



CLYDEBANK PRIDE IN PLACE REGENERATION PLAN

PREPARED FOR THE CLYDEBANK NEIGHBOURHOOD BOARD
NOVEMBER 2025

EXECUTIVE SUMMARY

This Regeneration Plan outlines the overarching vision to deliver a thriving Clydebank over the next decade, with a strengthened community who have more influence and control over their area, and greater opportunities available to them.

It comprises:

Building on Clydebank's Proud Industrial Heritage

Celebrating the town's history while creating a modern, forward-looking identity that respects its past.

A Vibrant and Well-Connected Town Centre

Transforming Clydebank into a hub for shopping, living, working, and leisure, with inclusive public spaces and safe, accessible routes linking surrounding neighbourhoods.

Embracing Innovation and Sustainability

Delivering energy-efficient infrastructure, green spaces, and sustainable transport options including active travel routes to support a healthier, more resilient future.

Prioritising Early Investment in Key Areas

Initial focus on improving public realm, connectivity, safety, and employment opportunities to lay strong foundations for regeneration.

Creating Opportunities for Local People

Expanding skills and training provision, attracting employers, and supporting young people, families, and long-term unemployed into sustained work.

Fostering Pride in Place and Community Empowerment

Encouraging active participation in shaping neighbourhoods, strengthening social capital, and promoting Clydebank as a destination for culture, creativity, and heritage.



Ministry of Housing,
Communities &
Local Government

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INTRODUCTION

This Clydebank Regeneration Plan outlines a strategic vision for Clydebank for the 10-year period from 2026, to be delivered through the Pride in Place programme, and complemented by other ongoing work. It is accompanied by a detailed investment and delivery plan for the initial four-year investment period.

The Pride in Place programme is a UK Government initiative providing up to £5 billion over 10 years to almost 250 of the most in-need neighbourhoods across Great Britain, to fund local regeneration and improvements. The programme's goal is to empower local residents to take control of their communities, aiming to build stronger communities, create thriving places, and take back control, by providing them with increased resources and stronger powers. Each community will receive up to £20 million in funding to be spent on projects identified and led by local people over the next 10 years.

The Regeneration Plan aims to lay the foundations for a stronger, more well-connected Clydebank by focussing on the following core themes:

- Clydebank Town Centre and surrounding neighbourhoods becoming strong, attractive & welcoming to a growing population
- Clydebank is easy to get around for everyone – those who live here, and those who do business, work and play here
- Local people have excellent access to skills, training and work opportunities
- Businesses of all shapes and sizes thrive here
- Clydebank's culture and heritage is celebrated by local people and appreciated by visitors

These key themes have been co-designed with local stakeholders and developed through numerous iterations of community engagement.



Aerial view of Clydebank



Three Queen Square, along the canal

SECTION 1: LOCAL CONTEXT

HISTORY

Clydebank was founded in 1882, growing from the Barns o' Clyde village, and is now the largest town in West Dunbartonshire. It has a long proud history as an industrial town.

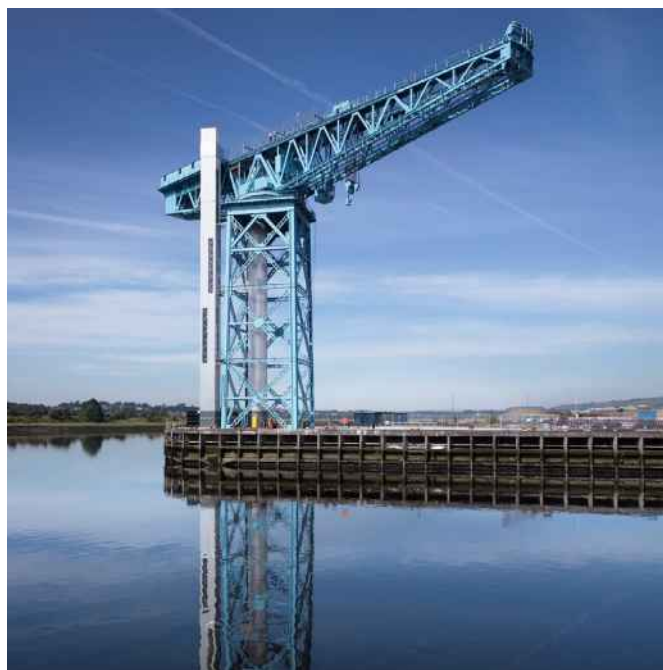
In the 1870s a major shipbuilder moved from Glasgow down the Clyde, setting up at Clydebank. Further industrial and manufacturing activities grew in Clydebank alongside shipbuilding - notably the Singer sewing machine factory in 1884 - and with this intensification of industry came a growing political awareness and activism, with the area being strongly associated with the 'Red Clydeside' socialist movement. The industrially targeted Clydebank Blitz during WWII had a devastating effect on the town, with a heavy toll in lives lost and with much of the town destroyed. Shipbuilding continued in Clydebank until the final yard closed in 2000.

Partly as a result of the bombing, Clydebank Town Centre has a limited number of heritage assets, all concentrated in the area south of the Forth & Clyde Canal, itself an H.E.S. Scheduled Monument. The Town Hall and Library are of high architectural quality and located towards the edge of the Town Centre, south of Glasgow Road. The Titan Crane at Queens Quay is a significant reminder of the town's proud shipbuilding past. The key historic building within the Town Centre area is the Co-operative Department Store, located at the junction of Chalmers Street and Sylvania Way. Constructed in 1916, this Grade B listed building has the scale and quality to be an appropriate catalyst for a vibrant and purposeful Town Centre.

The Regeneration Plan provides an opportunity to reconnect the Town Centre with the riverside and Clydebank's heritage assets.

PEOPLE

People in Clydebank are proud of their identity and heritage, and many feel that there is a strong sense of community locally, with distinct neighbourhood identities across Clydebank, in areas surrounding the Town Centre and beyond. With a population of 26,221, the Scottish Index of Multiple Deprivation (SIMD) shows that Clydebank faces a number of socio-economic challenges, with 12 of the 34 datazones in the project boundary within the 10% most deprived in Scotland.



Important local historic landmark, The Titan

ECONOMY

Clydebank is a significant urban settlement within the Glasgow City Region, the fourth largest city region in the UK and Scotland's economic powerhouse. It accounts for 32% of Scotland's GVA, 33% of jobs and 29% of businesses. Almost three million people live within a sixty-minute commute from Clydebank.

Today, key employment sectors for Clydebank's residents are human health and social work activities (17.92%); wholesale and retail trade; repair of motor vehicles and motorcycles (12.05%), and public administration and defence; and compulsory social security (10.64%). Construction (8.39%), manufacturing (7.09%), education (6.76%), administrative and support service activities (6.47%), accommodation and food service activities (6.39%), and financial and insurance activities (5.27%) are all other important employers.

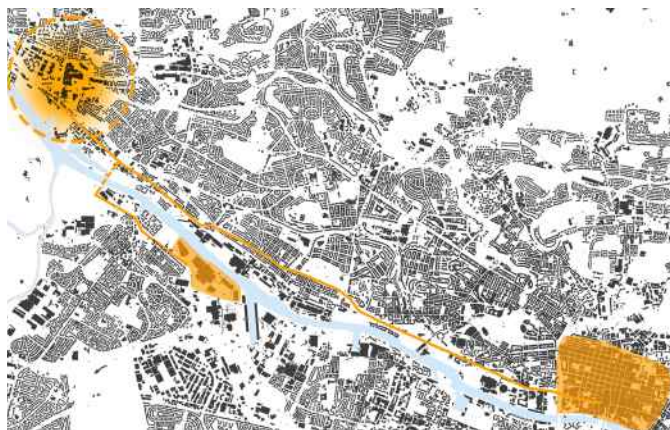
Clydebank, like many towns of late, has an over reliance on retail in its central area. This retail space has come under increasing pressure from the growth of internet shopping, which rose markedly during the Covid pandemic. Glasgow City Centre, one of the UK's best performing retail environments is only 20 minutes from Clydebank, while the out of Town Centre at Braehead adds to the challenges facing the Town Centre.

KEY CHALLENGES FOR CLYDEBANK

Clydebank faces significant socio-economic challenges driven by low wages, limited access to employment opportunities, and higher-than-average unemployment and economic inactivity. These factors contribute to persistent disadvantage, particularly among young people, long-term unemployed individuals, and families most affected by poverty. The consequences of these drivers include:

- A declining population, highlighting the need to make Clydebank a desirable place to live and work.
- Poor health, with high rates of long-term conditions and disability, requiring improved access to quality health services, better living standards, and stronger social support.
- High reliance on social housing, alongside low home ownership, which calls for affordable housing options throughout a densified Clydebank and strategies to increase income levels for local people.
- Negative perceptions of Clydebank and its Town Centre, impacting its attractiveness as a place to visit and invest, requiring improvements to public spaces, support for local businesses, and promotion of Clydebank's cultural and heritage assets.
- Higher than average dependence on public transport, with low car or van availability/ownership, requiring access to and provision of good quality public transport and active travel connections.

Addressing these root causes of disadvantage, through skills development, employer attraction, targeted support, and public realm improvements will be critical to reducing these consequences and creating a more inclusive, thriving Clydebank.



Competing retail offer in near proximity to Clydebank



New development, the Queens Quay Energy Centre



Golden Jubilee National Hospital

THE STORY SO FAR

There have been a number of significant changes in and around Clydebank over recent years, each of which open up new opportunities and help build momentum for change in the area. Some of the most significant include:

Queens Quay: One of Scotland's most significant regeneration projects, the former 23-hectare John Brown shipyard is being transformed into a vibrant waterside community, opening up access and activity to the Clyde from Clydebank for the first time. The development includes around 1,500 new homes alongside commercial, leisure, and retail spaces, with several key facilities already delivered. These include the Clydebank campus of West College Scotland, Clydebank Leisure Centre, Clydebank Health Centre, offices at the Titan Enterprise Centre, an 84-bed care home, and a state-of-the-art District Heating Centre. The new West Dunbartonshire Energy Centre at the Quay, featuring Scotland's largest Water Source Heat Pump installation to date. Its initial phase supplies heat to Council offices at Aurora House, the Titan Enterprise Centre, Clydebank Leisure Centre, and the new care home, with future expansion planned.

Golden Jubilee National Hospital: NHS Golden Jubilee Campus is the family of facilities which includes the Golden Jubilee National Hospital, Research Institute and Conference Hotel. The facility's integrated approach combines a top quality hospital with hotel, and conference facilities and centres for research, clinical skills and innovation. A leading centre for heart procedures, the facility is being expanded to form Scotland's first 'National Treatment Centre'. Phase one, the new Eye Centre opened in 2020, with the second phase completed in June 2023.

New River Clyde Crossing: Construction of Scotland's first opening road bridge, completed in 2025, now provides direct road access between Renfrew and Clydebank. Renfrewshire Council delivered the bridge as part of the £117million Clyde Waterfront and Renfrew Riverside (CWRR) project, which included £39million in support from both the Scottish and UK governments and £1.7million from Transport Scotland. The new bridge approach roads connect to the crossing from close to Lobnitz Dock, Renfrew on the south side, to the boundary between Yoker and Clydebank on the north side. In the first quarter since the bridge's opening, more than 800,000 cars crossed the bridge, over 22,000 cyclists and 35,000 pedestrians.

Forth and Clyde Canal: Managed by Scottish Canals, the Forth & Clyde Canal is thirty-five miles [56 km] in length. It was opened in 1790 to link the Firth of Clyde and the Firth of Forth as an industrial highway, originally providing a safe route for coasters during the war with France. After being closed in 1963, the canal was reopened in 2001 as the Millenium Link, and runs through the centre of Clydebank. Its towpaths form part of the national cycle network (NCN 7), and connect to Glasgow and beyond in the east and to the Firth of Clyde at Bowling to the west.

There have also been a number of other local positive interventions and developments made in recent years that have introduced new facilities, vibrancy and greater resilience to Clydebank. Most of these are located outwith the heart of the Town Centre, and reinforce the importance of strong and accessible routes to ensure the wider community can fully benefit from Pride in Place investment.

These positive moves include:

1. Improvements to the Sylvania Way public realm, completed in early 2021
2. Connecting Clydebank Urban Realm Improvements, focused on a stretch of the key A814 route and completed in 2022
3. The 2 hectare Melfort Park, completed in 2021, providing community green space on a former primary school site
4. The 2018 redevelopment and upgrade of the Clydebank Community Sport Hub
5. Redevelopment of the Town Hall complex to create a Civic Heart for Clydebank in 2013, including a new museum in Clydebank Library
6. A number of new social and private housing developments in the vicinity of the Town Centre



New Clyde Crossing

OPPORTUNITIES

All of these interventions and developments open up new opportunities. Queen's Quay has already delivered significant housing, public realm.

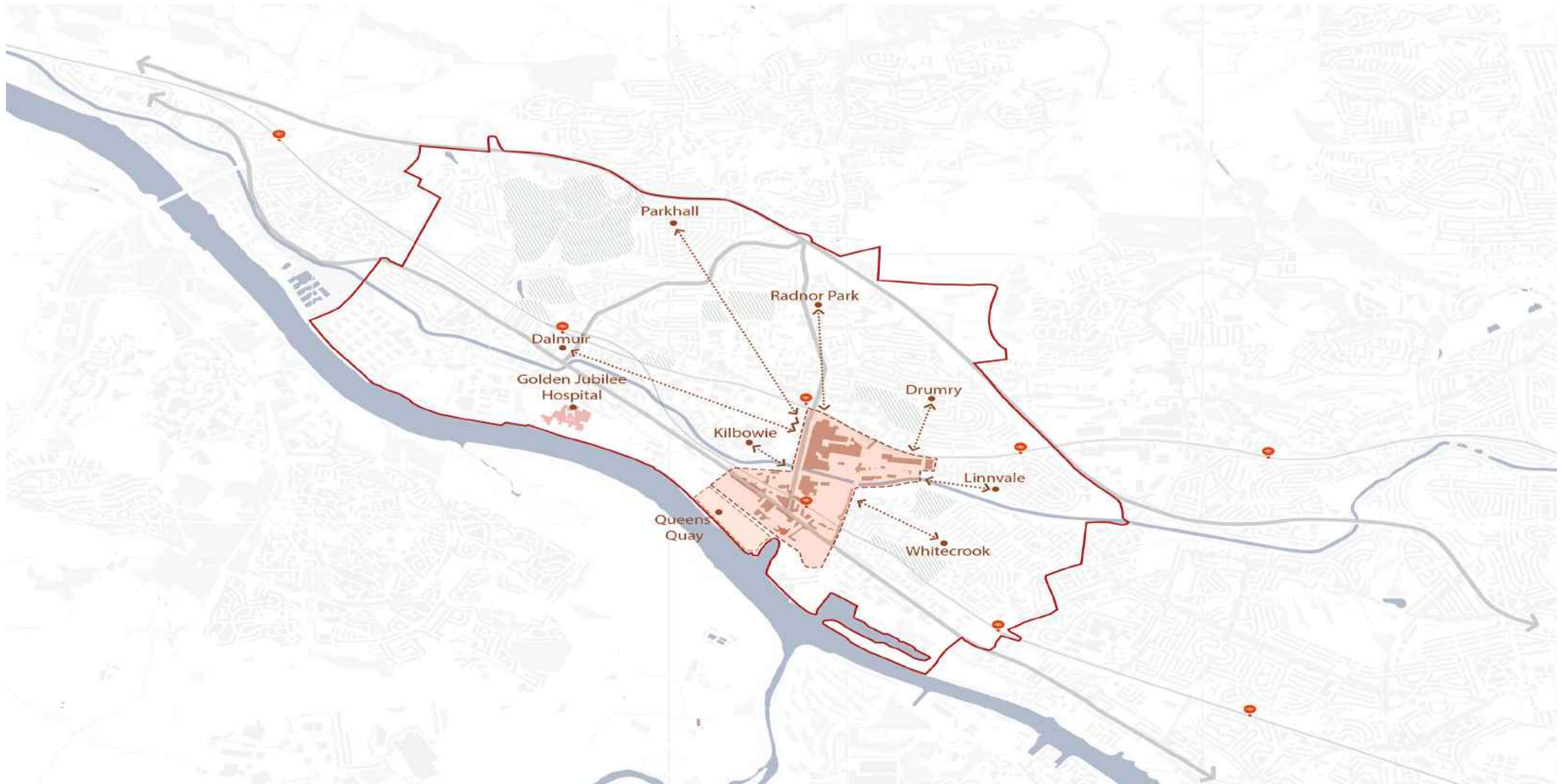
There is still more to be done to link Clydebank Town Centre to other land uses in the wider Clydebank area, particularly key local employers such as the hospital and college, with stronger, safer and more legible active travel routes, and improved public transport connectivity to and from key services. As commercial development is brought forward, it will also be important to ensure that local people have the skills, training and support to access high quality and high earning jobs.

Despite initial fears that the new Renfrew Bridge would lead to a drain on local footfall and spending, there is now an increasing sense that the new River Clyde crossing may be an opportunity to encourage people to visit Clydebank and the Town Centre. The Forth and Clyde Canal is also seen as an opportunity to bring visitors into Clydebank. It is an underused asset that should be a focal point for residents, and should link well to the Town Centre, encouraging those using the canal for leisure or commuting to stop, visit and shop in Clydebank.

SECTION 2: SPATIAL TARGETING

The agreed extent and boundary for the Clydebank Regeneration Plan, based on Localities 2020 geography, is shown below.

Although the Regeneration Plan area includes the wider Clydebank area, key interventions are focused in and around the Town Centre, and in connections into the town centre.



The boundary for the Clydebank Regeneration Plan

Throughout multiple stages of community engagement, local people were consistent in their message that the town centre is the beating heart of Clydebank and where investment must be prioritised. The Regeneration Plan, therefore, targets investment in interventions which lay the foundations for a revitalised, upgraded, welcoming – and repopulated – town centre, which benefits the people of Clydebank and surrounding areas. A key part of the overall strategy is the creation of an attractive core to Clydebank, which is more attractive and better serves its residents, visitors and businesses.

While not directly included within the suite of Investment Plan and Regeneration Plan projects, the strategy is set against a wider context of West Dunbartonshire's aim of densifying the town centre, developing gap sites and creating sustainable, local living.

Importantly, this also forms a key part of the strategy to enhance the services available to the people of Clydebank, including community services, employability, health and other support services. The desire is to improve the accessibility, visibility, and level of service, particularly to those within Clydebank, who are facing significant socio-economic challenges.

The Neighbourhood Board, local stakeholders and the wider community want to see the Regeneration Plan used to deliver cohesive and sustainable change. Connection is a key theme in enabling it to do so, both in physically linking Clydebank's assets, and in delivering interventions that complement each other. The Regeneration Plan takes a 'joined up' approach, introducing interventions in a joined up way to create the vibrancy and activity that is key to a successful and relevant town centre.

As noted in Section 1, there are a number of places considered important in how people use and experience Clydebank. It is important to join up these places, and to connect them to the Town Centre, driving footfall and supporting a thriving community heart.

There is a desire to harness visitors and users of Queens Quay, the Golden Jubilee National Hospital, West College Scotland's Clydebank Campus, Clydebank Library, Museum & Town Hall, and Truth and Justice Square, bringing them into Clydebank town centre. This includes bringing visitors in via the Forth and Clyde Canal, and national cycle network. There are also new opportunities afforded by the recently completed Renfrew bridge. Strengthening these links to the Town Centre will increase footfall and vibrancy, and will likely strengthen local businesses.



West College Scotland's Clydebank Campus



Clydebank Library



Museum & Town Hall

SECTION 3: VISION FOR THE FUTURE

The Clydebank Neighbourhood Board has developed the following vision, which is the result of multiple iterations of community engagement, and aligns with the Government aims to support thriving places; stronger communities; and taking back control.



Building on its proud industrial heritage, Clydebank will become an even stronger place with a vibrant, connected town centre where people come to shop, live, work, and enjoy life. It will embrace innovation and sustainability in shaping an exciting new future, while respecting and celebrating its past.

In the first investment period, priority will be given to improving public realm, strengthening connectivity, enhancing safety, and creating pathways to employment. These actions will establish the foundations for an inclusive, accessible, and welcoming town centre.

Over the next decade, Clydebank town centre will evolve into a hub of activity, with high-quality public spaces, areas for nature and play, and safe, inclusive routes that connect to its surrounding neighbourhoods. The town centre will host local businesses, community services, culture and creativity, activity and events, fostering pride and belonging among 'Bankies' of all ages.

By 2036, consistent and cohesive investment will create a town that attracts more visitors and residents alike, to utilise high-quality buildings and services, benefit from shared opportunities, and to discover a heritage that is proud, preserved, and celebrated.

The people of Clydebank will be able to experience shared spaces and activities, will be healthier and happier, and more empowered to take the lead in shaping their neighbourhoods.

Post industrial Clydebank will be a model for shaping thriving places and stronger communities. It will harness community spirit to take more control of its future, delivering vitality, sustainability and safety, with an enhanced sense of confidence and pride, for generations to come.



This change, illustrated within the vision for Clydebank, is underpinned by the Regeneration Plan's five key themes. The Neighbourhood Board has developed a suite of interventions focussed on Clydebank Town Centre and its connections to surrounding neighbourhoods. These interventions will deliver high-quality public spaces, improved connectivity through safe and inclusive routes, and enhanced access to employability, skills, and training facilities. They will also strengthen local business activity and cultural assets, creating a vibrant, attractive town centre.

Success will mean Clydebank becomes a place where people choose to live, work, and visit, a town with a thriving economy, improved health and wellbeing, and a strong sense of pride and belonging among its residents. The Regeneration Plan's five key themes are:

Clydebank TC and surrounding neighbourhoods are attractive & welcoming to a growing population

Improved public realm and public facilities in and around Clydebank Town Centre will create a more attractive and accessible heart to a thriving town. Community services will be co-located centrally where possible, with support for stronger integrated community organisations to deliver important local services, that enable local people to **take back control**. This will improve resident's awareness of and access to services and will nurture a sense of community and identity locally through activities, events and programmes. Complementing this will be ongoing work to identify and prepare sites in and around the Town Centre for housing, to densify the area, supporting local businesses and services.

Clydebank is easy to get around for everyone: those who live here, and those who do business, work and play here

Improved connections allow local people and visitors to easily navigate around Clydebank. Routes are

safe, legible and vibrant, with improved lighting and arts installations. People are drawn in to the thriving Town Centre to visit, shop and work. Contributing towards this, the activation of Three Queen's Square and the creation of a second, complementary, new town square could further activate and **strengthen** the Town Centre and provide a space for people to meet, linger, socialise, and host and attend events. Improved public transport provision and better active travel links would allow people easy and equal access to, from, and around Clydebank, improving access to jobs, study, training and leisure.

Local people have excellent access to skills, training and work opportunities

Local people have greater **control** and improved access to employability, skills and training support, with a particularly **strong** presence in the town centre. Support is visible and better resourced, working with thriving local employers, schools and colleges to give residents of Clydebank the benefit of local knowledge and resources. Services are co-located where possible, allowing them to more easily signpost and complement each other.

Businesses of all shapes and sizes thrive here

Improved footfall will support a more vibrant Town Centre, as will a local population with improved skills and support to work, and with greater disposable income. There will be improved signage and legibility for visitors, commuters, and passers through, encouraging them into the Town Centre. Vacant spaces are activated for meanwhile uses, offering opportunities for start-ups, enterprises, SMEs, community and third sector organisations to **thrive**. Clydebank will be positioned as an attractive proposition for employers and employees, with strong regional connections to surrounding employment areas.

Our culture and heritage is celebrated by our people and loved by visitors

Historic and cultural assets will be preserved, protected and reused, guided by a strong and cohesive strategy which celebrates the people and places of Clydebank, giving local people control of their story. The Co-operative Department Store and other heritage buildings are focal points of a transformed town centre, and are well used and integrated into a modern and thriving Clydebank. The canal will also be celebrated and utilised as a local asset, while assets of international importance such as Truth and Justice Square will be improved and enhanced.



Example of a vibrant town centre with a market



Example of independent businesses to attract

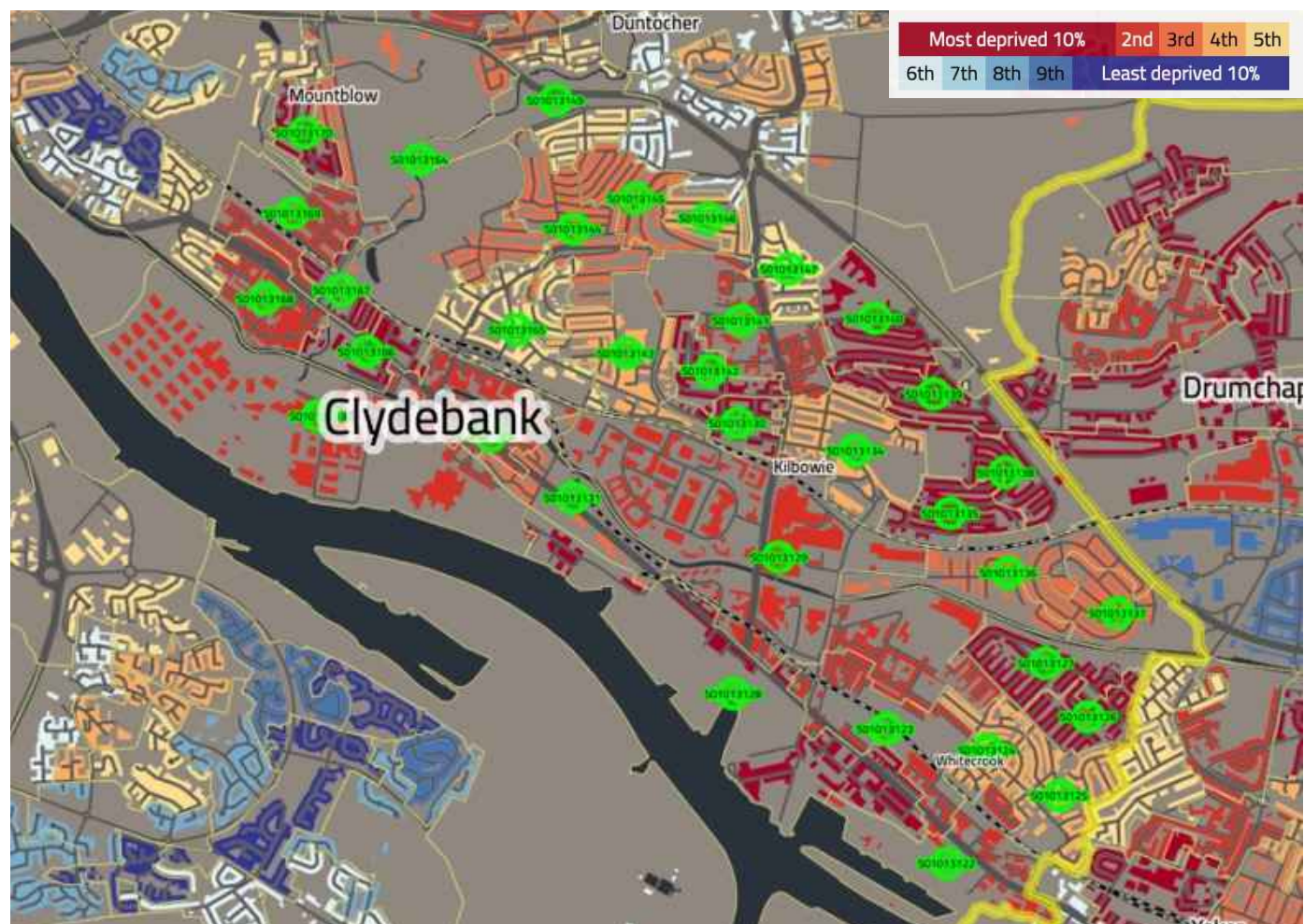
SECTION 4: STRATEGIC CASE FOR CHANGE

UNDERPINNING EVIDENCE – DECLINE AND DEPRIVATION

West Dunbartonshire has an overall population of 88,399 and borders a number of local authority areas including Argyll & Bute (west), Stirling (north), Renfrewshire (south), East Dunbartonshire (east) and perhaps most significantly, Glasgow City (east). Clydebank is the largest town in West Dunbartonshire but has seen a decrease in population of 9% from 2011-2022 (from 28,799 to 26,221), against the national context of a 2.7% increase in Scotland's population. Healthy life expectancy in West Dunbartonshire is 4.4 years and 4 years below the national average for both females and males respectively, and the town has the following age profile:

	Clydebank (2022)	West Dunbartonshire	Scotland
Age			
0-15 years	16.64%	16.99%	16.38%
16-64 (working age)	64.32%	62.97%	63.57%
Over 65	19.03%	20.04%	20.05%

The general health of the Clydebank population is poorer than in West Dunbartonshire and Scotland, and it has a higher-than-average number of inhabitants with long-term activity limiting health problems or disability (30.09% vs national average of 24.1%), which has increased significantly since 2011 (26.5%).

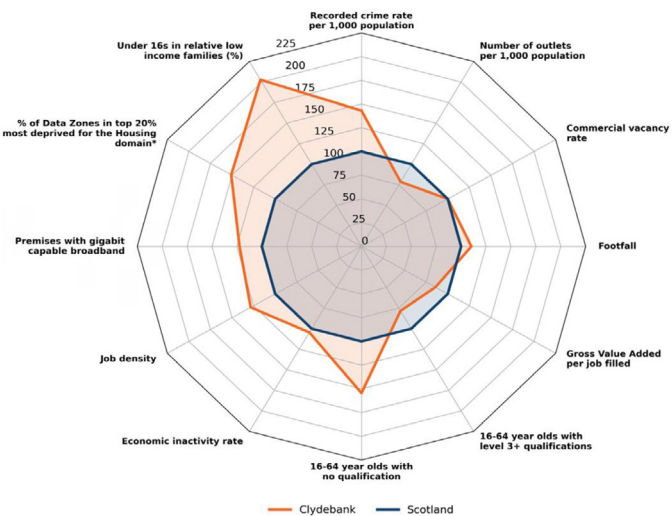


SIMD map

HOUSING

Fewer people in Clydebank own their home (45.83 % compared to 63.20% Scottish average), and a significant portion of households are in social rented properties (46.14% compared to 22.50% Scottish average).

West Dunbartonshire is currently facing a housing emergency due to a housing shortage and homelessness crisis. West Dunbartonshire has the second highest rate of households assessed as homeless rates per 10,000 in Scotland. WDC have already brought forward a number of new housing developments, including in Clydebank East, and outwith the project area in Mount Pleasant, Pappert, and Alexandria, with a focus on providing better quality homes, and outcomes in relation to sustainability and energy efficiency, reducing homelessness, and provision of later living and accessible accommodation.



MHCLG Local data profile – showing comparison against national averages

EDUCATION, WORK, PRODUCTIVITY AND SKILLS

Despite having a higher percentage of the population who are economically inactive than across West Dunbartonshire and Scotland, economic inactivity has reduced since 2011 (34.23% from 35.10%), reflecting the good work that has been done locally over recent years. This progress is further illustrated by a drop in unemployment from 7.6% to 3.39%, and in the number of people without a qualification, down from 36.8% to 23.91%. However, young people are less likely to have level 3+ qualifications (16-64 year olds in Clydebank are significantly less likely to have any qualification) and are twice as likely to live in low income families (36.1% of under-16s).

	Clydebank (2022)	West Dunbartonshire	Scotland	Clydebank (2011)
Education				
With no qualifications	23.91%	21.14%	16.38%	36.80%
Economic Activity				
Economically Active	65.75%	67.15%	67.85%	64.90%
Economically Inactive	34.23%	32.85%	32.15%	35.10%
Unemployed	3.39%	2.51%	2.11%	7.60%

The Gross Value Added (GVA) per job filled in Clydebank is lower than for West Dunbartonshire or Scotland and data shows that residents in West Dunbartonshire earned less than the Scottish median in every year since 2002, and the gap between women's and men's earning is also bigger than the Scottish average.

Household car ownership is significantly lower than the national average (41.91% of households have no car, compared to 26.37 nationally) and more residents are reliant on public transport than elsewhere in West Dunbartonshire and Scotland. Many residents commute to Glasgow, but also to Renfrewshire and across West Dunbartonshire, while in 2022, 29.15% of people worked mainly from home, up from 8.7% in 2011.

	Clydebank	West Dunbartonshire	Scotland
Travel to work			
Car	46.70%	51.87%	50.33%
Train	6.55%	4.99%	2.27%
Bus	7.36%	5.49%	5.68%
On foot	8.29%	6.18%	7.20%
Other	1.97%	1.91%	3.05%
Works mainly at home	29.15%	29.58%	31.48%

COMMUNITY FEEDBACK

Throughout the community engagement undertaken for the Long-Term Plan and Pride in Place programmes, in addition to significant previous engagement feedback, key messages from local people and priorities for change have included:

The people of Clydebank

The people of Clydebank are key to the future of the town. Their lived experience is an asset to Clydebank and complements the town's rich heritage, which should be championed and used to lever in investment and visitors.

Town centre: activate, support and nourish businesses, protect and restore empty and historic buildings, make accessible, welcoming and attractive for all

The importance of focusing on enriching and diversifying the town centre was a consistent message from local people. There is a desire to create places for people of all ages to dwell and demand for facilities for families. There is an emphasis on ensuring the town centre is accessible for all in Clydebank, including through installing public toilets/accessible facilities.

People identified a desire to provide and improve open space, play space, and outdoor activity space, as well as the importance of caring for existing spaces. The opportunity to position Clydebank as a green, sustainable town that promotes biodiversity, was identified. A focus on placemaking is supported and creating spaces and routes that promote local peoples' happiness, health and enjoyment of the town centre.

A need for affordable activities and amenities for families and young people was raised, with particular reference to a gap in provision for

teenagers. Young people particularly desire places to spend time that suit their needs e.g. clubs and community spaces. Good schools and nurseries were also noted as important.

Clydebank needs community space(s), with activities and provision for all ages and demographics. These spaces should facilitate diverse users and activities, with a desire for regular community activities and events. Generally, there was a desire to focus on health and well-being and social justice. There was concern that local facilities and services will be lost, and need to be protected and invested in.

There is some feeling that an emphasis on developing Queens Quay may have been at a detriment to the town centre, but that it could and should complement the Town Centre. There is a widespread demand for basic maintenance and cleanliness of the town centre, including upkeep of surfaces.

Clydebank Shopping Centre was a key concern for people, with a feeling that making more of this asset is key. People recognise that the Centre is competing with out of town retail and needs to be brave in offering an authentic and recognisable town centre. It is also necessary to make more of what already exists in the town centre, re-using empty buildings and spaces. Activation of Three Queens Square, which is underutilised but has potential to be a purposeful and lively space which complements the Shopping Centre and canal, is widely recognised as important.

Clydebank Town Centre should be a vibrant social destination, with cultural opportunities. There should be support for an improved and increased local food offering and for diverse and specialist retailers. Evening and nighttime venues should be supported to bring vibrancy to the area.

Local people have better access to skills, education, training

There is a desire for new employment and training opportunities, and a focus on growing business and increasing job opportunities for local people. There needs to be support for people looking for routes into work, and for young people to access education, employment, physical and mental health support, and improve their life skills as they approach adulthood.

In addition to improved physical connections, particularly to West College Scotland, Clydebank should be digitally connected at a competitive level for residents and businesses. Arts and culture are considered important, with opportunities to improve employment, skills, and training, also being vital to the future of the town.

Housing

There is a desire to densify and repopulate the town centre with a good mix of types, tenures and affordable housing.

Safety

Safety in the town centre has been a concern over recent years, with a need for passive surveillance and improved street lighting in some areas, including improvements to railway viaducts which connect into the Town Centre. There have been some issues around anti-social behaviour and desire for increased police presence as a deterrent, but also diversionary activity.

Make more of the canal: activate and link

Activation of the canal, which is seen as a strength, is important. People feel that it should relate more strongly to the town centre and that it could be an asset to local business and leisure.

Improve connections: make it easier to get about (walking and wheeling), make it feel safe, improve signage and legibility, harness opportunities to bring people into the town centre, improve public transport

Improving walking and cycling connections was consistently seen to be important and there is a need to better connect key places within Clydebank. There should be more space and priority for people, with a focus on reducing traffic and congestion. Routes should link to other existing themes picked up through engagement, such as heritage.

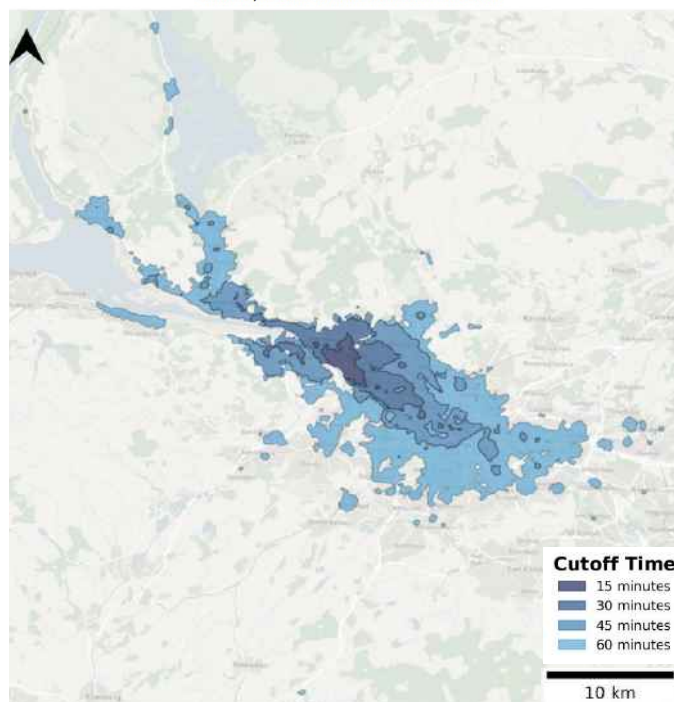
Strong existing transport links and proximity to rest of Scotland, including via Renfrew Bridge and the Canal are opportunities for Clydebank, despite initial wariness of the impact of the bridge.

Improving the train station and bus connectivity matters to many, including ensuring routes to key local locations such as the hospital and Queens Quay are strengthened.

ZENCITY DATA

To support Local Authorities to deliver effective change, the Ministry of Housing, Communities and Local Government (MHCLG) partnered with Zencity to help capture community sentiment on the Pride in Place (PiP) programme and the future of local towns. Zencity have provided a town-level report for Clydebank. Given the small sample size, some of the data is inconclusive when taken as standalone evidence, but when combined with the significant community engagement undertaken throughout the development of this and previous plans, there are some clear issues and priorities for change.

Public transport accessibility by journey time (2022) from Clydebank train station, between 7:15am and 9:15am



Source: [ONS, 2023](#)

Note: Data is from 15th November 2022

Clydebank is connected across the region, but people feel it could be improved



Clydebank station

- Only 19% felt that their local area has improved over the preceding 12 months, and only 20% expect it to get better to live in over the next 2 years.
- 47% agreed that they are proud to live in their area, with 23% disagreeing. The sense of community was identified as a key driver for this pride, while good transport links, and local culture and history were also important. Conversely, a lack of community was also the key reason that respondents felt a lack of pride, and the run-down condition of Clydebank and safety concerns were also seen as important in this.
- Public transportation was generally scored slightly higher than in comparator Pride in Place towns, while the availability of a variety of arts and cultural events compared poorly to others.
- The things that were identified by people as needing most improvement in Clydebank were cleanliness of streets, which was seen to be the biggest problem, antisocial behaviour, public services, and attractiveness of the town centre.
- Across a range of questions, the quality of life on offer to children and young people in Clydebank scored poorly, both in comparison to other Pride in Place towns, and as a standalone indicator.
- There was a definite feeling that Clydebank has been left behind and there also seemed to be sentiment that residents of Clydebank have limited say and influence on what happens to the town.
- There was also some sentiment that £20m should not be spent as a sticking plaster, but used to affect real change, and that this would require significantly more investment.

KEY THEMES

From this feedback from the community and local stakeholders, the following five themes emerged:

- A. Clydebank TC and surrounding neighbourhoods are attractive & welcoming to a growing population
- B. Clydebank is easy to get around for everyone: those who live here, and those who do business, work and play here
- C. Local people have excellent access to skills, training and work opportunities
- D. Businesses of all shapes and sizes thrive here
- E. Our culture and heritage is celebrated by our people and loved by visitors

Interventions to deliver thriving places, stronger communities, and taking back control, under these five themes, were identified. Through the process of engagement, described in Section 7, the community priorities were used as a basis for the investment.

MEASURING IMPACT

The Neighbourhood Board are working with the Glasgow City Region Intelligence Hub to determine the most effective way to measure impact and outcomes against the key themes, in order to ensure that projects are delivered effectively for the people of Clydebank. The Intelligence Hub provides a range of economic intelligence related services including data analysis, policy research, economic modelling, strategy development and project evaluation for the Glasgow City Region and the City Deal.

In collaboration with the Intelligence Hub, the following indicators have been identified as key, trackable metrics against which Pride in Place progress might be measured and interrogated:

People / Education, Work, Productivity Skills:

- A reduction in Economic Inactivity due to Disability (Census/DWP) – supported through improved public transport to, from and around Clydebank, connecting people to employment, education and health facilities, complemented by improved access to support services in Clydebank, with a strong, visible presence in the Town Centre.
- A reduction in No Qualification rates (Annual Population Survey) and Participation Rate (Skills Development Scotland) - supported through improved public transport to, from and around Clydebank, connecting young people to employment, education and training, complemented by improved access to support services in Clydebank, with a strong, visible presence



Clydebank should aim to improve quality of life for children and young people

in the Town Centre and thriving businesses, with increased opportunities for local employment.

- Reduced Journey Times to key locations around Clydebank – supported by improved public transport connections, and by improved walking and cycling routes.

Economy:

- Improved comparative performance of the commercial offering in Clydebank versus other similar towns in Scotland in terms of size and socioeconomic history, by Commercial Property Rental Price / Vacancy. Indicators could include sales/rental pricing, retail vibrancy offer, quality of commercial space, and vacancy rates – supported by improved visibility and footfall within Clydebank, and by creating a more attractive investment proposition with better quality public realm, good quality urban fabric, and high quality and accessible connections.
- Improved skills base of residents in Clydebank by Occupational Breakdown (Annual Population Survey/Census) – supported by making Clydebank a more attractive proposition to live and work in, by providing high quality homes, opportunities for local living, strong connections to surrounding employment areas, and by providing improved access to skills training, education and employment support.
- Increased Earnings for residents of Clydebank (Annual Survey of Hours and Earnings/Census) – supported by making Clydebank a more attractive proposition to live and work in, by providing high quality homes, opportunities for local living, strong connections to surrounding employment areas, and by providing improved access to skills training, education and employment support. Also, by improving performance of local businesses and attracting high value employment.

Socioeconomic Indicators:

- Improvement in SIMD scores across Clydebank, with fewer datazones scored within the worst 10% - supported by improved income, employment and health outcomes, all of which currently score particularly poorly.
- Reduction in Vacant and Derelict Land (Scottish V&DL Survey) – remediation and development of appropriate sites within the 27 sites identified in Scottish Vacant and Derelict Land Survey (SVDLS) Site Register 2024 in Clydebank.

Housing:

- Improved relative affordability across residential property in Clydebank (Scottish Government/ ASHE) – supported by delivery of residential developments in Clydebank, including affordable housing. This would not be delivered through Pride in Place funding, but as part of a wider approach to densifying Clydebank.
- Improved levels of relative housing stock quality (Scottish Housing Condition Survey) – supported by delivery of high-quality housing and retrofit and repairs to existing housing by WDC and Housing Association partners. This would not be delivered through Pride in Place funding, but as part of a wider approach to densifying Clydebank.

PRIDE IN PLACE INTERVENTIONS

The Clydebank Regeneration Plan, developed by the Neighbourhood Board and the community of Clydebank, comprises the following structure:

- The Clydebank Vision, which sets out local people's aspiration for Clydebank up to 2036 and beyond
- The Government's three strategic objectives; support thriving places; stronger communities; and taking back control



The Salvation Army



Clyde shopping centre



Historic tenements in Clydebank

- Five key themes, developed through consultation, which align with the strategic government objectives and form the basis for the interventions within the Plan
- Interventions which seek to deliver the vision and strategic objectives

The interventions fall broadly into three categories: those which will be fully or partially delivered within the initial four year investment period (shown in green); those which will be fully or partially delivered within the subsequent 6 years or where there is a strong desire to deliver within the initial four year plan but require further detail / information at the time of the submission of the plan (shown in orange); and those which are not being delivered through Pride in Place funding, but which meet or complement PiP objectives, and the vision for Clydebank (shown in red).

The interventions are detailed on the following page, shown within their themes, including a description of key outcomes, potential delivery partners, associated costs, and the PiP strategic objectives which they meet. Where the interventions fit into the Government's pre-approved categories is also shown. Many projects fall into multiple pre-approved categories, delivering various outcomes.

The interventions have been developed so that, as projects progress, there may be opportunities to combine projects for increased value. For example, services funded by PiP revenue funding may be delivered from buildings refurbished by PiP capital funding. Many projects are also costed to allow for phased delivery, as further funding becomes available. Interventions which are not being delivered through PiP (shown in red), such as those related to housing, are important as they form part of a wider picture, and present opportunities to leverage further funding for Clydebank.

Clydebank Vision

3 strategic objectives

Thriving Places

Stronger Communities

Taking Back Control

5 action plan themes

A
Clydebank TC
and surrounding
neighbourhoods are
attractive & welcoming
to a growing
population

TP/SC/TBC

B
Clydebank is easy
to get around for
everyone: those who
live here, and those
who do business, work
and play here

TP/SC

C
Local people have
excellent access to
skills, training and
work opportunities

TP/SC/TBC

D
Businesses of all shapes
and sizes thrive here

TP

E
Our culture and
heritage is celebrated
by our people and
loved by visitors

TP/SC/TBC

Interventions

A1. Improve and Activate
Three Queen's Square

A2. Investigate & deliver
'meanwhile' uses for vacant
and underused town centre
buildings and spaces

A3. Develop a
Community Hub and Accessible
Public Welfare Facilities

A4. Upgrade Truth &
Justice Square

A5. Investigate remodelling
of the southern section of the
shopping centre

B1. Improve connections
between Clydebank town centre
and other main land uses

B2. Develop a series of
new walking and cycling trails

B3. Improve public
transport provision

C1. Offer employability,
skills, training & wellbeing
activities, and support within
the Town Centre

D1. Position Clydebank Town
Centre as an effective business
location

E1. Investigate Enhancement
and Better Use of heritage
buildings and assets

E2. Activate the Canal

A. CLYDEBANK TOWN CENTRE AND SURROUNDING NEIGHBOURHOODS BECOMING STRONG, ATTRACTIVE & WELCOMING TO A GROWING POPULATION

A1. Improve and Activate Three Queen's Square

Priority: Investment period 1

Project Description: Enhancing Three Queen's Square to make it a destination in the heart of the town centre. Opportunities for greening, improved accessibility, play space provision, performance space, public art, and facilities for pop-up businesses and events.

Key outcomes: A vibrant town square valued and well used by local residents and visitors. Measurements may include higher footfall; longer dwell times for residents & visitors; leveraged investment; and increased Town Centre spending

Delivery Partners: Public and private sector

Capital Costs: £2,230,000

Revenue Costs: tbc, ongoing maintenance

Capacity Costs: tbc, potential for community events and activities

Pride in Place Objectives: Thriving Places, Stronger Communities, Taking Back Control

Pre-approved intervention Themes: Regeneration, high streets and heritage; Cohesion

A2. Investigate & deliver 'meanwhile' uses for vacant and underused town centre buildings and spaces

Priority: Investment period 1

Project Description: Identify and prioritise candidate spaces and buildings throughout which are underused or vacant, identifying appropriate meanwhile use(s). These should relate to Pride in Place outcomes and may facilitate the delivery of other key interventions, such as community spaces.

Refit and refurbishment of spaces is likely to be delivered in phases throughout the PiP programme

Costed from light touch repairs to intensive interventions, as costs will be dependent on building/space identified.

Key outcomes: Decreased number of vacant/underused buildings. Measurements may include lower TC vacancy rates; increased number of businesses and organisations located in the Town Centre; increased employment; and floorspace developed for effective use (sq.m).

Delivery Partners: Public and private sector, tbc

Capital Costs: £200,000 - £840,000

Revenue Costs: tbc

Capacity Costs: tbc

Pride in Place Objectives: Thriving Places, Stronger Communities, Taking Back Control

Pre-approved intervention Themes: Regeneration, high streets and heritage; Work, productivity and skills

A3. Develop a Community Hub and Accessible Public Welfare Facilities

Priority: Investment period 2

Project Description: The intention is to reuse an existing building to create a central community hub for Clydebank and a space where services could be co-located. A preferred location and requirements will be identified following an appropriate assessment process. There are opportunities linked to buildings such as the Co-op or Salvation Army

The creation of accessible public welfare facilities in Clydebank Town Centre is important for local people. These may include a changing places toilet, improved seating, sheltered areas, or a quiet room. The intention is, ideally, to situate these within the community hub.

Key outcomes: Improved services for key user groups and increased access. Measurements may include increased service take up and accessibility; higher footfall in Clydebank Town Centre; longer dwell times for residents; direct employment through community services.

Delivery Partners: Public and private, tbc, including WDC, with potential for involvement of local businesses and community organisations

Capital Costs: £1,360,000 - £2,240,000

Revenue Costs: Operational costs and ongoing maintenance, tbc

Capacity Costs: tbc

Pride in Place Objectives: Thriving Places, Stronger Communities, Taking Back Control

Pre-approved intervention Themes: Regeneration, high streets and heritage; Cohesion; Health and wellbeing



Project A3, Accessible Public Welfare Facilities

A4. Upgrade Truth & Justice Square

Priority: Investment period 2

Project Description: Truth & Justice Square is an important asbestos memorial of international significance. There is a desire to improve the feel and purposefulness of the square. This may include improving the surface, defining and enclosing the space, enhanced greening and artwork.

Key outcomes: A square which is well suited to contemplation and remembrance, and which people are connected to. This intervention will also contribute to development of a more legible and connected Clydebank.

Delivery Partners: Clydebank Asbestos Group, WDC, with potential for involvement of local groups and organisations

Capital Costs: £620,000

Revenue Costs: Ongoing maintenance, cost tbc

Capacity Costs: tbc

Pride in Place Objectives: Thriving Places, Stronger Communities, Taking Back Control

Pre-approved intervention Themes:

Regeneration, high streets and heritage; Transport; Safety and security



Project A1, Improve and Activate Three Queen's Square

A5. Investigate remodelling of the southern section of the shopping centre

Priority: Not delivered within the PiP programme

Project Description: There is a long-term ambition to create a new town square, as part of the redevelopment of the southern section of Clydebank Shopping Centre and further diversifying housing provision including social and affordable housing. This will not be delivered within the PiP programme but its feasibility will be investigated together with options for town centre living. A phased approach is intended. Feasibility, and discussions with potential partners, will be explored during the initial 4 year investment period.

Key outcomes: A thriving Shopping Centre and a hub for the community at the heart of Clydebank, with scope for hosting events, community activities, and improving social interaction. Measurements might include higher footfall in the Town Centre; increased number of community events; longer dwell times for residents & visitors; higher Town Centre and Shopping Centre occupancy; and increased spending. On the housing side, a growing and diverse population with broad housing choice. Over time, measurements may include population increase; increased number of homes in Clydebank; Increased number of homes of different tenure; and increased number of family homes.

Delivery Partners: tbc - feasibility work for the potential remodelling of the southern part of the shopping centre

Revenue Costs: tbc - feasibility work for the potential remodelling of the southern part of the shopping centre

Pride in Place Objectives: Thriving Places, Stronger Communities, Taking Back Control

Pre-approved intervention Themes:

Regeneration, high streets and heritage; Housing

B. CLYDEBANK IS EASY TO GET AROUND FOR EVERYONE – THOSE WHO LIVE HERE, AND THOSE WHO DO BUSINESS, WORK AND PLAY HERE

B1. Improve connections between Clydebank town centre and other main land uses

Priority: Investment period 1

Project Description: Visible improvements to routes between key locations, with light touch improvements to active travel routes and more extensive enhancements to prominent routes. Focus will be on enhancing links between the town centre and other key locations nearby including the Renfrew Bridge, Queen's Quay (incorporating West College Scotland, Clydebank Health Centre, Clydebank Leisure Centre) the Golden Jubilee Hospital, the Town Hall and Library, Truth & Justice Square and residential neighbourhoods.

Having clearly defined safe and attractive routes with improved signage, better lighting, public art, etc. will be an important feature of this intervention. Improving the main railway viaducts as safe and inviting routes into the town centre will also be a component of this intervention. There is also an opportunity to develop a clear branding for Clydebank.

Key outcomes: Fewer journeys being made by car, decreasing road congestion and improving air quality. Clydebank, its key facilities & attractions are served by excellent and safe walking and cycling routes, helping to attract residents, visitors and businesses. High quality lighting & signage improves Clydebank's attractiveness. Measurements may include higher footfall on key routes; longer Town Centre dwell times; higher Town Centre spending; increased use of public transport; increased rates of active travel.

Delivery Partners: tbc, Public and private sector including WDC, Network Rail, etc.

Capital Costs: £2,080,000 but could be combined with B2 below

Revenue Costs: Ongoing maintenance, cost tbc

Capacity Costs: tbc

Pride in Place Objectives: Thriving Places, Stronger Communities

Pre-approved intervention Themes: Transport



New walking and cycling routes for connectivity

B2. Develop a series of new walking and cycling trails

Priority: Investment period 1

Project Description: The development of a number of active travel trails through and around Clydebank, linking important locations and providing clear health and wellbeing and heritage opportunities. These might include a 'Heritage Trail', an 'Active Trail' (i.e. 5k route), and a 'Safe / Dog Walking Trail'.

Visible improvements might include new surface finishes, seating, wayfinding/interpretive signage and lighting.

Key outcomes: The creation of varied and well used routes throughout Clydebank, a more attractive, safer and well connected town.

Delivery Partners: tbc, Public and Private sector including WDC

Capital Costs: £1,050,000

Revenue Costs: Ongoing maintenance, tbc

Capacity Costs: tbc, local walking guides

Pride in Place Objectives: Thriving Places, Stronger Communities

Pre-approved intervention Themes: Transport; Work, productivity and skills

B3. Improve public transport provision

Priority: Not delivered within the PiP programme

Project Description: While not being delivered under the PiP programme, improved public transport is a priority for many local people and an important part of the wider picture for Clydebank. WDC will work with Strathclyde Passenger Transport (SPT) to explore opportunities for greater frequency and extended routes for buses and the scope for a new transport interchange. In the shorter term, enhancements to the environment around the train station and bus interchange at Chalmers St will be investigated. Feasibility work is likely to be undertaken as part of the PiP programme and depending on the outcome, enhancements undertaken.

Key outcomes: Clydebank and its key facilities and attractions are served by excellent and safe public transport, helping to attract residents, visitors and businesses. Measurements may include an increased number of operating routes to key locations; increased frequency of services; and an increase in hours of operation.

Delivery Partners: WDC, SPT, bus operators, Scotrail

Capital Costs: tbc, for enhancements at Chalmers St

Pride in Place Objectives: Thriving Places, Stronger Communities, Taking Back Control

Pre-approved intervention Themes: Transport

THEME C: LOCAL PEOPLE HAVE EXCELLENT ACCESS TO SKILLS, TRAINING AND WORK OPPORTUNITIES

C1. Offer employability, skills, training & wellbeing activities, and support within the Town Centre

Priority: Investment period 1

Project Description: Development of good quality facilities from which key support services can be delivered in Clydebank.

The current lack of a central facility restricts access to employability services across Clydebank. There are opportunities to develop partnerships to increase opportunities for local people and to work with existing service providers through the Local Employability Partnership to enhance the offering in Clydebank. This includes improving awareness of and access to enhanced local provision that helps young people, long-term unemployed individuals, and families affected by disadvantage move closer to and into sustained employment. Skills provision should be tailored to the ambitions of local people, aligned with available and emerging opportunities, and designed to address identified skills gaps.

PiP is likely to support staffing costs, running costs, lease/rental, and may include a combination of WDC services and work in partnership with local employers and education providers. This intervention may link with others such as delivering meanwhile uses and a community hub.

Key outcomes: Heightened visibility will mean local people will know where they can get support for a range of needs, with improved signposting. Clydebank's young people and those disadvantaged in the labour market are readily accessing work and training opportunities. Measurements may include increased employment in target groups; increased take up of training in

target groups; and increased involvement of local businesses in employability initiatives.

Delivery Partners: Local Employability Partnership including WDC, Skills Development Scotland (SDS), West College Scotland, local businesses etc.

Capital Costs: £400,000 - £850,000 depending on whether service could be provided as a meanwhile use or within the community hub

Revenue Costs: tbc, approx. £400,000

Pride in Place Objectives: Thriving Places, Stronger Communities, Taking Back Control

Pre-approved intervention Themes: Education and opportunity; Work, productivity and skills



Project C1, Services and employability in Clydebank

THEME D: BUSINESSES OF ALL SHAPES AND SIZES THRIVE HERE

D1. Position Clydebank Town Centre as an effective business location

Priority: Not delivered within the PiP programme

Project Description: Although not included as a PiP intervention, this aims to raise Clydebank's profile as an attractive business location, through emphasising links to the Renfrew Bridge, Glasgow Airport, wider regional connectivity, including proximity to the Advanced Manufacturing Innovation District Scotland.

Key outcomes: Clydebank is well integrated as a key business location in the Glasgow City Region. Key measurements may include increased numbers of businesses in Clydebank; increased employment rates; increased business investment in Clydebank; and an increase in work and business trips to Clydebank.

Delivery Partners: Public and Private sector, tbc

Pride in Place Objectives: Thriving Places

Pre-approved intervention Themes: Work, productivity and skills

SECTION 5: ALIGNMENT WITH OTHER PROGRAMMES AND INVESTMENTS

This vision, and combination of interventions identified, are set against the policy context of several national and local policies and guidance. The Regeneration Plan aligns with the following:

Scotland's **National Planning Framework (2023) (NPF4)**, which places the global climate emergency at the forefront, with additional focus on equal access to opportunities and local living. It strengthens community voice in planning and further embeds the place principle. It includes key considerations for Town Centres, such as conserving and recycling assets, local living, compact urban growth, and rebalanced development. The Regeneration Plan complements these and supports Scotland's Town Centre First principle. Scottish Government Planning Guidance on Local Living & 20 Minute Neighbourhoods outlines key considerations for local living in a Scottish context and will help inform how Regeneration Plan projects are delivered in Clydebank.

The proposed **West Dunbartonshire Local Development Plan (LDP2)** is unadopted but serves as the Council's most up to date spatial strategy. It is therefore afforded significant policy weight. LDP2 focusses on delivering regeneration in West Dunbartonshire and creating places which strengthen existing communities, with consideration of how to mitigate and adapt to climate change. Within the Plan, Queen's Quay

and Clydebank Town Centre are key facets of delivering regeneration to West Dunbartonshire. WDC has begun the process of preparing its third Local Development Plan, with the Council currently in the process of preparing topic papers, which will form the Evidence Report.

The Scottish Government's **Regeneration Strategy (2011)** which promotes a community-led approach and holistic, place-based solutions to reverse decline in disadvantaged areas. The plan reflects these principles by being:

- Community-led: extensive consultation by the Neighbourhood Board has empowered local residents to identify priorities and drive positive change within their community.
- Holistic and place-based: the Plan addresses interconnected economic, social, and physical issues and challenges through projects which aim to deliver comprehensive regeneration.
- Focused on economic growth: projects aim to create jobs, support local businesses, and revitalise Clydebank Town Centre, underpinned by training and capacity-building programmes.
- Committed to sustainability and climate action: selected projects include measures to promote active travel routes and low-carbon transport options.

Other key policy and strategies with which the Pride in Place work aligns with include:

- Clydebank Town Centre Development Framework 2021
- WDC Community Empowerment Strategy and Action Plan
- West Dunbartonshire Community Learning and Development Plan 2021–2024
- Local Housing Strategy | West Dunbartonshire Council
- WDC Strategic Housing Investment Plan
- Clydebank Waterfront Locality Plan 2024
- SPT Regional Transport Strategy 2023-2038
- West Dunbartonshire Council Strategic Plan 2022-2027
- Regulatory & Regeneration Delivery Plan 2025/26
- Council service Delivery Plans; WDC Economic Development Strategy 2022-2027

The Regeneration Plan also complements ongoing programmes being delivered by WDC which, although not included in the Plan submission, align with the pre-approved interventions, and deliver on the three key Pride in Place objectives. A mapping exercises by WDC has identified where existing programmes are delivering interventions which align:

Housing:

Housing interventions in Clydebank are primarily delivered through the Local Housing Strategy and Strategic Housing Investment Plan but are also supported through other investment plans by WDC and Registered Social Landlords. Ongoing work includes:

- Provision of safe and supportive environments for people with experience of homelessness and rough sleeping
- Modernisation of social housing
- Support for wider neighbourhood renewal by improving the attractiveness and liveability of homes and their surroundings
- Provision of healthy and climate-resilient homes support locally
- Support for local community initiatives that support people in bringing down their home energy bills and improve the energy efficiency of their homes



Improve the housing offer



Skills provision to close the skills gap

Work, productivity and skills:

A number of Work, Productivity & Skills interventions are delivered by WDC Working4U, a service supporting local people into employment, education, in improving digital literacy and managing benefits and debt. Working4U are facing significant shortfalls and cuts in funding, with delivery of some services under threat. WDC Business Support also provides start up and growth grant and loan support to local businesses, while Business Gateway provides advice and support for people setting up or growing businesses. Existing interventions in Clydebank include:

- Support to improve awareness of, and access to, local provision that moves people closer to and into sustained employment
- Enabling community wealth building
- Developing and expanding existing local business support and networks for smaller businesses and social enterprises
- Skills provision tailored to local opportunities and skills gaps
- Funding to support the development, improvement, and promotion of the visitor economy, such as local attractions, historical trails, cultural tours, campaigns and other related tourism products

Cohesion:

WDC and partner agencies deliver services in communities across West Dunbartonshire, including significant work to improve community cohesion:

- The development of Locality Plans, including community priorities
- Empowered Delivery and Improvement Group, which acts as the Community Development Alliance for WD and maps community development activity, identifying gaps and recording impact
- Work with community support groups on: refugee resettlement; support for refugee women in the Clydebank area; disability support; community transport; intergenerational music, arts, social and mentoring; youth organisations; community recycling; social support and skills development for men across Clydebank
- Investment in capacity building and infrastructure support for local civil society, youth and community groups, including projects supporting communities to raise small pockets of funding; community gardens; community newsletter



Community gardens

Health and wellbeing:

There are a number of health and wellbeing interventions currently delivered in Clydebank through a mixed model involving NHS Greater Glasgow and Clyde, West Dunbartonshire Council and Health & Social Care Partnership, and a range of independent and third sector partners, with interventions aligned with the Scottish Government's Population Health Framework.

Current health profiles have highlighted a high burden of long-term conditions among Clydebank residents, including multi-morbidity, cardiovascular disease, diabetes, and mental health challenges. By embedding health-promoting features into the built environment, there is the potential to support residents to live independently, stay active, and engage with local services more effectively

Potential gaps in provision which the Regeneration Plan may help to address include:

- Healthy eating and community-level fruit and veg prescribing
- Integration and co-location of health and wellbeing services
- Identifying funding for local community-led health and wellbeing programmes
- Drug and alcohol support for people experiencing homelessness
- Access to lifestyle support

Education and Community-based Opportunity:

Current Education Service delivery and wider cross-agency collaboration through the Family Prosperity Network encompass several interventions under this category, including

- School-based programmes to support young people's development
- Support to both reduce levels of child poverty and to prevent the negative impacts of child poverty on children and families
- Support for families and young children
- Support for community-based learning and development

There are few existing investments or other funding streams from UK or Scottish Government which directly relate to the delivery of the Regeneration Plan, but additional potential funding from the UK Government's Pride in Place Impact Fund is likely to support at least one project in Clydebank not already covered by the bigger Clydebank Pride in Place programme.



Improved education offer

SECTION 6: MATCH FUNDING AND LEVERAGED INVESTMENT

The Board intend to use the opportunity to progress the interventions identified in the Regeneration Plan as part of a wider, holistic programme of change and renewal in Clydebank. The identified interventions also contribute to broader aims, and unlock wider opportunities for investment for the town.

In particular, opportunities afforded by Pride in Place lay the foundations for a strong, vibrant and thriving Town Centre which is an attractive business proposition for a range of businesses to provide a mix of goods and services for the population of Clydebank. The Regeneration Plan aims to enhance Clydebank's connections with important surrounding areas, including Glasgow, Renfrewshire, Glasgow Airport, and other areas across West Dunbartonshire. Clydebank will become a more attractive proposition for people to live, with improved connections to employment in surrounding areas, but it will also become a more attractive place to invest, visit, shop, and spend time.

There are some interventions in the Regeneration Plan which are primarily revenue focussed, with opportunities to complement existing services, reducing any duplication and utilising the skills already within the Town to ensure efficient, specialist delivery which is accessible and recognisable to local people.

In particular, WDC, through Working4U and the Local Employability Partnership and Advice Partnership, supports West Dunbartonshire residents seeking employment opportunities, providing assistance with benefits and debt issues, help to access learning, gain qualifications and improve digital literacy. Through the range of services offered, there was an estimated

financial gain of £1,127,110.65 for Clydebank Central and £1,131,459.29 for Clydebank Waterfront in 2024/25, with £644,104.79 debt managed, and 189 jobs and 250 qualifications delivered. By providing a base and revenue support for relevant council and other services to operate in Clydebank Town Centre, Pride in Place can utilise specialist local knowledge and skills that are shown to work well. These opportunities may also extend to West College Scotland, DWP, and other local agencies and businesses.

As the interventions within the plan are progressed, The Board and delivery partners will explore opportunities to secure additional funding.

Some initial work has been undertaken to identify potential additional funding sources, including:

- **For the creation of new walking, cycling routes and strengthening connectivity and accessibility are:** Active Travel Infrastructure Fund; Sustrans Places for Everyone; Paths for All Smarter Choices, Smarter Places; Paths for All Community Path Grants; Paths for All Ian Findlay Path Fund; Cycling Scotland Cycling Friendly Community Grant; Transport Scotland – Network Support Grant
- **For greenspace and/or events:** Parks4Life Community Fund
- **For locally developed regeneration projects:** Scottish Government Regeneration Capital Grant Fund; National Lottery Community Fund (Scotland) Scottish Land Fund

- **For community cohesion:** National Lottery Community Action Fund (Scotland); The National Lottery Community Fund (Scotland) – Young Start; National Lottery Community Fund – Bringing People Together
- **For supporting private investment, enterprise, employment and training:** HMRC Business Premises Renovation Allowance; DWF Foundation Grants; RBS Social & Community Capital - Community Business Loan
- **For culture and heritage:** Film Hub Scotland - Pitch Pots; Creative Scotland - National Lottery Open Fund for Organisations; Figurative -Arts and Culture Impact Fund
- **For housing:** the annual Strategic Housing Investment Plan (SHIP) focuses on the delivery of affordable housing by location, type and tenure and indicates how this will be achieved principally through the Scottish Government's Affordable Housing Supply Programme funding.

The Board hope to utilise a portion of the Pride in Place allocation to resource a Programme Manager. The Programme Manager will be responsible for delivering projects in a co-ordinated and holistic way to ensure best value for money, and to ensure that additional funding is leveraged throughout delivery, with maximum value extracted from Pride in Place funding for Clydebank.

SECTION 7: COMMUNITY AND STAKEHOLDER ENGAGEMENT

Key to the success of the Regeneration Plan will be meaningful engagement with the local community that will influence the positive transformation of Clydebank in the coming years. The foundations for the Regeneration Plan have been laid through consistent engagement with the people of Clydebank over recent years, including a number of community design events, workshops, local strategy consultations, and stakeholder engagement processes.

The following events have fed into the content of the Regeneration Plan both directly and indirectly, via the identification of key local issues, challenges and aspirations; the development and interrogation of projects in response; and the prioritisation of chosen interventions.

Clydebank Town Centre Design Charette, 2015
a locally driven town centre design Charrette, West Dunbartonshire Council, supported by the Scottish Government

Clydebank Can, 2018
a series of placemaking workshops, WDC and Scottish Canals and their design team, supported by the Scottish Government

Clydebank Town Centre Vision & Development Framework, 2021
a stakeholder event as part of the work undertaken to develop the Vision and Development Framework

Long Term Plan, 2024
a community led engagement with local groups and organisations and public engagement drop-in sessions in the Clyde Shopping Centre

Plan for Neighbourhoods, 2025
49 local groups from the West Dunbartonshire Community Volunteering Service (WDCVS) database took part in group-level community led discussions. Additional engagement included a community and stakeholder survey, public events at the Clyde Shopping Centre, and youth-focused sessions within local schools.



Clydebank Can



Clydebank Town Centre Design Charette



Clydebank Long Term Plan

The Clydebank Neighbourhood Board is committed to continuing to engage with the local community and key stakeholders and involve them throughout the delivery of the Regeneration Plan. The Board are exploring a range of options for future engagement which serve to build community capacity and ensure that the local community and key stakeholders are an integral part of the process. Possible mechanisms for ongoing community engagement include:

- Development of an engagement plan by The Board's marketing and communications subgroup, which will set out how the local community and key stakeholders will be involved in the ongoing development and delivery of the Regeneration Plan.
- Ongoing community engagement will likely continue to be led by organisations who have led on PiP engagement to date, including a combination of West Dunbartonshire Community & Volunteering Service, WDC Communities' team and WDC Youth Learning Team. The Board are keen to utilise local resources to deliver community engagement where possible, working with organisations who are based in Clydebank and know the people and the issues.
- The creation of a Pride in Place Community Engagement Officer post, who would report to the Board and coordinate community engagement.
- Creation of a Neighbourhood Board brand and identity, which will better distinguish the Board from the Council. This is likely to include regular social media posts and correspondence going out directly via Board channels rather than WDC's. Branding options and a new website are currently being developed by the Board.



Community engagement in Clydebank



Community engagement in Clydebank



Community engagement in Clydebank

Capacity building, and working with local stakeholders, businesses and organisations, will also be an important facet of The Board's approach to delivering the Pride in Place programme. There are several opportunities to build capacity locally, including:

- Throughout the previous community engagement stage, approximately 50 individuals who completed the online survey expressed an interest in becoming further involved in delivery. The Board will follow this up to explore opportunities for future involvement, working with those interested to identify where maximum value might be added for the programme and for the individuals.
- As delivery progresses, it is The Board's ambition to work with local community organisations to host Pride in Place events, where individuals and stakeholders will have the opportunity to meet the Board and explore opportunities for direct input to project delivery.
- Wherever possible, a community wealth building approach will be employed, building community capacity to deliver Pride in Place projects.
- It is envisaged that for the interventions to be taken forward, project teams will be formed, including representation from members of the community.

SECTION 8: GOVERNANCE

Neighbourhood Boards put local people at the centre of defining their town's future, with responsibility for developing their Regeneration Plan – in partnership with the local authority - to deliver the strategic objectives of the programme. They should bring together residents, local businesses, grassroots campaigners, workplace representatives, faith, and community leaders and those with a deep connection to their area.

The Clydebank 'Town Board' was initially set up to deliver the Long-Term Plan for Towns programme in 2024, and The Board and the agreed governance structure have been retained as the Clydebank Neighbourhood Board to deliver the Pride in Place programme. The Clydebank Neighbourhood Board is not a formally constituted body and shall hold no monies or assets. As per MHCLG guidance, West Dunbartonshire Council will be the accountable body for Pride in Place monies and activities.

The Board will be responsible for:

- Co-producing the Clydebank Regeneration Plan, and delivering in the interests of local people to improve the physical and social infrastructure of their community
- Ensuring that the Regeneration Plan takes cognisance of other relevant local, regional and national policies and plans for economic development/regeneration of town centres
- Producing an implementation programme to deliver the Investment Plan

- Managing and allocating the capacity, revenue and capital funding to projects and interventions
- Considering how additional funding can be attracted from other sources
- Delivering the Vision and Regeneration Plan
- Reporting to UK Government as and when required
- Considering any matters deemed to impact on the economic growth of Clydebank which may be identified from time to time

The Clydebank Neighbourhood Board is led by an independent chair, Liz Connolly, Past Principal of West College Scotland. Ms Connolly's appointment as Chairperson of the Board was approved at a meeting of West Dunbartonshire Council's Infrastructure, Regeneration and Economic Development committee in February 2024. The Board, in accordance with the guidance, is made up of a combination of local businesses and groups, essential service providers, politicians and local elected members, council officers and members of the community.

As required by MHCLG guidance, The Clydebank Neighbourhood Board includes the following members:

- Parliamentary representatives, including the MP for West Dunbartonshire and MSP for Clydebank and Milngavie
- Local councillors, including two WDC elected members
- A senior representative from the police, including the Area Commander
- Other representatives, from a range of local agencies, community partners, businesses and organisations.

Board members with voting rights include: West College Scotland; Golden Jubilee Hospital; Clydebank Shopping Centre; Clydebank Coop; Community representative; Youth representative; Disability group representative; Faith representative; West Dunbarton Community Volunteering Service (WDCVS); Chamber of Commerce; MP for West Dunbartonshire; MSP for Clydebank and Milngavie; WDC Elected Member 1; WDC Elected Member 2; Scottish Police; WDC, Chief Executive; WDC, Chief Officer, Regulatory and Regeneration; WDC, Chief Officer, Resources; and WDC, Chief Officer, Roads and Neighbourhoods.

A secretariat function which will involve organising meetings, preparing and circulating agendas and producing minutes will be provided by the Council. The Board will comply with the following

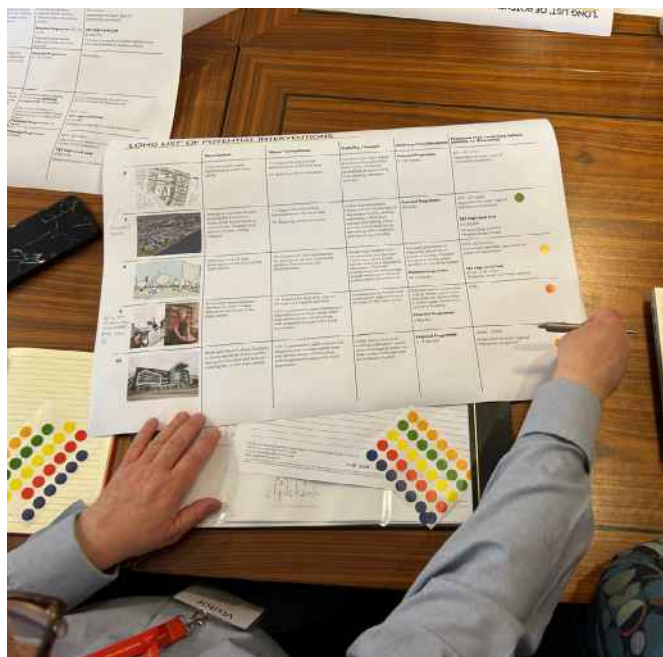
publishing requirements:

- All board papers published min. 5 working days in advance of the meeting
- Draft minutes of meetings published following the meeting within 10 working days
- Final minutes, published once approved by the board within 10 working days
- Any conflicts of interest reported, within the published minutes

The Board will follow the Council's governance and finance arrangements when considering private reports, with the default position being that all papers are open to the public, with agendas and reports published on the Council's website unless agreed by the Chair that these items are of a confidential nature. Board Members recognise that it is essential that the business of the Board is conducted in an open and transparent manner and agree to abide by the Standards Commission for Scotland's Model Code of Conduct.

All members of the Board are expected to adhere to the Nolan Principles, and The Board will align itself with the governance standards and policies of the Council, including those policies on whistle blowing and complaints. The Board agrees to the application of West Dunbartonshire Council's policies, practices, rules and regulations in relation to matters involving finance, procurement, administration and audit and compliance.

The Council will act as the accountable body for the funds with responsibility for ensuring that public funds are distributed fairly and effectively,



Collaborative work to ensure project delivery



Collaborative work to ensure project delivery

and that funds have been managed in line with the Nolan Principles and Managing Public Money principles. They will ensure that all funding is managed in accordance with relevant public contract regulations and will comply with Public Contracts (Scotland) Regulations 2015.

The route to market and process for appraising and approving investments will be discussed at Board meetings when the delivery of each project is being considered. The procurement process for all interventions will be underpinned by the principles of equality, fairness, and transparency. It is vital to the Board and the Council that the procurement embeds economic, environmental and social value into the projects and creates added value through active participation and engagement.

Next steps for most capital projects include:

- Confirming a lead partner and delivery route
- Tailored consultation/engagement with the community and stakeholders (as required)
- Assembling a project team/appoint professional support as required
- Design development
- Obtaining all necessary statutory consents,
- Providing regular updates and checks on costs
- Preparation of production information
- Tendering the works
- Working with a contractor to deliver on site

