

# Cambuslang

A vibrant community focussed town centre

Consultative draft May 2019

A strategy for Cambuslang town centre

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A vibrant community focussed town centre

# 1. Introduction

Town centres are a key part of successful places and have an increasingly important role in building stronger, more sustainable places and communities. Alongside towns across the UK, Cambuslang has been challenged by changing patterns of use and shopper behavior. In order to maintain their vitality, town centres must react to social and economic changes and consider their offer, purpose and value to communities.

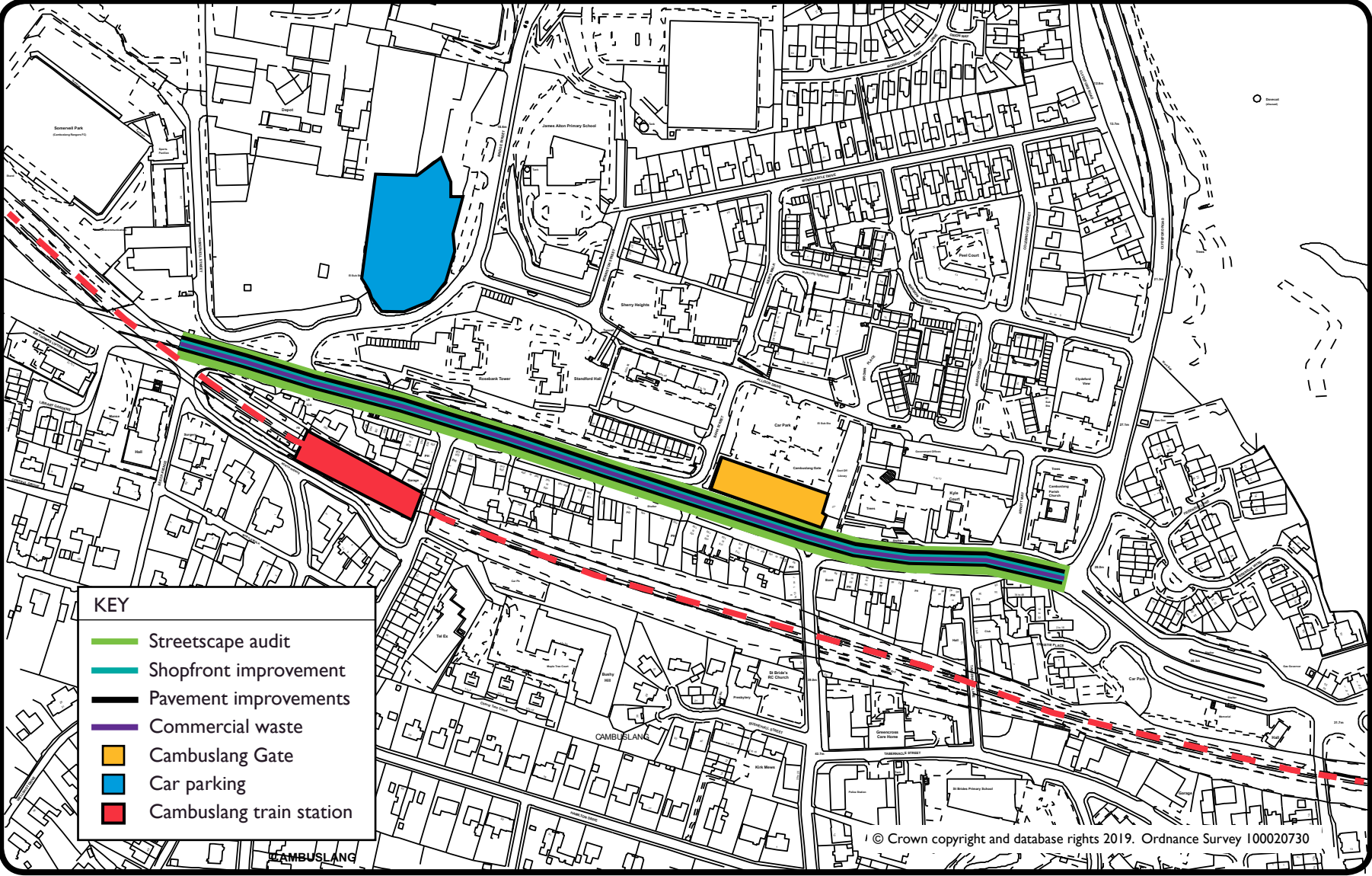
Local communities have a desire to see their town centres thrive, however the traditional function of the centre must change to remain relevant to and meet the expectations of contemporary communities. The strategy seeks to support and coordinate action aimed at revitalising the town centre.

South Lanarkshire Council (SLC), working with Cambuslang Community Council and town centre partners, seek to support change that promotes additional vibrancy and vitality within the town centre and support its sustainable future. As a result of this partnership, SLC commissioned a 'Your Town Audit' (YTA), conducted by Scotland's Towns Partnership and EKOS, which was completed in May 2018 and provides a comprehensive audit of Cambuslang (see Appendix I).

This consultative draft strategy document sets out a range of initiatives which will contribute both in the short and long term to town centre activity by establishing a welcoming, safe and attractive centre to encourage footfall and generate additional spend. Critical to the success of the strategy is partnership working. This will help to secure project goals and coordinate combined effort across public, private, third sectors and the local community for its successful delivery.



# Cambuslang town centre





## 2. Background context

Cambuslang is a suburban town approximately six miles south-east of the centre of Glasgow. It is the fourth-largest town in South Lanarkshire and directly borders the town of Rutherglen to the west. The town is well connected with excellent road and rail infrastructure into Glasgow and the wider metropolitan area.



Cambuslang town centre was historically a major retail centre for the local community with a wide range of shops and services on both sides of the Main Street. Redevelopment in the 1960s created a new 'core', based around the Cambuslang Precinct to the north of the Main Street. This area has changed its character over time and is now more service based with the bulk

of Cambuslang's retail provision now on the Main Street.

Currently, Cambuslang town centre is characterised by a long main street where the majority of the retail and service offer is located on the south side. One of the highlights in the town every June is its Summerfest, providing a range of street entertainment,

arts, children's theatre and more. The popularity of this event shows the appetite for a programme of similar events throughout the year to encourage footfall in the town centre.

The Cambuslang Gate development opened in 2007 adding space for a new food store, six retail units, a health centre, office space, library, 33 residential flats and 150 public parking spaces. The town centre has a traditional mix of high street shopping, characteristic of secondary centres, with numerous licensed premises and a range of salons, coffee shops and professional and public services. A business survey conducted in 2017 found that over two-thirds of the businesses were independents and c. 30 percent were branches of regional or national chains and that a high proportion of existing businesses serve the evening rather than daytime economy.

In line with town centres across the

UK, the town centre has experienced challenges due to a number of factors such as the economic crisis and austerity measures, decreasing consumer confidence and disposable income, the rise of convenience culture and the progressive rise of internet sales and the digital high street. As noted above, the town has a mix of high street shopping characteristic of secondary centres with over two thirds of businesses being independent. Many of the shops on the Main Street are relatively small and serve a predominately local market. Importantly, there is no longer an 'anchor store' to attract footfall and in 2017, the three remaining banks and the local police station in Cambuslang all closed.

Although the Your Town Audit reported that 11.4% of town centre retail units are vacant there has been an increase in occupancy on the Main Street therefore currently vacancy rates on Cambuslang Main Street sit at 2.6%



# Cambuslang has the potential to be a more thriving and successful centre.

The town's population has grown significantly over the past two decades due to new housing developments and is projected to grow further. The YTA audit confirms that the population of the town has 'increased substantially over the ten-year period from 2006-2016 (18%) - a considerably higher rate than the YTA average of 1%' and noted that the 'increase is the highest recorded of any of the YTA audited towns'.

Given the demographic profile of the population there is significant

opportunity to attract this customer base into the town centre. Although retail remains a fundamental part of a healthy town centre, leisure activity, café culture, evening economy and local services for local communities have an increasing role and importance within the town centre mix. Cambuslang is well served with licensed premises, salons and both professional and public services. The opening of a Costa Coffee shop and Wetherspoons has also significantly added to the daytime provision of 'café culture'.

With this in mind, the strategy and action plan will focus on a range of short and long term actions that will make the town centre more attractive to a local customer base by encouraging private sector involvement, enhancements to the physical environment and softer regeneration initiatives such as marketing and events.

South Lanarkshire Council, Cambuslang Community Council (through the Cambuslang Future Group) and the Cambuslang Business Community all have a key interest and role in reacting to changing behaviors and recognising that Cambuslang town centre must diversify its offer in order to give users the broadest range of reasons to visit and spend time there.

## Regeneration of Cambuslang town centre is a collective responsibility.

The private sector has a key role in providing a shopping, service and leisure offer that will attract and meet the needs of the local community. The public sector has a role in ensuring that planning, investment, development and other relevant policies maximise the attractiveness of the business environment. The wider community must support local business and safeguard the vitality of the town centre.

Cambuslang Future (a sub-group of Cambuslang Community Council) is a key organisation in advancing local initiatives and supporting local business. Alongside SLC it is an important body in facilitating activity that supports the town centre.

# 3. A vision for Cambuslang



The Vision for Cambuslang is of an attractive, commercially successful, community focussed, welcoming town centre which generates a sense of civic pride in its citizens.

Cambuslang town centre has the potential to develop the quality of its offer and the appeal of place. The town centre must build on its strengths, celebrate its heritage, town centre connectivity and facilities associated with its town centre core.

The town has the opportunity to build on a range of current initiatives and trends associated with the increasing appeal of place and the importance of connections to modern living. A sense of place is the collection of qualities and characteristics that define a location. Sense of place is what makes Cambuslang distinctive and creates its appeal.

Cambuslang has well-developed social networks and an active community. It has excellent accessibility and good

quality greenspace close at hand. The town needs to ensure that it can promote these advantages and present itself as a great place to live, shop, work and enjoy.

The vision for Cambuslang town centre therefore seeks to build on these strengths to create:

- an attractive, safe and welcoming town centre providing a focal point for all sectors and age groups of the community to connect;
- a successful Main Street that meets the needs of the community it serves;
- a town that remembers and retains its heritage as the oldest village in Scotland with industrial heritage.

Capturing investment, building confidence in the business community, engaging local residents, and strengthening enterprise activity can all be better supported through collective action with the council, Cambuslang Future, businesses and local community interests all committed to facilitating the delivery of the strategy through further engagement.



# 4. Aims and objectives

The aim of the Cambuslang Town Centre Strategy is to create a town centre that is an attractive, commercially successful, sustainable and vibrant place for people to live, work and socialise.

The strategy seeks to set out a range of objectives for Cambuslang Town Centre and outlines in the Action Plan where resources and activities should be focussed to deliver the desired outcomes. There is no one solution or intervention which will address all of the issues facing the town centre. The issues and solutions are wide ranging, interrelated and complex. The approaches and actions adopted will need to be given time and progressed as a coordinated suite of measures in order to deliver the most effective impact. Regeneration requires long term sustained activity and initiatives and these actions need to be delivered flexibly.

The Scottish Government have completed a wide range of work identifying good and best practice to support the quality of local and regional centres.

Key initiatives include:

- Business Improvement Districts
- The Scottish Governments Town Centre Action Plan and Toolkit
- A policy framework based on Designing Places, Designing Streets
- Town Centre Audits

Scotland's Towns Partnership, who completed the Your Town Audit (YTA), also provide a useful resource at sharing best practice.

South Lanarkshire Council, together with partners and stakeholders, believe that the Strategy and related actions should be framed through the following objectives. These objectives reflect national, regional and local policy and the commitment of the council and town centre partners to supporting inclusive growth through the Local Outcome Improvement Plan.

**Objective one:** To support sustainable town centre growth, mixed-use development and investment opportunities through planning and economic development initiatives in line with the Town Centre First policy initiative.

**Objective two:** To ensure that town centre accessibility and movement supports all modes of transport and meets the needs of users through measures to ensure convenient and safe access by foot, cycle, car and public transport.

**Objective three:** To ensure that the town centre has a welcoming, safe and attractive physical environment that supports the needs of both business and town centre users and provides a focus for community life and events.

**Objective four:** To improve the commercial viability of the town centre by supporting enterprise through business advice, training, events, marketing, finance and other support measures for existing and potential new businesses.

**Objective five:** To exploit the opportunities of digitalisation for business growth and usage of the town centre.

**Objective six:** To create the conditions for social regeneration and improve the health and wellbeing of the community, particularly through the reduction of fear of crime and anti-social behaviour - creating a town centre that is welcoming to all and safe with a strong sense of community.

# 5. Opportunities and challenges

In relation to Cambuslang the specific opportunities and challenges are as follows:

## Opportunities

### Physical/Environmental

- Good access to local services
- Good road and rail links to Glasgow
- Local greenspace (parks, River Clyde)
- Close proximity to M74

### Social/cultural

- Significantly growing population
- Distinctive local urban/industrial heritage
- Strong community involvement
- Sports and leisure facilities
- Civic Pride
- Some established events

## Challenges

### Physical/Environmental

- Streetscape in varying conditions
- Some street furniture objects non-uniform
- Use and control of town centre parking and use by commuters
- Underused civic plaza (Kyle Court) which is on a different level from the Main Street
- High volume of commercial waste and fly tipping
- Some vacant units and some outdated shopfronts
- Perception that there is fragmentation between the north and south of the Main Street
- Pedestrian safety measures result in a reduced natural flow across the dual-carriageway and around the town centre
- Busy road junctions on the Main Street

### Social/cultural

- Deprivation levels higher than Scottish average in small pockets of the town centre
- No coordination of marketing or year-round event programme.
- Ensuring that the town centre is accessible to all, especially the elderly
- Lack of a focussed programme of social and leisure events

## Opportunities

### Economic/Commercial

- Main Street vacancy rate is 2.6% against a Scottish average of 9.6%
- Strong evening economy
- Technological advances in digital communications.
- High proportion of independent traders – opportunity for distinctive offerings
- Easy access to the majority of public and private services

### Policy

- Commitment of relevant partners
- SLC Business Support team
- SLC Community Planning Partnership
- Business Gateway Lanarkshire
- Opportunity to coordinate town centre activity through the strategy.
- Identification of available funding e.g. Regeneration Capital Grant Fund, Sustrans, new Town Centre Fund, Participatory Budgeting of 1% of SLC expenditure

**The above assessment indicates that the challenges for Cambuslang are broad and varied however there are a number of areas of opportunity which can be exploited to the benefit of the town centre.**

Cambuslang has a mix of opportunities and constraints that impact on the appeal and functionality of the centre. Many of the opportunities and challenges result from a legacy of historic conditions (shop closures, street patterns) and business practices (retail mix/shop opening hours). Key areas to review and address include:

## Challenges

### Economic/Commercial

- Daytime economy is not as strong as the evening economy.
- No local banking provision
- Large grocery store is out with the Main Street (but within walking distance)
- Lack of investment by some retailers
- Competition from edge-of-town supermarkets with ample parking
- Lack of mix of use
- Online competition
- Traditional shopping hours (limited Sunday opening/no late night shopping/ 5-8pm gap in town centre activity)
- No town-centre WIFI
- Reported low business confidence
- Vacant units and attracting a diverse range of businesses to balance day and evening economy

### Policy

- Limited local authority and central government funding available
- Ensuring that all public and private investment in Cambuslang directly benefits the town and its community

- strengthening the appeal and the experience of the centre and making it a more appealing place to visit and mix leisure/retail experiences;
- reviewing town centre parking and transport arrangements that could address any perceived barriers to accessing and using the centre;
- building on Cambuslang's heritage and community spirit with a targeted programme of events, marketing and softer regeneration initiatives.

# 6. Town Centre stakeholders

As the local authority SLC has powers and resources in key areas of planning, investment and business support that influence economic growth. Decision-making and resource allocation in these areas will support this strategy.

Importantly, there are other partners and stakeholders whose commitment is required to work towards a common goal of improving the physical, economic and social conditions of the town. These include:

- MP and MSPs (constituency and list)
- Scottish Government
- Scotland's Towns Partnership
- South Lanarkshire's Community Planning Partnership
- Business owners/managers
- Property owners
- Cambuslang Community Council (Cambuslang Future)
- Community groups (e.g. Healthy n Happy Community Development Trust, LEAP, churches, residents' associations, sports clubs and other groups)
- Police Scotland (local community policing team)
- Local social media groups and networks

Successful delivery of the strategy will require commitment from all stakeholders.



# 7. Town Centre Action Plan

The tables below detail the range of projects and initiatives along with the potential timeframe of delivery, although this will be dependent on a number of factors such as availability of funding and market research. Physical projects are identified on the following plan with the number reflected in the tables below. There is also a link to the Scottish Government's Town Centre Action Plan (TCAP) objectives and the category under which they would fall i.e.

Town Centre Living (TCL), Vibrant Local Economies (VLE), Enterprising Communities (EC), Accessible Public Services (APS), Digital Towns (DT) and Pro-active Planning (PaP).

## Action Plan theme one: Physical Environment

Initiative	Project	Actions/progress - 2019	Lead partner	Town Centre Objective (TCO)	TCAP	Timescale
Streetscape audit	Review/replacement of street furniture	SLC costing exercise being undertaken and options identified.	SLC	1	VLE	12 months
Pavement Improvement	Improvement/upgrading of street pavement	SLC costing exercise being undertaken and options identified.	SLC	1		Medium term subject to funding
Commercial Waste Management Strategy	New approach to waste management to avoid unsightly waste bins on street	CF assessment of options in consultation with other local authorities and with Main Street businesses	CF	3	VLE	12-18 months
Shopfront Improvement Scheme	Upgrading of appearance of shopfronts	CF consultation with landlords and business owners	CF	1/3	VLE	1-2 years
Town Centre Consultation	Consultation mechanism/process with stakeholders; led by Cambuslang Future and supported by SLC.	Establishment of consultation process for business, community and residents to oversee the implementation of Action Plan	CF	All	All	3 months
Funding Plan	Development of funding package for the Action Plan	Identification of funding options and timetable for submitting bids	All	All	All	6-12 months

## ActionPlan theme two: Accessibility and transportation

Initiative	Project	Actions/progress - 2019	Lead partner	Town Centre Objective (TCO)	TCAP	Timescale
On-street parking review	Piloting of longer parking times	TRO introduced to increase parking time from 30 mins to 2 hrs. Effectiveness being reviewed.	SLC	2	VLE	12 months
Parking Provision	Review of Park and Ride Strategy across South Lanarkshire	Consultation in 2018 identified extra Park and Ride provision as high priority. Funding bids submitted by SLC.	SLC	2	VLE	ongoing
	Park and Ride Cambuslang Study	Phase I study completed by AECOM in 2018. Committee approval given in October 2018. Cambuslang Park and Ride has been moved from medium to high priority.	SLC	2	VLE	ongoing
	Parking Demand Management Review	Review agreed by SLC Community and Enterprise Resources Committee - 22.1.19	SLC	2	VLE	9 months
Residents Parking Permit Scheme	Assessment of whether to introduce RPPZ in Cambuslang	SLC consultation undertaken Dec-Jan 2019	SLC	2	VLE	12 months
Signage Review	Review of signage for town centre users in key locations and strategy development. Development of a town centre signage strategy. Introduction of 'Welcome to Cambuslang' signage. Promotion of walking and cycling routes to improve physical and mental health. Development of funding package for the Action Plan.	Improve the information, directional and statutory signage in the town to make it as user friendly as possible.	SLC	2	VLE	12-18 months
Community Rail Partnership	The Rail 74 CRP project for the Rutherglen-Hamilton Central route to bring communities together to improve and promote their local rail line	CF to develop links with CRP	CF	2	VLE	6 months

## ActionPlan theme three/four/five: Attractive business environment

Initiative	Project	Actions/progress - 2019	Lead partner	Town Centre Objective (TCO)	TCAP	Timescale
Business Forum	Development of a Cambuslang Business Forum.	CF newsletter being developed and business forum meeting	CF	4	VLE	12 months
Town Centre Marketing	Development of marketing strategy for Cambuslang business sector	Creation of a website, social media marketing, branding or other methods to promote the town centre	CF	3	VLE	6-18 months
Town Centre Event Programme	Development of events strategy - weekly, monthly and annual programme of community events to attract visitors to the town centre throughout the year	Consultation with businesses and residents on events and identification of funding options	CF	3	VLE	6-18 months
Banking Service Initiative	Provision of banking services to compensate for loss of branches	Discussions with SL Credit Union to establish pop-up bank in Cambuslang Gate CF/Credit Union	CF/Credit Union	1/3	EC	ongoing
		Discussions with Clydesdale and RBS for support with Action Plan	CF/banks	1/3	EC	ongoing
Town Centre Murals	Brighten up the environment with town centre murals	Review of cost and feasibility of painting murals on some gable ends alongside signage strategy.	CF	3/6	VLE	6-12 months
Community Supermarket	Provision of community supermarket at the centre of Cambuslang Main Street	Review of options for a community supermarket	CF	3	EC	12-18 months

Initiative	Project	Actions/progress - 2019	Lead partner	Town Centre Objective (TCO)	TCAP	Timescale
Commercial Strategy	Development of commercial strategy in partnership with the business sector	Identify lead for strategy development. Collation of ideas, innovation, business gaps, good practice from other towns and resources (involving Scotland Town's Partnership).	CF/Business Community	4	EC	6-12 months
Promotion of SLC service support (Business Gateway and Business Support Team)	Support for existing and potential businesses with advice on property, grants and funding, business cases	Provision of overview of service support and access options	SLC	4	EC	ongoing
Creation of a Wi-Fi zone	Delivery of a free Wi-Fi network	Review of options	CF	5	DT	6-12 months
Digital Skills Training	Provision of training for businesses and residents	Review of options	CF	5	DT	12 months
Crime and Antisocial Behaviour	Reduction of fear of crime and anti-social behaviour	Regular meetings between Cambuslang Community Council and Police Scotland (Local Problem Solving Team) to identify specific actions	CF/Police Scotland	6	TCL	ongoing



# 8. Monitoring and reporting

The main indicators for monitoring the outputs of the Action Plan, recorded and reviewed annually are as follows:

Objective	Indicator	Source of information
1	Capital investment (public/private) in Cambuslang town centre	SLC
1	Planning decisions that benefit Cambuslang town centre	SLC
1	Funding applications submitted to improve the town centre	SLC/CF
1	Streetscape furniture upgraded/replaced	CF/SLC
1	Progress with improvement in quality of pavement	CF
1	Progress with Improvement in waste management	CF
1	Progress with improvement in appearance of shopfronts	CF
1	Engagement of business/residents in the Action Plan	CF
2	Progress with improving parking demand management	SLC
2	Progress with implementation of signage review	SLC
2	Progress with long-term planning for town centre design	CF/SLC
3	Engagement of businesses in Business Forum	CF
3	Progress with Town Centre Marketing Plan	CF
3	Progress with Events Strategy (e.g.events planned/held)	CF
3	Progress with Banking service initiative	CF/SLC
3	Progress with town centre murals	CF
3	Progress with developing community supermarket	CF
4	Progress with developing commercial strategy	CF/SLC
4	Business support provided for existing and new businesses	SLC
5	Progress with developing WiFi strategy and training	CF/SLC
6	Progress with initiatives undertaken by Police Scotland	Police Scotland

The key indicators for assessing the results of the Action Plan, over a five-year period are as follows:

Indicator	Data source	Baseline
Retail profile - diversity/range of shops	Business survey	Cambuslang Business Survey 2017
Business performance (change)	Business survey	Cambuslang Business Survey 2017
Vacancy rate (trend relative to average)	SLC / SG data	Your Town Audit 2018
Employment by Main Street businesses	Business survey	Cambuslang Business Survey 2017
Community perceptions of town centre	Community survey	Cambuslang Community Survey 2015



# 9. Next steps

Coordinated and sustained activity is key to supporting Cambuslang Town Centre. The delivery of the range of projects and initiatives will require agreement across the range of partners and stakeholders but also a coordinated approach to delivery.

This needs to reflect the resources available across the partners, the alignment and deliverability of the various proposals and timescales. It is therefore proposed that the strategy provides a basis to consult with a range of partners and the local community. The consultation will have three main elements:

- Partner and Community Council engagement – sharing the plan with partners for initial feedback on the content.
- Stakeholder’s engagement to be facilitated by SLC and partners.
- Public engagement organized through a consultation event to allow the community to consider the proposals and feedback.

These three elements will run concurrently. This combined approach will allow feedback from those in the town but also independent feedback from those in the town but also independent feedback from placemaking professionals who can bring learning and best practice from across the country.

It is anticipated that this process will take around 8-12 weeks following which Economic Development Services will collate and review feedback. In turn a finalized plan for Cambuslang Town Centre will be prepared and implementation strategy established. In advance of this consultation the council has engaged with Scotland’s Towns Partnership (STP) to carry out a town centre audit of Cambuslang which captures 250 key performance indicators across 7 themes. The full findings of the audit are benchmarked against comparator towns and can be found attached to the strategy document. This report, summarized within the format of the Town Toolkit - Active, Attractive and Accessible, will provide a strong baseline from which to benchmark the current performance of the town, measure the success of the plan going forward and give the ability to and knowledge to update/revisit when appropriate.

The strategy will be used to engage with key stakeholders and to support funding bids and submissions for specific projects. Funding may be available through a variety of sources including the Regeneration Capital Grant Fund, Town Centre Community Funds and funds associated with any developer contributions, grants and public and private sector programmes.

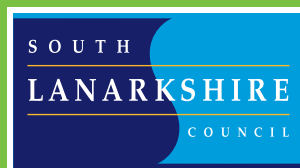
Engagement and sharing the town centre vision, objectives and strategy is important to building a broad base of support for action. The events, consultations and facilitated workshops, taken together, will provide all parties with a clear understanding of the vision of the town over the next 5-10 years and allow all to work in a collective approach to delivery.

The indicative timetable for the process of developing and approving the Action Plan is as follows:

Date	Action
Spring 2018 Spring 2018	SLC commissioning of Your Town Audit from Scotland’s Town Partnership SLC Community and Enterprise Resources Committee decision to draw up Cambuslang Action Plan
May 2018- March 2019 March 2019 June 2019	Monthly meetings of SLC Economic Development Team with Cambuslang Community Council sub-group ‘Cambuslang Future’ Completion of draft Cambuslang Action Plan Approval of SLC Community and Enterprise Resources Committee for Action Plan to go to community consultation
July-September 2019	Community / stakeholder consultation
October 2019 November 2019 December 2019+	Revision of Action Plan in response to consultation outcome Approval of Action Plan by SLC Community and Enterprise Resources Committee Implementation of Action Plan begins



# A vibrant community focussed town centre



If you need this information in another language or format,  
please contact us to discuss how we can best meet your needs.

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