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# Locate in Falkirk

A guide for retail businesses



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**Falkirk's population has grown at more than double the national rate over the last 20 years**

## Introduction to Falkirk and the surrounding area

**The Falkirk area is centrally located between Edinburgh and Glasgow, with excellent motorway and rail links, and has two international airports close by.**

The Falkirk area has seen major investment across a number of sectors which include:

£67 m Falkirk Council's Tax Incremental Finance scheme to help fund essential infrastructure upgrades.

£43 m Helix Park home of the world famous Kelpies. The Helix was funded by a Big Lottery Fund, and also received investment from its partner organisations.

£5 m regeneration of Falkirk's Town Centre through the Townscape Heritage Initiative funded through Heritage Lottery Fund and Historic Scotland.

(The largest funding award made by Heritage Lottery Fund and Historic Environment Scotland to any Scottish town and will transform the historic town centre for shoppers, tourists and retailers.)

£7.8 m redevelopment of Denny Town Centre.

£83 m Forth Valley College new Falkirk campus due to complete Sept 2019.

As a result the area is now seeing growth in the business and tourism sectors.

Falkirk is home to two of the world's leading tourism attractions which are transforming the Scottish landscape:

The Falkirk Wheel

The Kelpies in Helix Park

The significant growth in tourism in the Falkirk area (an increase of 51.6% between 2009 & 2016) has resulted in Falkirk Council developing the Falkirk Area Tourism Strategy 2015 - 2020 with ambitious targets for further growth.

**Falkirk is ranked within the top 6% of UK retail centres**



# Key Economic Growth Priorities

Falkirk's key strengths are in the chemical sector, high value manufacturing, and logistics and there is a strong representation in all of these areas. The Falkirk area, however, is being transformed, from the opening of the Falkirk Wheel, the delivery of Helix Park and the Kelpies, renewal of the area's secondary school stock and the regeneration of Falkirk town centre all demonstrate the area's commitment to change and future growth.

As a result the Falkirk Area Economic strategy 2015 -2020 identifies areas for growth within our key sectors and the need to diversify the economy further by building on newer sectors such as Tourism, finance and business services.

These targets for growth are outlined below:

- Grow the Falkirk economy, boosting business formation and growth, fostering innovation, ensuring a skilled workforce and delivering skilled high value jobs.
- Attract Investment to enhance the area's infrastructure, attract business and realise in full the area's economic potential.
- Include all in our communities to access opportunities and make a full contribution to the area's economy.

Average annual household spend is above the Scottish average across all retail categories

## Key Tourism Targets

The Falkirk Area Tourism Strategy sets out ambitious targets which include:

To increase visitor expenditure in the Falkirk area by 20% over the next five years to 2020.

To increase overnight visitor accommodation (serviced bedrooms and self-catering units) in the Falkirk area by 20% over the next five years to 2020.

To develop a Falkirk Tourism Partnership to take ownership of, to review and to implement the strategy.





# Transport and Connectivity

## Airports

Edinburgh Airport (20 miles)  
Glasgow Airport (33 miles)  
Glasgow Prestwick Airport (56 miles)

## By car

From Edinburgh - take the M9 towards Stirling, exit at Junction 5 for Falkirk  
  
From Glasgow - take the M80 towards Stirling, exit at Junction 5 on M876 and follow the signs for Falkirk  
  
From Carlisle and the South - M74, M73, M80, M876 and follow the signs for Falkirk  
  
From Perth and the North - A9, M9 towards Edinburgh, exit at Junction 6 for Falkirk

## By bus

There are regular buses between Falkirk and Edinburgh, Glasgow, Stirling and Fife. Falkirk town centre is a 2 to 3 minute walk from Falkirk Bus Station.

## By train

From Edinburgh to Falkirk High (25 minutes) or Falkirk Grahamston - Town Centre Train Station (35 minutes)

From Glasgow Queen Street to Falkirk High (20 minutes) or Falkirk Grahamston (50 minutes)

From Stirling to Falkirk Grahamston (15 minutes)

From London direct to Falkirk Grahamston (5 hours) or change at Edinburgh or Glasgow

There are also services to Polmont Station, Larbert Station and Camelon Station.

The planned electrification of the rail service between Glasgow and Edinburgh will reduce commuting times and therefore further improve Falkirk's connectivity between Scotland's two largest cities.

Falkirk town centre is a 2 to 3 minute walk from Grahamston Station, and a 10 minute walk from Falkirk High Station.

## Car parking

Plenty of car parking spaces are provided throughout Falkirk town centre, and all are within a short walking distance of all retail outlets. Multi storey car parks are located at the Howgate and Callendar Square Shopping Centres and the Asda superstore. There are also car parks and on-street parking spaces throughout the town. Many of the town's car parks have been accredited with the Park Mark safer parking award.



**One of the most accessible areas in Scotland - 60% of the Scottish population within an hour's drive**



# Town Centre Vision

**Falkirk offers a unique retail mix in a friendly location, with leading national retailers and renowned award-winning family run independent businesses, and is also home to one of the leading Business Improvement Districts (BID) in Scotland - Falkirk Delivers.**

Falkirk town centre has seen the BID invest £2.6 million in projects, events and initiatives in the town centre from 2011 – 2016. The BID business small grants scheme has grown in uptake and has meant almost £100,000 of investments in individual businesses. Falkirk Delivers were successful in their renewal ballot in 2016, meaning that the scale of investment seen from 2011-16 will continue until 2021. As well as successfully delivering the BID key objectives, Falkirk Delivers are developing a 10 year Town Centre Strategy.

## BID Objectives: 2016 - 2021

Promote - Falkirk as an exciting and dynamic place to shop, live and work.

Enhance - and maintain attractiveness and cleanliness throughout the town centre.

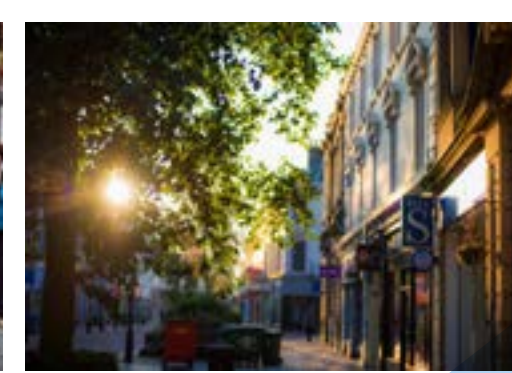
Work - with relevant partners to deliver a safe and vibrant town centre.

Ensure - Falkirk meets and exceeds expectations as a visitor destination.

Identify - additional funding streams, including establishing a social enterprise.

Inspire - visitors to enjoy the town centre from day to night.

Create - an environment in which businesses are informed, integrated and represented.



**There are over 580 businesses in the traditional core of the town centre**

**Falkirk  
Delivers**

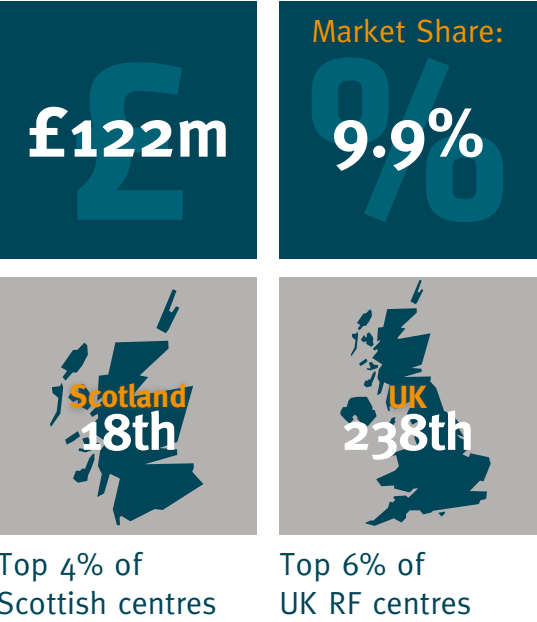
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**Falkirk is in the top twenty of the 468 retail centres in Scotland**

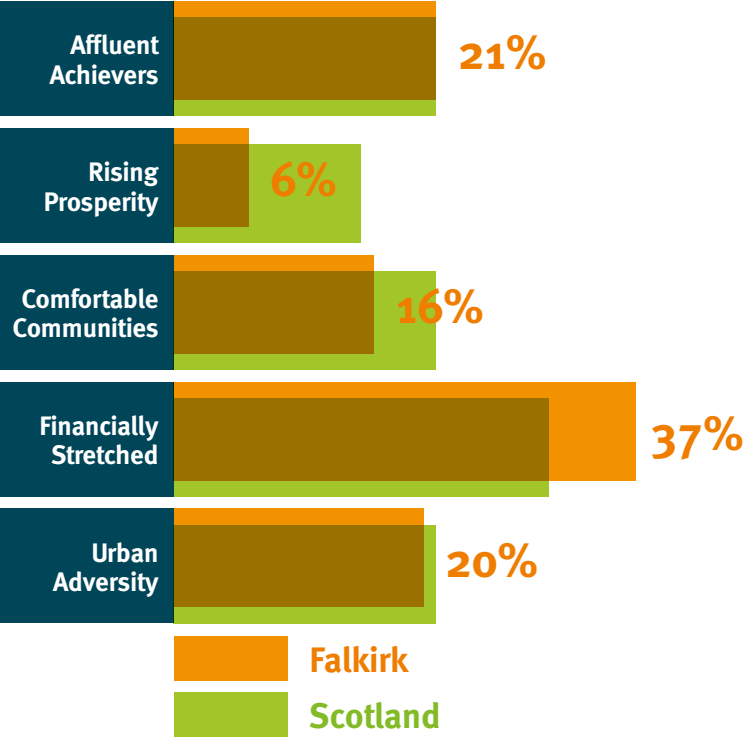


# Falkirk Market Summary

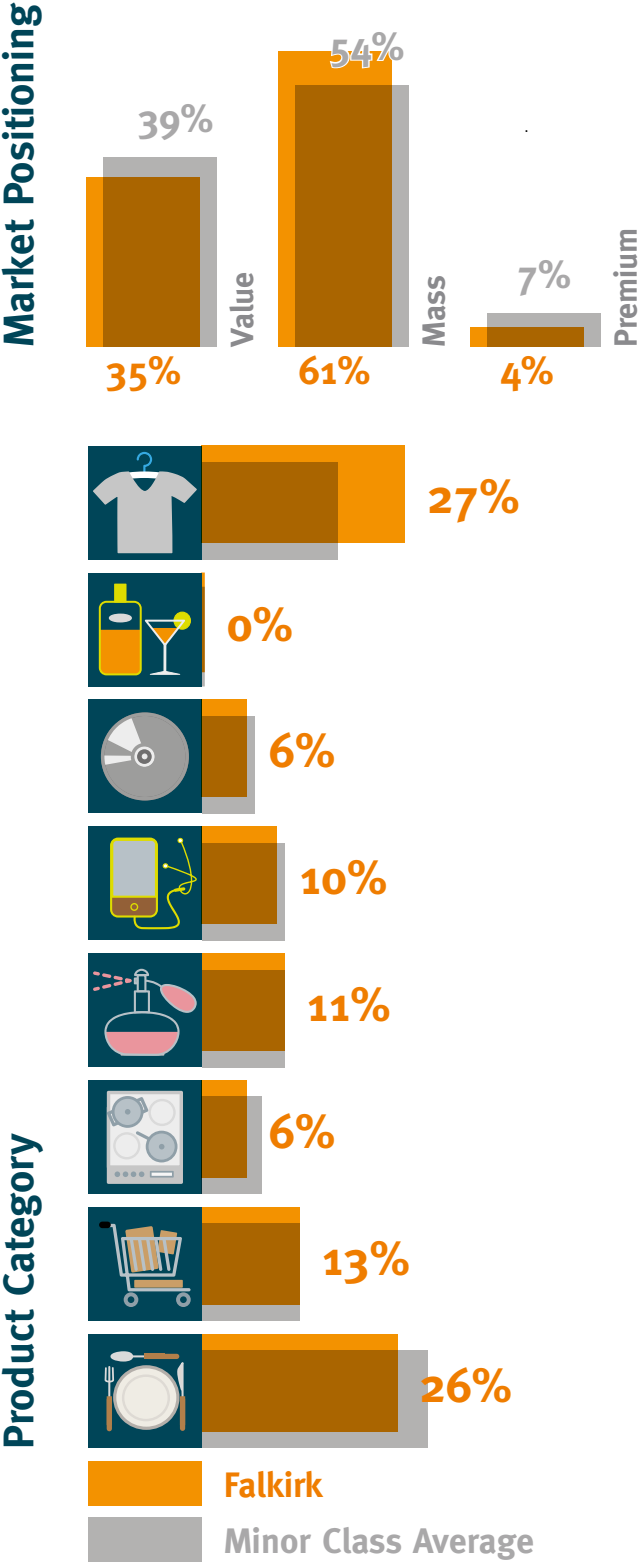
## Comparison Goods Market



## Rf Catchment Acorn Profile: Current



## Retail Mix



Source: Retail Footprint, Acorn



# Area Achievements

## Falkirk Delivers Awards

Falkirk Delivers is the first BID in Scotland to have a successful historic 3rd ballot in June 2016. Falkirk town centre businesses voted for the BID to continue after 8 years of projects and initiatives and has established strong partnerships with private, public and third sector partners, to enable the delivery and growth of key initiatives, to stimulate the progression and improvement of both the day and evening economy, and to continue to change the perception of Falkirk for the better.

Below you will find a list of nationally recognised awards;

**Cleanest Town in Scotland for 6 consecutive years**

**Beautiful Scotland 4 x Silver Winners**

**Beautiful Scotland 2 x Silver Gilt Winners**

**Association of Town and City Management (ATCM) - Developing the Night Time Economy Award Winner**

**Test Town Falkirk 2 top 3 places in Carnegie Trust TestTown National Finals 2015**

**British High Street of the Year Runner Up**

**6 Best Bar None National Winners, Best Bar, Best Independent Pub & Heart of the Community Awards**

**ATCM Digital Engagement Award**

**British Institute of Innkeepers (BII) Social Responsibility Award Winner for the taxi Marshal Service Award Winner**

**BIDs Scotland National Accreditation and Review**

**UK & Ireland BID of the Year 2017**

## Visit Falkirk Awards

Celebrating Success 2015 Team of the Year Visit Falkirk

Celebrating Success 2015 'Commended' Service Improvement of the Year Visit Falkirk

Winner of Visit Scotland Expo 2016 Best Destination Stand, 2015 Most Appealing Stand & 2014 Best Dressed Stand.

Visit Scotland Thistle Awards Regional Finalist 2015/16, 2016/17

Total Employment Supported by Tourism in the Falkirk area

**19%**  
% Growth  
2009 to 2016

Economic Impact of Tourism to the Falkirk Area

**51.6%**  
Increase  
2009 - 2016

Increase in Visitor Numbers in the Falkirk area

**50.2%**  
Increase  
2009 - 2016

Source: Steam Trend report 2009-16



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# Other Towns

Falkirk and the surrounding areas have a lot to offer, with fantastic retail offerings, tourism experiences and planned investment, making it a great place to work, live and visit. The wider area includes the smaller towns of Bo'ness, Denny, Grangemouth and Stenhousemuir. From shopping and eating out, to public art and festivals each of the towns offer their own unique experiences.

These beautiful towns are steeped in history each with their own distinct character. The town centres have or are currently undergoing major regeneration which will enhance shopping experiences and public spaces making them a much more enjoyable place for visitors and local people.



## Bo'ness

Bo'ness is a beautiful town on the banks of the river Forth, easily accessible with a great mix of independent retailers. The historic town centre recently had over £5.5 m invested through the THI initiative. It is steeped in history and home to the popular local attractions, the Hippodrome, Scotland's first operational cinema and the Visit Scotland 4-star attraction Bo'ness and Kinneil Steam Railway, Museum of Scottish Railways, Bo'ness Motor Museum and Kinneil House Estate & Museum.



## Denny

Recently Denny Town Centre has gone through a £7.8m major regeneration, which has resulted in a new two storey building with ground floor units accessed from Stirling Street, a new upgraded car park with capacity for 103 parking spaces and a new library with community space.



## Grangemouth

It was construction of the Forth and Clyde Canal in the second half of the 18th century that created the settlement which became the town of Grangemouth. Grangemouth is packed full of local history and memorabilia, it's well worth a visit, there are lots of unique retailers giving excellent customer service, and with free parking and the town centre being on one level it's a must for visitors.

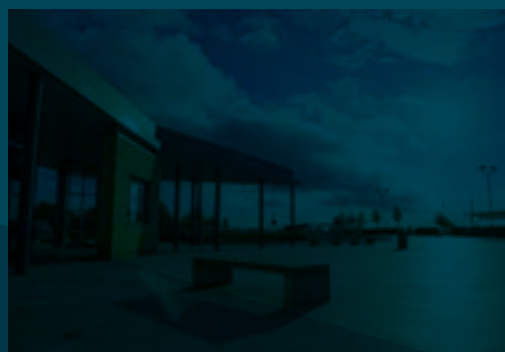
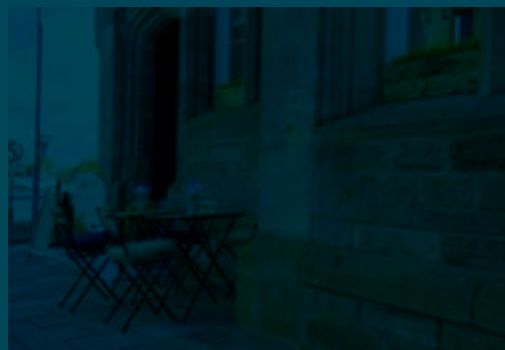


## Stenhousemuir

Take a look at the small, friendly, independent shops in the newly regenerated town centre, recently there has been a growth in new housing estates such as the Inches and Kinnaird Village, which has boosted footfall into the Town centre.

**Falkirk's catchment area comprises a population of over 550,000**





## Further Information

For more information about the Business Improvement District, vacant units and town centre investment opportunities please contact

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01324 590 960  
[investfalkirk@falkirk.gov.uk](mailto:investfalkirk@falkirk.gov.uk)

## Useful Contacts

Scottish Assessors Association  
[www.saa.gov.uk](http://www.saa.gov.uk)

Business Gateway  
[www.bgateway.com](http://www.bgateway.com)  
01324 808266

NovaLoca  
[www.novaloca.com](http://www.novaloca.com)

CoStar  
[www.costar.co.uk](http://www.costar.co.uk)

[www.scotlandstowns.org/  
understanding-scottish-places](http://www.scotlandstowns.org/understanding-scottish-places)

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Falkirk Council

