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Investing
In Stirling

Stirling: Alive with Nature!

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What I'll talk about

- Stirling's aspirations for natural capital (City Region Deal, etc.)
- The social and economic benefits from natural capital - Scottish examples
- The global movement of cities to re-assess infrastructure and provide greater resilience

Why Stirling?

- High quality environment in a compact walkable-scale city & a walled medieval city set in a magnificent landscape
- Significant historical & cultural assets – Castle, Wallace Monument, Bannockburn
- Best place in Scotland to start a business & 8th in the UK
- Scotland's most entrepreneurial city & World-class Uni
- Political appetite for transformation

BUT

- Social, transport and infrastructural challenges
- A major river asset neglected for generations (although good water quality)



Creating the cities of tomorrow starts with the decisions we make today!



Stirling – Alive with Nature!

Stirling City Region Deal bid – a significant business case for transformational change...

- Major natural capital investment in:
 - World-class active travel network
 - Major new gateway City Park
 - Major investment in the green and blue corridor of the River Forth
- ‘Alive with Nature’ audit of Stirling’s natural capital and its benefits (Jim Rouquette presentation)

Natural Capital – social & economic benefits in Scotland

Glasgow & Clyde Valley Green Network



Those benefits from nature which can be valued are estimated to be worth up to £23bn per year to Scotland's economy

“Promoting environmental justice by improving access to greenspace, helping to improve health and quality of life, and encouraging social inclusion.”

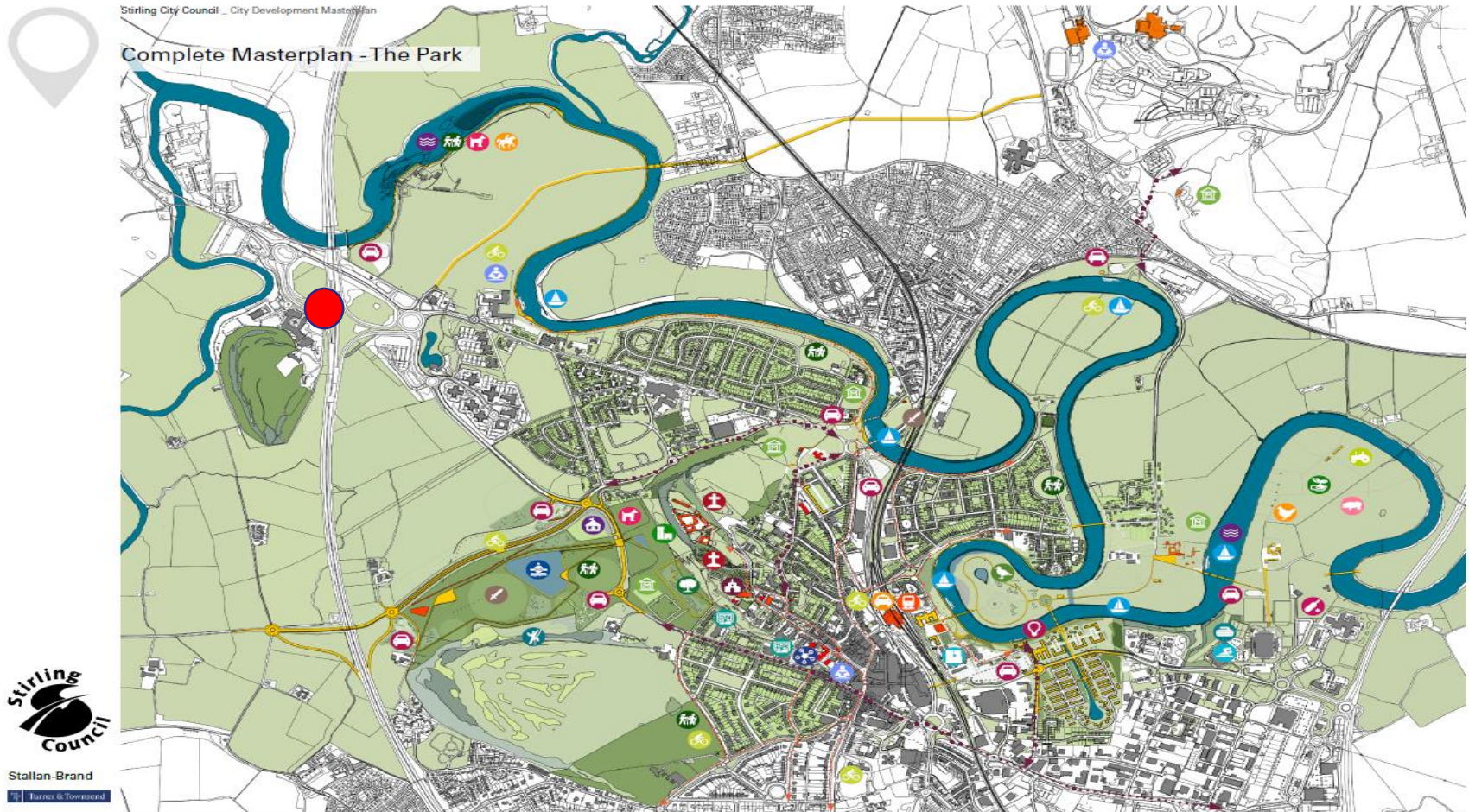
Placemaking

“Placemaking is a creative, collaborative process that includes design, development, renewal or regeneration of our urban or rural built environments... sustainable, well-designed places and homes ... meet people’s needs ...harnessing the distinct characteristics and strengths of each place ... improve the overall quality of life for people.”

Scottish Government

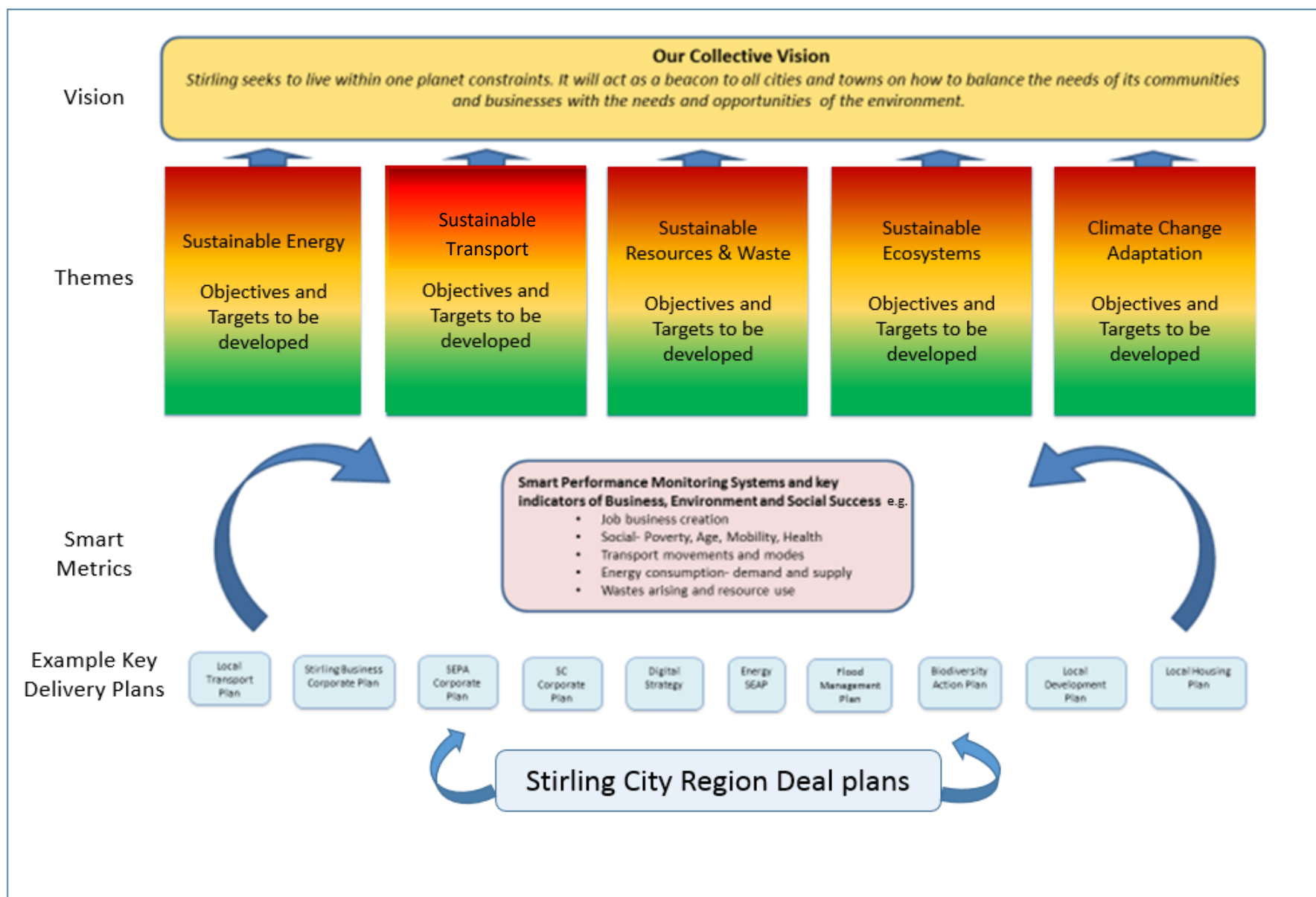
Stirling City Region Deal Masterplan

“One Planet Prosperity”



Stirling





Summary

- Once in a lifetime opportunity to get this right!
- We must think about future generations
- Recognise that all of the globally most successful city transformations have embraced natural capital and the social, economic and environmental benefits that it delivers
- Be brave in modeling a future that protects, restores and enhances the natural capital of our cities and their regions