

A River of Opportunity



[CLYDE WATERFRONT



Scotland's biggest regeneration plan

- **250+** developments
- planned, under construction or completed
- **£5-6** billion
- public & private investment anticipated
- **15-20** year plan
- 20 kilometres of the Clyde from Glasgow to Dumbarton
- **1** vision
- "to develop a thriving, vibrant River Clyde with people and communities at its heart."



A river of opportunity

www.clydewaterfront.com

Clyde Waterfront – restoring pride in the Clyde!

The scale, pace and diversity of its regeneration has revitalised the Clyde, not only making it one of Britain's biggest and most advanced regeneration projects, but also creating many opportunities for businesses and the public to invest, locate and live!

Clyde Waterfront Strategic

Partnership comprising the Scottish Government, Scottish Enterprise and Glasgow City, Renfrewshire and West Dunbartonshire Councils (www.clydewaterfront.com) facilitates and promotes the Clyde's regeneration from Glasgow city centre, via Renfrew to Dumbarton.

With £3.5 bn spent or committed since 2003 by the public and private sectors across over 250 projects in the area, 20,000 new jobs, 9,000 new homes and 320,000 sq metres of new commercial space have been created. Clyde Waterfront's 13 miles (20km) are sub divided into 6 key character areas, namely:

Glasgow City Centre – Glasgow's multi award winning International Financial Services District (IFSD) www.ifsdglasgow.co.uk continues to prosper with new businesses moving in, new hotels operating and a range of accommodation available. With over £1bn of investment to date, global companies like Aon, Aviva, Barclays, BNP Paribas, esure, HSBC, JP Morgan, Morgan Stanley, National Australia Group, RBS, Santander and Tesco have been attracted, creating 15,000 new jobs since 2001. New occupiers, 1 million sq ft of new Grade A offices, the Tradeston "Squiggly" bridge and exciting leisure plans for the Broomielaw quayside all add fresh impetus.

Pacific Quay & SECC – this area is now being marketed to the creative sector as Creative Clyde (www.creativeclyde.com) BBC Scotland and STV headquarters have been joined by another 50 creative SMEs such as BIP Solutions, Shed Media and Savalas, occupying new or refurbished space in Medius, The Hub and Film City Glasgow respectively. A "Floating Village" is in early development in the Canting Basin and, opposite, a new 12,500 seat Scottish Hydro Arena opens in 2013, reinforcing its credentials as a world class entertainment and conferencing venue, with events like the MOBOs and 2014 Commonwealth Games.

Greater Govan & Glasgow Harbour

– the award winning £1.2bn Glasgow Harbour development has further shops, restaurants and hotels planned next to the stunning new £74m Riverside Museum, designed by acclaimed architect Zaha Hadid, which opened in June. Opposite, BAE's shipyard employs thousands building massive sections of two 65,000 tonne aircraft carriers for the Royal Navy and a £70m action plan for Govan will transform one of Glasgow's oldest communities.

Renfrew Riverside & Scotstoun – Braehead, already Scotland's busiest shopping centre, is due a £150m expansion. Xscape boasting SNO!Zone, Skypark and Soccer Circus, has become a hugely popular leisure destination and nearby at Ferry Village six developers are creating a range of 2,000 new homes next to Clyde View Park.

Clydebank & Erskine – The 10,000 students attending the £37m Clydebank College and thousands of visitors surveying the area 150ft above Queen's Quay from the refurbished Titan Crane, have transformed Clydebank's waterfront. Whilst on the south bank, Erskine's riverfront has considerable potential for future development.

Old Kilpatrick to Dumbarton – plans are developing for West Dunbartonshire's riverside including British Waterways' Bowling Basin and Dumbarton Harbour/Town Centre. Aggreko are building a new manufacturing HQ at the £100m Lomondgate business/housing/retail development, near where BBC Scotland film "River City".

Education – our free online resource (www.clydewaterfronteducation.com) offers teachers 200 lesson plans that link 12 Clyde themes with eight subjects as per Scotland's Curriculum for Excellence. These lesson plans are reinforced for schools when they go on Clyde Marine Services "Classroom on the Clyde" river trips.

Tourism – we have produced 150,000 Heritage Guides to attract the public to the river (www.clydewaterfrontheritage.com) and in 2011 Clyde Link and Clyde Clippers started new ferries to integrate the three new public pontoons on the upper Clyde into the existing river access network, complementing other upper Clyde river services like Seaforce RIBs, Loch Lomond Seaplanes and the Waverley Paddle Steamer.

The Future – The diversity, scale and pace of its economy give Clyde Waterfront a real momentum, with many previously derelict brownfield sites revitalised. However, looking to the future, there are still many commercial, retail and residential opportunities for developers, investors and companies in the area.

Clyde Waterfront is making the most of its skilled workforce, cost competitive location, excellent communications and new infrastructure to develop a vibrant and thriving waterfront location that appeals to global companies and local communities alike!



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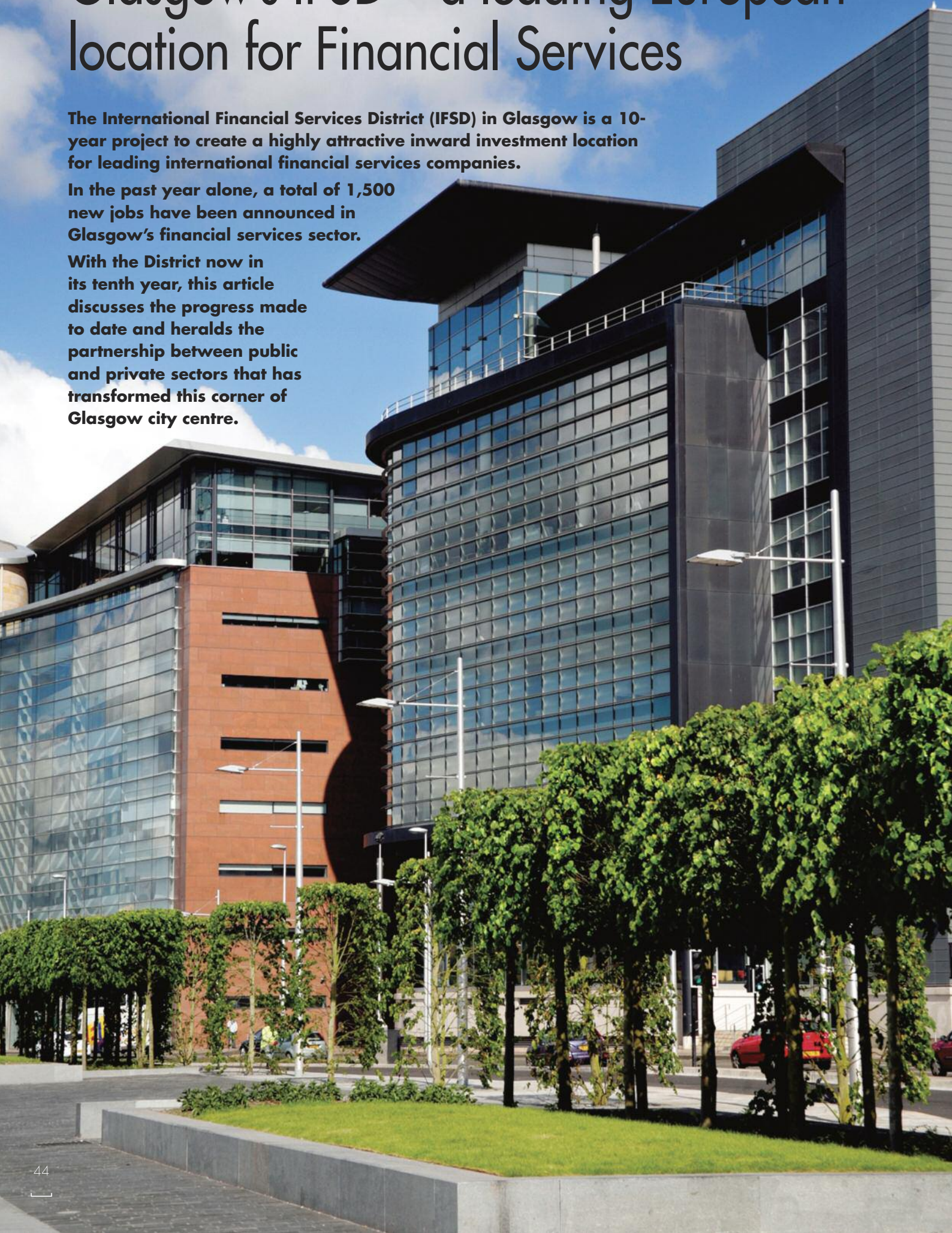
Substantial investment in the public realm has created an attractive riverside environment in the IFSD.

Glasgow's IFSD – a leading European location for Financial Services

The International Financial Services District (IFSD) in Glasgow is a 10-year project to create a highly attractive inward investment location for leading international financial services companies.

In the past year alone, a total of 1,500 new jobs have been announced in Glasgow's financial services sector.

With the District now in its tenth year, this article discusses the progress made to date and heralds the partnership between public and private sectors that has transformed this corner of Glasgow city centre.



In 2001, Glasgow City Council and Scottish Enterprise launched a plan to create the IFSD and, so far, this partnership has harnessed over £1bn of investment, more than 90 per cent from the private sector which, in turn, has brought more than 15,000 jobs into the area.

Despite the global economic difficulties of the past three years, the IFSD in Glasgow has continued to make progress on a number of important fronts.

Blue Chip Inward Investors

Among the firms announcing expansions during 2010 were Barclays, Santander, esure, Morgan Stanley, NFU Mutual, HSBC, Scottish Friendly and Vertex, the outsourcer, which is creating 200 jobs to support Tesco Bank's entry to the mortgage market.

They are among an impressive who's who of major financial institutions in the IFSD, which also includes JP Morgan, RBS, Lloyds Banking Group, First Data International, Churchill Insurance, Aon, ACE Insurance, Clydesdale Bank, AXA, Royal and Sun Alliance, Chartis and many, many more.

A Great Place To Do Business

These blue chip names underline Glasgow's status as a world class business location; a claim backed in a number of recently published economic surveys.

The latest annual Global Financial Centres Index, which covers 75 financial centres around the world, confirmed that Glasgow and Madrid were the only cities from Europe's Top 20 to have improved their ratings. And, in the Global Index, Glasgow moved up six places to number 45 in the World's Top 75 Financial Centres.

Developing Skills

One of Glasgow's biggest attractions for employers is its pipeline of skilled labour and the public sector partners behind the IFSD continue to work closely with financial sector employers and the academic sector to build a strong, well qualified workforce. A great example is the dedicated study and reference centre at the city's Mitchell Library which supports insurance and personal finance employees to study for professional qualifications.

And, last year, the IFSD set up a special awards programme to recognise the very best talent emerging from the



The £20m restoration of the Grand Central Hotel is one of the many striking new hotel developments in the IFSD.

city's four universities. Underlining the quality of Glasgow's higher education institutions, the latest FT Global Ranking of full time MBA programmes puts Strathclyde Business School in the top 20 in Europe.

Creating the Ideal Environment

The completion to date of over two million sq ft of grade A office space in the IFSD underlines the transformation and regeneration of what was previously a run down city centre area. This offers inward investors and expanding local companies a healthy range and choice of 'ready to move in' offices.

Alongside the office development, there has been substantial investment in creating the right environment in the District.

A great example is the plan for a £10m leisure and restaurant quarter at Broomielaw Quay. A joint venture between Glasgow City Council and Capella Developments, this 32,000 sq ft pavilion style development will house up to nine restaurant, bar and café units, creating a continental style experience in a riverside setting.

Glasgow's growing status as a leading business location is also reflected in a recent boom in hotel development in and around the IFSD. The past year alone has seen the opening of the five star Blythswood Hotel, the magnificently restored Grand Central Hotel, the boutique Hotel Indigo and the distinctive Citizen M.

Future Prospects

Commenting on the prospects for Glasgow's IFSD, Jill Farrell, Director, Financial Services, Scottish Enterprise, said: "The partnership behind Glasgow's IFSD is ambitious for the future and we believe we have the experience, the expertise and the partnerships to deliver on that ambition. We will continue to work very hard to build Glasgow's reputation, attracting skilled and experienced talent from across the world, creating the environment to build businesses of scale in the city and providing opportunities to retain our skilled and talented people."



IFSD Glasgow

Glasgow is a world class business location in a city long-established as a major business and financial services centre. It's the perfect place for a corporate relocation having major new commercial and residential property developments along the River Clyde.

Tel: 0141 842 3565

Email: ifsd.enquiries@scotent.co.uk

www.ifsdglasgow.co.uk

Creative collaboration on the Clyde

Recent years have witnessed a remarkable transformation along the banks of the River Clyde. The latest project to underline the economic renaissance of this world famous waterway is Creative Clyde, a flourishing, vibrant centre for media, technology and creatively minded businesses; everything from film, TV and radio to advertising, publishing and design. From web and digital media to animation, software and games development.

[At Creative Clyde we have highly innovative companies already established in all areas of digital media, from international leaders in games development and interactive platforms to national broadcasters, successful production companies and some of the most creative digital agencies in the UK. This is supported by a healthy mix of private, public and academic organisations actively sharing knowledge and collaborating with each other.]



The Creative Clyde concept builds on the success of the Digital Media Quarter which, over the past 10 years, has seen the arrival at Pacific Quay of HQ buildings for BBC Scotland and Scottish Television, the opening of Glasgow Science Centre and Film City Glasgow, and the completion of The Hub, offering top quality, flexible workspace for up to 50 companies. There's also been the opening of the Clyde Arc road bridge, improving connections with the city centre.

BBC Scotland's HQ at Pacific Quay is one of Europe's most sophisticated broadcasting facilities and the corporation is committed to increasing its network commissioning to an 8.6 per cent share in Scotland by 2016.

This has been a key factor in attracting numerous independent production companies and their suppliers to locate in Glasgow.

Leading Edge Work

Much of the work carried out in the city's creative industries is leading edge. One of many great examples is Glasgow School of Art's Digital Design Studio which hosts one of Europe's largest labs for 3D visualisation at The Hub.

Its recent work with Historic Scotland and the CyArk Foundation includes a 3D model of the Mount Rushmore National Memorial in South Dakota, to help conserve the granite surface of the world renowned sculptures of four American presidents.

Attractive Location

The partners behind Creative Clyde are determined to create the perfect environment for creative companies to locate and grow. So, a huge emphasis has been placed on getting the infrastructure right. This includes purpose-built high quality accommodation and high bandwidth connectivity. Together with favourable



The Savalas studio at Film City Glasgow features the first Dolby Premier studio in the UK

staff and property costs, this makes Glasgow a very attractive, cost competitive location.

Looking to the future, an exciting new masterplan has recently been developed for a 15 acres site at Pacific Quay. It provides for modern, loose-fit, flexible space to accommodate a range of different uses, including retail, leisure and residential, as well as core offices and workspace for creatively minded businesses.

Skilled Workforce

Employers in Glasgow's creative industries sector can take advantage of the ready availability of skills and experience to support their future growth.

At Pacific Quay alone, there are 2,500 people employed on site and this number is projected to grow significantly.

Many more work in several creative clusters around the city, underlining the importance of the creative industries to Glasgow's future economic success.

The pipeline of future talent is being addressed too. The city has four universities, the renowned Royal Scottish Academy for Music and Drama and twelve FE colleges. Between them, they produce thousands of graduates each year, with qualifications directly relevant to the creative industries.

Future Vision

Linda McPherson, Director of Creative Industries at Scottish Enterprise said: "At Creative Clyde we have highly innovative companies already established in all areas of digital media, from international leaders in games development and interactive platforms to national broadcasters, successful production companies and some of the most creative digital agencies in the UK. This is supported by a healthy mix of private, public and academic organisations actively sharing knowledge and collaborating with each other. Building on this, our vision is for a vibrant, colourful and inspiring riverside community for media, technology and creatively minded businesses to work, socialise and live. It's a place where originality of thought flourishes and great ideas can be shared, enjoyed and commercialised. And a place that captures the imagination of organisations throughout the UK and internationally."

CREATIVE
CLYDE



Creative Clyde is a collaborative partnership involving Scottish Enterprise, Scottish Development International, Glasgow City Council, Creative Scotland, BBC Scotland, University of Glasgow and private enterprises. It is a natural home for media, technology and creatively minded businesses, a flourishing, vibrant riverside community where great ideas and creative energy flow. For further information on Creative Clyde, **visit www.creativeclyde.com or e-mail info@creativeclyde.com or call +44 (0)141 242 8394.**