



Your Town Audit: Eaglesham

September 2016



Contents

| | | |
|----|---------------------------------------|----|
| 1. | Understanding Scottish Places Summary | 1 |
| 2. | Accessible Town Centre | 2 |
| 3. | Active Town Centre | 3 |
| 4. | Attractive Town Centre | 7 |
| 5. | YTA Summary and Key Points | 10 |

Report produced by:



Audit Date: 26/07/2016

Draft report: 19/09/2016

For: East Renfrewshire Council

Direct enquiries regarding this report should be submitted to:

Liam Turbett, EKOS, 0141 353 8327 liam.turbett@ekos.co.uk

Rosie Jenkins, EKOS, 0141 353 8322 rosie.jenkins@ekos.co.uk

1. Understanding Scottish Places Summary

This report presents a summary of the Your Town Audit (YTA) for Eaglesham, 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 Eaglesham 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 Eaglesham and identifies 14 comparator towns that have similar characteristics, with the most similar being Peterculter, West Kilbride, Stepps and Dalgety Bay¹. The USP platform – www.usp.scot – describes Eaglesham in the following general terms:

Eaglesham's Interrelationships: Eaglesham is an *'interdependent to dependent town'*, which means it has a low number of assets in relation to its population.

Towns of this kind have some diversity of jobs; and residents largely travel longer distances to work and study, although some may travel shorter distances. These towns rely on neighbouring towns for some assets and jobs.

Eaglesham's Typology: This type of medium-sized town is a suburban or commuter locality with a prevalence of higher income residents and private housing. A large proportion of the population are aged over 45, and many are retired. Many people own their home. There is also a high proportion of people in professional employment and a high proportion of residents are educated to HNC level or above. Many households own two or more cars.

Comparing Eaglesham to towns with similar USP typology and interrelationships shows it has a similar number of children in secondary schools, and number of hospitals. It differs as it has a greater number of children in primary schools.

Building on the USP, this report presents the results of our detailed analysis of Eaglesham based around the Scottish Government's [Town Centre Toolkit](#) – an

¹ The other comparator towns are identified as Bishopton, Westhill (Highland), Newport-on-Tay and Wormit, Brightons, Kingswells, Cove Bay, New Scone, Kilbarchan, Inverkip and Kintore.

online resource available via the USP website which provides advice, guidance and case studies across three thematic areas: accessible, active and attractive.

2. Accessible Town Centre

Eaglesham is a small town in a rural setting, located in East Renfrewshire, 15 miles south of Glasgow, with a population of around 4,600 people. The core retail area of Eaglesham is situated on Glasgow Road, a B-class road leading into Eaglesham from Waterfoot and Clarkston, with other retailers and service providers being distributed around the main town centre area.

There is no railway station located within the settlement of Eaglesham, with the nearest being Hairmyres in East Kilbride (3 miles away) and Busby (4 miles away), both of which have park and ride facilities. Journeys from these stations into the centre of Glasgow will take roughly 30 minutes. Services from these stations connect Eaglesham to other settlements in East Renfrewshire, with journey times to Thornliebank and Giffnock taking roughly 10-15 minutes. However, rail travel to Barrhead involves a changeover in Pollokshaws for both services, meaning a travel time of 50 minutes from Hairmyres and 1.5 hours from Busby.

15 mile radius around Eaglesham



There are approximately ten bus stops located throughout the town centre of Eaglesham. Eaglesham has direct bus connections to Glasgow. Bus services also connect the town with other settlements across East Renfrewshire including Clarkston, Busby and Newton Mearns, with journey times of roughly 20-30 minutes running from 7am to midnight. However, journeys by bus to other settlements in East Renfrewshire such as Thornliebank and Giffnock involve a change at Clarkston. Bus journeys to Hairmyres Rail Station from Eaglesham take around 7 minutes, and those to Busby rail station will take longer, approximately 20 minutes and involves changing in Clarkston.

The M77 Motorway is around four miles west of the town and is easily accessible by road, providing fast access to Ayrshire and beyond, and an alternative route into the centre of Glasgow.

There is a large number of on-street parking spaces in the town centre, however, these are primarily found in residential streets. There are no public off-street car parks,

although there are around fifteen spaces located next to the main retail hub on Glasgow Road, and a private car park situated behind the Eglington Arms Hotel.

The town centre provides access to some local services which, alongside a small mix of retailers, includes a police station, medical centre, and three churches. There is also 3G and 4G throughout the town and, although there is no town-wide WiFi, superfast broadband is available.

3. Active Town Centre

3.1 Population and Housing

Just over 650 people live within the town centre area in Eaglesham², around 14% of the total settlement population. While the population of the town centre was static in the decade to 2011, the population of the whole settlement decreased by around 2% over this time. This compares with increases of 1% for East Renfrewshire and a 5% increase in Scotland over this ten year period. Most of the YTA audited towns have seen an increase in town centre living, averaging around 10%.

Housing in the town centre³ is a mix of flats (24%) and semi-detached/detached properties (45%), typically with four bedrooms. Over half of properties (59%) are in council tax bands A, B and C. The streets surrounding Eaglesham town centre are almost wholly residential – a mix of older and newer terraced properties – providing the catchment population for the town’s retail and service



businesses.

House prices in Eaglesham reflect its standing as a desirable town within commuting distance of Glasgow. The average purchase price of a town centre dwelling (£161,635) is lower than that of the town as a whole (£239,813)⁴. Prices in the town centre increased by 40% in the decade to 2013, and by 95% in the wider settlement.

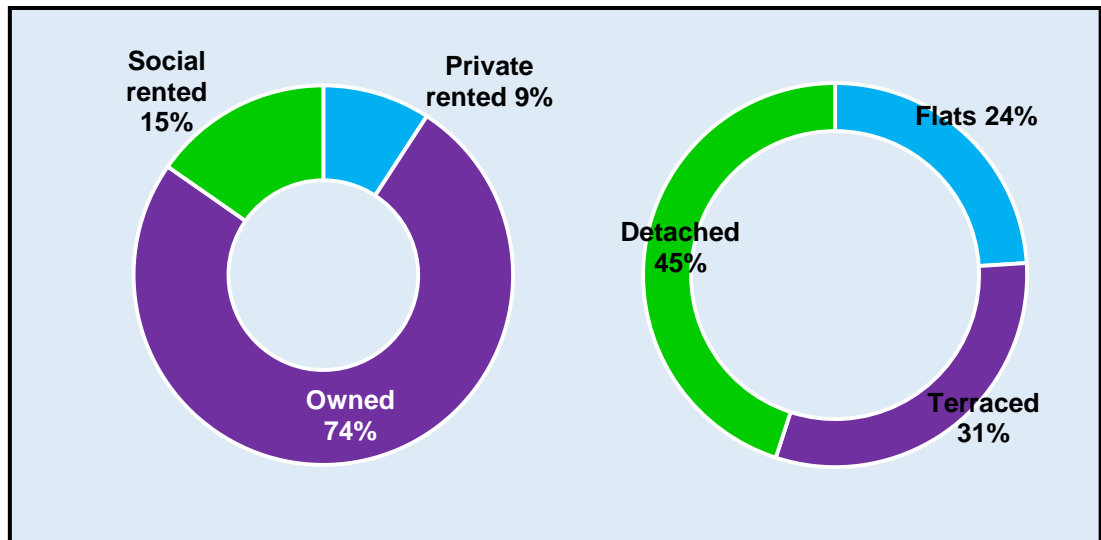
² Census 2011 output zones S00102789, S00102791, S00102798, S001027805, S001027806 & S001027807

³ For ease of accessing the most up to date data, this is datazones (2001) S01001675, S01001672 & S01001674

⁴ Scottish Statistics, 2013

The housing stock in the town is largely privately owned (74% in the town centre; 81% in the wider town).

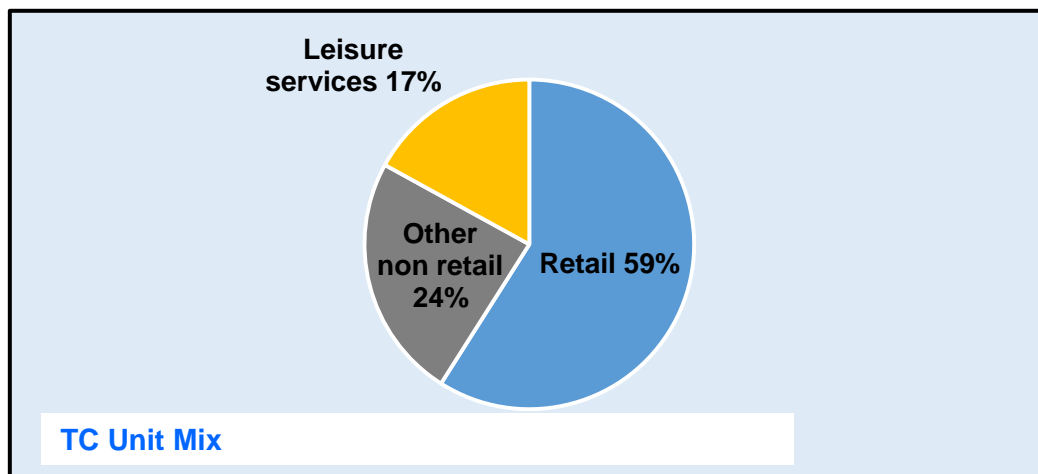
Eglesham Town Centre Housing Mix



3.2 Employment

Just over half (55%) of the 729 jobs in Eaglesham are located in the town centre datazones. National statistics recorded 155 businesses in the settlement. The YTA street audit located 29 units in use within Eaglesham town centre – this was in line with the UPRN data provided by East Renfrewshire Council prior to the audit. Of these, 17 are retail businesses.

3.3 Retail



For a small town centre, it has a good range of shops and retail services.

Most of the shops (12 of 17) are located in a parade on Glasgow Road, located to the north of the town. While Eaglesham is a small town and these retail units are within walking distance for most residents, it would take around 30 minutes for older and less physically able people to walk from the southern part of the town.

There are also a small number of other retail units spread throughout the wider town centre area – on Montgomery Street, Cheapside Street, Gilmour Street and Polnoon Drive – providing access to a range of retail and other services.

There were no vacant units – retail or otherwise – recorded during the audit of the town centre.

272 residents per town centre retail outlet

17 town centre retail units in use

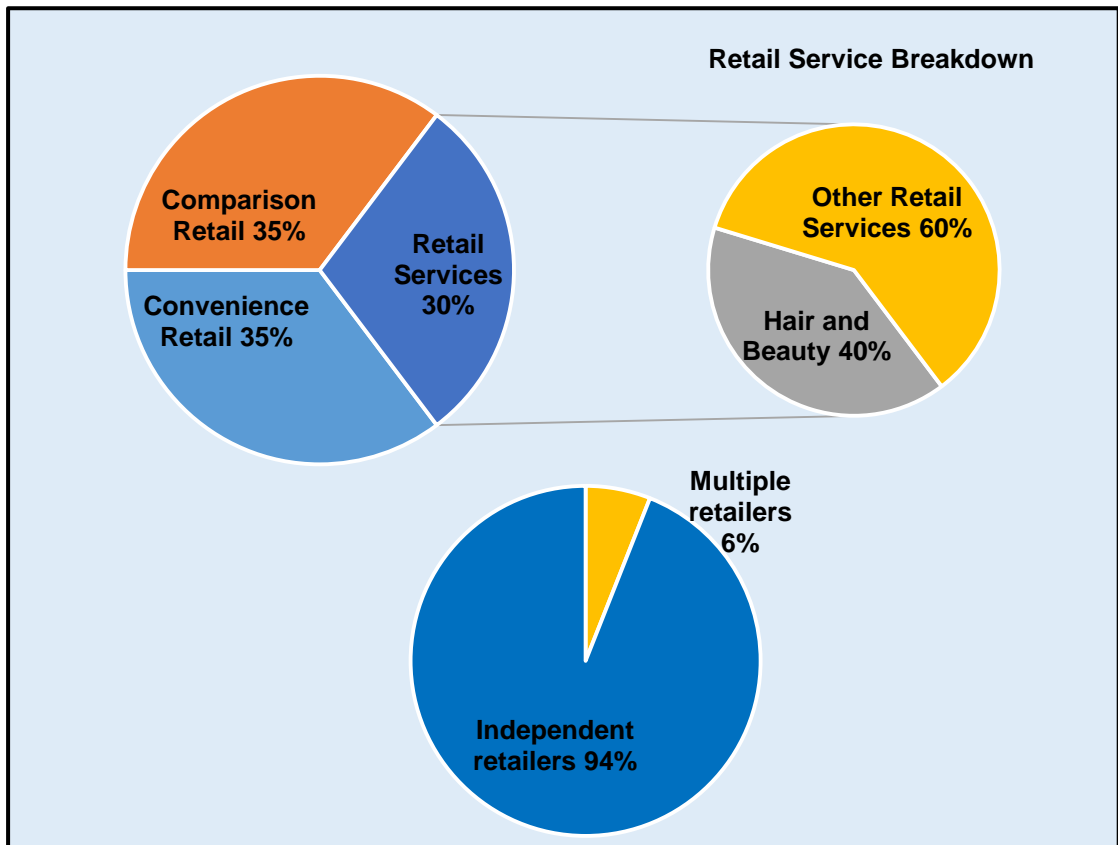
0 vacant town centre retail units

Most shops in Eaglesham town centre operate standard opening hours of around 9am to 5.30pm/6pm. However the ScotMid convenience store on Cheapside Street is open earlier and later (8am-10pm), as is the RS McColl's on Glasgow Road (6am-8pm).

In line with other audited towns, retail forms the largest single town centre unit use and, at 59%, is higher than Clarkston (40%) and Barrhead (46%).

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 – *6 convenience retailers identified in Eaglesham town centre;*
- **Comparison Retail:** all other retail purchases comprising goods bought at infrequent intervals where consumers will compare and contrast products and prices – *6 comparison retailers identified in Eaglesham town centre;* 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 – *5 retail service operators identified in Eaglesham town centre.*

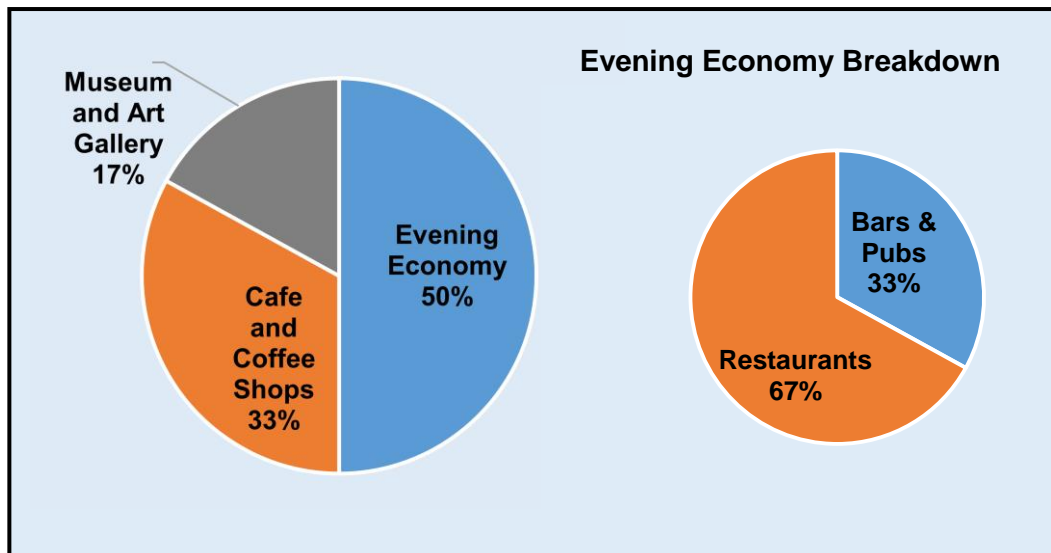


Almost all of the traders within Eaglesham town centre are independent (88%) – this is above the 69% average for other YTA audited towns (17) and is the second highest rate we have identified behind Eyemouth (94%). Other towns with high levels of independent businesses are Moffat and Stornoway, with 82% and 83% respectively. There are only two multiple retailers in Eaglesham: the ScotMid convenience store on Cheapside Street and the RS McColl convenience store on Glasgow Road. Both of these units provide ATMs for the village.



4. Attractive Town Centre

4.1 Leisure Mix



The mix of leisure businesses in Eaglesham town centre is split with evening economy accounting for half of all units. The evening economy in the town comprises two restaurants and one bar/pub. The restaurants included are those inside of the Eglington Arms hotel and the Peking Village Chinese restaurant which is located directly outside of the audit town centre catchment area. There are no hot food take-away businesses in the town centre, however, it should be noted that the Peking Village has a take-away/home delivery service.



4.2 Leisure Facilities and Attractions

Leisure facilities located in Eaglesham include the bowling club and the amateur football club. There is also the Bonnyton Golf Club situated 1.2 miles away, an 18-hole golf course with other facilities including: a putting green, a club house and a licensed bar and a restaurant.

Within the town centre, there is the Eaglesham Pavilion and playing fields, which include a football field and children's play park. The field areas in the centre of the town, provide the residents with a space for a number of leisure activities and dog walking. The only improvement which could be made to the area would be the addition of more benches and seating areas, as there are not many currently.

Eaglesham also offers a number of tourist attractions. A popular nearby attraction is the Whitelee Windfarm Visitor Centre, which is 4.7 miles from the town centre. Whitelees Windfarm is the largest onshore windfarm in the UK and the second largest in Europe, with 215 turbines. The visitor centre is located on Eaglesham Moor, with free entry. Inside there are interactive exhibits about renewable energy, demonstrating how the turbines work, as well as a café, gift shop and education hub where workshops are hosted.

Eaglesham was declared Scotland's first Conservation Village in the 1960s, and the first project undertaken by the Eaglesham & Waterfoot Community Development Trust was the Eaglesham Heritage Trail. This is another visitor attraction in the settlement, which is comprised of 12 panels and information boards which start at Polnoon House and end at the St Bridget's Church. The panels contain photos, diagrams and interpretive text telling the story of the village from the creation of the planned village, through its textile industry days, the landing of Rudolph Hess in 1941 to the restoration of the village in the 1960's and 1970's. The Trail was funded by Lottery Awards for All and East Renfrewshire Council LEADER Fund.

4.3 Community Events

The Eaglesham Fair was first held in the town in 1672, and was revived in 1961 as part of a successful campaign to regenerate the village. This carried on until 2000 when it stopped again, due to a lack of committee members. However, in 2005, after a village lead campaign it started up again, and has taken place annually since.

The fair is an all-day event, which includes a procession starting from the school, (accompanied by a pipe band), and involves the crowning of the Fair Queen. There are a number of attractions at the fair including: arts and crafts stalls, dog shows, musical performances, and rides and attractions. Entry for all is free, although donations can be made, and those with stalls must pay a fee. The event tends to be held in June and focuses on a theme which changes every year.

Eaglesham also hosts the Eaglesham Beer Festival – an annual event which offers attendees the chance to taste craft beers, wines, and ciders, as well as offering food and live entertainment. The event has had a number of sponsors including: Whole Foods Giffnock, Aldi, Top of the Hops in Kilmarnock, Yelp Glasgow and the Drygate Brewing Company.

It is held on the Eaglesham Playing Fields in the centre of the town in the summer. The festival lasts one day and runs from 12-7pm, with tickets costing £3 per person or £10 for a group of four.

4.4 Eaglesham & Waterfoot Community Development Trust

Eaglesham and Waterfoot Community Development Trust was established in late 2009 to support the community, tackle local issues, and improve the quality of life in the village.

The Trust aims to address the economic, social, cultural and environmental needs of the community. The Trust is a voluntary, community led not for-profit group, which aims to work with existing village groups and individuals, to assist in project development and funding.

The Trust aims to improve the quality and attractiveness of Eaglesham for local people, for businesses and for visitors.

Some of the projects that the Trust is currently working on, or have completed in the past include:

- seeking funding to renovate the park area in Eaglesham – this involves complete renovation of the existing pavilion, installation of an all-weather surface at the training area and complete drainage of the park;
- the Trust announced that it will receive £10,000 every year from Whitelee Windfarm to distribute to smaller projects in the village;

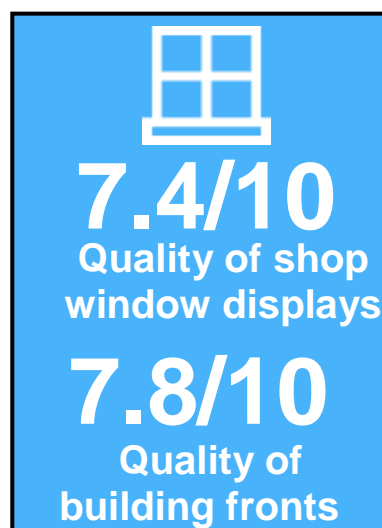
- the Trust supported the creation of the Eaglesham History Society which was formed in September 2012, following the successful reception of the Eaglesham Heritage Trail; and
- the Trust is discussing with East Renfrewshire Council the possibility of installing solar energy panels on to the roof of Montgomery Hall.

4.5 Attractiveness Review

The YTA includes an independent review of place and quality impressions, with Eaglesham scoring above average in comparison with other towns.

Individual unit fronts and shop window displays were graded out of ten during the on-street audit, with a town centre average score of 7.8 for the condition of unit fronts in Eaglesham and 7.4 for quality of window display.

This is above the average across other audited town centres, of 7.0 in each instance.



5. YTA Summary and Key Points

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

5.1 Accessible Town Centre

- although in a rural setting, Eaglesham is reasonably well connected with transport links and a range of services. Although car ownership in the area is high, public transport links are good with regular bus services taking about 45 minutes into Glasgow;
- while there is no local train station in Eaglesham, the town is connected by bus service to the nearest stations in neighbouring settlements of Busby and East Kilbride;
- parking in Eaglesham town centre appears – at least during the time when the audit was undertaken, a midweek daytime – to be adequate; and

- Eaglesham has good 4G mobile coverage and access to superfast broadband.

5.2 Active Town Centre

- Eaglesham has a high level of independent retail businesses – it is important that these are supported (and where possible protected) to maintain the town's sense of uniqueness; and
- no vacant units were recorded during the audit of Eaglesham town centre, which is highly encouraging for its long-term vitality and health; and
- the town hosts both the Eaglesham Fair and Eaglesham Beer Festival annually, this shows that the community is active in creating and maintaining a sense of local culture.

5.3 Attractive Town Centre

- Eaglesham is an attractive, small town that manages to retain a distinctive village feel due to the majority of retail units being small and independent;
- although there is no registered bank in Eaglesham there are two ATMs located in the village; one of which can be found outside of the ScotMid Convenience store on Cheapside street, and one outside of RS McColls on Glasgow Road; and
- as well the large park areas in town centre, there is also the Eaglesham Pavilion and playing fields located off of Gilmour Street. These fields include a football pitch and children's play park. However, it could be suggested that more seating be placed throughout these park areas as there were only a few wooden benches recorded during the audit.