

Larkhall

A vibrant community focussed town centre

A strategy for Larkhall town centre

Contents

Page 1-2	Introduction and objective
Page 3	Action plan proposal map
Page 4	1. A vision for Larkhall
Page 5	2. Background context
Page 6	3. Aims and objectives
Page 7-8	4. Consultation with stakeholders
Page 9-10	5. Opportunities and challenges
Page 11-12	6. Addressing the challenges
Page 13-14	7. Delivering the strategy
Page 15-17	8. Town Centre Action Plan
Page 18	9. Monitoring and reporting

A vibrant community focussed town centre

Introduction and objective

This strategy seeks to develop and coordinate actions aimed at supporting the evolution of Larkhall Town Centre, to maintain its vitality and links with the community. South Lanarkshire Council (SLC) working with Larkhall Community Council and other town centre partners seek to support change that brings additional vibrancy and vitality within the town centre and support safety, sustainability and employment in the future.

This is a five year strategy from 2020 supporting actions to assist in the evolution of Larkhall Town Centre to respond to current and future issues and support changes that bring added vibrancy and vitality, supporting its sustainability, and safeguarding and creating new jobs.

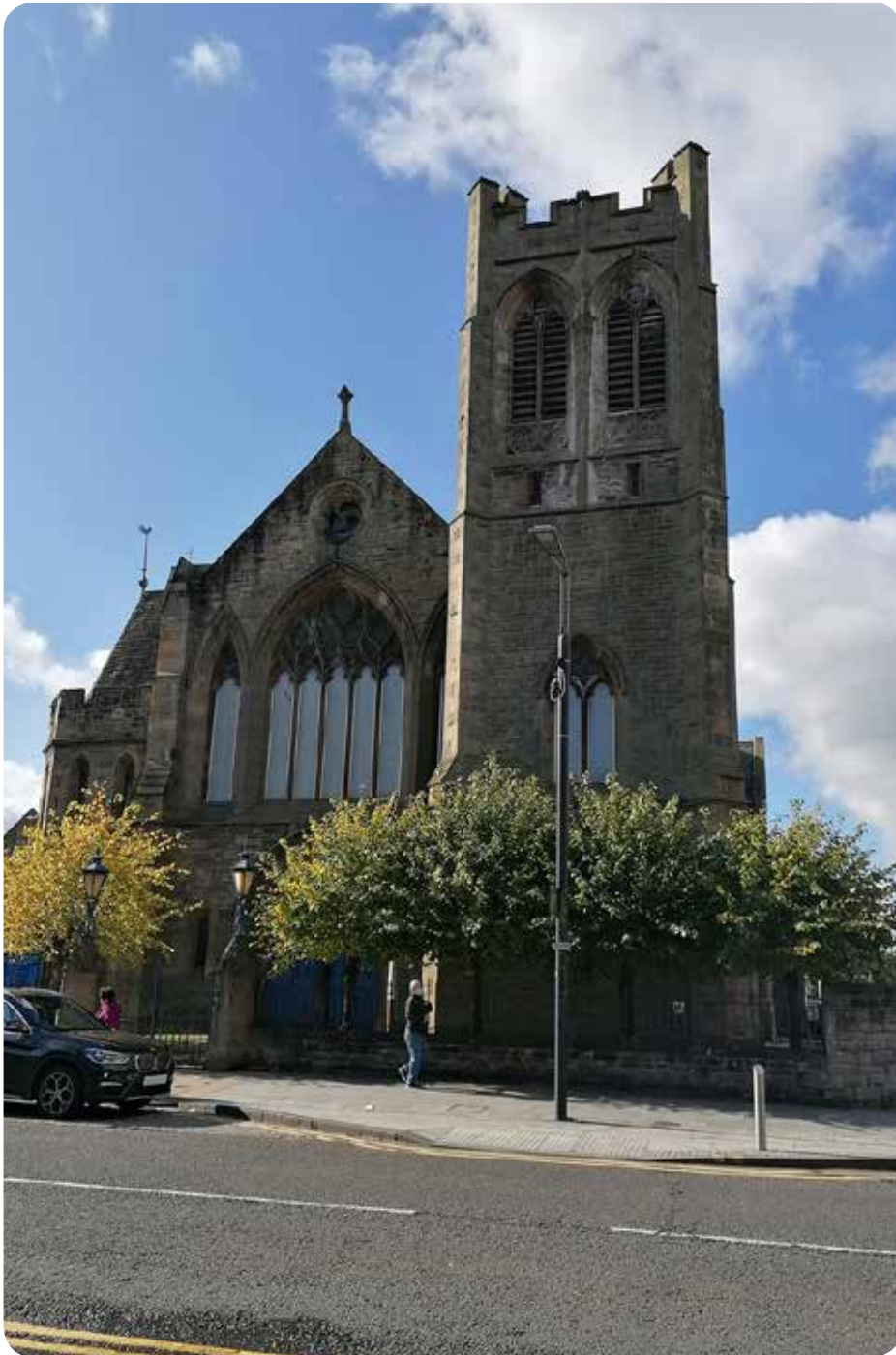
The fundamental nature and use of town centres across the UK is in a transitional stage. Factors such as the economic downturn, internet shopping, the growth of edge of, and out of town shopping malls, changes in retailer's business models and consumer expectations have resulted in a decline in town centre footfall. This has resulted in varying levels of impact but overall increased vacancy rates and a slowdown in development. The sudden shock of the COVID 19 pandemic has rapidly increased the need for this evolution.

If town centres are to survive and thrive in the current environment they need to adapt.

Town centres are a key part of successful places and now have an increasingly important role in communities to lead in building a safer stronger, more sustainable community. As mentioned and alongside other towns across the UK, Larkhall has been challenged by changing patterns of use and shopper behaviour. The current COVID 19 pandemic will potentially create a new 'normal' that will fundamentally change the way we use our town centres.

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





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

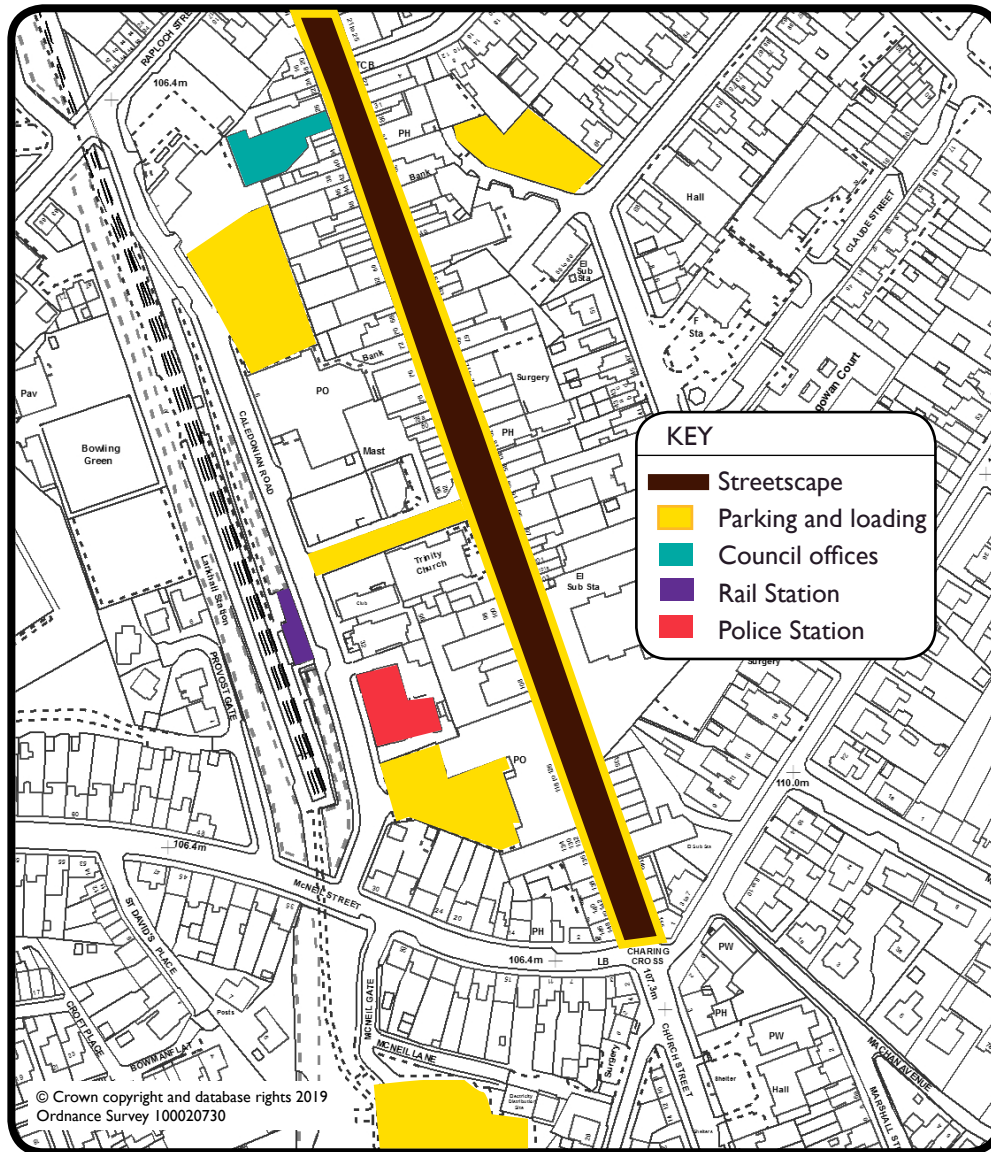
Local communities remain supportive of their town centres. However, the way in which they use their town centres is very different to that of a generation ago. It is now still broadly accepted that the traditional function of retail in a town centre is important, but town centres need to change and evolve to meet the needs and expectations of modern communities. There is therefore a collective need to establish a new role and function for our town centres to ensure that they can continue to thrive, and remain relevant in the years ahead.

South Lanarkshire Council, with support of our Larkhall town centre partners including local councillors, local business, Larkhall Community Council and Larkhall Community Growers, aim to help the town centre continue to develop and evolve to meet the needs of the modern consumer thereby safeguarding its future. The council

cannot do this in isolation. The private sector has an important role to play and the public need to participate in the discussion to ensure it meets their expectations and subsequently, spend time and use the town centre if it is to be a success.

This plan therefore sets out the vision, strategy, aims and objectives for the town centre, supported through a range of initiatives which the council and partners wish to pursue to support this outcome. At the same time the private sector will require to play their part in providing a shopping and retail offer that will attract the local community to the town centre. The plan also considers the national and local policy context for the safe improvement of our town centres. It then goes on to present a town centre action plan which captures the priorities for Larkhall and illustrates where resources and activities should be focused.

Larkhall Town Centre



1. A vision for Larkhall



The vision for Larkhall is of a vibrant, commercially successful, appealing local town centre celebrating its distinctiveness and diversity, supporting local needs for goods and services, whilst at the same time building a stronger, safer more community focussed centre that is attractive, appealing, animated by people and activity with a strong independent retail offer.

Larkhall has the opportunity to build on current initiatives and trends. These are associated with widening the 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. Larkhall is a town with a scale, facilities, connections, and local amenities that are considered to be increasingly in demand.

Larkhall needs to ensure it can promote these advantages and present itself as a great place to live, shop, work and enjoy.

This vision for the town centre therefore seeks to make much more of its:

- Role as a local hub within Lanarkshire and wider, focussed on providing a safe and welcoming experience for its residents and visitors
- Good transport/access links with wider South Lanarkshire and beyond
- Good mix of retailing, retail leisure, across both national multiple stores and independent retailers, all supporting local need
- Town centre attractive to business as reflected in its high occupancy rates
- Level of enterprise and creative capacity across businesses, retailers, students and stakeholders
- Established community spirit and strong local commitment

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, Larkhall Future, businesses and local community interests all committed to facilitating the delivery of the strategy through further engagement.

2. Background context

This section of the strategy reflects the detail and impact of the national review of town centres, commissioned by Scottish Government, which sets out the key recommendations for re-engineering Scotland's town centres. The report, prepared by an external advisory group chaired by the renowned architect Malcolm Fraser, includes a number of actions and recommendations to help breathe new life into town centres. These actions and recommendations fall into six key themes, each representing a complimentary area of activity. It is accompanied by some reflection on the impact by current COVID 19 issues on town centres nationally.

Town Centre Action Plan (TCAP) themes:

- Town centre living (TCL)
- Vibrant local economies (VLE)
- Enterprising communities (EC)
- Accessible public services (APS)
- Digital towns (DT)
- Pro-active planning (PP)

Information from the Scottish Government 'Town Centre Action Plan' support this document by providing a strategic context and overview of national support for the process. It highlights the national initiatives that support our town centres.

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. With this in mind, the strategy and action plan

will focus on a range of short, medium 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 an event.

The detailed analysis of Larkhall is based around the data collated to compile Scottish Governments Town Centre Toolkit online resource to compile a 'Your Town Audit' (YTA) from a range of sources including official government statistics (Census, SIMD, BRES, etc.), the USP data and bespoke data collected during an audit of Larkhall Town Centre. To support this activity, 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 and Town Centre Audits.

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

This current COVID 19 pandemic is currently casting a long shadow over town centre and as such all community focussed activity. This new strategy takes cognisance of this potential new environment and will look to additional ideas and strategies to encourage the development of our town centre in a way that most supports the needs of its community.

The impact of COVID 19 is still not known at this time and as such the strategy needs to encourage and support the development of new actions and flexible plans to respond the coming challenges. However, within each challenge there is also an opportunity, examples of these include, more people home working means less commuters leaving the town, less public mobility and public transport use means a greater dependence on local markets. The key is how the town centre responds to this.

This strategy will encourage safe working practices and new working methods to assist the town centre and support employment during this period and beyond. COVID will impact on the town centre but the evolution of the town centre to fit the changing needs of the town is a wider requirement than just the response to COVID and needs to be developed as such.

3. Aims and objectives

To build on Larkhall's success as a local hub, using its current transport links, shopping and service assets, and community commitment, to continue to evolve, developing support for a safe, internet linked town centre supporting residents, leisure activity, a café culture and a day and evening economy that enhances the current existing retail offer to provide a range of offers, events and local services for local communities.



This strategy seeks to set out a range of outcomes for Larkhall Town Centre and a vision for the future. It also identifies where resources and activities should be focused to deliver these 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. To this end annual review periods will be built in to assess the progress.

South Lanarkshire Council, together with partners and stakeholders, believe that the strategy and related actions should be framed through the following objectives. These six Larkhall 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 as follows:

Objective one: To support safe 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, creating a town centre that is welcoming to all and safe with a strong sense of community.

4. Consultation with stakeholders

Town centres are a key element of the economic, social and environmental fabric of Scotland's towns; often at the core of community and economic life, offering spaces in which to live, meet and interact, do business, and access facilities and services. We must take collective responsibility to help town centres thrive sustainably, reinvent their function, and meet the needs of residents, businesses, and visitors for the 21st century.

(Town Centres First Principle, Scottish Government and COSLA, 2014)

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)
- Locally elected members
- Scottish Government
- Scotland's Towns Partnership
- South Lanarkshire's Community Planning Partnership
- Business owners/managers
- Property owners
- Larkhall Community Council
- Community groups (e.g. Larkhall Growers, Machan Trust, LDVG, 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.





Community Consultation

The community consultation exercise attracted in excess of 1,800 comments with the main themes of the comments (not already noted above) alongside feedback gathered at the presentation, are as follows:

Within the question **“How would you rate the overall quality of the town centre facilities in Larkhall?”** the under 35s response rated the quality of the town centre significantly higher than the over 35 age group. Overall the average was 4% felt it was excellent, 58% felt it was good, 34% poor and 5% very poor.

In the question **“What would make**

Larkhall an even better place to live?” 23% mentioned town centre improvements would make Larkhall an even better place to live. 23% specifically mentioned improvements to the town centre and its shops. This included a wider range of services including cafes and clothing, and a longer opening time for restaurant type services. Some regeneration works to improve the feeling and a reduction in business rates.

In response to **“What is the one most important issue you would like to see addresses in Larkhall?”** 12% saw the town centre and retail provision. 3% highlighted the need for streetscape improvements. In the question **“What are your**

hopes for Larkhall and the people who live here over the next 5 years” the town centre was not seen as a major issue when compared to the economy and employment opportunities however the link between a healthy town centre and employment cannot be ignored.

Business Consultation

The Larkhall Community Council Business Survey 2019 was targeted at town centre organisations and provided detailed feedback on their views. There were 97 surveys issued and 64 respondents. The key issues raised were as follows;

65% of businesses in the town centre have been operating there for more than 10 years. 10% between 6-10 years and 25% between 1-5 years.

46% of respondents believed that the Union Street and adjoining and shopping street have declined over the past 3 years. 34% felt it had remained the same and 20% felt it had improved.

The main reasons for improvement were given as fewer empty properties, better shop frontages and better shops.

The question **“What general improvements could help make Larkhall more appealing for both shoppers and business.”** 66% felt planters/hanging baskets to improve attractiveness, 61% feel initiatives from

SLC to improve shop frontages, 54% would like more litter bins, and 54% would like to see street/market fairs.

In response to the question **“What factors that may have impacted your current business trading performance.”** the main response was insufficient, unsuitable areas for local parking 69%, business competition 37%, untidy shopping area 27% and high rents 24%. Also commented was the growth of out of and edge of town supermarkets, littering and similar shops.

In considering both consultations there are consistent themes running through them that should have consideration in this strategy these are as follows;

Improvements to the makeup of the town centre to make it more attractive to visit. Including traffic management, improved visuals, Wi-Fi and events.

Encourage a wider range of shops and businesses to locate here, to increase the appeal of the town centre.

A cohesive structure of support through events and increased business involvement to encourage local businesses growth.

These have been broken down in more detail in the following section looking at the potential issues and opportunities.

5. Opportunities and challenges

Based on the information from the various sources, including the Town centre and wider community consultations Your Town audit, local and national records. 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 Avon, Chatelherault)
- Close proximity to M74
- Good public transport links

Social/cultural

- Distinctive local urban/industrial heritage
- Strong community involvement
- Civic pride
- Some established events
- More working from home

Challenges

Physical/Environmental

- Streetscape in varying conditions
- Some street furniture objects non-uniform
- Town centre and local parking used by commuters
- Parking times on main, and adjacent streets
- No loading bay areas for deliveries
- Some vacant units and some outdated shopfront
- Busy road junctions on the Main Street
- A safe environment
- COVID 19 issues

Social/cultural

- Reducing house availability in town centre
- Deprivation levels higher than Scottish average in areas of the wider town
- No coordination of marketing or year-round event program
- Ensuring that the town centre is accessible to all, especially the elderly
- Lack of a focused program of social and leisure events
- COVID 19 issues

Opportunities

Economic/Commercial

- Town centre sites are in demand as vacancy rate is 6% against a Scottish average of 9.6%
- Strengthening the evening economy
- Technological advances in digital communications
- High proportion of independent traders - opportunity for distinctive offerings
- Easy access to some of the public and private services
- Well established town centre
- Local banking provision

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
- Support for digital strategy

Challenges

Economic/Commercial

- Daytime economy and its interaction with the evening economy
- Reducing footfall due to large superstore, out with the Main Street (but within walking distance)
- Lack of investment by some retailers
- Competition from new edge-of-town supermarket 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)
- Attracting a more diverse range of offers to support both day and evening economies
- COVID 19 issues

Policy

- Limited or no local authority and central government funding available
- Ensuring that all public and private investment in Larkhall directly benefits the town and its community.
- No town-centre Wi-Fi

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

6. Addressing the challenges

The challenges for Larkhall are broad and varied however there are a number of issues and areas of opportunity which are commonly raised as being the key areas that the town needs to address. These are illustrated in terms of issues impacting on town centre performance with highlighted areas that will need to be addressed, being specific challenges in Larkhall.

Based on the findings of the Community and Business consultation information and extracting from this potential opportunities and challenges requires a focus on a number of key areas to include:

- Ensuring the town centre has an organised voice to represent them in future, able to put forward their case for change in a cohesive and structured way
- Strengthening the appeal and the experience of the centre and making it a more physically appealing place to visit and mix leisure/ retail experiences in a safe, friendly environment
- Reviewing traffic management including parking and loading arrangements that could address any perceived barriers to accessing and using the centre
- A targeted program of events, marketing and softer regeneration initiatives. Focussed on supporting the current businesses and helping support community spirit. The events will however depend on the COVID 19 pandemic subsiding to allow public gatherings
- Developing business and providing space for business to develop and flourish, providing potential future growth
- Widening the appeal of the town centre to a more varied group via enhanced signage and improved digital connectivity

Key opportunity areas to assist in this include:

Organised Voice

SLC, LCC and partners will jointly co-operate wherever possible to help deliver a series of initiatives set out in this plan that aim to make Larkhall a thriving, vibrant and attractive town centre. We will seek to deliver projects which are additional and complementary to those provided by South Lanarkshire Council, they do not replace or substitute services.

Strengthening the appeal and the experience of the centre

With the continued growth of online shopping, the mobility of customers and the move towards 'click and collect' retailer's requirements have changed. This reduces the potential occupiers at the same time as existing leases are coming to an end and business closures and relocations are taking effect. Independent retailing and retail models suitable to local centres and with strong customer loyalty continue to thrive.

Key to this is in the short term ensuring the safety of users through clear and concise signage and footfall management. However, the opportunity is to recognise the wider long-term change in certain aspects of retail and focus on new ways of customer service. These new activities including click and collect and delivery,

mixed with an increase in leisure and culture, services including town centre living with a boost to residential development and housing within the centre. An example of this is the redevelopment of the former Union Street School into residential units.



Reviewing traffic management

Accessibility and good connectivity across the centre is important. Accessibility, including support for travel choice involves all modes (walking/cycling/public transport/cars) and needs to be easy, direct, safe and legible.

Larkhall is a well-connected hub with excellent access to Glasgow and the metropolitan area. The proximity of the park and ride and rail station to the town centre has benefits for the businesses. Although there is no bus station the focus of all bus travel is along the main street with numerous stopping points and this works well.

Parking is another area that is important to accessibility. There is a perception that parking is difficult in the town centre for drop off and collect. There is a feeling of insecurity with cars speed that reduces safety for cycling as an option for active travel. Also car park accessibility and legibility and their remoteness from the town centre. There may be opportunity to address some of these issues including options to improve active travel and making it more convenient for customers through use of technology/mobile phone applications and signage to encourage

additional visits. This has to be looked at in the wider context than just a COVID 19 response and more as the long term strategic requirement to support the town centre.

Developing business

South Lanarkshire Council has a business support team in place which can support businesses wishing to move into the town centre, find property, access grants and funding, develop business cases and support enterprise activity. The Council also support Business Gateway Lanarkshire who work with individuals and businesses across Lanarkshire to support them to establish and grow your business.

A targeted program of events, marketing and softer regeneration initiatives

Larkhall town centre should continue to identify ways to diversify the range of activity and uses within the centre and support stronger town centre activity and footfall. Planning policy can support these goals and, with this in mind, consideration needs to be given to what the definition of the town centre is (extent and town centre boundary and town centre uses) and how policy can support

investment and facilitate building re-use and building conversion.

Digitally connected

Larkhall town centre could also embrace the digital age and offer free Wi-Fi throughout the town centre. This could be complimented by a range of digital marketing communications provided by LCC through a range of social media platforms. There are many opportunities to continue to use digital media to promote the town

centre such as personal virtual shopping and local delivery networks for multiple users.



7. Delivering the strategy

Coordinated and sustained activity is key to supporting Larkhall Town Centre. The delivery of the range of projects and initiatives will require agreement across the range of public, community and private 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 four 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
- Project delivery

Through all involved parties there will be a monitoring and evaluating process to check that the projects are delivering as needed with changes as require to keep the strategy on track.

The four elements will run concurrently and be supported by feedback from local stakeholders

and learn from wider national/international initiatives best practice.

It is anticipated the initial process will take around 12-16 weeks, following which Economic Development Services will collate and review the feedback, take the additional information, prepare a finalized plan and establish an implementation strategy.

In advance of this consultation, the council has completed a Scotland's Town Partnership (STP) town centre audit for Larkhall 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, along with the community

plan and business consultation 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.

Due to the current COVID 19 strategy the community engagement will be via a number of virtual setting and include social media and SLC/ third sector organisations web sites.

Feedback will be electronic. The contact details relative to this are at the end of the document.

Engagement and sharing the town centre vision, objectives and strategy is important to building a broad base of support for action. The virtual events, online consultations and social media discussions, taken together, will provide all parties with a clear understanding of the vision of the town over the next five years and allow all to work in a collective approach to delivery.

The draft Larkhall Town Centre Strategy and Action Plan was presented to the Community and Enterprise Resources Committee in autumn 2020. Following public consultation and subject to agreement of the finalised strategy, this will be promoted throughout Larkhall during 2021. The council will look to



establish the appropriate structure to continue with the delivery of projects and advance the preparatory work for the delivery of the Action Plan.

In summary 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 the actions of the council in partnership with the private sector, the community and the third sector.

Within the consultation you have told us of your issues and concerns. The council cannot necessarily address

all of these but is working to find solutions to local priorities with a range of partners that will support a shared vision for Larkhall and build on recent successes and build a stronger town centre.

The town centre belongs to the whole community and its success is dependent upon local support from the public to the businesses, supported by the council, making it appealing and attractive to use to encourage safe local shopping and use of the cafes, bars, and restaurant and town centre facilities. Please support the council, Larkhall Community

Council and local businesses by continuing to:

- Help us deliver our strategy
- Engage on local issues
- Shop local
- Make use of the facilities and attractions of the town

Stakeholder support and the participation of local community groups and interests is both necessary and welcome.

The Strategy and Action Plan prioritises a number of projects and these projects will be progressed with immediate effect as they represent significant opportunities to support Larkhall Town Centre objectives. The priorities are:

- Business support
- Parking review
- Streetscape review
- Town centre maintenance signage review
- An organised voice
- Safe events (where and when possible)

The council will work closely with the Larkhall Community Council, alongside residents and community interests and embrace partners and interests out with the immediate town centre (South Lanarkshire

Leisure and Culture at Chatelherault and the sports centre) to ensure that the strategy takes an inclusive approach.

The establishment of a Larkhall Town Centre Business Group, reflecting all areas of business in the town centre will be progressed by officers and an update brought back to committee annually as part of the wider South Lanarkshire Town Centre report to bring forward proposals for a partnership and local engagement structure.

8. Town Centre Action Plan

The table below details the range of products and initiatives along with the potential timeframe for delivery, although this will be dependent on a number of factors such as the current COVID 19 crisis, availability of funding and market research. Physical projects are identified on the plan. It has been arranged to show the strategic link from the local initiatives and actions to the six SLC Town Centre Objectives (TCO) (see section 3) and the six National Town Centre Action Plan (TCAP) objectives (see section 2) i.e. Town Centre Living (TCL), Vibrant Local Economies (VLE), Enterprising Communities (EC) and Digital Towns (DT).

Action Plan theme one: Physical Environment

Initiative	Project	Actions/progress - 2019	Lead partner	Town Centre Objective (TCO)	Town Centre Action Plan (TCAP)	Timescale
Streetscape	Review maintenance charter	Ensure public spaces are kept to an acceptable standard. SLC to cost replacements where needed and options identified.	SLC	3	VLE	24 months
	Review streetscape design	Look at the design of streetscape to ensure access for all including disabled is adequate and that COVID 19 specific distancing where needed is indicated.	SLC	3	VLE	12 months
		Review the design of streetscape to look at introducing a softer feel to the landscape.	SLC	3	VLE	36 months
	Greening	Through funding opportunities work with SLC to develop a greening plan for the town centre to soften the feel.	LCC/ SLC	3	VLE	24 months
	Street use management	Finalise strategy and implement stricter controls on the co-ordination of the use of space in line with the agreed strategy and requirements for COVID 19.	SLC	6	VLE	12 months
Town centre parking	Review the pilot traffic management project currently taking place in Hamilton Town Centre	The creation of additional short term parking and waiting only areas including collection and delivery points.	SLC	2	VLE	24 months
	In consultation with both users and business look at the potential to reconfigure the town centre parking to accommodate loading	To offset the current double parking for deliveries and to accommodate click and collect customer space.	SLC	2	VLE	12 months
	Town centre parking	Short term spaces for collection and delivery.	SLC	2	VLE	Ongoing

Action Plan theme two: Accessibility and Transportation

Initiative	Project	Actions/progress - 2019	Lead partner	Town Centre Objective (TCO)	Town Centre Action Plan (TCAP)	Timescale
Events and marketing	Community focussed events	Support local community to establish an events programme once feasible.	LCC and also other groups eg. Gala Committee	4	VLE	24 months
	Full day and evening program	Develop both day and evening themes to ensure the benefits of the support are equally distributed between differing opening hours.	LCC and business partners	4	VLE	24 months
	Town centre marketing	The development of a marketing strategy for the town centre.	LCC and business partners	4	VLE	6 months
	Widening appeal	Consider initiatives to make the town centre attractive to young families, young people and sections of the community who do not use it. Introduce a safer town centre policy/charter re COVID 19.	LCC and SLC	4	VLE	12-18 months
	Community space review	Discuss the options of a community space either temporary or permanent in the town centre to allow small events to take place.	SLC / LCC	4	VLE	6-12 months
Business Support	Business micro hub	Evaluate potential locations for the development of a micro hub.	SLC	I	EC	12 months
		Work with funding team to devise a funding plan to support the potential development of the business micro hub.	LCC/SLC	I	EC	24-36 months
	Commercial strategy	The development of a commercial strategy for the town centre to support the diversification of the town centre.	LCC and business partners	I	EC	24-36 months
	Business Support	Signposting from a central source of supports available such as Business Gateway, SLC Business Team, grants and funding for business cases.	SLC	I	EC	12-18 months

Action Plan theme three/four/five: Attractive Community and Business Environment

Initiative	Project	Actions/progress - 2019	Lead partner	Town Centre Objective (TCO)	Town Centre Action Plan (TCAP)	Timescale
Town centre voice	Creation and development of a town centre forum	Through the Community Council develop a forum for town centre organisations to have a voice.	LCC and business partners	I	VLE	12-36 months
	Providing an organised voice	Develop and organise a town centre business group, with representation from all types of business to support the ambitions of Larkhall Town Centre.	LCC and business partners	I	VLE	12-36 months
	Funding and support	The development of a funding package and options to support the town centre ambitions.	SLC and LCC	4	All	Ongoing
	Crime and antisocial behaviour	Regular meeting between community council and Police Scotland (local problem solving team) to identify any specific actions needed.	LCC/ Police Scotland	6	TLC	18 months
Accessibility and connectivity	Digital strategy	Look at feasibility of creating a town centre Wi-Fi zone providing a free town centre network.	SLC, LCC and business partners	5	DT	18 months
	Accessibility	Review access routes and signposting to support the use of the town centre.	SLC	6	VLE	12-24 months

9. 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
Streetscape	Capital investment (public/private) in Larkhall town centre	SLC
	Planning decisions that benefit Larkhall town centre	SLC
	Funding applications submitted to improve the town centre	SLC and LCC
	Streetscape furniture upgraded/replaced	SLC and LCC
	Progress with improvement in appearance of shopfronts	LCC
	Engagement of business/residents in the Action Plan	LCC
Car parking	Progress with improving parking demand management	SLC
	Progress with implementation of signage review	SLC
	Progress with long-term planning for town centre design	SLC and LCC
Events	Progress with town centre marketing plan	SLC and LCC
	Progress with events strategy (e.g. events planned/held)	LCC
	Progress with residential unit construction	SLC
	Progress with developing a micro business hub	SLC and LCC
Business Support	Progress with developing commercial strategy	SLC and LCC
	Business support provided for existing and new businesses	SLC
Town centre voice	Progress with initiatives undertaken by Police Scotland	Police Scotland
	Engagement of businesses in business forum	LCC
Connectivity	Progress with developing Wi-Fi strategy and training	SLC



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

Indicator	Data source	Baseline
Town centre profile - diversity/range of shops	Business survey	Larkhall Business Survey 2019
Business performance (change)	Business survey	Larkhall Business Survey 2019
Vacancy rate (trend relative to average)	SLC/SG data	Your Town Audit 2018
Employment in town centre	SLC/SG data	Your Town audit 2018
Community perceptions of town centre	Community survey	Larkhall Community Survey 2015
Residents living in town centre	SLC/SG data	Your Town Audit 2018



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.

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