

Ross Martin

Economic Agitator

@ScotIncGrowth

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- Chair, LINK Group Board
- Chair, Forth Valley College
- Chair, Scottish Waterways Trust
- Advisor, Adopt an Intern
- Advisor, Business Improvement Districts
- **TPS Public Affairs**
 - People (training)
 - Place (infrastructure, e.g. education)
 - Politics (the politics of planning)

The Structural Challenges for Scotland's Economy

#Poor Productivity

25/30% < France/ Germany

#Low Levels of Innovation

17/32 OECD Innovation Leagues

Anaemic Internationalisation

7.5% exporters compared to 75% Bavaria

#Infrastructure

- Low Carbon – energy, housing, transport, etc.
- Driven by Digital – everything!
(design, development and delivery)

Dual Core Characteristics of the Emerging Economy

The Context for Change

- **Global to Local** (e.g. food provenance)
- **Uniform to Diverse** (City Region Deals/ Ent & Skills Review)
- **Centralised to Disaggregated** (e.g. UK energy market)

all driven by, but also encouraging....

- **The Better Connection of People & Place**

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- City Region Deals
 - GAMs, TIFs, Growth Deals, Cap Programmes
 - £15 – 20bn of capital investment
- Enterprise & Skills Review
 - Strategic Board, regional Economic Leadership
 - £25 – 30bn of reformed revenue expenditure

Scottish Inclusive Growth

- Aberdeen City Region
- Edinburgh City Region
- Glasgow City Region
- Inverness City Region (Highlands)
- Tay Cities Growth Deal (Dundee & Perth)
- Stirling & Clacks City Region Deal
- The Ayrshire Growth Deal
- The Borderlands Growth Proposition
- The Islands Bill – began with the SPA propositions

The Role of Housing?

Types, Tenures & Trends

- Differentiated Product
(to suit an atomised, agile and mobile economy)
- Variety of Delivery Models & Methodologies
(public – private interface)
- Inter-Generational Living
(ageing demographic)
- Town Centre Living
(low carbon, digital developments)
- Greater Personalisation & Asset Utilisation
(garages, empty attic spaces, smart technologies, etc.)

All leading to

- Integrated Developments of Diverse Communities
(delivered through collaboration)

Place-Making

- strategic alignment of fiscal, legislative and regulatory regimes
- Collaboration across the Housing Sector
- Think Horizontally not Vertically
- Tooth extraction/replacement to the Smile
- Create low carbon communities that are increasingly driven by digital

#ScottishInclusiveGrowth

Taking Back Control!

*“The Housing Market
in Scotland is in
Our Own Hands!”*