

## LANARK



**Lanark** is a bustling market town. The town, granted Royal Burgh status in 1140, is one of the oldest Royal Burghs in Scotland. The 'High Street' has been the hub of the town over the centuries but, like many towns up and down the country, it has suffered from decline.

Lanark Community Development Trust (LCDT) wanted to create a vibrant centre which would truly be a community asset. We aimed to make the High Street more welcoming to visitors and tourists. To that end we have:

- installed a large touch screen in the Tolbooth Plaza which gives information about the town, events and performing arts. This is linked to the town's website, 'Lanark Life'.
- built on the success of Lanark 'Lanimers' to attract visitors
- instituted a Winter Festival which includes a Street Market and a late night opening with a 'Lanimer' type Procession of illuminated floats.
- instituted a 'Festive Taste of Lanark' on a Saturday leading up to Christmas with a 'Santa Dash' of approximately 50 horsemen in Santa costumes riding down the High Street.

A number of actions have contributed towards making the High Street visually more attractive.

- The Rotary Club has provided a series of banners depicting local iconic attractions.
- LCDT obtained grant funding to provide businesses with brackets to hold illuminated Christmas trees in winter and hanging baskets in summer.
- Lanark in Bloom provides floral decorations in the town.
- The High Street traders are promoting a 'totally locally' scheme and special events such as Christmas opening nights and 'elf' trails to boost trade.

In general the High Street now has a buzz to it and already the community can be seen to be taking a pride in this important asset of the Town.

