

Scotland's Most Beautiful High Street

1.

ALLOA



Alloa's High Street has been transformed over the past nine years, this has been driven by the Alloa Town Centre Business Improvement District, Clackmannanshire Council and funding from the Scottish Government. Part of the improvement was our Performance area, situated within our High Street. This area provides a fantastic central point for events and activities which are delivered on a regular basis by ATCBID.

Our Town may be small, but our High Street is packed with an array of heritage, art and a wide variety of traders.

In 2009, thanks to funding from Imagine Alloa, ATCBID organized the repairs on the High Street clock, which had lay non-functioning for numerous years. Unveiled in 1912, the handsome clock was part of the original Co-operative building in the town, and is seen by many as a marker of the town's affluent past. The chimes from the clock were once again heard in 2009.



Sculpture Andy Scott, whose work is found as far afield as Melbourne, Spain and Belfast also has sculptures in Alloa High Street, the Mirror Men. The Mirror men stand proudly at the top of our High Street, and are a great visible and talked about asset.

The traders take a huge pride in the High Street, making sure their shops are welcoming to everyone who visits. Traders have also "adopted" the flower barrels supplied by ATCBID and attend to their daily watering.

The hanging baskets and barrels are a welcoming floral enhancement to the Town by ATCBID, which the traders and public welcome.

The installation of Wi-Fi is in the final stages and will provide a FREE welcoming service provided by ATCBID, and bringing Alloa into the modern world.

BANFF

Banff High Street is a bustling place, with no empty retail units and flowers adorning the walls from hanging baskets; it really is the heart of the community.

Banff as a town is a Royal Burgh dating back well before the 12th Century. Its prominent location on the Moray coast made it an ideal site for a defensive castle, working harbour and its beautiful location made it the ideal spot for the Duff family to build their architectural legacy of Duff House. The rebuilt castle now acts as an arts and community area for the town and is just a short walk along the High Street, set in lovely grounds overlooking the bay below.



There are a real mix of businesses on the street, from long established family offerings, to the brand new – it really is a place where you can get everything, along with great service as well. The High Street's wide pavements make movement easy, and the mix of architecture from the classic Georgian to the more blocky 1960s make for a diverse visual experience.



The hanging flower baskets along the street are planted and maintained by a local community group and this adds to the greenery already present from a number of long established trees.

For those looking to learn, Banff High Street can help you there as well, with the library and museum housed at the south end of the street. Both are currently closed for a refurbishment programme and will open this autumn with a lift to make the building more accessible and the exhibition space inside expanded. A permanent display of Banff Silver will be on view, and will link to the re-emergence of this hall mark later this year with the development of an old Smiddy building to working silversmiths in the town.

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ELGIN

Elgin, the capital of Moray, has a fine historic townscape with medieval beginnings that has largely survived to this day and boasts attractive buildings, unique closes and original architecture. The Castle to Cathedral to Cashmere Partnership involving more than 17 organisations across all sectors has regenerated and transformed the public realm areas, key buildings and shopfronts.



Enjoy the magnificent view from the top of Ladyhill before you take a journey along the High Street to discover Elgin's 1000 years of rich heritage. Meet and learn about the characters that have formed Elgin and been brought to life using evocative sculpture. Read about Elgin's heritage from the bespoke interpretation panels & website at www.elginheritage.scot.

To discover more, a touch-screen interactive orientation table provides visitors with information on key heritage sites in Elgin and Moray.

The tree-lined Plainstones, the historical pedestrianised heart of the town is an obvious choice for shopping and socialising. Overlooked by St Giles Church, one of the finest neoclassical buildings in Scotland, this cobbled area regularly transforms into a lively and versatile stage where local markets, festivals, events and music extravaganzas take place. It even staged an outdoor ice rink over Christmas.

A stone's throw from the High Street is Cooper Park, which is a beautiful open green space with the imposing ruins of Elgin Cathedral as its backdrop. This green arena is used by community and businesses for events and activities as well as local sporting clubs and community groups. A new cycle path creates a safe walking and cycling route that runs East to West of Elgin along the river and provides a healthy and unique way to access the town

Elgin offers something for everyone – history, shopping, culture, eating, drinking, leisure and open spaces.

FALKIRK

Falkirk, the Heart of Central Scotland has a unique heritage which is celebrated throughout the Town Centre. Falkirk Delivers (Falkirks Business Improvement District) works hard to create and sustain community partnerships, recognising and valuing the importance of working together to produce clean, safe, friendly and vibrant places for people to gather and spend time. A place offering something for everyone. This is what makes our High Street Beautiful.



BID businesses have invested £2.6m into the Town Centre over the past 5 years allowing enhancement of shop fronts, promoting the presence of independent and national retailers and presenting events which create and capture energy, emotion and community spirit on the High Street.

Eaglish Bhreach (where Falkirk gets its name) crowns Falkirk High Street, an outstanding A-listed 18th Century church with attractively landscaped greenspaces. The stunning 200-year-old A-Listed Falkirk Steeple towers over retail areas, newly polished from a £750,000

refurbishment. These are both notably handsome pieces of architecture.

Architecture is celebrated and enhanced through the Townscape Heritage Initiative, with £5.5m being devoted to high quality building restoration and Public Realm upgrades. Architectural lighting enhancements provide a 'European' atmosphere to our nighttime economy.

Urban environments with greenspace pockets dedicated to Community growing projects, provide places of pride in the High Street allowing for future biodiversity projects and encouraging greater social cohesion in our community.

Taking a Pride in Falkirk promotes cleanliness and recycling in the Town Center. Falkirk has officially been the 'Cleanest BID in Scotland' for the last 6 years at the same time gaining 3 Silver and 2 Silver Gilt Beautiful Scotland Awards.

Youth involvement in 'Taking a Pride' gives a sense of achievement in the community to school children. This plants the seed for future generations to remain champions of our High Street beauty.

FORRES

How can we begin to describe our amazing **Forres** High Street in only 300 words? Impossible.



Forres is the floral capital of Moray and has won Beautiful Scotland, Britain in Bloom and Entente Florale Europe accolades for over 50 years. Throughout the seasons the street is a ribbon of colour with flower beds and over 100 containers and hanging baskets giving delight to residents and visitors.



These compliment our distinctive and attractive buildings, the oldest dating from the 1600s and many from the nineteenth century with intriguing architectural features. From the west the War Memorial, St Laurence Church, the Tolbooth and Market Cross, the Falconer Museum, The Town Hall formerly the Mechanics Institute, Anderson's Primary School, Saints Laurence's, Leonard's, Margaret's and John's Churches all leading to Grant Park, the jewel in the crown.

Follow the famous footsteps : King David 1st who gifted the Common Good Land, to the people of Forres for their warm welcome, a commendation we strive to keep alive today; King Sueno whose stone is the tallest Pictish cross slab in Scotland; Macbeth, the good king, whose fort overlooked the High Street from the top of Cluny Hill; the Wolf of Badenoch who sacked the town; Lord Strathcona, co founder of the Canadian Pacific Railway; Hugh Falconer, contemporary of Darwin who brought **tea** from China to India; Sir Alexander Grant, whose business invented the **Digestive Biscuit**. We endeavour to preserve our history as shown by the Community Transfer of the Tolbooth and Nelson Tower to the Heritage Trust supported and run by a large team of volunteers.

We have it all - green spaces, infrastructure, heritage, architecture, all kept to a high standard of care and cleanliness, reflecting the Pride of Place cherished by our people – We Love where We Live.

FORT WILLIAM

Fort William High Street may not be the most architecturally beautiful street but unlike most High Streets it does have the benefit of being at the centre of some world class scenery. From our High Street we catch glimpses of Loch Linnhe and the surrounding mountains tower over us. There can't be many High Streets in Scotland that are also part of a long distance walk, weary travellers on the West Highland Way make their way along the street, maybe buying much needed ice-cream or foot plasters along the way, to finally sit

beside our "Sare Feet" statue for a much needed rest and maybe a photo!



We are very lucky to have a large green space, The Parade, forming one end of our High Street which is also part of the West Highland Way route. Its tidy lawns, flower beds and hanging baskets are an ordered and peaceful place compared to the rugged terrain around us. Much loved by locals and visitors it is a beautiful place to sit, picnic, play or maybe just watch the world go by.



However the greatest beauty in our High Street is its transformation by volunteers, local businesses and partner agencies from an unloved and neglected space to a busy and vibrant place both during the day and evening. Our newly designed town square surrounded by traditional buildings is proof, if it were needed, that old and new can sit comfortably together. We have exciting new shops and eateries joining the existing businesses bringing a new and much need dynamic to our town.

So what makes our High Street beautiful? Well how about an interesting mix of modern and traditional buildings mixed with private residences, modern art work, green spaces and stunning scenery along with a fiery determination to make our town better?

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HADDINGTON

Haddington High Street- 'the best town square in Scotland'

The Haddington Community Development Trust welcomes you to Haddington High Street, the heart of one of Scotland's oldest towns and the County town of East Lothian. Often known as 'the hidden town' because of the way it sits in its natural environment. Haddington is a beautiful market town, rich in history with a well established community spirit.



The High Street, the focus of the town, connecting it with the surrounding streets and villages, has performed as the 'town square' for centuries. Bustling with local shops and businesses it is cherished by a busy and active community.



Everyone in Haddington connects with the High Street. It is the 'go to and through' place for the town. Gatherings of early morning commuters, school kids at lunch time, and evening queues at the takeaway, work together with its architecture and design to bring people and the place together. The High Street is fortunate to have beautiful buildings and gardens including a network of 'historic closes', small and unique shopfronts with individual hanging signs and fascinating architectural detailing to the windows that both animate the street and provide a glimpse into the history within the buildings.

There is pride in Haddington High Street. Our active community helps our high street to look beautiful, welcoming and attractive, with coloured buildings, flowers, flags and christmas lights set around the incredible architecture and structure of the town, that helped us win RHS Best Town in Britain! Monthly markets, commemorative marches and parades, music festivals and cycle racing all add to the visual vibrancy, bringing life to our High Street.

Our community is continually helping to make improvements to the High Street that will eventually make it the 'Best Town Square in Scotland'. See more at haddington.org.uk

LANARK



Lanark is a bustling market town. The town, granted Royal Burgh status in 1140, is one of the oldest Royal Burghs in Scotland. The 'High Street' has been the hub of the town over the centuries but, like many towns up and down the country, it has suffered from decline.

Lanark Community Development Trust (LCDT) wanted to create a vibrant centre which would truly be a community asset. We aimed to make the High Street more welcoming to visitors and tourists. To that end we have:

- installed a large touch screen in the Tolbooth Plaza which gives information about the town, events and performing arts. This is linked to the town's website, 'Lanark Life'.
- built on the success of Lanark 'Lanimers' to attract visitors
- instituted a Winter Festival which includes a Street Market and a late night opening with a 'Lanimer' type Procession of illuminated floats.
- instituted a 'Festive Taste of Lanark' on a Saturday leading up to Christmas with a 'Santa Dash' of approximately 50 horsemen in Santa costumes riding down the High Street.

A number of actions have contributed towards making the High Street visually more attractive.

- The Rotary Club has provided a series of banners depicting local iconic attractions.
- LCDT obtained grant funding to provide businesses with brackets to hold illuminated Christmas trees in winter and hanging baskets in summer.
- Lanark in Bloom provides floral decorations in the town.
- The High Street traders are promoting a 'totally locally' scheme and special events such as Christmas opening nights and 'elf' trails to boost trade.

In general the High Street now has a buzz to it and already the community can be seen to be taking a pride in this important asset of the Town.



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9.



MOFFAT

*Look at what our High street has got, unlike any other - a High Street that has a unique character
A double line of lime trees planted in the 1890's adorns it
A road you can close yet the traffic still gets through it
A Vintage Car Rally from all over United Kingdom and Ireland every year visits it
Vintage car ride to St. Mary's Loch, Grey Mare's Tail, Talla Dam and Beeftub leave from it.
A week-long Gala with many events is held every year all around it - A torchlit procession celebrating the Finale goes up it
Santa rides up every year in a horse and carriage to it
The RSAC Rally ends in it
The Dark Sky (first Dark Sky Town in Europe) you can marvel at the twinkling stars above it
A Ram wi' nae lugs presides over it
The famous William Brodie designed that Ram and placed it on it
The narrowest Hotel in World 'THE STAR' Is on it
The narrowest street in Scotland 'SYME STREET' is off it
The shortest street in Scotland 'CHAPEL STREET' is just off it
There is no M&S, Boots, Tesco, Aldi, Asda, Lidl or Sainsbury or phone shop anywhere near it
There is a variety of individual shops with more appearing to enhance it.
Every August the town is packed to see our famous sheep race run down it
We have a beautiful refurbished War Memorial right in the middle of it
We have wonderful flower beds decorating our town with Civic Pride local people addressing it
You can see the famous Gallow Hill (a former commercial woodland) now in community ownership planted by local volunteers with natural broad leaf trees with a better future for it
Annandale Way and six other walks start off on it
Our Historical Bath House has been restored to its former glory - now our Town Hall owned and run by the community for the community - looks its best and stands tall in the heart of it
Robert the Bruce statue (if you can find it) looks down on it
We have ten historical sites that can be walked to from it
You can't see Merlin's Cave from it but you can walk to it
The Zsar of Russia's son Nicholas came to visit Moffat and this event is celebrated every year in it
We have the best Christmas Lights throughout the festive period shining on it
We have a Christmas Market and a regular Farmers Market on it
We celebrate the New Year with a fireworks display that is enjoyed by the whole community in it
To celebrate Lord Dowding - Spitfire, Hurricane and occasional Lancaster Bomber fly over it
Tar McAdam is buried in the cemetery on it
A Group who play Brass instruments play traditional and old time music on it
This year 2017 we host the WORLD GOLD PANNING Championships in Moffat 23 nations from all over the World will be in our town. On 7th August the NATIONS parade will march through it
Everyone can park for free on it !!!-so come along and take advantage of it*

Bob Opray

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10.

TROON

TROON THE SPIRIT OF COMMUNITY"

3 years ago **Troon** had lost its way as a town....until the Troon business association reformed and the changes have been remarkable. We started to work together bringing the community and businesses together and today we have a town our community are proud of.

Host to the open golf championship in 2016, high shop occupancy rates, lovely independent shops and cafes, great cycle networks, great beaches, great rail links, stunning views of Arran, great hotels and restaurants, low crimes rates we are a town like no other.

But this must cost thousands to regenerate a town I hear you say ? Our answer is no and here is what we have achieved:

In October 2015 one of our business owners created The Fullarton fairy trail a simple woodland trail lined with fairy doors. This project was started with just £150, 2 years on it brings thousands of visitors, has over 13k likes on Facebook and it's events bring people to our lovely town. Supported by the "friends of fullarton" a community group who are reviving the woods to bring them back to life.

We also had no christmas lights but through donations from the businesses and community we were able to light 40 lampposts in 2016. In March 2017 the business association brought Take That's number 1 tribute band to Troon and the concert sold out. This has raised over 4k for phase 2 of our lights which will be installed this year.

Surely that was enough to make us beautiful? Engaging with our community we have a great local facebook

page and many felt troon would benefit from a market. The TBA found a wonderful market company and with no funds we convinced them to give Troon a try. In April 2017 the first market in Troons history was born and was a huge success. We've now secured a 3 year license for the market to continue and we hope it will be part of Troon for many years to come.

Our town centre is surrounded by 2 beautiful beaches which bring visitors to our town and recently members of our community have created a group "friends of Troon beaches" this group meet twice a week and work so hard to keep our beaches litter free an amazing community effort.

This year we are working with 22 businesses who are looking to install shop canopies to bring a fresh new look to our shop fronts and the TBA are working towards becoming a BID town to bring further development.

In the next 3 years we hope to have a skate park, band stand, youth hub and water sports centre.

Please award the town of Troon Scotlands most beautiful high street for being innovative and progressive during tough economic times. We are the perfect "portas" town. Most of all we have the most amazing community who help make things happen. But don't just take our word for it, come visit usand award us Scotlands most beautiful high street xxx

