

# West Lothian Council Placemaking in



Chapter 04 Whitburn Vision



## Whitburn Vision?

#### In 2025 Whitburn is:

"renowned as family friendly place which is healthy, happy and positive; capitalising on its best asset — the Whitburn Downdies, young and old!

a small town with (a) heart – and at the heart of Scotland; benefiting from its central location and great connections

characterised by its progressive + inclusive 'can-do' attitude towards business, enterprise + community providing a vibrant local economy and convivial place to life

a low-carbon, walkable place with active, healthy & proud communities"



#### Austin-Smith:Lord

Refining the Vision – a proposition

What if? .....Whitburn became a centre of excellence in health, wellbeing and micro making.

Ву....

- creating a collaborative civic estate where all services are mixed, and each service centre includes incubation space for social enterprise linked to that service mix
- all capital investment in green infrastructure is matched by a future looking training programme/skills and academic pathways; and an enterprise challenge to spin out new business. Every £1 does £3 of work
- every green space is networked based on health use, sports use and food, linked to a whole town programme on wellbeing
- the college co locates across all service centres, mapping their service into existing spaces joining up education, services and spin out enterprise

#### Austin-Smith:Lord

Refining the Vision – a proposition

#### Ву....

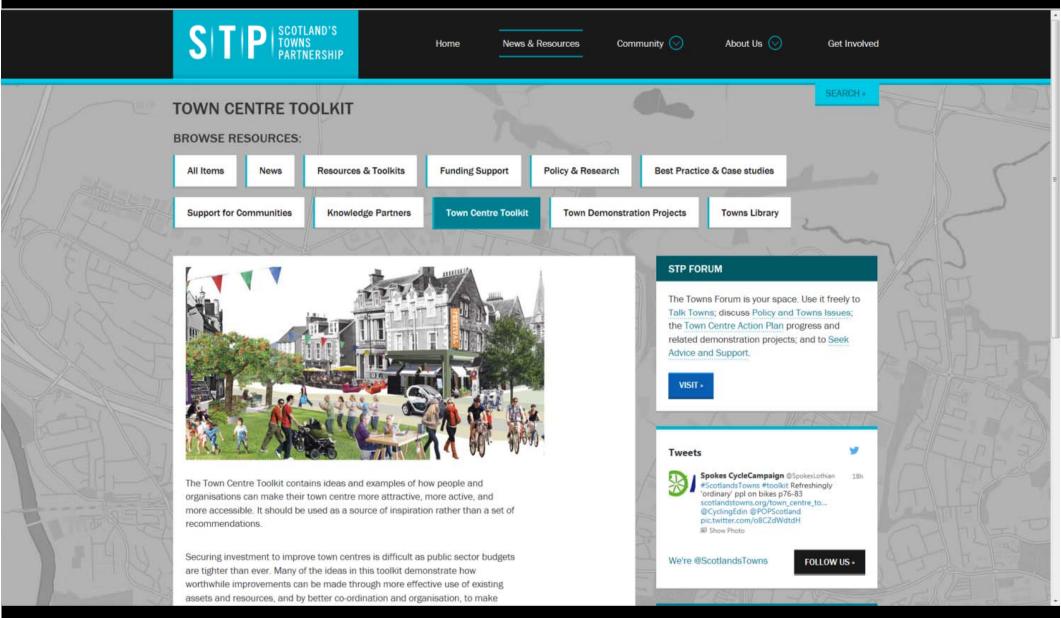
- micro enterprise scales up, enabled by joined up services, incubation spaces on the high street and accelerator spaces in the industrial area
- a trust establishes to diversify Polkemmet as part of the sports hub.
- a supply chain programme established at sub regional level connecting makers and markets, enabled by an excellent level of internet accessibility
- ...then....
- Reducing poverty
- Increasing health
- Creating opportunities and jobs
- Restoring pride

#### So...

- Investors forum
- Prototype / pilot projects

#### Austin-Smith:Lord

### Placemaking in Whitburn – Town Centre Toolkit



http://www.scotlandstowns.org/town\_centre\_toolkit