Your Town Audit: Cambuslang

May 2018
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1. Understanding Scottish Places Summary

This report presents a summary of the Your Town Audit (YTA) for Cambuslang, conducted by Scotland’s Towns Partnership and EKOS. The detailed YTA Framework and Data Workbook are provided under separate cover.

The YTA was developed to provide a framework to measure and monitor the performance of Scotland’s towns and town centres using a series of Key Performance Indicators. It provides a comprehensive audit of Cambuslang with data on up to 180 KPIs across seven themes – Locality, Accessibility, Local Services, Activities + Events, Development Capacity, Tourism, and Place + Quality Impressions.

The Understanding Scottish Places (USP) data platform provides a summary analysis for Cambuslang and describes Cambuslang in the following general terms:

**Cambuslang’s Inter-relationships:** Cambuslang is an interdependent town. Interdependent towns have a medium number of assets in relation to their population; average diversity of jobs; and residents travel a mix of short and long distances to travel to work and study. These towns are attractors of people from neighbouring towns who come to access some assets and jobs but they are also reliant on neighbouring towns for other assets and jobs.

**Cambuslang’s Typology:** This type of large town is extremely mixed in terms of demographics. There is a particularly wide range of people, housing and activities. The number of older couples with no children is higher than average. There is a mix of professional and non-professional jobs, and part-time and self-employment are both important for a significant proportion of residents. Socio-economic status is higher than in other kinds of town and there is a mix of professionals and non-professionals, those with higher and lower educational attainment.

Combining inter-relationships and typology, the USP data platform – [www.usp.scot](http://www.usp.scot) – provides a summary analysis for Cambuslang and identifies 12 comparator towns that have similar characteristics, with the most similar being Musselburgh, Penicuik, Rosyth and Tranent.

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1 Other comparator towns are identified as Bonnyrigg, Barrhead, Gourock, Largs, Stenhousemuir, Kirkcaldy and Dysart, Glenrothes and Armadale.
These towns have similarities in terms of the number of charities, hospitals, children in primary/secondary schools, diversity of jobs, shops, GP/dentists, and diversity of retail offer.

Cambuslang differs in terms of the number of public sector jobs, distance travelled to work, the number of jobs and the number of hospitals.

**Inter-relationships**

Building on the USP, this report presents the results of the YTA detailed analysis of Cambuslang based around the Scottish Government's Town Centre Toolkit – an online resource available via the USP website which provides advice, guidance and case studies across three thematic areas: accessible, active and attractive.

Our analysis of Cambuslang is based on analysis of data collated from a range of sources including official government statistics (Census, SIMD, BRES, etc.), the USP data and bespoke audit of Cambuslang town centre. We have also reviewed two surveys that were prepared for Cambuslang Community Council – 2015 Community Survey and 2017 Business Survey.
2. Accessible Town Centre

Cambuslang is a suburban town located six miles south east of Glasgow – at settlement level the 2011 Census recorded a population of 27,000 people. Cambuslang’s core retail area is focused on Main Street, a busy A-class road leading to Blantyre and Ruther Glen in either direction and connects to the M74 motorway and onward to Glasgow and West Central Scotland.

The town is very well connected by bus and train to central Scotland and the wider South Lanarkshire area, and is around 13 miles from Glasgow International Airport.

Cambuslang train station is located on the edge of the town centre, just a short walk from the main retail areas. Trains to Glasgow city centre take around 15 minutes and run every ten minutes or so. Although there is no allocated bus station within Cambuslang, there are a number of bus stops spread throughout both the town centre area and wider settlement. Buses from Cambuslang to Glasgow city centre, also run every ten minutes and take approximately 30 minutes.

Bus and train services also connect the town with other settlements across South Lanarkshire including Blantyre (11 minutes by train and 20 minutes by bus) and Hamilton (12 minutes by train and 35 minutes by bus), and towns in North Lanarkshire including Wishaw (26 minutes by train) and Motherwell (20 minutes by train).
The core of the town centre is located along Main Street, a busy dual-carriageway, which means that there is a great deal of traffic travelling through the town centre. There are a number of features in place to support pedestrian use including traffic lights and crossings throughout the town centre that provide crossing points, and an underpass located towards the west end of Main Street. The underpass also links with blocks of residential flats on the north side of the road, providing traffic-free access to the town centre with both ramp and stairs.

We understand that there is concern amongst residents and town centre users relating to crime and anti-social behaviour at the underpass, and some reluctance to use it. The 2017 Cambuslang Business Survey identifies issues in relation to pedestrian crossing points raised by businesses at the western end of the town centre – one business respondent noted that “the underpass should be filled in – few people use it and it’s often vandalised; it should be replaced by a crossing”.

Parking in Cambuslang town centre is very restricted – there are around 50 on-street parking spaces along Main Street and while parking is free, there is a 30 minute time-limit. Whilst this will discourage all-day blocking by residents and employees, it also restricts trips for customers, particularly those using local services (hairdressers, beauty, café, etc.) which require longer stays. Parking has been identified as a ‘key source of dissatisfaction’ in the 2015 Community Survey and is identified as the most urgent remedial action in 2017 Business Survey (relating to both number of spaces and duration of stay).

Parking in Cambuslang is further constrained due to the proximity of the train station which serves a large residential commuter catchment area. The Park & Ride facility at Cambuslang Station provides c. 60 spaces – given the frequency of service, connections to Glasgow city centre and number of passengers, this is unlikely to meet the parking needs of travellers. The 2017 Business Survey notes that commuters park on adjacent residential streets, causing issues for residents and restricting temporary use by town centre users.

There is no immediate resolution identified within South Lanarkshire Council’s current Park & Ride Strategy Action Plan, but the construction of two new surface car parks are proposed at Monkcastle Drive and Bridge Street, providing additional 40 and 152 spaces respectively.
There is good signage within the town centre for those travelling by foot or bike, with both of the Nation Cycle routes (75 and 756) clearly signposted. There are five pedestrian crossing points and traffic light sets throughout the town centre, three of which are located at the same junction – this may not be sufficient, considering that the town centre is located on a busy dual-carriageway. Additional pedestrian crossings and/or traffic lights could improve safety for those on foot, particularly older and disabled people.

There are also a number of paving types throughout the town centre area (i.e. cobbles, concrete etc.) but these are in varying conditions. Some roads and pavements are in good condition, but the audit noted that there are a number of areas that would benefit from repair. It is important that roads and pavements are maintained to remove hazards and prevent trip/fall accidents from uneven/cracked surfaces.

The town centre area provides access to local services which, alongside a mix of retailers and business services, includes South Lanarkshire Council offices, a health centre, dentist, library and train station.

There are a number of prominent uses located slightly outwith, but on the edge of the town centre, including Clydesmill Industrial Estate (connected via footbridge at Bridge Street), Morrisons Supermarket, James Alton Primary School, and Cambuslang Rangers FC grounds. There is also a large vacant development site on the edge of the town centre (to the north of the train station) that has potential to create positive outcomes through future development.

There is 4G coverage available throughout the town, however there is no town-wide free WiFi.
3. Active Town Centre

3.1 Population and Housing

According to the 2011 Census, at settlement level Cambuslang has a population of around 27,000 residents – by 2016 the mid-year population estimates record an increase to 29,100 people. At datazone level, we have identified that around 3,100 residents live in, or are within walkable distance of, Cambuslang town centre.

Using the best fit area for the town centre zoned boundary identifies a total of 670 people, just 2.3% of the town’s 2016 population living within the immediate town centre area. Over the past decade, the wider town centre population has decreased by 2.7% – this is in contrast to the 5.4% average increase recorded across 34 YTA audited towns (24 increases / 10 decreases).

The population in the wider town has, however, increased substantially over the ten year period from 2006-2016 (18%) a considerably higher rate than the YTA average of 1% over 37 towns (15 increases / 22 decreases). This increase is the highest recorded of any of the YTA audited towns, the next being 10% increase in Newton Mearns, and shows a good level of interest from housebuilders and residents.

The majority of housing within the town centre is in flatted accommodation (61%), with tenure split between private ownership (61%), private rented (10%) and social rented (28%). At 4%, the town centre has a higher housing vacancy rate than the 2% average across Cambuslang as a whole, possibly creating opportunities to increase the population base.

The 4% vacancy rate is slightly higher than the average found across 38 YTA audited towns of 3.5%, and is similar to vacancy rates in Irvine and Dumbarton (both 4%) both of which are commuter settlements with good public transport connections. YTA Audits have been undertaken for three of the towns that were identified in the introduction as being similar to Cambuslang – Kirkcaldy, Largs and Musselburgh – where vacancy rates in town centre housing were 1%, 9% and 3% respectively. Cambuslang also has a higher level of home ownership and social rented housing than these comparator towns, but a significantly lower level of private rented stock.

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Over two-thirds (67%) of the houses in Cambuslang town centre are in council tax bands A, B and C. The streets surrounding the town centre shopping streets are almost solely residential – primarily flats – these provide a large catchment population for the retail and service businesses.

The average purchase price of a town centre dwelling in Cambuslang (£121,413) is slightly lower than that of the town as a whole (£125,854). Prices in the town centre increased by 28% in the decade to 2013, and by 31% in the wider town, also suggesting a good level of demand for housing in Cambuslang.

In comparison with other YTA audited towns, Cambuslang has a higher average purchase price (YTA average of £103k from 36 YTAs) but lower average ten year increase (YTA average of 42% from 33 YTAs). There is, however, significant variation across the audited towns (from £55k to £200k average price for town centre properties), but prices in Cambuslang are similar to towns in East Renfrewshire, Fife and Lothian.

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3.2 Town Centre Employment and Business

The town centre plays an important role in the economy of Cambuslang, with 31% of all jobs in the town located within it. This is due to a combination of:

- the physical area that the town centre covers – measuring almost 0.5 miles in distance from Cambuslang train station on Main Street to the furthest unit on Hamilton Road;
- the presence of a number of large format retailers including M&Co, Boots and Farmfoods; and
- the presence of a large business and industrial area to the north of the town centre and SLC office within the town centre.

Across 38 YTAs the average is 242 residents per retail unit – at 693 Cambuslang has a significantly higher ratio. Generally, the higher the rate, the more the town’s retailers rely on spend from local residents, rather than drawing custom from elsewhere. Cambuslang records the third highest ratio of residents to town centre retailers, behind Blantyre (857) and Neilston (822) and only marginally above Stevenston (672) – these three towns all have a much smaller retail base.

There is considerable variation ranging from towns with very few retailers (Neilston and Stevenston) to towns that are destinations and draw in visitor spend (e.g. 49 in Millport and 51 in Moffat). Kirkcaldy, Largs and Musselburgh have significantly lower ratios of residents per retailer than Cambuslang (274, 104 and 173 respectively). The high ratio of residents to occupied retail property in Cambuslang raises questions over why businesses are not occupying the vacant units.
3.3 Town Centre Retail

The traditional town centre retail area is focused on Main Street which runs through the town centre and connects to adjacent streets, such as Greenlees Road and Tabernacle Lane where other commercial units are located.

The audit found that 11.4% of Cambuslang's retail units in the town centre were vacant. The average retail vacancy rate across 36 YTA towns is 9.6% — those with similar average rates to Cambuslang include Kilwinning (12.1%) and Saltcoats (11%).

The streets within the town centre where vacant retail units were identified are as follows:

- Main Street — where 6 of 78 commercial units are vacant, 8%;
- Tabernacle Lane — where 2 of the 3 commercial units are vacant, 67%;
- Greenlees Road — where 1 of 4 commercial units are vacant, 25%; and
- Christie Place — where the sole commercial unit is vacant, 100%.

Retail vacancy in Cambuslang is marginally higher than the YTA average across 36 towns — but again there is considerable variation ranging from 19% in Alexandria and 18% in Dalry to 0% in four towns, Busby, Eaglesham, Giffnock and Neilston.

Given the high ratio of residents to retailer, the findings suggest that there are some issues regarding retail vacancy in Cambuslang that need further analysis to identify issues and develop remedial actions that will address the underlying causes. In summary the issues might include a combination of:

- there are simply too many retail units in Cambuslang for the level of occupier demand and there might be a need to encourage alternative uses – this seems contrary to the resident ratio but people may simply prefer to shop elsewhere in other nearby larger destinations;
- the town centre (or parts of it) might be particularly unattractive to occupiers and would benefit from improvements – lighting, streetscape, directional signage, etc; and

- some properties may be particularly unattractive to occupiers and do not meet the needs of modern businesses – these might benefit from being upgraded or possibly even demolished and redeveloped.

There may also be an aspect of the opening days/ hours of retailers in Cambuslang that are curtailing use by some residents i.e. the town has a large commuter population that is normally at work during shop opening hours, typically 9am until 5/6pm Monday to Sundays, with some shops being closed all of Sunday.

The mix of uses within Cambuslang town centre is shown on the chart below.

Cambuslang has seven units that are not categorised elsewhere – train station, funeral director, dentist, place of worship, two Council offices and the Toll Pitch Pavilion. It is notable that the town centre does not have a commercial bank, the Cambuslang Credit Union and Post Office will provide some financial services and two ATM machines provide access to cash.

**Town Centre Unit Mix**
The largest single use in Cambuslang town centre is retail (42 businesses), which accounts for 44% of all activities (average 46%, 38 YTAs). The town has a variety of independent retailers, alongside a number of national chains. Key anchors include M&Co, Boots and Farmfoods.

The YTA analysis is based on the following retail definitions:

- **Convenience Retail**: primarily low cost goods that are typically bought out of habit or on impulse i.e. food, drink (alcohol and non-alcohol), news, tobacco, etc. – 8 convenience retailers were identified in Cambuslang town centre including bakery, butcher and newsagents;

- **Comparison Retail**: all other retail purchases comprising goods bought at infrequent intervals where consumers will compare and contrast products and prices – 15 comparison retailers were identified in Cambuslang town centre including florists, chemists and clothing; and

- **Retail Services**: services that consumers would expect to find in a town centre including hairdresser, beauty salon, repair of goods, hire of specialist clothing, health clinics, post office, travel agent, etc. – 19 retail service operators were identified in Cambuslang town centre, of which over two-thirds are hair and beauty businesses.
The majority of retailers (81%) in Cambuslang town centre are independently owned, with 19% being part of a larger chain. Independent traders are spread throughout the town, with 78% on the Main Street occupied by independents.

The proportion of independent retailers is considerably higher in Cambuslang than the average for YTA audited towns (71%, 38 YTAs). Across the YTA audited towns, those places with the highest proportion of independent businesses also record lower than average rates of retail vacancy:

- Millport – 96% independents and 4.3% retail vacancy;
- Eyemouth – 94% independents and 7% retail vacancy;
- Neilston – 92% independents and 0% retail vacancy; and
- Busby – 90% independents and 0% retail vacancy.

While there are a range of reasons for the success or otherwise of town centres, the dominance of independents in Cambuslang creates an opportunity to position the town as a unique place, building on local businesses characteristics and potential to adapt quickly to market changes.
A number of town centres have introduced shared spaces for independent retailers to support small traders and encourage new business start-ups – indoor markets or emporiums where small and new businesses can test market conditions and interest for their products and services. Other towns have developed indoor/outdoor markets (farmers, crafts, street food, etc) that have attracted footfall into the centre on the day of the market, but also acting as a shop-window for subsequent trips.
4. **Attractive Town Centre**

4.1 **Leisure Mix**

Across 38 YTA audited towns, leisure uses make up 22% average occupy for all commercial units – as shown earlier it accounts for 33% in Cambuslang, making it the third highest ratio behind Stevenston (38%) and Millport (34%). Leisure businesses are made up of activities including food & drink, cultural, accommodation and sport & leisure – these are typically activities that attract people to a town.

The leisure offer in Cambuslang is dominated by evening economy uses (65%), made up of nine hot food takeaways, eight pubs/ bars and three restaurants, all located on Main Street other than one takeaway on Greenlees Road. The audit did not identify any museums, hotels, cinemas or nightclubs in the town centre; the Toll Pitch Pavilion will accommodate an element of cultural/ community activity.

Almost 40% of leisure businesses are multiple operators, largely made up of betting shops and food take-away shops. Of the eight bars/ pubs, only one has been identified as a multiple – The John Fairweather (Weatherspoons) – with the other seven identified as independently owned businesses.
Overall, Cambuslang has a broadly comparable ratio of evening economy businesses per head of population with the average across 38 YTA audited towns – 1,455 compared to 1,140. There is, however, significant variation in the mix:

- the ratio of bars is higher – Cambuslang has one bar for every 3,638 residents, compared with a 36 town YTA average of 4,198;
- the ratio of restaurants is significantly lower – one restaurant per 9,700 residents, compared with 31 town YTA average of 4,901; and
- the ratio of hot food takeaways is lower – one outlet per 3,233 residents, compared with 36 town YTA average of 2,840.

4.2 Sports and Leisure Facilities

There are a number of sports and leisure facilities that will draw footfall into the town centre. Cambuslang Library is located on Main Street and is open every day apart from Sundays, typically from 9:15am-5pm during the week and from 9:15am-1pm on Saturdays. There is also a Fit4Less Gym/Fitness Centre on Main Street, a members’ gym with regular fitness classes.

Cambuslang also has a golf club, located less than one mile from the town centre area. The club, which dates back to 1892 has an 18-hole golf course and facilities including a licensed bar and restaurant. The club is typically open from 8am-10:30pm (Monday to Saturday) and from 8am to 7pm on Sundays.

Cambuslang Bowling Club is also located less than one mile from the town centre area. The club, founded in 1874, has a number of bowling greens and other facilities including a members’ clubhouse, open seven days a week.

4.3 Attractions

The Kids Complex is an indoor play centre for children located on Western Road, 1.4 miles (approximate 4 minute drive) from the town centre. It has a number of facilities including climbing frame, go-karts, toddler area, cafeteria and party area. It is open from 9:30am until 6:30pm seven days a week and takes bookings for private children’s parties.

Cambuslang Public Park is located on Cairns Road 1 mile (3 minute drive) from the town centre. Facilities include outdoor playgrounds, two ponds, three football pitches and a bandstand area.
Another key attraction is ScotKart, an indoor go-karting and laser tag centre located on Westburn Road, 1 mile (4 minute drive), from the town centre area. Established in 1991, this was the first indoor go-karting centre in Scotland. The Centre is open seven days a week typically 9:30am to 9pm, and the kart track is open from 12pm-10pm Monday to Friday and from 9:30am-10pm on Saturdays and Sundays.

4.4 Historic Town Centre

Located just outside of the town centre, Cambuslang is one of 30 conservation areas in South Lanarkshire. There are a number of listed buildings within the wider Cambuslang town – five are within the conservation area. One prominent listed building in the town centre is the Category C listed former Savoy Bingo club on Main Street. This building is was designed by John Fairweather, a well-known Scottish cinema architect, built in 1929. This four storey building was converted to bingo hall in the early 1960s, and subsequently renovated by JD Wetherspoons as bar/ pub and restaurant.

Another Category C listed building in the town centre area in the Masonic Lodge located on Tabernacle Lane. The building dates back to 1903 and is still in use as a Masonic Lodge.

Cambuslang Community Council

The Cambuslang Community Council (CCC) is a community group made up of approximately 16 members of the local community. The main aim of the CCC is to help express the views of local community to South Lanarkshire Council and other public bodies and make them aware of needs and issues within the area.

As referenced in the introductory pages the CCC undertook community and business surveys in 2015 and 2017 through which view, issues and opportunities were identified, including priorities for regenerating the town centre and Main Street. The CCC and their sub-group Cambuslang Future are now focussed on delivering against their strategy and business improvement plan, designed to support the future redevelopment and regeneration of the town centre.
The CCC is also developing a Cambuslang Cycling Project – this aims to improve facilities and opportunities for cycling in Cambuslang. With the national cycle routes passing nearby there is an opportunity to encourage greater uptake of cycling by local residents/employees, but also an opportunity to encourage passing cyclists to make use of the town’s facilities and services.

The project is being developed by the Cycling Sub-Committee of Cambuslang Community Council as part of the Rutherglen-Cambuslang Bike-Town Initiative (CamGlen Bike Town). The project is still in relatively early stages – a feasibility study has been completed on the possibility of a cycle path through and between Cambuslang and Rutherglen.

4.5 Place and Quality Impressions

The YTA includes an independent review of place and quality impressions. It is important to note that this is a subjective view on the condition of the town centre, but it has been delivered in a consistent manner across all YTA audited towns.

At the time of the audit it was noted that the streets were relatively clear with little litter to be found, and few weeds present. Throughout the town centre area there are flower boxes and displays – while some are in good condition, others were found to be empty or in need of maintenance on the day of the audit. This is perhaps due to the date of audit (April i.e. before spring/summer planting has taken off), but does give a somewhat unkempt feel in certain places.
The condition of the town centre is also of mixed condition – the roads/ pavements and street furniture – with some areas recently upgraded but others that would benefit from attention.

The audit includes scoring for quality of unit fronts and shop window displays, both graded out of ten during the on-street audit. The results show that Cambuslang scores a town centre average of 5.4 for the condition of unit fronts and 5.1 for quality of window display, substantially below the YTA average of 6.9 for both window displays and building fronts.

Scores in Cambuslang were brought down by the presence of a number of properties that are (or are near to becoming) somewhat derelict in appearance.

As part of the audit we also sought to engage with independent traders to gather views about their performance over recent years and their confidence for the future. It was difficult to obtain feedback from businesses in Cambuslang, partly due to the size and make-up of the business based, and only seven responses were obtained. The results must therefore be treated with caution.
In relation to past performance, none of the businesses reported that either turnover or employment had increased over the previous five years – some reported standstill, others decline. None of these businesses said that they are optimistic about the future performance of their business in Cambuslang town centre.

The overall confidence score for Cambuslang is very low at 2.3 / 10, significantly lower than the average of 5.7 / 10 from 31 YTAs, and the lowest score gathered across all YTAs.
5. **YTA Summary and Key Points**

In summary, there are three key areas of activity that could generate positive change in Cambuslang – addressing traffic/ parking constraints, improving the fabric/ appearance of the town centre, and delivering more activities/ events that will attract footfall into Cambuslang.

The following are offered as final comments on the Your Town Audit of Cambuslang within the framework of the Scottish Government’s Town Centre Toolkit.

### 5.1 Accessible Town Centre

- Cambuslang is well connected with excellent public transport links and services – while car ownership in the area is high, regular bus and train services connect across Lanarkshire, Glasgow and further afield creating good accessibility for people visiting Cambuslang town centre and also for residents travelling to work/ study elsewhere;

- the lack of banking facilities in Cambuslang may create access issues for older and less able-bodies people, or those that rely on public transport – the Credit Union and Post Office will, however, provide some access to financial services, and there are two ATM machines in the town centre – maintaining these financial services, and enhancing where possible, will be important in retaining access to financial services for local people;

- there is limited car parking in Cambuslang town centre, further constrained by train commuters parking on adjacent residential streets;

- on-street parking on Main Street is free, but is limited to stays of 30 minutes – while this will ensure regular turnover of parking it will constrain use by people using service-based businesses which require longer visits such as cafes, hairdressers and beauticians;

- Cambuslang town centre is located along a busy dual carriageway and there appears to be limited pedestrian crossing points – the bias is therefore in favour of vehicle rather than foot and cycle users;

- the town would benefit from a review of traffic and parking arrangements to identify where alterations and improvements could be made; and

- Cambuslang has good 3G/4G mobile phone coverage, but no free WiFi connectivity for town centre users.
5.2 Active Town Centre

- Cambuslang has a population of almost 30,000 residents and a workforce of 4,500 people – of these almost 3,000 and 670 respectively are based within, or within easy walking distance of, the town centre giving businesses a large potential catchment to draw custom from;

- the large vacant site to the north of the town centre has secured planning permission for development of 195 houses (a mix of detached, semi-detached and terraced) – in addition to addressing a large vacant/derelict this, this development would increase the immediate town centre catchment population by around 600 people;

- of the 1,600 residential properties within the town centre catchment area c. 50 are recorded as vacant, equating to 4% which is in line with the overall YTA average of 3.5% from 38 towns – combined with the higher than average house price in Cambuslang and increasing trends toward town centre living there may be an opportunity to secure redevelopment of these empty homes and also attract new residential development in other parts of the town centre, possibly through re-zoning;

- Cambuslang has a vacancy rate at around the average of other YTA audited towns, equating to 10.5% of all properties and 11.4% of all retail units – the town does, however, have significantly lower ratios of population to occupied retail outlet and there is a need to investigate why vacant premises are not attractive to business operators;

- while there are a number of events that have taken place in Cambuslang over recent years, we identified only two that are based within the town centre (Christmas lights switch on and Cambuslang Summerfest) and these are annual events – a number of towns have developed annual programmes of activities that generate footfall, primarily delivered by either BIDs or Community Groups – Moffat in Dumfries & Galloway has a particularly active community group with events running across the calendar year; and

- there is a high proportion of independent traders (81% compared with the YTA average of 71% from 38 towns), creating an opportunity to differentiate Cambuslang from an ‘anywhere town’ and promote its unique business base. Independent traders are frequently more active and supportive in developing new activities/events that will drive footfall into the town centre.
5.3 Attractive Town Centre

- the leisure offering in Cambuslang is very heavily biased toward food & drink and an evening economy, with a limited cultural offer i.e. no cinema, museum, theatre or nightclub and no hotel accommodation;

- the evening economy in Cambuslang is very dominant in the mix of uses – 65% of all leisure businesses and 21% of the make-up of all town centre commercial premises. The ratio of evening economy outlets is, however, marginally lower than the average across other YTA audited towns, and significantly lower for restaurants, suggesting an opportunity to expand the leisure offering and better meet the needs of local residents;

- the quality of place in Cambuslang is of mixed condition – some parts have been improved and are well maintained, other areas would benefit from attention;

- none of the businesses that engaged with the YTA audit were optimistic about the future performance of their business in Cambuslang town centre – the overall confidence score for Cambuslang is 2.3 / 10 which significantly lower than the average of 5.7 / 10 from 31 YTAs, and the lowest score gathered across all YTAs;

- development of the former Hoover site for residential development will remove an area of blight and create positive benefits for the town, but there are other sites/ buildings that would benefit from development and improvement and thereby improve the fabric and appearance of the town; and

- the appearance of shop fronts and window displays in Cambuslang were rated as 5.4 / 10 for building fronts and 5.1 / 10 for window displays – these scores are also lower than the averages from 34 YTAs at 6.9 / 10 for both building fronts and window displays. While there are a number of units that have had a significant impact in reducing the average score, the attractiveness of Cambuslang town centre would be considerably enhanced if the condition and presentation of shop units (including vacant units) across the whole town centre were improved.