# Barrhead Town Centre SWOT

Based on Barrhead Town Benchmarking Report 2013 by Scotland’s Towns and Action For Market Towns.

Weaknesses

* No specialist food & drink offer
* Low level evening economy
* No train or bus station in centre for footfall
* No events or social function
* No markets
* Feels unsafe
* Low greenery
* Obstacles for wheelchairs and prams

Strengths

* Strong local offer for community services and convenience shopping.
* High footfall associated with schools, health services, and local authority services.
* The town principally serves the local community offering good access to local community services in the town centre.

Opportunities

* Frequent social or market events
* Demand for young person facilities to attract and retain
* Local footfall for convenience products
* Local development plan
* Potential to link to strong local convenience offer from supermarkets to specialist food and drink
* City Deal Infrastructure Projects

Threats

* No local organisation for business.
* Sustainability of town centre investment.

# Local Development Plan

**Master plan area - Barrhead North**

* 10+ years development from 2015
* Shanks site – 450-500 new homes
* 6.5acres of employment generating land at Bunzl
* Mixed use development Glasgow Road
* Improved connections to town centre and path network

**Master plan area - Barrhead South**

* 10+ year development from 2015
* 1000 new homes

**Barrhead High School**

* Rebuild

**Town Centre**

* £3.8M Barrhead Foundry including a new Further Education outpost, business hub and library
* £20m Asda
* £140,000 improvements e.g. shop front grants, banners, parking bays

# City Deal

**M77 Junction 5 spur to Barrhead**

* New link road from Junction 5 to Barrhead (three phases)
* Neilston railway line over-bridge upgrades
* Access road to a new retirement village
* Purchase of land for Balgray link.

**New rail station - Barrhead South**

* Unstaffed and required parking/bus stop/footpaths linking the station.

**Roads**

* Dams Road re-alignment plus access to visitors' centre and straightening of Aurs Road in Barrhead.

**Sewerage/water/power/telecoms provision for all developments in Country Park**

* Provision of utilities infrastructure to the country park.

**Dams to Darnley Visitor Centre**

* café, restaurant, toilets, visitor information and car parking

**Business incubation**

* A business and innovation centre for the Eastwood area.

# Why does this matter?

* Over 10 years of construction and development
* 1500 new families moving into the area
* Students in town centre
* Foundry and Asda open late in evening
* New performance space in town centre
* Long term guarantee of town centre based community services bringing local footfall

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | banks & financial services | betting offices | Other\* | estate agents | GP surgeries & clinics | hair dressing & beauty salons | offices & work studios | Public & village halls | Public houses & bars | Restaurants & cafes | Shops | Sporting activities | Work shops |
| **numerical** | businesses | 3 | 4 | 15 | 3 | 3 | 18 | 35 | 7 | 6 | 14 | 56 | 2 | 4 |
|  | percentage | 1.76% | 2.35% | 8.82% | 1.76% | 1.76% | 10.59% | 20.59% | 4.12% | 3.53% | 8.24% | 32.94% | 1.18% | 2.35% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **rateable value** | |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | average rv | £13,583 | £16,600 | £10,263 | £4,350 | £131,950 | £4,832 | £22,187 | £8,886 | £17,480 | £11,357 | £22,784 | £160,550 | £6,333 |
|  | *comparative* | 66.12% | 80.81% | 49.96% | 21.17% | 642.31% | 23.52% | 108.00% | 43.25% | 85.09% | 55.28% | 110.91% | 781.53% | 30.83% |
|  | group rv | £40,750 | £66,400 | £82,100 | £8,700 | £263,900 | £82,150 | £599,050 | £62,200 | £87,400 | £159,000 | £1,207,550 | £321,100 | £19,000 |
| presumed group rv | | £40,750 | £66,400 | £82,900 | £13,050 | £395,850 | £86,982 | £776,546 | £62,200 | £104,880 | £159,000 | £1,275,902 | £321,100 | £25,333 |
| *against presumed total* | | 1.17% | 1.90% | 2.37% | 0.37% | 11.33% | 2.49% | 22.24% | 1.78% | 3.00% | 4.55% | 36.53% | 9.19% | 0.73% |