

Report

Report to:	Community and Enterprise Resources Committee
Date of Meeting:	12 November 2019
Report by:	Executive Director (Community and Enterprise Resources)

Subject:	Cambuslang Town Centre Strategy and Action Plan
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1. Purpose of Report

1.1. The purpose of the report is to:-

- ◆ update the Committee of the outcomes of the Cambuslang Town Centre Consultation
- ◆ request approval of the Town Centre Strategy as set out in the recommendations detailed below

2. Recommendation(s)

2.1. The Committee is asked to approve the following recommendation(s):-

- (1) that the outcome of the consultation process approved at the June 2019 Community and Enterprise Committee be noted;
- (2) that the amendments to the Cambuslang Town Centre Strategy, as detailed in section 5 of the report, be approved; and
- (3) that the Executive Director (Community and Enterprise Resources) in consultation with Cambuslang Community Council and key stakeholders be authorised to proceed with implementation of the finalised strategy.

3. Background

3.1. In line with town centres across the country, Cambuslang Town Centre has been affected by changes in economic conditions, demographics and the progressive rise of the internet. In response to these national changes, the Scottish Government commissioned the National Review of Town Centres in 2013 which set out key recommendations for re-energising Scotland's town centres. The actions and recommendations from this review fell into 6 key themes, namely:-

- ◆ Town Centre Living
- ◆ Vibrant Local Economies
- ◆ Enterprising Communities
- ◆ Accessible Public Services
- ◆ Digital Towns
- ◆ Pro-active Planning

At the centre of these recommendations is the "Town Centre First" policy which recognises that the health of Scotland's town centres must be put at the heart of the decision making process.

- 3.2. Members will recall the report presented to this Committee on 6 March 2018 seeking approval to progress the Hamilton Town Centre Strategy and Action Plan and noted that officers would progress further audits, strategies and action plans for Blantyre, Cambuslang and Larkhall. The Audits have all been completed in consultation with Scotland's Towns Partnership and help inform the Strategies and Action Plans along with an extensive community engagement and consultation process.
- 3.3. The Hamilton Strategy and Action plan was approved by this Committee in October 2018. The communities in Larkhall and Blantyre have carried out town wide consultations in collaboration with the Community Participation and Development Service which will feed into their strategies and action plans. The Larkhall and Blantyre draft plans will be presented to Committee early next year prior to a period of public consultation.
- 3.4. This report seeks approval of the Cambuslang Strategy and Action Plan, as detailed in Appendix 1, which Planning and Economic Development Services have prepared, in consultation with Cambuslang Community Council (Cambuslang Future Group), setting out a range of initiatives in order to meet the challenges facing the town centre. The action plan considers potential activity shaped at revitalising the town centre in three distinct themes, namely:-
- ◆ Physical Environment
 - ◆ Accessibility and Transportation
 - ◆ Attractive Business Environment
- 3.5. The strategy was subject to public consultation from 30 June to 19 September 2019 as agreed at the Community and Enterprise Resources Committee of 4 June 2019. Officers from Planning and Economic Development Services alongside members of the Community Council carried out consultations in Cambuslang Gate in September 2019 and the consultation was 'live' for completion online during the time period stated above. The consultation was advertised widely through the Council's channels in order to attract a wide cross section of the public to complete the questionnaire. The consultation generated 267 responses when it closed on 19 September 2019.

4. Consultation Feedback

- 4.1. A summary of the consultation results is attached in Appendix 2. The following statistics are of note:-
- ◆ 94% feel that quality and type of retail mix in the town centre is a problem
 - ◆ 91% feel that parking in the town centre is a challenge
 - ◆ 84% feel that the streetscape/public realm is poor
 - ◆ 80% feel that changing shopping patterns have an impact on the town centre
- 4.2. The survey attracted in excess of 1,000 comments. The main themes of the comments are as follows:-
- ◆ A location for the community to meet on the Main Street is desired
 - ◆ Entertainment appears limited to the over-18s. Need more options for younger people and families
 - ◆ Banking provision is desired
 - ◆ Improved ability to buy groceries on the Main Street is desired
 - ◆ Parking provision in the town centre is not considered adequate
 - ◆ Commercial waste presentation and storage on the Main Street is a problem
 - ◆ The streetscape is not considered to be attractive

5. Strategy Amendments

5.1. Following the completion of the consultation, officers from Planning and Economic Development Services, in conjunction with the Cambuslang Future Group, met to consider the consultation feedback. In this regard, it was noted that the outcomes from the consultation broadly supported the priorities and actions set out in the strategy. However, there were two areas of the strategy that merit being amended in order to reflect community feedback.

- ◆ The theme of “Attractive Business Environment” will be renamed “Attractive Community and Business Environment” and a project will be added under this heading to consider projects which would seek to make the town centre more attractive to young families, young people and the community in general.
- ◆ The changes in business practices of the major high street banks which led to the recent closure of branches in Cambuslang resulting in a lack of banking provision in the town centre, was a concern which was commented on multiple times. The reduction in banking is a national issue and one over which the local authority has no control. Nonetheless, Cambuslang Future have been proactively looking for a solution to the lack of provision in Cambuslang as well as raising the issue at a Government level. In turn, there is now a specific action to address the issue, detailed under theme three in the Action Plan, to be led by Cambuslang Future Group.

6. Next Steps and Timescales

6.1. On agreement of the finalised strategy, projects will be developed and/or completed within the timescales contained in the Action Plan (Appendix 1). The consultation process undertaken with the Cambuslang Future group has resulted in the core of a steering group being in place and it is proposed to use these established structures and working relationships in moving forward to deliver the strategy and action plan. Membership of the group will be kept under review to ensure all sectors of the community are appropriately represented.

7. Employee Implications

7.1. The implementation of the Action Plan will be taken forward by officers within Planning and Economic Development Services. The Strategy is a holistic range of measures aimed at revitalising a variety of aspects within the town centre. With this in mind, the success of the strategy is dependent on partnership working with SLC, the private sector, the community and the third sector.

8. Financial Implications

8.1. Implementation of the Action Plan will focus on the coordination of activity and events that will be funded through existing resources. There are aspects of the Action Plan, however, which do not have funding in place both within the Council and across partners. The strategy provides a basis to support funding bids which support change and development in the town centre. Much of the success of the Action Plan will be dependent on the support and ownership of the private sector, the community and third sector.

8.2. In parallel to the work on the Strategy and Action Plan, the Cambuslang Future Group were successful in securing funding £620k through the Scottish Government Town Centre Fund. This award will allow a significant section of the Main Street, from Greenlees Road to West Coats Road, to be resurfaced. These works are expected to bring a major improvement and make a significant contribution towards

addressing many of the concerns raised throughout the consultation and are consistent with the strategy.

9. Other Implications (Including Environmental and Risk Issues)

- 9.1. There is a risk that if the Council does not maintain its support for town centre regeneration activities the physical environment will deteriorate, businesses will find trading conditions become harder with the potential closure of some businesses and subsequent job losses.
- 9.2. Failure to maintain this kind of activity will result in a failure to meet a range of Council objectives and policies including those detailed below and the Council's reputation and credibility may also suffer.

10. Quality Impact Assessment and Consultation Arrangements

- 10.1. This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy and therefore, no Impact Assessment is required.
- 10.2. All necessary consultation arrangements have taken place.

Michael McGlynn
Executive Director (Community and Enterprise Resources)

22 October 2019

Links to Council Values/Ambitions/Objective

- ◆ Improve the quality of the physical environment
- ◆ Support the local economy by promoting the right conditions for growth, improving skills and employability
- ◆ Partnership working, community leadership and engagement

Previous References

- ◆ Cambuslang Town Centre Strategy and Action Plan Committee Report (4 June 2019)

List of background papers –
None.

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:- Victoria Eccles, Property Development, Regeneration Services

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