

Cambuslang

A vibrant community focussed town centre

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 behaviour. In order to maintain their vitality, town centres must react to social and economic changes and consider their offer, purpose and value to communities.

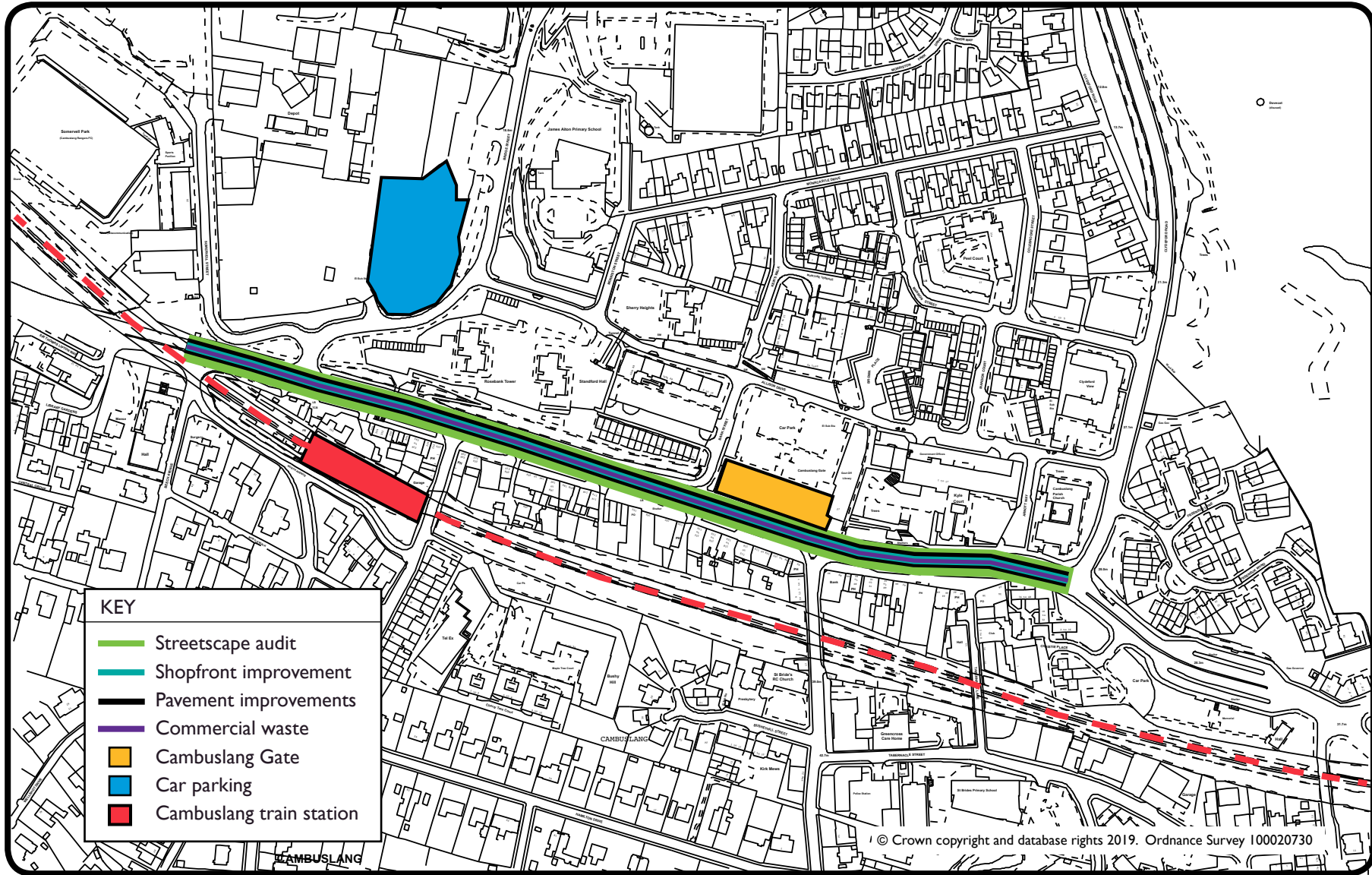
The strategy seeks to support and coordinate action aimed at revitalising the town centre.

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 1).

This 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% at the time of writing and fluctuate year on year.

Cambuslang Business survey:
<http://bit.ly/32GMlxO>



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 play.

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 South Lanarkshire 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 is inclusive and 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
- Lack of facilities for families and children

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 below the Scottish average at the time of writing
- 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 attractive 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. Consultation with stakeholders

Consultation feedback

The consultation exercise attracted in excess of 1,000 comments. The main themes of these comments are as follows:

- Indoor and outdoor locations to meet friends and make social connections in a nice environment on the Main Street is required. The notion of community meeting spaces which were not licensed premises was a recurring theme.
- Family friendly 'play' cafe for parents/carers and younger children where they can play and have food is needed. There are many young families in Cambuslang.
- Entertainment is limited to those over 18. More recreational facilities, activities and events for children from infants to late teens are needed.
- Car parking for commuters using Cambuslang Train Station and those using the town centre is not currently meeting needs.
- The current streetscape on Main Street is viewed negatively.
- Removal of the commercial bins on Main Street. Buildings and shopfronts need to be upgraded and enhanced.
- The ability to buy groceries on Main Street is needed. A community supermarket is regarded as highly desirable.
- Banking facilities returning to the Main Street is a priority for many.
- Need to make it easier and more attractive for new residents coming into the area to visit the town centre.
- Events, activities and initiatives for all are needed to promote and market the positive aspects of the town centre.
- More diverse mix of shops, a wider range of cafes and restaurants, and facilities that bring the community together.
- Better bus services to surrounding areas and towns, and faster services into Glasgow.
- Outdoor markets and street festivals to attract more people to the Main Street.
- The community want to feel safe and secure on the Main Street.



Listening to local views

Consulting to understand local issues and concerns

267

Respondents

91%

Feel that car parking is a challenge for the town centre

94%

Feel that quality and type of retail mix is a problem

83%

Feel that vacant premises are a problem

86%

Feel that competition from other town centres is a challenge

84%

Feel that the streetscape/public realm is poor

80%

Feel that the evening economy is limited

85%

Feel that changing shopping patterns have an impact on the town centre

81%

Feel that public transport provision is good or excellent

Amendments and observations

The priorities identified in the consultative draft strategy are, on the whole, in line with consultation feedback. The following amendments have been made to the strategy in order to reflect public feedback:

- Projects to improve paved surfaces and put measures in place to manage commercial waste have been prioritised in line with consultation feedback.
- Loss of local banking services and supermarket provision on the Main Street alongside the development of a commercial strategy have been identified as concerns.
- Public transport provision has generally been identified as good however, in line with the results from the more detailed parking consultation, commuter and town centre parking provision is not viewed favourably.
- Projects aimed at building a sense of community in the town centre and give families, young people and the older generation more reason to use their town centre will be explored.

8. 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	Successful CF bid to Town Centre Fund for first phase of improvement	SLC/CF	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	SLC/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

Action Plan 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 minutes to 2 hours. 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. Work is being undertaken to take this project forward.	SLC	2	VLE	ongoing
	Parking Demand Management Review	Agreed by SLC Community and Enterprise Resources Committee and outcomes of the review are currently being considered.	SLC	2	VLE	9 months
Residents Parking Permit Scheme	Assessment of whether to introduce RPPZ in Cambuslang	SLC consultation undertaken December - January 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

Action Plan theme three/four/five: Attractive Community and 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 Clydesdale and RBS for support with Action Plan	CF/Credit Union	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
Cambuslang - Something for All	Consider initiatives which will make the town centre more attractive to young families/young people and community in general		CF/SLC	3	VLE	12-18 months

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.

The Cambuslang Town Centre Strategy and Action Plan was presented for approval to the Community and Enterprise Resources Committee in November 2019. Now approved, the finalised strategy will be published and promoted throughout Cambuslang. The Council, in partnership with Cambuslang Community Council, will look to establish the appropriated structure to continue with the delivery of projects and advance the preparatory work for the delivery of the action plan.

Within the consultation you have told us of your issues and concerns, The Council and Community Council cannot necessarily address all of these but are working to find solutions to local priorities with a range of partners that will support a shared vision for Cambuslang.

The Town Centre belongs to the whole community and its success is dependent upon making it appealing and attractive to use and encouraging local shopping and local use of the cafes, bars, restaurants and town centre facilities. Please support the Council, Community Council and local businesses by continuing to:

- Help us deliver the Strategy
- Engage on local issues
- Shop local
- Make use of the facilities within the town



10. 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/SLC
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

Cambuslang Business survey: <http://bit.ly/32GMlxO>

Notes

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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.

Phone: 0303 123 1015

Email: equalities@southlanarkshire.gov.uk