



SHAWLANDS -

HEART OF THE SOUTHSIDE

SHAWLANDS CUSTOMER SURVEY April 2010



PLEASE TELL US YOUR VIEWS

Responses to

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email shawlands@drs.glasgow.gov.uk or freepost

Shawlands Survey, DRS, Glasgow City Council,

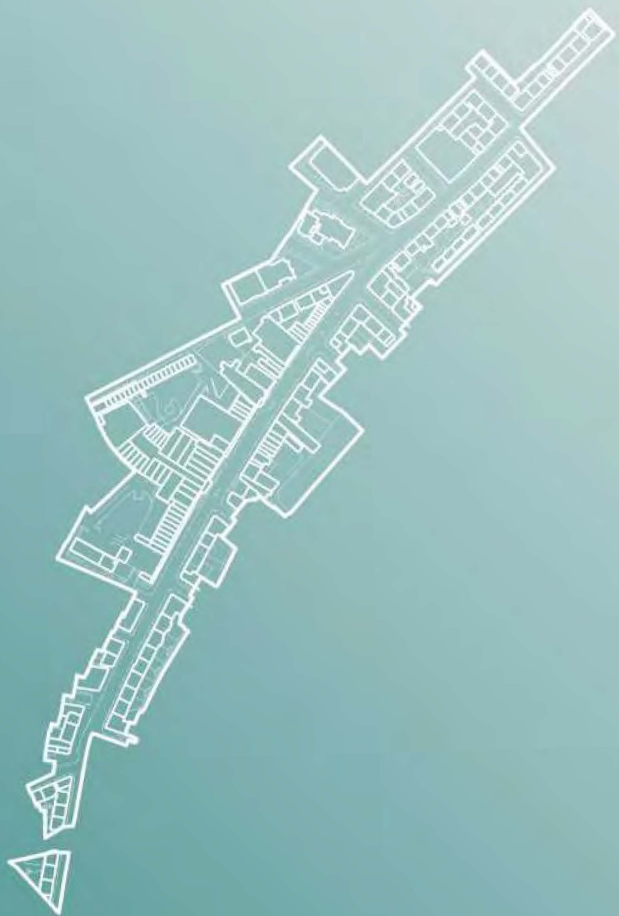
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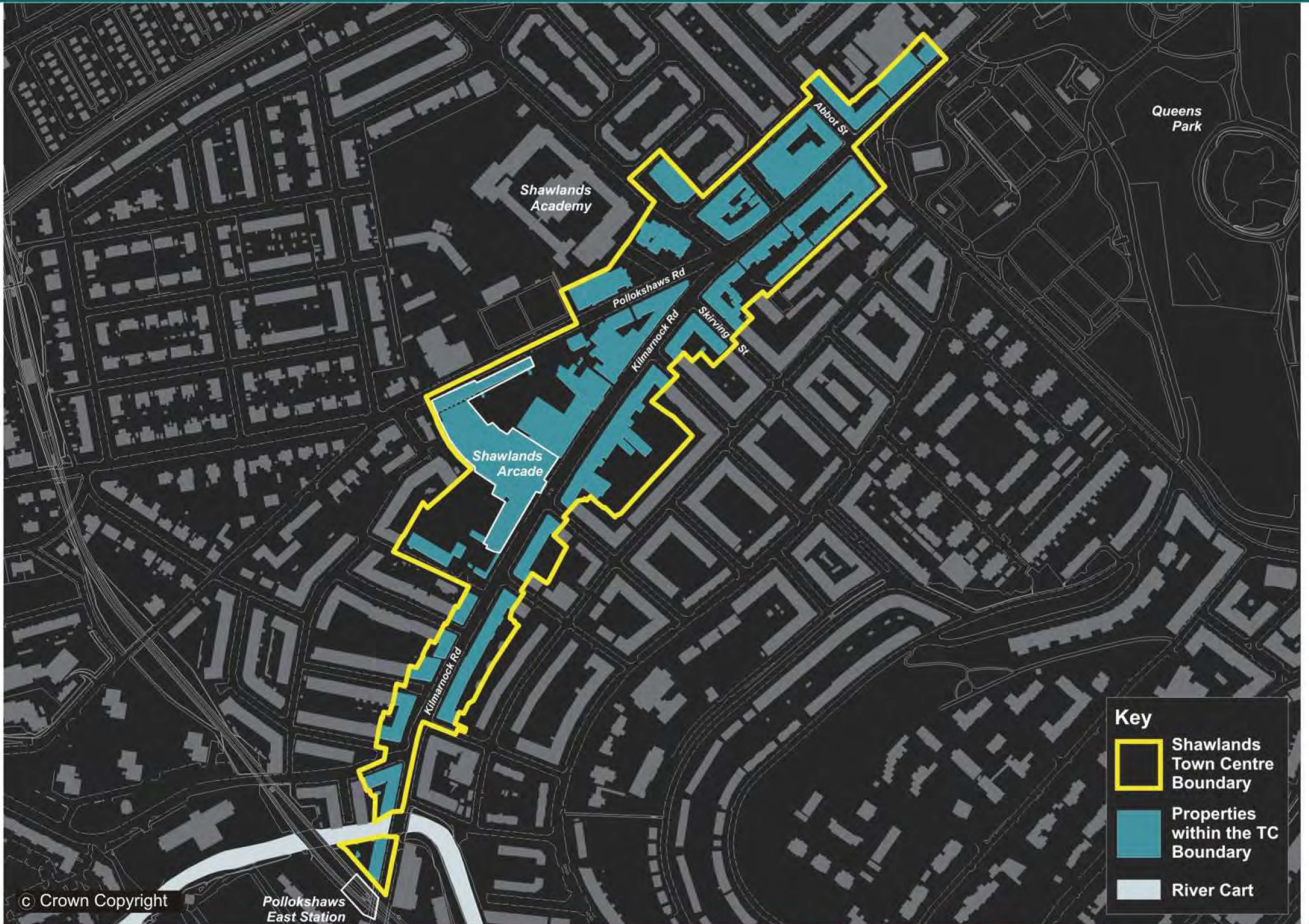
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INTRODUCTION



Chapter 1



INTRODUCTION

Particular concerns have been raised about Shawlands Town Centre, specifically the condition of Shawlands Arcade, the presence of vacant shop units, parking provision and antisocial behaviour. More recently the centre has been subject to the effects of the global economic slowdown which saw the closure of Woolworths and its replacement with BM Bargains.

Following calls by residents, businesses and Shawlands & Strathbungo Community Council to revitalise Shawlands Town Centre, in 2008 Glasgow City Council commenced work on a Centre Action Plan.

To progress the Action Plan, the Council formed Shawlands Town Centre Steering Group. This consists of Councillors, representatives of key Council departments, Glasgow South East Regeneration Agency, the owners of the Arcade AWG, Community Health and Social Care Partnership, Glasgow Community Planning and Shawlands and Strathbungo Community Council.

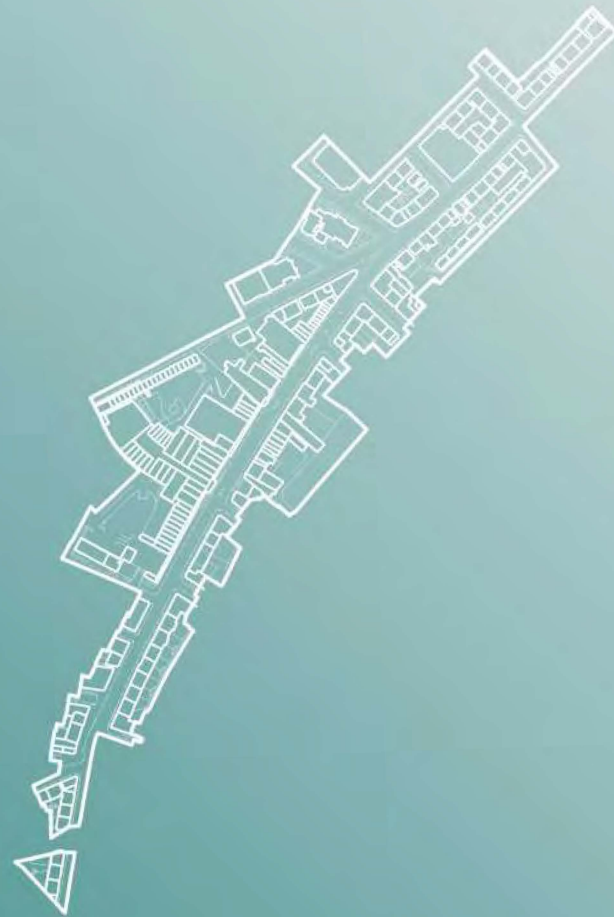
A key task this Steering Group identified, was to find out who the customers for Shawlands actually are, where they come from, why they choose Shawlands over other centres and what improvements could be carried out to retain existing customers and attract additional trade.

To obtain this information the Council launched a Customer Survey on 15th May 2009. This comprised both short and long surveys to canvas the views of shoppers and local residents.

In this report, Chapter 2 outlines the methods applied to conduct the survey, while Chapters 3 and 4 provide an analysis of the answers received and a summary of the conclusions drawn.

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SURVEY METHODOLOGY



Chapter 2

METHODS USED TO GATHER FEEDBACK

The survey commenced on **15th May 2009** and responses were gathered until **24th February 2010**.

A total of **500** long survey forms and **2500** short survey forms were issued. Customers were given the opportunity to complete and return the surveys using a prepaid envelope or to complete the surveys on-line.

A copy of the long and short survey questionnaires are attached in **Appendix 1**.

The surveys were distributed and promoted using a range of measures:-

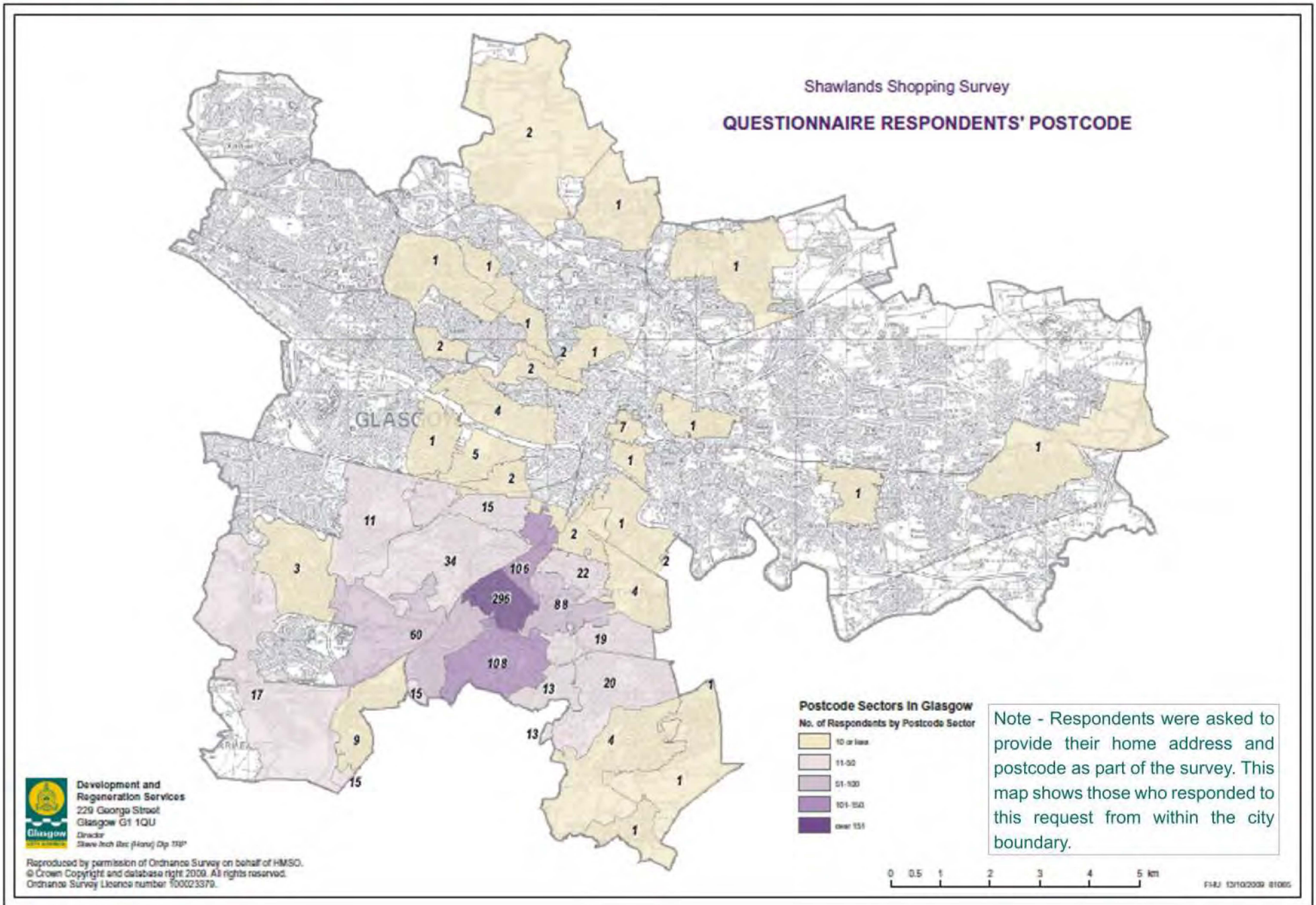
- Handouts at the Southside Festival
- Emails via the GCC and partners
- Handouts on local streets
- Public buildings
- Local shops
- Distribution to and through local stakeholders
- A front page link on the GCC website
- Hard Copy questionnaires were returned via boxes in public places

RESPONSES

The Shawlands Customer Survey generated a significant response. A breakdown of the number of responses to each questionnaire is indicated in the following table:-

| ONLINE | | HARD COPY | |
|----------------------------|-------------|----------------------------|------------|
| Quick Questionnaire | 373 | Quick Questionnaire | 086 |
| Full Surveys | 682 | Full Surveys | 099 |
| Total | 1055 | | 185 |
| Overall responses | 1240 | | |

LOCATION OF RESPONDENTS



Development and
Regeneration Services
229 George Street
Glasgow G1 1QU
Director
Shawlands Regeneration Group

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SURVEY FINDINGS



Chapter 3

THE 4 P's OF MARKETING

A diverse range of responses were submitted by Shawlands Customers.

These have been categorised under the headings Product, Place, Promotion and Price based on the 4P's of Marketing model (see diagram opposite).

Whilst such a model is commonly applied to consumer products, it can also be relevant in 'placemaking'.

In the context of a Town Centre it can be interpreted as follows:-

- Customers will have a spectrum of choices i.e. some customers will have few choices perhaps due to low income or mobility whilst other, more affluent customers may find themselves towards the 'many more' end of the spectrum.
- Customers will then choose a purchase based on their specific needs, wants what suits or is required for their circumstances. They will also consider the appropriateness of the product, price, place and promotion which convinces them it is better than other alternatives.

In the following Section, the answers received have therefore been grouped on the basis of the 4P's, customers' Likes, Dislikes and Potential Improvements.



PRODUCT

LIKES

- Bars
- Restaurants
- Niche, specialist shops
- Buzz and vitality
- Parks
- Quality residential accommodation

DISLIKES

- Arcade is the number 1 problem
- Vacancy
- Too many pubs, estate agents and charity shops
- The lack of shops filling specific markets
- The lack of facilities for young children, cinema, community arts or gallery spaces

IMPROVEMENTS

- Fill retail gap with small niche, quality shops mixed with premium High Street brands
- Regenerate the Arcade providing a premium anchor.
- Develop specific attractions e.g.; a Market
- Explore opportunities for a hotel, gallery, community facilities, promote a 'Village Square meeting space'
- Promote outlets to fill specific gaps including:-

Books, shoe and clothes shops; kids café; beer garden; Clarks; New Look; Primark/Next; China Buffet King; a vintage store; bookshop; sports, games haberdashers; Argos; Waterstones; Hobbies; baby wear, camping and outdoor; computer and mobile; Halal butchers; Asian Clothes; music/DVDs; unique shops; Al fresco dining; deli's; restaurants, children's paints;



PLACE

LIKES

- Convenient location
- Good public transport connections

DISLIKES

- Congested and poorly connected
- Car dominated
- Lack of a civic space and seating
- Vacancy
- Poor surfaces
- Cluttered public realm
- Poor connections to the park
- Appearance, layout and design of Arcade
- Lack of sense of place and character
- Connections
- Permeability and signage throughout the centre
- Appearance of Pollokshaws East Station

IMPROVEMENTS

- Replace Arcade with a quality ground level facility
- Improve and widen pavements
- The provision of public spaces with seating
- Connecting the centre to Queens Park
- Connecting Kilmarnock Rd and Pollokshaws Road
- Pedestrianisation of some streets
- Traffic management
- More road crossing points
- Investment in Pollokshaws East Station
- Shop frontages
- Subdivision of larger shop units



PROMOTION

LIKES

- It's potential for attracting customers
- Tourism and specific attractions/events
- Strong community and social infrastructure
- Opportunity to nurture uniqueness as a centre
- Diverse mix of people and cultures
- Parks
- Good overall atmosphere

DISLIKES

- Ugly Arcade and poor frontages
- Cleanliness
- Lack of CCTV
- Quality of public realm
- Poor signage
- Lack of public toilets and baby changing
- Anti-social behaviour
- Down market feel to the area
- Limited cycle facilities

IMPROVEMENTS

- Shop front appearance
- Market Shawlands as a business/retail opportunity
- Business involvement through a Traders Association
- Alleviate litter by providing quality refuse bins
- Street furniture, Greenery, Trees, Floral Displays
- Colour and art
- Reduce anti-social behaviour by stronger policing
- Encouraging its multi-cultural assets
- Create a village environment and atmosphere
- Events e.g. a 10k; a farmers market; art fair
- Directional and other signage
- Promote/Explore free parking and facilities for cyclists
- Public transport connections



PRICE

LIKES

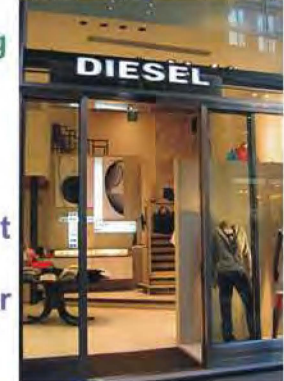
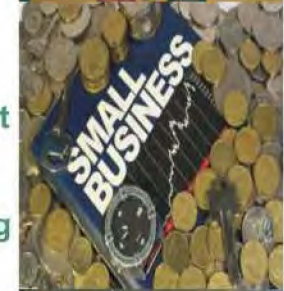
- Cheap shops
- More affordable than the West End

DISLIKES

- Too many cheap, downmarket shops
- Retail offering and quality
- Short term leaseholders pushing down the market
- Rates too high for small shops.
- Vacant shops discouraging customers

IMPROVEMENTS

- Financial incentives to support small businesses in the centre
- Examine the potential of discount or loyalty schemes
- Rent and rate concessions.
- The balance between affordable outlets and those which attract new customers to the centre

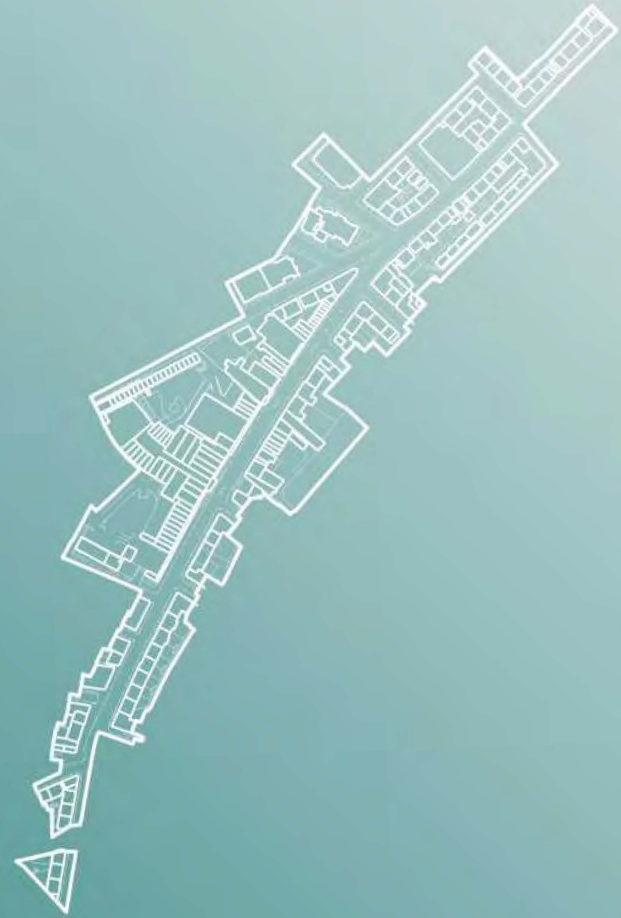


The following table highlights common themes and responses gathered from the surveys

| | |
|---|---|
| <p>WHY DO PEOPLE VISIT SHAWLANDS?</p> | <ul style="list-style-type: none"> • Shopping and a range of other uses (non specific) • Shopping and café/restaurant (non specific + food & drink) |
| <p>HOW DO THEY GET THERE?</p> | <ul style="list-style-type: none"> • Walking - the predominant mode at 44% • Car plus car and other 40% • Bus and bus and other 10% (by-pass for better centres?) • Others 6% |
| <p>WHAT TYPES OF SHOPS DO PEOPLE WANT WHEN THEY GET THERE?</p> | <ul style="list-style-type: none"> • Department Store and others (i.e. an anchor store) 1. • Gift shops 2 • Household Goods3 |
| <p>IF YOU COULD IMPROVE SHAWLANDS, WHAT WOULD THE TOP PRIORITIES BE?</p> | <ul style="list-style-type: none"> • Vacant shops (no1) • Brightening the centre • Safety and security • Pedestrian movement across roads • More evening activities • Improving leisure facilities • Regular events • More public toilets |

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CONCLUSIONS & APPENDICES



Chapter 4

CONCLUSION

From the Survey findings it is evident that Shawlands Customers want the Council and its partners to urgently address a range of issues which signal the decline of Shawlands as the heart of the Southside.

They want the renewal of the Town Centre and its role as a retail destination developed to provide greater economic and social benefit for the City

In essence:-

To replace the Shawlands Arcade with a well designed 'anchor' and associated public spaces and to bring the best aspects of Glasgow's West End and Dennistoun to Shawlands!

The information gathered from this survey will be used to inform and develop the Shawlands Centre Action Plan.

The Council would like to thank all of the respondents who took the time to complete and return our survey.

APPENDIX 1

Shawlands Town Centre Action Plan Customer Survey

This survey has been developed by Glasgow City Council to help prepare an Action Plan for Shawlands. The aim is to find out how you feel about Shawlands Town Centre, how often you use it, and how you think it can be improved. The survey will take around 10 minutes to complete but the information you provide will be extremely helpful to us in taking the centre forward.

The survey boundary encompasses all of the retail units from the Pollokshaws East Station railway bridge, (270 Kilmarnock Rd) to Queens Park at 970 Pollokshaws Rd. It also includes all businesses contained in Shawlands Arcade, Minard Rd and Skirving Street the new Tesco Metro block at the southern end of Kilmarnock Road and also Newlandsfield, Morrison's.

General (tick more than one box if necessary)

1. What is your normal purpose of visiting Shawlands Town Centre?

- Shopping
- Work
- Visiting bank/building society/post office
- Restaurant, café, bar
- To catch a bus or train
- Visiting Langside Hall and other public buildings
- Attending school or nursery
- Visiting leisure facilities/clubs
- Doctors/clinic pharmacy
- Visit friends and family
- Other, please specify below

2. How often do you visit Shawlands Town Centre?

- Daily
- Once a week
- Once a fortnight
- Once a month
- Less than once a month

3. How much do you typically spend on each visit?

- £0-10
- £11-25
- £26+

4. How long do you usually stay when you visit Shawlands Town Centre?

- Less than 1 hour
- About an hour
- About 2 hours
- 2-4 hours
- Over 4 hours

5. When do you typically visit the centre?

- Morning
- Afternoon
- Evening

6. How do you travel to Shawlands Town Centre?

- Car
- Bus
- Train
- Taxi
- Motorbike/Moped
- Bicycle
- Walk

7. How long did it take you to get there?

- < 15 mins
- 15-30 mins
- 30-60 mins
- > 1 Hour

8. If you could improve the town centre what level of importance would you give the following? (5 being very important and 1 being not important).

- Signs and links to the town centre
- Car parks e.g. space availability
- Vehicular access into the town centre
- Public transport and bus stop/taxi rank locations
- Brighten centre by improved shop fronts, lighting, buildings etc
- Decrease the street furniture (street signs, bollards etc)
- Safety and security (day and night)
- Make pedestrian movement across roads easier
- Shopmobility/better disabled access
- More evening activities i.e. extended or late night shopping
- Get rid of traffic, pedestrianise
- Provision of creche/childcare
- Do more to get rid of vacant shops
- Better range of leisure facilities in the town
- Accessibility for wheelchairs/pushchairs etc
- Regular events e.g.; Christmas activities, farmers markets etc;
- More public toilets
- More suitable housing in the town centre
- Increased use of local spaces for events e.g.; at Queens Park
- More facilities for cyclists
- Of these which is the most important?

- The introduction of flowers, real stone, benches, floodlighting.
- Increase the number of pedestrian crossing points?
- Other (please state)

Car Parking

9. When you visit Shawlands Town Centre where did you park?

- On-street
- Arcade
- Baker Street
- Other

10 How easily do you find a parking space when you visit ?

- Always find a space quickly and easily
- Usually find a space quickly and easily
- Sometimes find a space quickly and easily
- Usually have to wait for a space
- Always have to wait for a space

11. How would you assess the cost of car parking ?

- Very reasonable
- Reasonable
- Expensive
- Very expensive

Would parking charges deter you from using Shawlands Town Centre?

- YES NO

12. Other comments on car parking

Cleanliness

13. How would you assess the cleanliness of Shawlands Town Centre?

- Always clean and presented to a high standard
- Usually clean and well presented
- Satisfactory
- Not very clean or well presented
- Unclean and poorly presented

Safety and Security

14. How safe do you feel when visiting Shawlands Town Centre during:-

Day

- Always feel safe
- Usually feel safe
- Usually feel unsafe
- Always feel unsafe

Night

| |
|--|
| |
| |
| |
| |

Please state why below

15. What would make you feel safer in the town centre?

- Increased Police presence
- Additional CCTV cameras
- Improved lighting
- Control of skaters/cyclists etc
- Control of drunken/anti-social behaviour
- Additional security in car parks/town centre
- Other (please state below)

Appearance of Shawlands Town Centre

16. How would you rate the quality of floral displays in/around Shawlands?

- Always attractive
- Usually attractive
- Sometimes attractive
- Rarely attractive

17. How would you rate the standard of maintenance of the pavements, benches, lamp posts etc in Shawlands Town Centre?

- Always well maintained
- Usually well maintained
- Not very well maintained
- Poorly maintained

18. How would you rate the standard of shop fronts/displays/signage?

- Always well maintained
- Usually well maintained
- Not very well maintained
- Poorly maintained

Shopping

19. Where else do you go to do your shopping?

| | Food | Non Food |
|----------------------------|--------------------------|--------------------------|
| The City Centre | <input type="checkbox"/> | <input type="checkbox"/> |
| Silverburn | <input type="checkbox"/> | <input type="checkbox"/> |
| East Kilbride | <input type="checkbox"/> | <input type="checkbox"/> |
| The Avenue, Newton Mearns | <input type="checkbox"/> | <input type="checkbox"/> |
| Clarkston | <input type="checkbox"/> | <input type="checkbox"/> |
| Giffnock | <input type="checkbox"/> | <input type="checkbox"/> |
| Albert Drive | <input type="checkbox"/> | <input type="checkbox"/> |
| Victoria Road/Battlefield | <input type="checkbox"/> | <input type="checkbox"/> |
| Castlemilk | <input type="checkbox"/> | <input type="checkbox"/> |
| Strathbungo | <input type="checkbox"/> | <input type="checkbox"/> |
| Cardonald/Halfway | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (please state below) | <input type="checkbox"/> | <input type="checkbox"/> |

Of these which is your regular centre?

20. How would you rate the range of shops on offer in Shawlands Town Centre?

- Excellent range of shops
- Good range of shops
- Adequate range of shops
- Poor range of shops
- Very poor range of shops

21. In addition to the current stores, please indicate the type of stores that you would like to see in Shawlands Town Centre?

- Department store
- Gifts
- Household
- Women's clothing
- Men's clothing
- Children's clothing
- Music
- Sports goods
- Specialist food/drink
- Other e.g.; Market, Leisure Facility (please state below)

22. What single change would you suggest to most improve Shawlands?

22. About You

- Male
- Female

Your Age?

| | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 0 to 12 | 12 to 17 | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 + |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

To which one of these ethnic groups do you consider to belong?
Please select ONE only

- | | | |
|--|--|--------------------------|
| <input type="checkbox"/> White – British | <input type="checkbox"/> Black or Black British: | <input type="checkbox"/> |
| <input type="checkbox"/> White – Irish | <input type="checkbox"/> Caribbean | <input type="checkbox"/> |
| <input type="checkbox"/> White – Eastern European | <input type="checkbox"/> Chinese | <input type="checkbox"/> |
| <input type="checkbox"/> White – Other | <input type="checkbox"/> Black or Black British: African | <input type="checkbox"/> |
| <input type="checkbox"/> Asian or Asian British: Other | <input type="checkbox"/> Mixed – White and Black Carib: | <input type="checkbox"/> |
| <input type="checkbox"/> Asian or Asian British: Indian | <input type="checkbox"/> Mixed – White and Black African | <input type="checkbox"/> |
| <input type="checkbox"/> Asian or Asian British: Pakistani | <input type="checkbox"/> Mixed – White and Asian | <input type="checkbox"/> |
| <input type="checkbox"/> Asian or Asian British: Bangladeshi | <input type="checkbox"/> Other | <input type="checkbox"/> |

If other, please specify

APPENDIX 2

Shawlands Town Centre Action Plan - Quick Survey

This survey is being carried out by Glasgow City Council to help find out what you think about Shawlands Town Centre, how often you use it and how it can be improved. We really value your views so please tell us.

1. What do you like about Shawlands Town Centre?

2. What don't you like about Shawlands Town Centre?

3. What improvements would you like to see in Shawlands Town Centre?

4. Place of residence

Post Code

E Mail Address
Name
Postal Address

5. Would you be prepared to complete a more detailed survey?

Yes No

Please return this questionnaire by 1st July by posting it to:-

Shawlands Survey, Development & Regeneration Services, Glasgow City Council,
FREEPOST SC05293 Glasgow G2 1BR
Complete it online at <http://www.glasgow.gov.uk/en/YourCouncil/Customervolvement/Corporate/YourOpinion>
Dropping it into one of the boxes we have provided in your local Council facility, including Langside Hall library or school.
Further information can also be obtained by contacting David Dunlop on 0141 287 6097 or e mailing Shawlands@drs.glasgow.gov.uk

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