CASE STUDIES
WATERFRONT REGENERATION
Report prepared as part of the Leith Economic Framework
INTRODUCTION

This report examines some other exemplar waterfront projects in conjunction with the Leith Economic Framework.

5 city waterfronts were specifically chosen as comparative case studies: Dundee, Glasgow, Middlesbrough, Bristol and Alicante. Each has a different character because of their situation, history, economic position, and the balance between seeking waterfront regeneration and, where still relevant, the needs of a functional port. However, each exemplar illustrates particular points which can inform our approach at Leith. The cities were looked at individually, but with a focus on certain main topics: Background & Similarities with Leith, Investment, and Outcomes & Lessons to Learn, looking at themes such as Infrastructure, Public Realm Improvements & Artwork, Creative Industries and Attraction.

Dundee & Glasgow – Both are fellow Scottish cities, one of which (Glasgow) has recently gone through significant regeneration and the other (Dundee) is just beginning to embark on its waterfront regeneration scheme.

Middlesbrough – An example of the creative industries being used to regenerate a former port city.

Bristol – A site that is slightly further afield, yet still subject to many of the same parameters. Bristol has been particularly successful at attracting visitors through festivals as well as locating major attractions and artworks in the area.

Alicante – An international example for comparison. Alicante is of similar size and has a strong tourist pull. It utilises the port and works closely with cruise liners in order to bring many visitors into the city.

City of Edinburgh Council, December 2014
DUNDEE WATERFRONT, RIVER TAY

Background
In 1998 the Dundee Partnership looked at options for re-integrating the waterfront with the city. Various options were considered, ranging from modest to more radical proposals, before deciding on the current 30 year masterplan (2001-2031). This encompasses 240 hectares of land and stretches over 8km along the River Tay. It is the third largest regeneration project in the UK. It is expected to become Scotland’s first sustainable community (BREEAM). Creation of over 7,000 new jobs within the 5 zones alone.

Similarities with Leith
- Strategic location with excellent communication links, infrastructure & connectivity
- Strong labour pool – highest student headcount per population in Scotland
- Cost-effective location – cheaper in comparison with other areas and cities

Investment
- Over £1 billion intended to be invested, over half of which has already been committed
- First £300 million was attracted from various private and public bodies
- Then put on series of roadshows with the first events in Edinburgh & Glasgow; aimed at investors, developers, entrepreneurs, financiers and professional advisers
- Qualified for BPRA and RSA and many other funding options/grants available

Lessons to Learn
‘Creative industries’ has been an area which has seen substantial expansion. Already a significant sector within Leith and potential to focus on this

Division of site into separate zones; important to provide distinctive areas, phased investment/development and differing uses in each zone (Riverside, Seabraes, Central Waterfront, City Quay and Dundee Port Port)
Flagship building (V&A) used as a central focus
ALICANTE, SPAIN

Background
During the 80s it lost most of its mercantile traffic to Valencia's harbour and suffered industrial decline. The Special Plan for the Port (PEP) in 1992, allowed expansion and made provision for certain zones of restaurants and an extensive promenade of bars and nightclubs.

Vision
To improve the area for residents, promote housing & social activities, boost economic activity, regenerate the port and increase tourism. The Alicante Regeneration Plan Objectives are split into 3 categories: Social, Urban Planning, and Architectural Objectives.

Lessons to Learn
- The importance of exploiting the connection between waterfront and other sightseeing destinations within the city.
- Free transfer from the cruise ship to the city. Tram facilitates this.
- Increasing attractions for visitors to the port, using cultural heritage and local specialities e.g. whisky and haggis.
- Maritime museum and tours of historical, cultural and craft areas.
- Modern cruise terminal (Maritime Station) to accommodate visitors.
- Good relationship between port authority and local authority, enabling more efficient development and working towards the same goal.
- Promoting the city & region among the cruise tourists is fundamental. The cruise terminal has a bluetooth welcome facility for visitors.
- Comprehensive information centre
- Specific plan, a specialised foundation to aid with specific areas, and continuous monitoring carried out by representatives of the city.

Similarities with Leith
Has a tram network, albeit more extensive than Edinburgh’s. Port Regeneration is in conjunction with complementing strategies such as improving public realm and infrastructure. Alicante has introduced a high speed rail link to Madrid, improving its competitiveness as a home port.
MIDDLESBROUGH

Background
Former coal port and steel town, reached lowest point in 1990s – declining population (30,000 loss since 1961); low levels of business formation; poor housing quality (slums replaced with 1950s council scheme, rebuilt 1980s, itself now demolished); high levels of deprivation, crime and unemployment; negative image

Vision
Council & Mayor seeking regeneration driver; Teeside University concerned at loss of graduates because no jobs to keep them in the area.
Digital City partnership between University, Council, Local Enterprise Partnership and Town Centre company to build on University’s reputation in digital studies

Construction of BoHo1 - small office spaces for digital enterprises (20 businesses)
- virtual hosting (mail, meeting rooms etc)
- promoting interaction
- café, communal kitchens
- wide corridors for informal meetings, displays and events

Investment
- Started with ERDF Challenge funding
- Now £35m of development, so have established track record for borrowing, but match funding now tougher
- Free-flowing grants culture now gone
- Angels (private investors) now significant
- Rental income – market rents but with flexibility depending in individual business circumstances

Outcomes
- Now 6 BoHo units, ranging from digital, live-work studios, traditional visual arts, commercial offices and incubator units
- Not just keeping Uni graduates, but drawing new entrepreneurs from outside
- Cluster originally focused on game development but now moving to corporate / industrial apps
- Next stage will concentrate more on SMEs including incubator units
- Integration of residential / economic development
- Animating and transforming the area, improving perceptions

£80k Council Funding + £8m Private Sector + £2m Fund Partnering = £25m economic impact including jobs
BRISTOL, RIVER AVON

Background
Bristol’s docklands went into decline following the issue with large cargo ships not being able to safely navigate the river, and the subsequent relocation of activity to Avonmouth and Portbury. It was left with vast areas of derelict land and degrading listed buildings, high unemployment and social inequalities. Since the 1980s, hundreds of millions of pounds have been spent regenerating the areas around the water. It has undergone significant improvement and is considered one of the most successful waterfront regeneration schemes.

“New technology, the arts and a vibrant youth culture have helped make this one of Britain’s most cutting edge cities.”
Rough Guide Travel Bible

Investment
The docklands redevelopment has been financed by a mixture of public and private money. It has received substantial funding from the national lottery with over £44 million coming from them and a further £44 million from Bristol Council and partners including Nestle. Canon’s Marsh area is expected to cost £240 million.

Similarities with Leith
- SS Great Britain – A historic vessel and focal point, docked in the regenerated area, which attracts many visitors to it.
- An existing wealth of creative talent which was tapped into and pooled around the Harbourside to kick-start a cultural renaissance.

Positives and Negatives
- Rated one of the best harbour-side redevelopments in the UK.
- Successful festivals: Harbour Festival attracts 300,000 people.
- Declared ‘official centre of cultural excellence’ by government.
- New houses are expensive; need for low-cost & social housing.
- Millennium Square featureless and hasn’t improved congestion.
- Heavily reliant upon entertainment - suffers during recession.

Lessons to Learn
- A similar timescale to Dundee (around 30 years).
- Use of locating major attractions in the area to boost visitor numbers and attract further investment.
- Creation of artwork such as ‘The Imaginarium’ sphere and Horns on Pero’s Bridge, which become landmarks and attractions themselves.
- Using existing creative sector and concentrating in one area.
- Loss of relatively cheap housing area
- Achieved without drastically improving infrastructure.
GLASGOW, RIVER CLYDE

Background
The waterfront regeneration along the Clyde is vast, involving a stretch of over 20km; it is on a much larger scale than the proposition for Leith’s redevelopment. However, there are comparisons to be drawn from the Clyde example. With over 200 projects running from Dumbarton to the heart of Glasgow, this project has been accorded National Priority Status. Redevelopment and regeneration has been an aim in this region for many decades, with the decline of industry such as shipbuilding, high unemployment and other associated problems. In early 2000s, the Clyde Waterfront Regeneration Initiative was established to transform the riverfront areas.

Clyde Waterfront Regeneration Plan Vision:
“Our vision for the Clyde Waterfront is of a river reborn. A 21st Century Clyde that draws on all the qualities of its proud past – ingenuity, skills, spirit and enterprise – to reinvent itself as a new, vibrant location.”

Investment
- Initial strategy was to use majority of public funding, plus additional partner funding, to substantially improve infrastructure. This was in a bid to secure greater private sector investment whilst improving connectivity & manageability.
- Aim to invest £1.67 billion of public sector investment over 15 years (2005-2020), creating 33,000 jobs.
- Around £6 billion of investment realised so far.

Lessons to Learn
- Recognition of the important role public sculpture/art can play within the wider pattern of economic regeneration.
- The importance of keeping momentum, especially through periods of economic downturn.
- Starting point should be ensuring infrastructure is in place.
- Forming landmarks and attractions with new, unique and impressive styles of architecture.
- Communities must be involved for investment to be felt locally.

Similarities with Leith
Although the Clyde is on a much larger scale, individual areas such as Clydebank or Renfrew are useful comparisons. Like Edinburgh, Glasgow is seeing high demand for offices and housing, which is met in the regeneration area.