

Shaping Stirling's Future



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Stirling, known as Scotland's Heart, continues to expand its economy with a number of strategic developments.



Stirling's waterfront development continues to shape Forthside into a contemporary city quarter. The 40 acre strategic site has already benefited from an eight-screen cinema, restaurants and residential developments, as well as a landmark pedestrian bridge. Meanwhile, the transformation of two of the historic Barracks buildings into business premises is set to complement the planned 11,000 sq m of grade A offices to BREEAM excellence standard. Further investment in the city centre has seen a £12m refurbishment of the renaissance palace apartments at Stirling Castle, arguably Scotland's finest. The magnificent apartments confirm the castle as a world class attraction.

Stirling's commitment to development and service provision is illustrated through 'Customer First,' an innovative new partnership between Stirling Council, Visit Scotland and HM Revenues and Customs. Councillor Scott Farmer, Deputy Leader of Stirling Council said: "Customer First best demonstrates how new partnerships and ways of working will help to develop the economy and deliver more efficient services in a single location which is accessible to all."

Stirling's Business Panel ensures that the business community has a strong voice in future policy and planning in areas such as business support, skills and training. Des Friel, Head of Economy, Employment and Youth, Stirling Council, said: "Stirling's business panel was established in 2008 as a collective voice for the business community. It is now widely recognised and has 700-plus members and continues to expand."

Over half of Scotland's population live within an hour's drive of Stirling city and 80 per cent are within two hours of the area – providing a large labour catchment area. Stirling has also experienced the third highest proportional population growth out of Scotland's 32 local authority areas between 2009 and 2010.

With strong levels of entrepreneurship, a wide local and central Scotland skill base enhanced by students from the University of Stirling and existing Forth Valley College, Stirling is well placed to recruit a skilled workforce. The new Forth Valley College on the western fringe of Stirling will create further

employment and learning opportunities. Works are already underway on the new Stirling campus scheduled to open in 2012. The £29m campus will have the capacity to offer more than 3,500 student places as well as bespoke training to businesses.

Expanding on the success of Castle Business Park at junction 10 of the M9, Stirling Development Agency, a major joint venture between Stirling Council and Valad Property Group, will provide around 37,000 sq m (400,000 sq ft) of quality office and business space, along with leisure facilities. Major employment and residential opportunities will be created, and revitalisation works are already underway for Raploch, with

emerging mixed development proposals for Craigforth.

In the rural areas surrounding Stirling, the economy is benefiting from the £15m investment for a landmark agricultural development. Scotland's leading livestock auctioneers, procurement specialists and other agricultural related businesses have come together to form the Stirling Agricultural Centre which is home to United Auctions. In addition, Manor Farm has been transformed into a key business location.

Stirling is a highly desirable area, offering optimum opportunities for investors, developers, businesses, and visitors alike.



Stirling Council
www.choosestirling.com