

# Scotland's Most Beautiful High Street

# 1.

## ALLOA



**Alloa's** High Street has been transformed over the past nine years, this has been driven by the Alloa Town Centre Business Improvement District, Clackmannanshire Council and funding from the Scottish Government. Part of the improvement was our Performance area, situated within our High Street. This area provides a fantastic central point for events and activities which are delivered on a regular basis by ATCBID.

Our Town may be small, but our High Street is packed with an array of heritage, art and a wide variety of traders.

In 2009, thanks to funding from Imagine Alloa, ATCBID organized the repairs on the High Street clock, which had lay non-functioning for numerous years. Unveiled in 1912, the handsome clock was part of the original Co-operative building in the town, and is seen by many as a marker of the town's affluent past. The chimes from the clock were once again heard in 2009.



Sculpture and environmental artist Rob Mulholland is based in the UK, exhibits world-wide, and also has sculptures in Alloa High Street, The Mirror Men (The Sentinels). A major public art commissioned in 2010 for the re-generation project, "Imagine Alloa". The Mirror men stand proudly at the top of our High Street, and are a great visible and talked about asset.

The traders take a huge pride in the High Street, making sure their shops are welcoming to everyone who visits. Traders have also "adopted" the flower barrels supplied by ATCBID and attend to their daily watering.

The hanging baskets and barrels are a welcoming floral enhancement to the Town by ATCBID, which the traders and public welcome.

The installation of Wi-Fi is in the final stages and will provide a FREE welcoming service provided by ATCBID, and bringing Alloa into the modern world.