



#LOVEGOORLANGTOWN

The Strategy 2021- 2023

The Town Centre Vision

- Based on the Town Centre Development Framework, and working with the wider town centre stakeholder group
- Key sites and opportunity units – needs and issues
- Developing the Urban Village
- Addressing Function, Form, Feel, and Flow

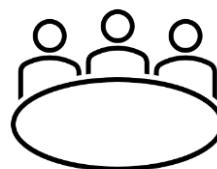


Focus on Local Economy

- Community Wealth Building
- The Town Centre as the local marketplace
 - Artisan Market
 - Potential indoor markets
- Encouraging Shop Local, in person and online

Developing the CIC

- Additional Directors
- Membership Scheme
- Advisory Group
- Community Engagement and participation



Strategy Implementation and Process

Vision

“Continue the work of renewal and regeneration that creates a 21st century Kirkcaldy Town Centre that local people will be proud of.”

Strategy



- Town Centre Vision

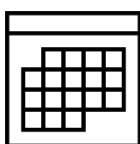


- Local Economy

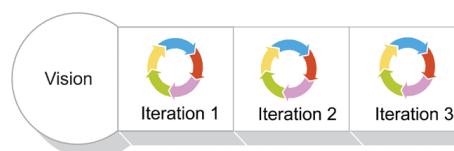


- CIC

Implementation



Quarterly Plans



Monthly Sprints



The Town Centre Vision



Why?

To create an Urban Village concept that will make Kirkcaldy Town Centre a destination visit and have the features of a '20 minute neighbourhood' for local people. To provide and influence innovative and varied uses of space and buildings that improve the function, feel, form and flow of the Town Centre.

What



Identify key sites that will make a significant improvement to the look and feel of the Town Centre, particularly:

- Former Marks & Spencer and BHS buildings
- The Kirkcaldy Centre and the Mercat
- Developing a family-friendly waterfront including Volunteers Green
- Mountainlines and other dilapidated properties
- The Kings Theatre.



Building on the existing Town Centre Design and Development Framework, engage the services of an architect and/or urban planner, and a business planning consultant to focus on the key sites.

For each, carry out a high-level feasibility study (needs and issues, visioning) to see what options there could be for their future.

Goals 	Convert the key sites into active spaces that will provide: <ul style="list-style-type: none"> • Flexible indoor space that could be used as an indoor market, artisan food and cafes, entertainment areas • Parklets and outdoor entertainment space • Encourage café culture • Family entertainment venues such as cinema, bowling alley, etc.
Signals 	<ul style="list-style-type: none"> • Increased activity in the Town Centre • Increased public and private investment and interest • Improvements in buildings and public realm
Outcomes 	2021 – Feasibility study complete detailing options for key sites 2022 – Investment / capital plan in place and work started 2023 – At least 3 key sites changed and in active use including further development on Waterfront



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Focus on the Local Economy



Why?

To use the regeneration of Kirkcaldy Town Centre as a way of helping the wider Kirkcaldy Area economy.

What



- Further develop local digital platforms such as ShopAppy
- Create a structured local and community economy that will better circulate the money in the area within the Kirkcaldy economy
- Connect Town Centre businesses to local producers and providers
- Work with larger local businesses and public organisations to encourage goods and services procurement from within Kirkcaldy
- Become a Living Wage Town



- Develop a pilot Community Wealth Building project in the Kirkcaldy Area in partnership with Fife Council
- Develop a local supply chain with the wider area
- Tailored public service procurement workshops for the Town Centre
- Encourage and promote more affordable housing in the Town Centre
- Encourage more small business and incubator units, and spaces for co-working, hot desking and venue hire
- Encourage and promote Town Centre loyalty schemes
- Explore community banking and local investment financing

Goals 	<ul style="list-style-type: none"> • A Community Wealth Building Strategy with the Kirkcaldy Town Centre at its heart • A local supply and procurement chain • Affordable housing in the Town Centre • A Living Wage Town Centre • A digital Town Centre
Signals 	<ul style="list-style-type: none"> • Increased customers and businesses on ShopAppy • Increased internal circulation of money, procurement and services within the Kirkcaldy Area • Increased affordable and mid-market housing units • Increase in businesses paying a Scottish Living Wage
Outcomes 	<p>2021 – Community Wealth Building Pilot</p> <p>2022 – Identifiable local supply and procurement chain</p> <p>2023 – Local community banking and investment organisation</p>



Developing the Community Interest Company



Why?

To ensure that there is a constituted independent local organisation that plays an integral and influential role in Kirkcaldy Town Centre regeneration and engages with local businesses, the community and other partners.

What



The Community Interest Company will:

- Develop and deliver projects, events and campaigns that positively promote Kirkcaldy and Kirkcaldy town centre, including social media campaigns, festivals and public art projects
- Take part in, or lead, projects that contribute to the regeneration of Kirkcaldy and enhancement of the local environment, prioritising safer streets, independent retail, leisure activities and town centre living
- Deliver projects and services to support small and medium-sized businesses to thrive in Kirkcaldy, with a focus on the town centre area
- Be supported by an Advisory Group with actions carried out by a Delivery Group.



- Form a CIC with initial Board members and open a bank account
- Develop a Membership Scheme for local businesses
- Expand the Board to include local business representation
- Have an engagement and participation strategy

Goals 	<ul style="list-style-type: none"> • CIC operational with Board Members and bank account • Undertake ongoing engagement and communication with local businesses and communities • Hold public engagement sessions on the Town Centre vision
Signals 	<ul style="list-style-type: none"> • Number of members in the CIC • Increased engagement and participation in CIC activities • Positive recognition and appreciation of the work of the CIC
Outcomes 	<p>2021 – CIC fully operational with core budget</p> <p>2022 – Board has local business and community members</p> <p>2023 – CIC has secure future funding and employees</p>