

## ***Case Study 1: Cath Kidston, Retail store, West Nile Street***

The Cath Kidston Glasgow branch is a well-known shop situated on West Nile Street in the city centre which was blighted by dozens of bins, belonging to surrounding businesses, left in front of their shop window 24 hours a day. Since the new commercial waste project there has been a dramatic improvement in the appearance and cleanliness of the street outside their business.

Megan Maguire, sales assistant in Cath Kidston, was regularly dismayed by the appearance of the street having spent a lot of time and effort in the presentation of their front window display, “Before this project, the street was an absolute mess. There were tonnes of overflowing bins, bins that didn’t belong to our business and they stunk. You couldn’t have a customer walk past and stop and have a look in our window as you could barely get past the mess.”

Megan is delighted with the results, “The clear up has been fantastic. You can walk down the street now with no smell, no blocked drains anymore and it’s just so much more pleasant when walking past the store”

<https://www.cathkidston.com/>

