



Business Survey

Final Report

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Prepared by:

**Alan Kennedy
Knowledge Partnership
9-11 Maritime Street
Edinburgh
EH6 6SB**

Summary

This Business Survey was carried out by Knowledge Partnership on behalf of Discover Lanark as a tool to support the development of the BID business plan. The survey questionnaire was administered by post and Internet during February 2018 to 300 Lanark businesses¹, and by the closing date (1st March 2018), seventy-eight businesses (26%) had completed the survey.

On balance, the nature of the survey feedback from businesses was very similar to that obtained from shoppers and visitors during an earlier 'Shoppers Survey' (December 2017). This suggests that there is a consistent set of needs across Lanark businesses and their customers when considering the commercial development of the town.

The key points to highlight from the Business Survey are:

- ✓ Businesses view run-down shops and premises, alongside parking and congestion as important barriers to the development of their trade
- ✓ They feel that Lanark could benefit from the introduction of more specialist shops as well as the provision of more public toilets
- ✓ Encouraging more footfall is very important, especially for those business that trade with members of the public. These businesses agree that more should be done to encourage customers living out-with Lanark to visit the town
- ✓ Almost nine in ten business would agree that Lanark town centre has declined as a place to shop in the past 10 years
- ✓ On balance, Lanark is still viewed as a friendly place for visitors to come (76% agree this is the case) although a smaller proportion of businesses would agree that Lanark is welcoming
- ✓ The town centre needs to be made more vibrant and more colourful and this would encourage more visitors to the town
- ✓ A reduction in business rates could be looked on as a way of helping smaller firms, as might grants or other forms of funding to support business that want to enhance the look of their shop-fronts
- ✓ The BID could help businesses in a variety of ways including with advertising and promoting their offer to customers
- ✓ A business listing/directory would help highlight firms in the local area and encourage increased B2B and B2C trade
- ✓ The BID should aim to encourage local businesses to work more closely together.

¹ Comprising commercial entities plus charities, and some public bodies

Introduction

This Business Survey was carried out by Knowledge Partnership on behalf of Discover Lanark using a postal and Internet administered questionnaire. The survey was completed by businesses between 1st February and 1st March 2018.

Respondents

A total of 300 Lanark businesses were invited to complete a postal or online questionnaire. By the survey closing date (1st March 2018), seventy-eight business had completed the survey (26% of the total number of invitations).

Questionnaire design

The survey questionnaire was designed by Knowledge Partnership with input from the Discover Lanark Steering Group. Several of the survey questions were built around feedback obtained from the Discover Lanark Shopper Survey (December 2017), whilst others addressed local business issues that were highlighted at a meeting of the Steering Group. A copy of the survey questionnaire is provided at annex 6.

Report layout

The report is laid out in the same order as the questions were posed in the survey. Three of the survey questions (Q1, Q2 and Q3) were of the 'tick-box' type and businesses' feedback in relation to these three questions is set out in figures 1, 2 and 3 respectively. The other three questions in the survey (Q4, Q5 and Q6) were of the comment type, and the feedback relating to these questions has been dealt with as follows:

- ✓ Q4 – the comments made by business have been grouped as themes and presented in figure 4 (main themes) and again in annex 1 (all themes). Annex 3 sets out the comments that were used to create the reported themes
- ✓ Q5 – as with Q4, the comments made by business in relation to Q5 have been grouped as themes and presented in figure 5 (main themes) and again in annex 2 (all themes). Annex 4 sets out the comments that were used to create the reported themes
- ✓ Q6 – the comments made in relation to this question were quite diverse and for this reason were not able to be readily grouped into common themes. Therefore, these comments are set out in full in annex 5.

Survey Findings

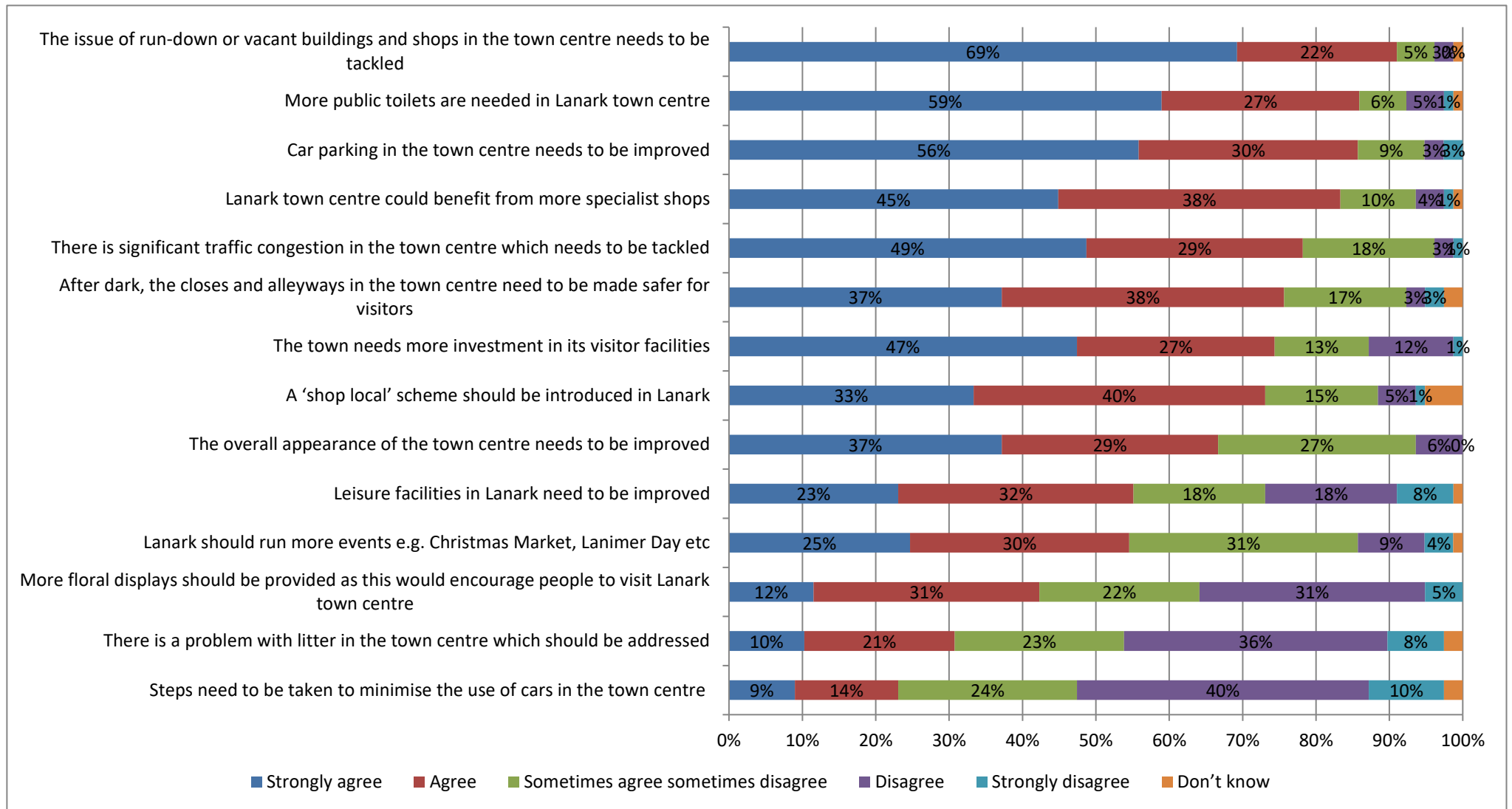
Figure 1 sets out businesses' response to the first set of survey questions which took the form of statements about Lanark town centre. As illustrated in figure 1, from the perspective of their business, the top the five issues that are of concern to Lanark companies are:

1. Run-down buildings and shops (91% of respondents agree that this is an issue affecting their business)
2. The need for more public toilets in the town centre (86%)
3. The need to improve parking (86%)
4. Having more specialist shops in Lanark (83%)
5. Tackling traffic congestion (78%).

In addition, 47% of businesses 'strongly agree' that more investment is needed in Lanark's facilities for visitors whilst 37% 'strongly agree' that the overall appearance of the town centre needs to be improved, and that the closes and alleyways need to be made safer after dark (37%)

Figure 1 – Lanark Town Centre Issues (base 78)

Q1. Here are a number of statements about Lanark town centre. From the perspective of assisting your business, please indicate whether you agree or disagree with each statement



As illustrated in figure 2, 90% of business agree that Discover Lanark should work with companies to increase footfall and visitor numbers, particularly regarding those visitors who live five or more miles outside of Lanark (91% say this is a priority). Eighty two percent of business (82%) think that Discover Lanark should encourage people who live within 5 miles of Lanark to visit the town more often. On balance, increasing footfall appears to be somewhat more important to businesses than initiatives around networking (79% agree this is important), local sourcing (78%), or digital inclusion (74%).

Figure 2 – Discover Lanark Support (base 78)

Q2. Here are a number of statements about the ways in which Discover Lanark (the Lanark Business Improvement District) could help local businesses. Again, from the perspective of assisting your business, please indicate whether you agree or disagree with each statement

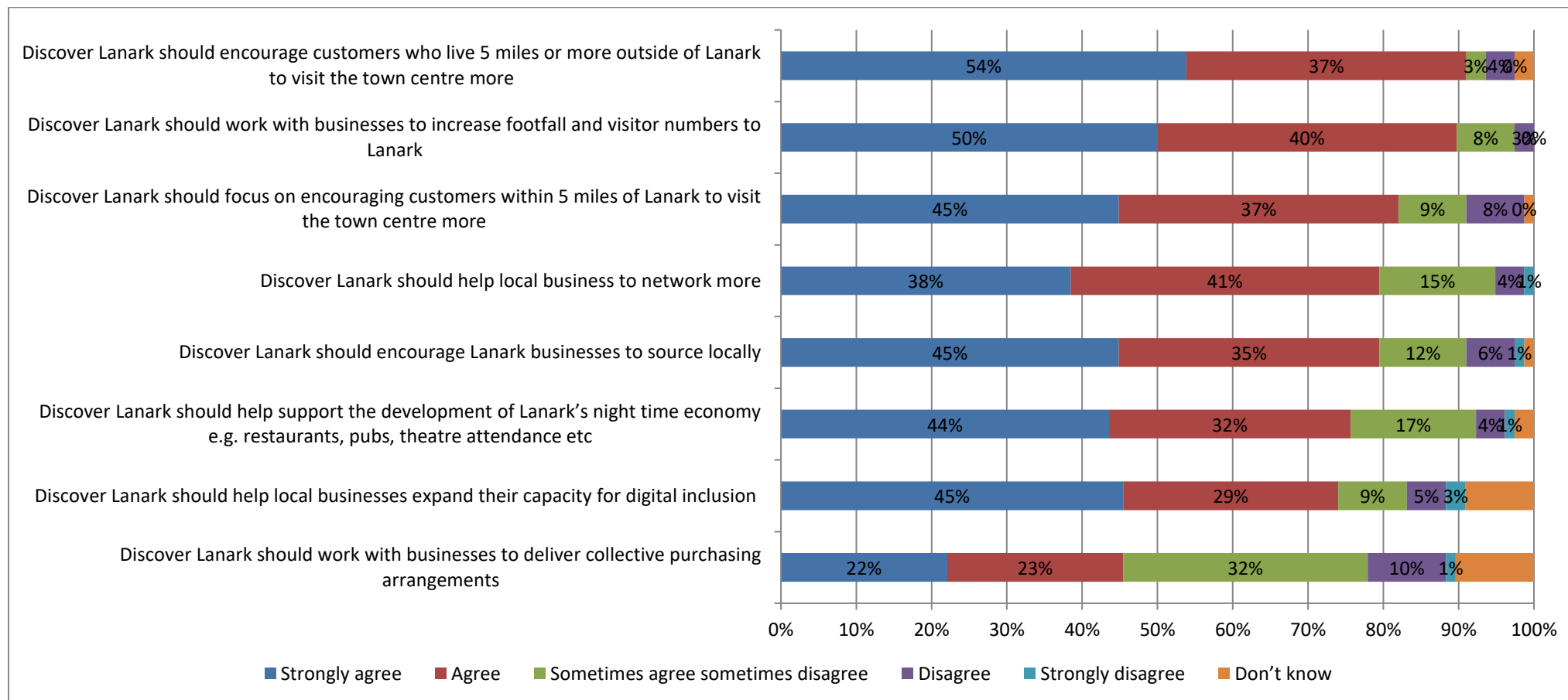


Figure 3 indicates that 86% of business agree that Lanark town centre has declined as a place to shop and visit over the past 10 years (5% of businesses disagree with this statement). Three quarters of businesses (76%) also agree that Lanark is a friendly place for visitors although this proportion declines to 58% saying that Lanark is a welcoming place to visit (31% say this 'sometimes' the case).

Figure 3 – Lanark Town Centre Perspectives (base 78)

Q3. Here are a number of statements about Lanark Town Centre. From the perspective of your business, please indicate whether you agree or disagree with each statement

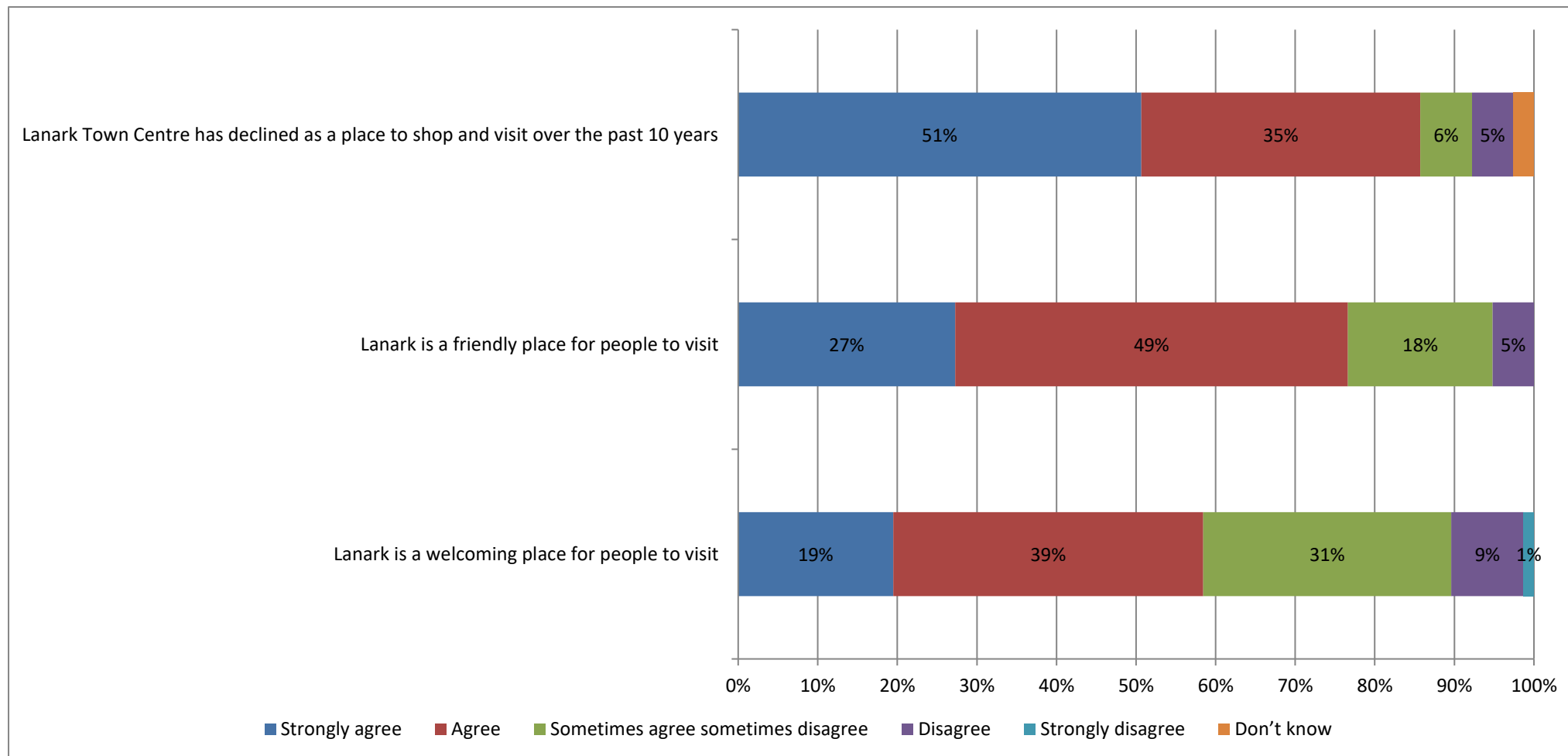


Figure 4 sets out businesses' views about the three changes that they would most like to see in Lanark town centre. The percentage shown here is the aggregate of the first, second and third changes proposed and illustrates that parking (33% of all businesses), choice of shopping (29%) and building conditions (27%) are the three main changes required. Note that only changes attracting more than 3% of the 'vote' are shown in figure 4.

Figure 4 – Lanark Town Centre Changes Required (base 78 business, 41 themed comments)

Q4. As a business trading in Lanark, what THREE changes to the town centre would you most like to see?

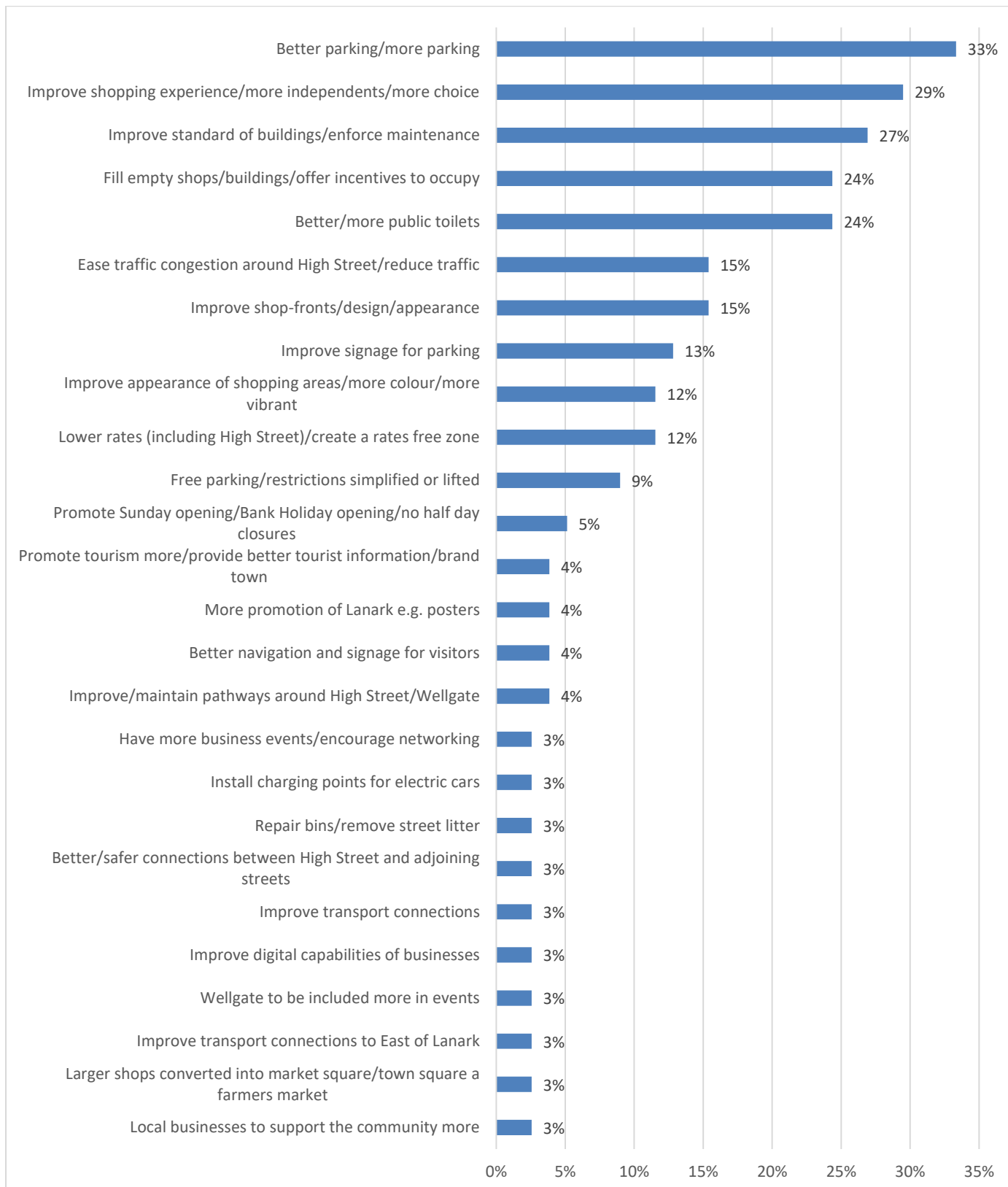
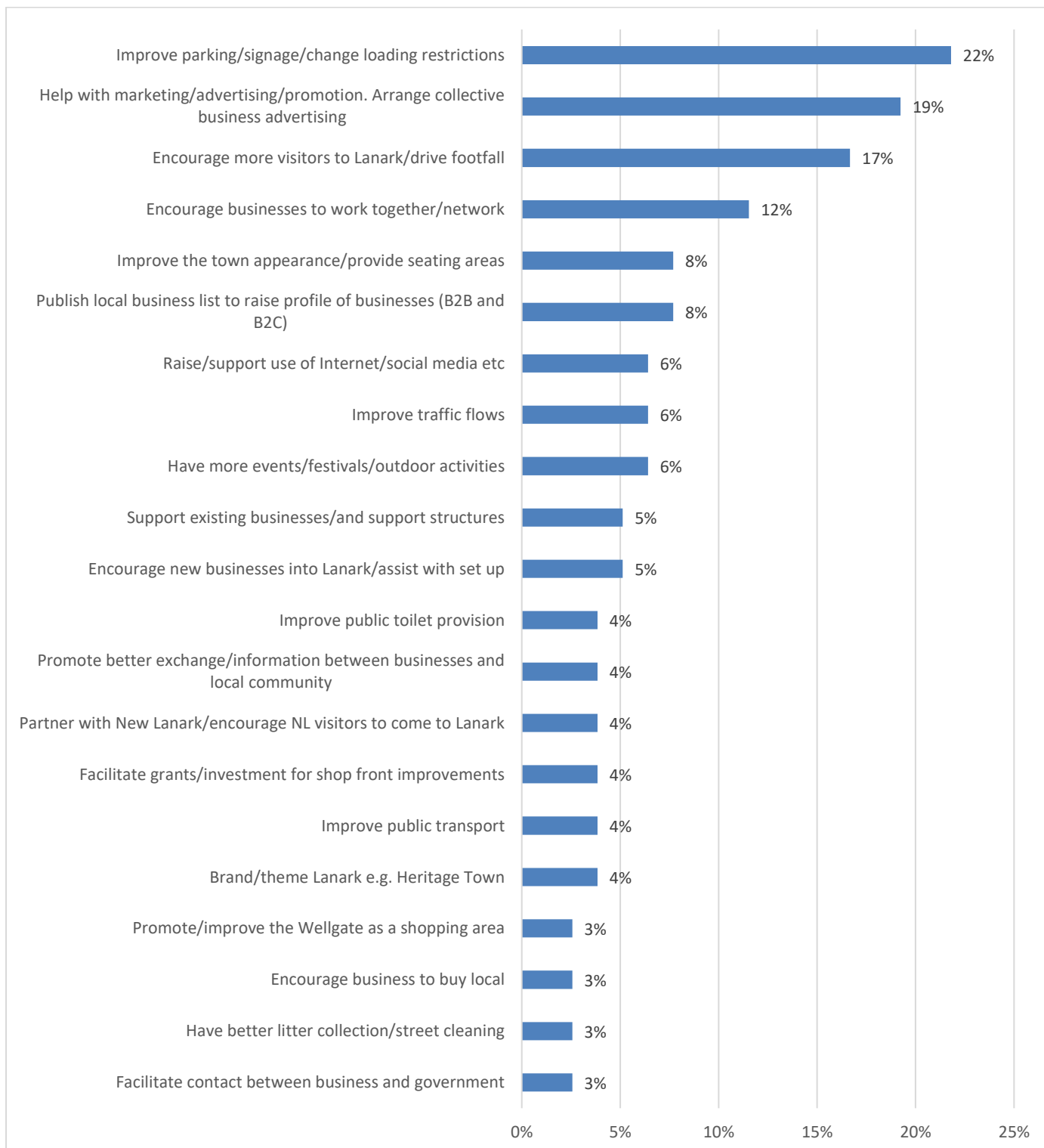


Figure 5 illustrates the areas where businesses feel that Discover Lanark could best assist their firm. The percentage here is the aggregate of the first, second and third suggested areas of assistance and shows that improving parking (22% of all businesses), help with marketing/promotion (19%) and encouraging visitors to Lanark (17%) are the three main areas where businesses feel that help is required. Note that only changes attracting more than 3% of the 'vote' are shown in figure 5.

Figure 5 – BID Support to Local Businesses (base 78 business, 39 themed comments)

Q5. As a business trading in Lanark, what THREE things could Discover Lanark do that would be of most help to your business?



Other comments

At the end of the survey, businesses were asked if there were any other comments they would like to make about Lanark town centre or Discover Lanark.

Thirty-nine businesses (50%) made one or more comment at this stage of the survey. In comparison to the comments that were themed in figure 4 and figure 5, many of the comments here are quite specific (and replicate earlier comments made in Q4 and Q5) and for this reason, we have not attempted to categorise the observations that were made. Instead, the full list of business comments is set out in annex 5.

Considering just the comments made about the BID process, we would highlight the following business comments:

- ✓ All business in Lanark should be part of the BID not just those located in the town centre
- ✓ Consideration should be given to making the BID levy as low as possible
- ✓ Specific organisations should not be expected to contribute to the levy
- ✓ The BID must benefit all businesses if it is to prove workable
- ✓ All businesses should be advised that they will need to pay into the BID (if successful) even if they did not vote or voted against the initiative.

Annex 1

Full list of coded comments relating to figure 4.

Q4. As a business trading in Lanark, what **THREE** changes to the town centre would you most like to see?

Change proposed	% all businesses
Better parking/more parking	33%
Improve shopping experience/more independents/more choice	29%
Improve standard of buildings/enforce maintenance	27%
Better/more public toilets	24%
Fill empty shops/buildings/offer incentives to occupy	24%
Improve shop-fronts/design/appearance	15%
Ease traffic congestion around High Street/reduce traffic	15%
Improve signage for parking	13%
Lower rates (including High Street)/create a rates free zone	12%
Improve appearance of shopping areas/more colour/more vibrant	12%
Free parking/restrictions simplified or lifted	9%
Promote Sunday opening/Bank Holiday opening/no half day closures	5%
Improve/maintain pathways around High Street/Wellgate	4%
Better navigation and signage for visitors	4%
More promotion of Lanark e.g. posters	4%
Promote tourism more/provide better tourist information/brand town	4%
Local businesses to support the community more	3%
Larger shops converted into market square/town square a farmer's market	3%
Improve transport connections to East of Lanark	3%
Wellgate to be included more in events	3%
Improve digital capabilities of businesses	3%
Improve transport connections	3%
Better/safer connections between High Street and adjoining streets	3%
Repair bins/remove street litter	3%
Install charging points for electric cars	3%
Have more business events/encourage networking	3%
Improve quality of cafes	1%
Improve the railway station	1%
Council to be more supportive	1%
Provide more encouragement to people to shop locally	1%
Increase the focus on areas out with the town centre	1%
Pedestrianise the High Street	1%
Improve Christmas Decorations	1%
Use New Lanark car parks/create park and ride	1%
Set up a website around shopping in Lanark	1%

Change proposed	% all businesses
Reduce street vending/begging/charity	1%
Ensure needs of non-retail businesses are included	1%
Introduce a loyalty scheme	1%
Make better use of local assets e.g. farming, tourism etc.	1%
Improve visitor accommodation	1%
Other	13%

Annex 2

Full list of coded comments relating to figure 5.

Q5. As a business trading in Lanark, what *THREE* things could Discover Lanark do that would be of most help to your business?

Type of assistance	% all businesses
Improve parking/signage/change loading restrictions	22%
Help with marketing/advertising/promotion. Arrange collective business advertising	19%
Encourage more visitors to Lanark/drive footfall	17%
Encourage businesses to work together/network	12%
Publish local business list to raise profile of businesses (B2B and B2C)	8%
Improve the town appearance/provide seating areas	8%
Have more events/festivals/outdoor activities	6%
Improve traffic flows	6%
Raise/support use of Internet/social media etc.	6%
Encourage new businesses into Lanark/assist with set up	5%
Support existing businesses/and support structures	5%
Brand/theme Lanark e.g. Heritage Town	4%
Improve public transport	4%
Facilitate grants/investment for shop front improvements	4%
Partner with New Lanark/encourage NL visitors to come to Lanark	4%
Promote better exchange/information between businesses and local community	4%
Improve public toilet provision	4%
Facilitate contact between business and government	3%
Have better litter collection/street cleaning	3%
Encourage business to buy local	3%
Promote/improve the Wellgate as a shopping area	3%
Assist businesses to move into the 21st century	1%
Improve the local park	1%
Encourage more local shops (rather than nationals)	1%
Publish a list of local events and their goals	1%
Improve store fronts	1%
Develop a loyalty scheme	1%
Utilise The Loch and old racecourse	1%
Promote local events	1%
Install cycle lanes/cycle park points	1%
Help promote local craft businesses	1%
Make businesses aware of vacant High Street premises	1%
Improve signage for visitors	1%
Support options for increased local accommodation (for visitors)	1%

Type of assistance	% all businesses
Provide a B2B meeting space	1%
Encourage shoppers to buy local (B2C)	1%
Invest in visitor attractions	1%
Support the development of Lanark's night time economy	1%
Other	15%

Annex 3

Tables 1a, 1b and 1c indicate the town centre changes that business would most like to see.

Table 1a – First of three necessary changes

Q4. As a business trading in Lanark, what THREE changes to the town centre would you most like to see?

First suggested change
As we have plenty parking in the town, we do need more signs to show visitors where they can park and for how long! This has been requested for the last 30 years.
Basically tidier, cleaned shopfronts and all buildings up to standard.
Better free parking.
Better or more public toilets.
Better parking facilities.
Better parking with no limit, better road sign.
Better parking.
Better parking.
Better parking.
Better quality cafes- more reasons for people to visit.
Better signage to the parking areas.
Business that make money from Lanark becoming involved in developing the community rather than simply expecting custom.
Car parking needs to be improved.
Changes in shops. Do not understand why shops move location in the High Street- either to another High Street location or to another street. Too many changes people can't find what they need.
Decent shops coming in.
Derelict buildings owners should be made to keep them in good repair.
Empty buildings need to be filled larger shops could be made into a market square.
Enforcement notices served on poor maintenance and run-down buildings.
Eyes sores fixed.
Fines for town centre property owners who allow their properties to fall into disrepair.
I would like Lanark to become a rates free zone to encourage town centre investment.
I would like to see more car parking for my customers.
Improved transport connections to East of Scotland.
Improvement in appearance of shops, many are dilapidated.
Improvement of pathways along all streets in and around the High Street.
Improvement of railway station as per bus station.
Investment opportunities for unused buildings and business space.
It is very likely that any tourists entering Lanark via the train station will be strongly discouraged from re-visiting the town due to being met by two large derelict buildings; the Royal Oak Hotel and the Vogue cinema.
It would be good to see the Wellgate included in more events.... for example, the Lanimers late night procession, only comes down the High Street. However, on Lanimers Day the procession also goes along the Wellgate. It would be good if the Wellgate could be included in the Lanimer late night parade. For people to see what the Wellgate have to offer.
Less empty shops but not more vape/charity either. We need an array of different offerings of shops to attract customers.
Less empty shops on main street.
Less traffic on main street.
Longer parking areas for people to enjoy walking around Lanark instead of worrying about getting tickets.
Looking more attractive and vibrant.

First suggested change
More appealing shopping areas.
More car parking.
More diversity in the retail aspects.
More help not hinderance from local council.
More parking (free public parking)
More parking available.
More parking.
More parking.
More people encouraged to shop locally.
Need to think about business beyond retail and consider community needs and aspirations.
New shops in available units.
Not just to concentrate on the town centre.
Parking.
Parking for staff in retail.
Parking less congestion for emergency services.
Parking.
Parking-identify more. Top end of Delves Park.
Pedestrianisation of the High Street and a one-way system round Lanark to ease traffic congestion. Both linked to a completed Beeches access road for improved access to and from New Lanark.
Promote Sunday opening.
Property frontage facelift.
Public toilets.
Public toilets.
Public toilets.
Public toilets.
Rates lowered for local businesses.
Reduce rent/ rates in high street to encourage small businesses to rent vacant lots.
Reduce traffic congestion.
Renovation of decrepit vacant buildings, buildings slowly rotting in plain sight. Consider use of CPO pounds for refurbishment
Shops open on Sundays
Simplified parking restriction times.
Some sort of obligation to maintain a reasonable standard of shopfront. Too many shops in disrepair. WH Smiths is a disgrace for a national retailer.
Tackle the issue of run down vacant shops and buildings.
The appearance of the buildings above eye levels on the High street in general are shabby. These should be upgraded to improve the look of the main street.
The graded properties and areas of historical significant should be protected and owners forced to maintain.
Traffic congestion lifted.
Use of toilets for the public (perhaps in Tollbooth).
Vacant/ run-down buildings and shops could be addressed.

Table 1b – Second of three necessary changes

Q4. As a business trading in Lanark, what THREE changes to the town centre would you most like to see?

Second suggested change
Bannatyne Street has several empty stores which not only make the street look unpleasant but also reduce the amount of people that have reason to pass that way therefore reducing customer numbers.
Better (more) parking facilities.
Better access for emergency vehicles on the High Street.
Better car parking facilities.
Better Christmas decorations; some buildings didn't have a tree attached to their building. More floral displays in summer.
Better facilities for visitors. Including toilets and better parking.
Better gritting in town.
Better managed and signposted parking for locals and visitors. Also, utilising the New Lanark car park and linking these by electric buses, cycle schemes and clearly signposted pedestrian routes.
Better navigation and signage.
Better signage for car parking, shop maps tourist attractions.
Better signage for visitors particularly parking.
Better signage to retail park.
Car parking in the town centre
Changes made to some roads e.g. Woodstock Road, Castlegate, Hope Street, road rage is very common due to right of way.
Cleaning of pavements in High Street.
Create an atmosphere and buzz, perhaps music being played though speakers from the Clydeside right up to Tesco.
Digital capabilities for businesses in and around Lanark need improved dramatically.
Encourage a more diverse range of shops. Currently takeaways, hairdressers, betting shops and discount stores don't necessarily encourage passing trade.
Encourage unique individual shops to open in the town. Most of these shops are off the main High Street because rents and rates are too expensive. Passing traffic probably miss most of them.
Help from local newspaper.
High street shops affordably rated for local businesses to afford.
I would also like to see the creation of a website that highlights what can be sold in Lanark - a hub that brings searches together highlighting what you can buy in Lanark.
Improved public transport from outlying areas into town centre.
Improvement to parking, serious shortage of parking for High Street and Bannatyne street. Impossible to park near the post office.
Include Wellgate in the Christmas town centre initiatives allowing stalls etc. on Wellgate not just High St.
Increase occupancy whether business or residential to create a 'buzz'.
Individual shops.
Less 'Poundshops'.
Less school children hanging about on a Friday when schools finish early. It can be very intimidating for people.
Less street vendors/charity/begging. As much as I appreciate that these are necessary evils on the high street. Having anyone outside your door begging puts people off.
Less vacant shops in the High Street.
Less vacant shops.
Lots of online Lanark businesses that don't get included, not just about the shops.
Lower rates.
Lower rent fees.
Loyalty scheme.

Second suggested change
Main street road design to be improved.
Make use of empty premises.
Making the general look of the town more appealing less empty shops (as the rents are too high approach owners to lower revenue).
Maximise local assets (e.g. farming, tourism, history, arts, heritage, nature, leisure etc.)
More car parking for business employees. Most of the car parking in Lanark has a time limit and the free ones are taken very quickly.
More connectivity between the High Street and adjoining streets e.g. Bloomgate, Wellgate.
More floral and banner décor.
More independent shops that support their local partners/artists etc.
More individual, independent shops.
More parking.
More places for community to display events etc. (and screens being reliably switched on and not saying 'no content').
More public toilets.
More specialist shops.
Much more in the way of flowers/colour (it looks very industrial).
New businesses/ stores opening that are desirable for a younger market. Current clothing stores are dated.
Occupying empty shops; need more variety.
People more aware of what we offer.
Public notice board.... yes, we have the electronic notice board.... however, I think people in Lanark are old school and love to read a poster. Somewhere where we don't have to beg people to put up posters.
Public toilets are a must.
Public toilets are needed.
Public toilets.
Public toilets.
Public toilets. The closure has had a major impact on our town. This is surely a basic human need and should be reopened by our Council.
Repair of street litter bins.
Repaving of car parks to increase capacity.
Shopfronts tidied.
Shops filled.
Shops open on Bank Holidays.
Some specialist shops / town square for farmers market.
Stop the tacky and loud Christmas show on the Christmas market. Use carol singers instead.
Tourism should be high on the agenda.
Traffic congestion needs to be improved.
Traffic.
Types of shops- hold on to what we have but encourage online shopping for Lanark shops.
Unlimited parking.

Table 1c – Third of three necessary changes

Q4. As a business trading in Lanark, what **THREE** changes to the town centre would you most like to see?

Third suggested change
A way to stop people passing straight through the town.
Accommodation for visitors to the area need to be improved.
Allowing multinational conglomerates such as Greggs and Costa Coffee, ends businesses owned by residents of Lanark as they cannot compete and are swallowed up.
Better advertising of parking.
Better sign posting to parking areas.
Better signage/ access to car parks for new or passing trade. No real idea how easy to shop in Lanark unless you are down here.
Bright and colourful.....always attracts more footfall.....most shops have a bracket for the Christmas tree.... encourage shops to have a hanging basket at a cost.
Brightening up of closes.
Buildings - Bannatyne street.
Businesses to ensure they are attractive to draw people to Lanark rather than having an expectation of custom due to longevity of presence.
Clearer indication of modern facilities, i.e. electric car parking, Wi-Fi spots etc.
Create more opportunities for local business development (beyond retail -we're never going to compete with Livingston and shouldn't try, it's a different type of local economy).
Deal with run-down buildings. The first thing you see when you come to Lanark by train is the Royal Oak falling down and the old bingo hall falling apart. Not a great first impression.
Demolish the job centre.
Easy parking.
Encouraging business to upkeep improve facade of buildings.
Fill the empty properties; local government and landlords need to act on this matter.
Further provision of electric car charge points to present a forward thinking innovative town.
High Street support- reduce rates there.
Improve the closes and lanes, especially after dark.
Improved information and facilities hubs for locals and visitors e.g. tollbooth former TIC, NL welcome centre.
Improved parking.
Improved transport links with Edinburgh.
Improvement in parking and traffic flow in town centre.
Improvements to Bannatyne Street for visitors coming in by train.
inclusion of St Leonard's Street, Bannatyne Street, Wellgate in markets etc.
Increase in traffic flow.
Issues of traffic congestion especially at the bottom of the main street.
Large number of charity shops in prime locations. Should be better incentive for other shops to occupy those and move charity shops to surrounding areas.
Litter removed.
Lower rates.
Making what was once great, great again e.g. race course.
More diverse shops.
More events locally to encourage local business inclusion/ networking.
More floral displays.
More frequent bus service from out of town.
More individual shops.
More local family run shops.

Third suggested change
More marketing and promoting local shopping.
More public toilets.
More public toilets.
More things on offer for shoppers to get value for money while they shop in Lanark.
More trees and plants - town centre too grey.
No 1/2 day closing.
No business communicating with each other. More networking.
Parking to allow passing traffic to stop and shop.
Parking.
Public toilets.
Public toilets.
Public toilets.
Really need toilets, small vacant shops could be made into public toilets.
Run down or vacant shops issue needs to be addressed.
Run-down buildings addressed.
Shop watch/ radio link for security sharing details etc.
Shopfront design cohesion.
Shops want local support they need to support local too.
The "bottleneck " at the church/Londi's being addressed.
There are several eyesores in the town - Royal Oak etc. - I would like to see what pressure can be put on owners to tidy up their buildings.
Tourist attractions within empty shops e.g. a William Wallace museum, a gift shop selling local fayre and gifts etc.
Town branding and marketing strategy.
Try and keep out big (pound) chain shops.
Upgrade pavements in Wellgate to be wheelchair friendly.
Vacant shops being filled or upgraded to improve overall look of town.
Vacant shop's repaired and re purposed.
Vogue cinema renovated.

Annex 4

Tables 2a, 2b and 2c sets out the areas where businesses feel they could be assisted by Discover Lanark.

Table 2a – First suggested item of help

Q5. As a business trading in Lanark, what THREE things could Discover Lanark (the BID) do that would be of most help to you?

First suggested item
A publication with a list of business which would help tourists, possibly highlighting a different business each week / month.
Advertising help e.g. newspapers, schools, clubs, associations.
Advertising Wellgate as shopping experience not just the High Street.
Bring more people to shop in Lanark.
Businesses to network better.
Carry out improvements such as those listed [in tables 1a-1c] which would encourage new businesses and new visitors to the town. The town must improve first.
Collective advertising. Possibly like the pink local directory which has been used in the past.
Create a theme e.g. 'Heritage Town'.
Drive greater footfall.
Encourage new business to the area.
Encourage people to buy locally.
Encourage positive use of social media.
Encouraging local business to shop local. How can we encourage people to shop local if we don't do this ourselves.
Encouraging people to come to shop and visit Lanark from outlying villages.
Facilitate networking opportunities for local businesses to explore ways in which they could work together.
Financial help to improve our shopfront. If we need to invest 'x' amount on an internal refurbishment then perhaps you could grant a percentage of this for external work.
For our business, events with other business would be useful. Would help us and we could see what can be done.
General town management structure.
Get businesses to move into 21st Century.
Help promote local crafters through events.
Help the town realise its online potential.
Help to reach customers from a wider audience/ area out with Lanark.
Help with the things that traders are looking for.
I'm sorry, I don't really know enough about Discover Lanark.
Improve parking.
Improve traffic flow as there lacks a means to change direction and just leave the town.
Improved parking.
Improved parking signage.
improved public transport.
Improvements to park would be a major improvement.
Increase in traffic flow.
Internet connectivity needs to be dramatically improved.
Lanark can become a town with a tourist flow that matches Pebbles or Moffat if large national sized businesses are replaced with shops owned by the residents of the town, improving the towns character.
List of local events and their goals.
Local advertising between business.
Main issue speaking to my customers is car parking and public toilets.

First suggested item
More advertising around town events.
More town events like the Market and Lanimers, food festival, music festival etc.
More visitors brought to the town instead of driving there to New Lanark then away again as the town doesn't benefit from that.
Networking evenings....in central location Tollbooth, Costa etc.
New build homes or homes sold could get a booklet/leaflet sign posting businesses in the town.
Not much - footfall in the town doesn't really improve my type of business.
Offer grants for improvement of shop fronts.
Organise and run more events and festivals.
Promote a different business every week.
Proper broadband to the industrial estate. The businesses at Caldwellside are being disadvantaged.
Public parking.
Public parking.
Public toilets.
Raise awareness of events taking place in Lanark.
Removal of no loading in Wellgate - always get parking tickets when trying to load our vehicle.
Tackle the issue of traffic congestion.
Tidy up storefronts.
Up to date business information online. What we sell opening hours etc.
We need to identify, embrace and nurture the mixed economies that already exist, until we do, we will get the business strategy wrong.
We use email and telephone, but clients have difficulty parking even in Hope Street.

Table 2b – Second suggested item of help

Q5. As a business trading in Lanark, what THREE things could Discover Lanark (the BID) do that would be of most help to you?

Second suggested item
Act as a go between with the Council and Scottish Government.
Create a town that becomes a great partner to New Lanark.
Create more outdoor sporting events throughout the year. MTB cycling, row boat racing, road bike cycling. Look at other country towns who have successfully adopted these.
Encourage businesses to collaborate.
Encourage interesting shops to set up in High Street.
Encourage people living outside Lanark to visit the town centre.
Encouraging customers who live within 5 miles.
Ensure 'New Lanark' visitors are encouraged to visit shops etc.
Ensure that all initiatives work in partnership with New Lanark. Improvements to one benefits the other and vice-versa if the connected infrastructure is in place.
Events to bring an increase in footfall perhaps using vacant shops to host.
Funding to help keep shop fronts painted regularly, hanging baskets etc.
Get more shops involved in offering discounts and special offers.
Help improve town appearance.
Help with marketing my business locally and online presence.
Help with planning if people are trying to open-up in the town.
Helping local business to network. Easier to make a difference if we all work together.
Improve and utilise The Loch and old racecourse.
Improve traffic infrastructure.
Improved and inclusive business group.
Improved litter cleaning.
Information on upcoming local events.
Investment in visitor attractions and opportunities in the Town.
Make Wellgate look more inviting.
Marketing our services.
More parking.
More work on public car parks.
Networking within other businesses in the town could potentially boost the income of the town's smaller shops and open up new possibilities for buying and supplying.
No charge-parking.
Open the north and south vennel's to traffic.
Professional businesses could be promoted separately.
Promote the quality of life in Lanark.
Provide more parking spaces.
Public toilets.
Publish any vacancies on the High Street online and promote.
Push for parking.
Safe, enclosed area for dogs. This can be booked & rented hourly, bringing in more money. I know a lot of people wanting this.
Seating areas.
Show there's more than just New Lanark.
Simpler/cleaner street cleaning.

Second suggested item

Surveys like this are excellent.

The bid process ought to work within existing strategies and groups to help develop our own community, not be seen as the big brother or the main player when groups have been working in this area for decades.

Try and Improve the overall appearance of the town.

We need to address the vacant shops and run-down buildings.

We use Costa and other coffee shops to hold business meetings, because there's nowhere else where you can just drop-in and meet clients.

Work closely with the Council.

Work to promote activities for locals to get to know and support their local business.

Table 2c – Third suggested item of help

Q5. As a business trading in Lanark, what THREE things could Discover Lanark (the BID) do that would be of most help to you?

Third suggested item
Better parking signage- Big parking bay somewhere near bus into Lanark.
Business advertising of some kind...cost effective.....a newsletter that has a postal drop. Letting people know what going on.... Brooks fashion shows.... vintache sewing lessons.... flowers by Lesley competition.....etc.
Christmas market and Lanimer day is great to attract more visitors.
Communicate.
Create a Lanark brand and marketing strategy.
Creation of a coach parking at the top of Wellgate encouraging coaches to New Lanark to stay in the town.
Digital inclusion - need broadband.
Encourage and generate positive feeling and inclusivity about the bid for potential projects. Keep up marketing and PR. Work with partners.
Encourage businesses to purchase locally.
Encourage more people to visit town.
Encourage more tourism.
Encourage people to shop here; more advertising.
Feedback on ongoing issues.
Focus on creating clear signage for visitors be they local or from further afield.
Funding in place for help with advertising or free local brochures.
help put businesses in touch with each other and encourage them to use local businesses.
Help with keeping up the standard that our local groups are trying to do.
Improved inclusion of all trades.
Improvements to top of the town especially where visitors arrive by train and are greeted by empty shops and traffic jams.
Increase footfall.
Increase footfall to the area.
It's difficult to know what businesses actually run in Lanark and what sort of trading takes place. A way of doing that would be helpful - a kind of directory, but also a way of identifying support, peers and partners.
More community involvement between my business and local events.
More diverse range of shops. Less bookies and shops lying empty.
More information between business and the community.
More parking facilities.
Promote walks and things to do/see in Lanark.
Promotion of events after they have taken place. Not always clear if they have been successful.
Provide cycle lanes / bike parking stations around town.
Rail link to Edinburgh.
Resurface the pavements in Wellgate right up to Wellgate head.
Run a free summertime transport link from New Lanark, Cross, Bus Station, Loch, New Lanark.
Support development of Lanark's night time economy.
Support increase in accommodation options with surrounding area.
There are no public toilets at all at the train station side of the town.
Try and get a lot of the local groups to work collectively on projects.

Annex 5

Tables 3a, 3b and 3c sets out any comments made by businesses in relation to Discover Lanark and the town centre.

Table 3a – First set of comments

Q6. Are there any other comments you want to make about Lanark town centre or Discover Lanark?

First comments
'All' should include all business not just 'town centre' i.e. industrial estates, retail park and rural businesses.
All businesses must contribute. Tesco's and shops in the retail park have driven footfall off the High Street.
As a business newly opened and with no real knowledge of Lanark, I am pleased to say that things are going really well. There are lots of good people in Lanark and I am looking forward to working with yourselves in future.
Discover Lanark is a great initiative.
Have one in the town centre, one at the transport hubs, and one at main tourist attraction. All linked.
I don't mind paying a monthly rate to help improve the town, but I would need to see how it would benefit myself to make it worthwhile.
I think all shops should be encouraged to do one late night per week to encourage people who work to shop in the town.
I think it is really important to make any levy BID money as little as possible - a lot of town centre businesses are really struggling.
If nominal paid parking was introduced, it could fund many more things than ANOTHER tax on businesses.
Improve the variety of shops.
It's very pretty but also quite a boring experience.
Lanark and New Lanark should work more together to promote and organise combined events.
Lanark is a town that can be proud of its heritage and how it looks.
Lanark needs some public toilets.
Lanark town centre is very run down and in need of a serious re-vamp to bring up to date.
Make the train station a focal point. Perhaps brand it as a gateway to Lanark.
More money should be set aside for gritting/clearing public areas during winter months.
Our churches in the town have some of the highest rateable value of property but yet make no profit and invest all their annual budget in the community and in developing community, and indeed provide ministers to work in this area ... all funded by local people. The churches ought not to be taxed again on these donations simply because businesses in Lanark are seeking to work together. We agree that the aims of bringing people to Lanark are helpful, but we should also be looking at developing our own community. We strongly believe that local profit-making businesses ought to pay for the BID a process, not local churches where this would be a huge and insurmountable problem for us.
Over the past few years Lanark has tried various plans and schemes to no avail. 'Totally locally' didn't work as well as first expected.
Public parking
Reduce rates in the High street to enable business to trade there.
Royal Oak is horrific. The owner needs to be fined.
Small shop owners are struggling to survive working in the shadow of multinational companies.
Supply a list of clubs and groups for people living in the town, or possibly moving to the town.
The business rates are too high.
The High Street needs an all over uplift to make it more pleasant.
There are a lot of unused derelict buildings in the Town Centre (Vogue, Royal Oak, Science Building). These need a lot of investment and opportunities for developers to use – can this be provided?
Town centre has great potential.
Town centre is very tired, grubby and uninviting.
Usually I do not have any complaint regarding parking... however, staff parking seems to be an issue at the moment. I park in the car park at the top of the Wellgate. But with the car park next to the Council offices closed off everyone

First comments

is parking here. There is not really anywhere else long stay 8 plus hours for people that work. This car park is also a nightmare in this weather, as it's just like an ice rink. Is this Council owned? A grit bin nearby would be good.

Very few quality shops let in the town centre.

Very friendly people, they take pride in their town, always have something going on like the Xmas market.

We are a welcoming town just need to sort out our empty buildings.

We need a town management structure to do anything

We need to push more events to bring people to town... Easter markets etc. as well as Christmas.

We should have market days and close down the street more regularly.

Would like to know what's happening with the old cattle market building at the retail park. Rather an eye sore.

Table 3b – Second set of comments

Q6. Are there any other comments you want to make about Lanark town centre or Discover Lanark?

Second comments
Character and interesting shops to visit. This makes the difference between towns like Peebles and Lanark. No visitor has ever been impressed or won over by an Argos or a Costa. Small quaint beer shops.
Compare Lanark to Biggar and Peebles; the comparison is not a good one.
Consider ways to connect the branding of Lanark to the branding of New Lanark. Look at joint marketing e.g. banners lining entrances.
Final decision on projects must lie with business owners who found them.
I feel that a new group is needed when we have so many groups waiting for a better Lanark already. What we do need is for all the groups to work together.
I feel the BID must benefit every business to make it viable
I found out the Lanark people get right behind shopping local. It is sad to see so many shops vacant.
I think it is important to let everyone know that they have to pay into the BID fund whether they voted for it or not.
If we looked at developing leisure attractions, then Lanark has a lot more scope to compete with attractions such as cycling, walking, pony trekking, canoeing, outdoor learning, family days out, that can be combined with cafes/bistros, experience days and so on. But retail shops are unlikely to succeed unless they are highly specialised and personalised.
Lanark should be sold as a destination. Instead of flowers to encourage people, use a Facebook advert at all entrances to the town to encourage people to interact with the town and its businesses.
More fresh produce shops.
More hotel facilities within the town centre would cater for tourists and visitors to the Town.
Need to see value for money.
Need toilets to accommodate any influx of new people.
Needs painted, shops and flowers.
No support for local businesses. Facebook group is useless; nothing positive or helpful on it.
Promote Lanark on Glasgow to Lanark train line.
Public toilets are a must in any functioning town centre.
Social Media is a great tool.....I feel we need to use this more.... all businesses collaborate on ONE page! Post about events they are hosting, special offers etc. to reach a wider audience.
The amount of empty shops shows that they should lower business rates.
The Vogue Bingo is an amazing building, any investors out there?
There should be a notice board with the businesses shown on a large-scale town plan.
Too many retail units which will never be filled - could these be changed into town houses?
We continually compare our town with Biggar or even Peebles; we are neither but have the ability to be better!
We need public toilets even if it's just a toilet awareness scheme.
We need to address the vacant shops and run-down business.

Table 3c – Third set of comments

Q6. Are there any other comments you want to make about Lanark town centre or Discover Lanark?

Third comments
Better pedestrian links throughout town by improving the vennels.
Christmas market and Lanimer day is great to attract more visitors.
Coffee shops, cake shops, grocers, pubs or nice hotels impress visitors. I strongly believe the town centre is what is holding Lanark back from being a tourist hot spot.
I am not from Lanark and feel like other businesses don't include you in any events. Some people involved in some projects are very much a clique.
It is also a great opportunity to raise the town centre profile and help business in an ever-changing world.
Keep rates low to encourage businesses/shops to the area.
More events organised to bring new people in.
Reduction in fast food outlets and more focus on quality shops.
Tie in with memorial Hall for events to bring people in.

Annex 6 – Survey Questionnaire

This survey is being administered and managed on behalf of Discover Lanark by Knowledge Partnership who are independent market researchers. All responses to this survey are voluntary and will be kept confidential and anonymous. All the information collected will be kept secure and in accordance with our Data Protection Policy and the Data Protection Act 1998. Survey responses will only be shared with Discover Lanark and Knowledge Partnership, who are administering the survey on behalf of the Group.

Q1. Here are a number of statements about Lanark town centre. From the perspective of assisting your business, please indicate whether you agree or disagree with each statement

<u>Lanark town centre statements</u>	Strongly agree	Agree	Sometimes agree sometimes disagree	Disagree	Strongly disagree	Don't know
Car parking in the town centre needs to be improved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is significant traffic congestion in the town centre which needs to be tackled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Steps need to be taken to minimise the use of cars in the town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The overall appearance of the town centre needs to be improved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is a problem with litter in the town centre which should be addressed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The town needs more investment in its visitor facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure facilities in Lanark need to be improved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The issue of run-down or vacant buildings and shops in the town centre needs to be tackled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lanark town centre could benefit from more specialist shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lanark should run more events e.g. Christmas Market, Lanimer Day etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A 'shop local' scheme should be introduced in Lanark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More floral displays should be provided as this would encourage people to visit Lanark town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More public toilets are needed in Lanark town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After dark, the closes and alleyways in the town centre need to be made safer for visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2. Here are a number of statements about the ways in which Discover Lanark (the Lanark Business Improvement District) could help local businesses. Again, from the perspective of assisting your business, please indicate whether you agree or disagree with each statement

<u>Discover Lanark support areas</u>	Strongly agree	Agree	Sometimes agree sometimes disagree	Disagree	Strongly disagree	Don't know
Discover Lanark should encourage customers who live 5 miles or more outside of Lanark to visit the town centre more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discover Lanark should focus on encouraging customers within 5 miles of Lanark to visit the town centre more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discover Lanark should help support the development of Lanark's night time economy e.g. restaurants, pubs, theatre attendance etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discover Lanark should help local businesses expand their capacity for digital inclusion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discover Lanark should encourage Lanark businesses to source locally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discover Lanark should work with businesses to increase footfall and visitor numbers to Lanark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discover Lanark should work with businesses to deliver collective purchasing arrangements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discover Lanark should help local business to network more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3. Here are a number of statements about Lanark Town Centre. From the perspective of your business, please indicate whether you agree or disagree with each statement

<u>Lanark Town Centre</u>	Strongly agree	Agree	Sometimes agree sometimes disagree	Disagree	Strongly disagree	Don't know
Lanark Town Centre has declined as a place to shop and visit over the past 10 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lanark is a friendly place for people to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lanark is a welcoming place for people to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4. As a business trading in Lanark, what THREE changes to the town centre would you most like to see?

1.

2.

3.

Q5. As a business trading in Lanark, what THREE things could Discover Lanark (the BID) do that would be of most help to you?

1.

2.

3.

Q6. Are there any other comments you want to make about Lanark town centre or Discover Lanark?

1.

2.

3.

Thank you for taking the time to complete this Business Survey.

Discover Lanark would like to take the opportunity presented by this survey to update the information it has about Lanark businesses. Please be assured that the information you provide here will be kept secure and in accordance with Discover Lanark's Data Protection Policy and the Data Protection Act 1998. Survey responses will only be shared with Discover Lanark and Knowledge Partnership, who are administering the survey on behalf of the Group.

Please now check that you have completed all of the survey questions, fold the questionnaire in half, and return it to Knowledge Partnership using the postage paid envelope provided. Please return your completed questionnaire as soon as possible and before the closing date of 1st March 2018.

