare a Cooper Park Masterplan, including feasibility for further improvements to the Pond.</p> <p>Medium Term</p> <p>Implement restoration and wetlands management to maintain water quality, enable reuse of the Pond by the public and enhance the biodiversity / habitat</p> <p>Medium / Long Term</p> <p>Realign the southern extent of the Pond in line with Charrette proposals (if recommended by Masterplan)</p>

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CP07	Park Landform	Planning Permission granted and implemented for provision of a raised landform to the north of Grant Lodge, in Cooper Park, using spoil recovered from the flood alleviation works.	<p>At the time of the Charrette it was suggested that implementation of the landform be reconsidered. However it is understood that the landform implementation has progressed in line with the consented scheme.</p> <p>It is advised that the opportunity to replace the now implemented landform with an amphitheatre which fully acknowledges the relationship between function, form and setting ,to incorporate terraced seating, and servicing, should be reviewed, as funding opportunities allow. Scope to incorporate a revised landform / amphitheatre as part of a wider arts strategy would be considered as part of CP18 Art Strategy.</p>	New Build Landform	<p>Reservations were expressed by the consultant team's landscape architect, in relation to the scheme as consented, in that:</p> <ol style="list-style-type: none"> 1. It would create a physical screen at the key point where the broad vista over the park currently opens up from views along the main axial route between the cathedral and town centre, after being contained by the grounds of North College House and environs ; and the aspect from Grant Lodge would also be curtailed. 2. The form of the mound lacks character. A greater level of modelling and contouring would lead to a more intriguing and engaging landform, and clearly suggest a positive intervention, rather than a spoil mound which has been grassed over. Terracing, for example, would provide raised, level areas for seating, typical of amphitheatres, of which there are many examples of good practice. 3. The location is removed from the mounds associated with the flood alleviation works to the north of the cricket pitch and may be seen as a missed opportunity to create a sequence of landforms at the north of the park. 4. The orientation of the slope addressing the cricket pitch/open space is north facing,-when a southerly aspect would be more appealing for audiences. 5. In presenting findings at the public Charrette, (prior to implementation of the current scheme), concerns were expressed that a proposal which impacts adversely on Grant Lodge and its setting or landscape may be detrimental to a Heritage Lottery Fund bid associated with Grant Lodge. 	Medium Priority	Medium Term

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CP08	Sports + Play Facilities	<p>There are an array of play and sports facilities throughout Cooper Park. Moreover Cooper Park, is one of a series of greenspaces along the River Lossie corridor that accommodates outdoor sports facilities. There is a structured play area in the heart of Cooper Park.</p> <p>There is a Sports Scotland supported Cooper Park Community Sports Hub. Activities within Cooper Park include; Football, Cricket, Orienteering, Skateboarding, Tennis, Bowls, Cycling, Jogging, Walking. Clubs include; Elgin Cricket Club, Elgin Tennis Club, Skateboard Community, Elgin 4s and 7s, Earthtime, Moravian Orienteering Club, Jog Scotland Elgin, Cooper Park Bowling Club, Moray Girls Football Club, Moray Tide American Football, Mums on the Run, Elgin Active Schools, Elgin Youth Cafe: Sports.</p> <p>Within the immediate vicinity at Boroughbriggs, Deanshaugh and further along the River Corridor there is Elgin City FC, rugby pitches, the Leisure Centre (with pool), athletics track and, with the completion of the flood alleviation works, a footpath and national cycle path.</p>	<p>The Charrette recognised the tremendous asset these sports facilities and user groups are to Elgin and Moray. Moreover the Charrette emphasised the benefit of making physical and virtual connections between this array of activities via the Community Sports Hub and beyond to create a cluster of coordinated facilities along the green River Lossie corridor.</p> <p>An audit of facilities and planned, prioritised improvements would assist in bolstering the quality and coherence of the sports offer at Cooper Park.</p> <p>The introduction of trim trails, improved path networks and shared changing facilities alongside improving sports pitches etc. would greatly assist in encouraging activity and participation in sports. These improvements should be reflected in a more coordinated, online information and booking resource to enable better use of the wide array of facilities on offer.</p> <p>Enhancements to formal, structured 'destination' play equipment as part of a rolling programme of improvements should be investigated. In addition more incidental formal and informal play environments should be located throughout the Park and along the River corridor as part of a Cooper Park Masterplan framework.</p>	Combination of Refurbishment / upgrade of existing facilities and new / additional facilities	<p>Improved sports and play provision would clearly be at the vanguard of Action Plan Programme 3 – Community Health + Wellbeing and Promoting 3rd Sector. It would also support Programme 2 – Arts, Culture + Creativity : Community + Visitor Economy.</p> <p>Cooper Park was originally envisaged as a 'pleasure ground' and providing an amenity for all underpins its purpose. As Moray's largest public park it is vital it retains and plays an important role in sports and play provision. It is the historic and physical infrastructure to support the delivery of a Community Sports Hub and any Materplan interventions should integrate formal and informal play, active living and sports as part of a network of improvements along the River Lossie corridor.</p>	Medium Priority	<p>Short Term</p> <p>Promote / develop the Community Sport Hub initiative. Consider extending the Hub along the River Lossie corridor.</p> <p>Develop briefs for each club / activity and map shared / communal requirements and establish a schedule of accommodation / facilities for incorporation in a Cooper Park Masterplan.</p> <p>Identify 'quick wins' for enhancing provision and management of sports facilities in and around Cooper Park.</p> <p>Establish feasibility and funding for enhancements to play facilities. Implement as early as practical.</p> <p>Medium Term</p> <p>Implement Masterplan findings for improvements to sports pitches and changing facilities.</p> <p>Longer Term</p> <p>Monitor level and patterns of usage and make adjustments to the Park accordingly. The implication of this for flood alleviation must first be established.</p>

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CP09	Wayfinding + Interpretation Strategy	Provision of wayfinding appears to be sporadic and inadequate. Aside from the Cathedral and Biblical Gardens there is little dedicated interpretation of the place, and scant information on Cooper Park's history or contemporary facilities.	<p>The C2C2C initiative will make a significant impact in guiding people through Cooper Park and providing historic context and interpretation.</p> <p>Beyond this the Charrette recommended consideration, within a Cooper Park specific Heritage and Conservation Management Plan, that Cooper Park's own history be revealed by interpretation panels and/or mobile apps, dovetailing with the C2C2C scheme and the renowned narrative of the Cathedral, its precincts and Grant Lodge (all subject of their own interpretation plans).</p> <p>Wayfinding throughout Elgin requires auditing and a planned programme of enhancements. This should ensure a network of routes and destinations are promoted, via signage that is of a high design and graphic quality commensurate with the importance of Elgin's historic core and regional role.</p> <p>Gateway points into Cooper Park should provide a clear and concise introduction to the Park, its layout and facilities. Any fixed information should be augmented with mobile apps and online resources. All wayfinding / interpretation needs to incorporate best practice for accessibility for those with mobility and sensory impairments.</p>	Refurbishment / Replacement and Enhancement	<p>Enhancing wayfinding and interpretation would benefit all, but most particularly visitors to Elgin. This initiative would clearly contribute to Action Plan Programme 2 - Arts, Culture + Creativity : Community + Visitor Economy. Moreover, in encouraging people to walk and cycle through and around Elgin, guiding them on a network of dedicated / allocated routes, would support active living agendas and thereby contribute to Action Plan Programme 3 - Community Health + Wellbeing and Promoting 3rd Sector.</p> <p>The forthcoming C2C2C scheme will provide a network of signage and interpretation that can be augmented by other routes and points of interest. Cooper Park warrants its own internal wayfinding and interpretation, perhaps as part of an HLF 'Parks for People' scheme.</p>	Medium Priority	<p>Short Term</p> <p>Undertake an audit of existing provision. Review wayfinding and interpretation strategies as part of a wider Masterplan and in support of necessary funding applications. Ensure coordination with C2C2C.</p> <p>Medium Term</p> <p>Design, curate / edit and implement interpretation panels and online resources for Cooper Park.</p> <p>Implement phased wayfinding signage enhancements throughout Cooper Park and central Elgin.</p>
CP10	Cyclepath / Footpath Enhancements	The flood alleviation embankment will provide a significant, signature cycle route and riverside footpath running along the northern side of Cooper Park. This will form part of a wider network of existing and new / upgraded routes through and to central Elgin.	The Charrette discussions focussed around the significant benefit anticipated with the new embankment cyclepath / footpath. Scope to extend the benefits by having a rolling programme of cycle and footpath enhancements through and across Cooper Park (and throughout central Elgin) were discussed and would form the basis of a Cooper park Landscape Masterplan.	Upgrade + Extension of new paths.	<p>There was widespread recognition at the Charrette that encouraging cycling and walking is vital to support sustainable transport in Elgin, and to chime with Action plan Programme 3 - Community Health + Well-being. The emergence of a 'cycle economy' with scope to attract a destination cafe and other spin off benefits was discussed at the Charrette and should be explored. A good cycle and footpath network clearly support active living and would boost visitor economy, as part of active tourism offer for Moray.</p> <p>The embankment route, as part of a wider cyclepath and footpath network, can greatly assist in 'binding together' the three components of central Elgin - the overarching principle emerging from the Mini-Charrette and restated in the public Charrette.</p>	Medium Priority	<p>Short Term</p> <p>Audit of existing core path, local and national cycle path and footpath network. Monitor levels / patterns of usage on embankment and wider network to inform future enhancements, in consultation with users.</p> <p>Medium / Long Term</p> <p>Continue to develop a rolling programme of improvements in line with a Cooper Park Masterplan and wider network enhancements throughout Elgin / Moray.</p>

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CP11	Biblical Garden Enhancements / Linkages	The Biblical Garden is clearly cherished by those who attended the Charrette. It is, however, one of Elgin's unheralded, hidden gems and would benefit from higher profile promotion and signing.	<p>Given recent adjustments to the path network and layout of the area of Cooper Park surrounding the Biblical Garden in the wake of the flood alleviation works one suggestion made at the Charrette was to create a route through the Biblical Garden to tie it into the wider Park. This suggestion would increase footfall and awareness of the Biblical Garden but may detract from its hidden charms and sense of sanctuary. Care needs to be taken in considering adjustments to the Biblical Garden to avoid diminishing its special character.</p> <p>Scope to continually improve the Garden, year on year, with input from volunteers and local groups was also discussed, along with better signage and online promotion of the Garden.</p>	Upgrade / enhancements to existing Garden	<p>Any initiative to support and improve the Biblical Garden aligns with Action Plan Programme 3 – Community Health + Wellbeing and Promoting 3rd Sector.</p> <p>It is conceivable that the Biblical Garden could support and be a key destination on the C2C2C route and associated initiatives.</p>	Low Priority	<p>Short Term</p> <p>Discuss ways to support enhancements to the Biblical Garden in its current format. Canvass opinion on the possibility of a through route.</p> <p>Clarify the Biblical Garden's role within the wider Park Masterplan.</p> <p>Medium Term</p> <p>Implement a through route, if deemed advisable in the Masterplan process.</p>
CP12	Greenfingers / Horticulture Nurseries	During, and prior to, the Charrette there were representations from Greenfingers social enterprise and Horticulturists from Moray College. Whilst the Charrette did not consider these initiatives in detail, it is understood that both groups have a presence in the former Council nurseries and are keen to explore scope to act as custodians of the nurseries and their respective interests there.	<p>At this stage the Charrette was only able to acknowledge and welcome the work that both these groups is undertaking and encourage both parties to work in collaboration with the Moray Council and other stakeholders to sustain and further their activities at Cooper Park.</p> <p>The emerging Masterplan sketches for Cooper Park envisaged an extension of raised planters and community growing by expanding to the north of the existing nurseries. This potential idea should be explored in greater depth to establish the implications for Flood Alleviation, and in detail in a Cooper Park Masterplan.</p>	Maintenance and extension of existing plant nurseries.	The work of Greenfingers and the Moray College Horticulturists provides excellent social capital and educational benefits for Cooper park. These activities support Action Plan Programme 3 – Community Health + Wellbeing and Promoting 3 rd Sector and the Charrette findings suggests these groups should be encouraged.	Low Priority	<p>Short Term</p> <p>As with the Biblical Garden discuss ways to support enhancements to Greenfingers and the Horticulturists. Canvass opinion on the possibility of enhancing their role and base within the Park.</p> <p>Clarify Greenfingers and the Horticulturists' role within the wider Park Masterplan.</p> <p>Medium / Long Term</p> <p>Implement a northern expansion of the existing plant nurseries, if deemed advisable in the Masterplan process.</p>
CP13	Lighting Strategy	<p>In contrast to many equivalent historic towns and Parks, central Elgin, and Cooper Park in particular do not have significant feature lighting. The Cathedral is not lit, nor Grant Lodge (given its current condition).</p> <p>Lady Hill monument and the spire of St. Giles have been feature lit, but there's a lack of street and feature lighting in Cooper Park which many at the Charrette observed actively discourages people to walk through the Park after dark and fails to provide a memorable spectacle to those passing through Elgin, past the Park.</p> <p>It was noted that feature lighting has been installed on new bridges across the River Lossie as part of the flood alleviation works.</p>	<p>A Lighting Strategy was highlighted as a priority issue by many participants at the Charrette. This should encompass the historic city centre, Cooper Park (including the River Lossie corridor) and Lossie Green.</p> <p>In Cooper Park the need for better street lighting to provide a more welcoming, less threatening evening environment was raised often.</p> <p>The Charrette proposed, therefore, that lighting be enhanced throughout the city centre and Cooper Park with some setpiece, feature lighting, perhaps as part of a wider 'City of Light' initiative to light up key buildings in central Elgin.</p> <p>Key features in Cooper Park that should be lit include; the Cathedral, the western axis, Grant Lodge, the Drill Hall building, Grant Lodge, uplighting woodland setting and key gateways / points of access.</p>	Lighting Re-furbishment / Enhancements	<p>A Lighting Strategy would evidently support Action Plan Programme 2 – Arts, Culture + Creativity : Community + Visitor Economy. Creative lighting through Cooper Park could form the basis of a wider public arts strategy.</p> <p>Moreover, in attracting people to come to the Park and encouraging them to walk / cycle provides further support to Action Plan Programme 3 – Community Health + Wellbeing.</p> <p>Better lighting in the core of central Elgin and in Cooper Park is vital to improve a sense of safety and basic enhancements should be undertaken in advance / without any feature lighting having to be installed.</p>	High Priority	<p>Short Term</p> <p>Audit current lighting regime throughout Cooper Park. Develop Lighting Strategy as part of Cooper Park Masterplan and seek funding for phased implementation, coordinating delivery of upgrades in parallel with other enhancements (eg. public realm).</p> <p>Medium Term</p> <p>Implement general street lighting upgrade. Implement priority feature lighting (eg. Cathedral in support of C2C2C). Host temporary lighting festival, in part to test possible lighting effects for future implementation.</p> <p>Long Term</p> <p>Complete implementation of feature lighting.</p>

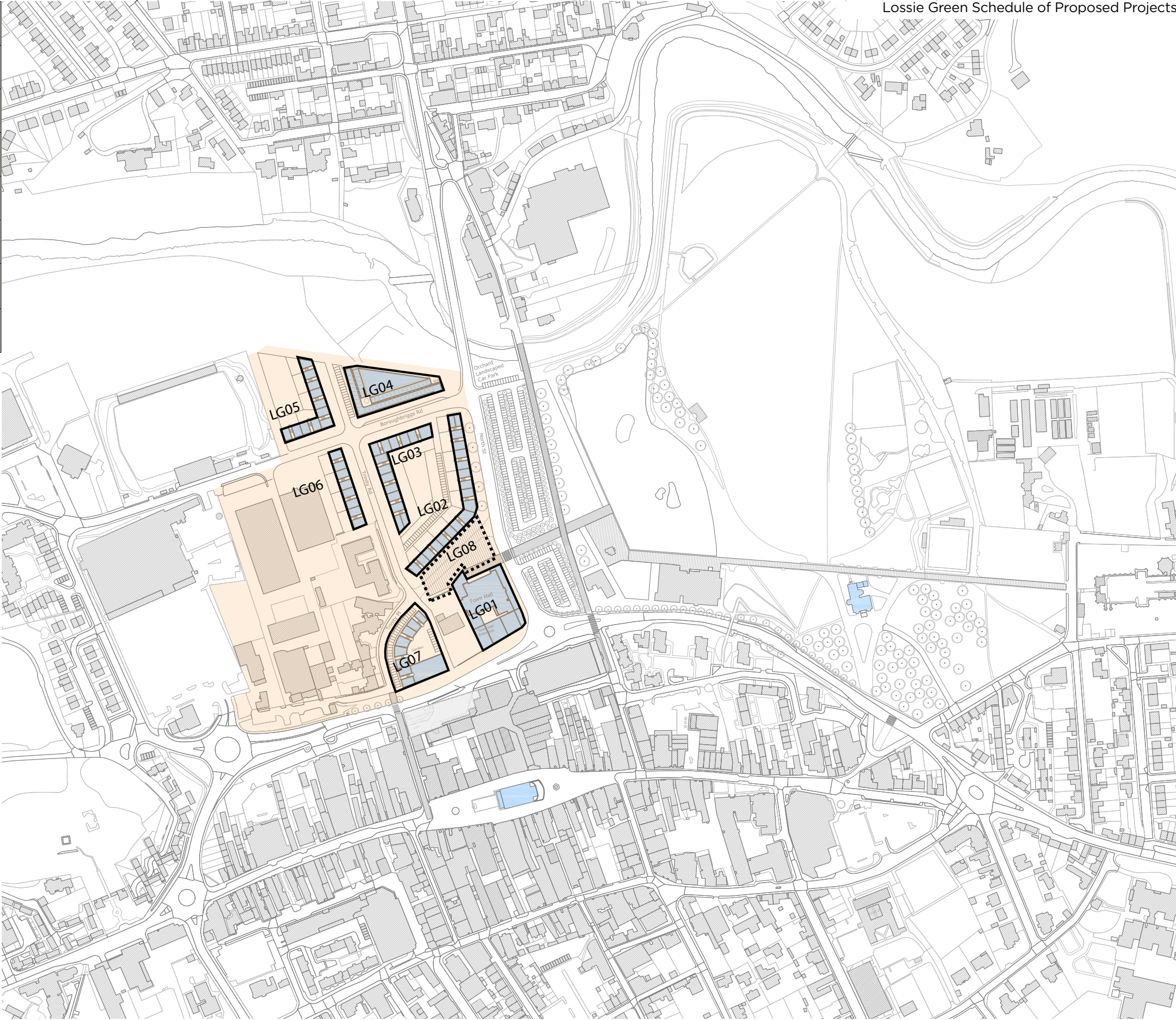
Ref.	Name / Site	Existing Situation	Charrette Proposal	New Build / Refurb / Public Realm	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
CP14	Woodland Management	There are currently areas of established tree planting, principally around Grant Lodge and along the southern Park. These areas provide a highly attractive setting for Cooper Park.	<p>The Charrette discussed ways to sustain, replenish and manage woodland to ensure that the existing tree planting is retained and augmented as required to maintain its presence.</p> <p>The Charrette proposed, within the wider scope of a Cooper Park Masterplan, that a Woodland Management Plan be devised and implemented.</p>	Maintenance	<p>As with most aspects of initiatives in Cooper Park maintaining woodland is clearly supportive of Action Plan Programme 3 – Community Health + Wellbeing and Promoting 3rd Sector.</p> <p>Retaining a healthy stock of mature woodland in central Elgin helps create positive microclimate, better air quality and a more attractive Park encouraging footfall, active living and access to nature, with attendant mental health and wellbeing benefits.</p> <p>Maintaining and managing the woodland around Grant Lodge is also vital to augmenting a Conservation Management Plan for the B-listed building.</p>	Medium Priority	<p>Short Term</p> <p>Review tree condition, either by validating existing and recent tree surveys or conducting a fresh survey. Continue to maintain existing trees as present.</p> <p>Devise a Woodland Management Plan as part of a comprehensive Cooper Park Landscape Masterplan to ensure succession planting and active, responsible management of structure planting.</p> <p>Medium / Long Term</p> <p>Implement Management Plan, subject to securing funding.</p>
CP15	Wetlands / Biodiversity	With the advent of the flood alleviation embankment the northern fringe of the Park, along the margins of the River Lossie will be subject to increased frequency of inundation, thereby altering the habitat.	Whilst some at the Charrette bemoaned the loss of amenity space for sports / recreation this change presents an opportunity to create a richer biodiversity and another, different character area within Cooper Park. The Charrette discussion proposed actively managing these new wetland corridors and interpreting this changing ecology as part of wider Park experience.	Biodiversity / Change Management	The management of new wetlands, as with the management of established woodland planting, supports the Action Plan Programme 3 – Community Health and Wellbeing. It provides access to nature and could also become an attraction in itself.	Low Priority	<p>Short Term</p> <p>Observe naturally occurring changes in the landscape / ecology in the wake of the embankment formation. Confirm the extent of biodiversity / wetlands management as part of the flood alleviation scheme.</p> <p>Develop a strategy for biodiversity along the River margins as part of a Cooper Park Masterplan.</p> <p>Medium / Long Term</p> <p>Implement and monitor managed wetlands environments. Provide in situ and online interpretation resources to highlight ecological benefits of approach.</p>
CP16	Events Area Provision	The open space north of Grant Lodge has been the venue for open air events in the past. Several participants at the Charrette were very keen for an events programme to be instigated for Cooper Park (and other public open spaces – eg. Plainstones) but noted that there were occasionally objections to amplified music and that there are few or no in situ facilities to enable events to occur.	<p>In response to these remarks it was suggested in the Charrette that further briefing / consultation occur to establish the desired format, size and location of potential events to enable a brief to be devised to test the feasibility of providing permanent servicing to certain locations in Cooper Park (power, sewers) as well a ground bearing capacities for staging , haul roads and other specific requirements.</p> <p>It could be envisaged that outwith events the permanent infrastructure would be discreet and highly integrated with the day to day setting of the Park.</p>	Physical enhancement and development for Events programme	<p>An events area capable of hosting open air shows and gatherings would clearly support Action Plan Programme 2 – Arts, Culture + Creativity : Community + Visitor Economy.</p> <p>It would also assist in creating community cohesion and could be used by local groups thereby supporting Action plan Programme 3 – Community Health + Wellbeing and Promoting 3rd Sector.</p> <p>An easy to set up, purpose designed, serviced events area would encourage local and national events to occur in Moray’s largest public park, Cooper Park.</p>	Medium Priority	<p>Short Term</p> <p>Canvass opinion / develop a brief for a Cooper Park events area. Undertake precedent study investigation of best practice examples of events areas elsewhere - learning lessons. Consider testing events compatibility as part of briefing process.</p> <p>Incorporate findings into a Cooper Park Masterplan.</p> <p>Medium / Long Term</p> <p>Secure funding and implement Masterplan recommendations.</p>

Ref.	Name / Site	Existing Situation	Charrette Proposal	New Build / Refurb / Public Realm	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
CP17	Cathedral Precinct	The Cathedral precinct has a distinctive identity within Cooper Park. Whilst it is now synonymous with the land within the custodianship of Historic Scotland historically the Cathedral precinct would have encompassed a wider area of the existing Park.	<p>In discussions at the Charrette the opportunity to use a range of in-situ and virtual interpretation of the site layout and history would greatly assist in revealing the extent and layout of the Cathedral and the medieval City. This initiative could be part of, or in support of C2C2C.</p> <p>Within the scope of a refreshed public realm within Cooper Park the prospect of delineating the historic extent and layout of the Cathedral precinct should be researched and considered. This delineation could be by choice of material palette and supported by accompanying interpretation of the historic setting.</p>	Public Realm / Interpretation	Enhancing interpretation and public realm around the full Cathedral precinct would support Action Plan Programme 2 - Arts, Culture + Creativity : Community + Visitor Economy.	Low Priority	<p>Short Term</p> <p>Consider refreshed public realm to the Cathedral Precinct as part of a comprehensive Cooper Park Landscape Masterplan.</p> <p>Medium Term</p> <p>Research and develop designs and prepare business case for progressing works, with funding from others where applicable. Scope to utilise Historic Scotland apprentices in implementation of works (to be investigated?). Implement work, if business case approved.</p>
CP18	Land Art / Public Art Strategy	There were several press reports and suggestions that the Charrette consider a large scale, high profile public art installation to herald the regeneration of central Elgin.	<p>The mini-Charrette and pre-Charrette work had highlighted scope for high quality public art / land art to be an integral part of redefining Elgin's image and future vision. The Charrette considered numerous examples and proposed that, rather than a single point of focus that an array of attractions (new and historic) become a network of destinations, perhaps along the River Lossie.</p> <p>These destinations could be discreet, thematic land art (eg. similar to the Scottish Scenic Routes initiative in the National Parks) that cumulatively with C2C2C and other established attractions would redefine Elgin.</p>	Public art	A coherent, high quality series of land art of international standard would clearly support Action Plan Programme 2 - Arts, Culture + Creativity : Community + Visitor Economy.	Medium Priority	<p>Short Term</p> <p>Develop / approve business case for, and procure, a Public Arts Strategy for Cooper Park and central Elgin (incl River Lossie corridor). Develop and sign-off Public Arts Strategy (which should integrate with Lighting Strategy: ref CP13 and overarching Cooper Park Landscape Masterplan). Commission early pieces subject to funding.</p> <p>Medium Term</p> <p>Progress phased implementation of Public Art within scope of Cooper Park Landscape Masterplan. Promote the Public Art as part of raising Elgin's profile as a visitor destination.</p>

LOSSIE GREEN PROJECTS

LG01	Elgin Town Hall Reconfiguration and Extension
LG02	Trinity Place / A941 Block
LG03	Boroughbriggs Road / Trinity Road East Block
LG04	Lesser Boroughbriggs - Apex Site
LG05	Lesser Boroughbriggs West Site
LG06	Trinity Road West Site (Community Centre)
LG07	Trinity Place Block (Aldi Site)
LG08	Town Hall Square

Lossie Green Schedule of Proposed Projects

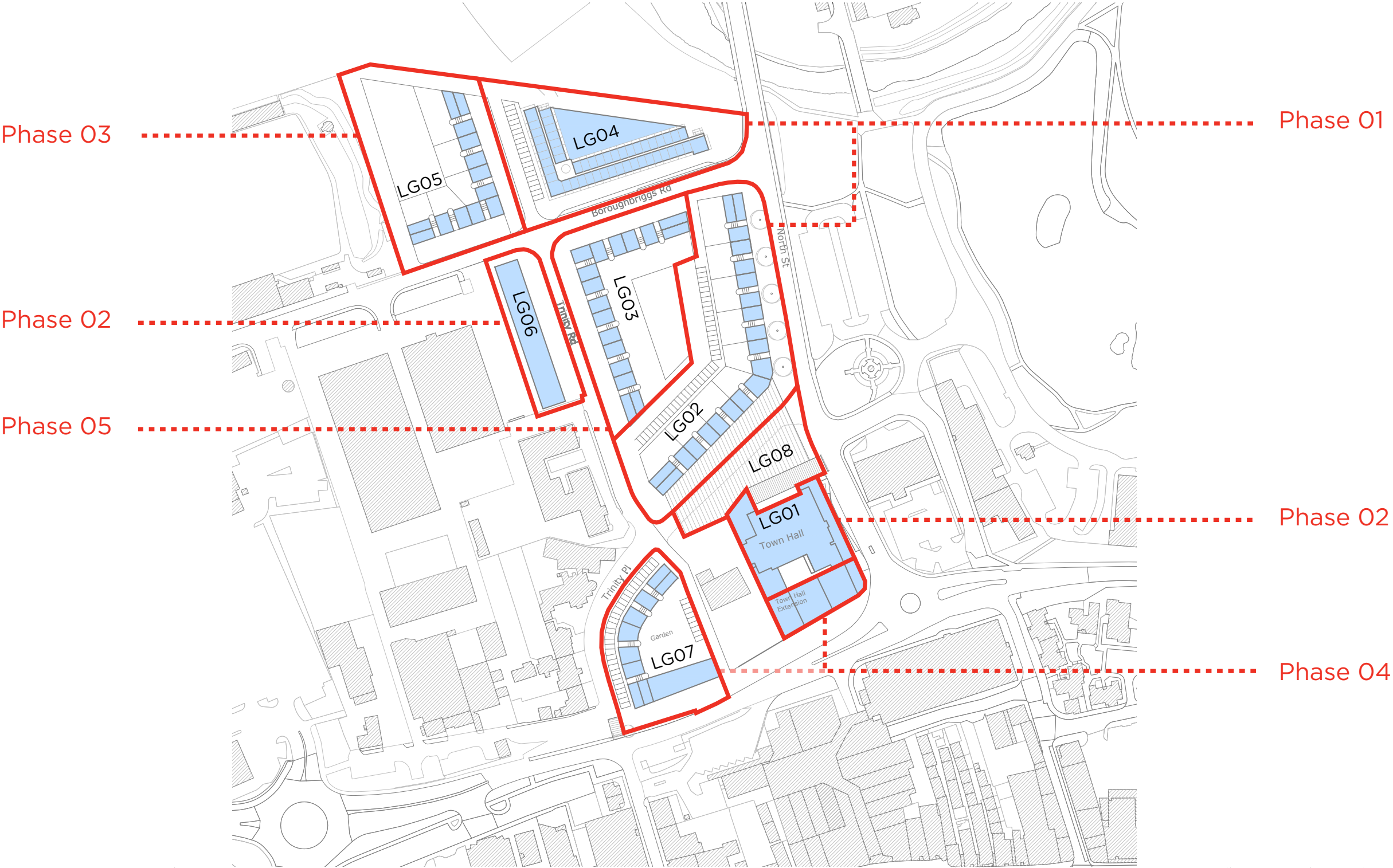


Ref.	Name / Site	Existing Situation	Charrette Proposal	New Build / Refurb / Public Realm	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
LG01	Elgin Town Hall Reconfiguration and Extension	<p>Grade B Listed – Modernist Town Hall designed by Kininmonth, Circa 1965.</p> <p>The two storey building faces north on to Lossie Green. It contains ancillary spaces, lesser halls and foyer that wrap around a Hall with stage, stalls and balcony. The building’s layout undermines its potential flexibility due to lack of acoustic and physical separation between the Main hall and surrounding ancillary spaces.</p> <p>The building is located at a high profile junction of A96 and A941. The building is set back from these principal routes and commands views across Lossie Green and the western edge of Cooper Park</p>	<p>Landmark Cultural Buildings – the Charrette considered the relationship of three landmark, listed buildings (St. Giles, Town Hall, Grant Lodge) that should work together to offer a coherent array of arts, culture and community facilities.</p> <p>Within that framework the Charrette considered that Elgin Town Hall could become the ‘THE THEATRE’ with stage based performances in the Main Hall which, alongside supporting spaces could accommodate conferences, events, civic and private functions.</p> <p>Activities could include theatre, dance, recitals, concerts, comedy, festivals, lettable space, gallery space and studio / rehearsal space.</p> <p>The building could be reworked to address issues of lack of flexibility in operation whilst retaining the value of recent improvements. There would be scope to improve revenue generation with on site cafe / bar and gallery / retail showcasing local and international artwork / crafts.</p> <p>The Charrette also considered scope to extend and remodel the building to improve its urban setting, promote the building with a more attractive facade and to create additional space to enable improved functionality, flexibility in use and additional facilities to support arts, culture and civic events.</p>	Refurb. / Conservation	<p>The Town Hall, alongside St Giles and Grant Lodge can complement one another to create a diverse City Centre cultural network of venues, notable buildings.</p> <p>Improvements to the Town Hall would clearly support principal Action Plan Programmes of 1 – Diversifying Uses and 2 – Arts, Culture + Creativity : Community + Visitor Economy.</p> <p>Having recently invested monies upgrading the Town Hall there is scope to develop a phased, rolling programme of works that could be progressed in response to a detailed brief and implemented when funding allows.</p>	High Priority	<p>Short Term</p> <p>Canvass user groups and potential users about requirements.</p> <p>Undertake feasibility study to develop a brief and vision. Develop business case and funding applications.</p> <p>Continue to develop a programme of activity and monitor the building in use.</p> <p>Medium Term</p> <p>Undertake adaptation in line with feasibility study recommendations. Monitor in use.</p> <p>Longer Term</p> <p>Further phases / adjustments as required to respond to future needs.</p>
LG02	Trinity Place / A941 Block	<p>This site is currently used as an at grade car park (metered) with lorry parking to the northern edge of the site.</p> <p>The site is prominent given it is opposite the Town Hall and on axis with the tree lined avenue from the Cathedral through Cooper Park towards Lossie Green. This is a significant site, given greater significance by the emerging Masterplan framework for central Elgin sketched out at the Charrette.</p>	<p>The emerging Charrette sketch Masterplan envisages an open ‘L’ shaped perimeter block to the south and east sides of a four sided urban block framed by the A941, Boroughbriggs Rd, Trinity Road and Trinity Place.</p> <p>The Charrette Masterplan envisaged this site accommodating residential uses (three storey flats or townhouses) with non-residential uses at ground floor at key locations (eg. opposite the Town Hall). The extent of non-residential uses would have to be considered carefully to avoid Lossie Green displacing activity / conflicting with a City Centre First principle.</p> <p>However, given Lossie Green will be a mixed use, walkable neighbourhood this block has a location that will enjoy significant footfall and would support small local retail or other leisure / restaurant offers supporting an evening economy adjacent to the Town Hall and other facilities.</p> <p>Based on Charrette masterplan more detailed development brief should be worked up for sites LG02 to LG08</p>	New Build	<p>As with all proposed sites in Lossie Green redevelopment at this location would support the aspiration in the Action Plan, under Programme 1 - Diversify Uses, notably to support Town Centre Living.</p> <p>This site should be brought forward as a priority as it is a high profile site that would be one of two signature sites in the regeneration of Lossie Green (the other would be LG04). Its development would transform the setting of the Town Hall whilst redefining the character of Lossie Green. Development at this location would need to be of a high standard given its prominent location and as a benchmark for future phases of Lossie Green.</p>	High Priority	<p>Short Term</p> <p>Test the feasibility of the site in greater detail as part of a detailed Lossie Green Development Brief.</p> <p>Market the site, subject to a parking strategy to accommodate displaced spaces.</p> <p>Medium Term</p> <p>Seek to enable the site for development and enable a proactive planning process.</p> <p>Medium / Long Term</p> <p>Implement / develop the site.</p>

Ref.	Name / Site	Existing Situation	Charrette Proposal	New Build / Refurb / Public Realm	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
LG03	Boroughbriggs Road / Trinity Road East Block	As LG02	<p>The Charrette Masterplan proposes this site accommodating residential uses (three storey flats or townhouses). These would complement in design and land-use the proposed residential development located at LG02.</p> <p>Based on Charrette masterplan more detailed development brief should be worked up for sites LG02 to LG08</p>	New build	<p>As with all proposed sites in Lossie Green redevelopment at this location would support the aspiration in the Action Plan, under Programme 1 - Diversify Uses, notably to support Town Centre Living.</p> <p>Developing LG03 would complete the block with LG02.</p>	Medium Priority	<p>Short Term</p> <p>Test the feasibility of the site in greater detail as part of a detailed Lossie Green Development Brief.</p> <p>Medium Term</p> <p>Complete parking relocation strategy and implement to free up site for development. LG03 should follow on the commencement of LG02.</p>
LG04	Lesser Boroughbriggs – Apex Site	<p>This triangular site is situated between the flood alleviation embankment and Boroughbriggs Road. As with all sites at Lossie Green it is largely flat, albeit with the backdrop of the embankment. The River Lossie is immediately north of the embankment.</p> <p>The site is being repaired following the flood alleviation works. At the time of the Charrette it was not used as a car park or amenity space.</p> <p>It is a prominent and critical location on the River Corridor and A941; a prime riverside location that can also announce the gateway to Lossie Green and central Elgin.</p>	<p>The Charrette Masterplan recommends that the site could accommodate a hotel with banqueting facilities or three storey housing. The buildings should front Boroughbriggs Road and any extension of Trinity Road. Views to the River Lossie would be possible from the upper floors of the hotel / residential development.</p> <p>Based on Charrette masterplan more detailed development brief should be worked up for sites LG02 to LG08</p>	New build	<p>As with all proposed sites in Lossie Green redevelopment at this location would support the aspiration in the Action Plan, under Programme 1 - Diversify Uses, potentially to support the evening economy, tourism and/or Town Centre living.</p> <p>This site should be brought forward as a priority as it is a high profile site that would be one of two signature sites in the regeneration of Lossie Green (the other would be LG02). Its development would transform the setting of the River Lossie at this location. It would also herald a transformation of Lossie Green as part of a mixed use regeneration project.</p> <p>Development at this location would need to be of a high standard given its prominent location and as a benchmark for future phases of Lossie Green.</p>	High Priority	<p>Short Term</p> <p>Test the feasibility of the site in greater detail as part of a detailed Lossie Green Development Brief.</p> <p>Market the site, subject to a parking strategy to accommodate displaced spaces.</p> <p>Medium Term</p> <p>Seek to enable the site for development and enable a proactive planning process.</p> <p>Medium / Long Term</p> <p>Implement / develop the site.</p>
LG05	Lesser Boroughbriggs West Site	<p>The neighbouring site to LG 04, with a similar relationship to the flood alleviation embankment. Lower visual profile given it is not adjacent to A941 (unlike LG04).</p> <p>The site is immediately adjacent to Elgin City Football Club's stadium.</p>	<p>The Charrette Masterplan considers this site in tandem with LG04. It may be that they have complementary uses and LG05 is considered a 'second phase' of LG04.</p> <p>Uses could be as LG04 or introduce other employment uses perhaps in line with the office accommodation in western portion of Lossie Green.</p> <p>Any development should front Boroughbriggs Rd.</p> <p>Based on Charrette masterplan more detailed development brief should be worked up for sites LG02 to LG08</p>	New Build	As with all proposed sites in Lossie Green redevelopment at this location would support the aspiration in the Action Plan, under Programme 1 - Diversify Uses	Medium Priority	<p>Short Term</p> <p>Test the feasibility of the site in greater detail as part of a detailed Lossie Green Development Brief.</p> <p>Medium Term</p> <p>Complete parking relocation strategy and implement to free up site for development.</p>

Ref.	Name / Site	Existing Situation	Charrette Proposal	New Build / Refurb / Public Realm	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
LG06	Trinity Road West Site (Community Centre)	This site is currently occupied by the Community Centre and Job Centre Plus.	<p>The Charrette Pin Up and Report Back discussions considered ways to relocate the existing community uses into one of the trio of civic/ culture buildings being promoted in the Charrette (St Giles, Town Hall, Grant Lodge) or in the Library or vacant retail units on the High Street.</p> <p>In expectation that these functions are relocated this site was deemed developable, though land uses were not specified during the Charrette. Adjacent uses include offices.</p> <p>Based on Charrette masterplan more detailed development brief should be worked up for sites LG02 to LG08</p>	Redevelopment	As with all proposed sites in Lossie Green redevelopment at this location would support the aspiration in the Action Plan, under Programme 1 - Diversify Uses	Low Priority	<p>Short Term</p> <p>Audit provision of community facilities throughout Elgin (central Elgin in particular) and assess scope to combine / cluster provision at alternative central Elgin sites (Town Hall, Library, St Giles, vacant retail units). Consider scope to withdraw from current site, re-providing / enhancing provision elsewhere in central Elgin. Implement any quick wins and develop a brief to market the site for disposal. Prepare Lossie Green Development Brief including this site.</p> <p>Medium - Longer Term</p> <p>Redevelop the site in line with the Development Brief</p>
LG07	Trinity Place Block (Aldi Site)	<p>This site is currently occupied by a single storey Aldi shop.</p> <p>There is a significant electricity sub-station to the east of this site (adjacent to the Town Hall – LG01)</p>	<p>This site is a high profile location with frontage on the A96. The Charrette Masterplan proposes that this site should be redeveloped, perhaps with retail at ground floor, but with a more appropriate and positive urban form that defines rather than undermines the street setting of Trinity Place.</p> <p>Based on Charrette masterplan more detailed development brief should be worked up for sites LG02 to LG08</p>	Redevelopment	As with all proposed sites in Lossie Green redevelopment at this location would support the aspiration in the Action Plan, under Programme 1 - Diversify Uses	Low Priority	<p>Short Term</p> <p>Prepare Lossie Green Development Brief, including consideration for future redevelopment of this site.</p> <p>Medium – Longer Term</p> <p>Monitor scope to relocate / re-provide retail units within central Elgin (or on-site) as part of redeveloped urban block, in line with Development Brief.</p>
LG08	Town Hall Square	The Town Hall's principal facade and entrance is from the north. The open space / public realm is not befitting the main entrance to a Town Hall. The aspect is dominated by car parking on Lossie Green.	<p>With the redevelopment of Lossie Green (notably LG02) there is scope to transform the setting of the Town Hall. Public realm enhancements could occur in parallel or in advance of development at LG02. This should maintain the historic road alignment of Trinity Place and maintain vehicular access. A new public space / square that tapers out towards the rejuvenated Cooper Park would pick up on the principal desire lines congregating at the Town Hall (including the potentially extended Cathedral Axis – CP02). High quality public realm would provide an appropriate standard of setting for an enhanced / extended Town hall.</p> <p>Based on Charrette masterplan more detailed development brief should be worked up for sites LG02 to LG08</p>	Public Realm	Enhancing public space adjacent to the Town hall would support its role as a key civic and cultural venue in Moray. It would also provide a public open space as a civic focal point for the redevelopment of Lossie Green. New, enhanced public realm would herald a new era for Lossie Green. It would also support all of the Action Plan Programmes by encouraging events and activity, improving pedestrian connectivity and creating a diversity of spaces and facilities in the centre of Elgin.	Medium Priority	<p>Short Term</p> <p>Develop Lossie Green Development Briefs including guidance on public realm at Town Hall. Consider scope to seek contributions to fund implementation of Lossie Green public realm, including Town Hall Square.</p> <p>Medium Term</p> <p>Align delivery with one of the associated projects (eg LG01, LG02 or CP02).</p>

LOSSIE GREEN DEVELOPMENT SCHEDULE
DIAGRAM



**LOSSIE GREEN DEVELOPMENT SCHEDULE
TABLE**

Site	Name	Site Size	Existing Use	Proposed Use	GFA/no.	Phase
LG02	Trinity Place / A941 Block	0.37Ha	Car Park	Residential, individual garden spaces	Footprint: 1721sqm 3 storeyed GFA: 5163sqm • 20 Units or 60 flats (assume 70sqm per flat)	1
LG04	Lesser Boroughbriggs - Apex Site	0.4Ha	Vacant	Hotel (or alternatively residential)	Footprint: 2611sqm GFA: 7288sqm • 50 rooms per floor excluding ground floor or 100 rooms in total • ground floor banqueting	1
LG01	Elgin Town Hall Reconfiguration	0.25Ha	Town Hall	Town Hall, new Cafe, Studios, new Gallery, Shop, re-configured circulation	Footprint: 1885sqm GFA: 4712sqm	2
LG06	Trinity Road West Site (Community Centre)	0.35Ha	Youth and Community Centre	Office Space	Footprint: 1425 3 storeyed GFA: 4275	2
LG05	Lesser Boroughbriggs West Site	0.5Ha	Vacant	Residential, individual garden spaces	Footprint: 1056sqm 3 storeyed GFA: 3168sqm • 13 units or 39 flats (assume 70sqm per flat)	3
LG07	Trinity Place Block (Aldi Site)	0.31Ha	Retail	Residential + Retail, communal garden space	Footprint: 1196sqm GFA: 2280sqm 3 storeyed Residential + 396 single storey Retail • 9 units + retail or 27 flats + retail (assume 70sqm per flat)	4
LG01	Elgin Town Hall Extension	0.1Ha	Vacant	Town Hall, Cafe, Studios, Gallery, Shop	Footprint: 963sqm GFA: 1926sqm	4
LG03	Boroughbriggs Road / Trinity Road East Block	0.4Ha	Car Park	Residential, communal garden space	Footprint: 1425sqm 3 storeyed GFA: 4275sqm • 17 units or 51 flats (assume 70sqm per flat)	5

Implementation of LG08 Town Hall Square to be phased to align with LG01, LG02 or CP02

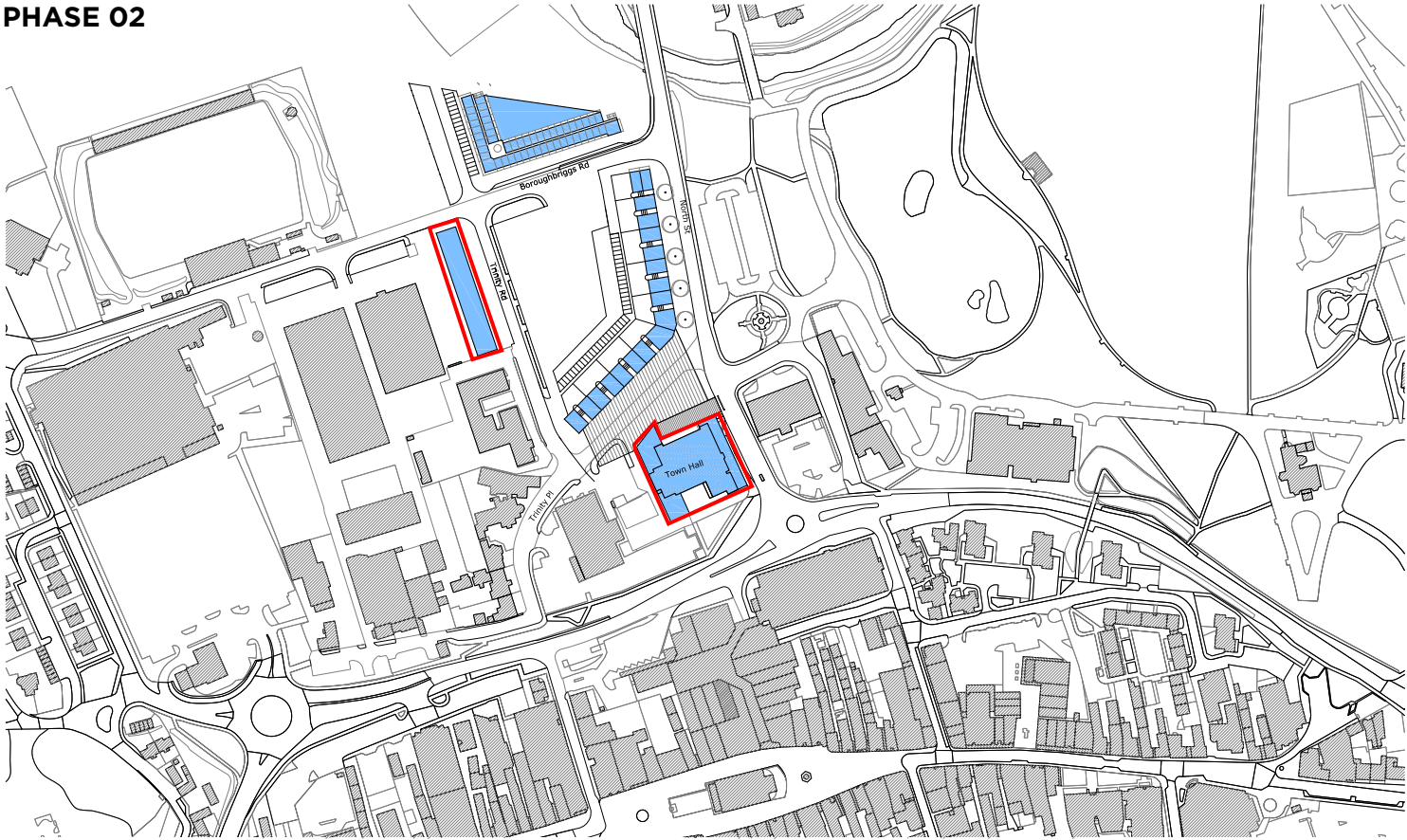
LOSSIE GREEN DEVELOPMENT PHASES:
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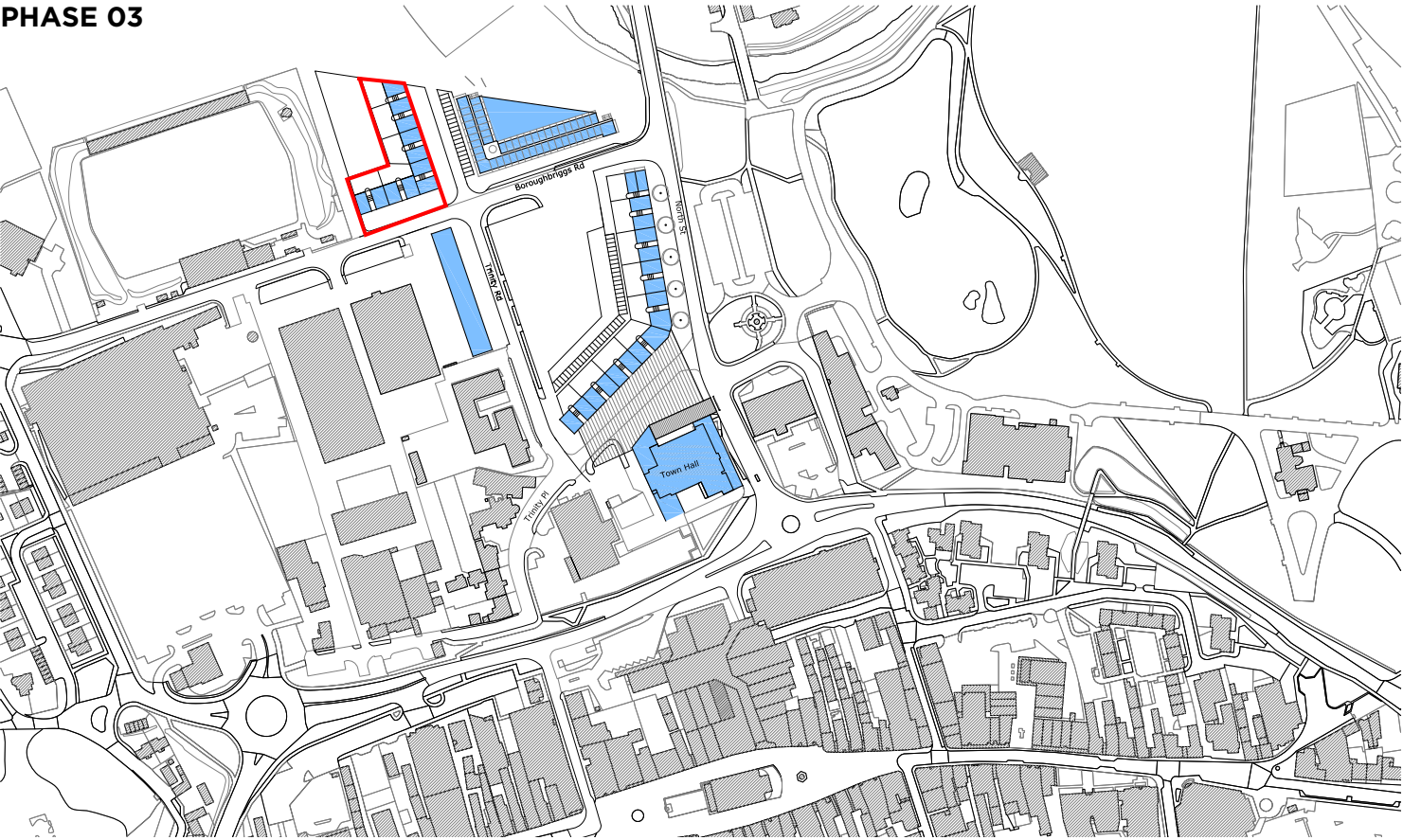
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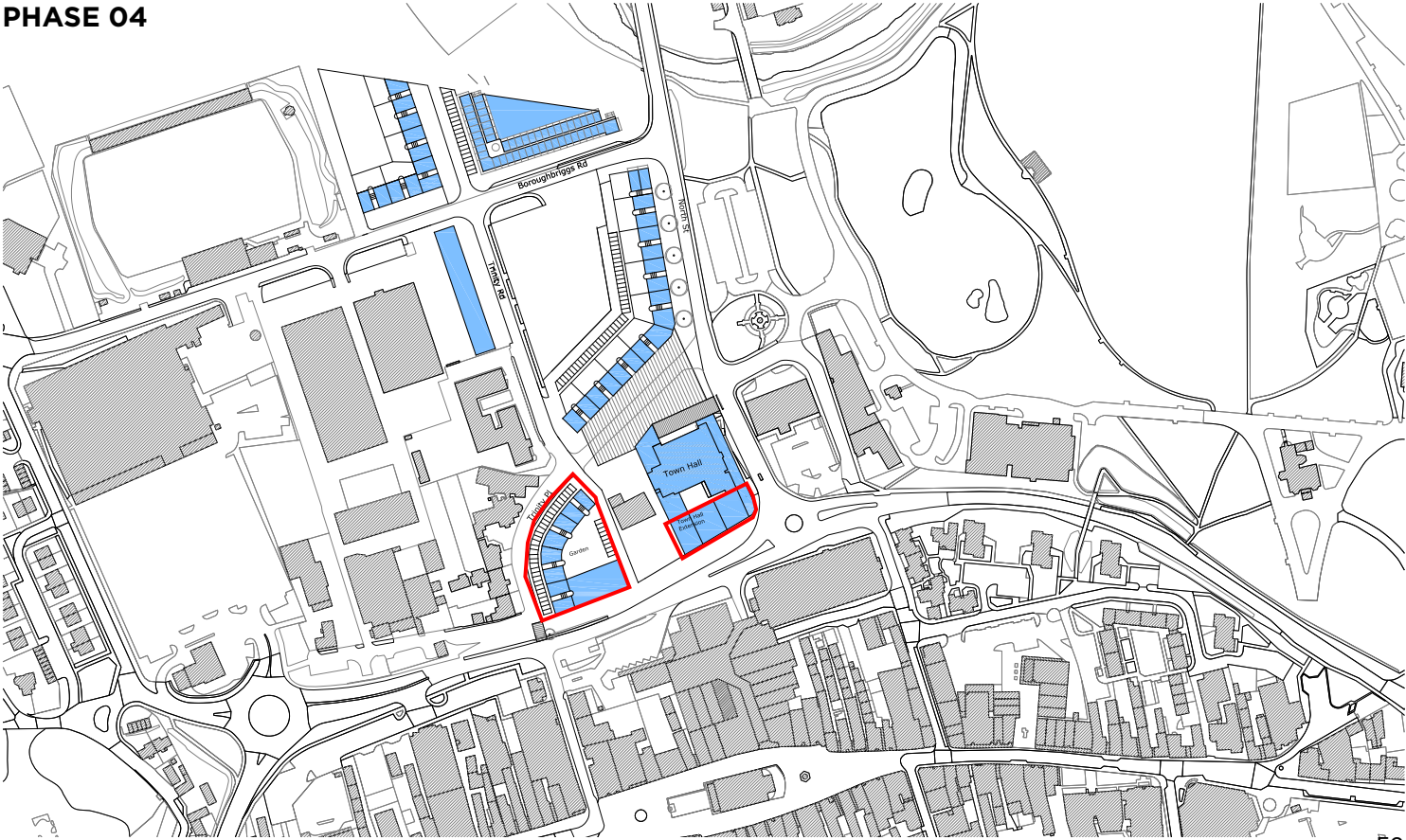
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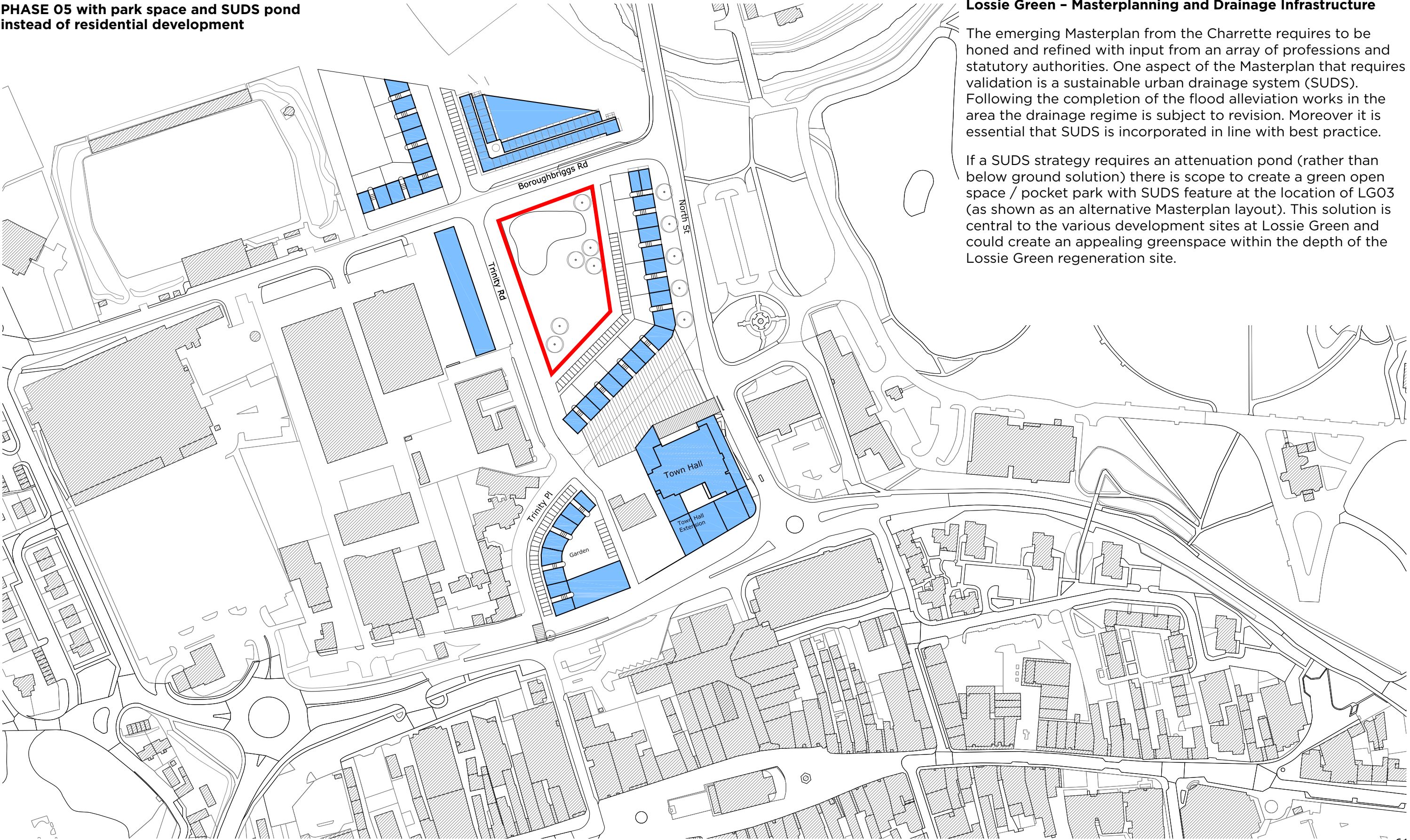
PHASE 04



PHASE 05



**PHASE 05 with park space and SUDS pond
instead of residential development**



Lossie Green - Masterplanning and Drainage Infrastructure

The emerging Masterplan from the Charrette requires to be honed and refined with input from an array of professions and statutory authorities. One aspect of the Masterplan that requires validation is a sustainable urban drainage system (SUDS). Following the completion of the flood alleviation works in the area the drainage regime is subject to revision. Moreover it is essential that SUDS is incorporated in line with best practice.

If a SUDS strategy requires an attenuation pond (rather than below ground solution) there is scope to create a green open space / pocket park with SUDS feature at the location of LG03 (as shown as an alternative Masterplan layout). This solution is central to the various development sites at Lossie Green and could create an appealing greenspace within the depth of the Lossie Green regeneration site.

TRANSPORT & ACCESS

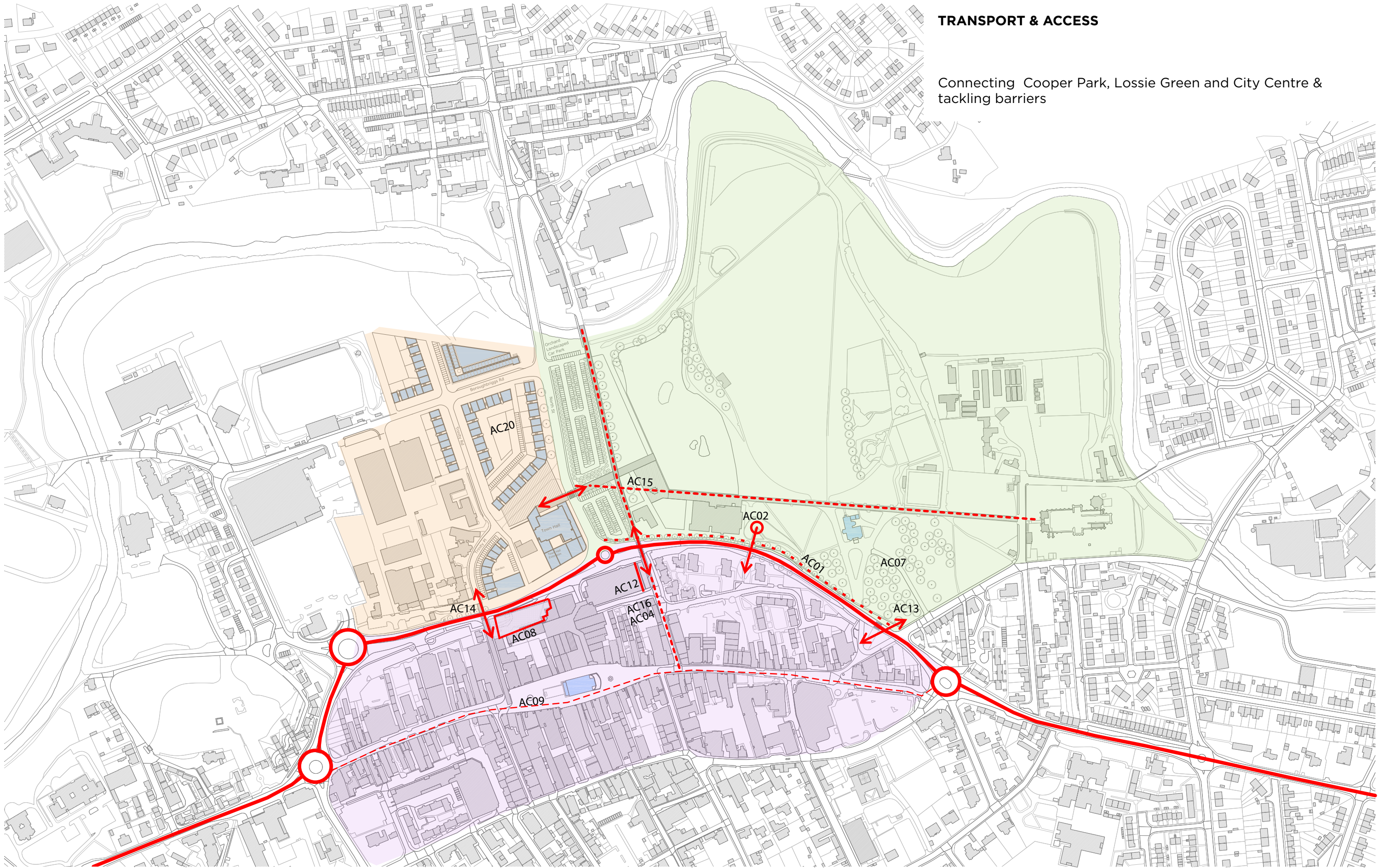
Connecting Cooper Park, Lossie Green and City Centre & tackling barriers

AC01	A96 fence removal at Cooper Park
AC02	North Port to Cooper Park pedestrian bridge: Modifying bridge arrival / abutment arrangements at Cooper Park
AC03	Wayfinding Signage Enhancements
AC04	Public Realm Streetscape Business Case : Develop the business case for streetscape works (eg. Lossie Wynd / North Street / College Street) Ref AC 13-AC16 below
AC05	Cycle Network Enhancements – capitalise on network enhancements
AC06	Cycle Parking enhancements at Rail Station (Abellio / Network Rail) – associated action of AC05
AC07	Car Free Cooper Park – Car free area around Grant Lodge / Cathedral Axis
AC08	Bus Station Refresh – develop business case for station enhancements / passenger experience
AC09	Trial High Street vehicular access (eg. Bus / taxi / disabled vehicles)
AC10	Trial revised coach drop-off / pick up regime (and lay over)
AC11	Implement trial of free parking slots (eg ‘free after 3’ or weekends)

AC12	Create active frontage on Lossie Wynd at St Giles multi-storey car park (MSCP).
AC13	Pedestrian Links A96 – College Street (Cathedral to City)
AC14	Pedestrian Links A96 – North Street (Lossie Green to City)
AC15	Pedestrian Links A941 – Cathedral Axis (Lossie Green to Park) – provide signal controlled crossing to cater for this movement.
AC16	Lossie Wynd Streetscape works
AC17	Bus / Rail Interchange – improve rail station / bus stop accessibility
AC18	Dualling of A96
AC19	Consequential road improvements in central Elgin post A96 dualling
AC20	Decant of Lossie Green parking (subject to development interest)
AC21	Parking Review
AC22	Rail improvements (service and infrastructure – Abellio + Network Rail)
AC23	Parking Decriminalisation

TRANSPORT & ACCESS

Connecting Cooper Park, Lossie Green and City Centre & tackling barriers



Reference	Name / Site	Existing Situation	Masterplan Proposal	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
AC01 (ref also CP03)	A96 fence removal at Cooper Park	Chain-link fence along A96 footpath adjacent to Grant Lodge and Library / Tourist Information restricting pedestrian access and obscuring views into Cooper Park	Removal of fence to enable direct access and open up vista into Park helping integrate Park with the town.	Fence is unsightly and impedes natural access into the principal open space / park in Elgin. The removal of the fence will enhance access and the visual setting of Cooper Park. This action would support CP03	High	Short Term Need to determine responsibility for fence - Transport Scotland or TMC
AC02 (ref also CP03)	North Port to Cooper Park pedestrian bridge: Modifying bridge arrival / abutment arrangements at Cooper Park	When crossing into Cooper Park on existing pedestrian overbridge, route is diverted back towards the A96 instead of continuing into Park – mainly owing to embankment and gradient from bridge to Park.	Resculpt embankment to provide direct park access – steps could be considered as existing ramp could remain, though may benefit from regrading to ensure compliance with current best practice.	This adjustment to the pedestrian bridge abutment would support the wider initiative to improve points of entry in to Cooper Park. Enhancements would also improve disabled access into the Park. This action would support CP03	Medium	Short Term Review feasibility and confirm business case for abutment modification. Progress works accordingly.
AC03	Wayfinding Signage Enhancements	Some signage in central Elgin is aged and poor / misleading. The signage to and from the rail station and to/from other key destinations / attractions is inconsistent and not comprehensive.	Signage review to be undertaken to include directional signage for those on foot / cycle / parking locations / rail station connectivity / sign continuity / co-ordinate with Cashmere to Cathedral to Castle project. Replace signage to help wayfinding to and between town attractions including names / travel distances / times. Review car parking directional signage to give better definition of town car parks. Consider real-time parking availability signage to enhance parking space optimisation (as part of wider Parking Strategy review)	Elgin needs to have better provision of wayfinding information and orientation for visitors and locals. To encourage footfall through and to / from the City Centre and it's many attractions there needs to be a coherent / reliable signage regime to enable visitors to plan their visit, maximise their stay and encourage them to dwell in Elgin. Better pedestrian / cycle signage to encourage active travel / healthy living and the visitor economy in support of Action Plan themes.	High	Short Term Commence the signage review and act upon recommendations with rolling programme of implementation.

Reference	Name / Site	Existing Situation	Masterplan Proposal	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
AC04	Public Realm Streetscape Business Case : Develop the business case for streetscape works (eg. Lossie Wynd / North Street / College Street) Ref AC 13-AC16 below	A96 creates significant severance between the City Centre and Cooper park / Lossie Green. This issue was one of the main headline concerns raised by Charrette participants. Many feel that it is essential to improve linkages across the A96 to bind the component parts of central Elgin and this is promoted in the Charrette findings.	Lossie Wynd / North Street / College Street identified as a key town / park routes. Each would benefit from highlighting through streetscape treatment to emphasise link (especially Lossie Wynd linking to High Street / Plainstones). Develop shared space or similar approach for Lossie Wynd.	Streetscape business case could be developed around creation of key 'linkages'. This is fundamental to the Charrette findings encouraging greater connections between City Centre and Cooper Park / Lossie Green. Works should incorporate crossing of A96 and extend treatment across the trunk road. Enhancing these connections supports themes and priorities of the Charrette Action Plan Programmes.	High	Short Term Commence the preparation of a feasibility study to establish the business case for these works and pursue / secure funding.
AC05	Cycle Network Enhancements – capitalise on network enhancements	Elgin as a cycling town is a concept that is gathering momentum. There is existing and new cycling infrastructure under construction / planned that will encourage cycling locally within Elgin and linking to regional routes. Publicity / further signage (e.g. in the north of the town leading to the new flood defence path) can help reinforce this.	Review the continuity and coherence of the cycle network in and through Elgin. Consider scope to 'close gaps' in the network and develop a rolling programme of cycle infrastructure enhancements (including cycle parking / storage etc.)	Encouraging cycling throughout Elgin underpins many of the Action Plan Programmes, especially sustainable / active transport, healthy living and visitor economy.	Medium	Short Term Undertake review of existing, planned and potential cycle network enhancements with a view to developing a business case and additional funding to implement improvements.
AC06	Cycle Parking enhancements at Rail Station (Abellio / Network Rail) – associated action of AC05	Several Charrette participants highlighted apparent inadequacy of cycle parking / storage provision at rail station.	Consider scope for enhancing cycle provision at the Rail Station. Some dialogue has apparently occurred over cycle improvements with train operators. This should be maintained and carried forward.	As AC05. This initiative would support sustainable forms of transport.	Medium	Short Term Discuss issues and solutions with Abellio and Network Rail.
AC07	Car Free Cooper Park – Car free area around Grant Lodge / Cathedral Axis	There is currently fairly considerable vehicular access and unregulated car parking in Cooper Park, especially at the area around the Library and Grant Lodge. This detracts for the quality of the visual setting of historic landmarks (Cathedral, Grant Lodge etc.) and causes conflict between pedestrian and motor vehicles.	Implement a restriction on vehicular access in and around Cooper Park, especially to the south and west areas of the park. Keep area around Grant Lodge free of motorised traffic and review area in tandem with reuse of building.	Cooper Park is the principal public park in Moray. Its quality is diminished by the extent of motor vehicle access into the Park. It's restriction would create a predominantly car free park environment thereby enhancing the park and supporting the initiatives set out in the Action Plan Programme for Cooper Park (CP01-18)	High	Short Term Undertake a trial of enforcing a car free zone in the park, except for specific vehicular access. Monitor and if successful implement on a permanent basis.

Reference	Name / Site	Existing Situation	Masterplan Proposal	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
AC08	Bus Station Refresh – develop business case for station enhancements / passenger experience	<p>The Bus Station is currently located adjacent to St Giles Shopping Centre. The bus station would benefit from enhancements to create a modernised public transport environment.</p> <p>There is a consented scheme to extend the Shopping Centre, including development over a refurbished bus station.</p> <p>These plans are ‘in abeyance’ pending the outcome of the St Giles Shopping Centre development proposals.</p>	<p>Retaining the Bus Station south of the A96 was deemed very important by Charrette participants. This ensures the bus station serves the High Street without requiring passengers to cross the A96 to access the city centre.</p> <p>If the bus station is temporarily relocated (during construction works) it should be located to enable good access to the High Street.</p> <p>Charrette participants also concluded that there is a requirement to upgrade the passenger facilities of the existing bus station. If these are not liable to progress as part of the Shopping Centre redevelopment then bus station improvements need to be put in hand.</p>	Enhancing the bus station should increase patronage of public transport and encourage greater activity in the City Centre. This would support all principal Programmes in the Action Plan.	High	<p>Short / Medium Term</p> <p>Review bus station arrangements for real time / shelter provision / signage / waiting facilities / banksmen and reversing. Consider funding to implement recommendations</p> <p>Regular dialogue with St Giles developers required to understand timeframe.</p>
AC09	Trial High Street vehicular access (eg. Bus / taxi / disabled vehicles)	The Charrette event revealed significant concerns around the vitality and viability of the High Street. The pedestrianisation of the High Street was deemed, by many, to have resulted in reduced footfall due to the prohibition of vehicular traffic.	<p>Examine opportunities to reopen the High Street to some limited additional traffic activity – especially bus – to assist footfall in this area, particularly in the evening.</p> <p>This would involve buses accessing the High Street as a ‘shared space’ environment. Precedent of examples of other historic towns with ‘shared space’ were shared in the Charrette.</p>	<p>The decline in activity on the High Street is a serious cause for concern, especially to businesses in the City Centre. This proposed ‘trial’ would enable stakeholders to test and monitor if permitting restricted use of the High Street for buses, taxis and disabled users would assist in enlivening the High Street.</p> <p>It was also suggested that allowing public transport and disabled drivers to access the High Street would benefit disabled visitors / users.</p> <p>Any initiative that enhances footfall on the High Street would support the principal Programmes of the Action Plan.</p>	High	<p>Short Term</p> <p>Review the technical feasibility / regulatory impact of reintroducing buses to High Street (on a trial basis). Implement a trial and monitor findings.</p>

Reference	Name / Site	Existing Situation	Masterplan Proposal	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
AC10	Trial revised coach drop-off / pick up regime (and lay over)	The Charrette event revealed significant concerns around the vitality and viability of the High Street. It was highlighted by some participants that current coach party drop off / pick up arrangements don't encourage tourists to visit the City Centre.	In line with AC09 it may also be possible to admit coach drop off pick up to the High Street area with layover in Lossie Green (near Boroughbriggs). Alternative arrangements should be considered to enable more advantageous drop-off / pick up arrangements, to encourage greater footfall in the City Centre	Increasing footfall and activity in the City Centre would support all Programmes in the Action Plan, notably 1- Diversifying Uses and 2 - Arts Culture Community	Medium	Short Term Review the technical feasibility / regulatory impact of reintroducing coaches to High Street (on a trial basis). Consider alternative strategy for testing too. Implement a trial and monitor findings.
AC11	Implement trial of free parking slots (eg 'free after 3' or weekends)	Concerns were expressed during the Charrette regarding charging impacting on retail expenditure	Undertake, as part of AC21, a review of parking charging regimes that could be trialled to test if they would encourage activity in the City Centre, especially off peak times (eg after 3pm and at the weekend)	It is understood that this action was in hand at the Charrette.	High	Short Term Consider parking charging regime as part of wider Parking Review (AC21)
AC12	Create active frontage on Lossie Wynd at St Giles multi-storey car park (MSCP).	Blank frontage on lower floor of underused car park contributes to poor street scene with lack of activity on key Lossie Wynd link	Activate this frontage with retail or other use. Relinquish a few car parking spaces to create new commercial unit fronting Lossie Wynd.	This proposal would accord with Action Plan Programme 1 - Diversifying Uses in the City Centre.	High	Short Term Investigate feasibility of active ground floor frontage of St Giles MSCP at Lossie Wynd.
AC13	Pedestrian Links A96 - College Street (Cathedral to City)	College Street is one of the historic routes severed by the A96. The desire line exists but there are guardrails and other barriers to this movement. These should be removed and replaced with crossing facilities.	Create new crossing on College Street axis to help link City Centre and Cathedral / Cooper Park / Grant Lodge. This should be considered in the streetscape business case (ref AC04)	Enhancing linkages between the component parts of central Elgin is a fundamental recommendation of the Charrette. Improving these links will support all of the Action Plan's principal Programmes, especially supporting the visitor economy, initiatives such as C2C2C and Action Plan Programme 3 - Community Health + Wellbeing, encouraging greater pedestrian activity in the centre. Transport Scotland approvals required to create crossing point on A96.	High	Medium Term Having investigated technical feasibility and business case under ACO4 implement recommendations, subject to funding.

Reference	Name / Site	Existing Situation	Masterplan Proposal	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
AC14	Pedestrian Links A96 – North Street (Lossie Green to City)	<p>North Street / Trinity Place is another historic link severed by the A96. There is currently a pedestrian underpass and an at grade signalised pedestrian crossing point.</p> <p>Buses can find it difficult to exit the bus station when heading east owing to A96 flows. The existing pedestrian crossing lies nearby.</p>	Highlight possibility of crossing / signal improvement. Options to combine these into a traffic signal set could be considered. Consider whether revision of location of crossing is required and whether it could be brought into signal control at the bus station exit.	As per AC13	Medium	Medium Term Having investigated technical feasibility and business case under ACO4 implement recommendations, subject to funding.
AC15	Pedestrian Links A941 – Cathedral Axis (Lossie Green to Park) – provide signal controlled crossing to cater for this movement.	This link is used by nursery children and those making the Lossie Green to Cooper Park movement but is uncontrolled and reliant on driver courtesy although there is no streetscape clue available to highlight this.	Provide crossing point (signal controlled) or carry out streetscape works to highlight area of mixed priority.	As per AC13	High	Medium Term Having investigated technical feasibility and business case under ACO4 implement recommendations, subject to funding.
AC16	Lossie Wynd Streetscape works	<p>As with College Street (AC13) and North Street (AC14) Lossie Wynd is a vital historic north-south link that has been severed by the A96. It is arguably the most important of the three connections in the context of the Charrette recommendations.</p> <p>The historic desire line has been disrupted by the A96 and associated traffic management / road engineering.</p>	<p>Business case (ACO4) can be worked up with a view to works being carried out in medium term. It could be anticipated that enhanced public realm streetscape from the High Street to A96 would create a 'shared space' type environment with high quality, natural stone materials. The pedestrian crossing point over the A96 should be revised to enable a more direct pedestrian route. This initiative should extend through Cooper Park to ensure a high quality route north from the City Centre.</p> <p>Consider in tandem with AC 12 – activating Lossie Wynd.</p>	As per AC13.	High	Medium Term Having investigated technical feasibility and business case under ACO4 implement recommendations, subject to funding.

Reference	Name / Site	Existing Situation	Masterplan Proposal	Justification / Additional Comments	Priority	Timescales Short Term: 1 - 2 Years Medium Term: 3 - 5 Years Long Term: 6 - 10 Years
AC17	Bus / Rail Interchange – improve rail station / bus stop accessibility	Bus interchange currently available on station side of A941 Station Road only	Review possibilities for bus interchange at rail station.	Improving interchange supports sustainable public transport and visitor economy Programmes in the Action Plan.	High	Medium Term TMC, bus and rail operators to liaise to agree scope and delivery of findings from feasibility study.
AC18	Dualling of A96	Scheme proposals being developed by Transport Scotland. Preferred alignment unknown at this stage.	Monitor progress and implications for central Elgin (especially A941 / A96 in city centre).	None of the charrette recommendations are contingent on dualling of A96.	Priority at national level	Long Term
AC19	Consequential road improvements in central Elgin post A96 dualling	N/A	Recognise possibilities afforded by A96 dualling	Develop plans for transport interventions upon opening of A96 bypass	Medium	Long Term
AC20	Decant of Lossie Green parking (subject to development interest)	No immediate development pressure on Lossie Green but future opportunities exist	Recognise development opportunities at this location, thereby requiring displacement of car parking.	Short term potential to secure car park expansion on opposite side of A941 (as per Development Framework) plus potential also exists to achieve lorry parking decant to reduce large vehicle usage in main Lossie Green car park.	High (short term potential for car park expansion) / Low (actual Lossie Green reconfiguration).	Short – Long Term
AC21	Parking Review	Parking usage uneven around town in various car park locations. Parking provision is not optimised, though perceptions exist of a lack of parking space.	Recognise opportunities for review of parking provision	Parking review required to help determine spread of usage / understand decant opportunities. Listed as short – long term as may require refreshing at intervals or when parking arrangements change (e.g. impact of ‘free after 3’)	High	Short Term Initiate Parking Review. Medium Term Act on parking review recommendations and monitor situation over time.
AC22	Rail improvements (service and infrastructure – Abellio + Network Rail)	Change in franchise may afford rail enhancements	Recognise opportunity to secure improvements to rail service / facilities.	Maintain regular dialogue with rail operators	High / Medium / Low dependant on items under consideration	Ongoing
AC23	Parking Decriminalisation	Parking Decriminalisation – TMC currently have this under review	N/A	TMC are considering this in the context of the Council area.	Medium	Ongoing



4. OVERALL CONCLUSIONS AND NEXT STEPS

'I was extremely pleased that the Charrette recognised the vital importance of Arts, Culture and Creativity for the Elgin community and the visitor economy. Certainly more and different types of venues are required in Elgin. 'Lantern of The North' has been working with many different local arts and performance groups in Moray and is proposing a new arts Centre in Elgin. There is overwhelming grassroots support for a building that would provide a performance space for theatre, dance, music and workshops.'

Mark Conti

Local Businessman and 'Lantern of the North'

**CENTRAL ELGIN REGENERATION PUBLIC DESIGN CHARRETTE:
OVERARCHING ISSUES: SUMMARY**

The overarching issues that emerged through the Central Elgin Public Design Charrette are summarised in Chapter 3 and include:

- **Elgin has many assets** including: historic townscape, Cathedral, Cooper Park, Moray College of Art/UHI, renowned brands and businesses, emerging local creative sector. This blend makes for a very convivial place.
- **Overcoming barriers to pedestrians and cyclists:** including rail, roads, river – especially A96 severance by reconnecting principal, historic routes.
- **Complement not compete:** Balancing placemaking at Lossie Green with placemending initiatives in the historic City Centre.
- **High Street 1st:** Focus on the City Centre to highlight distinctiveness. Priorities are reusing vacant space and encouraging a more appropriate evening economy.
- **UHI / Moray College of Art:** is Scotland’s 5th Art School, so there is an opportunity to capitalise on this asset and enable artists/creatives/ students to enliven High Street and City Centre.
- **Coordinate planning, investment and programming of activities between St. Giles, Grant Lodge, LOTN, Town Hall + others venues:** the community and visitors can benefit from the arts and cultural investment and this is a strong infrastructure component of the visitor economy.
- **Elgin : City of Light** create a comprehensive lighting strategy highlighting central Elgin’s fabulous array of historic and architectural landmarks and principal routes and open spaces. This would augment the existing feature lighting of the Lady Hill monument and St Giles and include the Cathedral, Landshut Bridge, Grant Lodge, the High Street and historic core, Cooper Park and its principal features. The lighting strategy could augment the C2C2C route and create a City Centre wide network of safe, special, spectacular routes.
- **Sports + Activity cluster along River Lossie corridor:** To include improved Community Sports Hub and flood defence footpath / cycle-route.
- **Enhance Cooper Park landscape:** focussing on boundaries/gateways; routes + pauses; parkland + wetland.

FUNDING OPPORTUNITIES

The Moray Council can assist voluntary groups with advice on how to access funding from a variety of sources including European Structural Funds, Lottery distributors and Trusts.

The Table below summarises possible sources of funding for the Central Elgin Regeneration Masterplan Framework and Action Plan Programmes priority projects.

Table: Central Elgin Regeneration Masterplan Framework & Action Plan Programmes: Potential Funding Sources

Funding Source	Specific Opportunities
PUBLIC	
1. Scottish Government	i. Regeneration Capital Grant Fund -transformational change -private sector investment ii. Town Centre Action Plan e.g. Digital Towns, simplified planning iii. Town Centre Empty Homes Fund iv. People & Communities Fund: Strengthening Communities v. A+DS ‘Stalled Spaces’
2. Moray Economic Partnership	The Moray Council Moray College/UHI HIE NHS Grampian
3. Heritage Lottery Fund/Historic Scotland	Townscape Heritage Heritage Enterprise Grants for Places for Worship Parks for People Scotland’s Urban Past: HS
4. Nesta, HLF, BLF	Rethinking Parks Investing In Ideas Awards for All
5. Community Empowerment	Awards for All Scottish Land Fund Investing in Communities: Growing Community Assets
6. Next European Funding programme (2014 – 2020) Moray LEADER 2014-2020	European Structural & Investment Funds (ESIF) Themes: -Competiveness Innovation Jobs -Environment Resource Efficiency Low Carbon -Social Inclusion Local Development Elgin is included for the first time
7. Creative Scotland:	Cultural Economy Programme Public Art Sited & Youth Arts Hub Creative Place Awards
8. Sportscotland/Transport Scotland	Facilities Fund Smarter Choices: Smarter Places

Funding Source	Specific Opportunities
PRIVATE	
1. Local business & investors: owners	- The Moray Council to be proactive: de-risking & packaging discrete market ready opportunities includes using ‘ghost planning applications’. See project 1.4: Proactive Planning - Offer smaller development packages that sit within the Masterplan Development Framework to Moray based businesses and investors
2. Local Asset Backed Vehicle: Development Agreements: Property Leases	- Local Asset-Backed Vehicle (LABVs) could combine private investment with public sector assets; - Development agreements are a simpler approach where the private sector builds on public sector land. - Property leases as a security for investors may suit specific uses
3. City Centre Investment Zone	Opportunity to use the Masterplan Development Framework to agree an approach that would be endorsed by Scottish Government
4. Local Property Owners : Benefactors & Opportunistic Sources	Approach local benefactors on particular projects
COMMUNITY: LOCAL SOLUTIONS	
1. Self-build	Establish sites & interest database
2. Custom build	Establish sites & interest database
3. Community ownership of ‘community’ assets	Development Trust or Community Interest Company
4. Tridos Bank:	Offer loans to organisations working to bring positive & lasting change.
5. Robertson/Gannochy Trusts	Focus on innovative approach to arts/sport provision particularly targeting young people
6. Opportunistic:	E.g. crowd sourcing

OVERALL CONCLUSIONS: RECOMMENDATIONS & NEXT STEPS

A particularly strong characteristic of the Central Elgin Public Design Charrette was the emergence of 5-6 individual **‘ambassadors’** who embraced the Charrette approach, represented groups promoting particular projects, gave short presentations at key events and generally used the Charrette to progress proposals. Examples include:

Jim Royan (Local Businessman, Chair of the C-C-C & CARS projects & working group on Laich of Moray):

‘This Charrette should be recognised as a milestone and not the starting point. That was three years ago when, as a result of the risks around the Military presence in Moray, the Moray Economic Partnership was established and through significant community engagement the Moray Economic Strategy and Elgin City for the Future was launched.

A key element to the emerging 2025 vision will be the visitor economy which has been an important focus of the current Charrette’

Gina Wall (Moray School of Art - Head of School):

‘Moray School of Art seized the opportunity to get involved in the Charrette. The experience was very worthwhile. As Scotland’s fifth major art school we are unique because we provide undergraduate and postgraduate learning opportunities in fine art in a small city like Elgin. The school aims to facilitate the creative self-development of all students and emphasises the development of individuals. Graduates of the school have gone in to the creative workplace, become self-employed and undertaken residencies in a range of locations. Looking to the future, the School can and should play a more important role in the wider regeneration of Central Elgin’

Mark Conti (Local Businessman and ‘Lantern of the North’):

‘I was extremely pleased that the Charrette recognised the vital importance of Arts, Culture and Creativity for the Elgin community and the visitor economy. Certainly more and different types of venues are required in Elgin. ‘Lantern of The North’ has been working with many different local arts and performance groups in Moray and is proposing a new arts Centre in Elgin. There is overwhelming grassroots support for a building that would provide a performance space for theatre, dance, music and workshops.’

David Robertson (Local Businessman, Chair Embrace Elgin BID):

‘Elgin has a brilliant opportunity to deliver a real future, one that we can afford, one that will work for this generation and the next, and one that is exciting and achievable.

We need to encourage and coax others who have a dream. We need to give them the infrastructure to start projects and the opportunity to make things a success.

We can also become part of a collective of encouraging, supportive voices helping others to gain confidence. We can work clever and look at how we can change our business and offer to reflect the changing times. We need to come together and work together for the future of Elgin.’

As a consequence of the ‘ambassadors’ active involvement in the Charrette projects like Castle to Cathedral to Cashmere heritage experience have continued to progress, new projects like ‘Lantern of the North’ have emerged and more links between projects have been established. Clearly it will be essential to continue to build on this momentum and local enthusiasm and the ambassadors will have a crucial role in delivering elements of **Central Elgin Regeneration Action Plan Programmes.**

DELIVERING THE REGENERATION ACTION PLAN PROGRAMMES

The Regeneration Action Plan Programmes that have emerged from the Public Design Charrette are **pragmatic, can evolve in an ‘organic’ and flexible way** to reflect the realities of the current property market nationally and in Elgin and the challenges facing the public sector. Short, medium and long term priorities that will help to deliver the Central Elgin 2025 Vision are identified.

Clearly in the immediate future a more risk averse private sector, in terms of taking a more selective view of opportunities, in tandem with declining public sector investment in a tough financial climate will be the norm. This will require **Moray Economic Partnership to commit to action** and to focus on targeted (high priority/short term) and proactive intervention, focussed on a number of strategic and deliverable regeneration and development projects. These priority projects will typically involve a number of sectors, funders and funding sources and will need to have resources focused on their delivery. This ‘city centre first’, targeted, collaborative and much more focussed approach will now be far more important in future than it was in the past.

Given the present condition of the private sector investment and development market, elements of the Regeneration Development Framework (Programme 4) would require to be **public sector-led economic development and regeneration projects**. Therefore the Development Framework needs to be approved and in place in order to give more certainty to advance discussions with potential public and private sector funding agencies and also to respond to other opportunities, that may arise, in a strategic manner. As a consequence land at Lossie Green should be also considered as a ‘strategic reserve’ for future development.

Elgin is fortunate in that the Moray Economic Partnership already has in place **strategies** (e.g Moray Economic Strategy, Strategy for Tourism Development & Moray Cultural Strategy) and a **delivery structure** with groups in place. As a consequence the following four part delivery arrangements for the **Central Elgin Regeneration Action Plan Programmes** sit within the Moray Economic Partnership and are suggested for consideration. The four components are:

i. Moray Economic Partnership: Delivery Group

The Moray Economic Partnership has to move quickly and decisively so as to keep the momentum that has been built up over the Charrette period. In the short term a focussed **short life ‘delivery group’**, with a clear commitment to delivery of the Central Elgin Regeneration Action Plan Programmes should be established. The Group would include cross departmental representation from The Moray Council, HIE, Moray College/UHI, tsiMoray, Embrace Elgin BID, local businesses and ambassadors. The group would maintain consensus around strategic projects that help support Central Elgin towards a more resilient and therefore sustainable economic growth.

ii. Dedicated City Centre Regeneration Delivery Vehicle

Discussions with private sector land/property owners and developers during the Charrette highlighted the need for a small dedicated **City Centre Regeneration Delivery Vehicle/Team** who would report to the Moray Economic Partnership and be tasked with delivering the Action Plan Programmes priority development projects, marketing opportunities, engaging and negotiating potential ‘project partnerships’ directly with land, building owners and developers. The specific status, resource requirement (small team/individual, Local Asset Backed Vehicle or Community Interest Company), private sector role, MEP assets role, staff requirements and need for particular development and negotiating skills would all have to be discussed and agreed by the Moray Economic Partnership.

iii. Arts & Creative Industries: Development Coordinator

The arts/culture and the creative industries emerged as a very strong transformational economic and community regeneration driver for the regeneration of Central Elgin. It will be essential to take a **strategic and coordinated view** across planning/developing proposals, making the business and funding cases for the emerging individual projects and initiatives (e.g. St Giles’ Church, LOTN, Grant Lodge & the refreshed Town Hall). More clarity on Elgin’s arts/culture and creative industries aspirations, needs and demands will be required. Experience elsewhere highlights that an action driven **Project Coordinator/Executive** (possible FT/PT secondment) reporting to Moray Economic Partnership will be essential to:

- ensure effective communication between the projects and coordinated delivery continues
- identify support, mentoring and funding opportunities to improve the capability and sustainability of groups/third sector organisations and widening membership among young people
- explore community ownership of Elgin’s cultural assets (e.g. Development Trust/ Community Interest Company or other)
- ensure joint and coordinated planning & promotion of venues
- ensuring that public, private and third sector partners carry forward agreed actions
- be responsible for progressing actions where no individual partner/ambassador has primary responsibility.

iv. Central Elgin Regeneration: Project Champion

A Project Champion who is well known and respected should also be identified. The Project Champion’s primary role will be to advocate and promote the wider benefits of **Central Elgin Action Plan Programmes** and continue to build support among public, private and third sector partners.

RECOMMENDATIONS

Moray Economic Partnership/The Moray Council is invited to endorse the **Central Elgin Regeneration Action Plan Programmes**: as the basis for wider dialogue with potential public and private sector funding agencies so as to guide future investment decisions in Central Elgin over the next ten years.

NEXT STEPS

The immediate next steps are as follows:

- Moray Economic Partnership/The Moray Council to **formally endorse** Central Elgin Regeneration Action Plan Programmes: to guide future investment decisions in central Elgin over the next ten years.
- Moray Economic Partnership to discuss and endorse the **four part delivery arrangement** recommended above (Delivery Group, Dedicated City Centre Regeneration Vehicle/Team, Arts & Creative Industries: Development Coordinator, Project Champion).
- Moray Economic Partnership commit to a **short life group** with a clear commitment to delivery of the Central Elgin Regeneration Action Plan Programmes.
- The Moray Council & partners look to establish a **cross departmental team** to support the Dedicated City Centre Regeneration Delivery Vehicle.
- The Moray Council to **acknowledge the ‘fit’** between Central Elgin Regeneration Action Plan Programmes and the Moray Local Development Plan 2015 and to identify sites in Central Elgin for Supplementary Guidance.
- Moray Economic Partnership to undertake **wider business and community dissemination** of the Central Elgin Regeneration Action Plan Programmes and publish an on line Executive Summary.
- Moray Economic Partnership to review progress on delivery of the Central Elgin Regeneration Action Plan Programmes at an **annual ‘One Year On’ event** to encourage public, private and third sector partners to review progress and discuss new ways of responding to emerging challenges and opportunities in Central Elgin.

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