

NPF4 Call for Ideas

Scottish Government
Planning & Architecture

By email to scotplan@gov.uk

Our Ref: P20-030
Date: 22nd April 2020

To whom it may concern,

**National Planning Framework 4 – Call for Ideas
National Development Response
A 'Vision for Ardeer' on behalf of NPL Group**

NPL Group have pleasure in presenting their '**Vision for Ardeer**' to the Scottish Government for consideration for '**National Development**' status within NPF4.

As illustrated in the attached Masterplan Concept and National Outcomes document, NPL Group believe the 'Vision for Ardeer' can make a significant contribution towards a number of the Scottish Government's **national outcomes** to deliver significant benefits, including:

Economy – significant levels of Business and Industry land, including an Energy Centre (with potential to utilise various technologies) and the potential for a district network of heat and power to both new business and communities (acting as an enabler), and creating a new coastal tourism, leisure and recreational destination;

Communities – the development of a new/extended coastal residential community with a focus on safe and green neighbourhoods, including significant local employment opportunities, with heat and power offer from the Energy Centre;

Education + Children and Young People – the development of new education facilities as part of a new/extended coastal residential community;

Health – the creation of a new green coastal path and 'local loop' network to encourage outdoor recreation, exercise, and mindfulness, thereby offering improvements to both physical and mental health;

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Culture – the redevelopment of The Big Idea as a major events venue for cultural performances and major national/international events complimentary to the coastal leisure and tourism destination.

Environment – the inclusion of significant levels of green space, aiming to enhance, protect and, where possible, improve access to and the enjoyment of the natural assets and heritage of the Bogside Flats SSSI and surrounding areas. The creation of a new green coastal path and 'local loop' network will encourage communities to engage with and benefit from this green space.

This Vision for Ardeer is an indicative masterplan vision, which has taken into account ownerships across the site, and site constraints including the extents of a COMAH safeguarding zone and the Bogside Flats SSSI, however the Masterplan is a flexible and organic process. NPL Group would welcome further discussions with the Scottish Government to bring forward this Vision as a National Development, and to help reverse the decline, and instigate the regeneration of, the Ardeer Peninsula.

Currently, Ardeer is the second largest brownfield site in Scotland, and the Ardeer community possesses unenviable statistics: within the 15% most deprived communities in Scotland; a poor health record with the highest rate for heart disease and the highest unemployment rate of 7.7%; over 40% of residents have no qualifications; and, business start-ups are 30% lower than the national average.

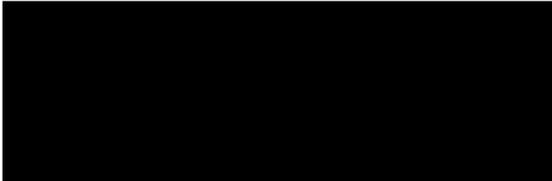
As such, Ardeer represents an enormous opportunity for regeneration and renaissance, with the prospect of decades of development and economic, community, education, and environmental growth. Indeed, given the size and brownfield nature of the site, and its location on Ayrshire's coast, there are clear similarities between this opportunity and that of current national developments at **Ravenscraig** and **Dundee Waterfront**.

The Vision for Ardeer will build upon the £14m tourism investment by the Scottish Government and North Ayrshire Council for Irvine Harbourside and Ardeer Peninsula, which seeks to create a unique coastal destination comprising a number of key assets to attract new visitors to the area and create jobs.

The Vision also aligns with **Scotland's Economic Strategy**, including its emphasis on achieving 'inclusive growth' and ensuring that the benefits of economic growth are spread more equitably across Scotland, while also contributing towards the tackling of the global climate emergency, and building sustainable and welcoming places.

We trust this **Vision for Ardeer** is of interest, and NPL Group would welcome the opportunity to discuss this further, with a view to achieving National Development status.

Yours faithfully



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Enc Respondent Information Form
National Development – Response Form
Vision for Ardeer presentation (2 pages)

Cc NPL Group