



## Kilsyth and The Kelvin Valley Framework & Action Plan

8833 / May 2018







A scenic landscape photograph showing a wide valley. In the foreground, there's a lush green field with some brownish vegetation. A dense forest of tall, thin trees covers the lower slopes. In the middle ground, a small town or village is visible, nestled in the valley. The background features rolling hills under a bright, slightly cloudy sky.

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# 1. Introduction

- 1.1 Kilsyth and The Kelvin Valley offers some of the Central Belts most attractive scenery and provides a wide range of accessible attractions. Kilsyth is the main town and the centre for services within the Valley.

The study looks at the opportunities to address the challenges of building on the appeal of place in a manner that can offer economic, social and environmental benefits for both residents and visitors. The key elements of the study have been to look at mechanisms to:

- strengthen the links between attractions within The Kelvin Valley and Kilsyth town centre to secure addition visits/footfall
- build on the successful partnerships with local groups to support engagement and the delivery of projects
- Identify projects that address local priorities and can secure new funding and partnership delivery.

- 1.2 Kilsyth is an important traditional town centre, transport interchange, and destination. Like many smaller local centres

the high street needs to address the challenges of town centres associated with changing patterns of retailing and capture new opportunities by building a more diverse mixed-use economy to protect its appeal and sustainability.

- 1.3 Kilsyth and The Kelvin Valley need to be seen together with town and country and secondary local centres and attractions operating to each others mutual benefit.

- 1.4 The Kelvin Valley possesses a broad range of visitor attractions including:

- Forth and Clyde Canal
- Colzium Estate and Visitor Centre
- Antonine Wall World Heritage Site
- Dumbreck Marshes
- Banton Loch
- Dullatur Nature Reserve
- A well developed path network

However the range of attractions and facilities available collectively do not easily translate into a defined sense of destination and a coherent visitor offer.

- 1.5 Better promoted and linked, these attractions can offer a stronger 'destination' and create a more powerful sense of place and a fuller visitor experience with benefits to both Kilsyth town centre and individual visitor attractions.

- 1.6 The local community has had a very active role in supporting and advancing projects. Currently, a major concern is the decline in activity within Kilsyth's town centre. Re-building connections and promoting the collective value of The Kelvin Valley and Kilsyth as a place of appeal are seen as priorities within local communities.

- 1.7 This vision and strategy document brings together a range of potential projects including projects already underway and supported through LEADER, Heritage Lottery Fund and other initiatives. The vision and strategy sets out a shared project based ambition that supports the delivery of projects and funding.





## 2. Context

### Community

Local residents, and in particular, those that have given their time to be a part of the Kilsyth and Villages Community Forum, Friends of Kelvin Valley or the Kilsyth Community Council have been proactively involved in enhancing and developing the future of Kilsyth and The Kelvin Valley.

### Document Context

This document builds upon and acknowledges progress made from previous versions of the Kelvin Valley Action Plan, taking into account the 2004 vision statement and 'A New Vision for a Kelvin Valley Park'

This document is a refreshed Action Plan that provides an updated community vision for Kilsyth Town Centre and The Kelvin Valley, within a coordinated, forward-looking strategic framework.

	Name of document	Commissioned / Authored	Date
1	Kelvin Valley Action Plan	North Lanarkshire Council	Sept 2003
2	A Vision Statement for a Kelvin Valley Country Park	Kilsyth & Villages Community Forum	Oct 2004
3	Update Kelvin Valley Action Plan	North Lanarkshire Council	Feb 2010
4	A New Vision for a Kelvin Valley Park (including public response summary)	Kilsyth & Villages Community Forum & Friends of Kelvin Valley	2012
5	Draft Kelvin Valley Action Plan 2	North Lanarkshire Council	May 2014



**“To reassert Kilsyth’s place as the principle centre for accessing shops and services within the Kelvin Valley, increasing footfall and building a more sustainable future as a part of a wider Kelvin Valley destination that promotes itself as a national greenspace asset, and celebrates its unique network of cultural, natural heritage and recreational attractions connected by a quality paths and active leisure routes”**

Vision for Kilsyth & The Kelvin Valley



# 3. Community Vision & Strategic Approach

## Community Vision

- 3.1 Ensuring that the community remains vibrant and Kilsyth town centre can flourish, as a viable mixed-use centre, are important in terms of securing a robust, sustainable economy for the town and The Kelvin Valley.

Building a stronger sense of place that recognises the importance of vibrant and vital local centres to sustainable living is at the heart of the community vision. Stronger more appealing places supports the needs of both local residents and visitors and help sustain local facilities (shops/services) and secure new investment and growth. The main challenges are to:

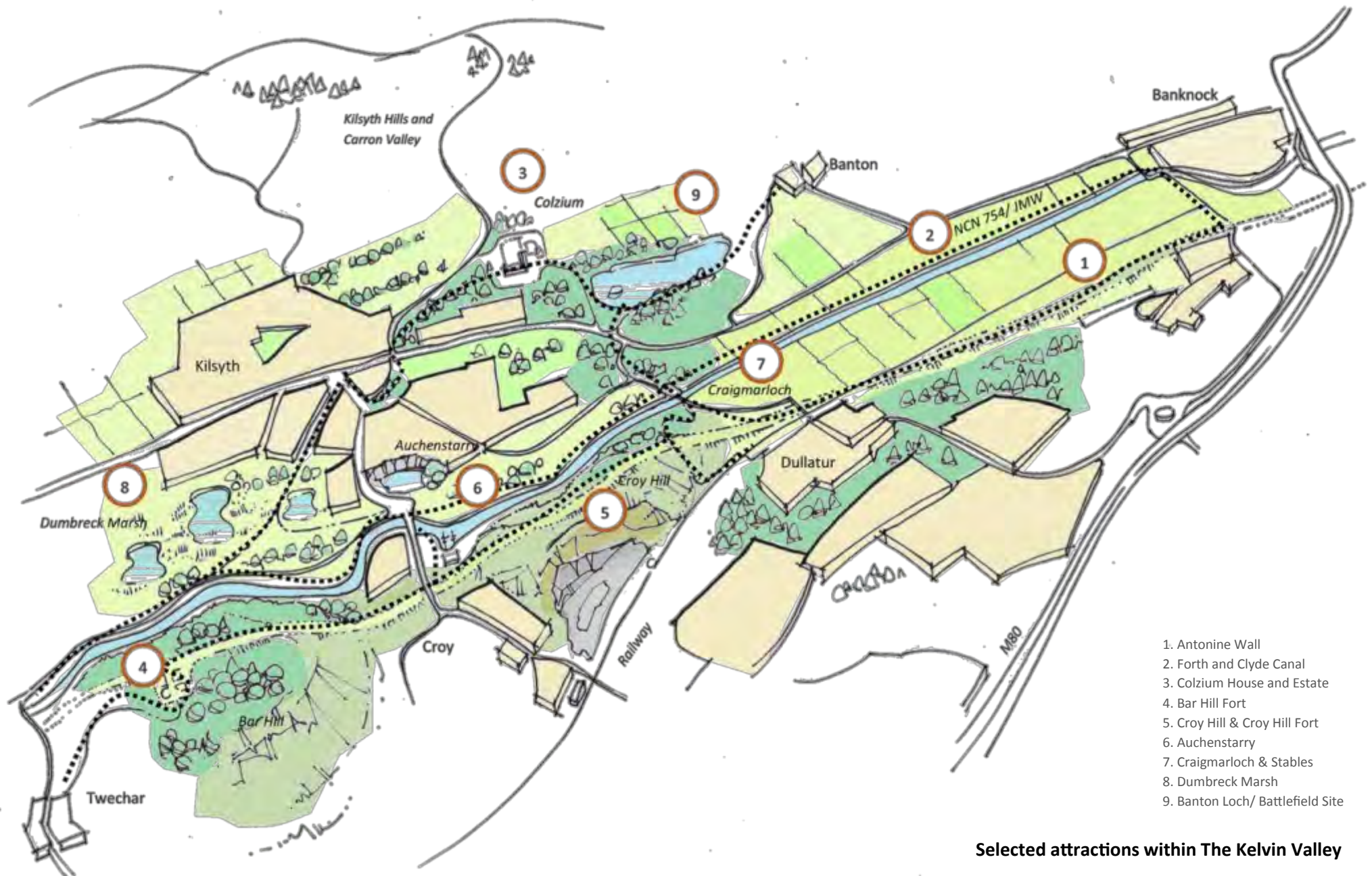
- raising the profile, sense of place and appeal of the Kelvin Valley;
- increase the number of visitors to the area including the town centre; and
- increase visitor spend in Kilsyth Town Centre and attractions in The Kelvin Valley
- Building a stronger and more coherent offer around the diverse leisure and visitor attractions.:

**“To reassert Kilsyth’s place as the principle centre for accessing shops and services within the Kelvin Valley, increasing footfall and building a more sustainable future as a part of a wider Kelvin Valley destination that promotes itself as a national greenspace asset, and celebrates its unique network of cultural, natural heritage and recreational attractions connected by a quality paths and active leisure routes”**

- 3.3 It is important that Kilsyth is promoted and as a destination town. Multiple attraction/ activity destinations close to major urban areas have enduring appeal and typically support multiple visits across a wide range of visitor interests. Promoting the range of attractions, opportunities, and support services (cafes/ transport/ food & beverage/ retail) requires a shared and collective approach with all local facilities promoting the network of attractions across the area.

## Framework of Projects

- 3.4 There is not one single solution to these challenges. Funding and resources are limited and it is important to be realistic and set priorities for what can be achieved.
- 3.5 Several well targeted smaller changes, working to a common end, can help residents, businesses and visitors aware of positive change. Connecting up the key elements and promoting positive experiences for residents and visitors is important. In today’s era of internet ratings, the importance of a positive social-media comment and a web presence should not be underestimated.
- 3.6 The list of potential projects should be regularly updated to respond to the availability of resources, new challenges and opportunity. Regular updating of the project list, with celebration of achievements, can help to empower local stakeholders and encourage a sense of purpose and action.



**Selected attractions within The Kelvin Valley**



## 4. Partnership Delivery

- 4.1 As lead partner, North Lanarkshire Council (NLC), will work with key partners Kilsyth & Villages Community Forum (K&VCF), Kilsyth Community Council (KCC) and Friends of Kelvin Valley (FoKV) to coordinate the delivery of the Action Plan.

Funding for delivery may come from a range of sources, including:

- The Kelvin Valley and Falkirk LEADER
- Town Centre Regeneration Fund
- Active Travel / Sustrans
- Central Scotland Green Network Funds
- Heritage and Lottery Funders
- Other Community Accessed Funds

- 4.2 A strong, collaborative approach will continue to ensure that the various individuals, entities, organisations and operators within the locality, work together to develop Kilsyth and the Kelvin Valley to its strengths while presenting a coherence to visitors about the range of experiences and broad based attractions on offer.

- 4.3 A Stakeholder Forum comprising NLC, key partners, K&VCF, KCC and FoKV should be responsible for developing overview elements. This high level coordination is necessary to truly realise the mutual benefit that a better-linked Kilsyth within The Kelvin Valley would bring. The steering group should be responsible for overseeing, coordinating, developing, prioritising, updating and delivering on the list of potential projects for Kilsyth and The Kelvin Valley, in partnership with the local community and other organisations as appropriate.



### Actions

1. **Set up a Stakeholder Forum to deliver the Action Plan**
2. **Stakeholder Forum to develop and coordinate overview elements such as a common branding, project connections, web**
3. **Adopt the Action Plan projects and advance priority projects to secure delivery**
4. **Keep the Action Plan project list up to date**

## 5. Branding & Promotion

- 5.1 Kilsyth and The Kelvin Valley boast a broad range of tourist attractions linked by geographical proximity. Care should be taken in developing a branding that acts as an 'umbrella' for all of the local attractions.
- 5.2 An identity that links the two together as, perhaps: "Kilsyth: Gateway to The Kelvin Valley", will help people to make an association that can encourage people to interact with both; giving a mutually economic benefit.
- 5.3 A clearer understanding of the tourism market is important, to ensure that attractions are appropriately promoted and potential opportunities to attract a more diverse range of visitors are taken. Visit Scotland should be involved in an advisory capacity, to benefit from their expertise.
- 5.4 Effort should be made to diversify promotion through a range of media including traditional and new (social) media, in line with a better understanding of the tourism market and emerging technologies. Flexibility and adaptability are key in order to manage evolution of the attractions and amenities of Kilsyth and The Kelvin Valley.
- 5.5 Star attractions should be consolidated. Amenities that have a particularly strong pull for people visiting the local area should be particularly scoped for growth opportunities, in order to increase visitor numbers.
- 5.6 In consolidating the attractions, the less prominent ones can be linked to major ones thematically, or by proximity. This can help create a clearer picture of what is on offer for visitors, and of how their day may start or end.

### Actions

- 5. **Develop a common brand and /or recognisable destination logo for the Kilsyth and Kelvin Valley**
- 6. **In discussion with attraction/venue operators build awareness of the tourism /visitor market**
- 7. **Support investment by others in key attractions including promotion and coordinated publicity**
- 8. **Seek support for area wide promotion and develop and diversify promotional reach**





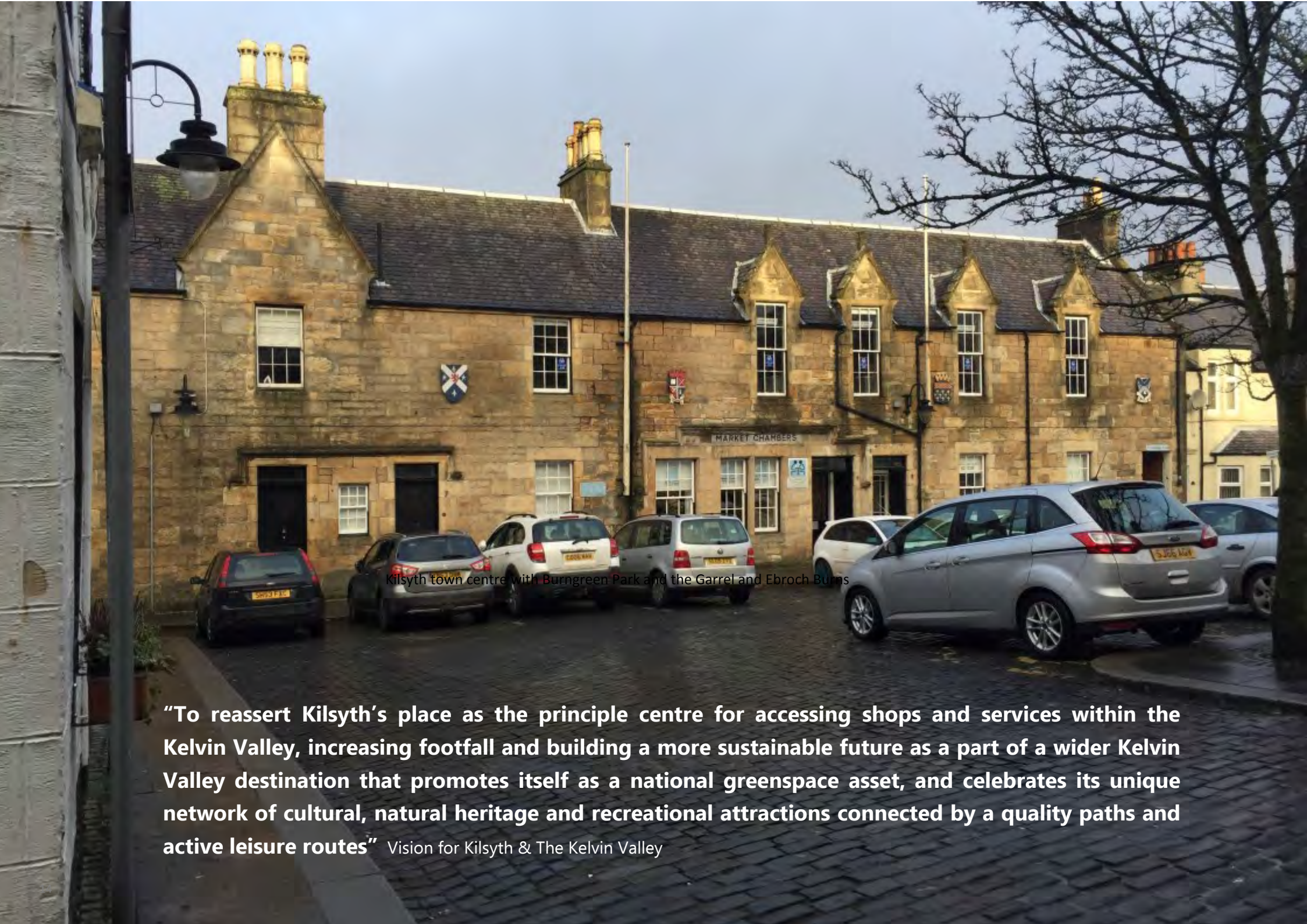
## 6. Monitoring

- 6.1 Efforts to improve the economic outlook of Kilsyth and The Kelvin Valley should be measured for their effectiveness. A Monitoring Framework will help to establish data baselines and then measure successes against them. This information can be useful in informing future development, promotional activities and amenity provision.
- 6.2 Information such as the number of visitors at attractions, the demographics of visitors, and where visitors are spending money (including admissions, refreshments and any other relevant economic activity) should be gathered in order for stakeholders and the local community to build up a picture of new opportunities, that can contribute to the local economy. Resulting actions and projects can be undertaken collectively and collaboratively, using shared information.

### Actions

- 9. **Create and implement a monitoring framework through the forum**
- 10. **Review/monitor and attractions / retailers visitor numbers and number of attractions visited**
- 11. **Review/monitor visitors spend**





Kilsyth town centre with Burngreen Park and the Garrel and Ebroch Burns

**“To reassert Kilsyth’s place as the principle centre for accessing shops and services within the Kelvin Valley, increasing footfall and building a more sustainable future as a part of a wider Kelvin Valley destination that promotes itself as a national greenspace asset, and celebrates its unique network of cultural, natural heritage and recreational attractions connected by a quality paths and active leisure routes”** Vision for Kilsyth & The Kelvin Valley



# Projects & Actions

## 7. Kilsyth

### Introduction

7.1 Kilsyth needs to maximise footfall in its Town Centre in order to keep it alive, against national trends towards shopping online, out of town retail parks and larger urban centres that pull footfall and spending away from traditional urban centres.

7.2 It is also important to acknowledge that, particular to Kilsyth, the gravity of the retail core has shifted to the west somewhat, with the opening of the new LIDL and Home Bargains stores. Improving links back into the historic Town Centre may help to sustain

the smaller independent businesses. Kilsyth Town Centre needs to reflect on the shops, services and amenities that it offers, in order to secure a sustainable economic future.

7.3 It is of critical importance to reassert Kilsyth's position as the main town centre and shopping street for the area, and this must involve adaptation to respond to the rapidly changing economy.

### 7.4 Objectives

- An increase in footfall for Main Street and Kilsyth Town Centre
- Vacant buildings put back into use
- Increased spending in Main Street and Kilsyth Town Centre
- A raised profile of Kilsyth Town Centre, both locally and further afield, as part of The Kelvin Valley

## A Mixed-Use, Vibrant Town Centre

7.5 There are only limited opportunities to increase potential footfall through building more places to live in the Town Centre. However, **creating more workplaces** can also achieve the same thing. There may be many buildings appropriate as workplaces, and there is one significant vacant 'gap' site, and other buildings that may become available for re-use in the near future. The old police station site is already being redeveloped for housing.

7.6 The pedestrianised street offers Kilsyth an important potential advantage over similar non-pedestrianised town centres. Local shops should be **encouraged to 'spill out'** into the street. By encouraging cafes and restaurants to provide more outdoor seating and allocating retailers more space to display appropriate wares outdoors, the Town Centre can be made to feel more vibrant and interesting, encouraging people to spend more time there.

7.7 Businesses could join together to set up their own '**Business Working Group**', to coordinate ideas and initiatives, and to represent all of the economic activity within the town centre.

7.8 A **visitor centre on Main Street** would encourage more footfall into the old part of the Town Centre. This could form part of the function of a larger floorspace building;

there are a few potentially suitable buildings for this function, which should be investigated.

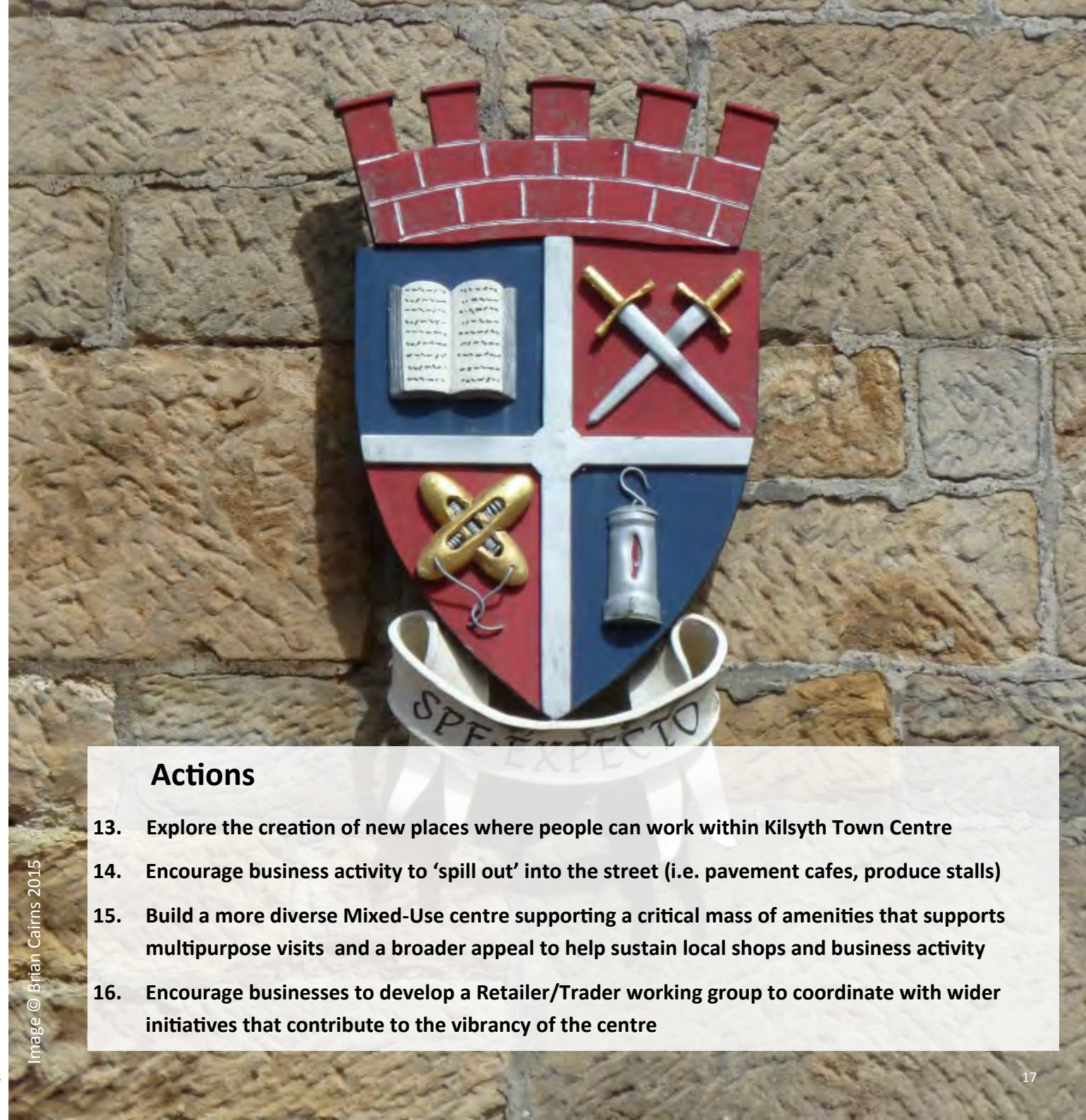


Businesses that 'spill out' into a street can make it feel more vibrant and interesting.





Image © Brian Cairns 2015



## Actions

13. Explore the creation of new places where people can work within Kilsyth Town Centre
14. Encourage business activity to 'spill out' into the street (i.e. pavement cafes, produce stalls)
15. Build a more diverse Mixed-Use centre supporting a critical mass of amenities that supports multipurpose visits and a broader appeal to help sustain local shops and business activity
16. Encourage businesses to develop a Retailer/Trader working group to coordinate with wider initiatives that contribute to the vibrancy of the centre



## Addressing Vacant Town Centre Units

7.9 There is currently a low occupancy rate for buildings in Kilsyth Town Centre. This reflects a decreasing demand and is typical of Scotland and UK wide trends for the main shopping streets in smaller towns. It is important to understand how many commercial buildings and units are underused or vacant, to inform a strategy for **bringing buildings back into use.**

7.10 It is important to ensure that a new **use enhances the Town Centre.** Shops and services that contribute positively to the social vibrancy of the Town Centre, as well as economic sustainability, should be encouraged. Community and social functions are important to the future of the Town Centre too, while the demand for traditional goods and services is in decline.

7.11 **A mix of uses sharing the space should be considered.** A venue that combines several uses may be more economically viable than one that offers a single function. There may

be an opportunity to offer things such as café and exhibition space alongside a creative industries employment hub, allowing people to showcase their work in an environment that the wider community also benefits from.

7.12 **Creating workspaces for professionals** in the Town Centre will contribute to a general increase in footfall. In turn, this translates to workers buying lunch and making use of other shops, services and amenities before and after work. Opening a community and enterprise hub on Main Street could be an important catalyst in revitalising the Town Centre economy.

7.13 Encouraging new businesses and key services to move into, or remain in the Town Centre, can add to the critical mass of services needed to attract more visitors, helping to increase the viability of other shops and services. Bringing specific services right into Main Street will

encourage more footfall throughout the Town Centre. There are a few buildings in Kilsyth Town Centre which could be suitable for such a function. Investigating and recording the vacant buildings may help to identify a feasible opportunity to relocate the library.



A vibrant town centre is a place to work, shop, learn





**OP TO LET**

## **Actions**

- 17. Report on the vacant buildings and sites in Kilsyth Town Centre**
- 18. Examine opportunities and mechanisms for bringing vacant buildings into reuse including community use and support initiatives where appropriate**
- 19. Ensure uses of key buildings contribute to the local community**



# Expressing A Sense of Welcome

7.14 First impressions of a place count. Helping newcomers and returning visitors to Kilsyth Town Centre feel **well orientated, informed and welcomed** is an important part of the experience. People who come to the Town and the area feeling satisfied with the quality and standard of welcome received, may stay for longer, and be more likely to return and recommend a visit to others.

7.15 The **signage** at the north approach to Main Street is not optimally situated for people passing on the A803 main road. It should be viewable for people traveling eastbound and westbound. Similarly, there is currently no high quality signage on the B802 main road to the west of the Town Centre that could point passers-by to the amenities of Kilsyth.

7.16 New signage should be put in **prominent positions** on approach to Kilsyth, highlighting the historic centre. Signage should **make clear** what Kilsyth Town Centre **offers**. The historical, cultural and amenity

aspects of the town should be drawn out, while the opportunity should be taken to echo the message: "Kilsyth, Gateway to The Kelvin Valley".

7.17 Make cost-effective **improvements to car parking** in the Town Centre, such as resurfacing, smartening up, effective road signage (potentially including live capacity electronic signage) and signage for people on foot.

7.18 Develop and implement a **comprehensive wayfinding signage strategy**, linking car parking, key approaches, key amenities and points of interest in the Town Centre. Wayfinding installations (such as signs and information panels) should be of high quality, yet flexible enough in their design that content can be updated without requiring entire units to be removed and replaced.

7.19 **Realtime public transport information** would improve the perception of bus services in the town. People like to be kept informed, especially when relying on a shared form of transport, as opposed to a personal one. Smartphone applications that can offer live service updates and other information on pricing, and even electronic ticketing can also improve the quality and accessibility of services for users.



Kilsyth town centre's signage is not positioned optimally



## Actions

- 21. Develop and implement a comprehensive wayfinding strategy informing people of the amenities and attractions of Kilsyth, and its link to The Kelvin Valley
- 22. Work in partnership with SPT / bus operators to support travel planning apps and smart information systems

## Projects

- A. Install new signage in prominent positions on approach to Kilsyth
- B. Make improvements to awareness of and the quality of car parking provision in the town



## Celebrating Heritage

7.20 Kilsyth Town Centre's historic, characterful streets and places are hidden from view of people passing by using the main road network. This has the advantage of protecting the core of the conservation area from the negative effects of traffic, such as noise, pollution and restriction in human movement.

7.21 However, the lack of visibility of Main Street, Burngreen Park and the other highly regarded assets mean that people are not as aware or mindful of them, and their potential to 'pull in' visitors is somewhat limited. **Promotional resources should include images and descriptive information about Kilsyth Town Centre.**

7.22 Opportunities should be taken to **celebrate the historical and cultural significance of Kilsyth Town Centre**. An interpretation of the social context of changes at specific key points in time would enhance people's understanding of the evolution of Kilsyth. The output of this exercise could take the

form of enhanced signage or interpretation boards, information plaques, self-guided tours, leaflets, smartphone applications and events.

7.23 Ensure that a specialist urban design view is sought should any significant changes be proposed for the Town Centre. This can ensure that **sensitivity** is given to the **conservation** of Kilsyth's most valued historic assets and urban places.



Kilsyth's conservation area covers the historic and characterful town centre and Burngreen park



## Actions

- 23. Create promotional resources to include information, images and descriptive information about Kilsyth Town Centre
- 24. Programme and organise events to celebrate Kilsyth's historical and cultural significance and heritage assets
- 25. Ensure that specialist urban design / conservation input is sought when any significant changes are proposed to the historic built environment

## Projects

- C. Install interpretation boards that help the local community and visitors understand the historical development of the town



## Connecting Places

- 7.24 Taking steps towards a positive environment for walking and cycling can encourage people to leave the car at home for unnecessary vehicle trips. Improving access can also encourage people to shop in the Town Centre rather than going elsewhere.
- 7.25 Develop a longer term programme of **public space improvements**. This would be a long term list of projects, that aim to simplify and make the approaches to Kilsyth Town Centre more comfortable and attractive for people walking and cycling.
- 7.26 This can also encourage shoppers visiting the LIDL and Home Bargains to the west of Airdrie Road to come into the traditional Town Centre too.
- 7.27 Enhancements to key public spaces can also help to make public transport options and walking and cycling more attractive, providing a more pleasant environment to move around, linking from the main roads serviced by buses, to the attractive historic centre of the town. Opportunities to **improve public transport provision** between Kilsyth, The Kelvin Valley and other settlements should also be explored.
- 7.28 Implementing a **cost-effective programme of minor works**, such as dropped kerbs and signage improvements will improve accessibility to the Town Centre. Signage should include average walking times alongside distances.
- 7.29 Explore the creation of new or improved traffic-free or quiet **walking and cycling connections** within Kilsyth and beyond.

Potential public space improvement projects  
at key approaches to Kilsyth Town Centre





## Actions

- 26. Explore opportunities to improve public transport provision between Kilsyth, The Kelvin Valley and other nearby towns and stations
- 27. Implement a cost-effective programme of minor works path and cycleway improvements to improve accessibility
- 28. Explore the creation of new or improved traffic free or quiet walking and cycling connections

## Projects

- D Deliver quality public realm design works at key approaches to Kilsyth Town Centre, to improve access for people walking and cycling.







# Projects & Actions

## 8. The Kelvin Valley

### Introduction

- 8.1 Kilsyth is nestled in The Kelvin Valley, enjoying close proximity to many attractions, including the Antonine Wall World Heritage Site, the Forth and Clyde Canal, John Muir Way, Colzium House and Estate, Banton Loch and Dumbreck Marsh.
- 8.2 These attractions are interesting and each unique from one another, and contribute to the local economy. However, by increasing

collaborative working, sharing a common identity under the banner of The Kelvin Valley and improving connectivity to Kilsyth and nearby transport hubs, the attractions of The Kelvin Valley could perform better economically. This would also bring economic benefits to Kilsyth Town Centre.

### 8.3 Objectives

- An improved profile of The Kelvin Valley as a network of visitor attractions
- Improved connectivity between attractions and Kilsyth Town Centre
- An improved quality of experience by upgrading amenities associated with visitor attractions.
- An increase in visitor numbers to The Kelvin Valley
- Growth in the local economy through employment, reinvestment and increase in visitor spend.

## Principle Arrival Points

8.4 As a network of visitor attractions and places rather than a single venue, people will choose to 'arrive' at a range of different starting points. These will be influenced by the main reason, or attraction, of their visit, the proximity of certain attractions to one another, a notional order for a visit or transport options.

8.5 Comprehensively **connect transport hubs with attractions**, to accommodate the needs of a range of transport mode options.

8.6 Research and careful planning relating to the **detail of the user experience** is important in ensuring people have pleasurable trips that they would wish to repeat and recommend. For example, consideration should be given to the amenities that long-distance hikers may desire; places to buy food and drink and bathroom facilities would all be appropriate.

8.7 Create a consistent experience with regard to the standard of provision for visitor amenities. Unified branding of resources can contribute to a positive identity for Kilsyth and The Kelvin Valley, while

effectively directing visitors to and from attractions from key arrival points. Alongside this, a consistency in the standard of amenities should be achieved, also raising visitors perceptions of quality.



There are several places within The Kelvin Valley where people may begin a visit.



## Actions

- 29. Support improvements to connections that link transport interchanges and key public transport routes with the main attractions
- 30. Provide a consistent standard of amenities at arrival points catering for needs of all users





# The Antonine Wall

- 8.8 The Antonine Wall is a feature of outstanding natural significance; it has not only physically shaped the land but, as its purpose as the farthest northern boundary of the Roman Empire, politically and culturally defined the land in a way, that can be argued, has a lasting legacy on people and modern nation-states, even today.
- 8.9 Heritage Lottery Funding has already given support to a new '**Rediscovering the Antonine Wall**' project. This is a £1.6m project to celebrate aspects of Roman culture, improve the setting of the wall and create replica features such as stone distance markers. Although this project is running independently from the Kilsyth and Kelvin Valley Action Plan, it is seen as complementary and relevant to the aims and objectives of the Plan.
- 8.10 Aside from the 'Rediscovering the Antonine Wall' proposals, a **replica section of the**

**Antonine wall** could be constructed to allow people to imagine, explore and understand how the wall would have been constructed and how it would have appeared within the landscape.

- 8.11 **Digital interpretation resources** have been developed. These allow people to access information on smartphones. People can take self-led tours with GPS navigation for nearby points of interest, view 360° virtual reconstructions and download content to view offline, amongst other things.
- 8.12 Further to the lottery funded project, a programme of works that will provide **enhanced access to and along Antonine Wall** can help people to explore and engage with it. Improvements to access would be particularly important in enabling people with mobility impairment to engage with and enjoy the heritage.



## **Actions**

- 31. Support updates and refreshment of digital interpretation resources for The Antonine Wall / Other Attractions (smartphone apps, educational website etc)**

## **Projects**

- E. Create a replica section of the wall**
- F. Enhance accessibility along the route of the wall, and connections between the wall and Kilsyth Town Centre**



# Active Leisure Networks

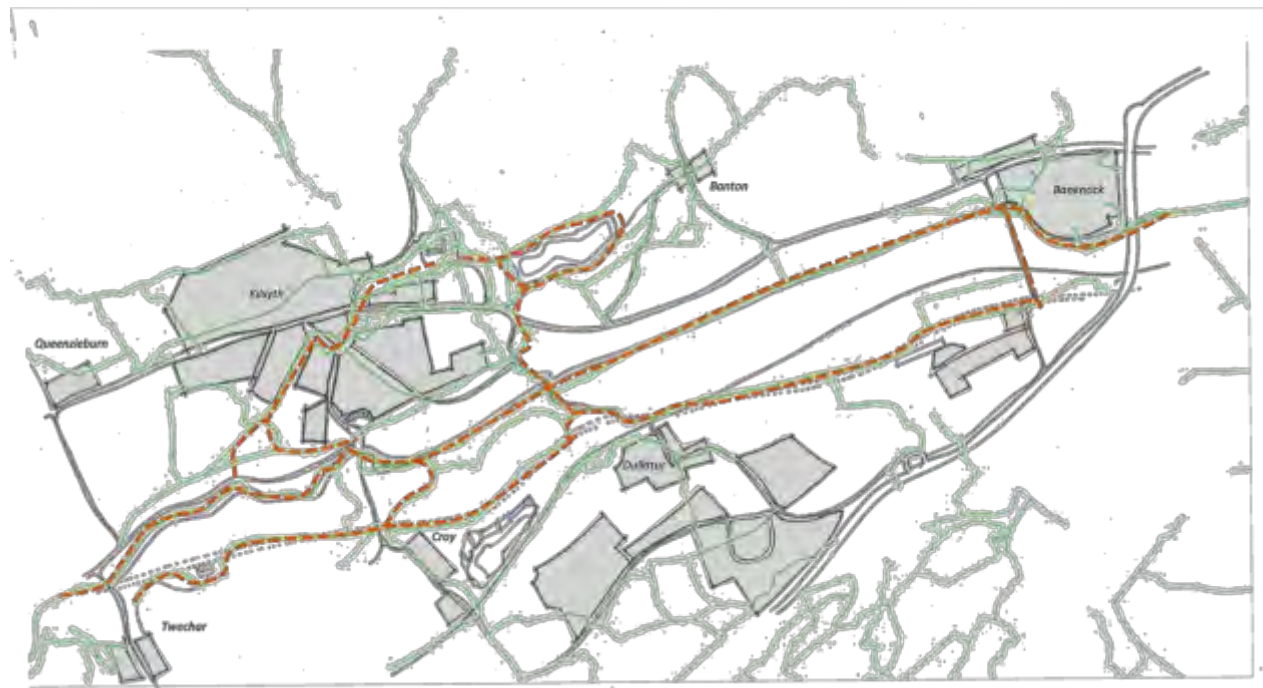
8.13 The Kelvin Valley offers a dense active leisure network of paths, encouraging people to get out and about, benefitting their health and fitness. As part of the Kelvin Valley and Falkirk LEADER (an EU funded rural investment programme), the feasibility study: 'Canals by Bike' will be carried out, independent of but complementary to this Action Plan, with the opportunity for partnership working in interpreting and delivering on the findings of the study.

8.14 Building on the LEADER project, **identifying key weaknesses** and missing links in core paths and the active leisure network will help to focus the task of better linking the attractions of The Kelvin Valley together. The local community have already expressed the wish to create a **new off-road link between Craigmarloch and Banton Loch**.

8.15 **Create a list of prospective projects** that can be used to plan for, prioritise and deliver improvements when feasible. Having a current 'shovel-ready' project list can ensure readiness to make the most of grants and other funding opportunities as and when they arise.

8.16 Create and implement a **continuous path maintenance programme** to ensure that the quality of the active leisure network is sustained and that issues are resolved speedily, providing a consistency in the quality of experience for visitors and encouraging repeat-visits. The maintenance programme should also allow for issues arising from inclement weather.

8.17 Ensure the active leisure network includes **specific infrastructure suited to cycling**, such as appropriate access controls and cycle parking. Care should be taken to ensure that this enhancement is not to the detriment of people walking. Design must provide an appropriate balance for both modes of travel.



Existing and potential active leisure networks within The Kelvin Valley



A person wearing a blue helmet and a light blue t-shirt is riding a bicycle away from the camera on a dirt path. The path is bordered by tall grass and wildflowers on the left and a calm river on the right. The background shows a line of trees under a blue sky with scattered white clouds.

## **Actions**

- 32. Identify key weaknesses in active leisure networks**
- 33. Set up a live working project list that can be continually amended as projects are added and delivered**
- 34. Create and implement a continuous path maintenance programme**
- 35. Undertake a feasibility study to create an off road link between Craigmarnock and Banton Loch**
- 36. Include cycle-friendly design that avoids conflict between users**



# Dumbreck Marshes Local Nature Reserve

8.18 Dumbreck Marshes is a great example of a manmade feature that has a lasting legacy for the benefit of local wildlife. This former coal pit is now teeming with plant, bug and animal life, and is well located and linked for the enjoyment of residents of Kilsyth and visitors from further afield.

8.19 North Lanarkshire Council Greenspace Development Team have undertaken (August 2017) consultation on improving the marsh's habitats, flood management and restoration of wetland. They identified ways to improve people's access to the area, local biodiversity, education and community engagement.

8.20 To secure maximum community value from Dumbreck Marsh, and the nearby Garrell Burn, an **NLC-led steering group should be formed** to manage its care and upkeep, while ensuring continued community interest into the future. The group should also build strong links with the Scottish Wildlife Trust, RSPB and local natural history groups, to ensure its place in a network of complementary amenities and benefit from

these organisations' expertise.

8.21 The group should **manage ongoing maintenance** such as the upkeep of paths, regular maintenance of signage and interpretation boards and the management of litter and dog fouling. The group should also **design and facilitate a programme of community projects**, work days and events (e.g. bug hunts, clean ups etc.)

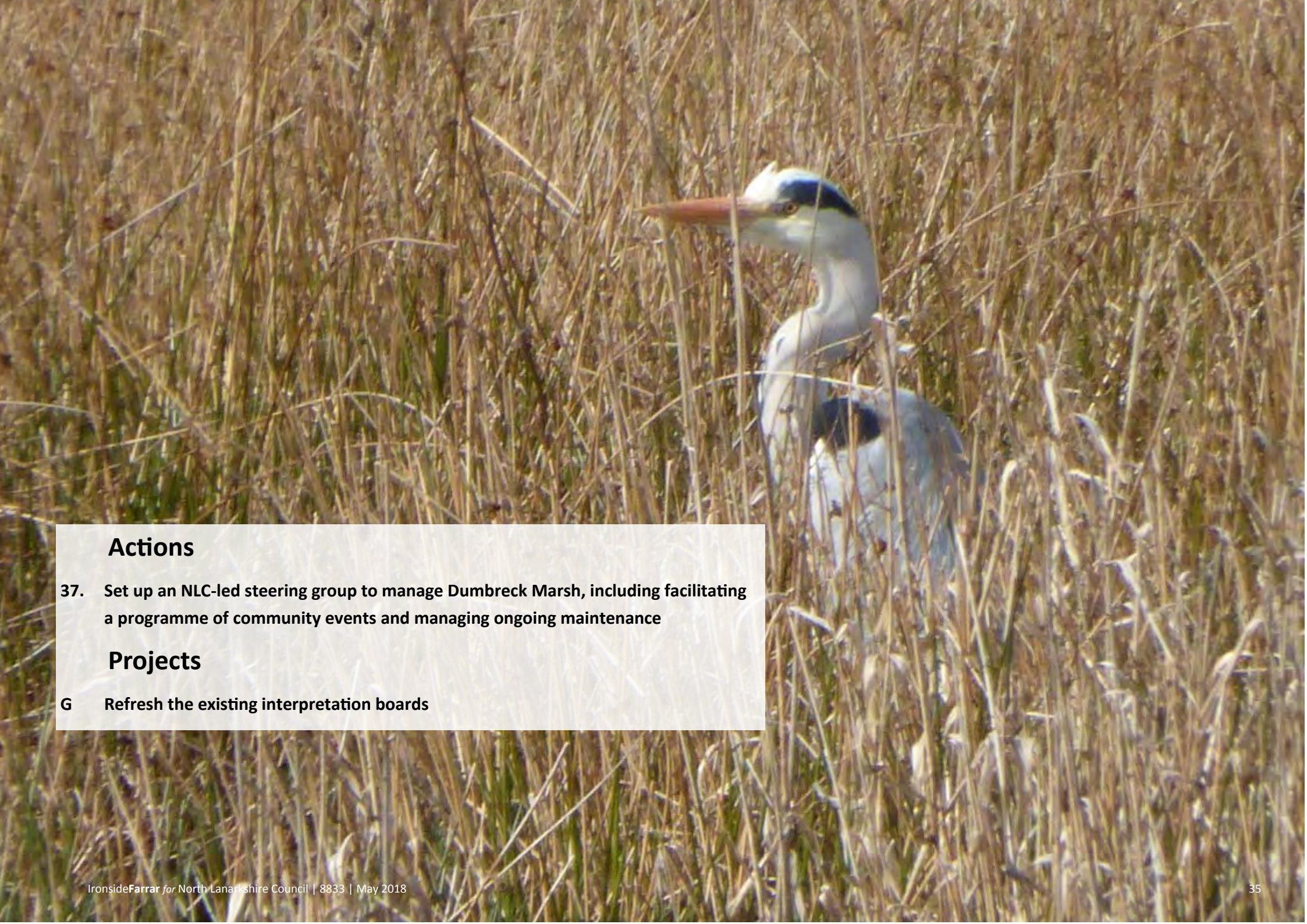
8.22 The group should **oversee the refreshing of the interpretation boards** that is currently due, and future development of them.

8.23 Car parking for Dumbreck Marsh should be designated or created, with signage directing visitors to the reserve and other nearby amenities.



Site plan and immediate context of Dumbreck Marsh





## **Actions**

- 37. Set up an NLC-led steering group to manage Dumbreck Marsh, including facilitating a programme of community events and managing ongoing maintenance**

## **Projects**

- G Refresh the existing interpretation boards**



# Itineraries

8.24 The Kelvin Valley is not one, but a network of attractions of varying significance. The Friends of Kelvin Valley created a thorough set of heritage footpath route descriptions that help to guide visitors through various routes in the area.

8.25 These could be refreshed, creating newly branded **itineraries** that include new and updated information about amenities. The routes can specifically encourage movement between attractions with The Kelvin Valley, while highlighting Kilsyth as a natural arrival and departure point. Encouraging visitors to stay for longer and do more, inevitably leads to a stronger economy. Itineraries can be **thematic** in their nature, for example, pulling together periods of history or linking all of the wildlife attractions.

8.26 Itineraries should be **integrated with transport options** to and from The Kelvin Valley and should seek to minimise unnecessary vehicular journeys that negatively impact on the local area.



Selected attractions within The Kelvin Valley

1. Antonine Wall
2. Forth and Clyde Canal
3. Colzium House and Estate
4. Bar Hill Fort
5. Croy Hill & Croy Hill Fort
6. Auchenstarry
7. Craigmarnoch & Stables
8. Dumbreck Marsh
9. Banton Loch/ Battlefield Site

8.27 Itineraries should aim to **link to Kilsyth Town Centre as a hub** that provides a welcome to The Kelvin Valley, while offering amenities such as places to stay and eat.







## **Actions**

- 38. Integrate itineraries with travel options to and within The Kelvin Valley**
- 39. Encourage people to use Kilsyth as a hub from which to explore The Kelvin Valley**

## **Projects**

- H. Create a range of thematic visitor itineraries that help people find their way through The Kelvin Valley, engaging with multiple attractions**
- I. Refresh and digitise itineraries for smartphone access**

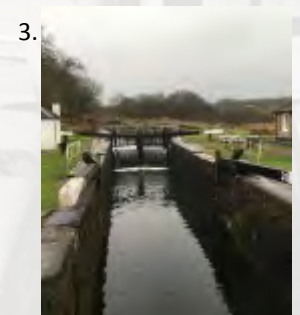


## Other Key Projects

8.28 The Kelvin Valley possesses a range of attractions of varying nature and scale. Some attractions may be more influential in encouraging people to visit than others, but the most important step in ensuring an economically sustainable future for Kilsyth and The Kelvin Valley is recognising the interdependence of the many attractions and amenities in the area.

8.29 When seen as a network, rather than individual attractions, it becomes clearer how any improvement, addition or development to the range on offer has the ability to contribute positively to the whole picture.

8.30 Not all projects lend themselves naturally to collaboration in delivery, but there are always opportunities to work together, even if only in simpler things such as the shared promotion of all of the attractions.



1. Colzium House
2. Burngreen Park, Kilsyth
3. Forth and Clyde Canal
4. Auchinstarry Basin
5. Active Leisure Networks
6. Disused Stables



## Actions

- 40. Encourage Scottish Canals to develop facilities / interpretation / accessibility at Auchenstarry— Forth and Clyde Canal Centre

## Projects

- J. Scope the restoration and re-use for Craigmarloch Stables (study)
- K. Battle of Kilsyth battlefield interpretation resources
- L. Create a circular route around Banton Loch
- M. Improved access to The Kilsyth Hills







# 9. Delivery Strategy

## **Priority**

- 9.1 The Kilsyth & Villages Community Forum, Kilsyth Community Council and Friends of Kelvin Valley will play a valuable and involved role in delivering the Action Plan, as part of the stakeholder forum.
- 9.2 These organisations will collaborate to prioritise the schedule of projects. This will somewhat be governed by the availability and timing of funding from external parties and local or national government initiatives.

## **Lead Partner**

- 9.3 Each project requires a lead delivery partner

to be responsible for furthering the project. It may be appropriate in certain circumstances for joint leading partners but for most projects this could overcomplicate things.

## **Resources & Funding**

- 9.4 It is no surprise that within a climate of limited financial and human resources, the long full list of projects and actions within this document would be difficult to deliver concurrently and wholly, hence a flexible partnership approach is necessary.
- 9.5 This strategy provides an overarching understanding about our intent and

ambition. Delivery needs to have a level of opportunism where funding allows, and where clear route to project delivery emerges.

Timescales are suggestive of what may be achievable should the right conditions and resourcing be in place. A number of actions and projects are included to ensure that they do not become forgotten, even if they turn out not to be achievable within the lifetime of this Action Plan



# Action Priorities

## Early Win Actions

Early win actions are easily undertaken and completed quickly with either little or no demand for resources or funding.

- Set up a Stakeholder Forum to deliver the Action Plan (Ref1)
- Adopt the list of projects from this action plan (Ref3)

## Early Win Projects

- Set up an NLC-led steering group to manage Dumbreck Marsh (Ref37)
- Brand Kilsyth with The Kelvin Valley (Ref5)
- Encourage businesses to develop a business working group (Ref16)
- Provide consistent standard of amenities at arrival points catering for needs of all users (Ref30)
- Encourage people to use Kilsyth as a hub from which to explore The Kelvin Valley (Ref38)

## Short Term Actions

Can expect to run from a 12 to 18 month period, are simpler to complete and can help bring a sense of achievement with which to build momentum for delivery of more complex elements of the action plan.

- Explore the creation of workplaces for professionals (Ref20)
- Create promotional resources for Kilsyth Town Centre (Ref23)
- Explore the creation of new or improved traffic free or quiet walking / cycling connections (Ref28)
- Comprehensively connect transport hubs with main attractions (Ref29)
- Identify key weaknesses in active leisure networks (Ref32)
- Encourage Scottish canals to develop facilities / interpretation / accessibility at Auchenstarkey - Forth and Clyde Canal Centre (Ref40)

## Medium Term Actions

To deliver these actions it is necessary to lay the groundwork and explore ideas tentatively before beginning the planning stages. Implementation may also have a longer time frame, whether that involves building construction or similar. 18 months - 3 years should be allowed to complete such actions.

- Develop overview elements such as a common branding and a transport strategy (Ref2)
- Clearly identify tourism market (Ref6)
- Consolidate star attractions (Ref7)
- Create and implement a monitoring framework (Ref9)
- Encourage business activity to 'spill out' into Main Street, Kilsyth (Ref14)
- Report on the vacant buildings within Kilsyth town centre (Ref17)
- Develop and implement a comprehensive wayfinding strategy (Ref21)

- Support SPT / bus operators to develop travel planning apps and smart info systems (Ref22)
- Explore opportunities to improve public transport provision (Ref26)
- Implement a cost-effective programme of minor works to improve accessibility (Ref27)
- Feasibility study to create an off road link between Craigmarloch and Banton Loch (Ref35)
- Integrate itineraries with travel options to and within The Kelvin Valley (Ref38)

### Long Term and Ongoing Actions

Long term actions are often most complex in terms of their size and scale. These things may also require a higher degree of coordination between different groups and stakeholders, and have more complicated supporting funding structures and sources. Other long term actions involve longevity due to their nature, such as monitoring and actions that involve review and ongoing amendment. 3 or more years should be allowed for the delivery of these kind of actions and it is likely these may extend beyond the life of this action plan.

- Diversify promotional reach (Ref8)
- Look for new economic opportunities (Ref12)
- Create new places where people can work within Kilsyth Town Centre (Ref13)
- Seek to secure a 'critical mass' of amenities in Kilsyth town centre (Ref15)
- Examine opportunities and mechanisms for bringing vacant buildings into reuse (Ref18)
- Ensure uses of key buildings contribute to the local community (Ref19)

By their nature, these actions are never complete, recognising that some things are ever changing and require maintenance, refreshing or replacement. Ongoing actions may require an annual progress review or another suitable process to ensure that they remain purposeful.

- Keep list of projects up to date (Ref4)
- Monitor numbers of visitors (Ref10)
- Find out where visitors are spending their money (Ref11)
- Programme and operate events to celebrate Kilsyth's heritage (Ref24)

- Ensure that specialist urban design input is sought for sensitive heritage areas of Kilsyth (Ref25)
- Support refreshment of digital interpretation resources for The Antonine Wall (Ref31)
- Set up a live working project list of key weaknesses (Ref33)
- Create and implement a continuous path maintenance programme (Ref34)
- Include cycle friendly design that avoids conflict between users (Ref36)



# Action Summary

No.	Action	Timeframe
1	<b>Set up a stakeholder forum to deliver the action plan</b>	<b>Early Win</b>
2	Develop overview elements such as a common branding and a transport strategy	Medium Term
3	<b>Adopt the list of projects from this action plan (commence delivery ASAP)</b>	<b>Early Win</b>
4	Keep the list of projects up to date	Ongoing
5	<b>Brand Kilsyth with The Kelvin Valley</b>	<b>Early Win</b>
6	Clearly identify tourism market	Medium Term
7	Consolidate star attractions	Medium Term
8	Diversify promotional reach	Long Term
9	Create and implement a monitoring framework	Medium Term
10	Monitor numbers of visitors	Ongoing
11	Find out where visitors are spending their money	Ongoing
12	Look for new economic opportunities	Long Term
13	Create new places where people can work within Kilsyth Town Centre	Long Term
14	Encourage business activity to 'spill out' into Main Street, Kilsyth	Medium Term
15	Seek to secure a 'critical mass' of amenities in Kilsyth town centre	Long Term
16	<b>Encourage businesses to develop a retailer &amp; traders working group</b>	<b>Early Win</b>
17	Report on the vacant buildings and sites in Kilsyth Town Centre	Long Term*
18	Examine opportunities and mechanisms for bringing vacant buildings into reuse	Long Term*
19	Ensure uses of key buildings contribute to the local community	Long Term*
20	Explore the creation of workspaces for professionals	Short Term

## Key Partners for Action Delivery

The stakeholder Forum will make decisions on the delivery of Actions, ensuring the appropriate partners are involved.

No.	Action	Timeframe
21	Develop and implement a comprehensive wayfinding strategy	Medium Term
22	Support SPT / bus operators to develop travel planning apps and smart info systems	Medium Term
23	Create promotional resources for Kilsyth Town Centre	Short Term
24	Programme and operate events to celebrate Kilsyth's heritage	Ongoing
25	Ensure that specialist urban design input is sought for sensitive heritage areas of Kilsyth	Ongoing
26	Explore opportunities to improve public transport provision	Medium Term
27	Implement a cost-effective programme of minor works to improve accessibility	Medium Term
28	Explore the creation of new or improved traffic free or quiet walking / cycling connections	Short Term
29	Comprehensively connect transport hubs with main attractions	Short Term
30	<b>Provide consistent standard of amenities at arrival points catering for needs of all users</b>	<b>Early Win</b>
31	Support refreshment of digital interpretation resources for The Antonine Wall (apps etc.)	Ongoing
32	Identify key weaknesses in active leisure networks	Short Term
33	Set up a live working project list of key weaknesses (for action 32, above)	Ongoing
34	Create and implement a continuous path maintenance programme	Ongoing
35	Feasibility study to create an off road link between Craigmarloch and Banton Loch	Medium Term
36	Include cycle friendly design that avoids conflict between users	Ongoing
37	<b>Set up an NLC-led steering group to manage Dumbreck Marsh</b>	<b>Early Win</b>
38	Integrate itineraries with travel options to and within The Kelvin Valley	Medium Term
39	<b>Encourage people to use Kilsyth as a hub from which to explore The Kelvin Valley</b>	<b>Early Win</b>
40	Encourage Scottish Canals to develop facilities / interpretation / accessibility at Auchensarry— Forth and Clyde Canal Centre	Short Term



# Project summary

	Project
A	Install new signage in prominent positions on approach to Kilsyth
B	Make improvements to the quality of car parking provision in the town
C	Install interpretation boards that help the local community and visitors understand the historical development of the town
D	Deliver quality public realm design works at key approaches to Kilsyth Town Centre, to improve access for people walking and cycling.
E	Create a replica section of The Antonine Wall
F	Enhance accessibility along the route of the wall, and connections between the wall and Kilsyth Town Centre
G	Refresh the interpretation boards at Dumbreck Marsh
H	Create a range of thematic visitor itineraries that help people find their way through The Kelvin Valley, engaging with multiple attractions
I	Refresh and digitise itineraries for smartphone access
J	Scope the restoration and re-use of Craigmarloch Stables (study)
K	Battle of Kilsyth battlefield interpretation resources
L	Create a circular route around Banton Loch
M	Improved access to The Kilsyth Hills

	Estimated Investment	Time frame
A	£80,000	Early win
B	£200,000	Medium term
C	£25,000	Medium term
D	£150,000	Long term
E	£100,000	Long term
F	£150,000	Medium term
G	£6,000	Early win
H	£15,000	Short term
I	£10,000	Medium term
J	£10,000	Long term
K	£3,000	Short term
L	£150,000	Medium term
M	£100,000	Medium term

### Key Partners for Project Delivery

The stakeholder Forum will make decisions on the delivery of Projects, ensuring the appropriate partners are involved.

### Funding Sources

It is important to understand the nature and climate of funding sources for the purposes of delivering projects within the action plan. Over time, initiatives begin and end, the funding criteria for specific grant schemes can evolve and change and the scope of projects may mean funding sources become less or more relevant. Therefore funding sources should be sought on a project by project basis and in a timely manner in line with the scale of the project and order of its delivery.

North Lanarkshire Council will seek, wherever appropriate, to work with other funding partner organisations.



# Project Priorities

## Resources and Deliverables

As with the actions, projects are also arranged according to their likely timeframe. Again, the delivery of these projects is highly dependent on the availability of funding and other variables. However, it is important to keep these projects in mind, so that valuable ideas are not forgotten, and can be carried forward should some of these be undeliverable during the life of the action plan.

## Early Win Projects

(Less than 12 Months)

- A. Install new signage in prominent positions on approach to Kilsyth
- G. Refresh the interpretation boards at Dumbreck Marsh

## Short Term Projects

( 12 to 18 months)

- K. Battle of Kilsyth battlefield interpretation resources
- H. Create a range of thematic visitor itineraries that help people find their way through The Kelvin Valley, engaging with multiple attractions

## Medium Term Projects

(18 months to 3 years)

- B. Make improvements to the quality of car parking provision in the town
- C. Install interpretation boards that help the local community and visitors understand the historical development of the town

- F. Enhance accessibility along the route of the wall, and connections between the wall and Kilsyth town centre
- I. Refresh and digitise itineraries for smartphone access
- L. Create a circular route around Banton Loch
- M. Improve access to the Kilsyth Hills

## Long Term Projects

(3 or more years)

- D. Deliver quality public realm design works at key approaches to Kilsyth Town Centre, to improve access for people walking and cycling
- E. Create a replica section of The Antonine Wall
- J. Scope the restoration and re-use of Craigmarloch Stables (study)



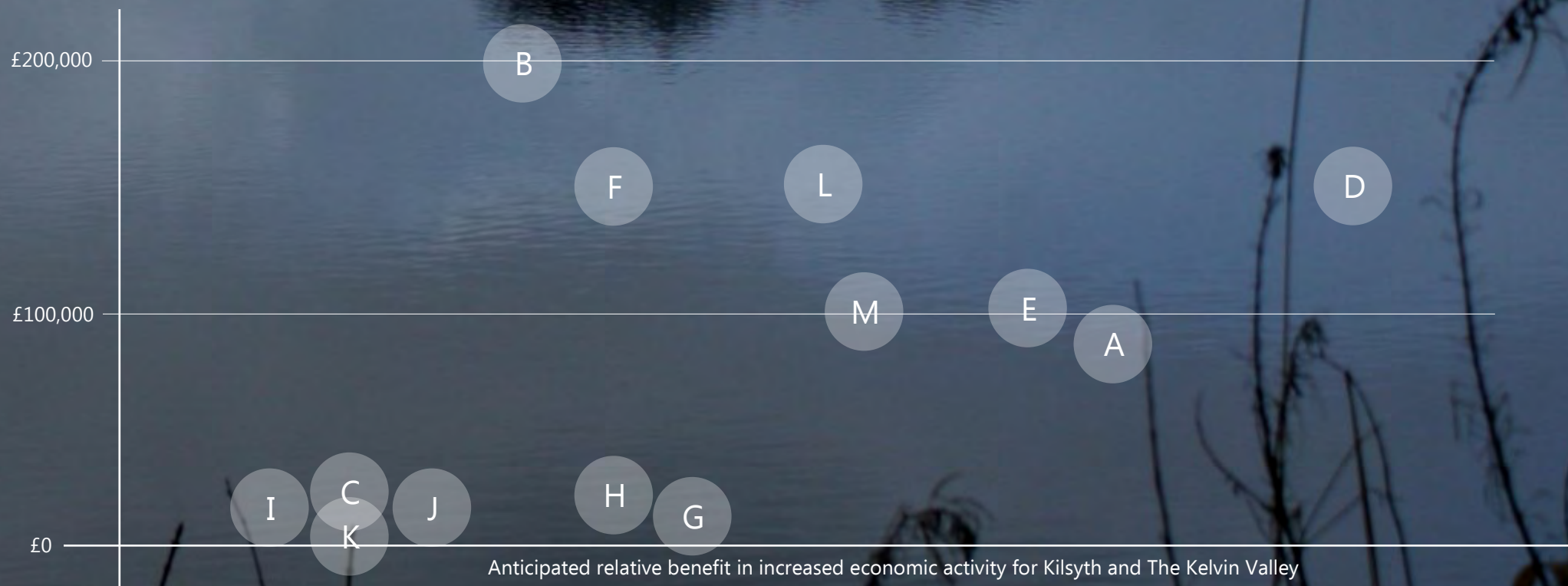




# Project Value Matrix

	Project
A	Install new signage in prominent positions on approach to Kilsyth
B	Make improvements to the quality of car parking provision in the town
C	Install interpretation boards that help the local community and visitors understand the historical development of the town
D	Deliver quality public realm design works at key approaches to Kilsyth Town Centre, to improve access for people walking and cycling.
E	Create a replica section of The Antonine Wall
F	Enhance accessibility along the route of the wall, and connections between the wall and Kilsyth Town Centre
G	Refresh the interpretation boards at Dumbreck Marsh
H	Create a range of thematic visitor itineraries that help people find their way through The Kelvin Valley, engaging with multiple attractions
I	Refresh and digitise itineraries for smartphone access
J	Scope the restoration and re-use of Craigmarloch Stables (study)
K	Battle of Kilsyth battlefield interpretation resources
L	Circular route around Banton Loch
M	Improved access to The Kilsyth Hills

Estimated cost of business rates per year









Main Street, Kilsyth



Banton Loch

## Action Plan for Kilsyth and The Kelvin Valley Appendix - Community Engagement Report





Burngreen Park, Kilsyth



Forth and Clyde Canal



Colzium House



NK:10 Building, Main Street, Kilsyth



Active Leisure Networks



Disused Stables

# Contents

## 1.0 INTRODUCTION

## 2.0 COMMUNITY ENGAGEMENT PROCESS

## 3.0 COMMUNITY ENGAGEMENT SUMMARY

## 4.0 COMMUNITY ENGAGEMENT CONCLUSIONS

- Appendices:
1. Presentation Boards
  2. Comments by presentation board
  3. Email Responses

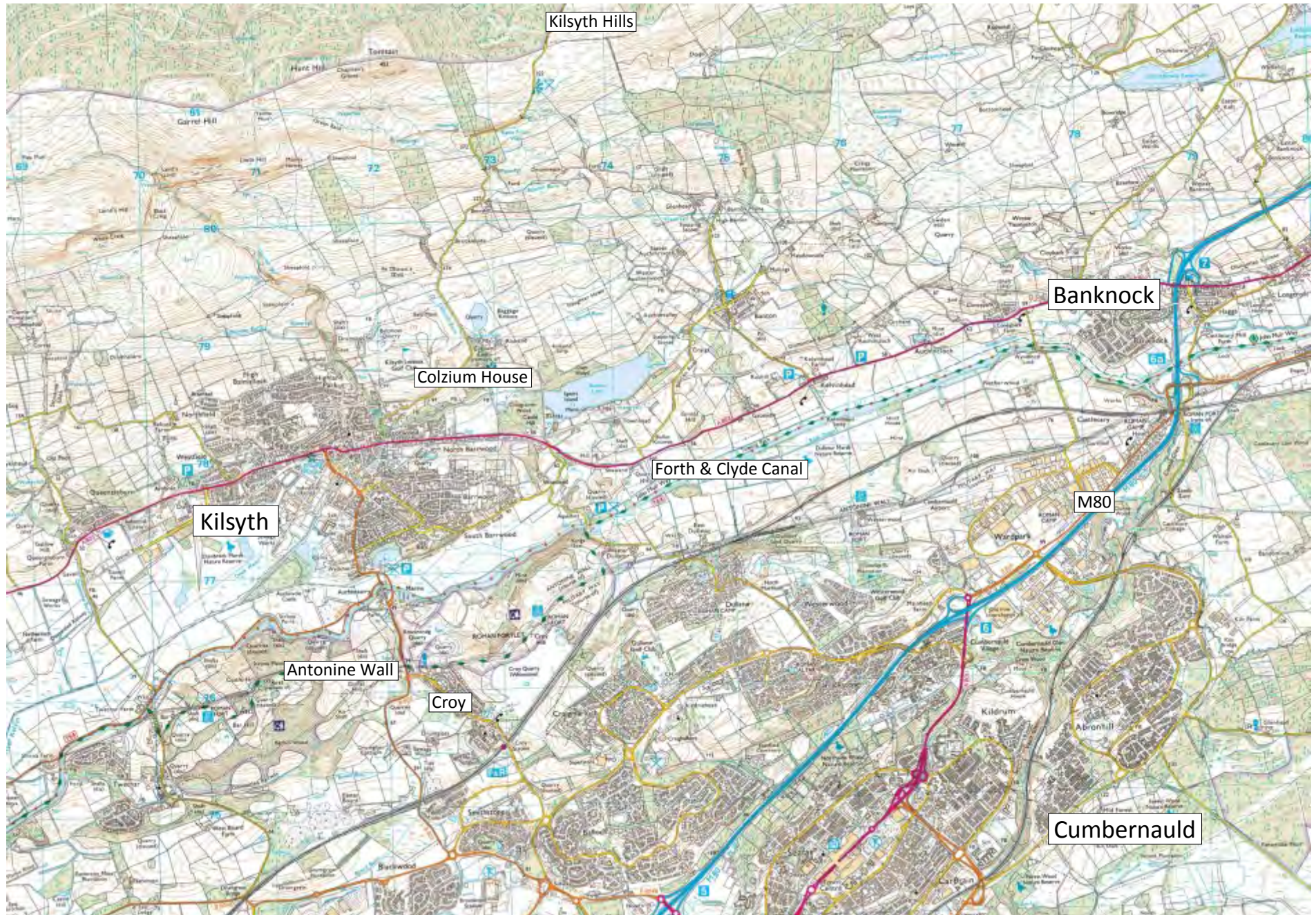


Banton Loch



Public Engagement





Kilsyth and Surrounding Area



# 1. Introduction

## Purpose of the Consultation

- 1.1 Consultation is an important part of a two way process of plan making, ensuring that valuable information and opinion is gathered from members of the public to meaningfully influence future outcomes.
- 1.2 This report, commissioned by North Lanarkshire Council, presents a summary of the results of a local community consultation event held at Kilsyth. North Lanarkshire Council are keen to ensure local people are involved and engaged with emerging projects, and can contribute to their success.
- 1.3 North Lanarkshire Council are creating a vision and action plan for Kilsyth and The Kelvin Valley, and this report is part of that process.
- 1.4 North Lanarkshire Council recognise the importance of ensuring the community have the opportunity to participate. The Council are keen to understand the reasons why people already visit the local area and Kilsyth town centre, to help identify any new opportunities in line with demand.
- 1.5 At a time where the **high street** is in **economic decline** due to changes in lifestyle and shopping retail habits, brought about by the internet and out of town retail centres, towns and retailers must involve themselves in being introspective and creative in reimagining how to maintain a healthy footfall.
- 1.6 The **input of the local community** into the refreshed action plan is valuable in steering the town and surrounding area towards a more economically sustainable future.



Invitations to attend the community engagement



**52** People attended the event

**201** Post-it notes left

**21** Comment forms completed

## 2. Community Engagement Process

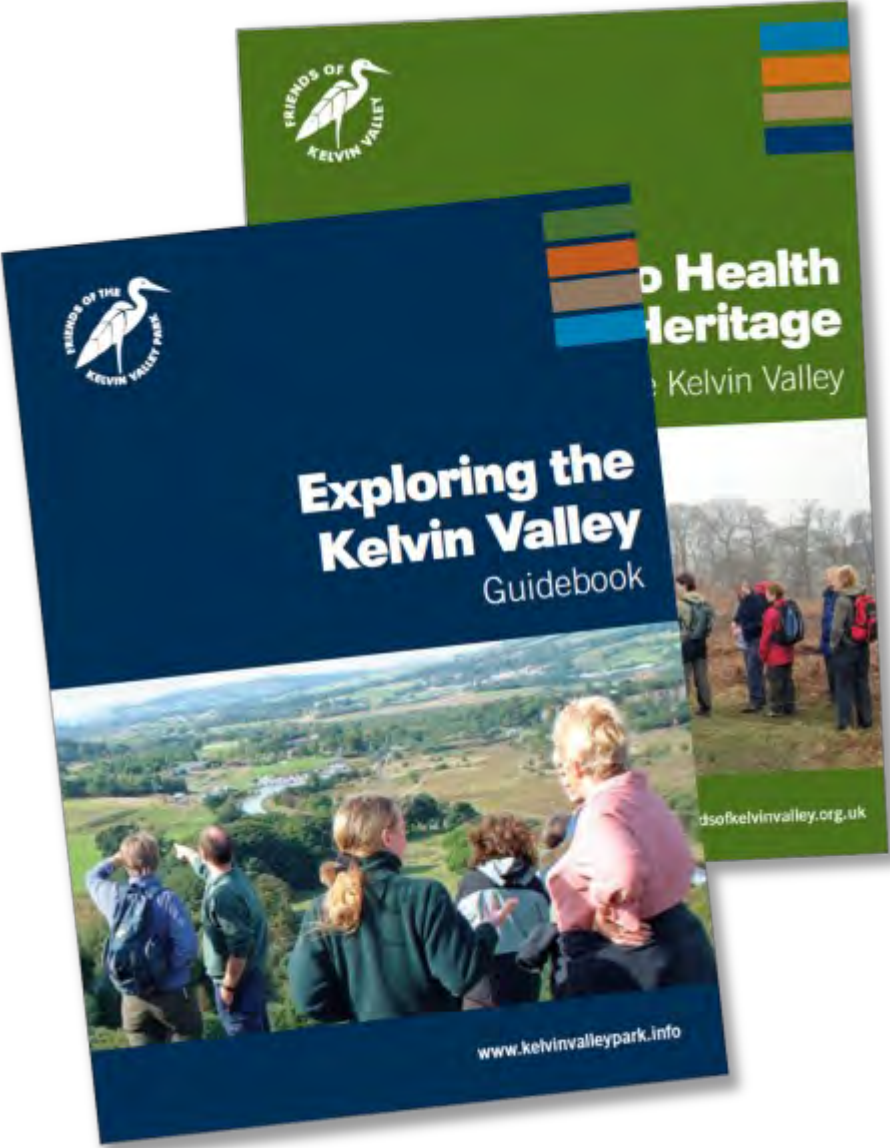
### Event Publicity

- |     |   |     |   |
|-----|---|-----|---|
| 2.1 | The consultation strategy sought to <b>share information</b> and ideas with local people and <b>gather their responses</b> , collating them in order to <b>create recommendations</b> that can be fed into a refreshed vision and action plan for Kilsyth and The Kelvin Valley | 2.5 | Feedback from attendees in the form of sticky notes, comment forms and annotated maps, reflecting peoples' comments, concerns and ideas, was gathered and recorded.                   |
| 2.2 | The event was publicised on the Council's website and through social media. Flyers were displayed at the health centre, library, swimming pool, several local shops and all local schools. All local councillors were invited to attend.  | 2.6 | The event took place on Wednesday 8th March between 2.00pm and 8.00pm, to give an opportunity for both working people and people visiting the town centre to be able to get involved. |
| 2.3 | The consultation and engagement process involved <b>52 individuals</b> including three local councillors, primary and secondary school children, representatives of other organisations and the local MSP.  |     |   |

### Event Format

- |     |  |
|-----|--|
| 2.4 | A constructive dialogue with those in attendance was sought and the exhibition boards were designed to inform, question, inspire and stimulate feedback in relation to opportunities to increase footfall in Kilsyth Town Centre and encourage more people to visit The Kelvin Valley from further afield. |
|-----|--|





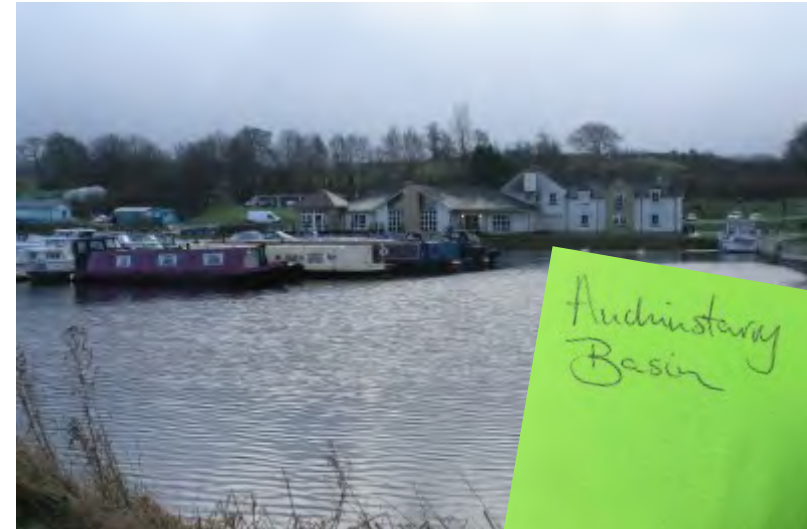
### 3. Community Engagement Summary

#### Where Are We Now?

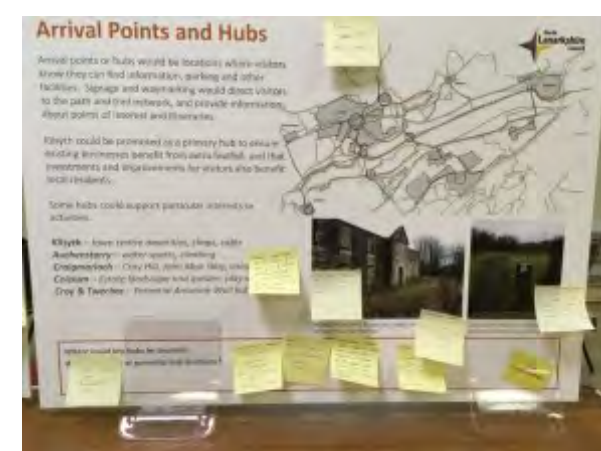
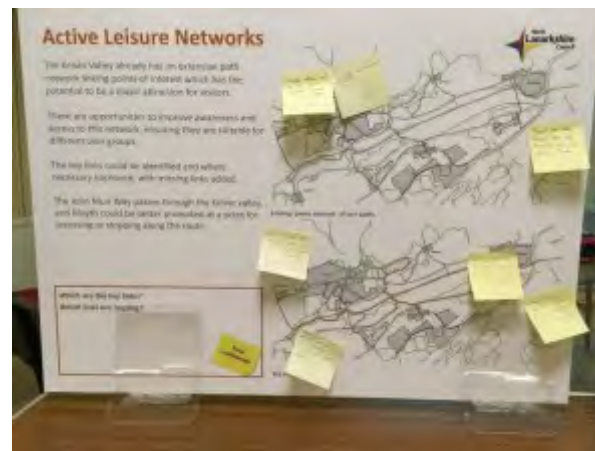
3.1 In recent years a great many improvements have been undertaken in Kilsyth and the Kelvin Valley. **30 projects** have been implemented, and many have had strong input from the community. Successes so far include:

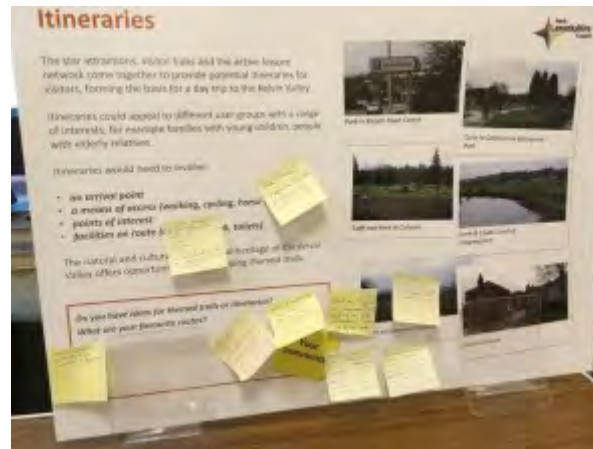
- Kilsyth Town Centre Regeneration
- Dumbreck Marshes paths, signage
- Auchenstarry Marina
- Path Improvements
- Improved signage
- New woodlands
- Improvements at Colzium House
- Leaflets, guidebook and website
- Improved access to Antonine Wall

It is now important to build upon those successes to ensure a sustainable, vibrant future for Kilsyth and The Kelvin Valley.











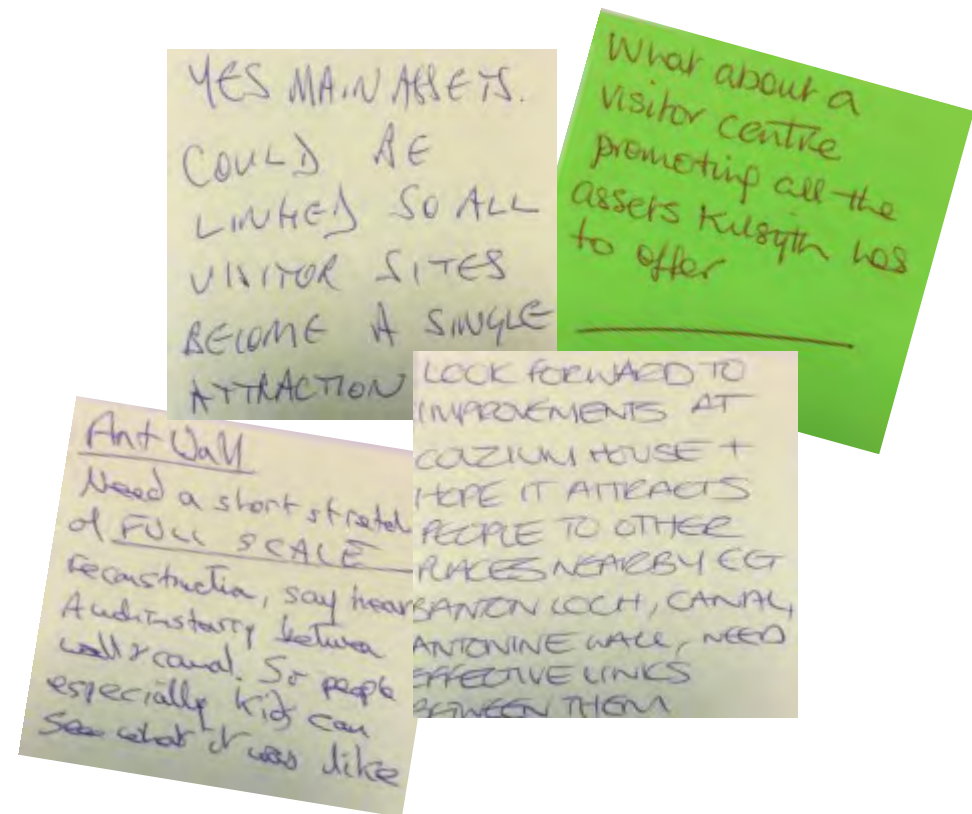
## Assets of The Kelvin Valley

- 3.2 The Kelvin Valley has a wide array of attractions that have broad appeal for visitors to the area. These assets can have combined appeal as well as standing as individual attractions. Helping visitors to understand the landscape as a whole and the physical and historical context that links these assets together, and with Kilsyth, can encourage people to stay in the local area for longer, increase footfall at attractions and in local amenities, and encourage people to return, having had a more engaging visit.

### Improvements

- 3.3 Participants to the community engagement specifically suggested that a replica section of Antonine wall, near to the original, would be an improvement as it would help visitors to be able to appreciate how the original wall was constructed and visualise how it would have stood in the landscape.
- 3.4 As suggested, there is an opportunity for the whole area to be viewed as a green network, with an improvement of existing, and creation of new routes, traversing the area. Improved signage, wayfinding, access and supporting materials (internet / social media presence, mobile apps, literature) would support this, and would work hand in hand with other efforts such as the development of itineraries, to improve the visitor experience.
- 3.5 There is an opportunity to market the area as 'great cycling country', with strategic

improvements made to key paths, crossings and junctions to make cycling an easy, fun way to explore the area while reducing the journey times between each attraction. Such an approach to green and urban infrastructure could also help to make everyday functional journeys on foot and bicycle a more desirable option.



## Arrival Points and Hubs

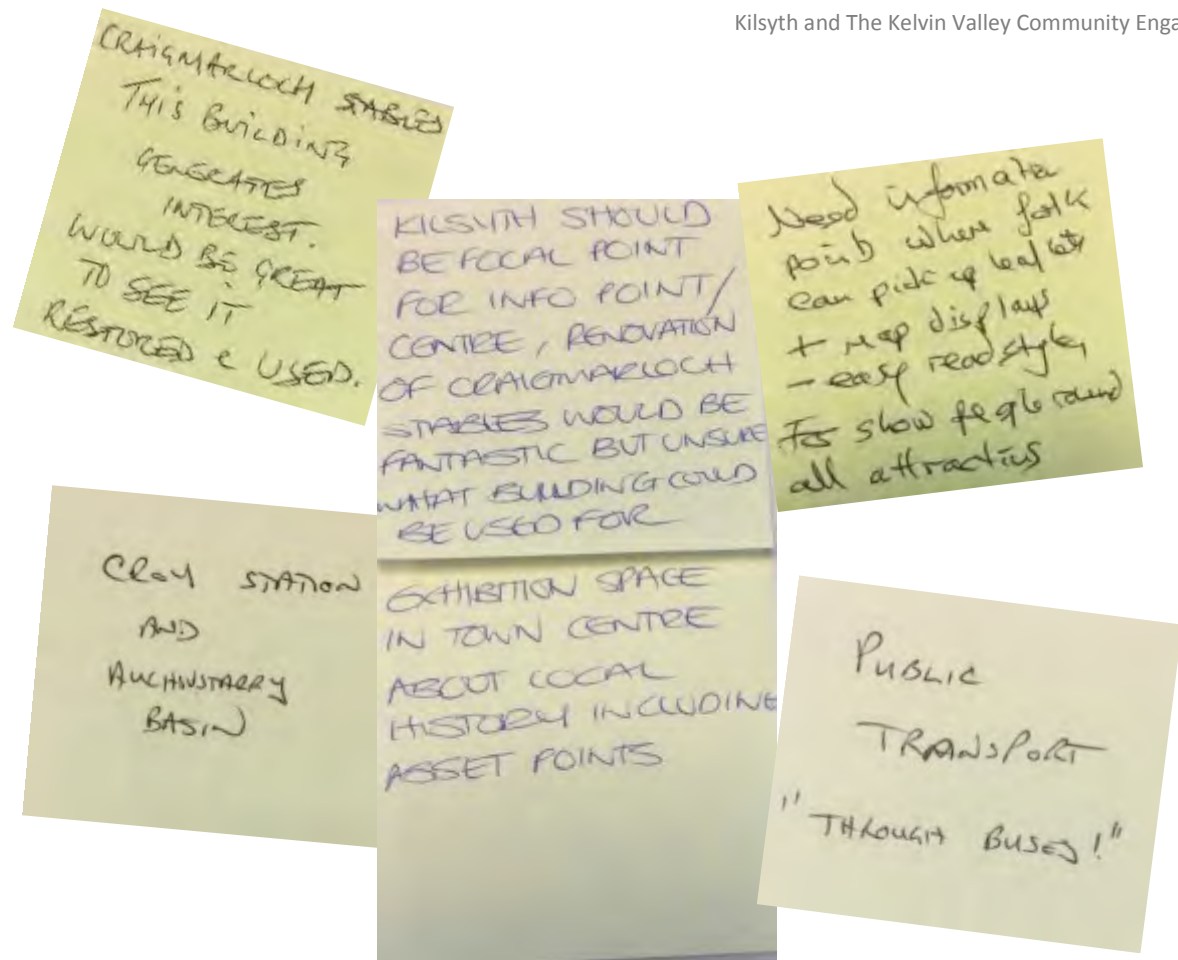
- 3.6 Arrival points or hubs would be locations where visitors know they can find information, parking and other facilities. Signage and waymarking would direct visitors to the path and trail network, and provide information about points of interest and itineraries.

Kilsyth could be promoted as a **primary hub** to ensure existing businesses benefit from extra footfall, and that investments and improvements for visitors also benefit local residents.

Some hubs could support particular interests or activities.

- **Kilsyth** – town centre amenities, shops, cafés
- **Auchenstarry** – water sports, climbing
- **Craigmarloch** – Croy Hill, John Muir Way, canal
- **Colzium** – Estate landscape and garden, play area
- **Croy & Twechar** – Potential Antonine Wall hubs

- 3.7 Destinations that have car parking may be automatically considered as hubs by people arriving in cars, but for those using public transport, interchanges and stations may feel more like a hub. There was suggestion that Croy railway station could be an important information hub in itself. Transport planning should take this difference into account while promoting a range of travel modes.



### Recommendations

- **Comprehensively connect transport hubs with main attractions**
- **Create consistently branded resources that direct visitors to and from key arrival points.**



## Potential Star Attractions

3.8 There are an abundance of interesting places to explore within The Kelvin Valley, each offering unique experiences. However, certain attractions within Kilsyth and The Kelvin Valley may be more important in persuading people to come and visit. It may also be easier to market the area if the main features are drawn out; especially those that point visitors to some of the other smaller things in close proximity

3.9 A suggestion that the **golf course** be seen as a star attraction alongside the others. Marketing it as part of a wider area could broaden the appeal of The Kelvin Valley by increasing the visibility of its leisure offer.

3.10 People said that there should be an emphasis on **connectivity** between the different attractions. This would be beyond only a physical understanding of the area, rather an understanding of how historical events have shaped the built, and perhaps even natural, landscape.



Colzium House

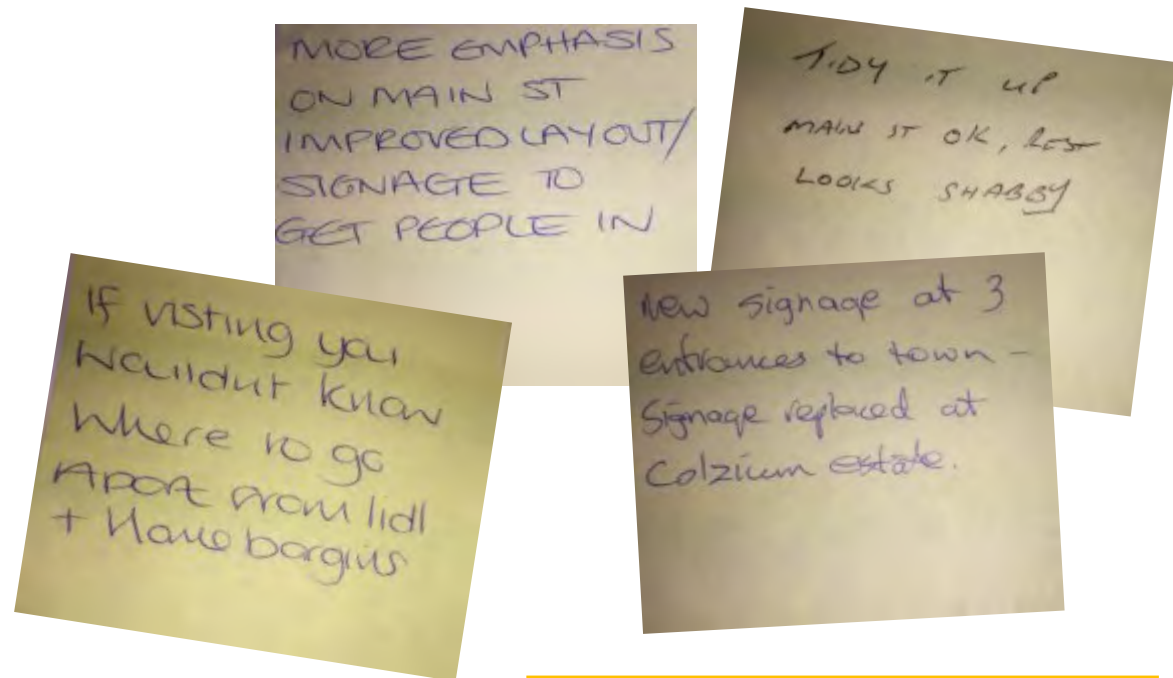
- ★ **Colzium Estate:** Build on past investment to develop as leisure destination for the wider central belt, integrating better with Banton Loch and battlefield site.
- ★ **Antonine Wall:** Opportunities to promote the Kelvin Valley as a place to visit and experience the Antonine Wall, including Bar Hill and Croy Hill forts.
- ★ **Auchenstarry Basin:** Key access point to the Forth and Clyde Canal, potential hub for water based activity.
- ★ **Existing Path Network:** An excellent network of paths is already linking points of interest in the valley could be a star attraction in its own right.
- ★ **Craigmarloch:** Access point to the John Muir Way, Forth and Clyde Canal, NCN 754 and Antonine Way. Heritage interest with Craigmarloch Stables.
- ★ **Kilsyth Town Centre:** Potential as a star attraction in its own right if it can provide the right visitor offer.

### Recommendations

- **Focus on identifying, promoting and enhancing star attractions.**
- **To add interest, draw out information that helps people to contextualise the attractions alongside one another**

# Newcomers to Kilsyth Town Centre

- 3.11 When passing Kilsyth, it is easy to **miss the historic core** of the town centre due to its location away from main roads; this does mean that the undesirable effects of traffic do not impact on human enjoyment, adding to the attraction of the most characterful streets, and Burngreen Park.
- 3.12 Some residents suggested **strategically placed signage** at the three main entrances to the old town centre to let passers-by know that there is more to see. Such signage should list some of the main things that the town centre offers, selling it as a destination for amenities, heritage, culture and leisure.
- 3.13 There were comments about the visual aesthetics of parts of the town centre. Some **smartening up** of the centre was suggested as well as an opportunity to grass over or develop on vacant sites that currently detract from Kilsyth's quality.
- 3.14 People wanted to see **colourful planting**. There was a suggestion that the public should be able to get involved with this.
- 3.15 Signage to, and improvements to **car parking** within the town centre would improve visitor experience by providing a better quality welcome and convenience.
- 3.16 It was suggested that at the **entrance to the Colzium estate**, signage should be fixed and that access should be limited at night to prevent anti-social 'boy racer' behaviour.



## Recommendations

- **New signage should be put in prominent positions on approach to Kilsyth, highlighting the historic centre.**
- **Signage should make clear what Kilsyth Town Centre offers.**
- **Make cost-effective improvements to car parking, such as effective road signage and onward comprehensive wayfinding signage**





Fill the vacant  
site @ Main St  
- behind the  
signage @ top

MAKE IT A  
DESTINATION TOWN  
E.G. SPECIALISED  
SHOPS

Parking ~~out~~  
with town  
centre needs  
improvement.

NEED A COUPLE  
OF NICE  
RESTAURANTS  
OR  
CAFE'S  
A COMPETITION FOR  
COACHMAN



# Kilsyth's Shops, Services and Amenities

3.17 **Shops, retail and amenities** are the main reasons for local people who took part in the engagement to visit the centre. Some of the things that were not highly rated may be more subconscious draws to the town centre.

3.18 The lower-scoring aspects of the town centre may reflect **unrealised opportunities**. By making people from further afield aware of Kilsyth's historic core, car-free human scale central streets and convenient car parking provision, the town centre could increase its catchment size and numbers.

3.19 The issue of **vacant units** was highlighted, and there was strong support for interesting and varied shop fronts, with support for local artists and craftspeople.

3.20 **Entertainment amenities** could contribute to an evening economy, increasing footfall, and in particular, improving prospects for food and drink establishments.

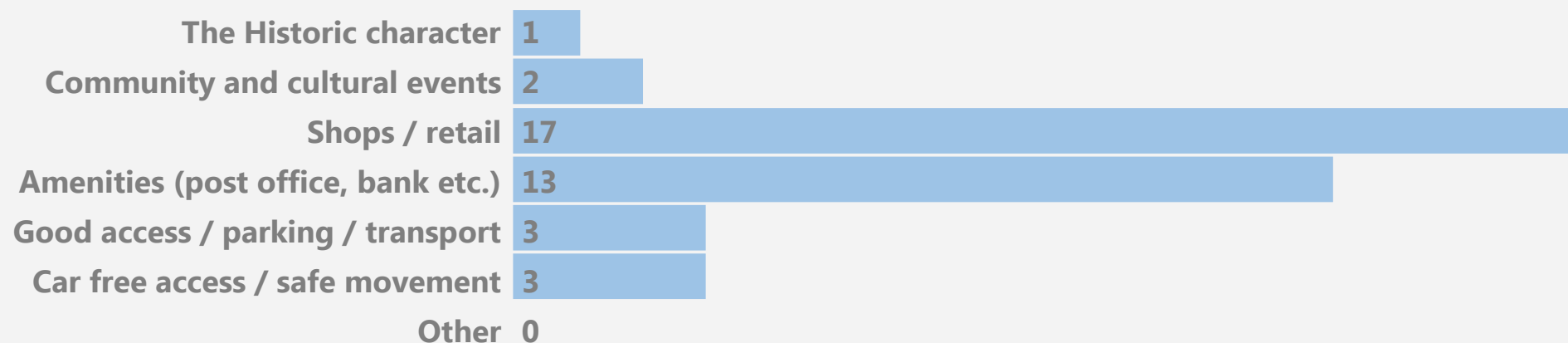
3.21 Kilsyth town centre has recently undergone a public realm improvement scheme involving **pedestrianisation of Main Street**. There can be a perception that this disadvantages shops from passing trade.

However the experience of many town centres is that **decline is inevitable**, due to the competition of out of town retail and internet shopping, and Kilsyth has now, in fact, the advantage that its pedestrianised high street creates space for a reimagining of its function and role in the face of such profound change.

## Recommendations

- **Broaden the offer of the town centre by relocating amenities such as the Library onto Main Street.**
- **Make the most of the pedestrianised street by encouraging more activity to 'spill out'. Seating for cafes and space for retailers to display appropriate wares outdoors can help make the street feel more vibrant.**

## Why do you visit the town centre and what do you like?



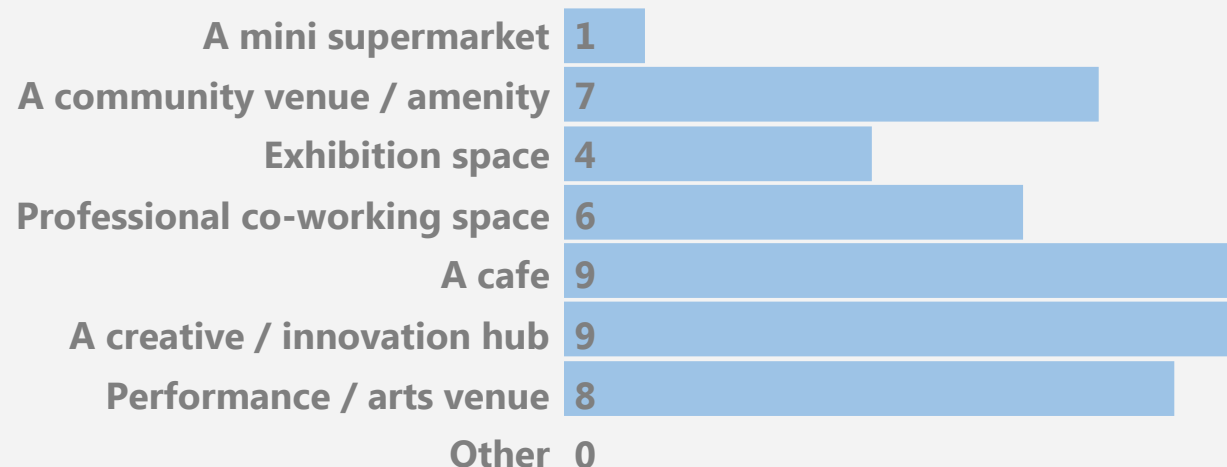




## The NK:10 Building

- 3.22 The NK:10 building, formerly the Co-op was completed in 2010 and provides dwellings upstairs with a medium sized commercial unit to the ground floor. The flats above are now occupied but the ground floor lies empty. The building is in a prime location to benefit from the footfall within the town centre as well as adding to a 'critical mass' of shops and services that give people a reason to come and visit Kilsyth.
- 3.23 Town centres are in the midst of experiencing long-term decline due to the pressures of out of town retail facilities, internet shopping and other changes in lifestyle and technology. Although the visual characteristics of a place are still somewhat important for attracting visitors, town centres must be able to offer the services and amenities that meet contemporary needs and demand.
- 3.24 There are many things that the versatile ground floor unit could be. However, it is important to find a use that is sustainable in itself and for the town. People who attended the public engagement indicated that they did not think there was much of a demand for retail, but
- 3.25 Some commented that they thought there was an issue of ownership that is making it difficult to bring the ground floor premises back into use

### What should the function(s) of the NK:10 building be?



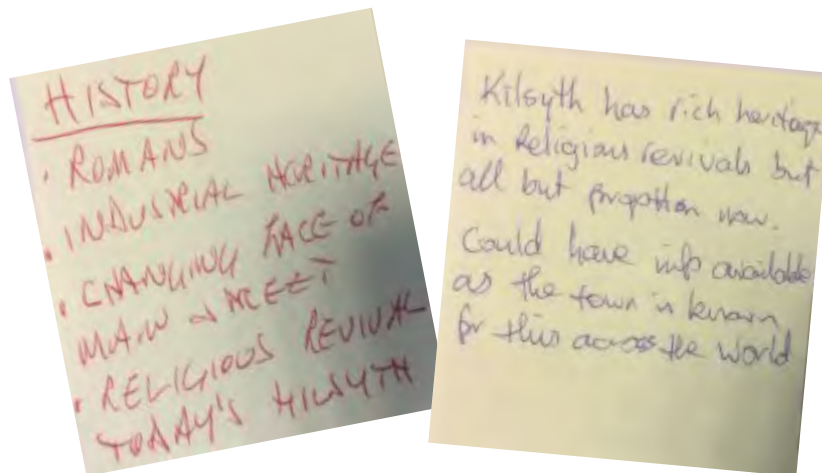
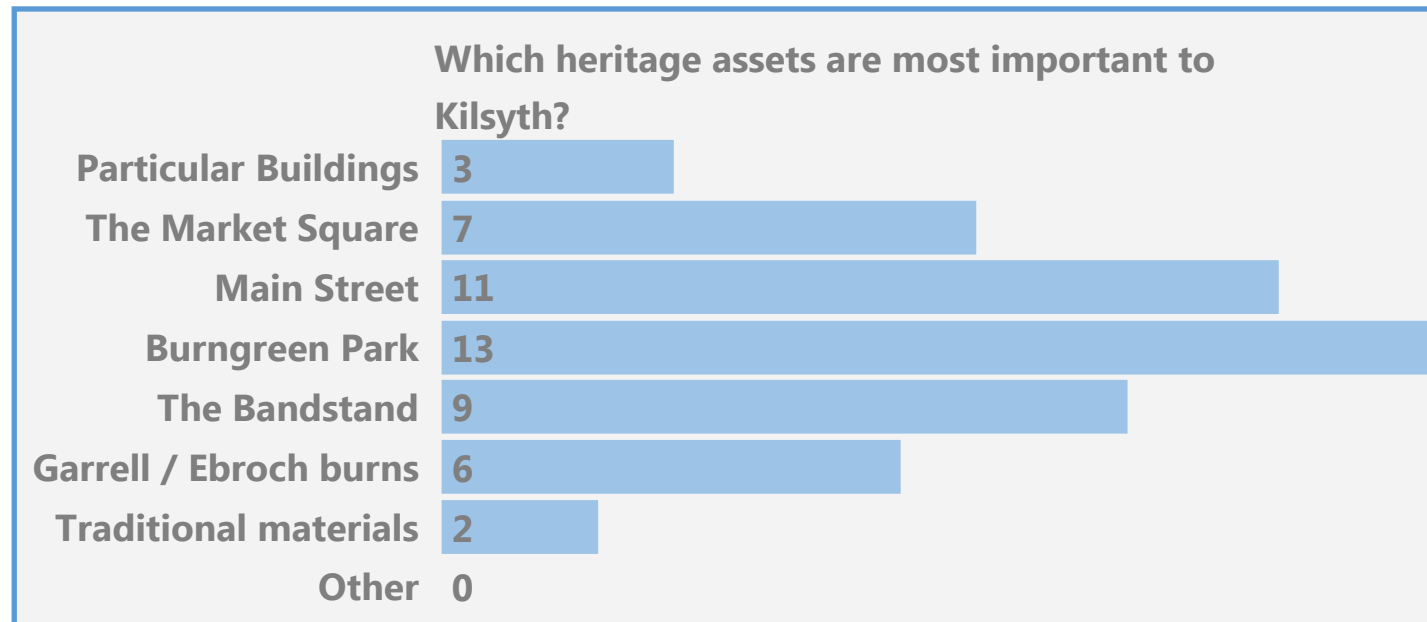
### Recommendations

- **Prioritise bringing the building into use**
- **Ensure use contributes to community**
- **Consider a mix of uses sharing the space**
- **Create workspaces for professionals**



## The Cultural and Heritage Assets of Kilsyth

- 3.26 Kilsyth hides many of its historic features away from the passing traffic, with the benefit of limiting noise and pollution in the most characterful parts of the town centre. The layout of the town does however mean that it is easily possible to by-pass the most charming parts of the centre without realising that they are there to be enjoyed.
- 3.27 In order to gain an understanding of how people in Kilsyth relate to the culture and heritage of the town centre environment, attendees were asked about which of the town's heritage assets they feel are most important. There seemed a sense that it was the 'sum of parts' or, whole places rather than individual elements, that people were most mindful of when considering the importance of cultural and heritage assets.



### Recommendations

- Take opportunities to explain the history of certain parts of the town centre with enhanced signage, self-guided tours and information leaflets
- Ensure that a specialist urban design view is sought should any significant changes be proposed for the town centre.

# Routes Connecting Kilsyth Town Centre and The Kelvin Valley

- 3.28 Encouraging more footfall into the town centre is critically important for sustaining its economic vibrancy. As part of Kilsyth's relationship to The Kelvin Valley, routes that begin in the town centre and connect far beyond are also important.
- 3.29 People who attended the engagement were asked what were the most important things to connect to in The Kelvin Valley and, what could be done to improve connections between the town centre and The Kelvin Valley.
- 3.30 There were comments about **speed limits** in the area, either needing lowering or enforcement. Slower driving can help people traveling on foot and by bicycle to feel safer, as well as reducing nuisance noise.
- 3.31 There were many comments about public transport, reinstating lost **bus links** and better linking the elements that comprise The Kelvin Valley
- 3.32 People also thought that improvements to signage were necessary to help visitors find their way into the town centre

If visiting you  
wouldn't know  
where to go  
Apart from lidl  
+ Home bargains

Bus route  
connecting Milton  
of campsie and  
kilsyth.

New signage at 3  
entrances to town -  
Signage replaced at  
Colzium estate.

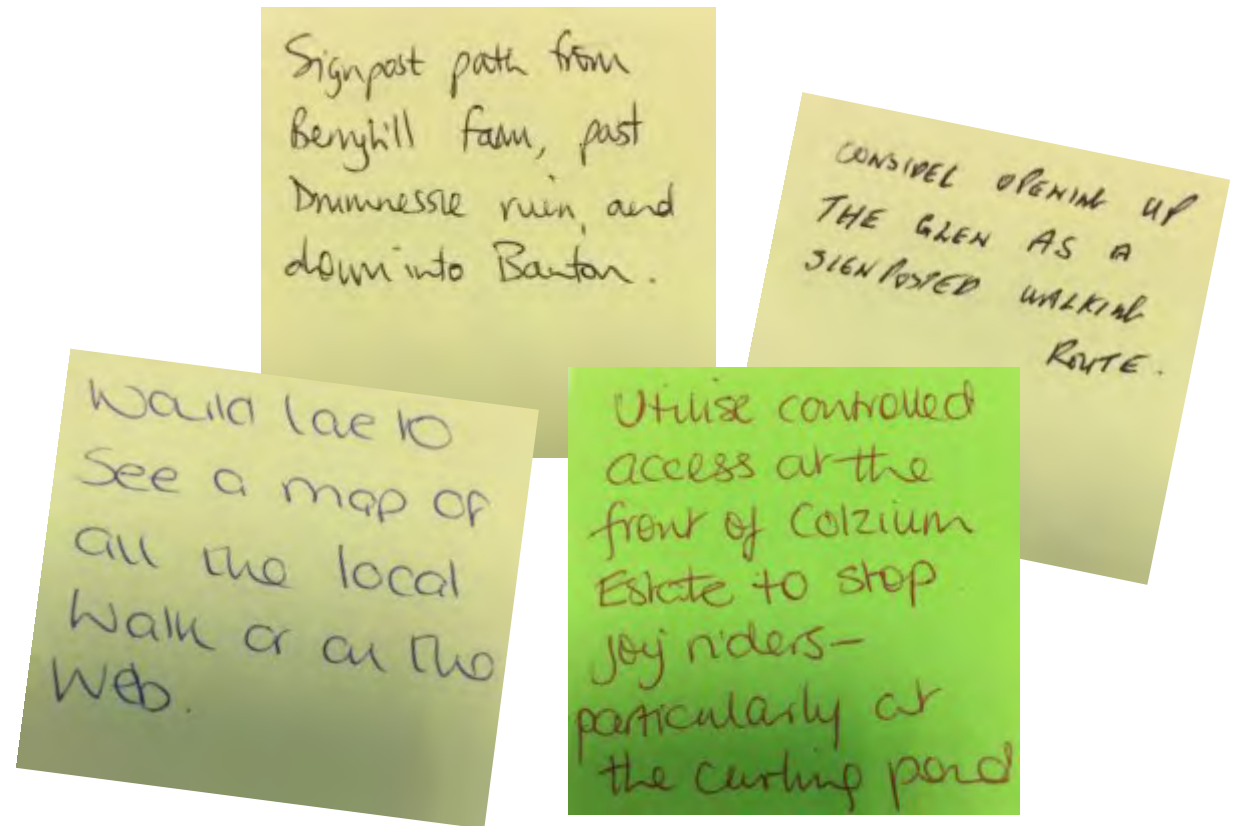
## Recommendations

- Examine opportunities to improve public transport provision between Kilsyth, The Kelvin Valley and other settlements
- Strengthen existing walking and cycling routes through a strategic programme of minor works and signage improvements
- Explore creation of new or improved traffic-free or quiet walking and cycling connections within Kilsyth and beyond



## Active Leisure Networks

- 3.33 The Kelvin Valley already has an extensive path network linking points of interest which as the potential to be a major attraction for visitors. There are opportunities to improve awareness and access to this network, ensuring they are suitable for different user groups. The key links could be identified and where necessary improved, with missing links added. The John Muir Way passes through the Kelvin Valley and Kilsyth could be better promoted as a point for accessing or stopping along the route.
- 3.34 There was strong support for a **Glen Route** and connection between **Drumnessie** and **Banton**. There was also much agreement that **signposting**, **mapping** and better access to information on the **internet** would be good for encouraging more visitors and better use of the amenities in The Kelvin Valley.
- 3.35 People reported that **core paths** in the area ran along roads, which deters people from using them for walking and cycling. In such cases, options to redirect paths could be considered, as they may provide a more desirable, quieter option.
- 3.36 A **circular route** into The Kilsyth Hills would encourage people to explore farther afield from Kilsyth town centre. Signage that offers average walking times and wayfinding that highlights points of interest can help people feel more engaged with the surroundings and more willing to commit to taking a longer journey.

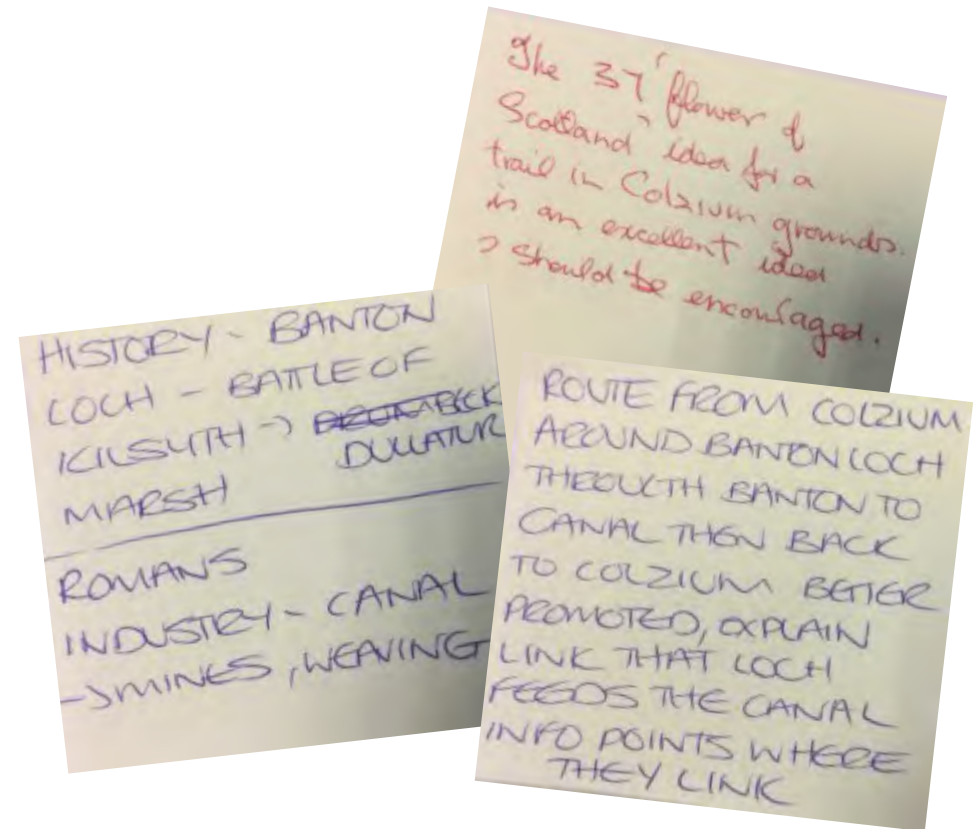


### Recommendations

- Create a list of prospective projects that can be used to plan for, prioritise and deliver improvements when feasible
- Identify key weaknesses and missing links in the core path network.

# Itineraries

- 3.37 Creating a set of itineraries will help visitors to decide what they want to do based upon certain variables such as their available time, their interests and their physical abilities. Itineraries can help to make a place feel more accessible for people while providing a good resource with which to **draw visitors** to the area, through targeted promotion.
- 3.38 Some **themes for itineraries** were suggested that would enable many different places to be intentionally linked together:
- Flower of Scotland
  - Roman history (Antonine Wall)
  - Industrial heritage (mining, canal, weaving)
  - Religious revival
- 3.39 **Linking individual attractions** together may contribute to the local economy by encouraging spending on things such as refreshments, meals, snacks and souvenirs. Routes could be designed to begin or end in Kilsyth Town Centre, or may make use of other amenities such as the café at Colzium.
- 3.40 There are multiple **arrival points** within the locality, therefore resources and promotional materials that show itineraries should be designed to be flexible and simple, perhaps following a circuitous format rather than a linear one. This would allow people the option to begin and end their visits at multiple points.



## Recommendations

- **Create a range of itineraries that include star attractions, experiential journeys and access to transport infrastructure**
- **Brand the itineraries as part of the experience of The Kelvin Valley**





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### KELVIN VALLEY

The Kelvin Valley, situated within North Lanarkshire, features some of Scotland's most beautiful scenery, a World Heritage Site and offers lots to see and do.

The Kelvin Valley runs between the northern edge of **Cumbernauld** and the southern slopes of the **Kilsyth Hills**. There is plenty to do for the whole family, including walking, cycling, angling, canoeing, and even water walking, the Kelvin Valley offers a fantastic day out.

The main town of the area is Kilsyth while Banknock and Tesechar are considered to be a natural part of the Kelvin Valley area although situated in neighbouring council areas.

Countryside attractions include the Forth and Clyde Canal, **Colony Estate**, **Andrew Watt Wood**, **Heritage Site**, **Durbin's Marsh** and **Dullator Nature Reserves**, **Banton Loch**, woodlands, wetlands and an extensive path network.

**Autumnery Marina** is situated near Croy and has access to the Canal and Antonine Wall as well as various facilities and activities including the **Boathouse Restaurant**, **Outdoor** bike hire and **The Port** gallery.

**Nearby**

**Friends of Kelvin Valley**

Home

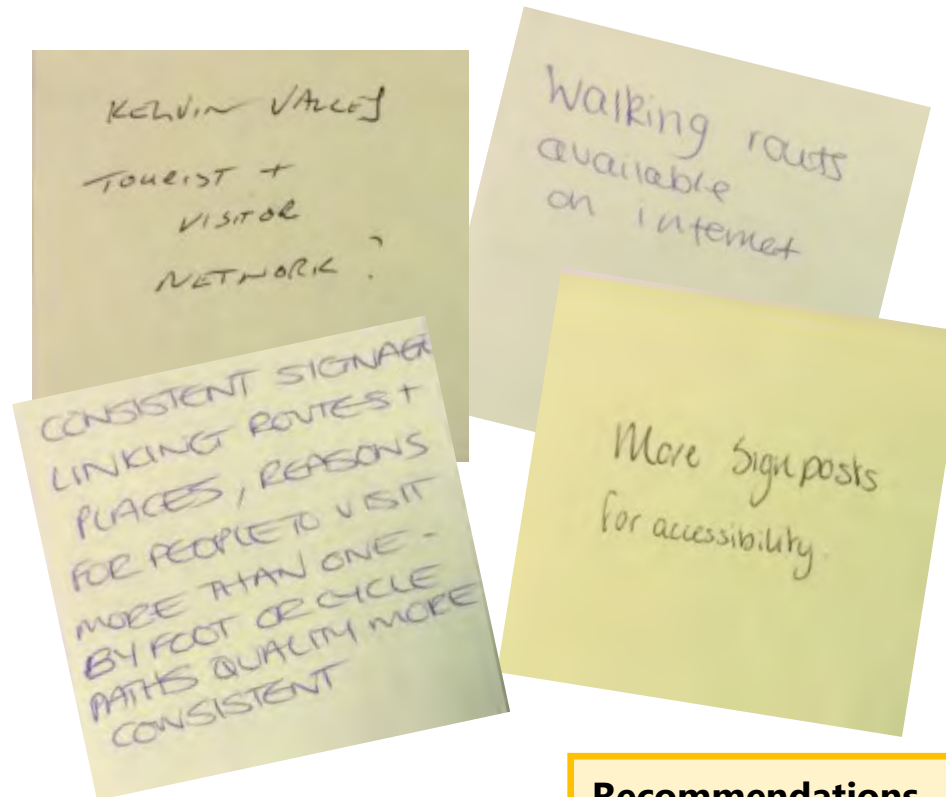
The Friends of Kelvin Valley campaign to improve and promote outdoor attractions in the upper Kelvin Valley which is centred on Kilsyth, in the central lowlands of Scotland. The area is rich in outdoor opportunities, with the Forth and Clyde Canal and Auchinstarry Marina, Roman Antonine Wall, wildlife reserves, extensive path network and friendly communities. It is ideal for walking and cycling, exploring heritage and wildlife, horse riding, canoeing, climbing and fishing.

For a quick view of the valley see Displays  
For detailed background browse through Exploring the Kelvin Valley which is our guidebook  
For latest news see Current Newsletter  
For routes to explore see Kelvin Valley Map  
For detailed heritage paths see Heritage Paths  
For details on our group see Friends of the Kelvin Valley  
For our Walkers are Welcome campaign see Walkers are Welcome  
For other information click onto the other boxes shown left

Home  
Cumbernauld  
Displays  
Environment  
Friends of the Kelvin Valley  
Heritage Footpaths  
Kelvin Valley Map  
Kilsyth  
New Vision  
News and Events  
April 2012 News Update  
Unusual Visitor to the Kelvin Valley  
News Letters  
Photo Gallery  
Publications  
Two Muirs Trails  
Walkers are Welcome  
Walking

# Branding, Identity and Promotion

- 3.41 Branding goods, services and places, and giving them a well-known identity can help people to think about them and choose to buy, use or visit. In the context of Kilsyth and The Kelvin Valley, there is an opportunity to 'link together' all of the attractions and assets in people's minds, so that they plan to visit two or several things, increasing the potential for visitors to spend more time and money.
- 3.42 Branding is also a good way to communicate the shared, or complementary value of each attraction. Creating a branding that links Kilsyth and The Kelvin Valley helps people to understand the close proximity of the two and appreciate that the real attraction is a 'sum of the parts' of the area.
- 3.43 Alongside suggestions from the community of how to raise the profile of the area, there was also a theme about governance with the idea that a single body could be effective in bringing together, coordinating and representing all of the different attractions in the area.
- 3.44 There was also feedback that signage and a coherent internet presence would help people to get the information they need quickly and effectively.



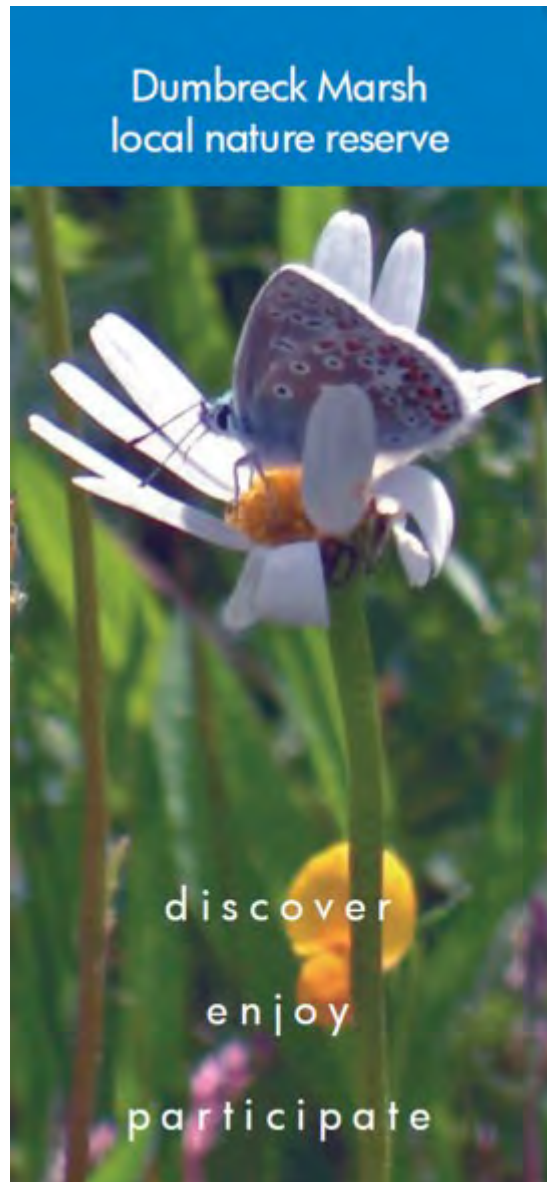
## Recommendations

- **Develop a branding that acts as an 'umbrella' from Kilsyth to all of the attractions of note within The Kelvin Valley**
- **Promote the brand through a range of methods including traditional and new (social) media.**



## Dumbreck Marsh Local Nature Reserve

- 3.45 Dumbreck Marsh is home to a range of plants, animals and birds and provides opportunities for local people to walk, cycle, observe wildlife and become involved in conservation projects. The marsh is a valued local amenity that has seen recent investment with improvements such as better paths, boardwalks and information boards.
- 3.46 People said that the **information boards** needed refreshing or repairing, and that more information boards would be useful to provide more detailed information about the local wildlife and plantlife. It was also suggested that more could be made of the **mining heritage** of the marsh
- 3.47 There has been a problem with **vandalism** of the existing interpretation boards. Getting local people involved in the care and upkeep of Dumbreck marsh would **increase civic pride** in the amenity and could help **deter antisocial behaviour**.

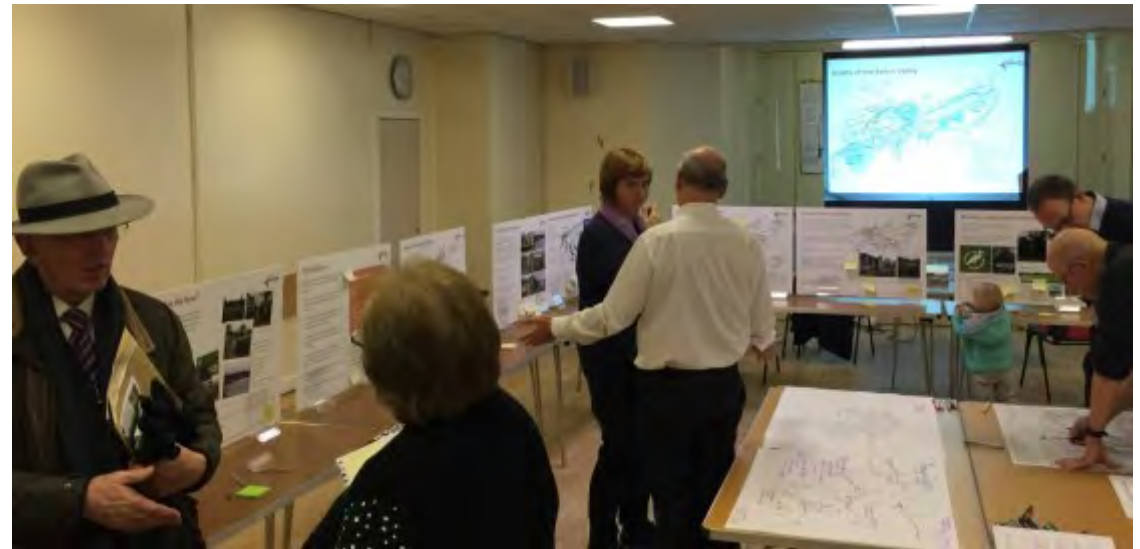


### Recommendations

- **Community led local management of the marsh that can focus on ongoing maintainance such as:**
  - ◇ **Upkeep of paths**
  - ◇ **Ongoing regular maintainance of signage and interpretation**
  - ◇ **Management of litter/ dog fouling**
- **Community projects/ work days (e.g. bug hunts, clean ups etc,)**
- **Replacement or refresh of interpretation**







**Ensuring Local Communities are engaged**

## 4. Community Engagement Conclusions

### 4.0 Conclusions

- 4.1 Local people are supportive of the need to focus on the **future economic sustainability** of Kilsyth Town Centre
- 4.2 **Branding** and creating **itineraries** that link The Kelvin Valley and Kilsyth together was a popular idea, with many people seeing the potential mutual benefit.
- 4.3 Some local people are proud of The Kelvin Valley and it's attractions and others are less aware of what there is on offer. There seems universal appeal in **consolidating the assets and amenities**, to help not just local people, but visitors too, to benefit from better access to all that is on offer.
- 4.4 The **Sport and Leisure** offer should also be integrated into branding and promotional materials about the area.
- 4.5 **Shops, services and amenities** all attract footfall into the town centre but this is under threat due to contemporary challenges posed by internet and out of town shopping.
- 4.6 While Kilsyth's road network effectively by-passes the town centre, helping it remain hidden from road users, the **protected historic main street** presents itself as a good opportunity to develop as an **unique, characterful place** that evolves to remain economically viable into the future.
- 4.7 There is clear support for bringing the ground floor units of the **NK:10 Building** into use; though people felt another supermarket was not necessary, uses such as a community space, creative hub or location in which to relocate the library were all desirable.
- 4.8 There were a great many comments about the loss of **public transport** services, with many people asking for the reinstatement or creation of bus routes.



## Appendix 1 - Comments by Presentation Board

### Potential Opportunities / Key Projects

- Moving library to Main St but what would happen to Old Building another empty space
- Kelvin Valley Park, more socialising, regeneration of town centre, focus on attracting more tourism, better transport links
- Stirling Road outside Colzium Estate needs a pedestrian crossing or lights. We want to encourage walkers not kill them. Some cars go around 70 on that stretch when unit is 30. No safe way to cross
- Circular route and Banton Loch. They would be very popular and is a frequent request
- All those projects would be great for Kilsyth. Gateway to the historic Kelvin Valley.
- More bins on path behind Stirling Road opposite Colzium into Kilsyth. Not one for over a mile covered in litter and dog mess
- Craigmarnock Canal Bridge, restore south side car park
- Off route linking Canal & B Loch often requested. Basis is there, needs landowner agreements, surfacing in places & signage
- Cadgers Scheuch by Woodened Farm. Restore road to 2way traffic, now that landfill has been completed and slope stabilised
- Antonine Wall Visitor Centre, replica section, digital interpretation
- Move Library to Main Street old Co-op Building
- One overseeing organisation to engage with community groups to co-ordinate various need/s and wants of people. There are enough people willing, just need help to pull things together
- Branding signage Visitors Centre. Access to hills. Joined up thinking

- Branding and signage
- Battle of Kilsyth for branding? Canals, cycling, walking, golf
- Antonine Wall. Where Wall (JM Tait crosses busy Croy to Kilsyth Road, have some form of pedestrian crossing
- Improve A803 for better transport links
- Kilsyth is teeming with interesting features. The focus must be on marketing
- Set up Kilsyth leisure partnership to include all sports facilities, hotels, clubs and increase awareness of the possibilities

### The NK:10 Building

- Market place environment for small businesses
- Gym or ... for the younger children to use, to get them off the streets
- AM-DRAMA Club
- Market place for small businesses e.g. for crafts, food
- The present owner is the problem. He keeps not using it, despite many groups having approached him
- Move Library to Old Co-op Building
- All of the multi-use, space flexible, linked as visitor centre or "Your Kilsyth"
- Gym, soft play, evening facilities for youngsters
- Suggest ground floor to be available for small traders as it is in Kirkintilloch
- Needs removing from current owner who have not developed it & subject to double rates as been kept vacant – blight on town centre
- Small traders as part of Howgate in Falkirk
- Gym!
- Cinema or gym

- Currently a bit of an eye sore – Could be used for the many community groups or meeting/ rehearsal space
- Reduce business rates for Town Centre properties to attract small businesses
- A gym
- Pop up food outlets/ businesses

### Community Events

- Pop up shops at xmas
- A Kilsyth Festival, Farmers Market, Carnival
- Advertise more, use sports venue for advertising
- Need to diversify shops, attractive craft shops
- Farmers Market & local producers of arts & crafts
- Farmers Market, Highland Games, Kilsyth Day
- Weekly street market, traditional events, arts & crafts, showcases local farmers and other producers
- Highland Games & Farmers Market
- Love to see a market
- Civic week 50<sup>th</sup> year this year – should be official recognition of this milestone
- Diversify shops. Events that link to attractions e.g. .Romans, Antonine Wall
- Civic week community festival in June early year

### Routes Connecting the Town Centre and The Kelvin Valley

- Bring back the X86 bus, Falkirk – Glasgow
- Better public transport
- Better transport links needed
- Bus from Milton to Kilsyth
- Bus from Milton of Campsie/ Lennoxton to Kilsyth
- Branding – I live in Kilsyth but don't relate it to the Kelvin Valley
- Bring back the 27 bus Falkirk to Glasgow via Springburn & Stobhill Hospital
- Stop First bus east competing with First bus west so that neither make a profit
- Speed limit 30 to Linchwood. Better transport

- Visitor Centre, Information boards on Main Street. All shop owners engaged in promoting the area. Maybe a theme, foodie street/ markets
- More niche high quality needed
- Bus route connecting Milton of Campsie and Kilsyth
- Fill the empty units in Kilsyth Main Street. Lots of empty space. Could even be used for community purposes
- Bus route connecting Stirling – Glasgow via Kilsyth (replace x 8 service)
- Better transport running at off peak times as well
- Improved public transport essential
- Need to encourage canal users up
- Promote walking routes around the town to key destinations around
- Reinstate Falkirk – Glasgow bus. No one now comes to the town from the east
- Enforce 30 on Stirling Road with working speed camera!!

### Newcomers to the Town Centre

- Welcome sign or mark the town centre – A803 if you drive through you need something to know it's east
- Signage – Development of old police station site “in character” be positive “from 15<sup>th</sup> – 21<sup>st</sup> Kilsyth is a place to be
- Re-instate flower beds outside Colzium at lay-by
- We look a bit ‘sad’ A lot of history and a beautiful location
- Looks very drab. Dull. In summer looks better
- Buildings are dull
- If visiting, you wouldn't know where to go apart from Lidl and Home BARGAINS
- Tidy it up, Main Street ok, rest looks shabby
- Fix Colzium Estate entrance signage and restrict access at night to deter vandals and boy racers



- Build a grass development area opposite the post office sorting office
- Create proper car park at this site
- More emphasis on Main Street, improved layout signage to get people in
- Kilsyth in Bloom. Encourage public to join in
- New signage at 3 entrances to town – signage replaced at Colzium estate

#### **Kilsyth Shops, Services and Amenities**

- Need big brown tourist sign on A803 pointing down to traditional shopping street. Butchers, Bakers, Fishmonger etc.
- Soft play for younger children
- More amenities to suit young people
- Lane from car park at side of co-op awful looking, mural and better lighting required
- Better lighting/mood lighting – town currently looks dark and cold – even during the day
- Cleaning of the facades of the shops
- Shop fronts need improved. Condition of buildings poor in some places. Lighting in side streets & lanes poor
- Need encouragement for businesses to set up in town centre. Lighting poor, not attractive looking, town centre dreary
- Street furniture needs cleaned and repaired. Subside new shop signs to give an “olde world” feel, or similar theme. Encourage unused shops to be used through financial incentive
- Entertainment for youth e.g. cinema, Youth clubs, bowling
- Entertainments such as cinemas, youth clubs, bowling
- Shops which showcase local artists and craftsmen. Main Street not attractive to visitors
- Town very empty now with more up for rent. Need something for kids, youths all run by church

- More sports activities
- Dry areas for people/ shelter. When out with friends, the bandstand is the only place to sit, puts you off spending time there
- Could be brighter, more consistency in frontages for unified look
- Fill the vacant site at Main Street behind the signage at top
- Need a couple of nice restaurants or cafes. Competition for Coachman
- Nothing for young people to do
- Parking outwith town centre needs improvements
- I use town centre for daily shopping, post office etc. I admire the variety of buildings, I compliment NLC on keeping town centre and it’s environs clean and free of litter
- Need to try and encourage traders to come into the town
- Make is a destination town e.g. specialised shops
- Lack of maintenance of buildings in town centre. There are trees growing out of some roofs and chimneys.
- Demolish police station and roundabout total eye-sore as you come into Kilsyth
- Farmers Market in square
- Great choice of ‘local’ shops in Main Street – but it can be a bit drab in the evening/ after dusk
- We must support our local shops (K Bull)

#### **The Cultural and Heritage Assets of the Town**

- An excellent Town trail exists but signage required plus additions e.g. NL could be encouraged to have Kilsyth Academy listed (designed by Basil Spence). Could at the very least put up a plaque and inform pupils of the significance. \* Existing leaflet shows at least 60 points of interest
- Burns are attractive part of town centre but unfortunately are not maintained and are abused by locals – rubbish dumps not an issue unique to Kilsyth
- Local centre heritage trail. Why is Burngreen called that? Who gifted Culzium

- to Kilsyth
- More emphasis on mining history, rivers
- Kilsyth has rich heritage in religious revivals but all but forgotten now. Could have info available as the town is known for this across the world
- Weekend or evening walking “tours” of the town and surrounding area, highlighting interesting historical points of note – even recent history e.g. mining
- Farmers Market may bring people into area but stall holders are usually from outwith the area so is it really benefiting locals?
- Farmers Market

### Itineraries

- Multiple arrival points interpretation and directions at each point
- Route from Colzium around Banton Loch through Banton to canal then back to Colzium. Better promoted, explain link that loch feeds the canal info points where they link
- The 37 Flower of Scotland idea for a trail in Colzium grounds is an excellent idea and should be encouraged
- History – Banton Loch – Battle of Kilsyth – Dullater Marsh.
- Romans industry – canal, mines, weaving
- See ‘Friends’ ‘Paths for Health’ & ‘Heritage’ for our ideas
- History: Romans. Industrial heritage. Changing face of main and meet? Religious revival. Today’s Kilsyth
- Greater awareness of sporting facilities. Golf course, sportsfield, Burngreen, Colzium. Some co-ordination to let visitors/ locals know what is available
- R..... Twechar as they are vital part of our path network and a historic part of our area. Good centre and café
- Kilsyth – Antonine Wall. Circular via Craigmarloch, Croy Hill, Barr Hill, Twechar. Start Burngreen path to attract more fit walkers

### Branding, Identity and Promotion

- Friends of Kilsyth have website but would be good to have official well designed website
- Link to Strava for cycling routes
- Consistent signage linking routes and places, reasons for people to visit more than one – by foot or cycle paths quality more consistent
- Cross reference share info. There is a lot of info out there but needs better communication
- One overarching “body” representing the different existing “groups” – social media etc. One identifiable brand
- More signposts for accessibility
- Walking routes available on internet
- Kelvin Valley tourist and visitor network

### Arrival Points and Hubs

- Croy Station and Auchinstarry Basin
- Kilsyth should be focal point for into point/ centre, renovation of Craigmarloch stables would be fantastic but unsure what building could be used for
- Absolutely yes! Visitor centre on main street with dual use – exhibitions/ coffee and gifts
- Exhibition space in town centre about local history including asset points
- Craigmarloch stables needs urgent remedial work, repointing and vegetation removed from the upper wall which has not been touched in recent volunteer efforts
- More info on the town at Croy Station and in council offices in centre of town
- Public transport, through buses
- Craigmarloch stables, this building generates interest. Would be great to see it restored and used
- Need information points where folk can pick up leaflets and map displays – easy read style to show people around all attractions
- Windows of empty shops on Main Street. Old Co-op buildings.



### Active Leisure Networks

- Excellent idea about the glen and connection to Drumnessie & Banton
- Strongly agree with others about Glen Route & Drumnessie Path
- Would love to see a map of all the local walks or on the web
- Signpost path from Berryhill Farm, past Drumnessie ruin and down into Banton
- Consider opening up the glen as a signposted walking route
- Core Paths: The only core paths in the area are now roads. I don't choose to walk on a road. Core roads should only be real countryside paths
- Get Berryhill to Glenhead path, which is a vital link from hills to..... as a welcoming signposted core path with diversion round farm steading
- Kilsyth hills circular route

### Dumbreck Marsh Local Nature Reserve

- Interpretation: Keeps getting vandalised. Needs renewing in vandal proof way
- Could do with a general clean up
- Clear up rubbish
- Car parking area, better signage, links to town centre paths, drainage improved
- Meditation area. More information and signposting. Link to other attractions
- This is a great facility that is under used and is not easily accessible
- Mining Heritage Dumbreck was our last big pit. Get some i.....
- No car parkin or signage of A803
- Car parking area
- Visitor parking area at Twechar
- Marsh is well used and needs TLC. Refresh of 'furniture' improve flood patches, excellent local biodiversity area and dog walker space
- Needs better and safer parking. The footpath needs to be pram friendly

### Potential Star Attractions

- Golf course
- Connectivity: Make sure visitors to any one of our attractions are told in some

way about all the others & how to get to them

- Path network needs maintaining & improving
- Possibly shop frontages brighten up, just looks dreary. Maybe a local info centre point with all attractions listed
- Kilsyth town centre does not look appealing for visitors. Grey paving (not expecting that to be changed) needs balanced with planting/ banners
- More Connectivity: More and better and well signed, path links and loops connecting all our attractions
- Who knows the story of the river flowing through the Main Street and poem on the seats from bank to bridge. Signs to highlight it
- These are star attractions, could be linked at a focal point "Visitors Centre" on Main Street

### Assets of The Kelvin Valley (What could be improved?)

- Ant Wall: Need a short stretch of FULL SCALE construction, say Audinstarry between wall and canal. So people especially kids can see what it was like
- Yes, main assets, could be linked so all visitor's sites become a single attraction
- View, whole area as 'Green Network' i.e. Kelvin Valley Green Network
- Drumbreck Marsh is a great area for children & dog walking. Not well advertised
- Better signage
- Improved signage from A803

### Assets of The Kelvin Valley (Are There Others?)

- When the new suggestions for Colzium Estate (37 Flower of Scotland 'trail' etc. we could try again to be put on the Inventory of Gardens & Designed Landscapes
- Look forward to improvements at Colzium House and hope it attracts people to other places nearby etc. Banton Loch, canal, Antonine Wall, need effective links between them

- In terms of signs, paths, transport links, reasons for people to not only visit one of the assets but all of them
- Market great cycling country re. Tak madoon, Crow Road routes
- What about a Visitor Centre promoting all the assets Kilsyth has to offer?

### Opportunities

- Signs on the M80
- Opportunities to use the canal for recreational purposes
- Golf Course
- Reprint or digitise maps that are already created through Friends of Kelvin Valley
- Maximise the assets we have by having good quality literature
- Bespoke info &/ or site to give tourist info for Kilsyth & KV
- Maximise local activities and festivals e.g. civic week town twinning
- A Kelvin Valley Park, potentially a regional park for the Campsies
- Enhance the Antonine Wall with e.g. better signposting. Exposure and ma..... of the route
- Yes, to visitor based economy to maximise the assets in the area, co-ordinated approach, get local people on board and involved
- Yes. Culture change re. fly tipping and litter. Improvement in look on Main Street
- Visitor based economy essential \*. Marketing is paramount including signage on M80
- Support for civic week. This is a fantastic opportunity to really sell the town by having more events that would attract visitors
- Antonine Trail Race attracts hundreds of participants, most from outside the area. Use it as a marketing opportunity for the town
- Joined up thinking between organisations to promote the town. Kilsyth is not an extension of Cumbernauld
- Local partnership between hotels, golf course etc.

- Information re new housing estate (local pack)
- Better signage to know about local ops – brown signage e.g. at Colzium
- Yes. Welcome Vis. Econ must be part of our future
- Historical town, maximise it!

### Where Are We Now?

- Paths at St Pats to Twechar, more pram friendly
- Better transport and connectivity across the Kelvin Valley, paths, walking, public transport
- Auchinstarry Basin
- Maximise Antonine Wall opportunity, improve signage, exhibitions etc.
- Catering facilities at Colzium
- Utilise controlled access at the front of Colzium Estate to stop joy riders – particularly at the curling pond



# Appendix 2 - Independent Responses

## MY ACTION PLAN FOR KILSYTH AND KELVIN VALLEY

**Kilsyth**

### SHOPS – my first choice

Kilsyth having so many new houses, I think everything should be done to maximise the encouraging of 'big name' shops into Kilsyth Main Street. Small units of big names are popping up everywhere, why doesn't Kilsyth have them? Is it true that rentals are as low as £50 per week for some of the units in the Main Street? If so, what is holding back 'big names'? Most precincts are pedestrianised and there is ample car parking dotted around the perimeter of the Main Street.

Lidl and Home Bargains have encouraged more people to stay in Kilsyth to shop. However there are still basic brand names that are not available so if you decide to travel outwith the town, you are going to get your full shop elsewhere, especially if you have your own transport.

### SHOPS – my second choice

Three small 'pocket' shops along Stirling Road where there is currently an available bit of wasteland—under the Local and Neighbourhood planning. If these shops aren't tempted by the Main Street then possibly they could be tempted halfway between the new housing developments. This would encourage commuters who travel through Kilsyth instead of taking the main motorway, or divert through Kilsyth if the motorway is at a standstill. Shops that stock breakfast goods, fresh coffee and newspapers would surely be very successful. These 'pocket' shops would have easy access through parking which is always helpful to commuters in a hurry.

To this end, it was seemingly rumoured that Tesco, Greggs & Iceland applied for the space where the former police station was and this idea was complained about and therefore didn't happen. I think this is narrow minded and not looking into the future. ANY new shops in Kilsyth encourages local employment and I don't think for a second that the wee bespoke shops would lose business, temporarily maybe, but no long term. In my opinion, they would gain custom as the 'pocket' shops in small units doesn't stalk the quality of produce that for instance the fruit shop or the fish shop. I have myself have bumped into former colleagues who live in Cumbernauld, 'I come to Kilsyth for the sewing shop and I just thought I would stock up in Lidl at the same time' she said to me. That was very encouraging.

### LIBRARY

It is sad that it would appear that technology could be replacing books and therefore Libraries are being used less and less. We should actively encourage a turnaround of that. Would the Kilsyth Library moving into the Main Street be an idea? The old Co-op building for instance? Whilst shoppers do their shopping, their bored children could be encouraged into the Library to make better use of their time that trailing behind bored in the shops. In this day and age of 'fear', parents are not going to drop their children into the existing Library. If it was near the shops they were using, they just MIGHT, as the Library would be in view.

### CINEMA

A cinema in Kilsyth would be a great attraction, again providing employment in the town and even if it was a one-screen cinema built into one of our existing buildings, in keeping with the look of the town, surely it would be a terrific resource for Kilsyth? Would the former Co-op building in Kilsyth be large enough, hence tempting clients of the cinema to grab some shopping before or after their movie? — knowing the big names are there, customers would know good shops are available closeby. Many cafes currently exist in Kilsyth so would be available for a refreshment for instance if a parent was dropping their child with friends into the cinema, parent then shops and has a coffee while they wait. Could there be a larger unit in the Industrial Estate that might attract a leading cinema chain, now that planning for the industrial estate has changed from industrial only. I realise there is probably a minimum parking requirement for a Cinema but I'm sure there must be potential in Kilsyth somewhere.

Please turn over

### FITNESS

The Garvel Vale Centre is a terrific resource for Kilsyth, is it well used? If not it should be, that and the swimming pool are very lucky to have. Is there room for extra development in these buildings. What else would tempt people to stay local? A GYM! The pool threatened closure a few years ago which would be a terrible shame. A gym/sports facility where exercise classes could take place regularly. These classes are popping up in church halls and the like, why is that? Has the charges for HLC halls double in cost just like the charges for a school let? I find that counter productive, clients will just go elsewhere. It's a pity there isn't a sports hall classes could centrally be managed from. You felt that our neighbouring town's sports centres will be saved before Kilsyth's will — WHY, supply and demand. Fitness is big business, can a large chain be encouraged, even Kilsyth? That would be my second choice, my first being an HLC gym/hall to create income for our existing buildings and this would probably be more affordable. Those without transport will pay the local gym fees, they are less likely to travel to a gym in public transport.

### ACTIVITIES FOR CHILDREN/TEENAGERS

Kilsyth softplay is big business, unfortunately with weather being generally so wet, it's lovely we have new softplay facilities, but really I think young children need an activity indoors too. Skateparks or BMX tracks for our teenagers? Yes, controversial planning for teenagers and generalising this sort of resource could attract vandals but teenagers need occupying and exercise too.

### KILSYTH PAVILLION AND RUNNING TRACK

Could the pavilion be demolished/extended/accommodate a gym/fitness class centre??? Plenty of parking space available and making this a proper tarmac parking area would attract more visitors I imagine.

### PUB

Could Kilsyth be doing with a more competitive pub in it? A major chain pub might attract aforementioned cinema chain or 'big name' stores?? I believe historically there used to be a maximum of 9 drinks licences allowed in Kilsyth and that is now not fully utilized. Or should the rejuvenation of our existing pubs be preferable. Should we encourage the notion of a cafe/bar whereby children are allowed in, one that could maybe even have a soft play area, merging both ideas together. It is a pity to see for instance the Miners welfare has been struggling and can no longer provide bowling facilities — this is a terrible shame as bowling has been such a part of Kilsyth for many years — could this be saved? Extended to accommodate a cinema/soft play.

### Final thoughts

What is keeping the likes of Tesco Express and Wellerspoons away from Kilsyth? Anywhere else you go both these chains are present. Greggs is another one, I only mention a couple but they pop up everywhere, what is so central/the about Kilsyth??

# SAFE WALKWAY out to  
Cumbernauld - e.g. railings  
protection, the existing paths

“Kilsyth is a lovely place to live but needs a lot of TLC. The High St could be vibrant but there are too many empty/ dull spaces. Car parking isn’t great. Should be better public transport links to Croy Station. Branding of the town and The Kelvin Valley would create an identity – I don’t think of The Kelvin Valley as relevant to me.”

“Better bus links to Kilsyth via Glasgow & Stirling required.

Development of parks (Kelvin Valley Park & regional park for the Campsies).

More social housing required. Town Centre regeneration (empty units)

Vacant Health Centre (potential community buy out/ use as community hub).

Opportunities to use canal for recreational purposes.

Pedestrian zone in town centre (evaluate whether this has been a success/ impact on local businesses).

Need to promote Kilsyth & Kelvin Valley as a tourist destination.”

“Please don’t miss this opportunity.

Ideas are great. Vision is great. Needs to be delivered.”

“Colzium: Remarkable things I didn’t know.

Colzium Secrets. Special interpretation.

..... experiences.

Special Events.

X....

Bluebell. Snowdrop Festival

Special – Walled Garden In.....”

“Colzium: ..... Things

Concerns too narrow

Castle Campbell

Multiple attractions – careful not to .....!”

“Kings & Pavillion – Lowcraig End

Dance Hall & Café

Kilsyth was ..... – legitimate drinking – travelling”

“Kilsyth

Marketing & Branding critical - Kilsyth needs to promote itself & present strong case

Has multiple attractions – great area – good family business & shops

Battle of Kilsyth”



“Town Trail (Kilsyth)

John Gordon History T..... set up

Find Boards

Set out Town Trail

Basil Spence designed Kilsyth Academy

Secret Kilsyth”

“Kilsyth Academy/ Church Key Buildings

Gap site/ High Street - Housing

Transportation – Major Issue

Bus access/ no buses to Stirling

1 bus hour to Glasgow & Falkirk. Major issues with buses”

“Heritage & Antonine Wall

QR Code

Historic Scotland

Antonine Wall

Virtual Roman Fortress

Link to Site”

“Heritage is a basis for Regeneration

Access is a 2<sup>nd</sup> basis for the above

Places 3<sup>rd</sup> “

“Walkers and horse riders are at risk on Coach Road – 60 mile limit, should be 30. Would encourage more access to Antonine Wall”

“Thank you for putting on this exhibition, hopefully local people and authority/ businesses, etc. embrace the opportunities”

“Kilsyth is a great town and with some additional support could be even better.

There is a rich heritage and history in the town – it is vital that the town continues to thrive for the next generation.

Leisure/ sports and activities are all prominent in the town and should be a main part for the future.

Faith based groups in the town should be included in any future developments given the towns heritage in the area”

“Kilsyth in Bloom??”

“Quennieburn Café

Curling Pond Building Café/ Related Use”

“Connections:

Key issue

Connecting up all assets

Promoting assets

Access

Digital etc., etc.

Social Capital”

“Town Twinning Initiative

50 years in 2018

+ Infrastructure

Still an Active Group

Community Festival 8 day

If we could promote local history

Battle of Kilsyth battlefield”

“Please keep it Green!

Children need this experience of something, other than built up area”

“It is critical that planners protect our greenbelt areas, which have come under threat from commercial/ housing development exploitation

If we are serious above – developing the areas heritage and assets, then it is essential that our green belt policy is robust and protected”