

The Plan for the area takes shape.

The recent business and shopper survey has identified a number of areas that you, the businesses, want the Clarkston BID to look at. Although the plan is only in its early stages we felt it was worth highlighting the areas we are looking at.

At this stage we cannot confirm exactly what activity will be included in the final plan as the costs and details have still to be worked out but the following will give you a flavour of what the businesses in the area asked for. To maintain a consistent approach the activity has been grouped under the key areas identified in the survey:

i) Accessibility:

The key issue highlighted (53% of all respondents ranked this number 1) is to review the parking and traffic flow in the area. As such we have already made a formal request to East Renfrewshire Council to review the current parking and traffic arrangements in Clarkston and we will let you know the outcome of this request.

ii) Enhancing the Retail Mix:

There was a clear call from the businesses to help improve the retail mix in the area and to help with this, the Steering Group have proposed the formation of a regular retail forum to meet and discuss the best methods to encourage more diversity in the area.

iii) Awareness and Understanding:

It is clear that many people, even those in the area immediately surrounding the BID area are unaware of the range and quality of shops and services available in the Clarkston. We are proposing to create marketing activity to help with this.

In addition we would like to give the Clarkston Area a clear identity. The two surveys asked what the area should be called and the most popular name was Clarkston Town Centre and, if the BID is successful, we would look to brand the area to help increase awareness.

iv) Cleanliness and Appearance:

Over the next few months we are forming a sub committee from the BID Steering Group to look at this area and make recommendations.

v) Safety and Security:

There were no key issues raised within the survey concerning safety and security but we still want to work with the police and the council to tackle any issues and we will keep an eye on this as the BID moves forward.

vi) Events:

This area is being examined at the moment but one of the key findings was the desire for Christmas lighting in the area and we are working on the costs of introducing this as part of the BID plan.

These are only a few of the ideas we are looking at and by the end of October a more detailed plan will be circulated for all the businesses to comment on.

Welcome to Issue 2 of the Clarkston Business Improvement District Newsletter. As the BID moves forward we are keen to keep everyone in the area up to date. Our contact details are on this Newsletter and we would be delighted to hear your feedback.

Clarkston Business Survey - what did you say?

Over the month of June we asked all the businesses in the Clarkston BID area what they thought about Clarkston as a place to do business.

We asked what are the best things about Clarkston and the survey said:

52% like the friendliness of the area.

43% think there is a good public transport system

32% like the affluent nature of the area

When we asked what businesses disliked about Clarkston the survey found:

68% feel the parking in the area is poor.

30% said that the retail mix could be better.

Over all, the majority of businesses agree that Clarkston is a good place to do business and there was a high level of support for more activity in the area. When the survey asked what kind of activity the BID should look at - seven key areas were identified that businesses felt could be improved. These were:

Accessibility (94% stated this as very important)

Awareness and understanding (94% stated this as very important)

Enhancing the retail mix (93% stated this as very important)

Cleanliness and Appearance (90% stated this as very important)

Events (86% stated this as very important)

Safety and security (86% stated this as very important)

Marketing and promotions (86% stated this as very important)

The survey also asked what the BID should do to improve each of these areas and the results will now form the basis of the BID plan. This Newsletter contains the initial thoughts on the plan - reflecting what the businesses said.



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Vincent Waters	East Renfrewshire Chamber of Commerce
Gordon Brown	Clarkston BID Project Co-ordinator

Clarkston Shopper Survey - what shoppers think of Clarkston?

Over the first week of June a survey of shoppers and visitors to the Clarkston BID area was carried out to find out more about the people who shop in Clarkston. A hundred people were interviewed across the Clarkston area.

The survey found that the majority of shoppers (62%) were from the immediate locale but a significant minority (38%) were from further afield - demonstrating the quality and draw of the shops and businesses in the area.

The survey also showed that there was a reasonably even spread across all age groups, with a slight bias towards the elderly.



When asked how much people spent when they visited Clarkston there was a wide variation with some 39% spending less than £10, 49% spending between £10 and £40 and 12% spending more than £30.

The survey asked what was good and what was poor about Clarkston and 68% could find nothing bad to say about the area. For a minority of people the traffic and parking were issues they would like to see addressed.

When asked why they come to the area a majority sited the local shops/facilities/cafes (69%) and the convenience/locale (52%) as the key reasons.

80% of the people interviewed use the area at least twice a week with over a third visiting daily.

The most popular method of getting to the Clarkston BID area is by car (42%) with a large minority (38%) choosing to walk. Those making use of public transport i.e. bus or rail, constitutes just over one in five of all shoppers (21%).

In the main the shoppers were in broad agreement with the businesses when it came to what could be done to improve Clarkston with better parking and an improvement to the look and feel of the area coming out top.

And, on a final note, shoppers feel very safe in Clarkston with 100% saying they feel safe or very safe during the day and 96% saying they feel safe or very safe at night.

What will the BID mean for you.

Duncan Dick, a local business man with interests in the BID area was asked for his view on the BID.

'Your support and vote for the Clarkston BID is vital,' says Duncan. 'Your business window extends beyond your shopfront.

You are part of a shopping/business centre. Clarkston has to be welcoming in addition to your own presentation. The decision is simple. Can this BID project help my business and what is the cost? The cost is likely to be in the region of 3%- 3.5% of your rateable value

i.e. the cost of one advert in the local newspaper. The benefits will be around throughout the year. This payment can open doors to additional funding if the project goes forward. Use your input and vote to help YOUR Clarkston business environment.'

East Renfrewshire Chamber of Commerce are pleased with progress.

'East Renfrewshire Chamber of Commerce is delighted with the positive reception to our BID project from businesses in Clarkston,' said Vincent Waters, President of East Renfrewshire Chamber of Commerce.

'The Steering Group has representation for a diverse range of shop-front businesses. Our project manager, Gordon Brown, has done a great job of canvassing the views of local owners and shoppers.'

'Together he and the Steering Group will begin to craft a business plan that will lay out for all Clarkston businesses the potential benefits to a Business Improvement District and show just what could be achieved over the first five years of the BID.'

'I'm grateful to Paul Knight for agreeing to Chair the Steering Group, and to all the members, who have and continue to work not just for their own benefit, but in the interests of their neighbours in the area.'



So what happens next?

With the Clarkston BID now taking shape there is a timetable of events that will take the BID through to a potential vote in the spring of next year.

By the end of a October the BID Steering Group are aiming to circulate a draft BID plan to all the businesses in the Clarkston BID area for comment. This will give the businesses a chance to look over the details of the plan and to feedback their thoughts.

Once the Steering Group have assessed the feedback the BID will move to the formal notification period and set a date for a vote on the BID in the spring of 2010. In due course all businesses will receive the full BID plan with costings, timings and detail on all the planned activity, well in advance of the vote to ensure that everyone has plenty of opportunity to have their say. Look out for the draft plan by the end of October.

The Clarkston BID Steering Group.



Clarkston BID Steering Group - Clockwise from bottom left - Terry Traynor, David Hammet, Gordon Brown, Derek Leitch, Duncan Dick, Paul Knight, Lisa McLaughlin and Nuala Ashe.