

Start-Up Street: Supporting Town Centre Regeneration, Enterprise and Inclusive Growth

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Start-Up Street Overview

Addressing Economic Challenges

Start-Up Street targets low business start-up rates and vacant town centre properties to boost local economies.

Support for Underrepresented Groups

Programme focuses on empowering new and early-stage businesses by providing affordable workspace and tailored support and mentoring.

Regeneration Through Innovation

Vacant properties are transformed into vibrant hubs for enterprise and inclusive economic growth.

Integration of Business and Community Goals

Combines physical regeneration with wraparound support to enhance economic opportunities and community pride.

Multi-Town Implementation

Operates in Paisley, Johnstone and Renfrew to ensure inclusive growth across Renfrewshire's main towns.



Background, Challenges and Core Aims

Economic Challenges in Renfrewshire

Business startups were hindered by high rents and inflexible leases.

Barriers for Underrepresented Groups

Women, young people and those transitioning from unemployment faced barriers starting businesses due to limited access and resources.

Start-Up Street Solution

Repurposed council properties provide affordable, flexible workspace combined with ongoing tailored business support.

Structured Support Model

A two-year journey supports entrepreneurs to build confidence, test ideas, and grow sustainably aligning with regeneration goals.



Design and Partnership Working

Entrepreneur-Centered Co-Design

Entrepreneurs actively shaped the Start-Up Street model, addressing challenges and needs from the start.

Addressing Barriers to Growth

Key issues like affordability, lease flexibility, mentoring, and isolation were identified and integrated into the program design.

Partnership Involvement

Three third sector organisations helped tailor sites to reflect local needs including youth, health & well being and female entrepreneurship.

Collaborative Supportive Environment

Start-Up Street offers a collaborative environment for peer learning and practical guidance beyond just workspace provision.



Funding, Refurbishment and Asset Use

Investment and Refurbishment

Town Centre Capital Fund investment enabled refurbishment of vacant council-owned units into modern workspaces.

Community Asset Transfer

Community Asset Transfer repurposed a former police station into a health and wellbeing hub.

4 Garages refurbished to create workshop/office space.

Sustainable Operational Model

Combining capital investment with sustainable operations limited revenue costs while delivering quality facilities.

Strategic Funding and Partnerships

Strategic use of funding and partnerships unlocks long-term economic and social community value.



Start-Up Street Delivery Model

Structured Incubator Program

Start-Up Street offers a two-year structured incubator program supporting early-stage businesses during critical development phases.

Affordable Workspace

Participants receive subsidised workspace with utilities and Wi-Fi, easing financial pressure in early trading stages.

Wraparound Business Support

Business Gateway advisers and enterprise managers provide mentoring, workshops, masterclasses, and peer networking.

Collaborative Community

Diverse businesses cluster intentionally to foster collaboration and shared learning within a supportive community.



START-UP STREET

Timeline and Expansion

Initial Approval and Redevelopment

Board approved the Start-Up Street concept in December 2018, leading to redevelopment in Paisley during 2019 and 2020.

Opening Amidst Pandemic

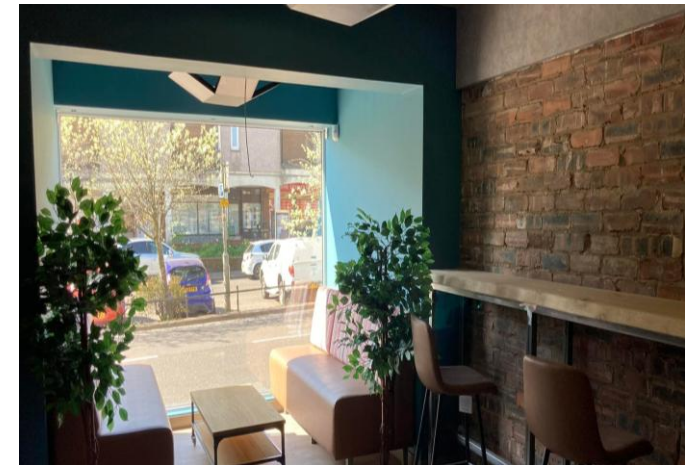
Despite COVID-19 delays, Start-Up Street Paisley opened successfully in October 2020, marking a key milestone.

Expansion to Johnstone and Renfrew

Expansion approved in April 2021, with Johnstone opening in December 2022 and Renfrew in May 2023, adapting locally.

Strong Demand and Scalability

Rapid uptake of units at all sites shows strong demand for affordable workspace and validates scalability.



Outcomes

Entrepreneur Success Stories

- Entrepreneurs credit the program for reducing overhead pressures and enabling focus on growth and innovation.
- Start-Up Street supported over 50 new businesses with 86% still trading, surpassing national survival rates significantly.

Business Growth

- Twenty-six businesses graduated to larger premises, indicating strong incubation feeding into the wider local economy.
- Over 60% of supported businesses are female-led, with strong youth engagement especially in Paisley, improving employment pathways.

Community and Mentoring Impact

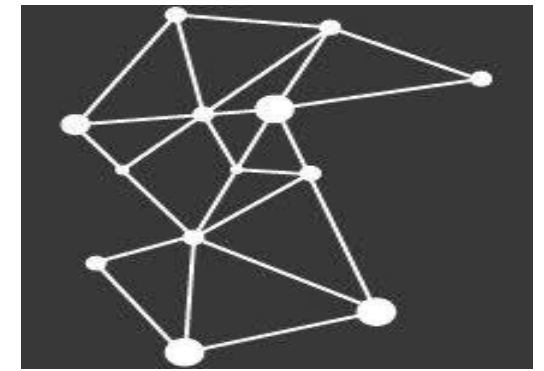
- Affordable space combined with mentoring support drives tangible business success and growth.
- Transforming vacant commercial units into vibrant workspaces increased footfall, reduced vandalism, and fostered civic pride.





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