

# Bishopbriggs

## Town Centre Strategy 2018





# Foreword

Welcome to the Bishopbriggs Town Centre Strategy, which provides a long-term vision for the town – including a series of proposed actions for future improvements.

The Council is committed to supporting our town centres and has developed strategies for Bearsden, Bishopbriggs and Milngavie – providing further information and detail on policies set out in the adopted Local Development Plan (LDP). Feedback was invited on the draft versions at a series of events and online via the Council website in early 2018, to help inform the development of the strategies.

Each strategy provides a framework for collaborative work across a range of partners, groups and delivery models, and a policy basis for communities to take forward aspirations for their town centres.

The documents set out a vision – along with specific objectives and actions intended to improve the vitality of the town centres – and provide a long-term approach and rationale for future interventions which reflect the shared aspirations of all partners and communities.

The Bishopbriggs strategy vision is:

*‘Bishopbriggs should have a town centre with a ‘village feel’ and a diverse mix of retail, which is a vibrant focal point for the community. It should be a safe and welcoming pedestrian environment that is well connected to its surrounding neighbourhoods and greenspaces. Community activity and events should be focused around a new civic space at the heart of the town centre, contributing to its life and vitality.’*

Each of the three strategies is a ‘live’ document and will be subject to regular monitoring and review, evolving as needs change. Actions set out in each document focus on those which are considered to be realistic and deliverable, as well as conforming with the LDP. The objectives provide a framework against which proposals not contained within the action plans can be considered.

All three strategies reflect the Council’s core vision, as set out in the Local Outcomes Improvement Plan (LOIP):

***“Working together to achieve the best with the people of East Dunbartonshire”***

The vitality of our town centres is essential to this vision – supporting many of the required changes identified in the LOIP. In particular, the

aim of Local Outcome 1 is that East Dunbartonshire has “a sustainable and resilient economy with busy town and village centres, a growing business base, and is an attractive place in which to visit and invest”.

I look forward to seeing the positive impact on our town centres as the strategies develop and deliver in the months and years ahead



**Councillor Billy Hendry**

Convener of Place, Neighbourhood & Corporate Assets

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# 1. Introduction

## The need for a Town Centre Strategy

- 1.1 Town centres are at the heart of our communities and are a vital part of our past, present and future. They are places to shop, work and access the facilities and essential services that people require. But the role of our town centres is changing and people have more alternative choices than ever before.
- 1.2 To continue attracting people and investment, town centres must offer better quality choices that reflect our changing habits and lifestyles. They need continuing support and investment to allow them to improve and develop new functions other than retail. It is therefore important that Bishopbriggs town centre is better equipped to thrive and prosper, meeting the needs of all its residents, businesses and visitors.

## What is the purpose of this strategy?

- 1.3 The purpose of this strategy is to propose a long term shared vision for the town centre and objectives and actions to underpin it. It has been prepared using a range of information gathered through engagement and research started in November 2016.
- 1.4 The strategy provides an agreed approach to the issues faced by the town centre, and will inform future decision-making to help achieve sustained long-term improvement.
- 1.5 The improvement of town centres is not solely in the gift of the Council. To develop and ensure ownership of the strategy, it will be vital to build on the initial engagement and continue to work in partnership with local businesses, land and property owners, the local community, community councils, local interest groups and statutory agencies.
- 1.6 The vision, objectives and actions outlined in this strategy are taken from the comments made at the initial consultation and are intended to form a basis for discussion and for all stakeholders to collectively share and take forward.

## Policy context

- 1.7 This strategy has been prepared within the context of the Scottish Government's 'Town Centre First Principle', which is set out in Scottish Planning Policy (2014), having emerged from a recent National Review of Town Centres<sup>1</sup>. This principle promotes a broader perspective to decision-making that considers the vitality, viability and vibrancy of town centres. It states that "we must put the health of our town centres at the heart of our decision-making processes" by enabling a wide range of uses which generate significant footfall, including retail and commercial leisure, residential, offices, civic, community and cultural facilities. It also reinforces the need for collective responsibility amongst government, local authorities, the wider public sector, businesses and communities to help town centres thrive. This reflects a wider Scottish policy ethos rooted in building on our local assets and empowering local action.
- 1.8 The strategy also sits within the context of the Glasgow and the Clyde Valley Strategic Development Plan (2017) spatial development strategy<sup>2</sup>. This is based on a 'compact city' model, which seeks to create high-quality places through sustainable development that contributes to economic growth.

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<sup>1</sup><https://beta.gov.scot/policies/regeneration/town-centre-regeneration/>

<sup>2</sup><https://www.clydeplan-sdpa.gov.uk/strategic-development-plan/current-plan/current-strategic-development-plan-july-2017>



- 1.9 In terms of local policy, the strategy aligns with a number of key Council plans and strategies, including:
- ▀ Local Outcome Improvement Plan Draft (LOIP) 2017-2027
  - ▀ Local Development Plan 2017
  - ▀ Economic Development Strategy (2017)
  - ▀ Active Travel Strategy 2015
  - ▀ Local Transport Strategy 2013-2017
  - ▀ Green Network Strategy 2017-22
  - ▀ Air Quality Action Plan
  - ▀ Local Biodiversity Action Plan 2017-21
  - ▀ Open Space Strategy 2015-20
- 1.10 The strategy reflects the Council's core vision, as set out in the LOIP: *"Working together to achieve the best with the people of East Dunbartonshire"*. The success of our town centres will form a key part of this vision and support many of the required changes that are identified in the LOIP. In particular, the aim of Local Outcome 1 is that East Dunbartonshire has "a sustainable and resilient economy with busy town and village centres, a growing business base, and is an attractive place in which to visit and invest". This strategy will play a central role in helping to achieve this aim.
- 1.11 The Local Development Plan (LDP) is the Council's key land use strategy and seeks to place town centres at the heart of our communities. It recognises town centres as being the focus for new retail, commercial, cultural, community and employment uses. Policy 11: Network of Centres of the LDP states that the Council will support any development that contributes to the vitality and viability of each centre, ensuring they are safe and vibrant places throughout the day and into the evening.

- 1.12 The LDP makes reference to the need for a future masterplan to address the future land use requirements for the town centre (Ref 7.5). This includes:
- ▀ Provision of new residential development within the town centre
  - ▀ New convenience retail floorspace
  - ▀ Provision of a centrally located building for community uses
  - ▀ Creation of a new central civic area and improved public realm
  - ▀ Improved connectivity throughout the centre
  - ▀ Enhanced non-vehicular accessibility including active travel improvements







## 2. Bishopbriggs today

### Role and development

- 2.1 Bishopbriggs is located in the southern part of East Dunbartonshire, and close to the north-east boundary of Glasgow city. It currently has a population of 22,870. The town centre is located on the main road between Glasgow and Kirkintilloch (A803 Kirkintilloch Road), and consists of a mixture of modern and Victorian buildings. The Triangle shopping centre on the east side of Kirkintilloch Road accommodates a supermarket and several smaller shop units. The west side is of a more traditional style comprising a row of shops on the ground floor of Victorian tenements.



- 2.2 Its growth from a tiny hamlet in the 17th century has largely reflected the expansion of Glasgow, particularly during the early 20th century.
- 2.3 There are three listed buildings within the town centre – Bishopbriggs Library, Crow Tavern and St Matthew's Church. There is a Conservation Area (Kirkintilloch Road/Balmuir Road) located just north of the town centre and a Townscape Protection Area (Ruskin Square) to the south.
- 2.4 Bishopbriggs benefits from a proactive and motivated local community, including local churches, resident group and local traders. In 2012, a group of community members formed a Town Team, with the aim of making a positive contribution towards the future of their town centre through a community-led masterplan. The Town Team subsequently commissioned the preparation of a vision document, which included some key ideas for what Bishopbriggs could look like in the future. These have been built into the objectives and actions set out in this strategy.
- 2.5 Bishopbriggs Community Council is also extremely active within the local area. The primary purpose of community councils is to ascertain and express the views of the community that they represent. In addition to their primary role, Bishopbriggs Community Council is actively involved in a wide range of other activities for the benefit of the local community. This includes publicising local community initiatives, co-ordinating local events and liaising directly with the local authority and other key organisations.



- 2.6 A key outcome of the strategy will be building the capacity of the local community to take greater ownership of their town centre and to support existing groups or help create new ones where necessary.
- 2.7 For a detailed profile of Bishopbriggs, including population data and baseline information, please refer to the accompanying Evidence and Health Check<sup>3</sup> Report available on the Council's website.

## Health check

- 2.8 The purpose of a health check is to assess a town centre's overall performance in term of its strengths, weaknesses, vitality and viability. They also provide an understanding of how the town centre changes over time. The most recent health check for Bishopbriggs was carried out in 2016 and you can view the outcomes in a report on the Council's website<sup>4</sup>. Key outcomes are categorised into five main themes, as summarised below



Maintaining a diverse range of units is key to a healthy town centre

<sup>3</sup> <https://www.eastdunbarton.gov.uk/residents/planning-and-building-standards/planning-policy/town-centre-strategies>

<sup>4</sup> <https://www.eastdunbarton.gov.uk/residents/planning-and-building-standards/planning-policy/town-centre-strategies>



### Public Realm and Accessibility

- ▮ Pedestrian mobility inhibited by range of physical barriers and road infrastructure.
- ▮ There are issues with pedestrian movement throughout the town centre, particularly at peak school times .
- ▮ Lacks a focal point, such as a public square or civic space.
- ▮ Vehicle dominated and noisy at peak times.
- ▮ Good street lighting overall.
- ▮ Street furniture, including bins and seating, showing signs of wear, commensurate with their age.



### Access to Community Facilities

- ▮ Access to Community Facilities
- ▮ Refurbished library and new Community Hub which is currently being developed with opportunities to enhance physical connections with other parts of the town centre.
- ▮ The recently refurbished and improved War Memorial Hall (located just outside the town centre), is also a well-used community facility and is highly valued.
- ▮ The Fort Theatre, Bowling Club and 175th Glasgow Scout Group all make a valuable contribution to social and leisure activity.
- ▮ Lack of high-quality facilities for older children.





## Retail, Land Use and Economic Function

- ▮ Range of both high street and independent retailers, cafes and restaurants.
- ▮ Footfall has remained relatively stable since 2013.
- ▮ Morrisons supermarket dominates food and grocery offer .
- ▮ High level of diversity in terms of convenience retailing, professional services, restaurants, cafes and community resources.
- ▮ Limited range of specialist and clothing retailers, especially for adults.
- ▮ Residential properties limited to upper floors on the western side of Kirkintilloch Road and at Kenmure Lane. There is specialist housing for older people at Kenmure Drive.
- ▮ Low-level of ground floor vacancies.
- ▮ Large amount of vacant floorspace on the upper floor of the Triangle.



Bishopbriggs benefits from excellent access to the railway network but there is potential for access and public realm enhancements to and from the station



## Transport and Parking

- Excellent access to Glasgow and the main Glasgow-Edinburgh railway line.
- Bus patronage is also relatively high, with five different routes serving the town centre. These provide links to much of the wider area including Glasgow, Kilsyth, Torrance, Kirkintilloch and Lenzie.
- High volume of traffic travelling along Kirkintilloch Road (A803).
- Balmuildy Road junction is extremely busy, both during the week and at weekends. There is also a relatively high amount of traffic moving from Kirkintilloch Road onto Crowhill Road, especially in the peak morning period.
- Bishopbriggs town centre is located within the Bishopbriggs Air Quality Management Area and subject of an Air Quality Action Plan. Whilst levels of NO2 and PM10 are noted as a result of congestion and volume of road traffic, they have reduced since the AQMA was introduced.



## Green Infrastructure

- No green or open space with the town centre itself.
- Surrounding areas possess a relatively large amount of park and green space, particularly to the south of the town .
- Play parks at both Bishopbriggs Park and Woodhill Park showing signs of wear.
- Nearby Springfield Park has long-standing issues with flooding.
- Etive Park to the south of the town centre has issues with accessibility.



## Recent initiatives and developments

### Morrisons supermarket and former high school site

- 2.9 The Morrison's supermarket has been a fixture of Bishopbriggs town centre for many years. It is not only a major employer but also an important generator of footfall throughout the town centre. In recent years, the retailer has explored opportunities to redevelop its existing store and, as a key landowner and town centre stakeholder, Morrisons has the potential to be an important partner in helping to deliver this strategy. Their current land ownership includes the existing Triangle shopping centre and the former Bishopbriggs High School site (3.3 hectares), which was demolished in 2010.
- 2.10 The Council expects that the wider site will be redeveloped as a whole, to contribute towards a successful and vibrant town centre. Details are set out under Policy 11 of the LDP (Proposals Map Ref: E3).



### Bishopbriggs Community Hub & War Memorial Hall

- 2.11 The remodelling and refurbishment of the library to form a new Community Hub, together with the refurbishment of the Bishopbriggs War Memorial Hall, represent an investment of £3.1million into the Bishopbriggs community. This is part of a commitment to improving access to a range of services and improved community floorspace in and around the town centre. The Memorial Hall is widely used for a range of activities, and an important resource for the local community. Through this strategy, there are opportunities to maximise its potential by enhancing key linkages and accessibility.

### Bishopbriggs Relief Road – Phase 4

- 2.12 In June 2018, Phase 4 of the Bishopbriggs Relief Road project was opened to traffic. The new road will help to improve traffic flow throughout the area, reduce journey times, support local businesses, and enhance air quality within Bishopbriggs Town Centre. The overall project includes:
- A new bridge over the main Edinburgh to Glasgow rail line.
  - A new two lane road between Wester Cleddens Roundabout and a new roundabout.
  - Wester Way – a dedicated walking/cycling route on the route of the old Westerhill Road.

## City Deal Project – Bishopbriggs

- 2.13 The Glasgow City Region City Deal Programme comprises a £1.13 billion infrastructure fund that was established to deliver around 20 projects focusing on improving transport and connectivity, and to unlock new sites across the region for housing, development and employment over the next 10-20 years.
- 2.14 East Dunbartonshire Council does not currently have a project as part of the Glasgow City Region City Deal Programme. However, the Council prepared a Strategic Business Case (SBC) for Bishopbriggs centred programme in April 2015 as the basis for a potential future project for inclusion in the City Deal Infrastructure Fund.
- 2.15 The City Deal proposal comprises a programme which includes the Phase 5 extension of the Bishopbriggs Relief Road (BRR) to unlock development at Westerhill. The key elements of the project are:
1. Completion of BRR Phase 5.
  2. Introduction of a range of transport related improvements.
  3. Regeneration of the former Shell site.
  4. Potential development between Westerhill and the BRR Phase 5 boundary.
  5. Potential expansion of the existing Strathkelvin Retail Park.
  6. Improved town centre infrastructure, connectivity and public realm improvements.
- 2.16 In addition to BRR Phase 5, an important dimension of the project is the delivery of a broader range of transport related improvements to alleviate existing congestion and air quality problems in Bishopbriggs Town Centre and further improve connectivity. These include a park and ride facility, A803 corridor bus improvements, and active travel improvements.
- 2.17 The SBC provides the basis to seek 86% of the total project costs from the Clyde Valley City Deal Infrastructure Fund, towards a total investment programme of £44.4m to deliver the project, and that this would enable a net additional Gross Value Added of between £2.1 and £2.8bn for East Dunbartonshire over the next 30 years, with 3,885 - 5,205 jobs created. Consideration is currently being given to the process for selecting new projects

into the Fund. It is anticipated that a report will be presented to Glasgow City Region cabinet recommending the approach for prioritising new projects in 2018/2019. Preliminary work continues to ensure that the Council is in a strong position to promote the project should the opportunity arise to take it forward.

- 2.18 This strategy will provide a platform for taking forward any future work resulting from this process and we will ensure that any new elements are reflected in any updates as the City Deal process progresses. **St Matthew's Church**
- 2.19 In the summer of 2017, St Matthew's Church received planning consent for a proposal to refurbish the building, including work to the existing exterior and the construction of an extension to its south elevation. The consent also includes improvements to the external paved landscaping. These works will make a positive contribution towards the quality of the built environment in this part of the town centre, and complement any future public realm improvements including a potential new civic space.

## Key issues and opportunities

- 2.20 The strategy has been designed to build on existing strengths and reflects the outcomes of early consultation and engagement with local residents, town centre businesses, community groups and other Council services including Community Planning Partners.
- 2.21 A survey of challenges and key requirements established that the quality of the shopping experience, including the range of shops and services, was clearly a key issue for many people. The outcome of the early town centre engagement exercise provides more detail in the Bishopbriggs Report of Consultation, East Dunbartonshire Council (2017). This reinforces the importance of town centres as focal points for retail, and suggests that most people still expect their town centre to offer a good variety of quality shops. Finding appropriate uses for vacant units was also seen as an important issue for Bishopbriggs, closely followed by the need for a new public space.



- 2.1 A summary of the perceived strengths, weaknesses and opportunities that emerged are outlined below:

### ○ Strengths

- ▶ Excellent links to Glasgow and Edinburgh via regular train service. Also good bus services to Glasgow.
- ▶ Extremely active and motivated local community. Many people willing to work with Council on environmental and other community issues.
- ▶ Good range of bars, restaurants and cafes that contribute to a sense of activity and vitality.
- ▶ Good access to local walking and cycling routes. Plenty of open space, such as Bishopbriggs Park and Springfield Road.
- ▶ Thomas Muir Heritage Trail increases footfall via the Town Centre
- ▶ Town centre generally feels safe during the day time.
- ▶ Opportunity for wide range of uses on currently vacant upper floor of Triangle building



### ○ Weaknesses

- ▶ Fast moving traffic on A803 restricts pedestrian movement and contributes to a noisy environment
- ▶ Air quality remains poor
- ▶ Limited event space for clubs and groups to hire
- ▶ Poor availability of short stay parking apart from Morrison's supermarket
- ▶ Seen more as a road link to City Centre, not as destination.
- ▶ Lack of drop off point at train station.
- ▶ Lack of variety of shops and unique draw for shoppers.



## Key Opportunities

Preparation of a masterplan through proposals for redevelopment of Morrisons and the former Bishopbriggs High School site

The town team, community groups, Morrisons and traders have the opportunity to work collaboratively to maximise the benefits of the Masterplan.

Creating a better balance between vehicles and pedestrians

Improve gateways into the town centre

Network of greenspaces immediately surrounding the town centre

Opportunity to maximise sustainable access to the town centre and station, potentially through A803 improvements

Improve the perception of safety at night

Potential to introduce an area of central quality public space adjacent to St Matthew's Church to create a 'core' to the town centre and greater opportunities for different types of activities – such as events, and markets

St Matthew's Church proposed redevelopment

Former High School site has huge potential and is a great opportunity for a wide range of new uses.

Improve pedestrian links from Community Hub to current Triangle area





# 3.Vision, objectives and actions

## A vision for Bishopbriggs

*Bishopbriggs should have a town centre with a 'village feel' and diverse mix of retail, and be a vibrant focal point for the community. It should be a safe and welcoming pedestrian environment that is well-connected to its surrounding neighbourhoods and greenspaces. Community activity and events should be focussed around a new civic space at the heart of the town centre, which contributes to its life and vitality.*

3.1 The vision for Bishopbriggs town centre is supported by the following four objectives:

### Objective 1: A safe and attractive town centre

To create a town centre where people feel safe and comfortable by enhancing the quality of buildings, streets and public spaces. It should make the most of existing physical assets and link well to parks, open spaces and the green network

#### Objective 1 will be achieved by...

- ▮ Making the town centre safe and accessible for pedestrians
- ▮ Removing unnecessary barriers and redundant street furniture
- ▮ Improving the physical appearance of the public realm and street scene
- ▮ Ensuring that access to and within the town centre incorporates the principles of placemaking
- ▮ Creation of a public space as an inviting focal point
- ▮ Promoting shop front improvements
- ▮ Maximising access to green infrastructure and open space

### Objective 2: A distinctive and vibrant town centre

Strengthen the town centre as a hub of social, economic and leisure activity with a diverse mix of uses to generate more footfall during the day and transitioning into the evening. It should allow people to be creative and provide opportunities for culture, events and enterprise

#### Objective 2 will be achieved by...

- ▮ Supporting high-quality redevelopment for new business & office floor space to ensure that accommodation for future investment is available
- ▮ Working with local community groups to investigate opportunities for new local events, activities and festivals
- ▮ Co-ordinating activity to build loyalty and develop the town centre evening economy
- ▮ Strengthening the town's identity by building on its cultural heritage and historic environment
- ▮ Cultivating strong relationships with town centre traders, and work with them to improve variety and build the evening economy
- ▮ Liaising with the East Dunbartonshire Business Gateway to support new investment and start-ups

### **Objective 3: An accessible and connected town centre**

To create a town centre that considers the needs of all users which is easy for people to move around. It should offer high-quality walking and cycling routes, appropriate parking and good access to public transport.

Objective 3 will be achieved by...

- ▀ Improve connections within the town centre, including crossings at Kirkintilloch Road and better integration of Cross Court
- ▀ Improving navigation into and around the town centre
- ▀ Maximising pedestrian and cycling connections to surrounding neighbourhoods and parks
- ▀ Reviewing existing parking facilities, including access and management arrangements
- ▀ Continuing to strengthen connections between the town centre and Glasgow/Kirkintilloch by supporting A803 corridor improvements

### **Objective 4: A sustainable and community led town centre**

To ensure long-term success by enabling local people, businesses and enterprises to take the lead in making their town centre a busier and better place, supported and encouraged by public and private sector partners.

Objective 4 will be achieved by...

- ▀ Ensuring implementation of the town centre first principle
- ▀ Ensuring that any development or redevelopment meets the needs of the community
- ▀ Supporting community ownership models and helping to build community capacity
- ▀ Encouraging appropriate new residential development within the town centre, including the use of upper floors for residential use
- ▀ Providing support for entrepreneurs, pop-up shops.





Community Hub and Library

- 3.2 Bringing all of the available evidence together, and taking into account the objectives that have been identified, we have identified a series of actions that we think should be taken forward to ensure that Bishopbriggs town centre becomes a more successful place and fulfils its potential. These are set out in Table 1 below.

Ref.	Action	Lead Partner(s)	Indicative Timescales
<b>Land Use and the Public Realm</b>			
1	<p>Undertake a comprehensive review of the public realm and accessibility, including the feasibility of measures to:</p> <ul style="list-style-type: none"> <li>▀ Improve pedestrian movement and connectivity throughout all parts of the town centre, including safer crossing</li> <li>▀ Enhance access to and from Bishopbriggs Train Station</li> <li>▀ Create a new public space as a focal point</li> <li>▀ Provide consistent and clear signage to active travel routes, visitor attractions and key buildings</li> <li>▀ De-clutter the streetscape</li> <li>▀ Enhance the environmental quality and appearance, and establish opportunities to improve green infrastructure and the green network by reviewing existing surfacing, hard and soft landscaping</li> </ul> <p>Any enhancements should link with the redeveloped Morrisons/former High School site and incorporate any requirements arising from the A803 Corridor Study. This review should also establish costs and funding options.</p>	Town Centres and Regeneration, Traffic and Transport, Road Networks, landowners, local stakeholders	Medium
2	Progress a masterplan and appropriate development of the former Bishopbriggs High School site for range of uses specified in Local Development Plan (Policy 11). Any proposals will need to take account of the town centre's wider objectives and include full engagement with the local community and other key stakeholders.	Landowner	Short
3	Support appropriate new residential development within the town centre, on upper floors where possible. This should explore opportunities to include accommodation for older people in the town centres	Planning	Long



Ref.	Action	Lead Partner(s)	Indicative Timescales
<b>Transport and Travel</b>			
4	Liaise with SPT to ensure provision of real time bus information at key bus stops	Traffic and Transport	Ongoing
5	Continue to strengthen connections between the town centre and Glasgow/Kirkintilloch by supporting A803 corridor improvements	Traffic and Transport	Medium
6	Implement public car park charging arrangements to improve turnover and accessibility, with a view to increasing footfall.	Traffic and Transport	Short
7	Enhance awareness of key linkages and information on the Thomas Muir Heritage Trail	EDLC	Medium
8	Ensure that the objectives of the Council's Air Quality Management Plan are considered as part of any future development	Planning	Ongoing
9	Improve pedestrian and cycling access to surrounding areas of green space and the path network from town centre	Traffic and Transport	Medium
<b>Local Capacity and Sustainability</b>			
10	Continue to build capacity within local communities to explore opportunities and options for enhancement projects based on the 'Place Plan' approach. This should include options for open space improvements, the provision of new play park and bike/skate park facilities (potentially in Etive or Woodhill Park) and any projects arising from the potential City Deal funding.	Neighbourhood Services, Community Council	Medium
11	Consult with local community to consider options for new or improved facilities at Lennox Crescent Park in line with Open Space Strategy	Community Planning and Partnerships, Local Stakeholders	Aspirational
12	Progress the relocation and installation of a new play park at Callieburn Park	Neighbourhood Services	Short
13	Upgrade children's play area within Bishopbriggs Park in line with forthcoming Play Park Action Plan	Neighbourhood Services	Short

Ref.	Action	Lead Partner(s)	Indicative Timescales
<b>Events and Commercial Activity</b>			
14	Explore opportunities to develop a more vibrant evening economy with local businesses and the local community.	Business community/Place and Business Development	Medium
15	Work with the local business community to set targeted business support programmes through vehicles such as Business Gateway. Develop possible alternative uses for vacant properties including modernising premises for small-scale businesses. Where possible, seek to establish business incubation space within existing retail units. This could include 'pop up' shops and Test Towns.	Place and Business Development	Medium
16	<p>Establish the potential for a community development trust, business improvement district or similar model that enables local people and the businesses community to take greater ownership of commercial activity and initiatives to create a more vibrant town centre. This could include:</p> <ul style="list-style-type: none"> <li>■ Promotional activity including 'Shop Local' campaign and 'pop-up' businesses</li> <li>■ An events calendar and associated promotion</li> <li>■ Marketing strategy including unique and distinctive branding</li> <li>■ Shopfront improvements to complement public realm enhancements and the refurbishment of key buildings</li> </ul>	Local traders, Place and Business Development	Medium
17	Monitor the outcomes of a Business Land Review (to be undertaken as part of the Economic Development Strategy) to establish the amount and quality of existing business and employment land within the town centre.	Land Planning Policy	Short
18	Provide advice on event delivery in the town centre to groups/ bodies looking to run events that will support the vitality of the town centre	EDLC	Ongoing

Short term - Up to 1 year

Medium term - Up to 4 years

Long term - Over 4 years

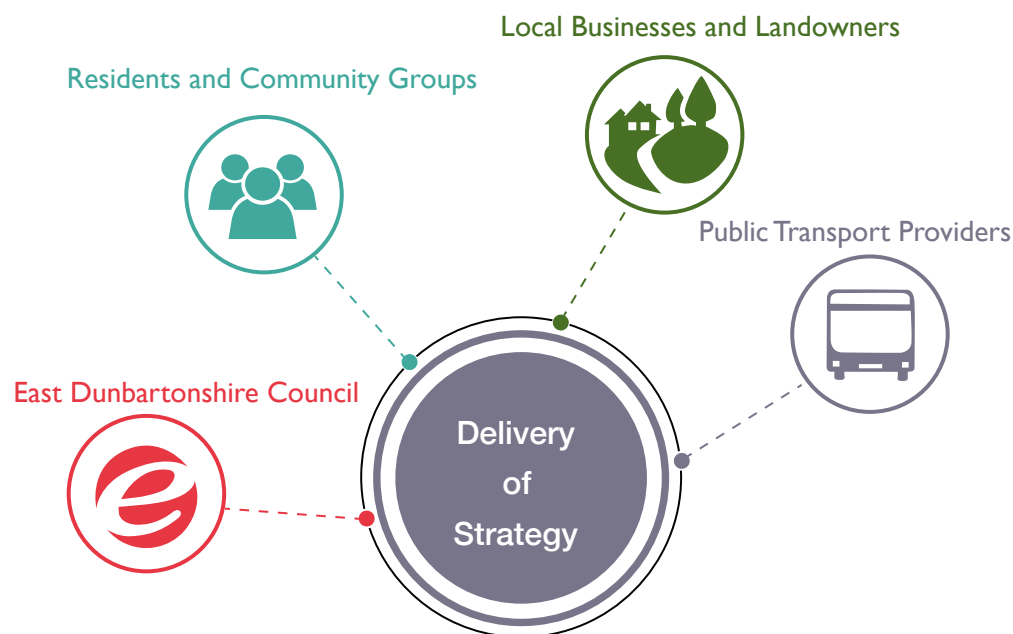




## 4. Delivering the strategy

### How will we take the strategy forward?

- 4.1 The actions identified above are not intended as conclusive or finite and should be taken forward through the establishment of effective leadership representing all those with an interest in the town centre.
- 4.2 The Council will have a central role in terms of co-ordinating and facilitating delivery aspects of the strategy. However, the contribution of local residents, community groups, key landowners, local businesses and Community Planning partners will be equally, if not more, important if the strategy is to be implemented successfully. In particular, the local knowledge, experience and involvement of local residents and community groups will be critical.



### Masterplan and future work

- 4.3 As stated in the action table, a masterplan will be required to deliver a co-ordinated approach to address many of the key priorities outlined in this strategy. The masterplan will require all stakeholders to work collaboratively so that it is flexible and aspirational, and delivers the priorities of all parties. The need for more detailed design work or additional guidance may emerge during the lifespan of this strategy and we will ensure that these are reflected in any future updates. These will only be prepared where a clear need is identified and where they will help to deliver the identified actions.
- 4.4 In terms of funding, a number of actions already form part of existing commitments by the Council, including those included within separate strategies (e.g. Local Transport Strategy) – these have been highlighted where relevant. Other actions will be led and funded by community groups and other key town centre stakeholders – these are also highlighted. For other actions, delivery will require ongoing collaboration with external organisations during the lifespan of the strategy. In addition to this the Council will continue to explore new funding and grant opportunities as they arise.



## Community participation and empowerment

- 4.5 The input of local people and businesses is fundamental to the success of any town centre strategy. Their local knowledge and experience can often help to identify not only the key issues but also the best solutions. Whether they work for local businesses, the local authority, social enterprises, voluntary groups or other public agencies, it is the motivation and energy of local people which generates activity and civic pride. The Council will therefore provide support and encouragement in terms of building up the long-term capacity of community groups and social enterprises, so that they can take greater ownership

## Status, monitoring and review

- 4.6 The strategy forms non-statutory planning guidance to help deliver the development strategy set out in the East Dunbartonshire Local Development Plan 2017. All future development proposals and initiatives will be expected to support the actions set out within this strategy, which will be a prime consideration in the assessment of planning applications.
- 4.7 The strategy will also help to provide the context for future masterplans or design briefs that are required to implement any of the specific actions.
- 4.8 The delivery of actions within this strategy will be monitored as part of the annual health check process and revised every two years. New actions may emerge as the strategy is taken forward and these will be built into the review process.



If you have any questions about this strategy or would like further information about the town centre, please contact :

Land Planning Policy Team

## Place, Neighbourhood & Corporate Assets

## Southbank House

## Strathkelvin Place

## Kirkintilloch

G66 IXQ

## Other formats and translation

This document can be provided in large print, Braille or on CD and can be translated into other community languages. Please contact the Council's Communications Team at:

East Dunbartonshire Council, 12 Strathkelvin Place, Southbank, Kirkintilloch, G66 1TJ  
Tel: 0300 123 4510

電話: 0300 123 4510

یہ تمام چیزیں امت کو ملے گی اور اللہ تعالیٰ اس کو سب سے بہتر دے گا۔۔۔۔۔ اپنی فراہم 0300 123 4510 پر پوچھ سکتے ہیں۔

ऐस एगारना के भी बहुत से बेवसी मिल सकतल जवन से बहुत है, बिना बचक 0300 123 4510 पर।

Gabhadh an sgeobhainn seo air gl. Gach gmaithas a chuir eirib. Cuiribh innig. 0300 123 4510

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