



**VeloCity** Art For A Changing City  
GLASGOW'S OPERATIONAL PLAN

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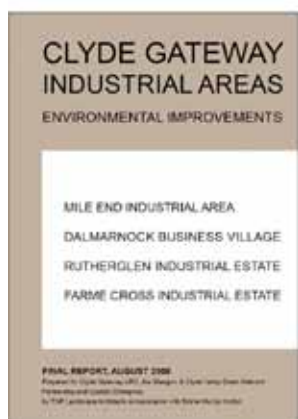


**Employer:** Glasgow Life with:  
Glasgow City Council  
Creative Scotland  
Clyde Gateway Urban Regeneration Company

**Produced by:** A consortium led by Glasgow East Arts Company  
with: Collective Architecture  
Jenny Crowe Commissions  
Culture Sparks  
The Glasgow School of Art

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## Foreword

Glasgow's hosting of the Commonwealth Games in 2014 is a major achievement for the city, and Scotland, and one that has the potential to leave numerous legacies. It also plays a vital part in the city's ongoing journey of reinforcing its belief in itself, its potential and its image as a creative and contemporary city.

VeloCity: Art for a Changing City was initiated by Creative Scotland in 2009 in partnership with Glasgow Life, Glasgow City Council and Clyde Gateway Urban Regeneration Company. It is a collective and cultural response to the impact of the Glasgow 2014 Commonwealth Games on the city and its communities. As such its focus is the routes between the sporting clusters of Glasgow 2014, located in the east, west and south of the city. By harnessing the unique contexts offered by the hosting of the Games, VeloCity has the potential to be a defining moment in the evolving cultural and physical landscape of Glasgow

This Operational Plan is intended to be a starting point that sets out VeloCity's potential – it will continue to grow and respond to the cultural and physical changes occurring in the build up to, during and beyond Glasgow 2014. This initial scoping study provides a strong and coherent framework for delivering one of the largest and most ambitious programmes of art in the public domain that Scotland has experienced. Uniquely, this framework is underpinned by a genuine

commitment to ensuring that Glasgow 2014 is used to better understand the fabric of the city and the many ways that it is experienced and traversed by residents and visitors. Velocity aims to celebrate both distinctive communities and the connections between and across neighbourhoods.

VeloCity is about partnerships. A significant factor in the delivery of this Operational Plan is the solid relationship between Glasgow Life, Creative Scotland, Glasgow City Council and Clyde Gateway who represent the core stakeholders for this phase. This team has pushed beyond a partnership based on financial interest to achieve a strategically ambitious plan that reads and explores a city and the real, lasting impact culture can make.

This emphasis on working together has also been a crucial element in the fabric of the development of the VeloCity Operational Plan and will be key to its implementation. Its methodology is to embed engagement with the local communities in the process of developing functional public spaces whilst raising the ambition of all concerned in terms of the quality and nature of artistic intervention in public space.

Whilst this document has been created in the context of the Glasgow 2014 Commonwealth Games, throughout the process the transferability of the approach and methodology undertaken has been recognised and encouraged so it can be of

benefit to other cities and towns. It represents a model of shared responsibility that can be used across Scotland and beyond.

Critical to the success of Velocity has been the leadership demonstrated and the imagination and energy invested into the process by the consortia that was awarded the commission to carry out the initial scoping study for VeloCity. Led by Glasgow East Arts Company with Collective Architecture, Jenny Crowe Commissions, Culture Sparks and Glasgow School of Art, they have worked rigorously and passionately to meet the ambitions of VeloCity. Their unique approach of layering, connecting and mapping has resulted in a fascinating portrait of the city that will empower and inform all future associated VeloCity programmes. It is a testament to the way in which they have applied their diverse skills to produce a structured and coherent Operational Plan, rooted in, and guided by, a sense of place and partnership.

Glasgow Life will continue to lead VeloCity: Art for a Changing City into its delivery phase. Within this phase VeloCity will continue to work with existing partners and will develop new partnerships to ensure the successful delivery of this Operational Plan.

**Glasgow Life:** Clare Simpson and Mari Binnie  
**Glasgow City Council:** Gerry Grams  
**Creative Scotland:** Leonie Bell and Anne Petrie  
**Clyde Gateway:** Alison Brown



## Executive Summary

VeloCity is an aspirational approach to partnership working that requires a paradigm shift to **re-imagine, repair** and **reconnect** neighbourhoods, communities and the city.

VeloCity responds to the opportunities in Glasgow as it prepares to host the **2014 Commonwealth Games** making the most of the city as it plays out this exciting and dramatic physical transition.

Through a process coined **Sensitive Mapping**, VeloCity brings together 3 integral ingredients - physical mapping, demographic profiling and engagement.

Alongside Sensitive Mapping, a light touch curatorial approach, **Curating the City**, has been applied and together they create **The VeloCity Way**.

VeloCity will link the city and its communities through an **art in the public domain** programme using 2014 venues as cornerstones.

A series of **principal routes** and supporting route networks emerged through the mapping process and were defined through 3 specific area clusters: east, west and city centre, and south. The routes were informed by the character of places and communities resulting in a series of suggested **action plans** for the delivery of citywide creative activity.

In the east cluster, a series of action research activities were undertaken to test out **engagement** ideas with local communities alongside stakeholders and artists. These revealed huge potential with a demonstrated appetite for VeloCity to assert leadership across the city.

**Bid Consortium Leader** Jackie Shearer





## Introduction

Glasgow's recent history has been remarkable: finding a way through post-industrial days by way of garden festivals, City of Culture, UK City of Architecture and Design, urban regeneration, social renewal of all kinds and now the 2014 Commonwealth Games.

However, the excitement of the city is light years from the grasp of many of its residents. The reality of Glasgow is that it still has the highest concentrations of multiple deprivation in Scotland<sup>1</sup>.

Against this backdrop, the words of the radical urbanist, Jane Jacobs, sprung to mind:

“designing a dream city is easy, rebuilding a living one takes imagination”<sup>2</sup>

VeloCity has a golden opportunity to imagine, or to **re-imagine** the city as it's in transition preparing for the 2014 Games. Artists, communities and the city's stakeholders are all set to benefit from new venues, homes and transport infrastructure improved community environments and vibrant cultural activity.

By **re-imagining** the city, VeloCity's framework for art in the public domain contributes towards the

city's **repair** through **reconnecting** dislocated and fragmented communities (with '**re-imagine, repair** and **reconnect**' becoming VeloCity's refrain). As a result, VeloCity becomes a progressive opportunity that adds value by connecting people to place through creativity and celebration.

The brief for this Operational Plan stated that VeloCity should deliver “a coherent and curated arts programme that sits within the context of the physical changes taking place in the city in preparation for the Commonwealth Games in 2014”. In this respect, VeloCity has considered routes between sporting venues and the cluster of communities in and around those routes aspiring to contribute to a new civic dynamism.

The brief went on to request:

- “a series of proposals for how art can be integrated into public spaces” over the build up to, during and after the Games
- “that the partners engaged in physical developments across the city are working together to achieve collective ambitions with a shared set of guiding principles”

In this Operational Plan, VeloCity sets out a framework primarily for stakeholders, producers and artists. What's come to be known as the 'VeloCity Way' articulates what makes VeloCity

refreshing: an intrinsic curatorial approach, a unique sensitive mapping process, and engagement.

All of these come together to promote a programme of art in the public domain that is owned and enjoyed by the communities that commission it.





# Methodology

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## 1.1 The VeloCity Way

VeloCity is an ambitious cultural concept that frames a programme of art in the public domain within a physical and social context on an unprecedented scale.

VeloCity responds to Glasgow's tenure as host city for the Commonwealth Games, responding to the physical changes taking place across the city as it prepares for 2014.

VeloCity embraces this unique opportunity to creatively respond to, and build upon, unique characteristics of neighbourhood, city and national identities.

With a series of transferable elements, it is intended that VeloCity becomes an approach that can be utilised in a range of cities and communities across the country and beyond.

The VeloCity Way defines a methodology and rationale that comprises these 3 core elements:

- (i) Curating the City: the artistic framework informed by local characteristics as defined through mapping and engagement drawing on national policies
- (ii) Sensitive Mapping: the bringing together of people and place
- (iii) Engagement: the vital involvement of communities and stakeholders

The VeloCity Way contributes to core themes of **re-imagine, repair** and **reconnect** and to:

- an evidence base prioritising where and why art in the public domain can emerge
- a rooted partnership approach that embraces an authentic mix of stakeholders
- far reaching, effective impact with the sum being more than the individual parts
- sharing a single vision
- leadership
- reflection, development and promotion of best practice

## 1.2 VeloCity Vision, Aims, Objectives and Guiding Principles

### VeloCity Vision

VeloCity is a means to **re-imagine, repair** and **reconnect** the physical and social fabric of the city, through a creative approach that brings together people and place.

### Aims

- (i) to develop a curated art in the public domain programme that connects people and place
- (ii) to create a joint vision for stakeholders, artists and communities that builds upon characteristics of neighbourhood, city and identity
- (iii) to demonstrate and utilise the range and quality of inherent artistic talent
- (iv) to build capacity for participants and audiences
- (v) to plan for legacy and sustainability through the above

### Objectives

- (i)
  - to create a picture of the city through sensitive mapping
  - to engage with communities and stakeholders
  - to establish a curated approach to developing activity

- (ii)
  - to put in place innovative, multi-agency partnerships to increase connectivity
  - to establish strategic mechanisms for delivery
  - to generate strategic investment priorities for VeloCity programmes across a range of potential funders
- (iii)
  - to build capacity of cultural organisations to work cross sector
  - to advocate best practice in working with artists
  - to support the development of skills and routes to employment
  - to refresh public art strategies
- (iv)
  - to create a visible presence in communities
  - to develop new and strengthen existing engagement with participants and audiences
  - to include communities in the commissioning role
- (v)
  - to recognise longer term opportunities
  - to recognise trends for future sector activity

### Guiding Principles

- to be creative – develop a programme through a curated approach that engages artists with people and place
- to take risks – belief in the power of creative activity to achieve a difference
- to involve – agencies, artists and communities in the development of VeloCity programmes
- to be the highest quality – aspire to raise standards in the development, production, delivery and engagement of VeloCity programmes
- to be rooted in reciprocal partnerships – knowledge from partners in organisations and communities will both inform and direct VeloCity
- to use an evidence base – work through sensitive mapping to reveal both need and demand
- to be resourceful – utilise and amplify networks, funding and knowledge
- to capacity build – work with a wide cross-section of organisations and individuals to build legacy through **re-imagining, repairing** and **reconnecting** the city





## 1.3 Curating the City

Curating the City is VeloCity's curatorial approach that both informs and is informed by sensitive mapping and engagement. It brings a light touch, harnessing the dynamic cultural infrastructure of a city and its collective expertise across artforms.

This curatorial approach reflects national and city frameworks and has a wider aspiration to offer policy direction that engages artists, stakeholders and communities in art in the public domain as stimulus to:

- bring people together
- build a sense of identity and common purpose
- create a series of artworks
- create a resource
- develop authentic responses to different themes, from arts and health, history and heritage to regeneration, planning, design and capital development
- be part of cultural and economic tourism

VeloCity is a unique platform to:

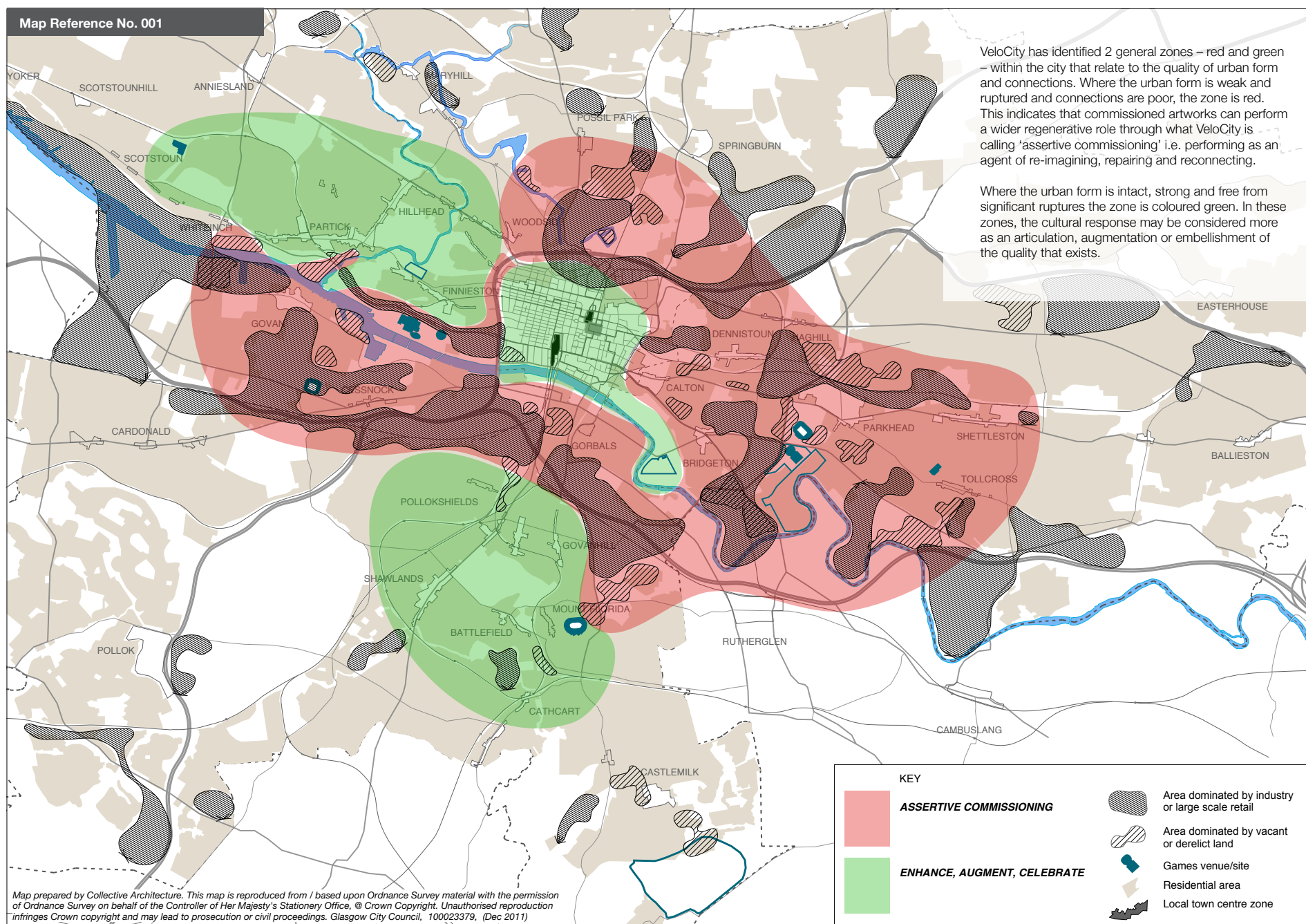
- capture audiences' imagination through creative spectacle, participation and interaction
- make physical changes that can regenerate

VeloCity's curatorial approach informs opportunities to:

- read the city in a new way
- develop relationships between creative communities, local authority services and public sector agencies
- locate where and how these relationships can manifest and have most impact

It is proposed that VeloCity uses 'identity' as a strategic curatorial theme.

As well as referring to a city and its people, 'identity' can also be broadly interpreted as connecting to the particular character of a neighbourhood, of communities, distinctive vistas, routes through the city, heritage, individual experience or sporting identity.





## 1.4 Sensitive Mapping

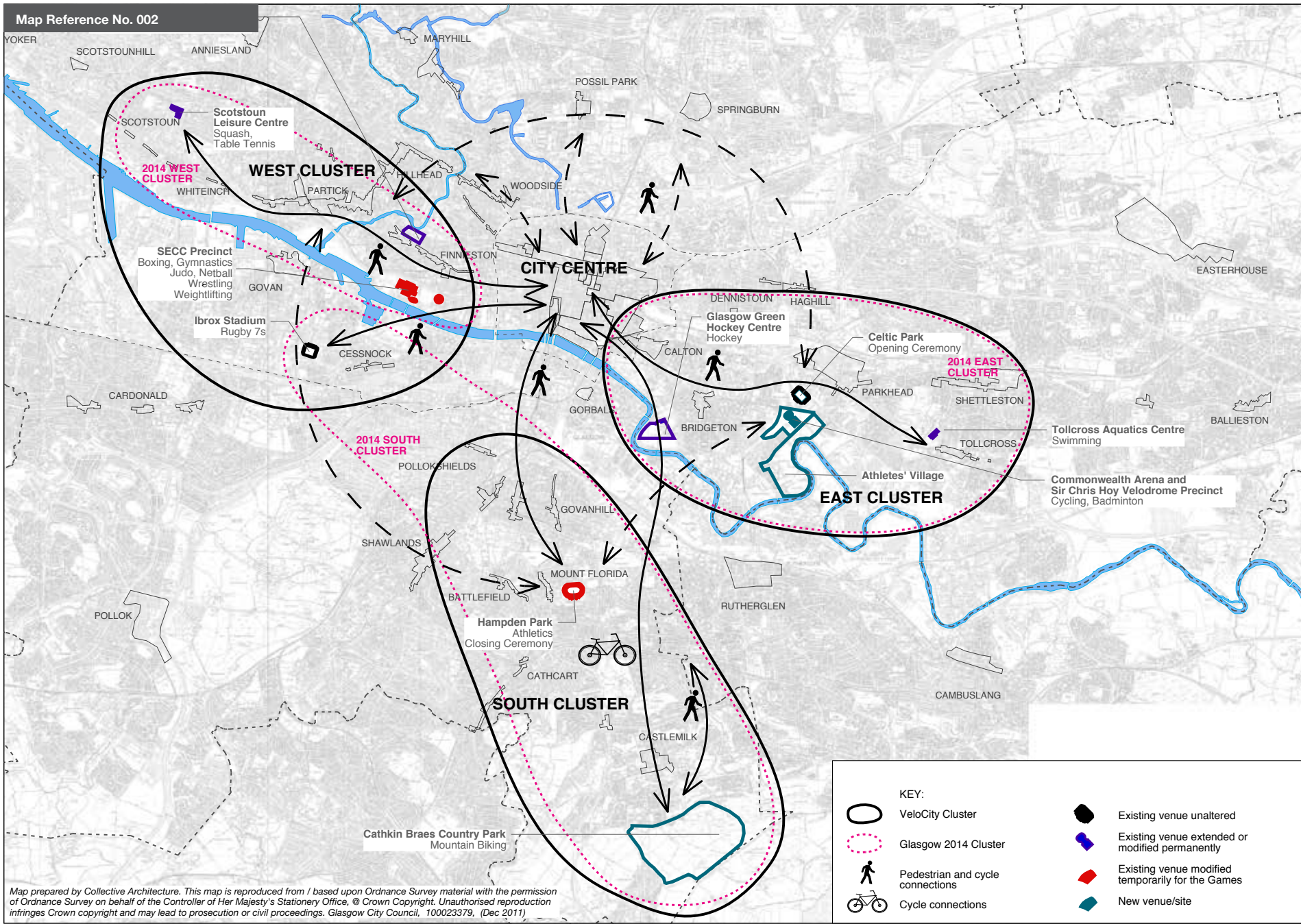
VeloCity uses the term sensitive mapping to mean its physical mapping process brought together with demographic and social profiling alongside targeted stakeholder and community engagement.

Examining the physical and social fabric of a city or an area in this way creates a relevant and authentic approach, a kind of VeloCity DNA that creatively connects people, place, artist and agency in order to **re-imagine**, **repair** and **reconnect**.

By gathering these different layers of information, the curatorial approach emerges to inform where art in the public domain may occur, where intervention is most needed and where the character of communities determine what is relevant. This curatorial strategy is strengthened by acknowledging national policy themes whilst responding creatively to on the ground demand.

VeloCity's sensitive mapping emerges from:

- presenting data on a variety of urban issues to inform a proposed art in the public domain programme, including:
  - land usage: to gather baseline data such as industrial, residential areas and development sites
  - open spaces and vacant sites such as green or stalled space which can either enrich or blight the look and feel of an area
  - transport and pedestrian links that have the ability to restrict or enhance the movement of residents and visitors
  - heritage sites can provide local, city or national character and where they are in a poor physical state can be a focal point for action
  - community boundaries where they determine the character of a neighbourhood or impede access from one to another
  - physical edges like rivers, railways, roads and fences where they restrict access and movement
- collating information on existing physical infrastructure, improvements and regeneration projects, planned or underway, to anticipate change and to identify areas for action and their development
- collating information on existing art and cultural provision is part of sensitive mapping, including:
  - organisations
  - venues
  - community centres
  - amateur clubs and associations
  - individuals
  - agencies
- being informed by previous and existing consultation material
- identifying and engaging with stakeholders, including:
  - agencies
  - artists
  - communities
- reviewing data and curatorial ideas together to identify prioritised locations for public art interventions



- Using a variety of mapping and statistical tools, describing households and recognising locally defined neighbourhoods, multi member wards and SIMD data zones, at a specific city postcode sector level within the overall Greater Glasgow Urban Area and Glasgow City Region, (often referred to as Metropolitan Glasgow or Glasgow and the Clyde Valley) to show:

- the demographic and social profile of the city
- local cluster profiles, including age, employment, economic status, health, lifestyle, levels of cultural participation and ethnicity, for example
- the specific local lifestyle character and differences amongst communities themselves

Sensitive mapping provides a powerful picture of the potential of a city and its constituent communities.

It reveals where an art in the public domain programme in response to the Games could have the greatest impact. Through sensitive mapping, VeloCity is directed to prioritise action based on local need that celebrates the impact of the Games whilst responding the challenge of re-imaging, repair and reconnecting.

VeloCity brings its sensitive mapping to life by focusing on 3 distinct cluster areas as seen in

map ref 002 opposite: (i) east cluster (ii) west and city centre cluster and (ii) south cluster, with each one, being directly linked to Commonwealth Games' venues. Each cluster has been considered separately to reveal 2 common themes of character and connections.





## 1.5 Engagement

Engagement is an intrinsic element of sensitive mapping. It is the dynamic ingredient that brings a 3 dimensional aspect to sensitive mapping through relationships with people.

To better understand engagement and participation that aims to make a lasting difference, VeloCity produced events and undertook action research in and with sample communities and stakeholders. This activity was wide ranging, including the following:

- a stakeholder workshop in the city centre  
- Appendix 2
- smaller area based stakeholder workshops
- meetings and presentations  
- Appendix 3
- early community conversations and meetings with residents and housing associations in the local area of Helenvale in Parkhead, itself emerging from the sensitive mapping process  
- Appendix 5
- attendance at a range of local gala days and festivals to canvas opinion on the Games and Glasgow's 'hosting' skills  
- Appendix 3
- events ranging from bus and boat tours to rooftop viewings and an artist residency in a multi-storey flat  
- Appendix 4

- development of A View From Here, a people's platform where local views could be expressed  
- Appendix 4

VeloCity's engagement operates within the framework of the National Standards of Community Engagement<sup>3</sup>. This reflects the role of community engagement as a vital part of the planning and development process, critical to the legacy of ownership, enjoyment and sense of purpose.

Engagement, therefore, as an intrinsic element of The VeloCity Way, involves:

- an evidence based intervention through the sensitive mapping process
- developing ongoing relationships
- expanding the collective voice
- improving connectivity
- group meetings and forums in different formats, from early conversations to focus sessions
- the use of creative activities and events to generate discussion on a range of issues
- social media platforms as a tool for documentation, creativity and learning
- capacity building and training/development
- site visits and field trips as part of a learning process
- communities in the drafting of project briefs and contracts
- communities informing the curatorial strategy
- establishing a network of VeloCity champions<sup>8</sup>

- to represent local areas across a city
- specific action research projects to investigate ideas as they emerge from the sensitive mapping
- support to key agencies, stakeholders and communities to connect relevant existing creative programmes to VeloCity

VeloCity aims to provide a refreshed sense of purpose to the notion of community and stakeholder engagement, building capacity in communities to ultimately develop and sustain their own high quality programmes of art in the public domain.

VeloCity aims to provide an additional resource in working to establish a city network of confident community advocates that become VeloCity champions.

VeloCity's approach to engagement is built around A View from Here, a development tool and platform to enable the public to express diverse opinion and views through social media. A View From Here has the capacity to become a living resource documenting a city or an area in transition.



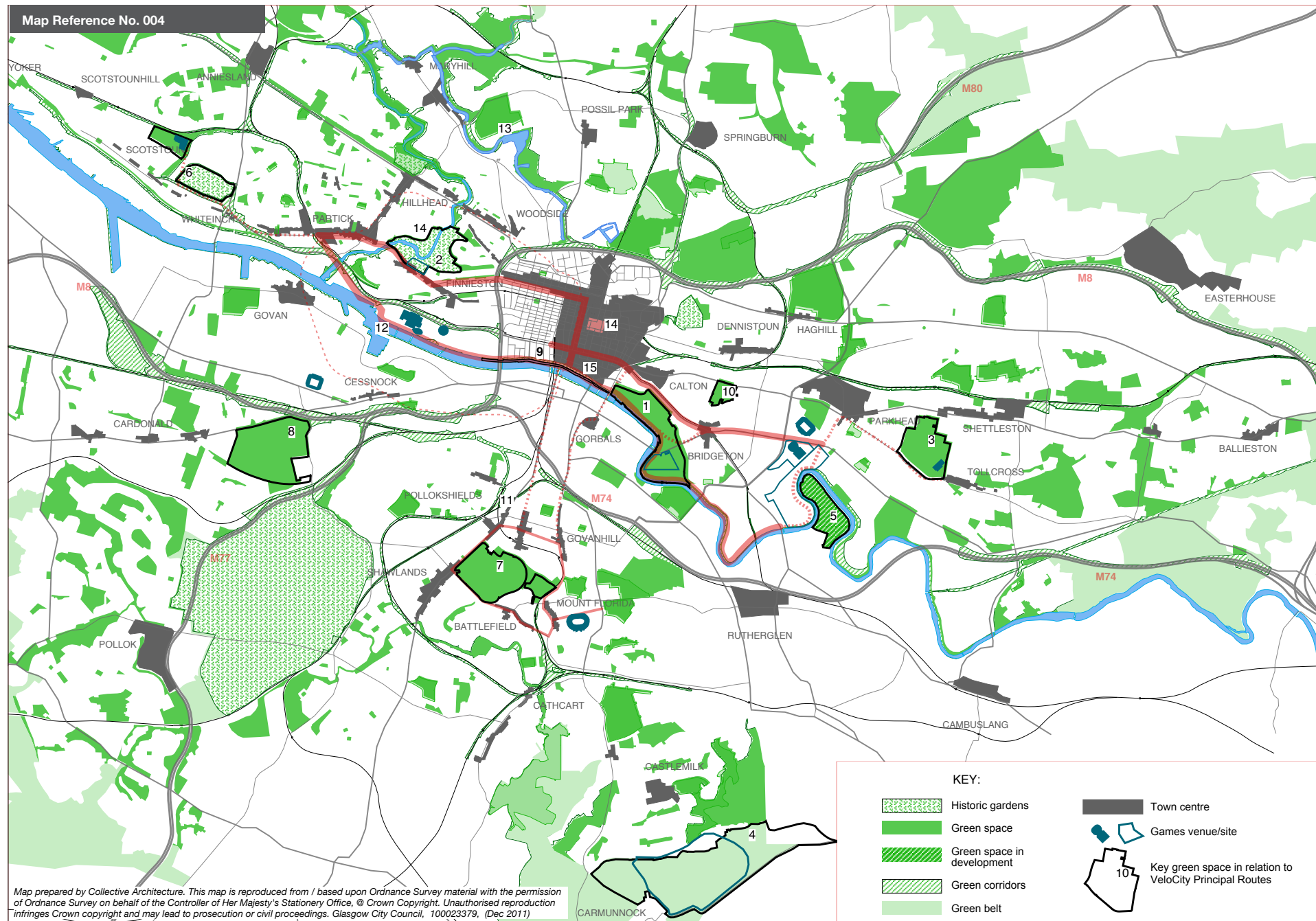






# Findings

2.1	Character	29
2.2	Connections	43
2.3	East Cluster	49
2.4	Engagement	62
2.5	West and City Centre Cluster	67
2.6	South Cluster	81



## 2.1 Character

*Of particular interest to VeloCity are the city's parks, green spaces and waterways that are home to Games' venues or that are animating VeloCity's principal routes and route networks. These can be seen on the map (No. 004) on the facing page, and include:*

1. *Glasgow Green: home and cycling (road and time trails)*
2. *Kelvingrove Park: lawn bowls*
3. *Tollcross Park: swimming*
4. *Cathkin Braes Country Park: mountain biking*
4. *Cuningar Loop: a bookend to commonwealth avenue concept in the east cluster*
6. *Victoria Park: potential for inclusion in the principal route west connector*
7. *Queens Park: pivotal to the principal route of commonwealth constellation*
8. *Bellahouston Park: potential role linked to Ibrox in the west cluster*
9. *Clyde Walkway: a route on the Commonwealth promenade concept*
10. *Crownpoint Road Healthy Living Centre: potential role in the east cluster as it's home to the Shettleston Harriers*
11. *Hidden Gardens at Tramway: potential cultural link on southside circuit*
12. *River Clyde*
13. *Forth and Clyde Canal*
14. *George Square*
15. *Custom House Quay*

### Physical Infrastructure

Character is the essence of a place: it is the qualities that make something distinctive and can include both tangible and intangible forms. Character refers to the past, present and the future and is informed by an area's people and their way of doing things. VeloCity considers both physical and cultural infrastructure as vital to the character of an area alongside its social fabric and heritage.

Glasgow's green space is a feature of the city's historical identity enriching the environment of the city and improving quality of life.<sup>4</sup> It includes:

- parks, historic gardens and waterways that provide space for recreation, relaxation and general wellbeing
- green corridors that offer biodiverse routes for wildlife to navigate the city including railway and motorway embankments and waterways
- protected, ecologically important sites including woodlands, bogs and meadows

Glasgow's waterways take in the river Clyde and the canal network with the Clyde being Glasgow's most distinctive natural feature. As the Clyde flows from the east to the west, the use of the river changes: from working industrial areas to derelict edgelands, river walkways and river pursuits to housing developments and traveller's sites. The

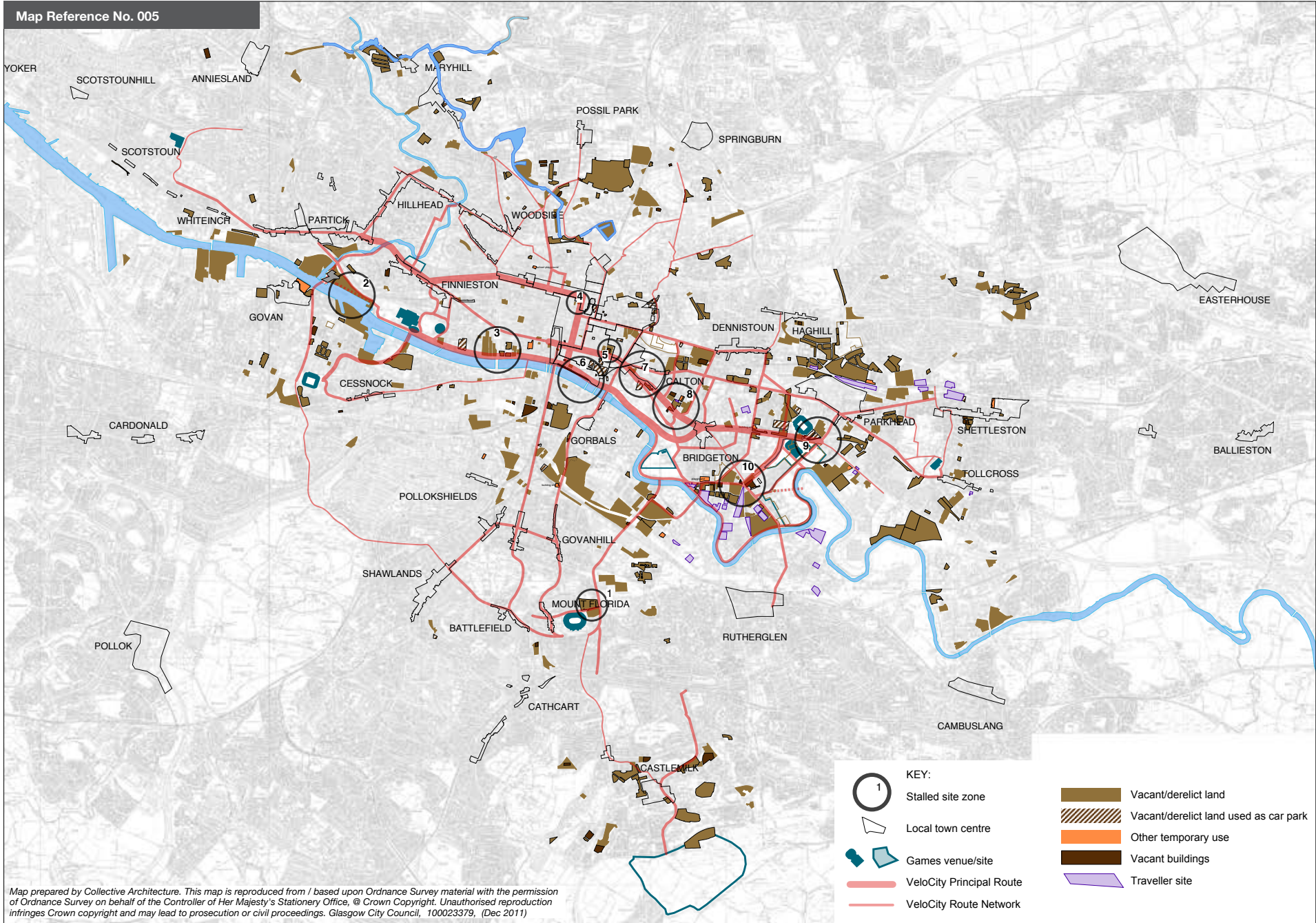
city's waterways offer dynamic potential to connect and enhance walkways, engage communities in their rivers and canals and bring the waterways to life through creative, sporting and leisure activity.

*Glasgow Green is the oldest of the city parks, dating back to 1450. It has provided a location for a myriad of activities, including common grazing, cattle sales, laundry, bathing, political struggle, fairs, amusements, theatre, circuses, sport and major international events.*

*During the 1850s, a Victorian programme of securing land to safeguard open space against rapid urban expansion saw the creation of some fantastic parks, including Kelvingrove and Queens Parks. They provided relaxation and recreation opportunities for the middle classes and an escape from often squalid living conditions for the working class.*

*At the turn of the 19th century, as the city continued its rapid industrial expansion, further land was secured leading to the creation of new parks, including Tollcross, Victoria, Springburn and Bellahouston Parks, the latter hosting the Empire Exhibition in 1938 with around 12m visitors.*







*VeloCity has identified significant vacant, derelict or stalled sites on principal routes or in close proximity to venues. Within these zones, sites can be identified for temporary installations, events or landscapes. The key sites on the map opposite (No. 005) are:*

1. *Mount Florida at Aitkenhead Road: close to Hampden Park and the track and field events*
2. *Waterfront sites between Scottish Exhibition and Conference Centre (SECC) Precinct and Riverside Museum on Commonwealth promenade: international attention in this area during the Games due to the iconic architecture, river and location of the media centre at the SECC*
3. *Sites to either side of Kingston Bridge on the conceptual Commonwealth promenade*
4. *Gap sites on Buchanan Street and Sauchiehall Street*
5. *Gap site off Argyle Street: informally known as the 'selfridges site' it offers tremendous opportunity for temporary event space*
6. *Stalled site at Customhouse Quay on the conceptual Commonwealth promenade: a visual low point between attractive stretches of the Clyde Walkway and close to the city centre*
7. *Vacant sites at Glasgow Cross, the beginning of the Commonwealth avenue device: ripe for art in the public domain at this transitional location between the historic Merchant City and Glasgow's East End*
8. *London Rd at Abercrombie St on Commonwealth avenue*
9. *Vacant sites at Springfield Cross close to the National Indoor Sports Arena and Sir Chris Hoy Velodrome on Commonwealth avenue*
10. *Dalmarnock Cross: undergoing massive redevelopment with a new train station that will serve the Games' venues and Athletes' Village, there may be several stalled sites in the vicinity as development progresses*

Vacant and derelict sites are a significant feature across Glasgow in that the city has more of them than the rest of Scotland put together.<sup>5</sup> Many of these vast, unoccupied sites are now being regenerated, particularly in the east and along the river front.

Vacant and derelict sites are sometimes referred to as gap sites or stalled spaces. With regard to the latter, stalled spaces are those already approved for another use, but where development has stalled. Glasgow City Council runs a small grant initiative to bring these stalled sites into temporary community use.

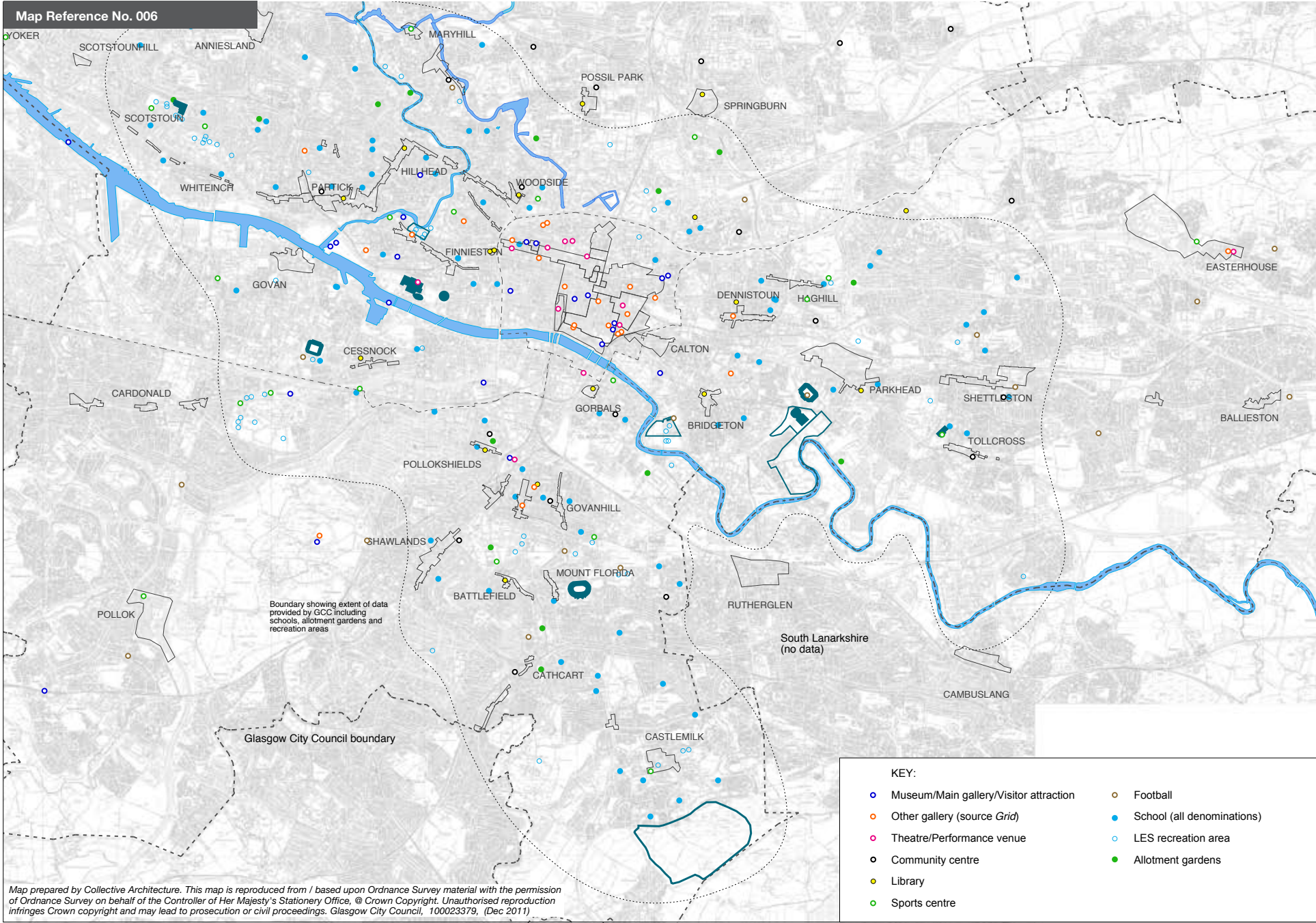
The map opposite (No. 005) shows the particularly high volume of vacant and derelict land in the east, on the banks of the Clyde and to the south of the Gorbals and Polmadie. These areas are challenging because they create barriers to movement and impede the economic and social development of communities. They blight local landscapes, having a detrimental effect on health and wellbeing of communities. VeloCity treats these sites as 'sites in waiting', ripe for VeloCity to aid expression of neighbourhood identities and the community at large.

The urban fabric of our built environment, the so called 'grey' space, can have a defining role in setting the identity of a city and its constituent communities. VeloCity can creatively respond

to areas of hard landscaping and poor edges, reducing negative impacts on neighbourhoods and their stewardship.

“Brownfield land, particularly when it is derelict, can have a negative impact on perceptions of safety and crime, economic prosperity and attractiveness for investment”<sup>6</sup>

London Brownfield Sites Review,  
ARUP



## Cultural Infrastructure

VeloCity uses the term cultural infrastructure to describe the range of community, art, sport, library and leisure facilities in Glasgow, including some of the 800 clubs, groups and associations, as shown on the map opposite (No. 006). Cultural infrastructure underpins VeloCity's inherent curatorial approach and aims to foster collaboration between communities, venues, agencies and centres. At city and neighbourhood level, Glasgow offers a broad range of cultural provision and engagement from the city centre and international, to aspirational local centres, all demonstrating Glasgow's commitment to cultural activity, development and participation.

In his 2011 Cultural Digest of Glasgow, John Myerscough says that "Glasgow's cultural sector is a major asset for the city and for Scotland."<sup>7</sup> He goes on to say that "the economic benefits are only one dimension of the sector's value. A strong cultural sector is an engine of social growth and of civic participation, and the city's reputation and international profile continues to benefit from its cultural standing."

However, through both sensitive mapping and action research, VeloCity reveals questions and challenges at neighbourhood level that relate specifically to:

- availability: the volume, range and type of facility from area to area
- awareness: what is on offer and local perceptions of the offer.
- accessibility: Is transport within easy reach? Is the price of activity a barrier?

By seeing the widest range of local cultural infrastructure as part of a neighbourhood's assets, there is an opportunity for VeloCity to encourage and provide greater levels of connectivity between residents and facilities through increasing awareness of existing creative

and social programmes as well as stimulating new forms of activity and engagement. Specifically, VeloCity would take a detailed neighbourhood overview of cultural facilities, maximising both local use of venues and facilities alongside that of special interest groups.

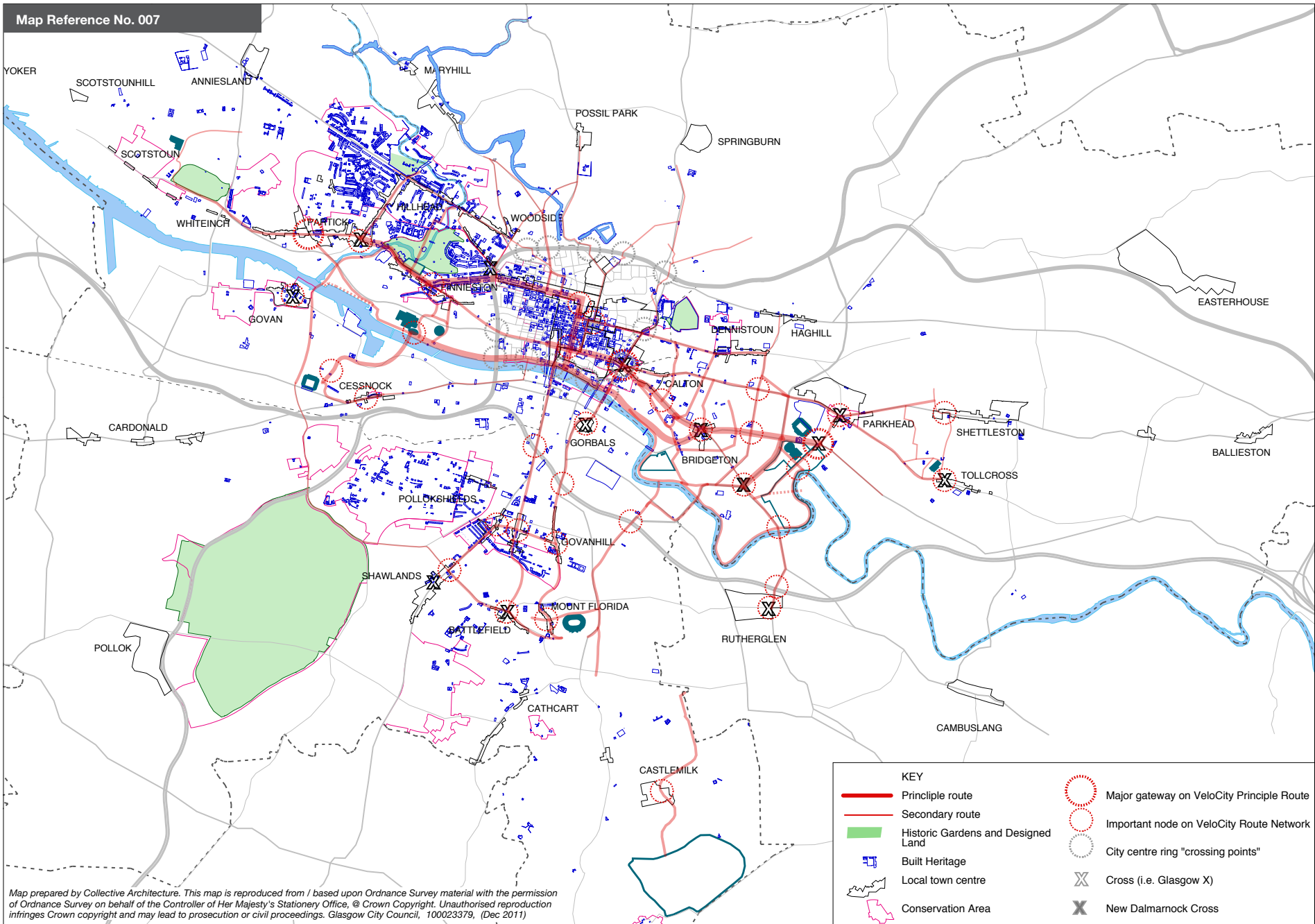
This approach chimes with other strategies. For example in the Health Impact Assessment of the 2014 Games, a series of actions around participation is suggested where "local people should be involved in the planning and design of events. The opportunities should be varied, accessible and appeal to as wide an audience as possible."<sup>8</sup>

**Summary Chart of Venues and Organisations<sup>9</sup>**

	All Areas	East	South	West	Outwith	Grand Total
Arts & Culture organisation		25	12	53	100	190
National Touring Company	5					5
Event/Festival	30					30
Community Engagement organisation		12	14	31	44	101
Heritage & Building organisation			1			1
Sport, Leisure & Recreation organisation		12	18	9	28	67
Young People organisation		4	15	16	19	54
<b>Total Number of Organisations</b>	<b>35</b>	<b>53</b>	<b>60</b>	<b>109</b>	<b>191</b>	<b>448</b>
Arts & Culture organisation					1	1
Theatre/Performance Venue		3		3	14	20
Museum/Gallery		23	5	16	39	83
Visitor Attraction		1	2	2	7	12
Community Centre		6	9	8	56	79
Library		6	7	7	15	35
Bowling Green		1	1	1	8	11
Football Facility		5	4	2	17	28
Sports Centre		3	2	6	10	21
Swimming Pool		3	1	1	8	13
Other Sports Facility*		1	3	6	19	29
<b>Total Number of Venues</b>		<b>52</b>	<b>34</b>	<b>52</b>	<b>194</b>	<b>332</b>
<b>Total Number of Organisations &amp; Venues</b>	<b>35</b>	<b>105</b>	<b>94</b>	<b>161</b>	<b>385</b>	<b>780</b>

\* Other Sports Facility includes Golf Course, Hockey Pitch, Running Track, Tennis Court, Basketball Court etc







## Heritage

Heritage refers to the features and socio-economic history that provide texture to neighbourhoods. VeloCity identifies an area's character through its physical and cultural infrastructure so as to better understand its unique heritage. These aspects include green space, vacant and derelict land, social, leisure and cultural places, alongside built heritage, local landmarks, town centres and crosses. This is complemented by collective histories and personal stories that refine our understanding of the character of an area.

In terms of heritage buildings, the facing map (No. 007) provides a snapshot of the protected buildings and monuments across the city. The map reveals a strong historic core in the city centre spreading west and also a cluster to the south of the city around Queen's Park. The map shows an absence in areas to the east and north. In these areas, the built heritage is concentrated within local town centre areas, such as Parkhead Cross, or adjacent to large parks, such as Glasgow Green and Tollcross Park.

This picture is significant in that where the historic urban fabric is most intact, the more consistent is the general urban form. Consequently, the area becomes more conducive to pedestrian movement.

Built heritage generally provides the landmarks within neighbourhoods that provide distinctiveness and identity, helping create a public image and forming mental maps that aid navigation. As significant markers for both locals and visitors, landmarks can define the character of an area and, for VeloCity, significantly contribute to the distinctiveness of each of the principal routes.

VeloCity recognises the value of the distinct local town centres, each a repository of local history and identity. Many of these are crosses that have developed on the intersections of historic thoroughfares. Glasgow Cross is one of the earliest with a brand new cross being developed in Dalmarnock. VeloCity's approach to an art in the public domain programme builds on a series of strong local town centres.

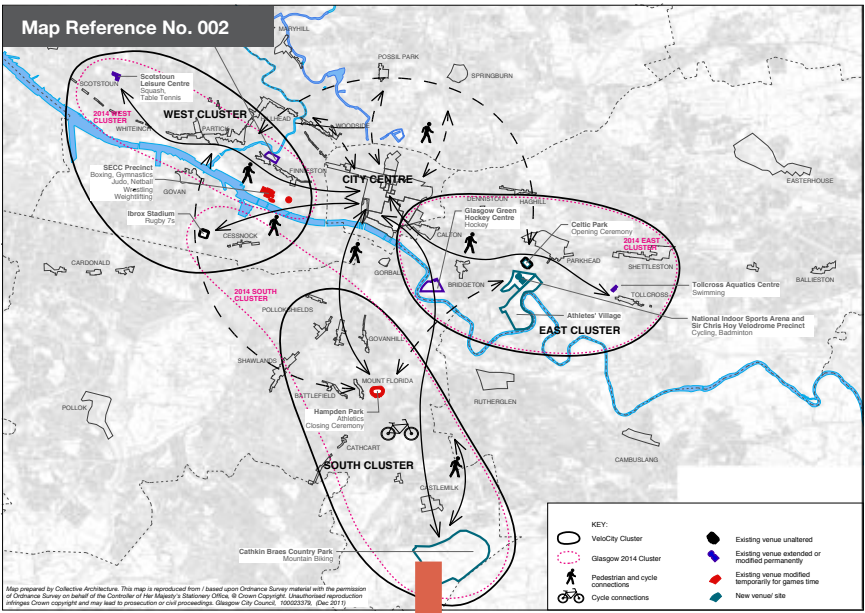
VeloCity proposes that identified locations on the route network and principal routes act as metaphorical gateways<sup>#</sup> that announce and facilitate transition from one area to another, or mark the start or end of a principal route. For example, there are links from the outlying areas of the city that cross its notional boundaries formed by the M8, river Clyde and High Street. VeloCity has identified 12 of these 'crossing points' at bridges, overpasses, underpasses and major junctions. These crossing points are potential for art in the public domain, transforming anonymous physical spaces into vibrant channels.

Nodes, or nodal points, are points of intersection or connection and are typically junctions of routes or concentrations of characteristics that create a sense of place. They are important to the route network because they are the natural breaks or pauses where decisions may need to be made, leading to a heightened sense of awareness of the environment. These locations may be ideal sites for a programme of art in the public domain that provides continuity to a route, while drawing attention to distinct features of the environment.

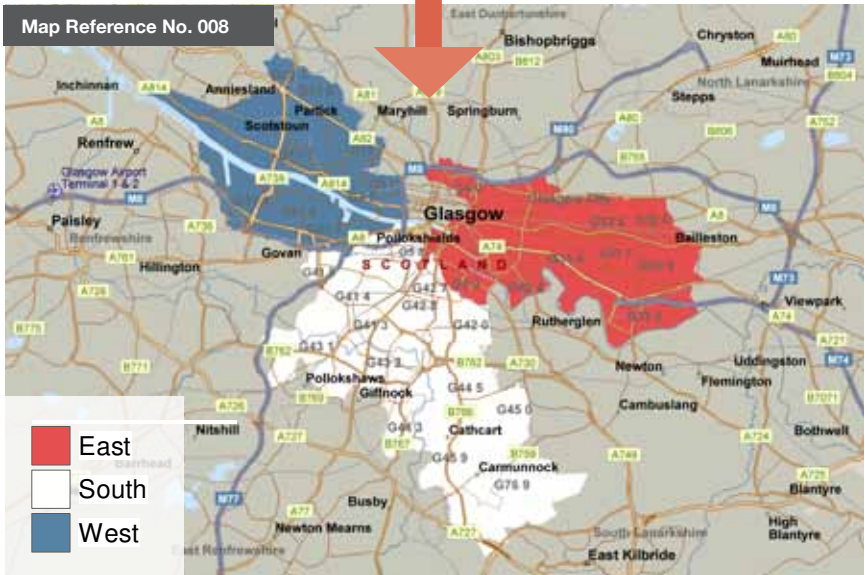
VeloCity's response is to **re-imagine, repair** and **reconnect** the city through an art in the public domain programme to realise new possibilities. In particular, to respond creatively to:

- fragmentation and breakdown of routes
- green space
- space for play and leisure
- town centre areas, both strong and weak
- inconsistency in provision of cultural infrastructure
- community characteristics and lifestyles

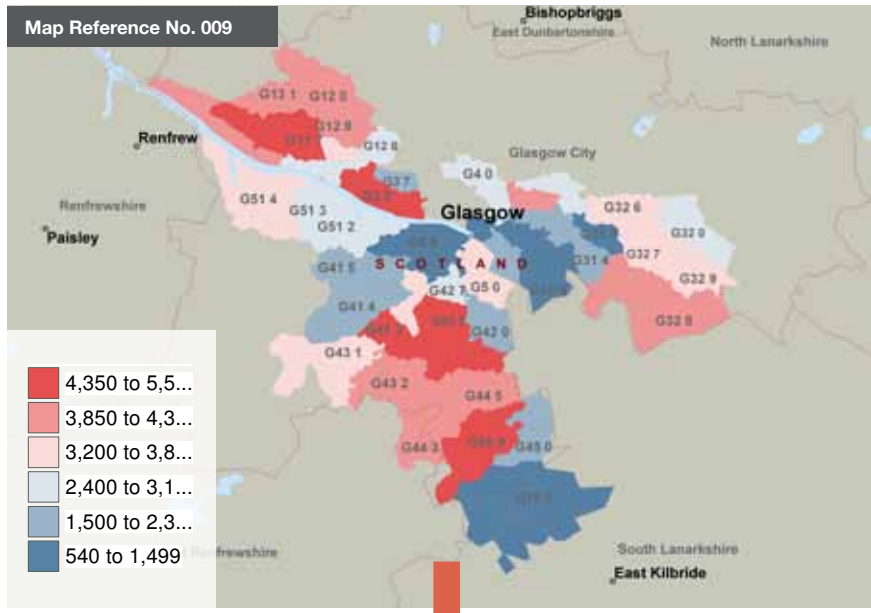
Cluster Areas



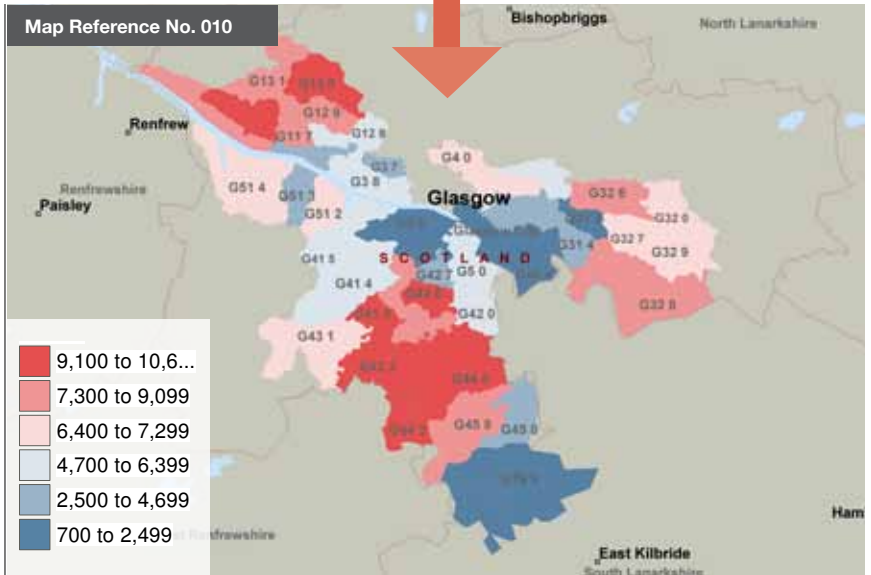
Clusters by Postcode Sector



Total Number of Households in Each Postcode Sector



Total Number of People Living in Each Postcode Sector



## Social Fabric

Interwoven amongst the city's physical and cultural infrastructure is an understanding of the unique social fabric of the city and VeloCity's cluster areas. This sets the scene for VeloCity's cultural response to the Games, in particular, considering how and whether VeloCity could engage some of the hardest to reach groups, or connect local people and communities, with like-minded cultural and sporting interests.

VeloCity's cultural response is not just met through understanding the characteristics of people and physical developments within the metropolitan city region in general, but specifically through a detailed analysis of those within Glasgow's boundary and unique city neighbourhoods. Social fabric refers to a more detailed understanding at sector level of the discrete demographic and lifestyle of the people that live in these neighbourhoods, informing new ways of working and highly tailored methods of local engagement.

Currently, Glasgow makes up 11.3% of Scotland's estimated population of 5.1m in comparison to Edinburgh at 9.3%.<sup>11</sup>

**Age:** In the city as a whole 41.5% are between the ages of 20 and 44 years, 21.5% aged 19 years or below and 15% are 65 years and over. Between

2008 and 2018 Glasgow's population is expected to increase by over 100,000. The largest increases (around 20-30%) are expected in the 55-59, 60-64 and 90+ age brackets alongside young children aged 5-9 years. Conversely young adults aged 15-24 years are expected to decrease by a fifth.

**Life Expectancy:** Proportionally, there are slightly more women than men in Glasgow City. The margins are greater amongst older people and exacerbated in areas of multiple deprivation, factors largely due to the differences in life expectancy. Glasgow has the lowest life expectancy for males and females in comparison to other local authorities in Scotland, currently at 71.1 years for men and 77.5 years for women. This is compared to the Scottish averages of 75.4 and 80.1 respectively.

**Ethnic Groups:** The majority (88.6%) of Glasgow's population comprises white people of Scottish, British and Irish origin. Since 2001, Glasgow has granted refugee status to a large number of asylum seekers and from across the borders of existing and new members of the European Union. This has had a corresponding effect on the size, composition and diversity of the Black and Minority Ethnic (BME) population in Glasgow. Currently around 1 in 10 people in the city (11.4%) have a BME background.

The South has the highest BME population in relative terms with 14.4%, followed by the North West at 12%. Under 1 in 10 (7%) of the North East's population is of BME origin. As distinct BME categories, Pakistani (3.5%), Other White (3.4%) and Indian (1.2%) are each estimated to form more than 1% of the city's total population. The South area contains a large Pakistani community (15,431 people) which is three quarters of the city's total Pakistani population.

People defined as Other White now make up one of the largest ethnic group in the city. For example, the Gaelic community i.e. those who can understand, speak, read or write Gaelic account for 1.7% of the city population and cover all age groups. Glasgow shows the greatest gain nationally in the number of speakers which can be attributed to both the development of Gaelic medium education and the opening of Scotland's first Gaelic medium secondary school in 2006.

**Living Conditions:** Glasgow's housing stock transfer changed the proportion of the population living in council rented accommodation across the city. In 2001, just over half the population live in owned or shared ownership accommodation. Of these, 23.6% lived in council rented with 12.2% in other social rented accommodation. Most of the remainder rented from the private sector.









Upper Echelons



Families on the Move



Urban Sophisticates



Town Centre Singles



Low Income Families



State Beneficiaries



Shades of Grey

Of the 284,500 households in Glasgow City, 41.1% are lone adult households (that is with no children), 25.8% are 2 adult households and 10.6% have 3 or more adults. In total, 77.4% of the city's households are adult households with no children. 15% of the city's households comprise of 2 adults and 1 or more child(ren) with 7.2% being lone parent households. Just under a quarter of Glasgow City's households have children (64,162).

**Deprivation and Vulnerability:** These are measured through the Social Index of Multiple Deprivation (SIMD) which takes into account over 38 indicators including education, employment, skills and training, housing, household income, access to services and crime rates. People are characterised as vulnerable relative to their age, whether they are living alone, have degrees of limiting illness and are in receipt of pension credit.<sup>12</sup>

The most recent SIMD Index of 2009 shows that Glasgow has the highest concentrations of multiple deprivation in Scotland and unfortunately, some of the most deprived data zones in the country including the Parkhead and Barrowfield areas in the east of the city. Factors such as disability, dementia, addiction, homelessness and mental health combine to influence a community's vulnerability, quality

of life and associated levels of engagement and participation.

**Visitors:** Together with local people, the profile and expectations of visitors to the city also contribute to VeloCity's thinking. The latest visitor survey indicates that visitors to Glasgow came from within Scotland, England and overseas in roughly equal measure. In the last 2 years there has been most growth in visitors between 55 and 64 years. Most stay on average 3 nights in the city and the majority (70%) spend time walking around the city with roughly a third using public transport or taxis.

Around a third have friends or relatives in the city and are likely to recommend visiting Glasgow to other people. Visitors have specifically mentioned the warm welcome and friendly reception from locals and consistently highlight the appeal of the city's cultural assets; its museums, galleries, eating, drinking and shopping opportunities.

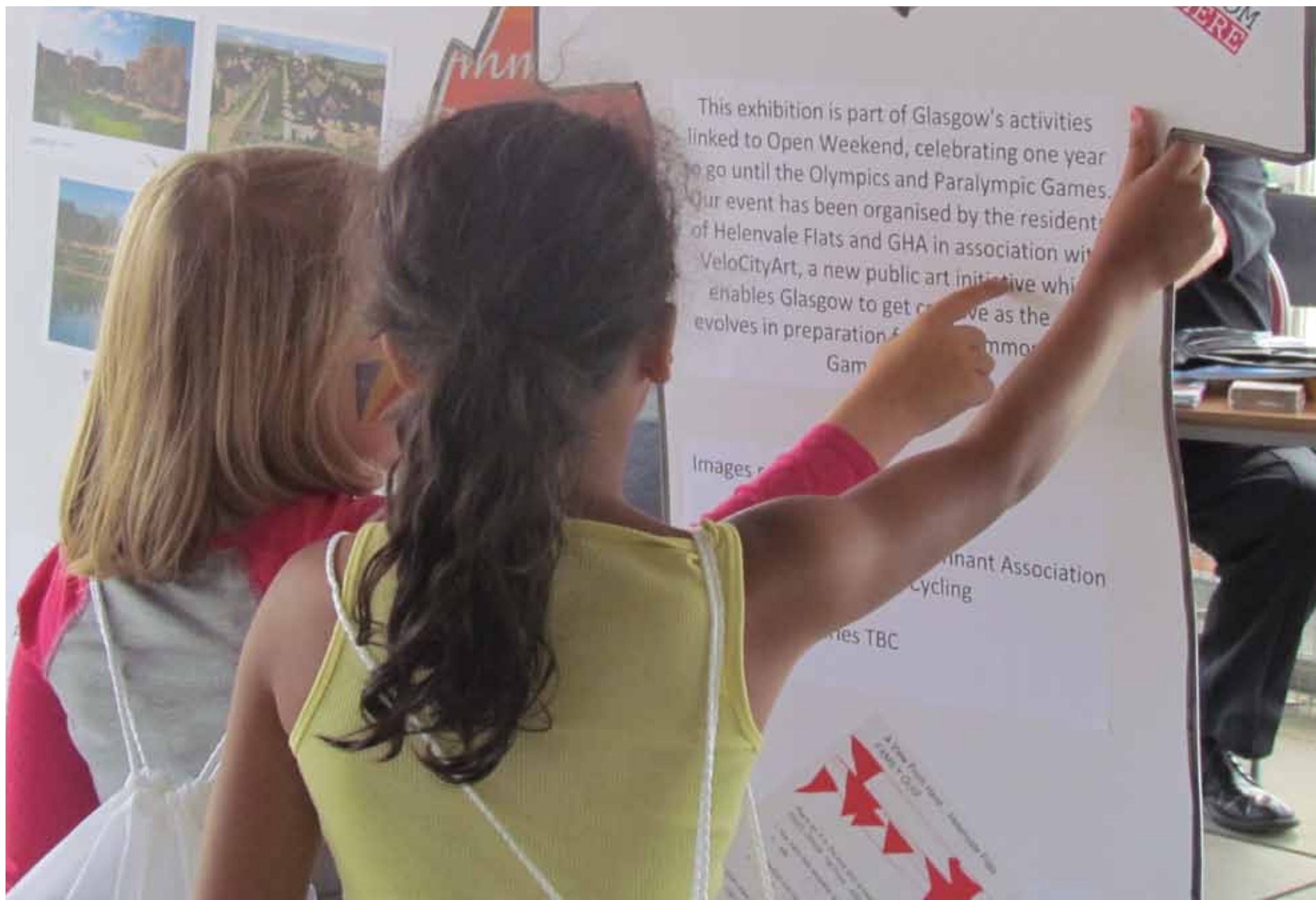
The needs of visitors and tourists to the city could be met in some way by the development of local communities. VeloCity aims to emphasise the welcoming role that local people could play through emerging links between communities and Games venues.<sup>13</sup>

**Lifestyle**

Alongside demographic characteristics, VeloCity's sensitive mapping includes Mosaic Profiling to look at how people live. This method assigns 'group' and 'type' descriptions to people within Glasgow city postcodes that help to explain their likely behavioural characteristics. Information can then be generated around lifestyle, buying and leisure habits, education attitudes, age, employment and ethnicity bringing to life what lies between the city's bricks and mortar, its green spaces and waterways. This particular kind of mapping reveals significant differences in the make up of communities, neighbourhoods, towns and cities.<sup>14</sup>

The table below shows in detail the relative proportion of actual households in each Mosaic group within Glasgow's 30 minute catchment area and indexes it against Scotland's national profile. An index value above 100 means that Glasgow has relatively more of these households than the national average. Conversely, a value below 100 means that this group is less well represented.

In Glasgow, compared to the national profile, Mosaic groups B, E, F, H, I and J are over-represented. Specifically, those classified as State Beneficiaries,



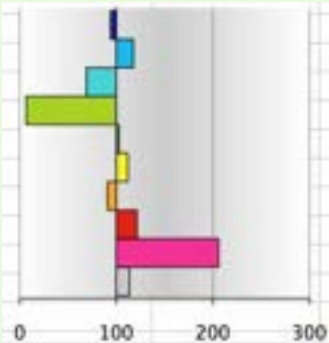
Low Income Families and Families on the Move while Upper Echelons, Small Town Propriety and Country Lifestyles represented by groups A, C and D are under-represented compared to the national average.

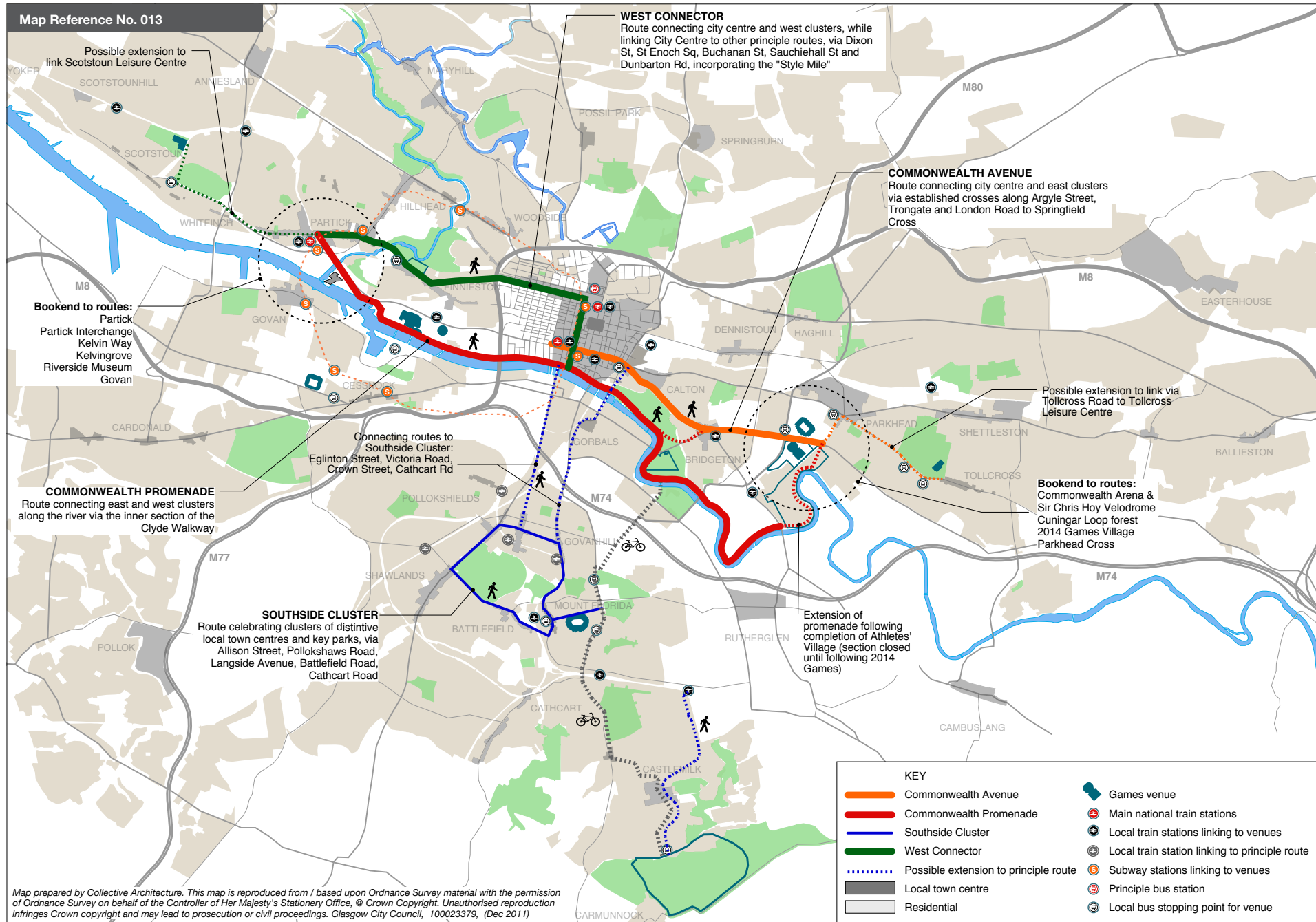
The Mosaic map (No. 011) centred on the Glasgow local authority area shows where these groups are characteristically over or under-represented across the city. The characteristic 'blue ribbon' of Upper Echelons to the north west and south west of the city and the 'yellow' areas representing the new city dweller known as Town Centre Singles are both offset by the swathe of red and pink in the east representing those defined by their poorer economic circumstances and state dependency.

This detailed analysis of the city population at postcode sector level helps explain the essential characteristics that influence how people live as well as who they are. It provides a depth of knowledge that informs programming choices and methods of engagement to be better targeted, sympathetic and accessible.

Group Level Profile of Glasgow Within a 30 Minute Catchment Area #

Mosaic Scotland groups	Target	%	Base	%	Penetration	Index
A Upper Echelons	41,679	5.89	144,063	6.26	28.93	94
B Families on the Move	91,754	12.97	253,818	11.03	36.15	118
C Small Town Propriety	51,137	7.23	240,584	10.46	21.26	69
D Country Lifestyles	5,142	0.73	255,053	11.09	2.02	7
E Urban Sophisticates	45,312	6.41	146,305	6.36	30.97	101
F Town Centre Singles	78,230	11.06	227,375	9.88	34.41	112
G Renters Now Owning	95,703	13.53	342,505	14.89	27.94	91
H Low Income Families	116,836	16.52	313,552	13.63	37.26	121
I State Beneficiaries	111,166	15.71	175,509	7.63	63.34	206
J Shades of Grey	70,470	9.96	201,711	8.77	34.94	114
U Unclassified	0	0.00	0	0.00	0.00	0
Total	707,429	100.00	2,300,475	100.00	30.75	100







## 2.2 Connections

### Principal Routes

VeloCity has identified 4 principal routes for a programme of art in the public domain. These 4 routes are vital corridors to Games' venues that knit together VeloCity's cluster areas and their respective communities through a route network.

Whilst Glasgow has been described as a 'disjointed aggregation of distinct districts' with its qualities 'residing in the parts rather than the whole',<sup>15</sup> VeloCity, through its principal routes, makes a contribution to the creative and holistic development of the city. These principal routes do not exclude other locations for art in the public domain, rather VeloCity has identified them as its principal links.

The 4 principal routes have been given working titles as a conceptual device to shape VeloCity's curatorial strategy and set an aspiration of quality and high impact. They are informed by the sensitive mapping process and are as follows:

- **Commonwealth Avenue:** Connecting the city centre and east cluster via Argyle Street, Trongate and London Road this principal route terminates at Springfield Cross. The avenue takes in areas of differing visual quality including The Barras market and Bridgeton Cross with the new Games' venues and Athletes' Village providing the anchors for route improvements.

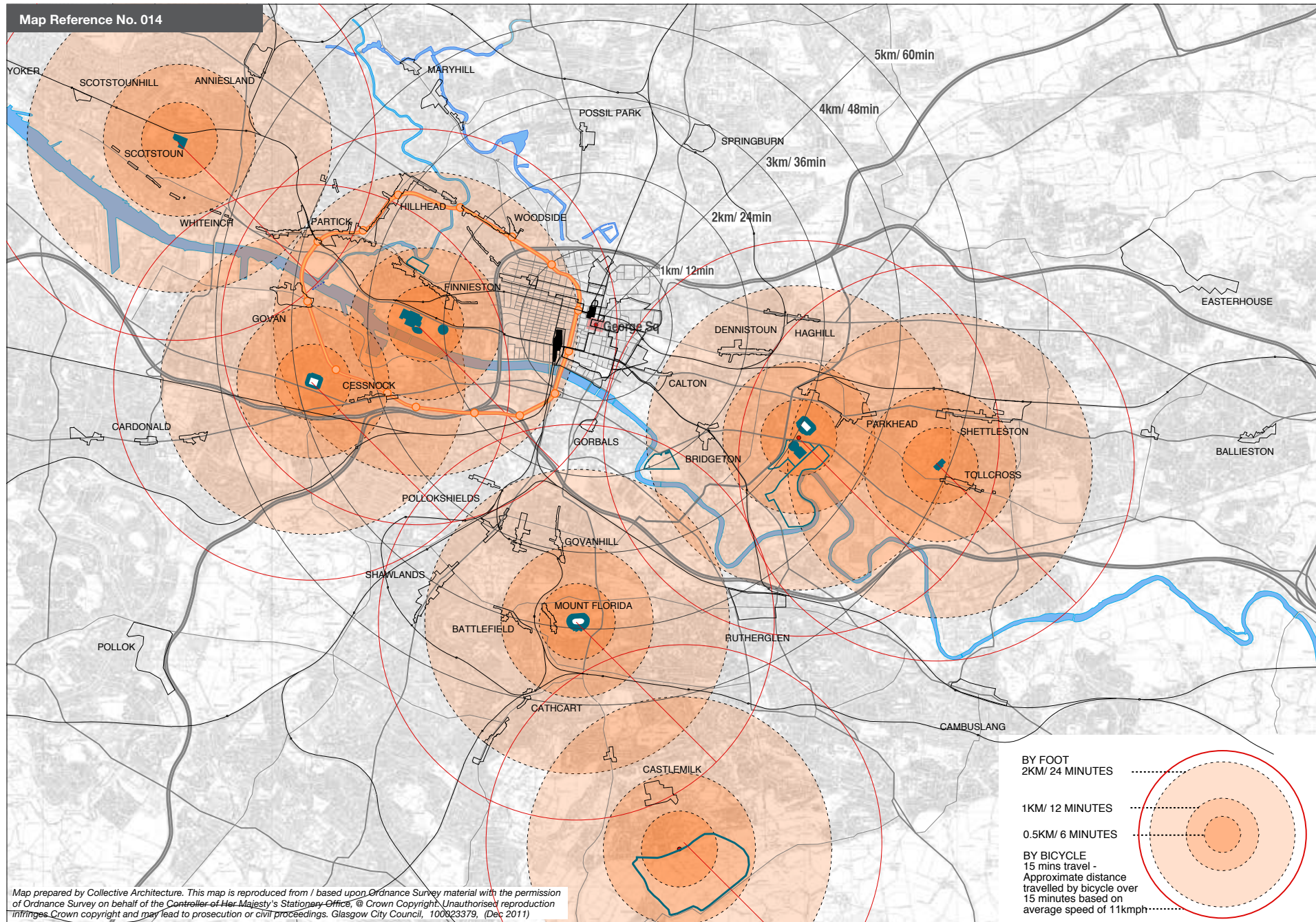
The route follows the former arterial traffic corridor of London Road, and, with the opening of the M74 extension and the East End Regeneration Route, significant traffic reduction is anticipated, providing timely opportunity to **re-imagine** this corridor as a pedestrian friendly street, **repairing** and **reconnecting** links to the city.

- **Commonwealth promenade:** This route connects the east and west and city centre clusters through the existing Clyde walkway along the riverfront. As with Commonwealth avenue, the quality of the walkway is varied with excellent areas at Glasgow Green, the Broomielaw and Riverside museum. Areas of lesser quality are around the SECC precinct and at Custom House Quay close to the city centre. With the Riverside museum to the west, the construction of new Games' venues, Athletes' Village and development of the Cuningar Loop to the east, the Clyde Walkway has destination bookends at either end of its inner stretch.
- **West connector:** This is the route that connects the city centre to the west, creating VeloCity's west and city centre cluster. It cross-links with VeloCity's other principal routes whilst tying in the main shopping streets, cultural venues and leisure facilities via St Enoch Square, Buchanan Street, Sauchiehall Street, the Style Mile and Dumbarton Road. This enables VeloCity to

*Glasgow's history is one of dramatic changes in fortune. From the origins of being an important religious site and a fording point on the River Clyde, Glasgow had become an important education and ecclesiastical centre by the end of the 15th century.<sup>16</sup> A thriving merchant trade was established in the 16th and 17th centuries and trade further expanded in the 18th century with links to the New World and Europe. The deepening of the Clyde in the mid 18th century allowed ships to travel right into the city centre, further fuelling trade and industrial expansion. In the 19th century during the Industrial Revolution Glasgow became a major ship builder producing almost one fifth of the world's ships between 1870 and the start of the First World War.*

*From this highpoint in the early 20th century, industrial decline followed, leading to loss of jobs, fragmented communities and a decline in living conditions, which was tackled, brutally, through the major slum clearance programmes of the 1950s and 1960s. By the 1970s, Glasgow's image had sunk to an all time low and its plight was receiving national attention.*

*Over the last 4 decades the city has made a remarkable turnaround through a combination of clever marketing, events and festivals. These include the Glasgow's Miles Better campaign of the mid 1980s, Glasgow Garden Festival of 1988 and Year of Culture 1990, which provided a successful transition from a post-industrial economy to a service based one, including financial and business services, creative industries, retail, tourism and leisure. Glasgow is now looking to the future with the City Plan 3 and the Glasgow City Vision. City Plan 3 will set the framework for future developments, and the Glasgow City Vision seeks to merge aspirations of professionals and the general public into a 50 year view of the city with a strong civic direction and international identity.*



develop art in the public domain programmes in partnership with existing cultural agencies in the city centre.

- Southside Circuit: This route celebrates the cluster of distinctive local town centres that form a circuit around Queens Park via Allison Street, Pollokshaws Road, Langside Avenue, Battlefield Road and Cathcart Road. A circuit has been considered particularly apt due to Hampden Park hosting the Games' track and field events. The circuit is connected via 2 routes back to the city centre, both of which pass through some desolate stretches requiring **re-imagining, repair** and **reconnection**. The circuit provides Games' visitors and spectators travel to Hampden from any local station on the circuit, with further connections to Cathkin Braes.

## A Route Network

VeloCity's route network supports its 4 principal routes operating in and around the cluster areas of east, west and south.

The starting point for the route network is the Games' venues themselves which have also been organised by Glasgow 2014 into 3 clusters of east, west and south. VeloCity has modified Glasgow 2014's cluster areas so as to include Ibrox in

with the west rather than the south. This strategy enables VeloCity to highlight existing connections between Ibrox, Govan and the river Clyde.

The Games' venues aim to be pedestrian and cycle friendly and well connected to the existing public transport network. This forms part of the City Council's Games Legacy to improve local access in communities across the city.<sup>17</sup> The map opposite (No. 014) demonstrates that the majority of venues are within convenient walking distance of the city centre. Taking advantage of these factors, Glasgow 2014 has embraced a car free policy for spectators, placing emphasis on public transport and pedestrian movement by providing free public transport with each ticket and no spectator car parking at venues.

VeloCity suggests a route network based on quality walking and cycling opportunities, to provide a varied and authentic experience for the visitor, while enhancing the quality of neighbourhoods for local people. Giving emphasis to pedestrian movement through the city provides ripe potential for VeloCity to suggest art in the public domain programmes around points of arrival, departure and key sites on the route network. This makes journeys of all kinds quicker and more enjoyable whilst contributing to the development of local life.

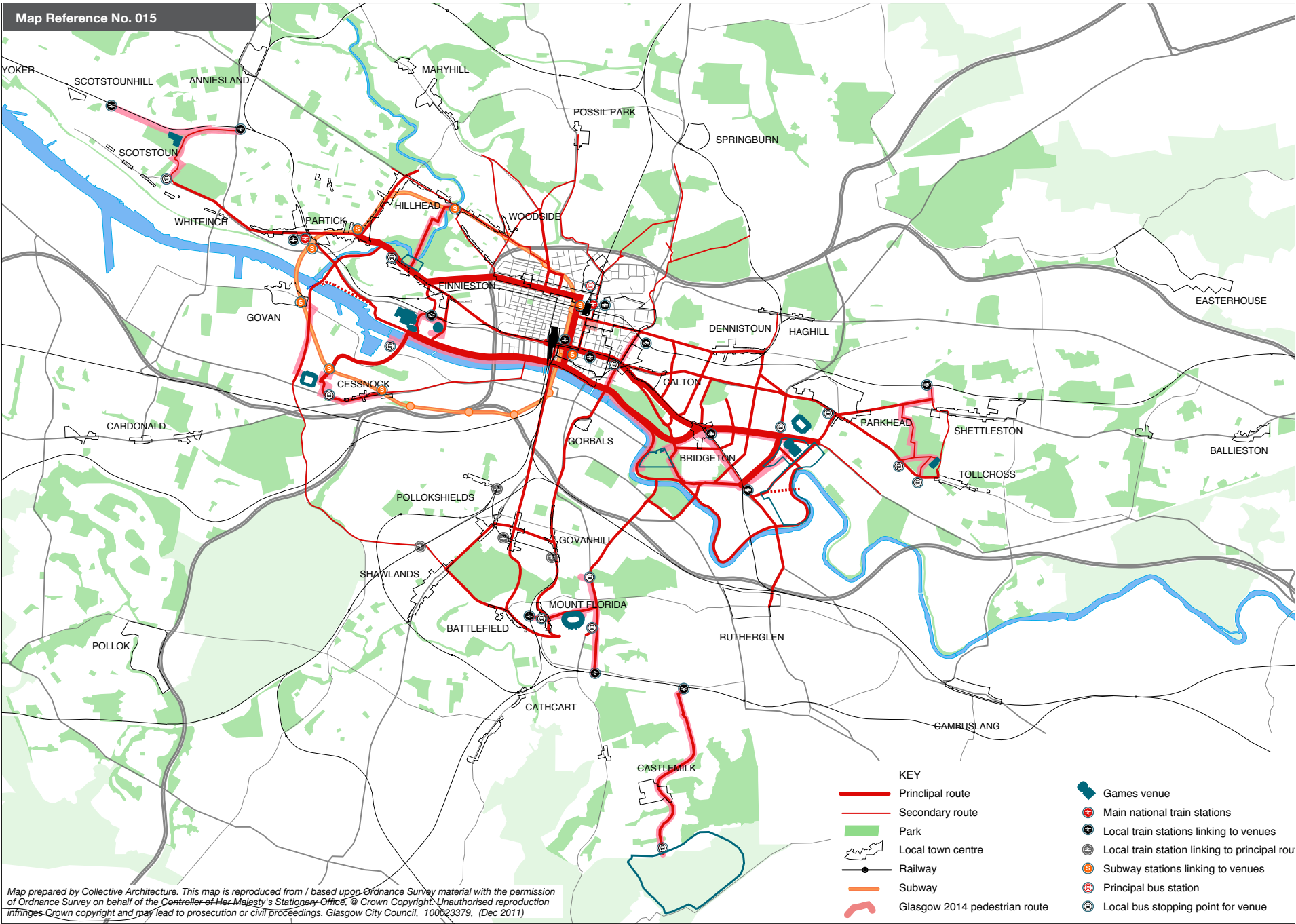
From the demographic profiles, low car ownership in the east, for example, provides further argument

for the implementation of high quality and effective walking and cycling routes. If those in areas of low car ownership have improved access to safe and appealing routes, there may be an opportunity to become less reliant on public transport particularly for short journeys. The East End on the Move campaign, part of Scotland's Smarter Choices Smarter Places programme, stipulates that active travel keeps the body and mind healthier and puts the person in control of their journey.<sup>18</sup>

VeloCity has developed the principle of quality walking and cycling routes to and from Games venues to its route networks. This approach is intended to have the following added benefits:

- health and environmental advantages
- cost effectiveness: walking and cycling are cheaper alternatives to public transport
- a positive impact at street level on the quality of the urban realm
- knock on positive effect for pedestrian links to the city centre
- opportunity to experience the variety of spaces and places that make Glasgow





## Summary

Through VeloCity's sensitive mapping 4 principal routes that link people to Games' venues are suggested, through a route network that connects communities.

These principal routes build on existing infrastructure to **re-imagine** what exists and create possibilities to **repair** and **reconnect** what has been fragmented. This increases movement and enhances a feel-good factor.

Principal routes link to a route network that brings visitors, locals and Games' venues together, providing potential for an art in the public domain programme.

The additional dynamic of a car free Games will be utilised to focus movement through communities and the city on foot, bike or by public transport.

The principal routes and route network will enable:

- direct and simple navigation for visitors and residents in the city linked to principal rail, bus and air terminals and to local transport hubs
- focused investment through clear definition of routes

- an intensity of programming art in the public domain
- distinct approaches to celebrate community identities

This city wide approach and analysis now applies itself to VeloCity's local cluster areas to work with the texture of communities.



The Phoenix Flowers, Garscube Landscape Link designed by 7N Architects and RankinFraser Landscape Architecture. Establishing Glasgow's Arts Quarter: Wayfinding Design Concept Strategy. Photograph, Dave Morris Photography





*The East End was subject to major industrial and population expansion during the mid 19th century (with an economy based predominantly on steel, engineering and textiles) and generated the bulk of the wealth that raised Glasgow to its eminent position within the British Empire.*

*The collapse of heavy industry in the mid 20th century created immense problems, with neighbourhoods left stranded among the debris and suffering high unemployment, exacerbated by a deteriorating housing stock in need of upgrading, all which led to a severe drop in the population, declining in the thirty years up to 1981.<sup>19</sup>*

*The plight of Glasgow's East End received national attention and in 1976, the Glasgow East Area Renewal (GEAR) Project commenced. It was established to rehabilitate 1600 hectares (16 sq kilometres) stretching from just east of the city centre out to Sandyhills, east of Tollcross. This led to the clearance of many derelict sites to clear the way for new industry and retail. Although the GEAR project attracted some new industry, established the Forge Retail Park at Parkhead and improved the housing stock, it has been criticised for acting in an ad-hoc fashion without a grand plan "yielding an unstructured patchwork of housing, industrial and recreational initiatives and leaving many acres of derelict land still awaiting attention."*

*Against this context, the east of the city is now embracing a second wave of major regeneration, boosted by the award of the 2014 Commonwealth Games, through the efforts of many organisations and agencies and guided by the East End Local Development Strategy.*



## 2.3 East Cluster

The east cluster comprises the following Games venues:

- Celtic Park: opening ceremony
- Athletes' Village: to become a mix of socially rented and private housing
- Commonwealth Arena and Sir Chris Hoy Velodrome: badminton and cycling
- Tollcross Aquatic Centre: swimming
- Glasgow Green Hockey Centre: hockey

The east of the city is experiencing transformational physical regeneration through initiatives led by many key agencies and stakeholders, including City Legacy, Clyde Gateway Urban Regeneration Company and Glasgow City Council.

The combined effect of the Games with major traffic improvements (the M74 extension and the East End Regeneration Route promising reduced traffic through local areas) presents significant opportunities with regard to the improvement of civic space, including streetscapes, play areas and pedestrian and cycle networks.

The east comprises a series of established communities with independent character and culture. Areas such as Calton are rich in cultural heritage. Calton sits on the edge of Glasgow Green and is in close proximity to iconic places and sites such as The Barras and the People's Palace.

However, these neighbourhoods can rub against historically derelict industrial areas that fragment routes and reinforce perceptions of the east being isolated and unsafe.

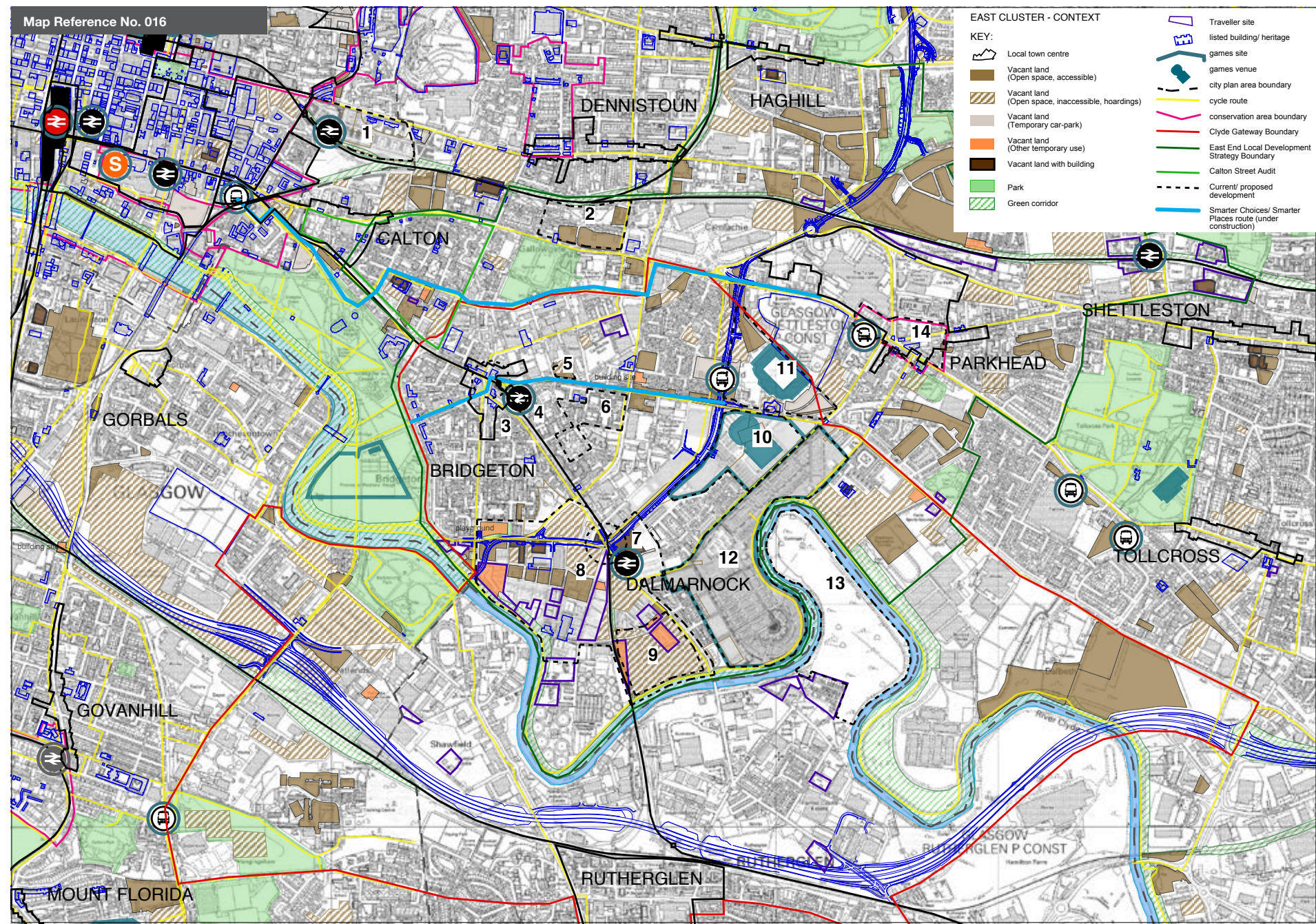
The proposed Commonwealth avenue stretches through the east along the London Road corridor, transforming the feel of this route from an arterial road for cars to a people friendly street. The avenue concept has the ability to create a people friendly link from the city centre to the Commonwealth Arena and Sir Chris Hoy Velodrome development at Springfield Cross. By implementing a programme of art in the public domain, including bookend flagship commissions and temporary landscapes, and by encouraging urban realm improvements that include quality finishes, furniture and ambitious lighting, the avenue can be made cohesive, linking communities rather than fragmenting them. Community engagement can shape these suggested proposals further.

*VeloCity proposes an east cluster around the single, holistic concept of a Commonwealth avenue. This concept has the potential to **re-imagine, repair** and **reconnect** what would normally be seen as a series of discrete urban issues. The Commonwealth avenue is the primary route from the city centre to the new Commonwealth Arena and Sir Chris Hoy Velodrome, athletes' village and redeveloped aquatic centre at Tollcross. A Commonwealth avenue would take in the existing London Road corridor and comprise a series of unique neighbourhoods and existing roads that have their own identities, community centres, limited heritage sites, vacant industrial areas and mixed open spaces.*

*Along the avenue, there are areas of significant regeneration such as Merchant City, new housing developments at Calton, the transformation of Bridgeton Cross and the creation of a new Dalmarnock Cross. However, these sit alongside areas of weak public realm around Springfield Cross, Parkhead Cross and Tollcross.*

*The Commonwealth avenue concept brings together multiple stakeholders, including different city council departments, housing associations, regeneration companies and environmental agencies, in a single conversation that **re-imagines** the existing London Road corridor through a paradigm shift. In doing this, VeloCity can provide rich material for creative opportunities that facilitates urban realm **repair**, the transformation of gateways and crosses, heritage development and creative communities.*







*The physical context and key developments relating to the east cluster have been mapped and are:*

1. *College Lands: mixed use development (Dawn Group in partnership with Glasgow City Council (GCC))*
2. *Gallowgate: Transformational Regeneration Area (private and social housing led by Glasgow Housing Association (GHA))*
3. *Bridgeton Cross renewal (Clyde Gateway (CG))*
4. *Red Tree Business Centre: Dalmarnock Road (CG)*
5. *Eastgate: new headquarters for Glasgow Community Safety Services (CG)*
6. *White Street Housing Scheme: overcladding and environmental works (GHA)*
7. *Dalmarnock: a new cross and upgraded railway station (CG and Network Rail)*
8. *South Dalmarnock: proposed office, rental and residential development (CG)*
9. *Riverside: proposed residential developments (CG)*
10. *Commonwealth Games: Commonwealth Arena & Sir Chris Hoy Velodrome (Glasgow 2014)*
11. *Celtic Park: masterplan (Celtic Football Club)*
12. *Commonwealth Games: Athletes Village (City Legacy, Glasgow 2014)*
13. *Cuningar Loop: natural forest recreation area (CG and Forestry Commission)*
14. *Parkhead: Townscape Heritage Initiative (GCC)*

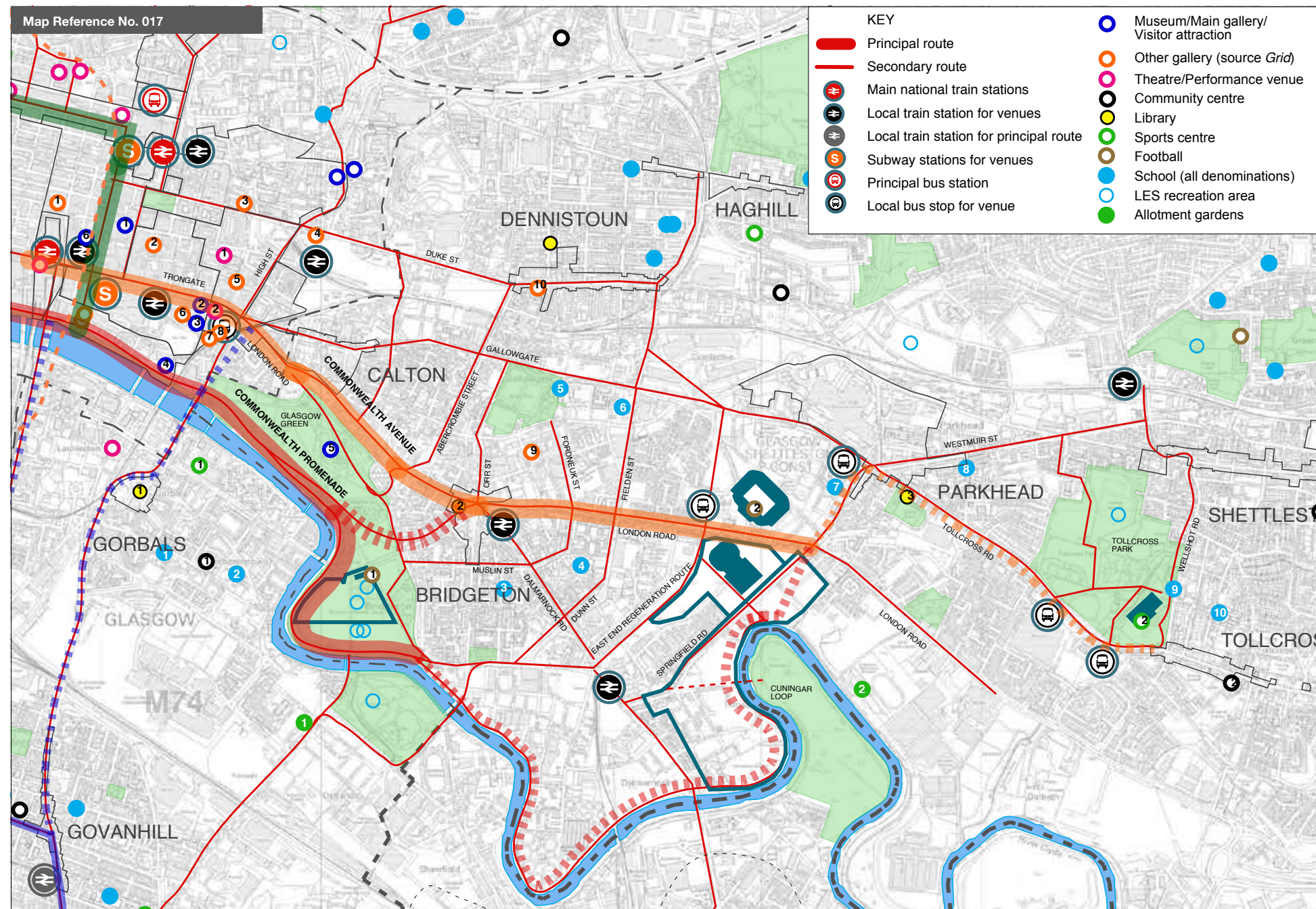
## Current Physical Developments

VeloCity recognises the high volume of transformational physical regeneration taking place across the east.

Examples include City Legacy's Athletes' Village in Dalmarnock, an upgraded train station at the heart of a new Dalmarnock Cross, Celtic Park's masterplan and the Parkhead Townscape Initiative. Housing Associations, including Glasgow and Thenew are embarking on major renovation and new build programmes, transforming the look and feel of the east.<sup>20</sup>

VeloCity aspires to connect with current physical developments through its joint vision for stakeholders, artists and communities, to deliver an art in the public domain programme that connects people and place.





## Cultural Activity

Cultural activity across the east cluster is sporadic. The People's Palace at Glasgow Green and The Bridge in Easterhouse could be said to be located at the most inner and outer reaches. The east suffers from a lack of major venues and cultural attractions compared to the other area clusters.

The east however, does boast some of the city's historical gems such as the Necropolis, Calton Weavers burial ground, Tollcross Park with its international rose and winter gardens and the medieval Provan Hall in Easterhouse.

On a more contemporary front, Wasps artists' studios have had a base in Dennistoun for some years, recently going through major renovation. Grass roots arts activity is strong within neighbourhoods such as Dennistoun, which is home to a high number of artists and Market Gallery in part due to low rent costs in the area.

The east has embraced public art through wayfinding works notably on the M8 and in Easterhouse. Easthall Housing Association's Glenburn Park has commissioned work by Karla Black and Glasgow Life recently commissioned a new artwork for the development of a Morrison's supermarket in Calton.

At Bridgeton, a range of cultural activity has been initiated by Clyde Gateway. This includes their heritage-based activity programme linked to the ongoing refurbishment of the Olympia Theatre and public art commissioning in the new Eastgate Office development. The recently established independent David Dale Gallery and Artists' Studios are also located in Bridgeton, close to the healthy living centre and sports complex where the premier running club, Shettleston Harriers, are based.

Further east at Parkhead, as part of a Townscape Heritage Initiative, opportunities are being explored to make vacant shop units available to artists to bring vibrancy to the street.<sup>20</sup>



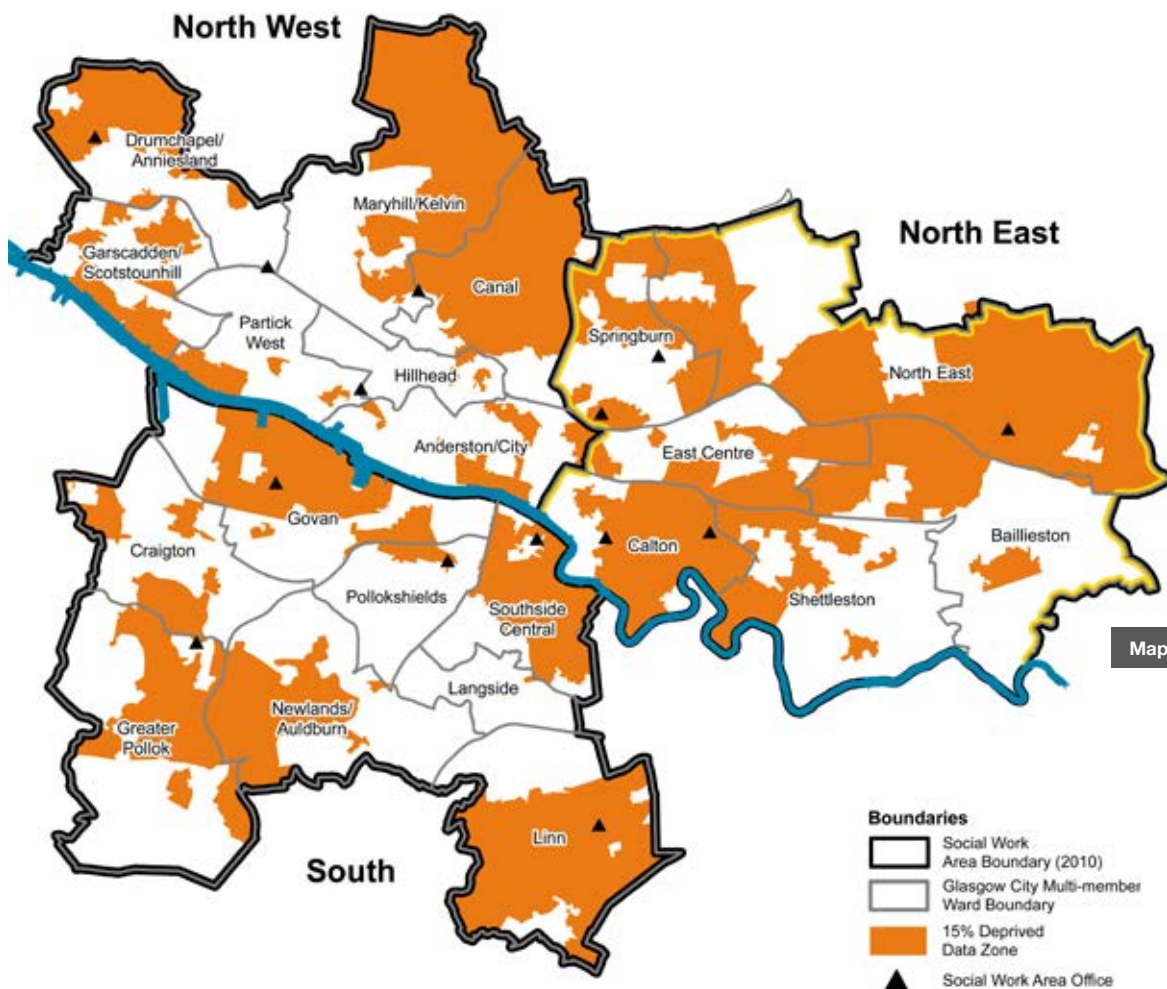
See endnote 21 for map references

Re-lighting of the iconic Craigend and Garthamlock water towers in 2009 as part of Glasgow East's Discover festival. Photograph, Cranhill Arts



Map Reference No. 018

Scotland's 15% Most Deprived Data Zones



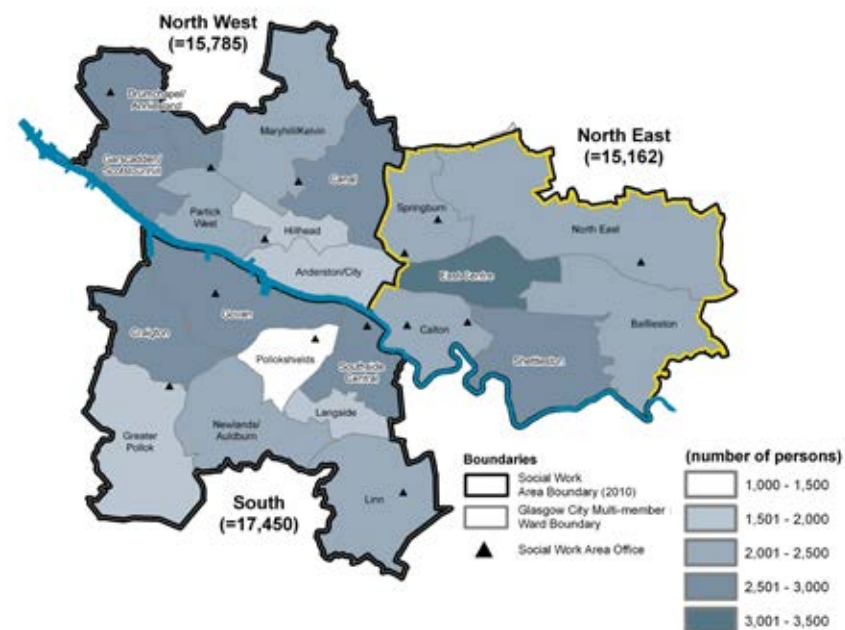
Map Reference No. 019

Vulnerable Child Population aged 0-17



Map Reference No. 020

Vulnerable Older People aged 65 and over in Households for Home Care



No. 019 Scotland's 15% Most Deprived Data Zones

Social Work Area Boundaries (2010) by Glasgow City Multi-member Ward Boundaries  
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No. 019 Vulnerable Child Population aged 0-17(number of persons)

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No. 020 Vulnerable Older People aged 65 and over in Households for Home Care (number of persons)

Social Work Area Boundaries (2010) by Glasgow City Multi-member Ward Boundaries  
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## Social Fabric

VeloCity's approach to its suggested programme of art in the public domain aims to reflect not just the physical look and shape of discrete neighbourhoods, but how these influence the make-up and behaviour of residents and visitors.

**Age:** A closer look at the **population** profile of the east shows that it has the second highest number of children equating to three tenths of the city as a whole with above average numbers in Baillieston. Higher proportions of older people are concentrated in Baillieston, East Centre and Shettleston. In relative terms, the east has the highest rate of vulnerable older people, just over half of its pensionable age. It also has the highest rate of older people between 65 and 84 years alongside those over 65 years with a limiting long term illness and poor health. These may be key factors in considering the shape and nature of creative programmes that involve or affect older people.

**Ethnic Groups:** Over 9 in 10 people are of white Scottish, British or Irish origin.

**Living Conditions:** Of the 284,000 households in Glasgow City, 80,605 are in the east cluster. On average, more than half of those living in the east live in one of Scotland's 15% most deprived data-zones. Typical living conditions are tower blocks,

low rise housing schemes, publicly rented housing or sheltered accommodation.<sup>22</sup>

Levels of unemployment and disability are well above the Scottish average and many children live alone or in overcrowded households of 3 or more children with single or cohabiting parents where no one is in work.

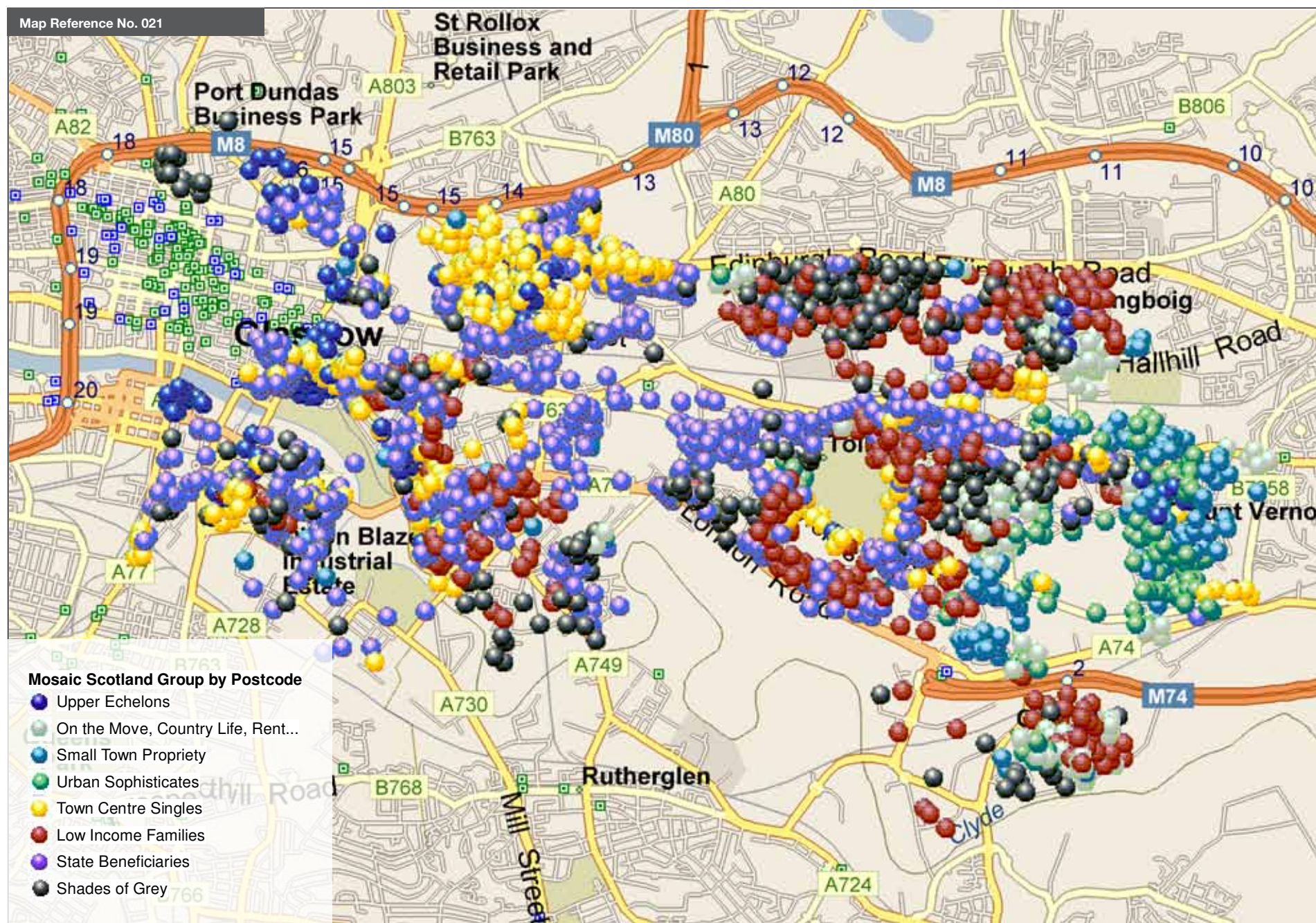
**Deprivation and Vulnerability:** Of the 38,968 vulnerable children in Glasgow, the east is home to just under half. This is an important factor when considering creative programmes with children, families and early years.

Aspects of ill-health and poor levels of mental health and wellbeing, which are high in the east cluster, can be attributed to levels of deprivation. One of the government's 45 National Indicators was formed around the notion that there can be no health without good mental health:

“Mental health issues are often particularly acute with those on the margins of society and need to be tackled to improve

progress on social inclusion objectives... The quality of the physical and social environment can influence the sense of control and support networks to individuals... Action on a broad range of government priorities such as education, infrastructure and the environment can also help to improve quality of life and wider mental wellbeing.”

VeloCity suggests that through, artist in residence programmes for example, engagement and social activity can be increased. This could be achieved by improving connections to the existing cultural infrastructure to better link art, health and wellbeing. Where the current infrastructure is weak, VeloCity's programme could work to strengthen it.







Shades of Grey



Low Income Families



State Beneficiaries

## Lifestyle

Using Mosaic to profile VeloCity's east cluster, the picture reveals most households as Low Income Families, State Beneficiaries and Shades of Grey (areas with particularly high concentrations of older people).<sup>23</sup> There are particular circumstances in the east which give rise to low incomes, some more obvious than others like economic inactivity, chronic ill-health, poorer levels of education, feelings of isolation, limited diet and persistent elements of anti-social behaviour.

State benefits are often the sole source of income and many find it difficult to qualify for mainstream credit. People are generally marginalised by their lack of education and rarely turn up to public meetings or to vote. White better off tenants and some owners have (mainly) second hand cars, these households are very reliant on public transport to get around, reach shopping centres and other local amenities.

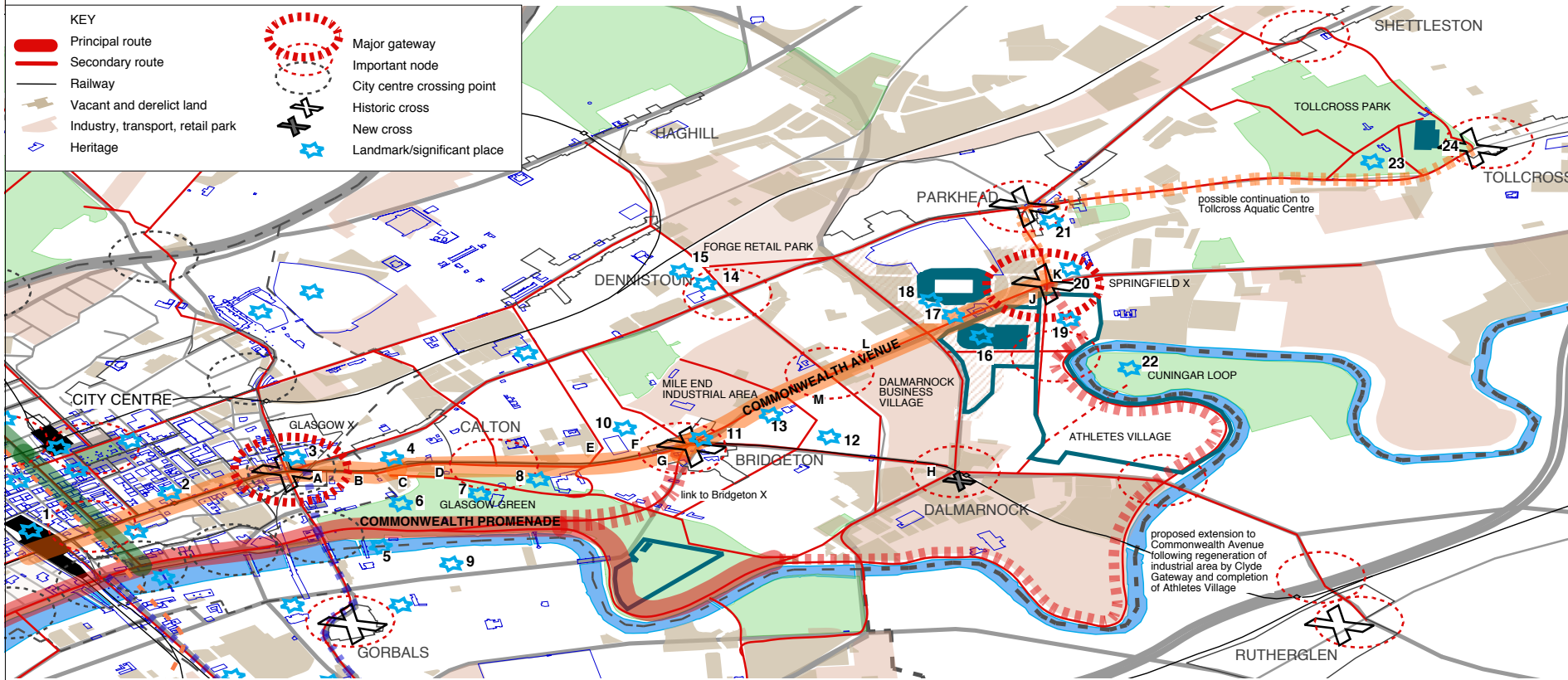
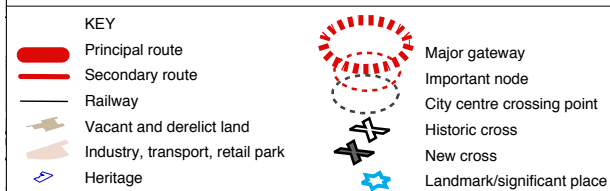
## Summary

The east cluster is characterised by significant deprivation which affects specifically the youngest and oldest. Fewer people own their own home or live in private accommodation and there is a high concentration of people living in social housing and council rented accommodation either on their own or in lone parent families. This creates pockets of people who either by their living conditions or lifestyle are some of the hardest to reach and hardly reached in Glasgow.



## Map Reference No. 022

## SELECTIVE LANDMARKS AND SIGNIFICANT PLACES



## Selective issues



## Commonwealth Avenue

The concept of a Commonwealth avenue provides creative solutions for aspirational transformation of routes.

Commonwealth Avenue has the potential to reduce fragmentation within the east by **re-imagining, repairing** and **reconnecting** a vital corridor connecting Glasgow city centre, Glasgow Cross, Bridgeton, Celtic Park, the Commonwealth Arena and Sir Chris Hoy Velodrome, Parkhead Cross and Tollcross.

This would provide an attractive, coherent, high quality pedestrian link to join isolated pockets of high quality urban realm within areas such as The Merchant City, Glasgow Green, Bridgeton Cross, Commonwealth Arena and Sir Chris Hoy Velodrome, Athletes' Village and Parkhead Cross.

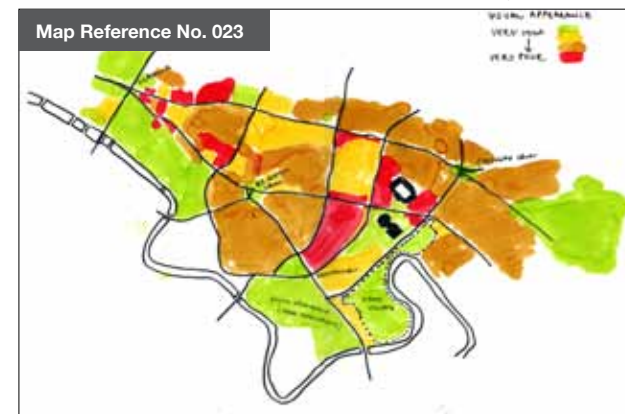
It would also transform an arterial transport corridor into a people friendly street, taking advantage of reduced traffic as a result of the new M74 extension and East End Regeneration Route.

Tree planting of the route would enhance the Avenue quality and could take inspiration from the woodland at the Cuningar Loop. Linking this area at the east end of Commonwealth avenue via the waterfront will provide a bookend for the Clyde Walkway, or Commonwealth promenade. This provides additional concepts for creative solutions

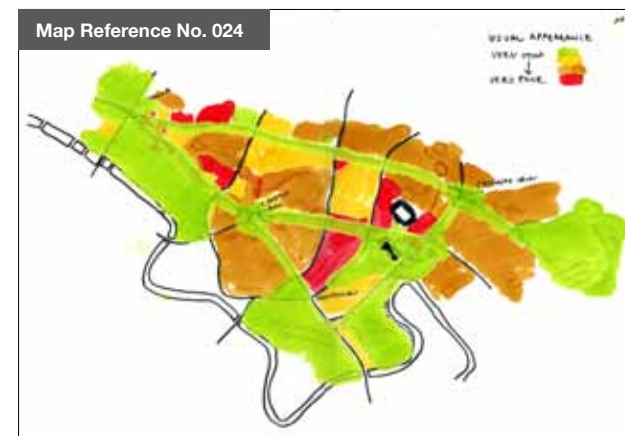
to the transformation of routes that form the backbone of the west and city centre cluster.

Commonwealth promenade utilises the existing Clyde Walkway to create a connection between the west and east clusters via the city centre and Glasgow Green.

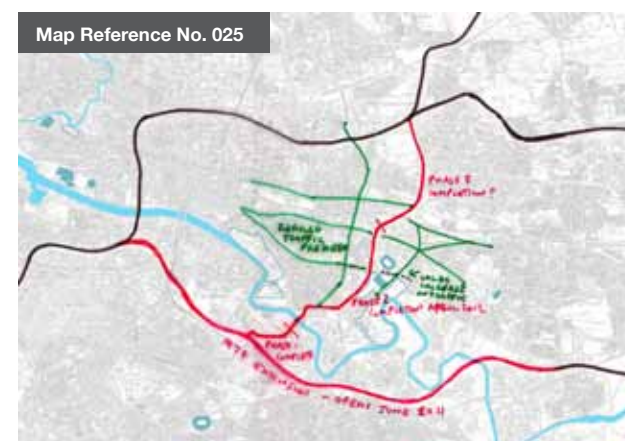
As evident on the diagram opposite (No.22), once the promenade passes east through Glasgow Green, it encounters the large Dalmarnock regeneration area before passing alongside the Athletes' Village. The former is currently subject to long term redevelopment as part of the Clyde Gateway's South Dalmarnock Masterplan and the Clyde Walkway at the Athletes Village will be closed during construction and during Games time. Therefore, the Commonwealth promenade currently terminates at Glasgow Green, linking to Bridgeton Cross, with the potential to be extended following the improvements to South Dalmarnock and completion of the Athletes' Village. By extending the route to Springfield Cross, the Commonwealth promenade will be bookended with the combined attractions of the Commonwealth Arena and Sir Chris Hoy Velodrome, Athletes' Village, Cuningar Loop and Parkhead Cross.



Visual Appearance



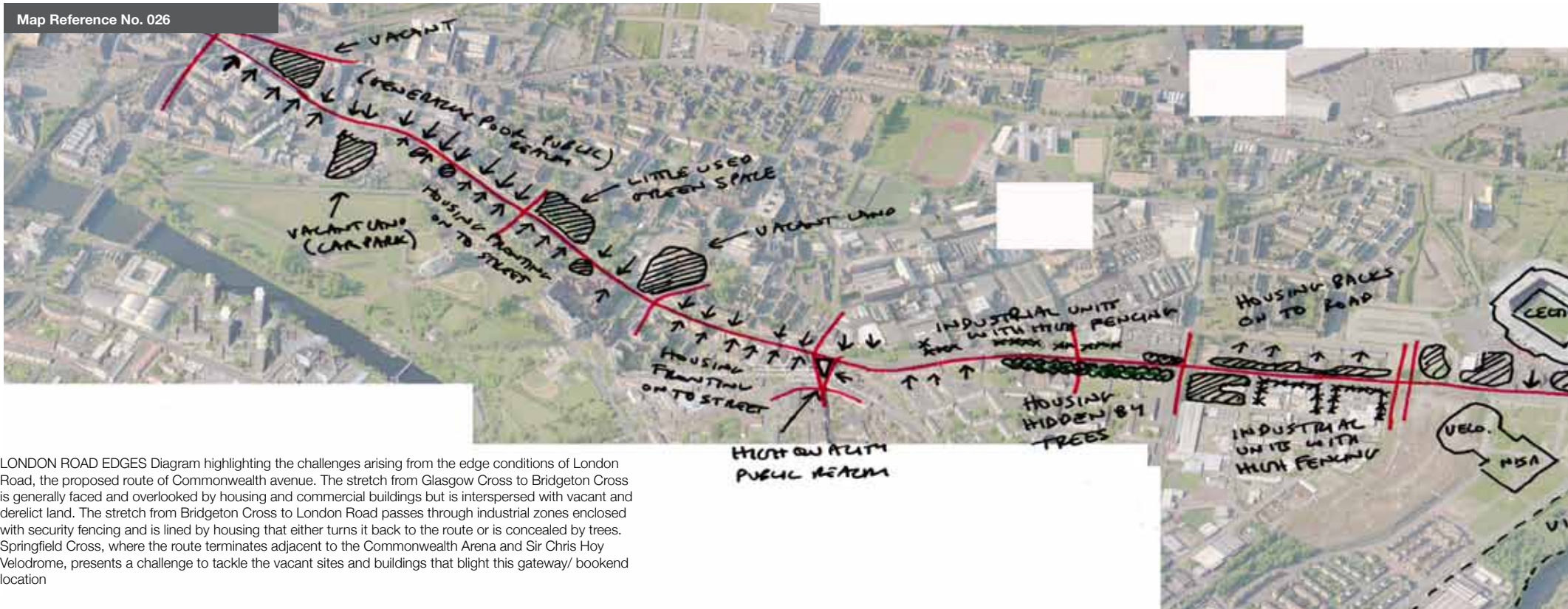
Visual Appearance Improved



Reduced Traffic



Map Reference No. 026



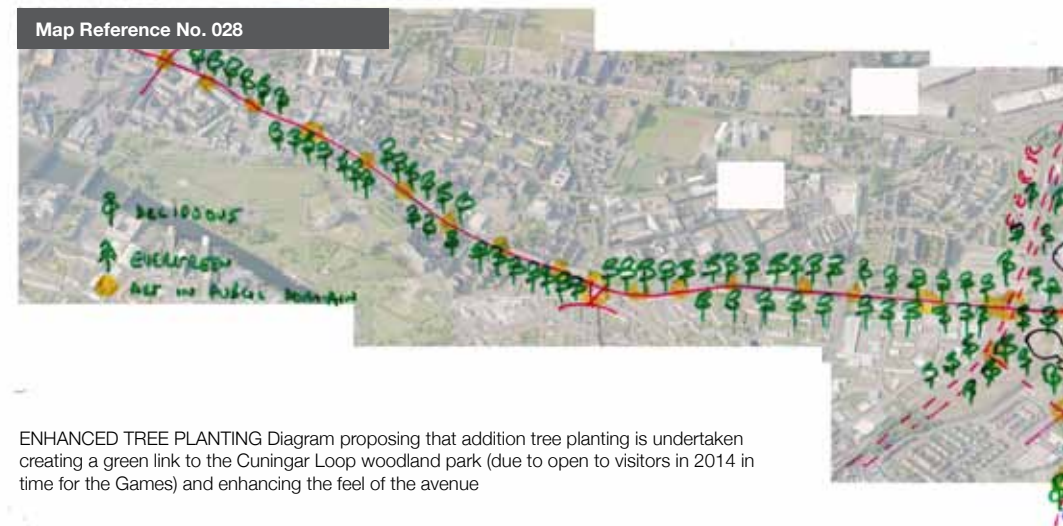
LONDON ROAD EDGES Diagram highlighting the challenges arising from the edge conditions of London Road, the proposed route of Commonwealth Avenue. The stretch from Glasgow Cross to Bridgeton Cross is generally faced by housing and commercial buildings but is interspersed with vacant and derelict land. The stretch from Bridgeton Cross to London Road passes through industrial zones enclosed with security fencing and is lined by housing that either turns it back to the route or is concealed by trees. Springfield Cross, where the route terminates adjacent to the Commonwealth Arena and Sir Chris Hoy Velodrome, presents a challenge to tackle the vacant sites and buildings that blight this gateway/ bookend location

Map Reference No. 027



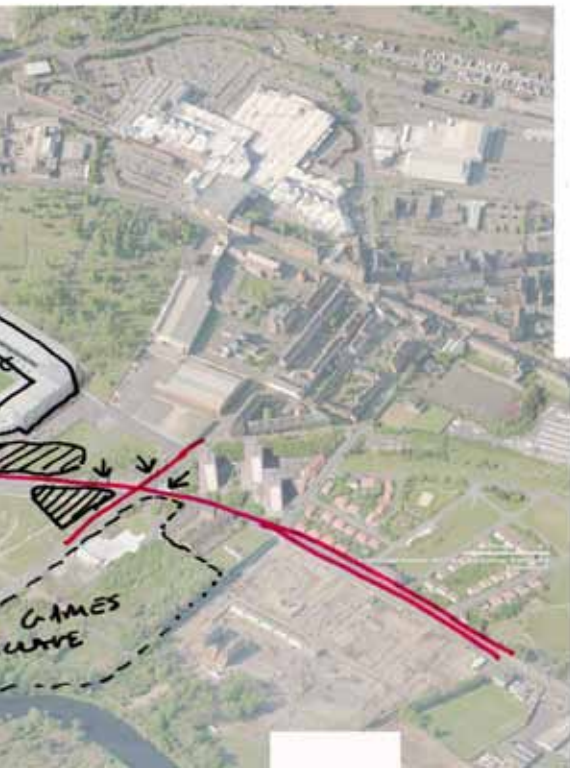
EXISTING TREES Diagram indicating existing mature trees lining the Commonwealth Avenue route

Map Reference No. 028



ENHANCED TREE PLANTING Diagram proposing that addition tree planting is undertaken creating a green link to the Cuninglar Loop woodland park (due to open to visitors in 2014 in time for the Games) and enhancing the feel of the avenue





POTENTIAL ACTIVITY	IDENTIFIED AREAS
Flagship commission – underpinned by community activity	Commonwealth Arena and Sir Chris Hoy Velodrome
Gateway commissions – temporary or permanent that help break down barriers or herald new routes	Glasgow Cross Dalmarnock Cross
Cross cutting commissions – temporary or permanent commissions that utilise cross cutting themes such as lighting and transport etc.	Repeating or linking up along Commonwealth avenue: Glasgow Cross Bridgeton Cross Parkhead
Stalled spaces projects – temporary commissions or performances that bring to life dormant space	Calton Bridgeton Springfield Cross



**A Great Time Had By All  
Up On The Roof : 23&24 July**

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**VIEW FROM HERE**  
**www.viewfromhereglasgow.co.uk**  
Or contact :Ellen MacLauchlan 0141 274 7702  
and Ellenmarie Cartledge 0141 274 7712  
Glasgow Housing Association

VeloCityArt is a new public art initiative for Glasgow to get creative as the city evolves in preparation for the Commonwealth Games in 2014. It links Glasgow's people with artists to help enhance and improve their local area in unique ways which reflect the spirit of our communities and city.

## 2.4 Engagement

In the east cluster, VeloCity undertook action research and engagement activity to test ideas as they emerged. The aim was to find frameworks and models that could be utilised in other cluster areas as well as to gather community views, input and feedback. The following is a summary of some of the activity.

### The Helenvale Story

#### Background

From the sensitive mapping process, clear geographic locations emerged where VeloCity could sample its engagement principles with Springfield Cross identified as a key VeloCity site.

Early conversations with Glasgow Housing Association (GHA) revealed residents of the Helenvale multi-storey flats, an area comprising mainly social housing sitting on the edge of the Cross, were informally hosting 'top floor' tours that showcased the panoramic views of the city and, specifically, the dramatic developments of the 2014 Games infrastructure taking shape on their doorstep.

Building on this local information, VeloCity was able to work with residents in 2 early meetings through Helenvale Tenants Group and East End Community Homes Management Committee, and 2 workshop sessions bringing together 10 local residents to:

- share knowledge of the area

- share local views on the Games and the developments in the immediate environment
- consider what they wanted to change and develop in their area
- think about any further skills, research and ideas that would be useful for them to achieve this

### Top Floor Drying Green

The meetings and workshops highlighted the existing desire on the part of residents to turn their top floor drying green into a more flexible community space for residents and their children. VeloCity's sensitive mapping approach recognised potential for an artist in residence to work in the community. This could provide an artistic and cultural link for the residents to achieve their physical improvements in the high flats and link with a range of public and other services.

### Open Weekend

VeloCity's Open Weekend bus tours were able to dovetail into these community developments in July 2011. Residents welcomed visitors during Open Weekend to their top floor viewing platform, sharing local history and stories from the area along with prime views and updates on the development of the Velodrome. Residents enjoyed hosting the tours, taking pride in their home and where they lived.

A small scale exhibition on the local area was staged which provided a rich resource for informal conversation during the tours. Arts and craft workshops took place all weekend too.

- 10 residents took part in planning the event
- over 90 residents participated over the weekend
- 300 Open Weekend Bus Tour participants visited the event

The success of these conversations and Open Weekend has developed into an artist residency that is special, creative and fun and will lead to proposals for physical changes in these high flats.

“a big thanks for making the weekend so enjoyable for everyone, the feedback from the tenants, residents, and visitors has been great, we all had a ball” —Ellen Maclauchlan, Housing Officer, East End Community Homes

“Fascinating tour. Coming to the flats, seeing where people live, how regeneration actually

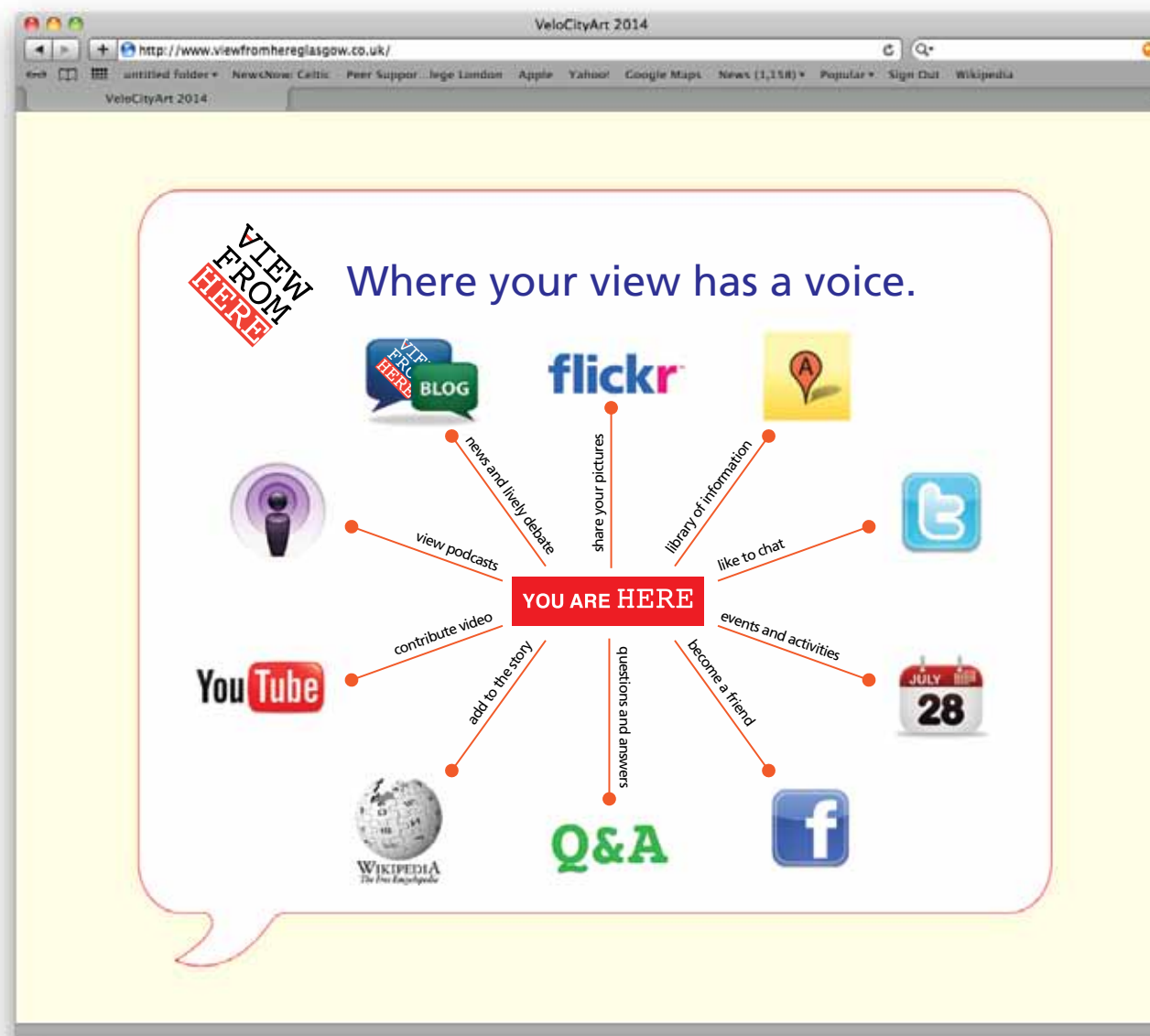
feels, how engaged [people are] with it.” —Participant in the Open Weekend

“Great to see community involvement for the trip – community will play v. important role in success of Games 2014, I think.” —Participant in the Open Weekend



VeloCity event at Helenvale flats for London 2012 Open Weekend. Photograph Steven Higgins





## A View From Here

### Background

The phrase **A View From Here** was coined during visits to Helenvale, Ruby Street and White Street multi-storey flats, by invitation of Glasgow Housing Association as part of VeloCity's mapping research. The bird's eye views from these high points inspired a new view of the city.

With community engagement at the heart of VeloCity, A View From Here is defined as seeking knowledge rather than opinion from participants and affords the opportunity to see clearly from another angle. This becomes a tool for identifying citywide or local issues, or to provide information on the identity and distinctiveness of an area. A View From Here is a tool to encourage connection and links between different communities.

For the particular context of Glasgow, in the lead up to and during the Commonwealth Games, A View From Here also references the views of the local and the visitor.

### Visibility to VeloCity

A View From Here was a useful tool to make VeloCity visible, which was particularly helpful in communities. A View From Here is a catchphrase

that everyone understands, albeit may interpret differently.

A View From Here was a device to start conversations and was followed through with t-shirts and postcards, to continue to be visible and to carry on the conversation.

### Social Media

A View From Here was also developed as an online portal for social media information sharing. During the consultation it became an opportunity to show how people could share their thoughts on the past, present and future of the city. It also provides space for online discussions and archive of material created through the scoping exercise.





*The High Street to the east of the centre has acted, over time, as a dividing line or spine between the east and west. Whereas heavy industry expanded to the east of the High Street to take advantage of large areas of undeveloped land, taking with it a large working population, those that could afford it chose to move west to escape the industrial pollution and associated working class residential quarters, producing a high degree of social separation.<sup>1</sup>*

*Consequently, the West End contains some of Glasgow's best-planned, attractive and affluent areas. However, it is not without its challenges. The M8 motorway, built between 1968 and 1972, provides an imposing barrier between the city centre and the west, with the effects most pronounced between Anderston and Finnieston. Similarly, the Clyde Expressway effectively severs Finnieston, Hillhead and Partick from the riverfront.*

*Following the gradual deepening of the River Clyde from the mid 18th century onwards, the burgeoning maritime trade and shipbuilding activity could extend from the upper Clyde into the city, creating an industrialised river front extending up to Glasgow Green. This, combined with steel and iron production to the east and south of the city, saw the River Clyde become one of the world's foremost shipping centres, with Glasgow becoming known as the 'Second City of the Empire.' However, the Clyde peaked in the decade before the First World War and the devastating decline that followed was due to a combination of factors including the rise of air travel, failure to keep pace with modernisation in the shipyards and a move to containerisation, which saw Glasgow lose trade to ports closer to mainland Europe.<sup>24</sup>*

*As a consequence of the extensive industrial usage of the Clyde, the riverside has only relatively recently been opened up to the citizens of Glasgow in any significant way. Over the last few decades, steps have been made to revitalise the Clyde with new waterfront housing developments, the Pacific Quay Media Park including the BBC, the Glasgow Science Centre, the expanding SECC Precinct and most recently the iconic Riverside Museum.*

*Regeneration of the Clyde is presently promoted by Clyde Waterfront, a strategic partnership comprising the Scottish Government, Scottish Enterprise, Glasgow City Council, Renfrewshire and West Dunbartonshire Councils.*



## 2.5 West and City Centre Cluster

VeloCity's west and city centre cluster is a variation of Glasgow 2014's clusters with Ibrox moved into the west cluster due to its strong links to Govan and the River Clyde. VeloCity's west and city centre cluster therefore encompasses the following venues:

- Scotstoun Leisure Centre - squash and table tennis
- SECC Precinct - boxing, gymnastics, judo, netball, wrestling, weightlifting and media village
- Kelvingrove Lawn Bowls Centre - lawn bowls
- Ibrox Stadium - rugby sevens

The west and city centre cluster is focused around the river Clyde which affords some of the finest views and panoramas in the city, providing a unique perspective into the city's industrial past.

The west and city centre cluster includes the West End neighbourhoods of Finnieston, Hillhead, Partick and Scotstoun and encompasses the south west neighbourhoods of Ibrox, Govan and Cessnock. Also within the west and city centre cluster is one of Britain's finest retail districts, with outstanding built heritage, higher education institutions, prime office locations, residential quarters and major cultural venues and attractions, a state of the art public transport system.

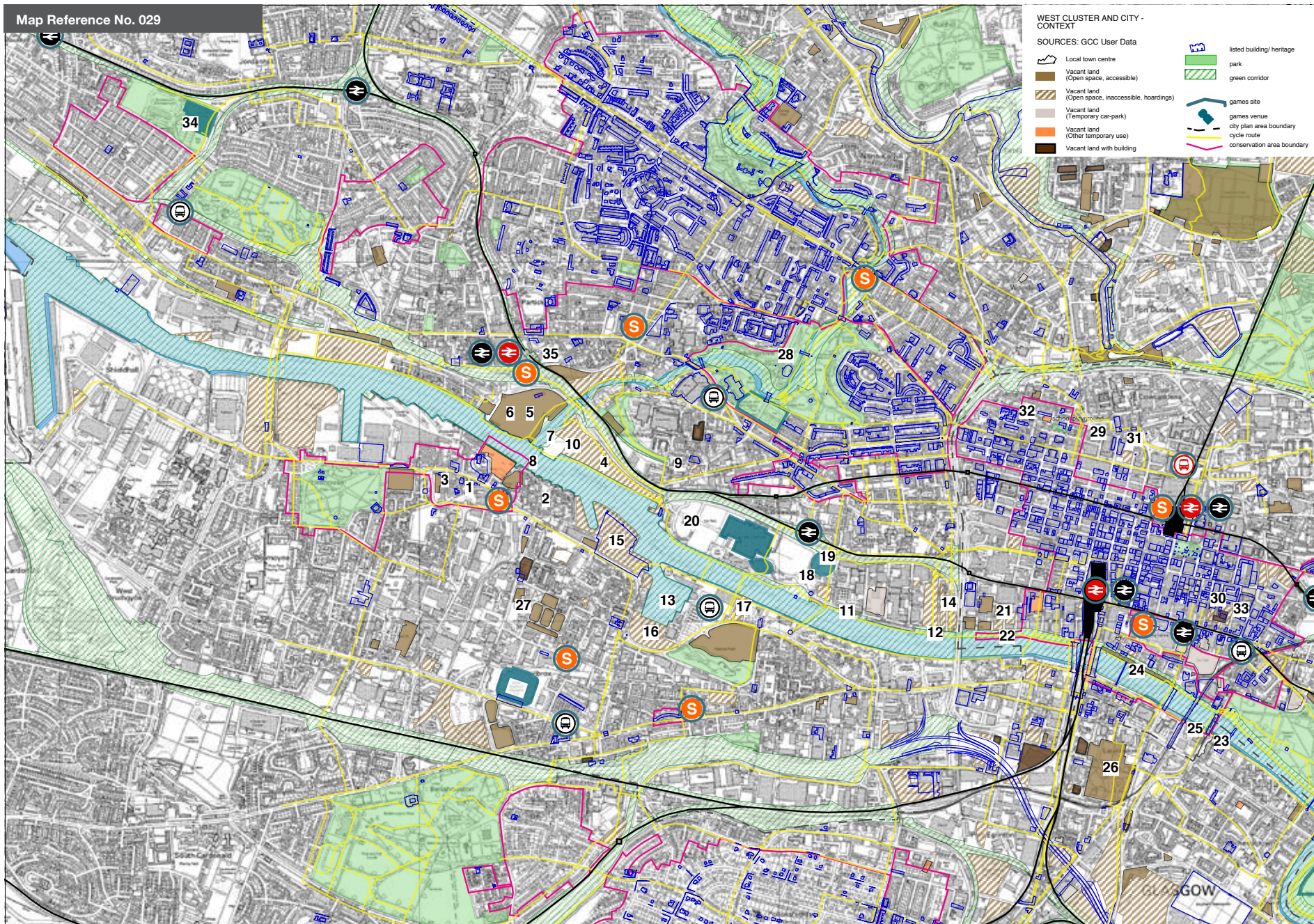
In particular, the west and city centre cluster takes in:

- VeloCity's West Connector route of Buchanan Street and Sauchiehall Street culminating at Scotstoun Leisure Centre via Kelvingrove Park
- the city's developing north quarter with the Royal Conservatoire of Scotland, Glasgow Sculpture Studios and Glasgow's Canal Regeneration Project
- the Clyde Walkway to SECC precinct, media hub and Riverside Museum
- the south side of the river to Govan and Ibrox including Bellahouston and Pollok parks

Historically, as heavy industry expanded to the east of the city those who could afford it chose to reside in the west. Consequently, the west contains some of Glasgow's best planned residential areas. In general, the west and city centre has a prestige associated with a high quality built environment, including, eminent green space and world class heritage, cultural and visitor attractions.

The west and city centre has excellent inner city transport links through the underground system, with recent developments improving links between the south and the west and city centre through bridges and a ferry crossing alongside the planned Clyde Fastlink. The Clyde Fastlink is planned to run from the city centre along the northern bank of the Clyde to the west end of Glasgow Harbour.<sup>25</sup>







*The physical context and key developments relating to the west and city centre cluster are:*

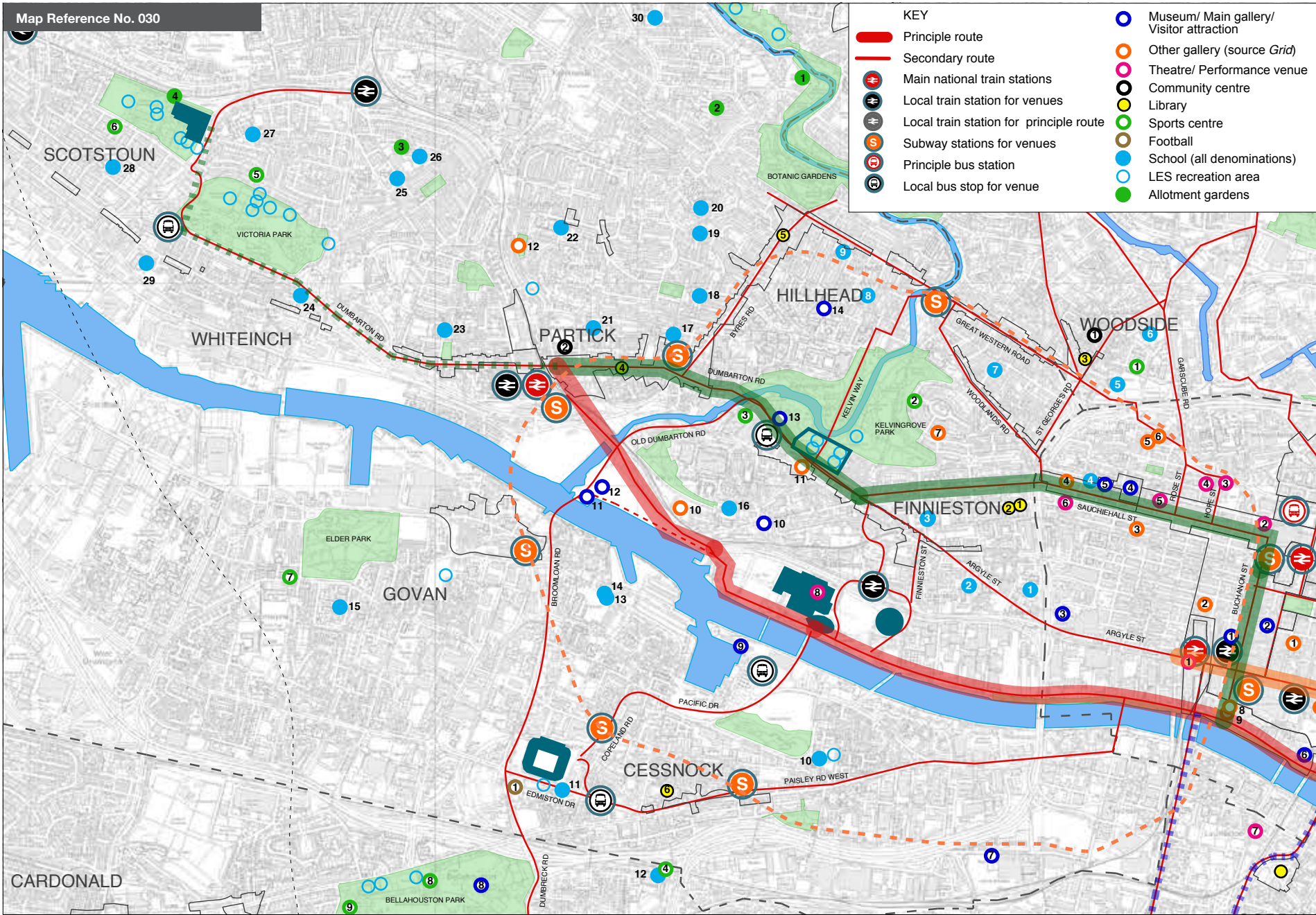
1. *Govan Cross: Townscape Heritage Initiative (GCC)*
2. *Riverside Estate: landscaping and public art installations (GHA)*
3. *Central Govan Action Plan: (Central Govan Action Plan Steering Group)*
4. *Glasgow Harbour Commercial District: (Glasgow Harbour Ltd)*
5. *Kelvin Valley Park: (Clyde Waterfront)*
6. *Glasgow Harbour: leisure and retail development (Glasgow Harbour Ltd)*
7. *Kelvin Harbour: new slipway at the mouth of the Kelvin (Kelvin Harbour Ltd)*
8. *New river ferry: a crossing between Govan and Riverside (Clyde Clippers)*
9. *SWG3: an arts and education venue (Scotland Unltd)*
10. *Riverside Museum: Glasgow's transport museum (GCC)*
11. *Lancefield Quay: urban realm and flood preventions works (GCC)*
12. *Anderston Quay: urban realm and flood preventions works (GCC)*
13. *Caning Basin: proposed floating village (Scottish Executive and Floating Concepts)*
14. *Central Quay: business development (Goodman)*
15. *Govan Graving Docks: proposed mixed use development (New City Vision)*
16. *Creative Clyde: media and technology park (Creative Clyde)*
17. *Pacific Quay and Festival Park: proposed urban realm improvement (GCC)*
18. *SECC: Hotel and Car Park (SECC)*
19. *SECC: Scottish Hydro Arena (SECC)*
20. *Queens Dock: proposed sustainable village (SEC Ltd)*
21. *International Financial Services District expansion (IFSD)*
22. *Broomielaw: public realm and proposed restaurant development (Capella Developments Ltd)*
23. *Clyde Promenade: Phase 2B (The Wise Group)*
24. *Custom House Quay: access improvements (LES) and proposed hotel development (Newby Management UK Ltd)*
25. *Marine Skills Centre and Riverside Campus (New Campus Glasgow Ltd)*
26. *Laurieston Local Development Strategy (GCC) and Transformational Regeneration Area (GHA)*
27. *East Govan Transformational Regeneration Area (GHA)*
28. *Kelvingrove Bandstand: refurbishment (GCC)*
29. *Cultural Wayfinding Strategy: Arts in North Glasgow (Royal Conservatoire, GCC)*
30. *Selfridges Site: potential temporary use (Selfridges/ GCC)*
31. *Theatre Royal: foyer extension and interior redesign (Scottish Opera)*
32. *Glasgow School of Art: campus redevelopment*
33. *Merchant City creative quarter*
34. *Scotstoun Leisure Centre: upgrading*
35. *Partick Transport Hub: the 4th busiest on SPT network*

## Current Physical Developments

VeloCity's approach, through sensitive mapping, recognises both what is already in place or in development and where there is evidence to progress new ideas.

In the west and city centre cluster, there are a wide range of existing developments in motion or at the planning stage. They range from extensive flood prevention and quayside development of the river, to the refurbishment of the Kelvingrove bandstand which could provide a source of entertainment during the Games, and the city's Riverside Museum launched in July 2011.





## Cultural Activity

VeloCity's west and city centre cluster is well provided for with many of its cultural attractions established as emblems for the city. There are World class art galleries of all sizes, including the Gallery of Modern Art, The Lighthouse, CCA, Trongate 103, The Common Guild and a range of dedicated production facilities such as WASPS, Sculpture Studios and Film City. The area also boasts the flagship BBC building on the riverfront alongside a fine selection of museums including Kelvingrove, The Science Centre, the Huntarian and the new Riverside Museum.

This cluster embraces a plethora of theatres including the Ambassador Group's Kings and Theatre Royal, the Mitchell Theatre in the iconic Mitchell Library, the renowned Tron Theatre, Scottish Youth Theatre, The Arches, Oran Mor, and Glasgow's Concert Halls, home to the BBC's Symphony Orchestra.

Headquarters for 3 of Scotland's 5 national performing companies are located in this area, as is the Glasgow Film Theatre, the base for the Glasgow Film Festival. Other festivals include Celtic Connections, Aye Write, the Comedy Festival, GI, Merchant City Festival, the West End Festival and Mela, the Jazz Festival, River Festival, Glasgay and the city's Winter Festival.

Academic institutions like the Glasgow School of Art, the Royal Conservatoire of Scotland, Glasgow, Strathclyde and Caledonian Universities, sit alongside award winning colleges delivering a world class range of arts and creative industry courses.

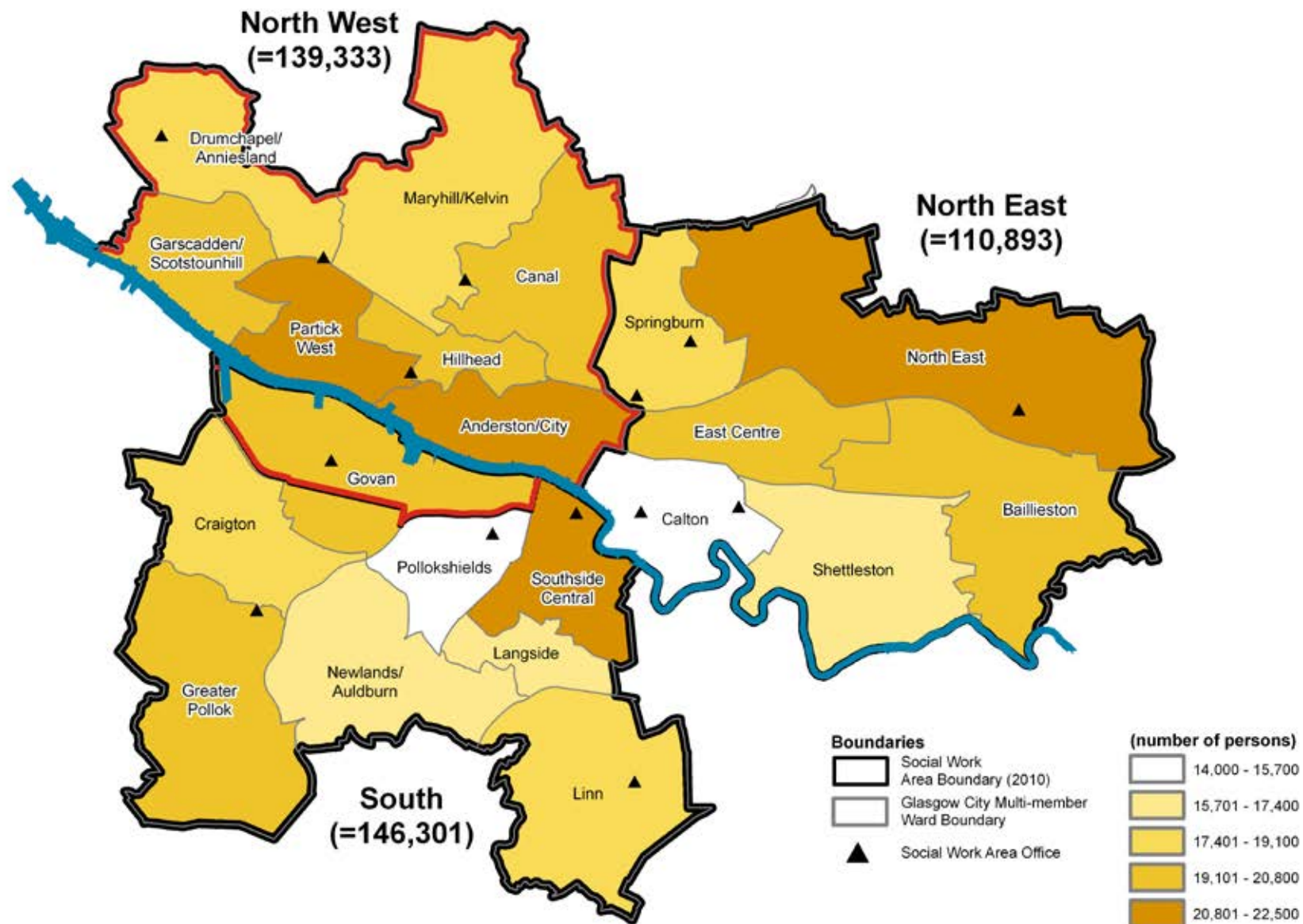
A large scale public art programme is planned for the new Southern General Hospital. A Cultural Wayfinding Strategy that uses the arts as the key driver is in motion for the north of the city centre. Both of these offer significant new opportunities for art in the public domain across the west and city centre.<sup>26</sup>

VeloCity's west and city centre area does, however, include communities hard pressed to access cultural activity and facilities, such as Govan and Partick. That said, regeneration in both these areas is significant through, for example, Partick's new transport hub which is the fourth busiest in Strathclyde, and Govan's town centre action plan. The action plan includes upgrading the Pearce Institute and development of SWG3, an arts and events venue.<sup>27</sup>



West End Festival Parade. Photograph, Gill Davies





**Adult Population aged 18-64** (number of persons)

Social Work Area Boundaries (2010) by Glasgow City Community Planning Neighbourhoods  
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## Social Fabric

**Age:** The west and city center cluster shows the highest concentration of adults, seven in ten of its population. Most of them in Partick West, Anderston, City Centre, Hillhead, Canal, Garscadden, and Scotstounhill.<sup>28</sup> In Anderston, City Centre and Hillhead specifically, compared to the city rate of 19%, over 35% of the population comprises people in their 20s. This is likely due to the lower proportions of both children and older people in these areas, and the large student population.

**Ethnic Groups:** Over a third of the city's BME population live in the west and city centre cluster, particularly in Hillhead, Woodlands, City Centre and Merchant City, see map ref. 040. The North West is home to the largest Indian population in the city (around 2,928 people), around half of the city's Chinese community and the largest number of people from Other White ethnic backgrounds. The highest number of people with some knowledge of Gaelic exists in Partick and Ibrox and historically relates to the main entry point and settlement areas for migrants.

**Living Conditions:** The west and city centre cluster has the highest number of residents living in private rented accommodation and above average

levels of lone parent households. This is attributed to higher number of foreign students, younger salaried professionals and families attracted by the universities.

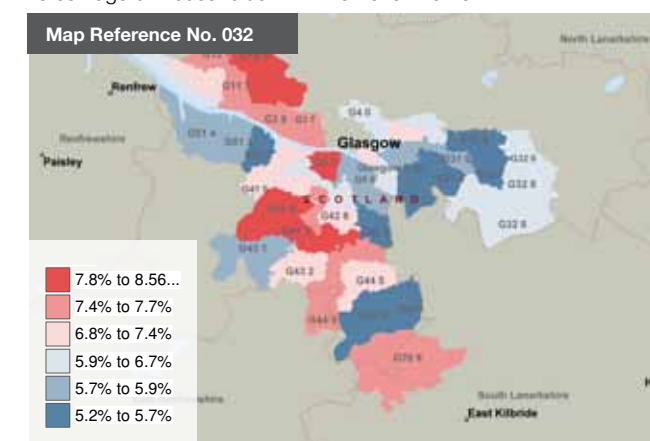
**Deprivation and Vulnerability:** This cluster area has the fewest number of people living in the top 15% most deprived datazones. Glasgow's least deprived datazone is in the Hyndland, Dowanhill and Partick East neighbourhood.

There are 11,039 vulnerable children living in the west and city centre area particularly in these 2 areas: Canal with 38% and Drumchapel and Anniesland with 28%. The north west has the highest rates of older people aged over 75 years living alone. Over a third of the north west's older population (35.2%) live in Drumchapel and Anniesland, Garscadden and Scotstounhill.<sup>4</sup>

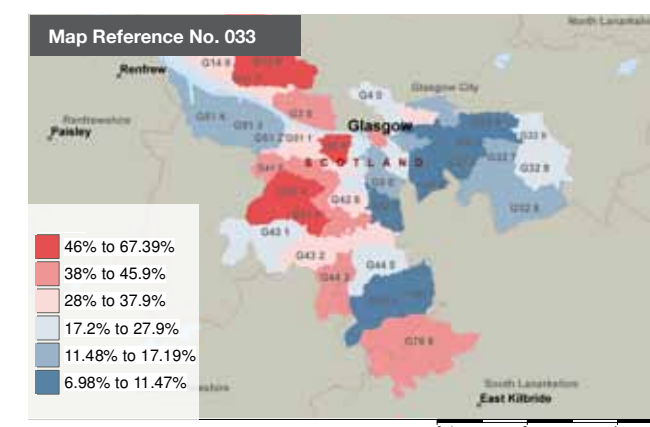
## Lifestyle

Using Mosaic profiling, the west and city centre cluster is revealed to have a greater concentration of households with higher qualifications by postcode sector than in the south and east clusters.<sup>29</sup> The area as a whole has a higher proportion of Upper Echelons (6.13% of Scottish households): typically professionals, senior managers or owners of their own companies. Most couples are married with children, usually at

Percentage of Households with Internet at Home

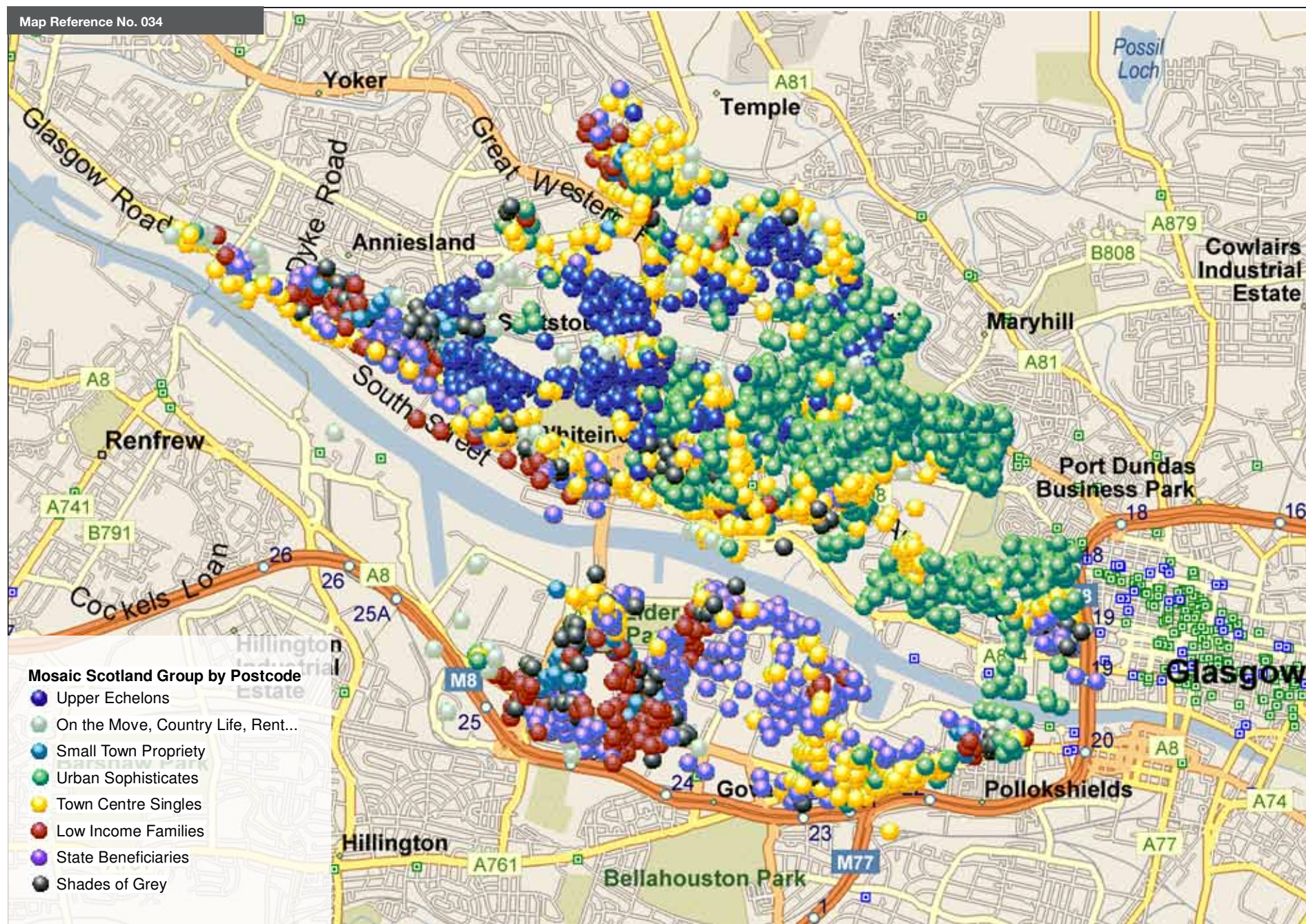


Percentage of Households with Higher Qualifications



Maps show Area Profiling of households using the internet at home by postcode: the pink to red colour depicts higher usage in the south and north west whilst the light to dark blue shades depict least usage in the east (data taken from the Target Group Index TGI and National Omnibus Survey)









Upper Echelons



Urban Sophisticates



Town Centre Singles

secondary school or university. Often both partners are working and financial independence is important to this group with many making good provision for retirement through savings, investments and property ownership.

Second in proportion is the Mosaic profile, Urban Sophisticates (6.3% of Scottish households). Generally this profile is of young and well educated people, students or single people in their early 20s. This group values authenticity and individuality and are avid consumers of the media, specialist magazines and the internet. Generally, they live in the city centre where car ownership is low. Disposable income is spent on books, entertainment, eating out, fashion, beauty and travel.

Town Centre Singles are the third highest grouping in the west and city centre cluster (9.43% of Scottish households). They are generally less well educated and of a more varied age group than Urban Sophisticates. Many have been brought up in the area with friends and family living locally in housing of different types and tenures. Household incomes tend to be low amongst Town Centre Singles with just a few households benefitting from really high salaries or having more than one earner. Many households consist of single people or cohabitants.

### Summary

VeloCity's west and city centre cluster profile is of an educated adult population with the second largest concentration of the city's BME residents. Although not without areas of deprivation and vulnerability amongst children and older people, it has overall less of it than other areas across the city.

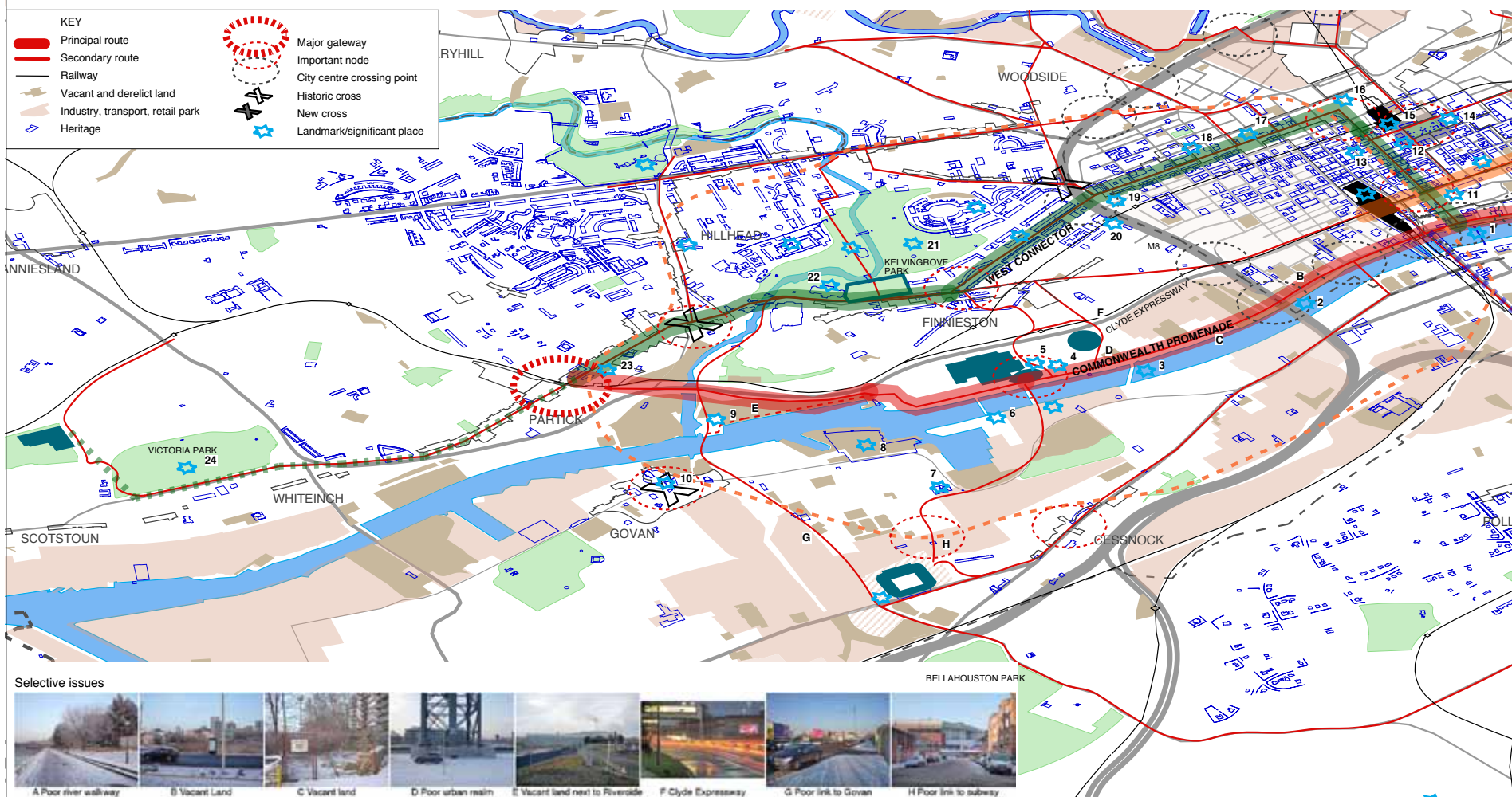
The social fabric of this cluster informs VeloCity's approach in suggesting a creative programme and specifically the methods and mix of community engagement and programming. VeloCity's proposed Commonwealth promenade concept in this cluster has the potential to enhance the image of the city through riverside developments linked in with the more vulnerable communities such as those in Govan, Ibrox and Partick.

The Local Development Plan for Glasgow states that in respect of culture and sport, social renewal can be advanced by “providing improved local access to culture and sporting facilities.”<sup>30</sup>



## Map Reference No. 035

## SELECTIVE LANDMARKS AND SIGNIFICANT PLACES



## Commonwealth Promenade and West Connector

As conceptual devices, Commonwealth promenade and West connector provide creative solutions for aspirational transformation of routes.

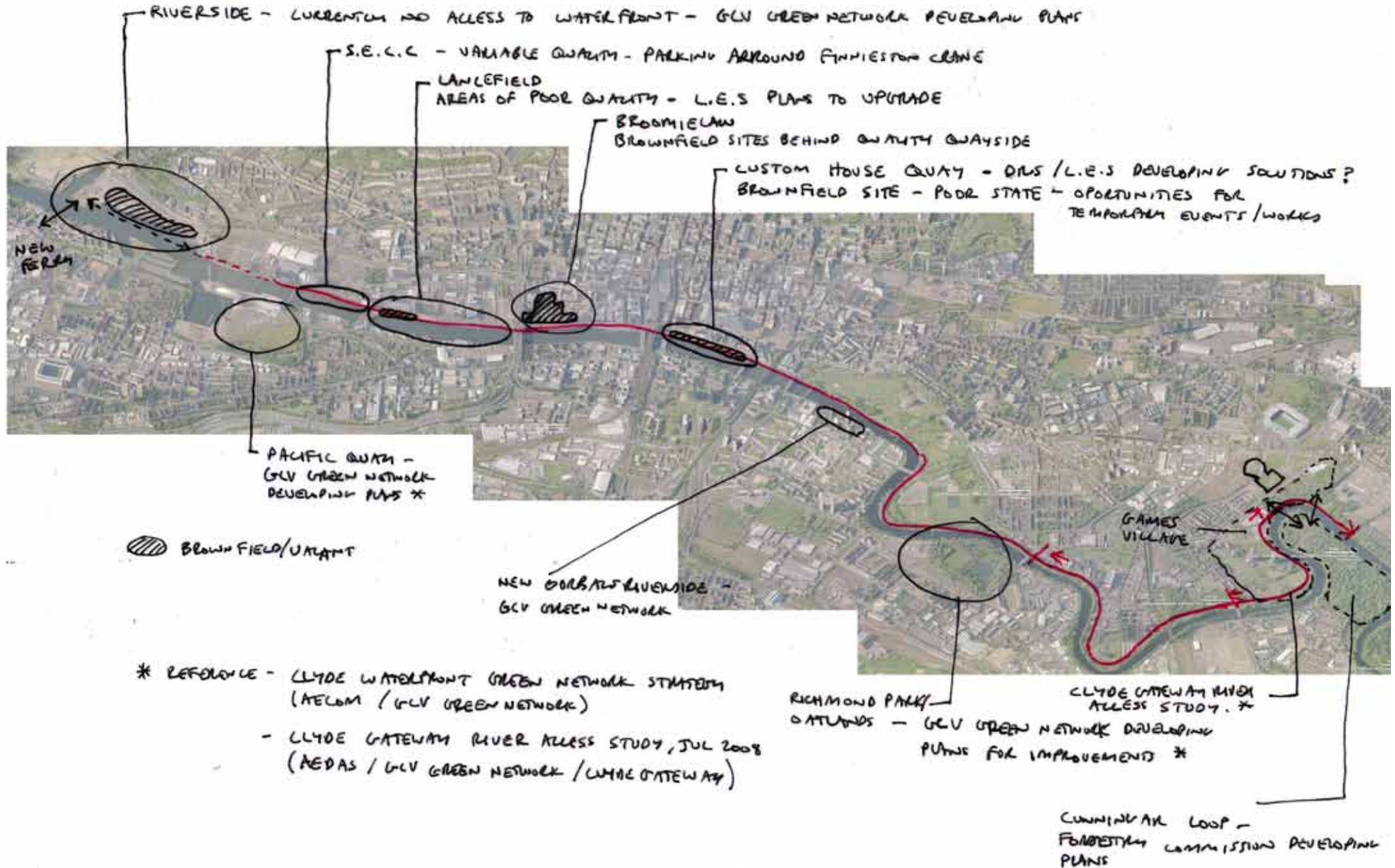
Commonwealth promenade utilises the existing Clyde Walkway to reinforce a link between west and east clusters via the city centre and destination bookends to Clyde Walkway at Partick in the west and Parkhead in the east.

The aspiration for the Commonwealth promenade is that the quality and attractiveness of the route is consistent for its entirety. Quality varies dramatically along the route at present. There are excellent improvements to public realm at the Broomielaw and Tradeston riverside, however these are limited. Immediately to the east, the walkway passes through a neglected riverside area at Custom House Quay. There are improvements being made to the walkway at Anderston and Lancefield Quays; however, the quality here is unlikely to match the adjacent Broomielaw. VeloCity can **re-imagine**, **repair** and **reconnect** this route to create a vibrant, attractive and bustling riverfront.

The West connector knits together the various VeloCity principal routes that pass through the city centre, linking with Commonwealth avenue to mirror Glasgow's Style Mile, or Golden 'Z' (comprising the principal retail streets of Argyle Street, Buchanan Street and Sauchiehall Street), and terminating at the riverside at the mid point of Commonwealth promenade.

West connector will provide a valuable link through the city centre to the West End, taking in the prime retail districts, many of the main cultural venues, principal tourist attractions and hotel areas.

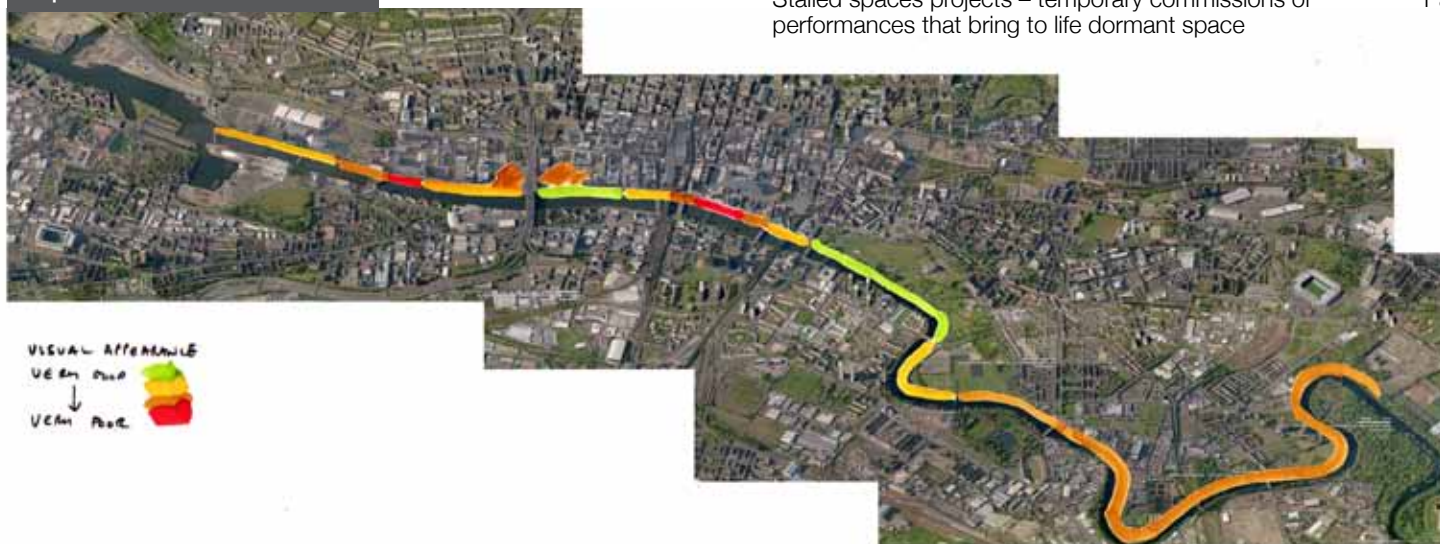






POTENTIAL ACTIVITY	IDENTIFIED AREAS
Urban Realm commission	SECC Precinct
Gateway commissions – temporary or permanent that help break down barriers or herald new routes	Cessnock
Cross cutting commissions – temporary or permanent commissions that utilise cross cutting themes such as lighting and transport, etc.	Subway stations at Govan and Cessnock
Stalled spaces projects – temporary commissions or performances that bring to life dormant space	Pacific Quay

Map Reference No. 037





*In previous sections, it has been said that East Glasgow mainly comprises working class neighbourhoods that are fragmented and disconnected as a consequence of the decline of heavy industry. In contrast, the West End is seen as being traditionally more affluent and coherent, although fragmented in the vicinity of the Clyde and M8. The character of Glasgow's Southside is more mixed, sharing similar attributes to both, due to its historic development.*

*During the early development of Glasgow, the small communities to the south of the Clyde were located mainly at the Gorbals, Strathbungo and Langside. The areas of Tradeston, Laurieston and Gorbals, immediately to the south of the Clyde, expanded during the early 19th century for middle class residence. They quickly developed into working class areas as heavy industry (with its associated pollution), various railways and the Paisley canal spread in a broad belt to their south. This industrial belt also meant that subsequent suburban development to the South in the mid 19th century (given impetus by the development of Queen's Park in the 1850s) was disconnected from the city centre from the outset.<sup>31</sup>*

*Connections were improved towards the end of the 19th century when Victoria Road was built to extend Eglinton Street to the gates of Queen's Park. This also opened up the land to the south of the Govan Iron Works to be developed as Govanhill at the end of the 19th century, providing housing for workers at these works and the nearby collieries that fed them. Govanhill has more recently become home to one of Glasgow's most ethnically diverse communities.*

*The Gorbals, Laurieston and Hutchesontown, immediately to the south of the Clyde, were transformed in the mid 20th century as Comprehensive Development Areas (CDAs). A*

*slum clearance programme saw tenements cleared and many residents either decanted to new towns or peripheral estates, such as Castlemilk, or become tenants of council built high-rise schemes and modern blocks.*

*However, poor construction methods, poor maintenance, and insufficient basic amenities within the modern housing schemes meant that further regeneration efforts have been required. For example, in The Gorbals many of the 1950s and 1960s developments were demolished and replaced with high quality housing and public realm including a revitalised Crown Street. Similarly, in Castlemilk - developed as a peripheral estate to house 34,000 people in the 1950s and 60s - regeneration efforts commenced in the 1980s to tackle problems of isolation, lack of amenities and substandard housing. Common to both these areas is the promotion of artistic endeavours, including public art, as a fundamental tool in regeneration.*

## 2.6 South Cluster

The south cluster encompasses the following venues:

- Hampden Park - athletics, closing ceremony
- Cathkin Braes - mountain biking

The south cluster is the most geographically disparate, taking in Hampden Park and Cathkin Braes, which lies on the outskirts of the city. As a result, the VeloCity approach in the south is different to that of the east and west and city centre because it is formed around communities and local town centres that are in proximity to these 2 Games' venues, with less emphasis on a direct route to and from the city centre and an understanding that local public transport has an important role to play.

The south cluster is more mixed than that of the east or west, sharing similar attributes to both, due to its historic development. It has a distinct housing, cultural and ethnic mix, alongside extensive green spaces, Tramway, The Citizens Theatre, Scottish Ballet and dynamic community projects such as Southside Studios and The Govanhill Community Baths Trust.

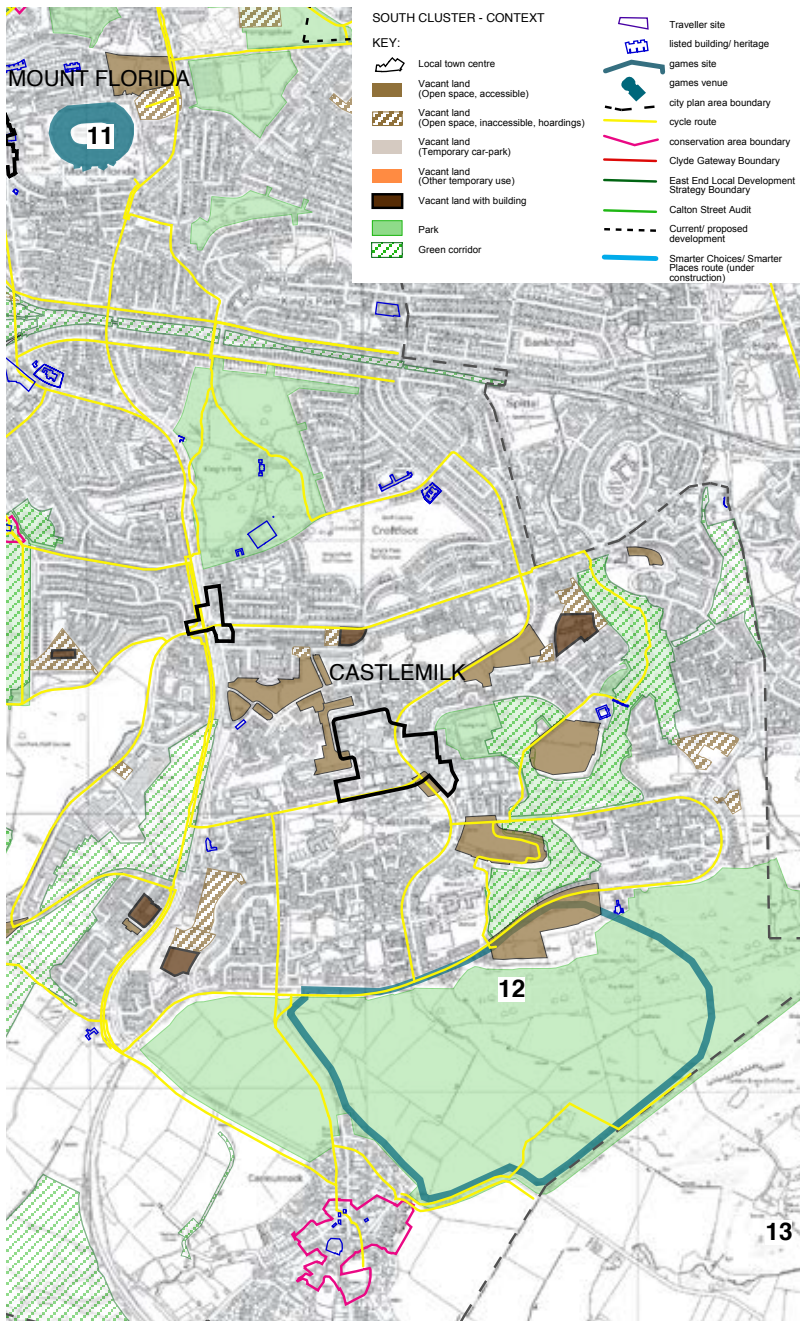
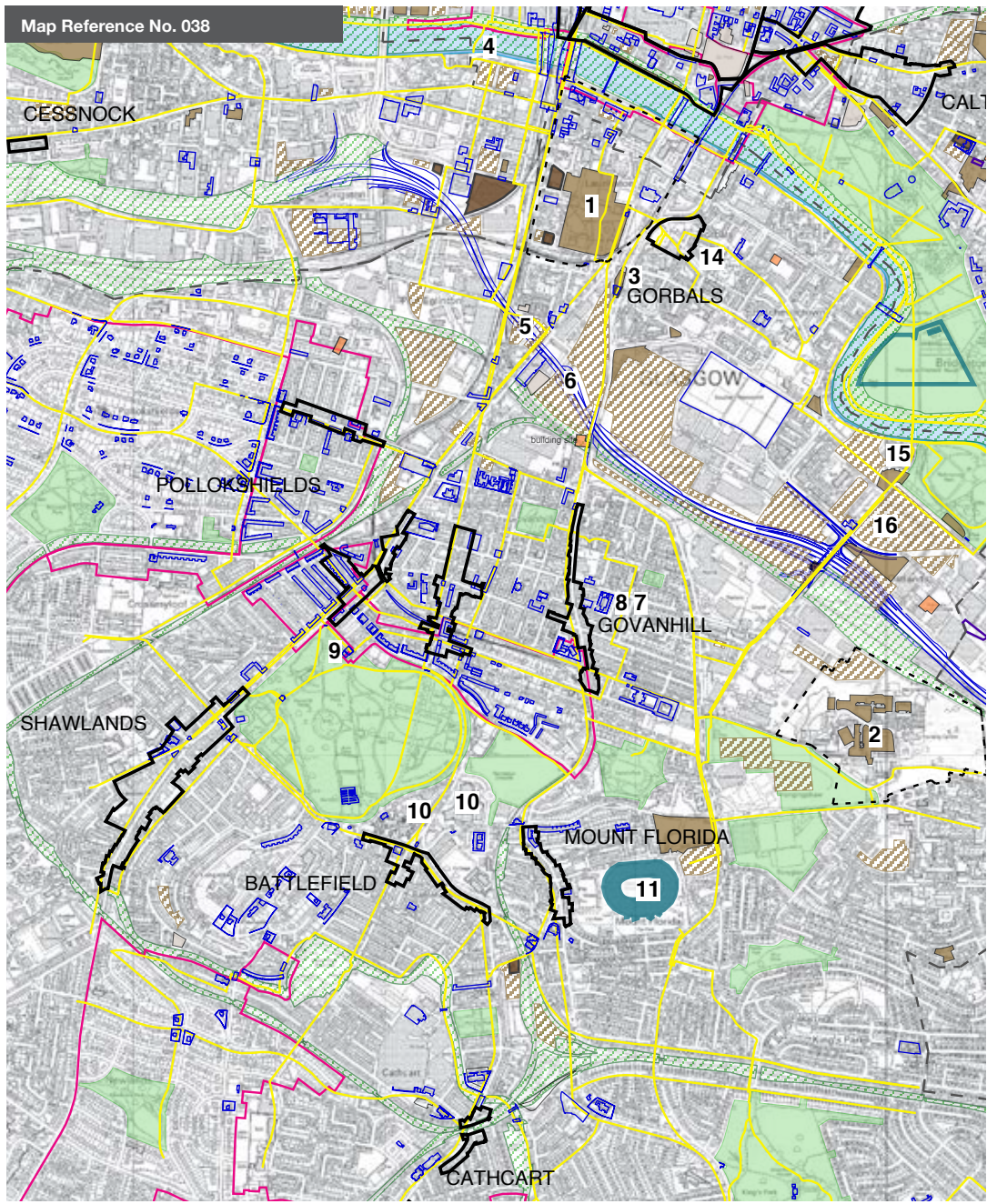
Specifically, the south cluster takes in the grouping of mainly Victorian suburban neighbourhoods surrounding Queen's Park, including Shawlands, Langside, Battlefield and Mount Florida, and the planned worker settlements of Strathbungo, and

East Pollokshields. The south cluster also takes in the peripheral housing estate of Castlemilk, which sits close to the Cathkin Braes. The south cluster is reached from the city centre via the former industrial neighbourhoods of Gorbals, Laurieston, Tradeston, Hutchesontown and Polmadie.

There are opportunities to improve pedestrian movement between the neighbourhoods to the south of the Gorbals and the city centre. It is here where the recently completed M74 extension connects to the M8 at the Kingston Bridge. The large industrial zones within Polmadie, Oatlands and Toryglen also inhibit pedestrian movement, particularly to and from Hampden Park and Glasgow Green Hockey Centre, which would otherwise provide a relatively short and convenient link between communities.

VeloCity can act positively with a view to **re-imagine, repair** and **reconnect** these fragmented areas that disconnect the south cluster from the city centre. VeloCity's suggested programmes in the south focus on the communities themselves.





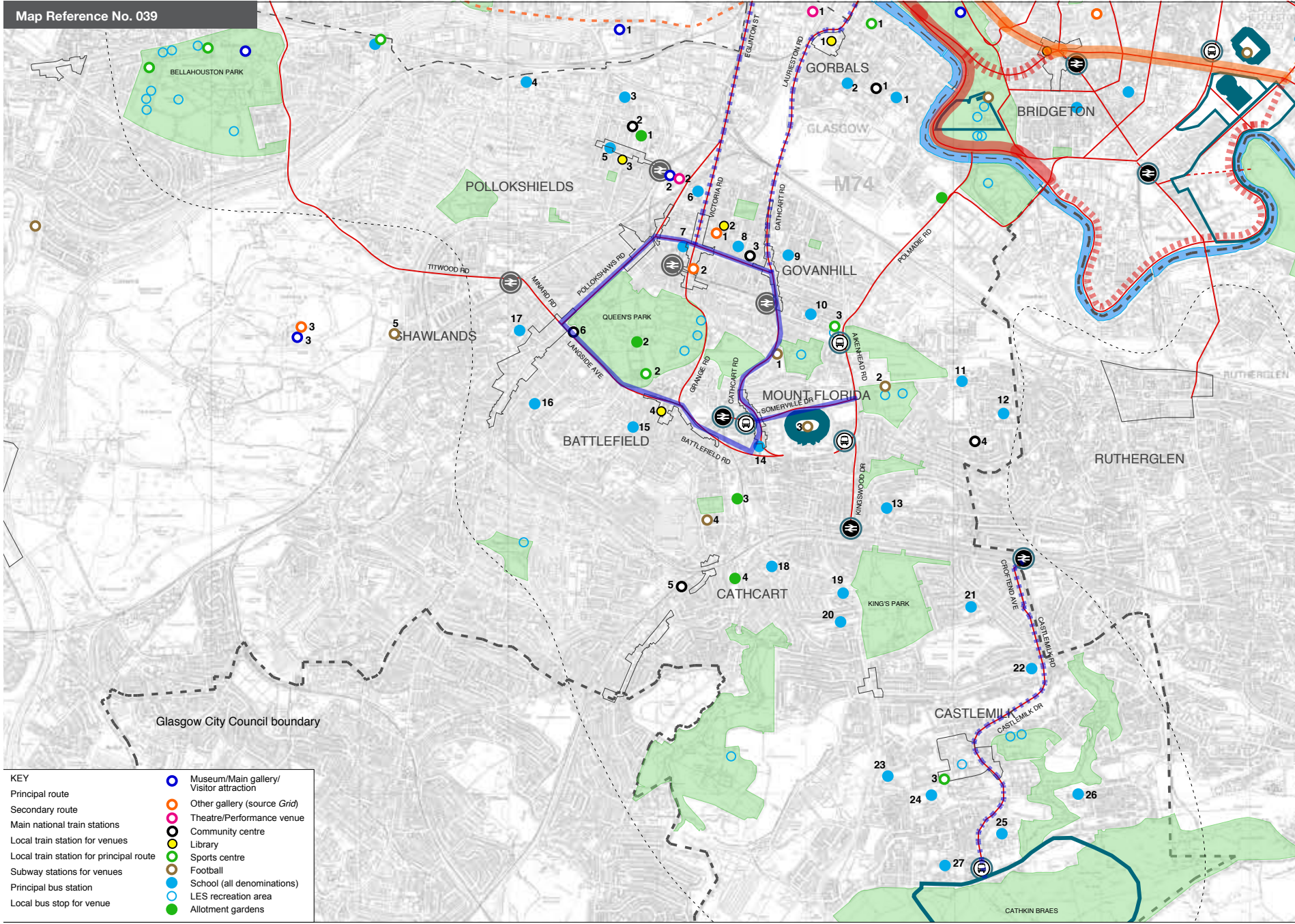


*The physical context and key developments are listed below.*

1. *Laurieston Transformation Regeneration Area (TRA) and Local Development Strategy: housing, community facilities, a new cross, shops, transport hub and parking (GCC, GHA, Gorbals HA and others)*
2. *Toryglen TRA and Local Development Strategy: new open space, housing and infrastructure (GHA and GCC)*
3. *Caledonia Road Church: proposed Alexander Thomson Study Centre (Alexander Thomson Society)*
4. *Tradeston Bridge project: completed 2009 (GCC)*
5. *Larkfield bus depot: currently under planning permission for superstore, retail units, petrol station and car park*
6. *M74 extension: road opened June 2011 with landscaping works under completion*
7. *Govanhill Regeneration Programme: housing, infrastructure, community facilities (GRA)*
8. *Govanhill Baths: proposals for redeveloping swimming pool (Govanhill Baths Community Trust)*
9. *Queen's Park Arena: bandstand and auditorium redevelopment (Queens Park Arena Ltd)*
10. *Victoria Hospital: recently completed new campus with old building vacated by 2015 (NHS)*
11. *Hampden Park: will be converted to athletics track for 2014 Games (Glasgow 2014)*
12. *Cathkin Braes Country Park: new mountain bike venue for 2014 Games (Glasgow 2014)*
13. *Castlemilk and Carmunock Community Wind Park: proposed community run wind park above Cathkin Braes (Castlemilk and Carmunock Community Wind Park Steering Group)*
14. *Gorbals regeneration*
15. *Oatlands*
16. *East End Regeneration Route*

## Current Physical Developments

Although VeloCity's south cluster doesn't have the same scale of regeneration activity as the east and west and city centre clusters, with the exception of the Laurieston and Toryglen Transformational Regeneration Areas, there are still a significant number of physical developments in planning or underway.





## Cultural Activity

Although less in number than in the west and city centre cluster, the south has significant cultural venues, including the Citizens Theatre and Tramway, both of which produce and present international performing and visual arts programmes. Tramway is also the base for Scottish Ballet's new headquarters and The Hidden Gardens.

Govanhill, one of the south cluster neighbourhoods, is home to The Govanhill Baths Trust and Southside Studios, both of which present a year round programme of cultural activity. The Southside Festival is an annual event taking place in Queen's Park, one of 3 large scale parks in the south. The other two are Pollok Park, with its world class Burrell Collection, and Bellahouston Park, with its community facilities and House for an Art Lover.

The south cluster also takes in the Gorbals which has undergone extensive regeneration in recent years, notably in its major housing and public realm developments, including the £1m Artworks Project running as an integral part of the regeneration process. Gorbals Art Project<sup>32</sup> plays a role in the local area with their 'giving art a place' strapline and a series of public art walks and trails showcasing what the Gorbals has to offer.<sup>33</sup>

The work of Alexander Greek Thomson is particularly prolific in the south, with plans afoot to renovate the A listed remains of the former Caledonia Road Church into a new visitor centre with several galleries and a café.

Shawlands Academy has an important role in the Shawlands Town Centre Action Plan through the development of public art projects to enhance the frontage of the school, creating a vibrant streetscape and welcoming entrance to the community.<sup>34</sup>

Southside Happenings is a blog documenting local adventures, things to do and places to see in the Southside of Glasgow.<sup>35</sup>

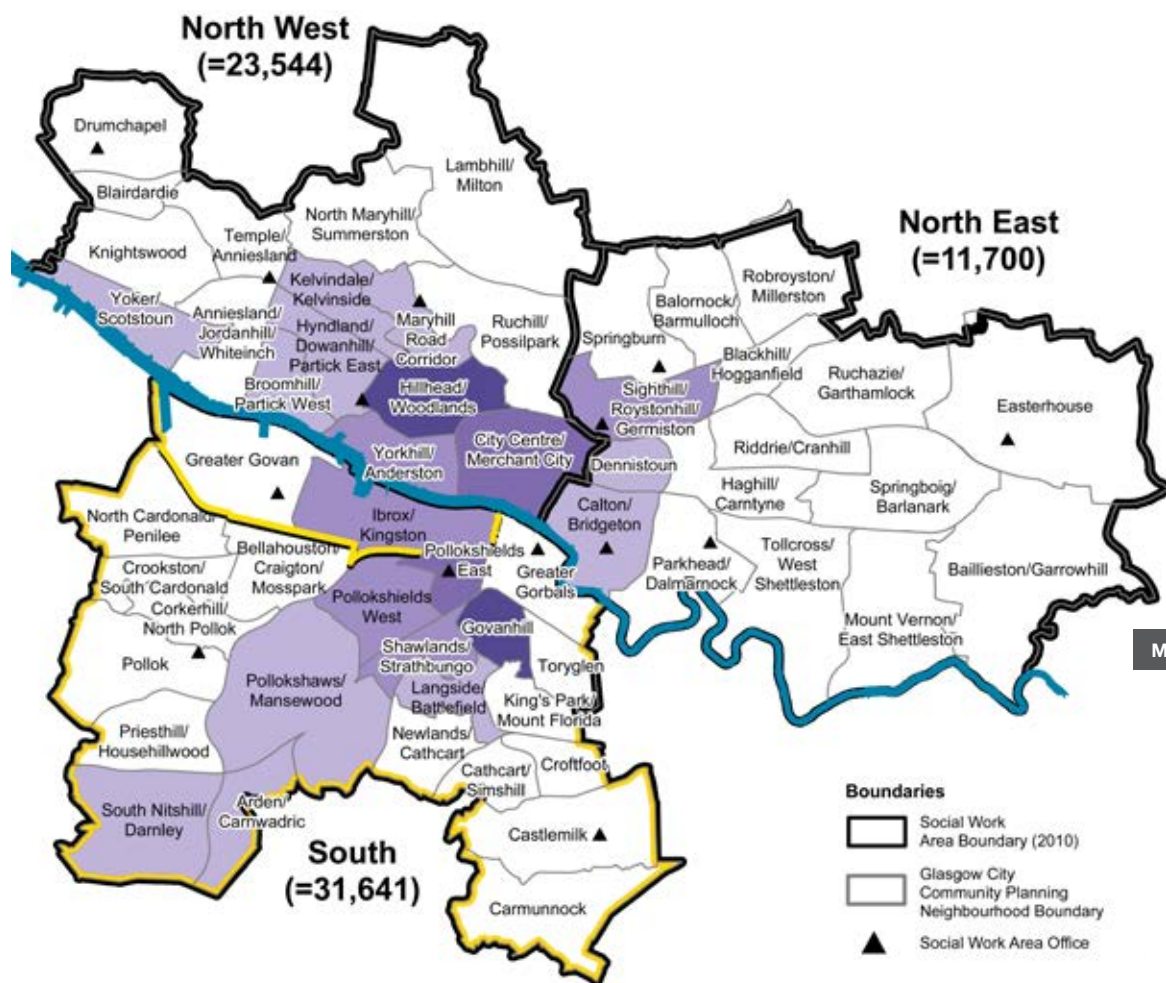
VeloCity can harness the resource of local activity to connect it to communities engaged through a VeloCity programme, and vice versa. This works to complement the action plans around increasing local access to facilities, venues and activity as highlighted in the Health Impact Assessment for the 2014 Commonwealth Games.<sup>36</sup>



Capoeira display on Westmoreland Street Lane, Streetland 2010. Image courtesy of Streetland

Map Reference No. 040

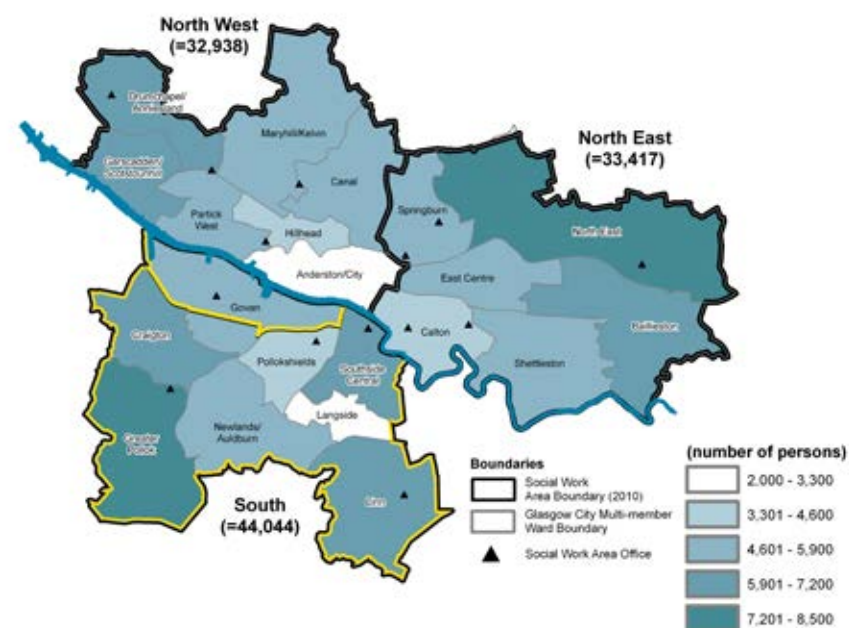
BME Population



No.040 **BME Population** (number of persons)  
 Social Work Area Boundaries (2010) by Glasgow City Community Planning Neighbourhoods  
 © Crown Copyright. All rights reserved. Glasgow City Council, Licence No. 100023379, 18/04/2011.

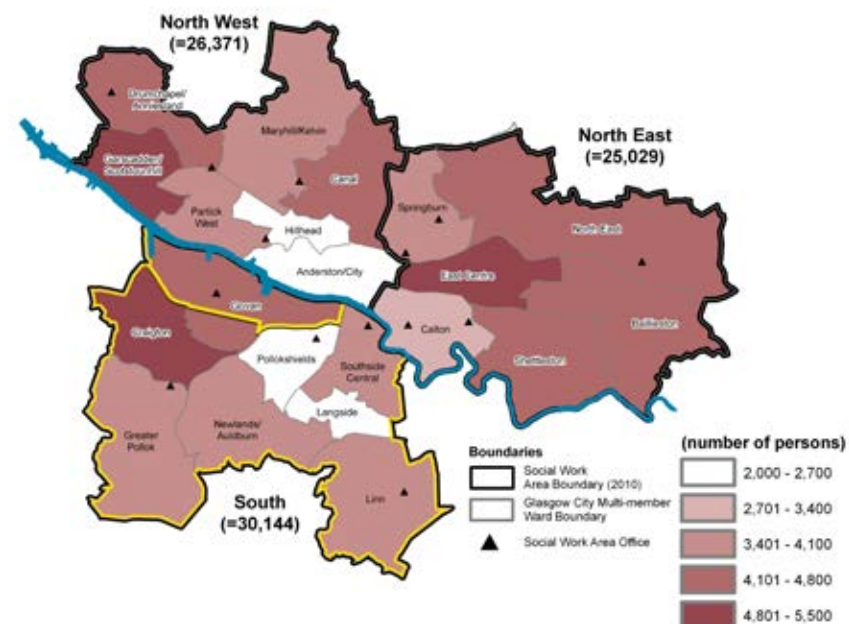
Map Reference No. 041

Child Population Aged 0-17



Map Reference No. 042

Older Person Population Aged 65 and Over



No. 041 **Child Population aged 0-17** (number of persons)  
 Social Work Area Boundaries (2010) by Glasgow City Multi-member Ward Boundaries  
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No. 042 **Older Person Population aged 65 and over** (number of persons)  
 Social Work Area Boundaries (2010) by Glasgow City Multi-member Ward Boundaries  
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## Social Fabric

**Age:** The south cluster reveals there are more adults in the south than in any other area of the city and the most children, although the west has the highest density of adult population by comparison. There are two fifths of the city's children (34,044) in the south cluster, which is 20% of its population. The largest proportion of children, 17.9%, are concentrated in Greater Pollock with 14.6% in Craigton, 13.9% in Linn and 13.5% in Southside Central.<sup>37</sup>

**Ethnic Groups:** Just under half the city's BME population is estimated to live in the south, in mainly Pollokshields East and West, as can be seen in the map opposite. This is made up of three quarters of the city's total Pakistani population (15,431) comprising 7% of the area's total population and in comparison to the city average of 3%. The south is also home to the second largest Indian population (2,885).

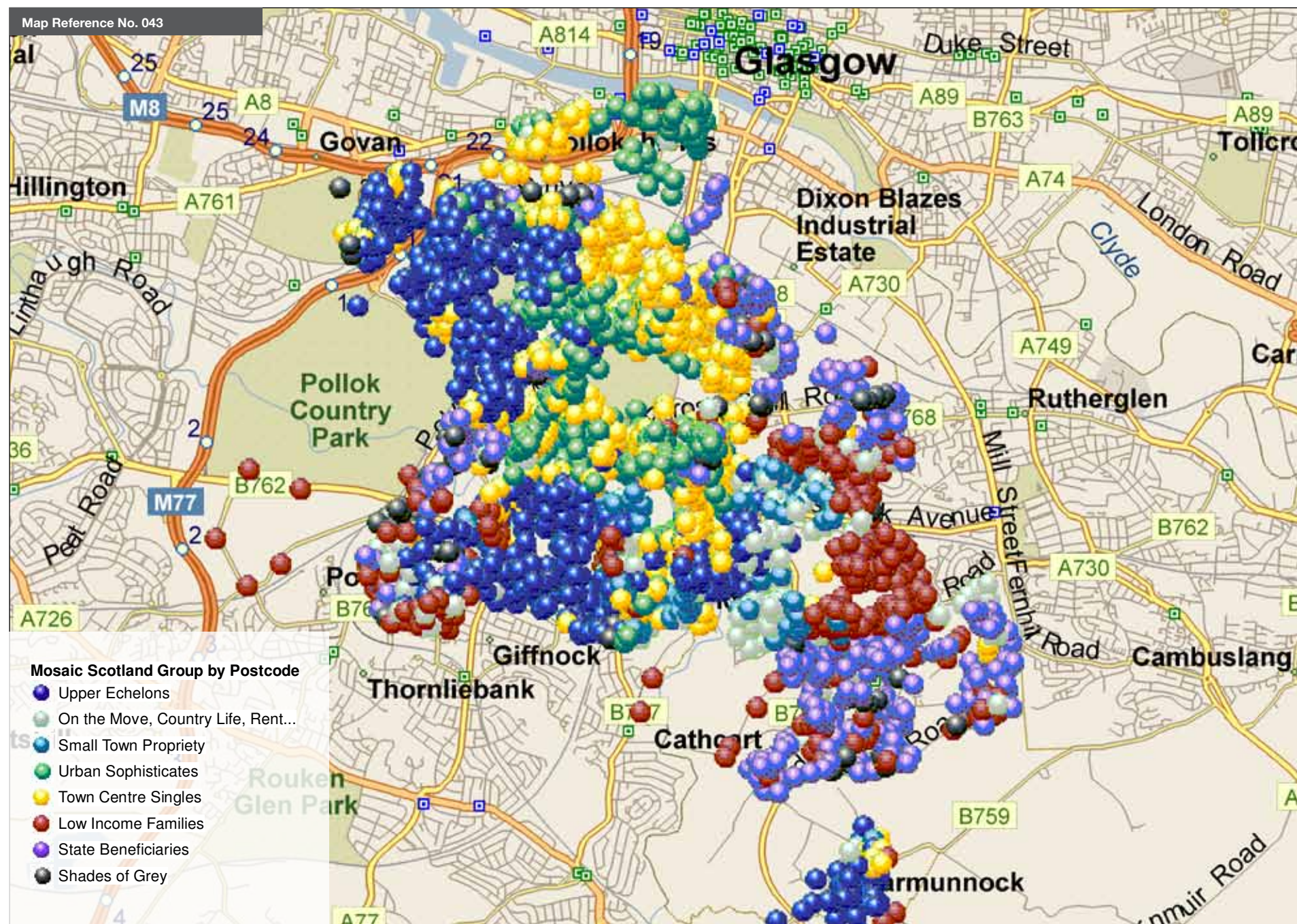
The third largest ethnic group in the city is Other White with 32.8% of the south side population. Govanhill has 849 people classed as Other White while Ibrox and Kingston have 671 and Langside and Battlefield have 565.

**Living Conditions:** People in the south are more likely to live in owner occupied accommodation with over half of them living in Pollokshields. The area records the lowest rate of people living in council and social rented accommodation with the highest proportions of those in Craigton, Greater Pollock, Southside Central and Linn. Govan, Langside and Southside Central are areas which form half of the south's lone adult households and two thirds of the south's lone parent households.

**Deprivation and Vulnerability:** Over a quarter of the south cluster's vulnerable children (26.2%) live in Greater Pollock with the highest proportions of the south's most deprived people also in Greater Pollock (18.7%) and Southside Central with 18.5%.

While in relative terms the east has the highest concentration of older vulnerable people, the south has the most older people in absolute terms with just under two fifths of the city's total, 30,444. Most live in Craigton with 16.9%, Govan with 14.2%, Southside Central with 13.2%, Greater Pollock with 13.1% and Newlands/Auldburn with 12.9%. Of those, just under a fifth (17.2%), live in Craigton. Higher than average proportions of vulnerable older people also live in Southside Central, Govan and Langside. Those same areas are classified amongst Scotland's worst 15% datazones of multiple deprivation.









Upper Echelons



Town Centre Singles



Low Income Families



State Beneficiaries

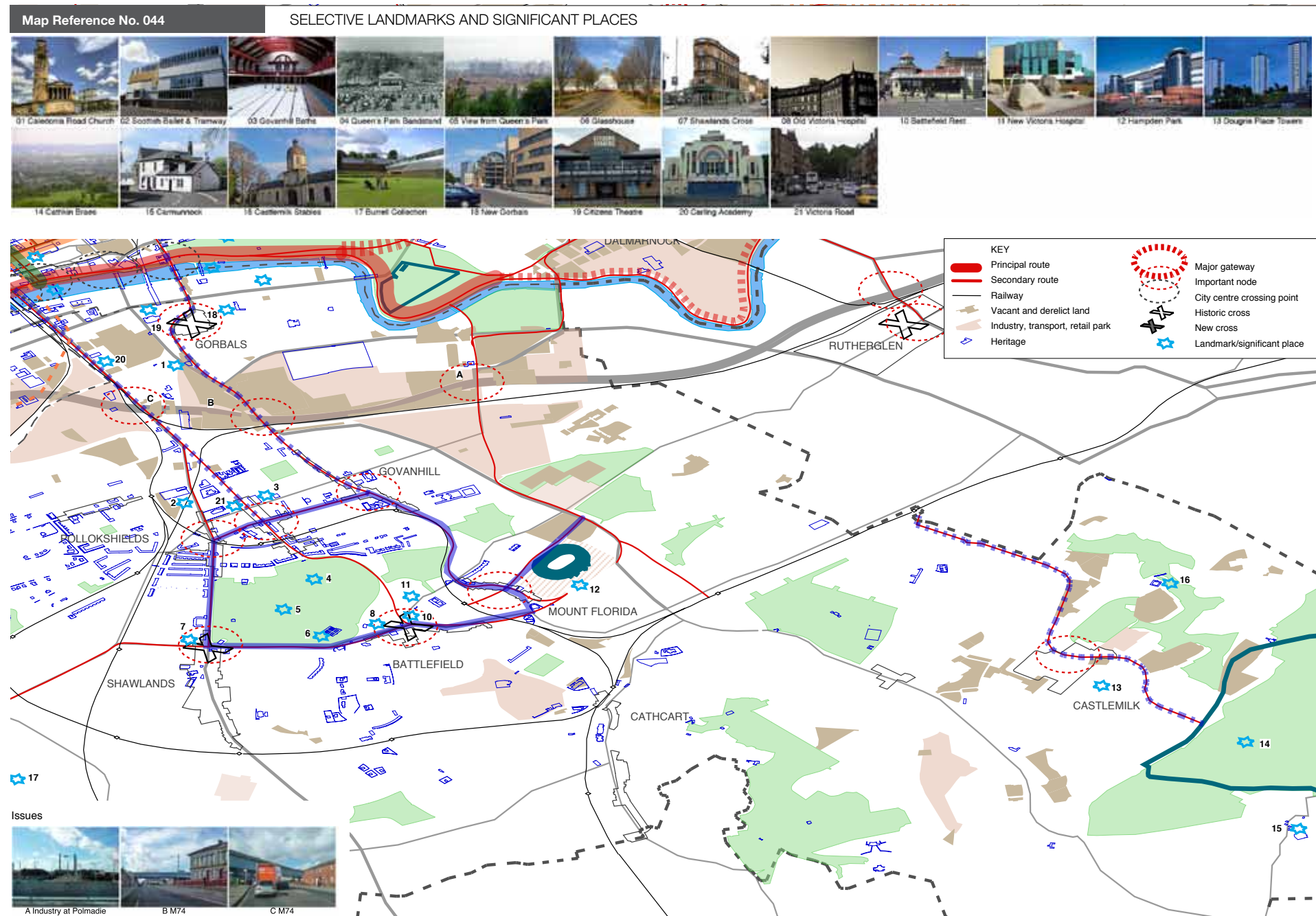
## Lifestyle

The Mosaic profile map opposite shows the south with a high concentration of Upper Echelons, Urban Sophisticates, Town Centre Singles, Low Income Families and State Beneficiaries. Added to this are small pockets of households characterised as Small Town Propriety and Country Lifestyles. Households in these categories are often to be found in the more suburban areas. Generally they are middle income families with older children, traditional in their outlook, almost exclusively white, though not necessarily Scottish.<sup>38</sup>

## Summary

The south cluster has a distinct cultural and ethnic mix and a high density of households and families in specific neighbourhood areas. It is a vibrant community of Scots Asians alongside so called economic migrants and new young home buyers. That said, it is not without its challenges namely significant proportions of the elderly and key pockets of deprivation. By considering the unique social profile of the south VeloCity can reflect its diverse demographic mix of ethnic, vulnerable and affluent communities.

VeloCity suggests creative programmes informed by this evidence. Community activity could be created around neighbourhood festivals that celebrate uniqueness whilst contributing to a dynamic southside scene.





## Southside Circuit

The Southside of Glasgow has developed many high quality residential neighbourhoods separated from the city by the belt of industry and transport infrastructure that lies to the south of the Gorbals, Kingston and Kinning Park.

Many of these distinctive neighbourhoods are clustered around Queen's Park with their own bustling local town centres. For example, Pollokshields and Strathbungo contain some of Glasgow's finest tenements and villas, Shawlands has a well developed area of cafes, bars and restaurants, and Govanhill and West Pollokshields are Glasgow's most ethnically diverse districts, concentrated around Albert Drive and Allison Street.

Mount Florida is home to the National Football Stadium, Hampden Park, which will host athletics events during the 2014 Games.

The Southside circuit proposes to celebrate these neighbourhoods by creating a circuit to reinforce the linked aspect of the area, providing a variety of entry points for visitors to the Games. There are options to link the circuit to the city centre via two key routes. Both traverse areas of mixed quality, for example, areas disrupted by the new M74 extension.

In addition, Cathkin Braes to the south is linked via the local train station at Castlemilk and can be considered an extension or satellite of the Southside cluster.

POTENTIAL ACTIVITY	IDENTIFIED AREAS
Urban Realm commission	Gorbals Govanhill
Gateway commissions – temporary or permanent that help break down barriers or herald new routes	Rutherglen Cathkin Braes/Castlemilk
Cross cutting commissions – temporary or permanent commissions that utilise cross cutting themes such as lighting, transport etc.	Pollokshields Shawlands Mount Florida/Hampden
Stalled spaces projects – temporary commissions or performances that bring to life dormant space	Gorbals Govanhill Pollokshields



# Next Steps

3.1	Creative Programme Action Planning	91
3.2	Next Steps	93



	2014 Venues	Creative Communities	Learning and Skills
Commonwealth avenue	<ul style="list-style-type: none"> <li>Flagship commission at Commonwealth Arena &amp; Sir Chris Hoy Velodrome</li> <li>Residency Programme at Athletes Village</li> <li>Commissions, events and performances at: <ul style="list-style-type: none"> <li>Tollcross Aquatic Centre</li> <li>Glasgow Green</li> <li>Celtic Park</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Residency programme in multi-storeys at Springfield Cross, Bridgeton/Dalmarnock for example</li> <li>Temporary commissions &amp; events in stalled spaces at Calton, Springfield Cross, Bridgeton (amongst others)</li> <li>Cross cutting commissions that link with social housing needs, transport routes and lighting strategies in the east</li> <li>Public realm and gateway commissions at for example Glasgow Cross, Bridgeton Cross, Parkhead Cross, Dalmarnock Cross, Cuningar Loop</li> </ul>	<ul style="list-style-type: none"> <li>Curriculum for Excellence programme</li> <li>Programme with FE and HI institutions including The Glasgow School of Art, The University of Glasgow and John Wheatley College</li> <li>Talks and events relating to east projects delivered in partnership with stakeholders and creative sector e.g. Gl, east venues</li> </ul>
Commonwealth promenade	<ul style="list-style-type: none"> <li>Public Realm at/around SECC precinct</li> </ul>	<ul style="list-style-type: none"> <li>Strategic framework for commissions and creative interpretation that links the city walkway route along the riverfront from Partick in the west to Parkhead in the east</li> <li>Programme of urban realm <b>repair</b> to chime with above</li> <li>Enhanced delivery of existing events programmes for local community facilities such as libraries, community centres, parks in the west eg at Anderston, Partick, Govan etc.</li> <li>Cross cutting commissions that link with potential subway commissions at Govan and Cessnock</li> </ul>	<ul style="list-style-type: none"> <li>Curriculum for Excellence programme</li> <li>Programme with FE and HI institutions</li> <li>Talks and events relating to river projects delivered in partnership with stakeholders and creative sector</li> </ul>
West connector	Events and performances at: <ul style="list-style-type: none"> <li>City centre locations</li> <li>Kelvingrove</li> <li>Scotstoun Leisure Centre</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced delivery of existing events programmes for local community facilities such as libraries, venues, parks in &amp; around the west connector area</li> <li>New performance projects that utilise the routes &amp; venues through the city centre and encourage mass participation</li> </ul>	<ul style="list-style-type: none"> <li>Curriculum for Excellence programme</li> <li>Programme with FE and HI institutions</li> <li>Talks and events delivered in partnership with stakeholders and creative sector e.g. NTS and city centre venues</li> </ul>
Southside circuit	Events and performances at: <ul style="list-style-type: none"> <li>Hampden</li> <li>Cathkin Braes</li> <li>Ibrox</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities for local communities and grass roots activity around festivals, temporary commissions, events and workshops</li> <li>Cross cutting commissions that link with new social housing play parks</li> <li>Cross cutting commissions that link with lighting strategies</li> </ul>	<ul style="list-style-type: none"> <li>Curriculum for Excellence programme</li> <li>Programme with FE and HI institutions</li> <li>Talks and events relating to south projects delivered in partnership with stakeholders and creative sector</li> </ul>

## 3.1 Creative Programme Action Planning

This operation plan sets out a series of action plans that form an outline creative programme for VeloCity in the run up to, during and beyond the Games. The action plans suggest where creative activity will take place as a result of the sensitive mapping process. Essentially, projects will develop in VeloCity's 3 cluster areas of east, west and city centre, and south. It is the aim of VeloCity to include the north peripheral housing estates and although this will be in VeloCity's next phase, it will benefit from the model established in this operational plan.

The creative programmes and action planning suggested in this operational plan, are framed around VeloCity's 4 principal routes matched to the indicative themes of:

- 2014 Venues
- Creative Communities
- Learning and Skills

These themes have intrinsic legacy value including:

- physical developments linked in and around 2014 venues
- local ownership and increased community capacity, health and wellbeing
- individual development through new skills, meeting new people and a sense of fun

The action planning is inherently flexible and can

respond to new initiatives and embrace what is already there in the run up to the Games, during and beyond.

Taking forward the development of action planning, it is suggested that:

- the client group and/or a second citywide stakeholder workshop prioritise a series of key creative programmes based on VeloCity's sensitive mapping, existing developments and resources. This would kickstart the action planning process and provide exemplar models which is likely to twin track with phase 2 delivery suggestions as outlined below in 3.2
- a series of more localised stakeholder steering groups are established around which specific action plan detail can be agreed and developed. VeloCity sees artists, producers and community representatives as a vital element of the steering groups. These sessions will form part of phase 2, outlined in 3.2.

Full Action Plans can be found at Appendix 1.



92 Jeremy Deller, Poster for What is the city but the people? (2009) A project for Tube drivers on the Piccadilly line, commissioned by Art on the Underground. Poster design by APFEL. Photograph: Daisy Hutchison. Art on the Underground provides a number of models that could be utilised by transport providers in the city, something that SPT is currently exploring



## 3.2 Next Steps

The next phase for VeloCity will set out a 3 year framework focussing on leadership and stewardship in order that the project's intricate networks and relationships can be fully developed. Implementation of projects within the Creative Programme for Velocity (described in 3.1 and Appendix XX) will rely heavily on partnerships emerging from these networks. It is also anticipated that other projects will emerge through the rolling out of the Operational Plan.

An expanded VeloCity Steering Group is currently being established and will oversee the implementation of a series of projects within the Principal Routes and Games Clusters emerging from the Action Plans set out in this document and drawing on the networks and relationships described above. Importantly the Group will ensure the continued application of the VeloCity Way as methodology for delivery of all projects that sit within the VeloCity framework. The Steering Group will also oversee the development and implementation of a monitoring and evaluation framework for VeloCity.

Glasgow Life will lead on the appointment of a VeloCity Producer who will work with the existing staffing resources of a number of city agencies, including principally Glasgow Life and Glasgow City Council's Development and Regeneration Services and Land and Environmental Services. The VeloCity Producer will both lead directly

on the delivery of projects emerging from the Operational Plan and work within the project teams of other organisations and initiatives to ensure the embedding of the VeloCity Way into the working practices of partner organisations. In this way VeloCity will be a resource that can influence and draw upon a significant workforce in key areas of practice including planning, community development, civic design, transport, arts development and community engagement.

### Resources

From the outset VeloCity has sought to bring coherence, a curatorial overview and a consistency of methodology to the delivery of art in the public domain across the city. As such the delivery of VeloCity is as much about influencing the existing budgets within stakeholder organisations as it is about bringing new financial resources.

However, it is recognised that a core budget for VeloCity will be required to initiate and develop projects and to add value through partnership funding. The potential of the Operational Plan to secure multi stakeholder buy in makes it a powerful strategic fundraising tool, in that it can demonstrate partnership working at an unprecedented scale. The Steering Group will work closely with the VeloCity Producer who will lead on all fundraising for this core budget.



# References

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11. This information comes from Dr. Jason T. Mokrovich, *Performance and Research Team, Service Modernisation, Social Work Services, Glasgow City Council, Social Work Area Demographics: population estimates, vulnerability, disability + support, and analysis of SWS [Social Work Services] clients*
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30. Glasgow City Council, *The Local Development Plan for Glasgow Monitoring Statement*, p71
31. *Glasgow, the Forming of a City*, Reed (ed), Edinburgh University Press, 1993
32. Rhona Warwick (ed), *Arcade; Artists and Placemaking, Black Dog Publishing, 2006* (for the Artworks Programme, Gorbals); [www.theartworksprogramme](http://www.theartworksprogramme)

## 40. Mosaic comparison



33. [www.gorbalsartsproject.co.uk](http://www.gorbalsartsproject.co.uk)

34. *Shawlands Town Centre Action Plan*

35. [www.southsidehappenings.blogspot.com](http://www.southsidehappenings.blogspot.com)

36. *Glasgow City Council, 2014 Commonwealth Games Health Impact Assessment Report, Planning for Legacy (full report). There is the Health Impact Assessment of the 2014 Games Summary Report, August 2009*

37. *As for 11*

38. *As for 14*

### 39. MOSAIC Groups in Detail with % Households (HH) for Glasgow

#### A – Upper Echelons – % HH 6.32

**Key Features:** Middle-aged Families with children; Successful Choiceest housing; Suburban locations; Professional careers; High incomes; Exotic leisure pursuits; Confident Conservative values

#### B – Families on the Move – % HH 11.62

**Key Features:** Young couples; Young families; Modern homes; On career ladders; Good prospects; Juggling home & work; Energetic; Capable; New technology; Internet

#### C – Small Town Propriety – % HH 10.51

**Key Features:** Middle-aged Married couples; Older children; Small towns; Mature suburbs; Skilled professionals; Hard working; Middle incomes; Value authenticity; Traditional

#### D – Country Lifestyles – % HH 10.47

**Key Features:** Older working couples; Retired couples; Children at college; Farming, forestry Fishing, some tourism; Rural communities; Work long hours; Cars important; Knowledge of Gaelic; Churchgoers

#### E – Urban Sophisticates – % HH 6.06

**Key Features:** Young singles; Students; Well paid professionals; Few children; Well educated; Stylish suburbs; Halls of residences; Exploration; Individuality; Internet

#### F – Town Centre Singles – % HH 8.93

**Key Features:** Singles & co-habitees; Some older residents; Few children; Terraces and flats; Basic education; Diverse occupations; Low incomes; Close to shops; Friends & family nearby; Car not needed

#### G – Renters Now Owning – % HH 15.56

**Key Features:** Older couples; Grown up children; Terraced housing; Better council schemes; Exercised Right to Buy Skilled trades Traditional gender roles Sense of community Responsible Confident

#### H – Low Income Families – % HH 13.99

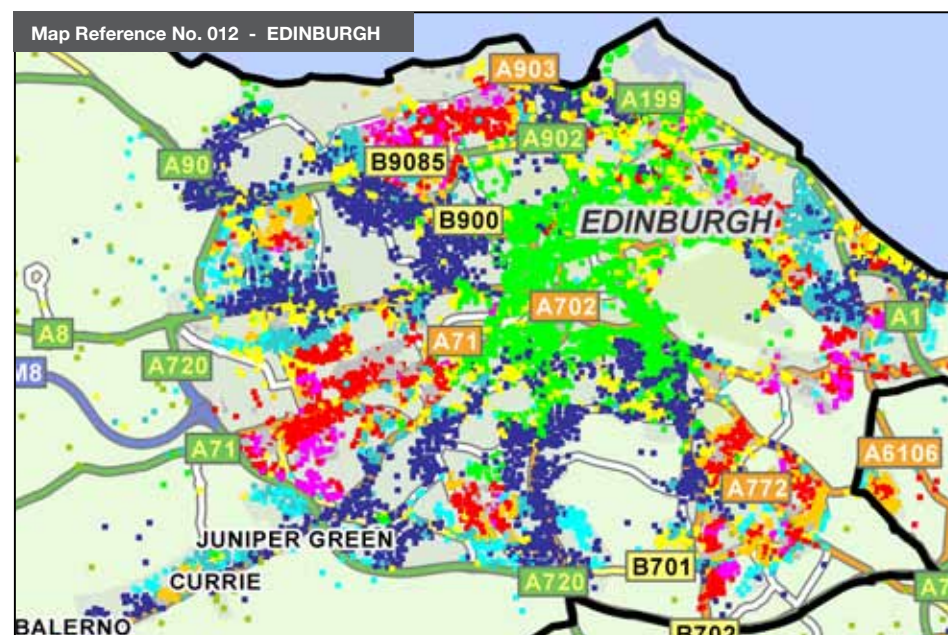
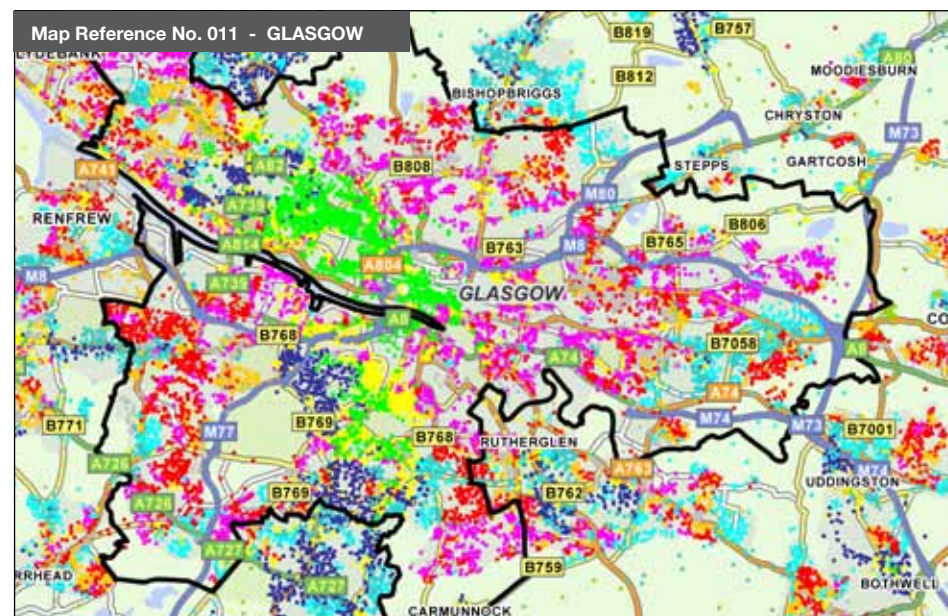
**Key Features:** Single parents; Families with children; Low rise council homes; Overcrowding; High unemployment; Semi-skilled trades; Low incomes; Debt problems; Public transport; Mass market brands

#### I – State Beneficiaries – % HH 7.64

**Key Features:** Families with children; Single parents; Council flats; Overcrowding; State benefits; Criminal damage; Sickness; Public transport; Alcohol & tobacco; Post Offices popular

#### J – Shades of Grey – % HH 8.90

**Key Features:** Elderly people; Some sheltered housing; Some flats; Low incomes; Low savings; State pension; Poor health; Look forward to visits; Bingo, playing cards; TV popular



Map reference No. 011 and 012 illustrate the dramatic differences in mosaic profile between neighbouring cities

## 4.2 VeloCity Consortium

**Jackie Shearer**, Arts Manager with Glasgow East Arts Company led the successful tender bid to develop VeloCity's Operational Plan with a team of creative professionals representing a range of sectors.

Glasgow East Arts Company manages and delivers a range of dynamic arts programmes at the award-winning facility, The Bridge, in Easterhouse. The Company has become a leader in high quality creative programmes produced with communities and in regeneration contexts. Since its launch in 2006, more than 100,000 have participated in a varied programme from public art commissions to performing arts residencies, outdoor events and the widest range of participative activity. Glasgow East Arts Company has won a number of awards, including a Scottish Urban Regeneration Forum award for programming in a partnership context and a Leadership in Audience Development award.

The Glasgow School of Art (GSA) is one of Europe's leading higher education institutions for creative education and research. It is organised into three schools: Fine Art, Design, and Architecture. The Glasgow School of Art's distinctive, specialist practice-based education is internationally recognised, from securing national and international students to producing an astounding number of Turner nominated and prize-winning artists.

The Exhibitions Director, **Jenny Brownrigg**, is lead officer on VeloCity for Glasgow School of Art. Jenny heads up GSA Exhibitions where she curates a public programme that works with contemporary artists, designers and architects from Scotland, UK and abroad, as well as supporting teaching activity and developing opportunities with staff and students. The innovative programme of exhibitions, performance, seminars, artist talks and outreach activity programmed through The Glasgow School of Art Exhibitions explores the creative, social and educational impact of contemporary arts practice, all of which will have a deep resonance on this project.

Independent public art commissioner **Jenny Crowe** has worked with a number of award-winning artists in a range of public and private settings. In developing close working relationships between clients and artists the consultancy ensures outcomes of real significance that enable and encourage community involvement. Work includes permanent public artwork, temporary installations, artist residencies, interpretative and education programmes and fundraising strategies.

Commissioned projects include Claire Barclay for North Lanarkshire Council at Dumbreck Marsh Local Nature Reserve; permanent artwork by artist Karla Black for Easthall Park Housing Co-operative and temporary interventions by Katy Dove for BBC Scotland's headquarters at Pacific Quay, Glasgow.

Previously, Jenny worked on a series of artists' commissions for Loch Lomond and The Trossachs National Park and more recently worked with BBC Scotland to deliver a series of taster projects helping to develop an art strategy for the organisation and potential partner projects. Jenny Crowe Commissions also develops partnerships to take forward self-initiated projects.

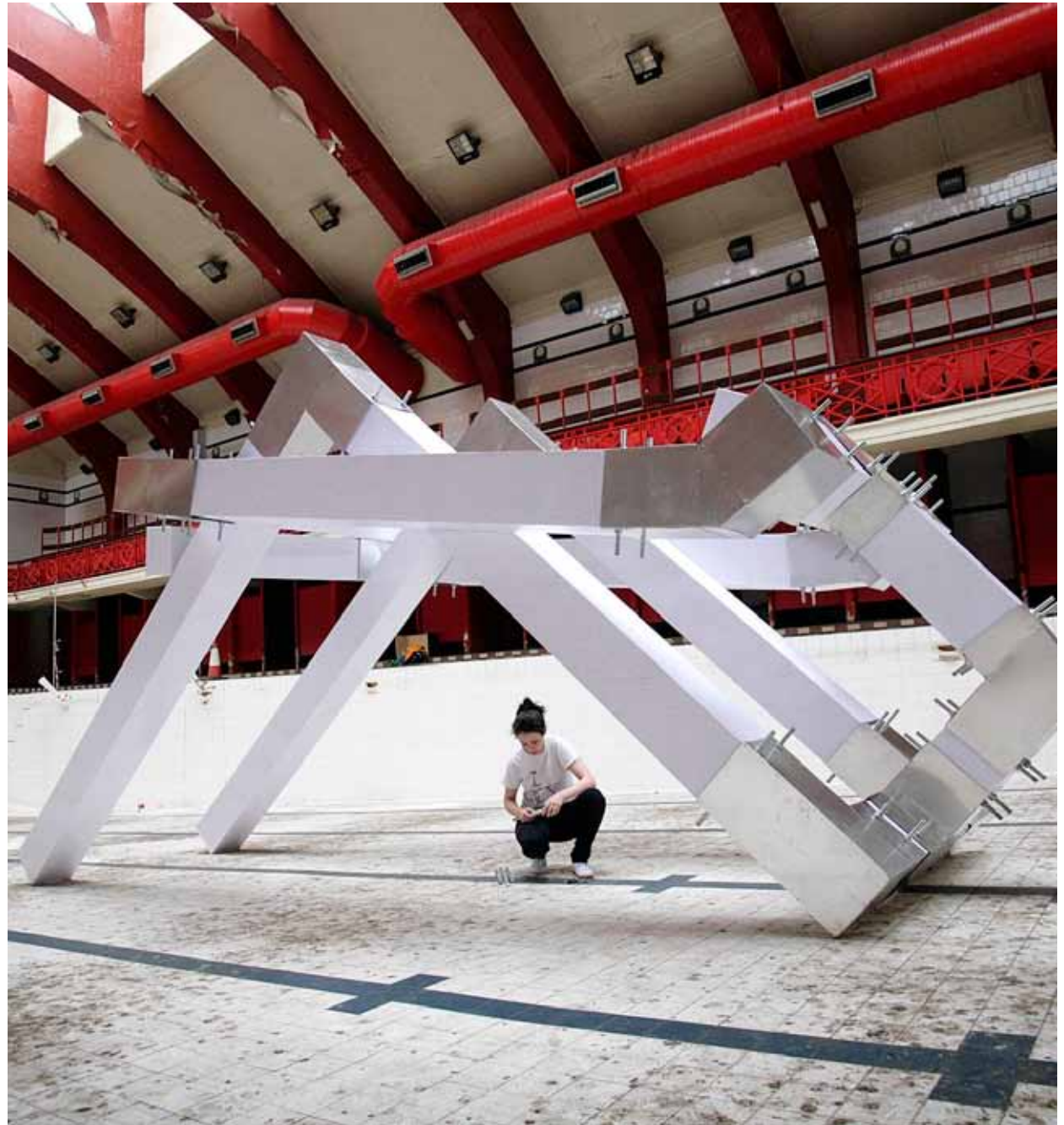
**Ewan Imrie** is an Architect with Collective Architecture, a unique architectural practice that pursues themes of participation and sustainability reflecting an approach that is about transforming places and their immediate and wider communities.

Working throughout the UK with public and private clients, Collective Architecture has received numerous awards for a highly varied output. The company has a dynamic, flexible and open-minded approach to architecture that allows them to tackle projects of vastly varying scales, from large-scale regeneration schemes and masterplans to exhibition designs and feature lighting projects. Consistent throughout is their ability and interest in working on creative projects. Collective Architecture has recently worked with artists such as Martin Boyce, Toby Paterson, Steven Hollingsworth, Victoria Morton and Katy Dove, and creative practices and organisations such as NVA, Transmission Gallery, Tramway, Collective Gallery and Changing Room.



**Julie Tait**, Director of Culture Sparks, the intelligence and innovation organisation for the cultural sector, encourages creative organisations to harness knowledge about audiences, encourage experimentation, promote collaboration and achieve their growing ambitions. Their research, analytical skills, range of activities and networks in and with the creative sector is unique. These include a national audience mapping project, the biggest ever benchmarking and ongoing measure of audience behaviours and demographics for the performing arts in Scotland; AmbiTion Scotland helping organisations achieve 21st century sustainability through implementing integrated IT and digital developments; and WhiteNOISE, new research into audiences for the visual arts. The organisation's creative approach is dynamic, responsible for driving major change in the way the sector thinks about the relationship between audience and programme. An emphasis on the role of new media and social networking enables Culture Sparks to lead the sector in these fields, bringing insights from international leaders to Glasgow, either in person or via online conferencing tools to share cutting-edge practice.

Prior to her work at Culture Sparks, Julie was the Commercial Director at The Lighthouse, Scotland's centre for Architecture, Design and the City.



Mario Botta by Rebecca Lindsay from Deep Breaths exhibition at Govanhill Baths, 2009. Image courtesy of Govanhill Baths Community Trust

## 4.3 Appendices

### Appendix 1 – Creative Programme Action Plans

#### Overview - Action Plan 1

Title: 2014 Venues Programme

– 2014 Venues

#### Vision

- to respond directly to the opportunity of the Games at the venues themselves with a series of flagship commissions, urban realm improvements and residencies across the city
- to reflect VeloCity's sensitive mapping addressing both the public realm and social fabric of the local area in a contribution to place-making
- to reflect VeloCity's curatorial approach utilising the theme of identity

#### Objectives

- to work through multiple stakeholders and partnerships in a single vision
- to be integrated with communities (this could include expansion of community participation in the delivery of the commissions, opening up of the selection process and/or sharing ideas around place-making)
- to document the process through the View From Here platform

- to create, utilise and contribute to the development of toolkits

#### Locations

##### New Venues

- Commonwealth Arena & Sir Chris Hoy Velodrome
- Athletes' Village
- SECC precinct and new Hydro National Arena

##### Existing Venues

- Tollcross Aquatic Centre
- Glasgow Green
- Scotstoun Leisure Centre
- Kelvingrove Park
- Hampden
- Ibrox
- Celtic Park
- Cathkin Braes

1a

### Action Plan 1a

Title: 2014 Venues, Commonwealth avenue, Commonwealth Arena & Sir Chris Hoy Velodrome

Commonwealth Arena & Sir Chris Hoy Velodrome is

- a new permanent flagship commission led by Glasgow City Council/Glasgow Life
- a programme of community hosted activity supporting and complementing the commission

Commonwealth Arena & Sir Chris Hoy Velodrome will:

- host world class artwork that responds to community and historical context
- assist with the **re-imagining** of London Road Corridor and specifically Springfield Cross through a paradigm shift
- bring multiple stakeholders together in a single vision
- demonstrate 'connectivity'
- manifest a curated programme on the London Road corridor
- actively contribute to the legacy of Glasgow as an international leader in the arts

## Background/Context

This project has responded directly to the scoping brief for the delivery of an Operational Plan to 'integrate art into public spaces, to enable a series of imaginative and original temporary and permanent art commissions and cultural activity in the build up to and during the 2014 Games. The project will operate within local and national strategies to develop an understanding of art in the public domain in relation to place-making.'

## Appointment

This is a major commissioning opportunity and is likely to be subject to direct invitation. Advisory panels and steering groups may comprise a mix of elected members, city officials, curators, architects, designers and primed local reps. This will enable sensitive consideration of site and artistic practice.

This project should consider a team of support artists working with agencies, community groups and individuals to ensure the artwork will be a much loved addition to the locality serving both form and function.

**Budget and Resources** – to be established

## Engagement

This is an opportunity to develop deeper relationships with local neighbourhoods through, for example, residency programmes to underpin the major commission. Focus could be on priming local reps to have an informed role in the commissioning process.

This process could lead to the identification of VeloCity Champions.

## Next Steps

- discussion with the director of the Commonwealth Arena & Sir Chris Hoy Velodrome
- establish cross sector steering group
- establish advisory group for selection process to bring specialist knowledge and an arms length approach to the selection
- plan community engagement programme
- consider artists' brief
- establish timeline



1b

## Action Plan 1b

**Title: 2014 Venues, Commonwealth avenue, Athletes' Village**

The Athletes' Village is:

- an innovative programme of site-specific temporary and permanent commissions and residencies that respond to this unique context
- a programme of related participatory events and performances

The Athletes' Village will:

- host an artist's studio flat to enable creative output from the village as a feature of VeloCity
- develop a programme of events before, during and after the games serving both athletes and the Games Family alongside public and private residents
- develop a community curated programming of events including open spaces for markets, picnics, gala days, play and leisure
- pursue commissions based around fittings, fixtures and soft furnishings within the village
- embrace the curatorial strategy of VeloCity and in particular the notion of 'hosting' with the 'home from home' ethos of the 2014 Organising Committee

- play a role in the concept of a commonwealth avenue as a device to **re-imagine, repair** and **reconnect**
- create world class artworks that respond to a community and historical context
- actively contribute to the legacy of Glasgow as an international leader in contemporary art

## Background

This project responds directly to VeloCity's brief to 'take a holistic approach to the developments being undertaken by individual agencies, including the key partners...and to overlay these with a coherent and curated approach to ensuring that the opportunities for high artistic interventions in public space are maximised'. The Athletes' Village will be retrofitted as 1,400 new homes, 120 of which will be through a new care home and together they will become a beacon for new community living.

**Appointment** – to be decided

**Budget and Resources** – to be established

## Engagement

This is an opportunity to engage the surrounding neighbourhoods and future residents of the village in a proposed programme that may include projects from art and design commissions to

community curated events showcasing local talent and the heritage of Glasgow and Scotland.

This process may lead to the identification of VeloCity Champions.

## Next Steps

- establish cross sector steering group
- establish advisory group for selection process bringing specialist knowledge and arms length approach
- plan community engagement programme
- consider a range of project briefs for artists
- establish timeline

## 1c

**Action Plan 1c**

**Title: 2014 Venues, Commonwealth Promenade, SECC Precinct and Scottish Hydro Arena**

SECC Precinct and Scottish Hydro Arena is:

- a new public realm commission opportunity that enhances existing plans for the visitor approach to the SECC precinct
- innovative temporary or permanent site-specific commissions responding to the unique context of the international media hub and riverside location
- a programme of community hosted activity supporting and complementing commissions

SECC Precinct and Scottish Hydro Arena will:

- respond directly to the ‘eyes of the world’ on Glasgow through the world’s media adding a dynamic backdrop to media coverage of the Games
- add to the developing riverfront attractions
- strengthen the route west from the city centre
- capture the spirit of the Games through VeloCity’s inherent curatorial approach and theme of identity (specific links to the defining nature of the river in the city’s development)

**Background**

This project responds directly to VeloCity’s brief to assess existing projects and maximise potential. VeloCity recognises that the new SECC precinct and Scottish Hydro Arena is a commercial development bringing together public and private funding. This is a live project led by SECC with representation from Glasgow City Council.

The announcement of the public realm commission opportunity could be read as a milestone in the journey toward the completion of the venue in 2013. VeloCity could bring added benefit by helping to develop an appropriate creative brief for the project and outlining potential for community participation. Neighbourhoods such as Govan and Finnieston could be engaged.

**Appointment** – to be decided

**Budget and Resources** – to be established

**Engagement**

This is an opportunity to develop links with local neighbourhoods, possibly developing local representatives to have an informed role in the commissioning process.

This process could lead to the identification of

VeloCity Champions.

**Next Steps**

- establish cross sector steering group
- establish advisory group for selection process to bring specialist knowledge and an arms length approach to the selection
- plan community engagement programme
- consider artists’ brief
- establish timeline

1d

**Action Plan 1d****Title: 2014 Venues; Existing 2014 Venues**

Action Plan 1d

Title: 2014 Venues, Existing 2014 Venues

Existing 2014 Venues is:

- an events and performance programme linked to the network of existing venues throughout Glasgow that will play a part in 2014 Games
- a way to encourage greater participation through these community resources
- a match-making device linking particular activity to specific groups of people in targeted geographic locations as highlighted through the sensitive mapping process
- refreshing and improving links between communities and existing facilities

Existing 2014 Venues will:

- provide new tactics for sport and leisure venues to work with cultural organisations and centres
- encourage new audiences to engage with sports facilities through creative engagement
- contribute to the development of healthier lifestyle choices

- include these venues: Tollcross Aquatic Centre, Glasgow Green, Scotstoun Leisure Centre and Kelvingrove Park
- consider including these venues: Celtic Park, Ibrox, Hampden and Cathkin Braes

**Background**

This proposal responds to the VeloCity brief and local authority priorities of 'a Healthy Glasgow'. It recognises existing activity delivered in these venues such as Kelvingrove Park with its bandstand redevelopment and Tollcross Park with its 5K fun run.

**Appointment** – to be decided**Budget and Resources**

This activity should be cost effective, working with existing events and cultural programmes.

**Engagement**

This is an opportunity to develop links within local neighbourhoods through, for example, area arts and community planning teams to develop the following examples:

- new temporary/permanent artworks
- artists residence

- enhanced local festival/gala day programme including mass participation events
- community champion programme
- enhanced lighting projects and events
- transport developments including subway projects

This process would lead to the identification of VeloCity Champions.

**Next Steps**

- establish appropriate steering groups
- plan programme
- establish timeline



## Overview - Action Plan 2

### Title: Creative Communities

#### Vision

- to utilise the conceptual devices of VeloCity's 4 principal routes to bring together different proposals across the city emerging from sensitive mapping
- a focus for the **re-imagining, repairing** and **reconnecting** of poor urban fabric and public space to develop well-being, a sense of neighbourhood and place-making
- to be targeted on areas most in need
- to place community participation at the heart of the lead up to 2014
- to enable individuals and groups to creatively respond to their community in the context of 2014
- to galvanise city-wide activity at grass roots with opportunities for all to enjoy Glasgow's 2014 Commonwealth Games
- to reflect and inform VeloCity's suggested curatorial theme 'identity'
- to document the process through the View From Here platform

#### Objectives

- to **re-imagine, repair** and **reconnect** VeloCity's principal routes and route networks

through a paradigm shift

- to bring multiple stakeholders together in a single vision demonstrating connectivity
- to involve communities in different methods of engagement evidenced through sensitive mapping
- to expand and enhance initiatives through mass creative activism across the city
- to establish a programme to strategically and creatively respond to the city's derelict and vacant land
- to establish a programme in and with the city's green spaces including festivals, gala days, outdoor events and performances
- to work through housing associations to take VeloCity into homes
- to identify VeloCity champions in localities to form a city network proving an opportunity for legacy
- to include development of public realm, enhancement of gateways and crosses, permanent and temporary artworks, events activity, heritage projects and performances

#### Key Locations

These are to be identified through VeloCity's sensitive mapping process.

1a

## Action Plan 2a

### Title: Creative Communities, Commonwealth avenue

Creative Communities, Commonwealth avenue is

- a conceptual device to re-imagine the London Road corridor
- a series of proposals emerging from sensitive mapping

Creative Communities, Commonwealth avenue will:

- consider creative residencies, events and cross cutting programmes
- improve design integrity of public realm space by using the opportunity of the Games to enhance the look of an area and its use so it can be re-imagined by local communities including gateways, local town centres, crosses and the river Clyde at Cuningar Loop
- raise aspirations of what can be achieved locally through community research visits
- develop opportunities for artists to create inspiring and functional artworks such as seating, lighting, creative play spaces, stalled sites or soft landscaping
- develop existing plans for urban realm by working with the 2014 team on the 'dressing' of London Road at Games time
- include improvements undertaken by housing

- associations from refurbishments to new build
- investigate signage and way-finding mechanisms linked to a re-invigorated transport infrastructure
- integrate cross cutting projects around transport, lighting and housing for example
- utilise empty shops to establish new local creative hubs (e.g. Parkhead Townscape Heritage Initiative)

### Background

This project has emerged directly from sensitive mapping. Specifically through (i) the positive impact of the M74 extension to reduce traffic from London Road promising a more people-friendly 'avenue' (ii) discussions with the 2014 team for whom the London Road Corridor is a challenge and (iii) through conversations with stakeholders and residents.

**Appointment** – to be decided

### Budget and Resources

A key aim of this programme would be to channel existing resources into the programme of works.

### Engagement

An opportunity for ongoing local involvement in both the commissioning process and in

establishing the events programme to take place in any new public realm spaces. These include:

- community champion programme
- artists residencies
- improved signage and wayfinding
- street furniture, transport and playparks

### Next Steps

- agree physical locations
- establish steering groups and advisory groups comprising stakeholders and community representatives
- consider tenders and briefs for a coherent overview that enables independent elements to emerge within design concepts
- embrace projects that are already underway
- establish timeline

1b

## Action Plan 2b

### Title: Creative Communities, Commonwealth Promenade

Creative Communities, Commonwealth promenade is:

- a conceptual device to re-imagine the river's relationship to the city and its neighbouring communities
- a series of proposals emerging from sensitive mapping

Creative Communities, Commonwealth promenade will:

- provide opportunity for flagship artwork around the SECC precinct where the world's media will be focused on Glasgow
- create artworks and design concepts that will facilitate creative interpretation linking the city walkway route along the riverfront from Partick in the west to Parkhead in the east
- commission urban realm repair to create parity in quality along the riverfront
- deliver an events programme on and around the river and in neighbouring communities
- consider cross cutting programmes particularly around transport and the subway stations at Govan and Cessnock and the new Fastlink bus service

## Background

This project has emerged directly from the sensitive mapping, creating opportunities for people friendly public space to include, for example, soft landscaping, play areas, informal seating, lighting initiatives and dynamic new design. Further, local events and flagship artworks will add to the sense of drama along the riverfront, promoting increased useage by residents, workers and visitors.

**Appointment** – to be decided

## Budget and Resources

A key aim of this programme would be to channel existing resources into the programme of works. For example stalled spaces, climate challenge, local area committees, Heritage Lottery Fund, GCC's Lighting Plan, the Forestry Commission, Greenspace Scotland and Creative Scotland.

## Engagement

Engagement would involve consultation with stakeholders, agencies and local residents, some of which would take the form of community events.

## Next Steps

- establish steering groups and advisory groups

comprising stakeholders and community representatives

- masterplan the route to identify developments (existing and new) and assess scope of work required
- consider tenders and briefs for a coherent overview that enables independent elements to emerge within design concepts
- establish timeline



2c

**Action Plan 2c****Title: Creative Communities, West Connector**

Creative Communities, West Connector is:

- a conceptual device to galvanise city, national and international profile through activity in the city centre
- a way to bring local performers and activity into city, national and international programmes

Creative Communities, West Connector will:

- work in partnership with city centre venues, organisations and agencies in bespoke activity
- create new synergies with what already exists
- create new partnerships with 2014 projects

**Background**

Creative Communities, West Connector has emerged from the sensitive mapping to develop the routes through the city, linking up VeloCity's 3 clusters areas

**Appointment** – to be decided

**Budget and Resources** – to be established

**Engagement**

For West Connector, engagement will be different to the other 3 principal routes mainly taking place with venues, organisations and agencies as delivery partners.

**Next Steps**

- establish steering groups and advisory groups comprising stakeholders and community representatives
- identify sites for activity and/or projects already in the planning
- establish timeline

2d

**Action Plan 2d****Title: Creative Communities, Southside Circuit**

Creative Communities, Southside Circuit is:

- a conceptual device to re-imagine the south of the city
- a series of proposals emerging from sensitive mapping based around grass roots activity in a diverse range of neighbourhoods

Creative Communities, Southside Circuit will:

- work in partnership with existing festivals and agencies to augment local events and festivals
- develop cross cutting initiatives in housing, lighting and transport contexts

**Background**

Creative Communities, Southside Circuit has emerged from the sensitive mapping to develop the routes through the city, linking up VeloCity's 3 clusters areas

**Appointment** – to be decided

**Budget and Resources** – to be established

**Engagement**

Engagement would involve consultation with stakeholders, agencies and local residents, some of which would take the form of community events.

It would be anticipated that opportunities for ongoing local involvement in both the commissioning process and in establishing the events programme would be part of the process and could lead to the nomination of VeloCity Community Champions.

### Next Steps

- establish steering groups and advisory groups comprising stakeholders and community representatives
- identify sites for activity and/or projects already in the planning
- establish a timeline

3

## Action Plan 3

### Title: Learning

#### Vision

- a vehicle to provide creative learning, training and development opportunities for all
- a way to support artists
- the route for artists talks, conferences and other symposia about VeloCity, art in the public domain and place-making
- an opportunity to provide skills based training in the manufacturing processes of creating artworks for the public domain
- a way for business involvement through apprenticeships for example
- to work with regeneration and employment agencies
- to work within a range of education settings from Curriculum for Excellence through to further and higher education settings in the run up to 2014
- a chance to partner up with creative learning agencies including the proposed new National Youth Arts Centre

#### Objectives

- to emphasise the role of the arts in training, learning and development across a broad spectrum from life skills to the most specialist of

expertise

- to develop artists' practice
- to reflect and inform VeloCity's curatorial approach and theme of identity
- to document the process through the View From Here platform
- to encourage walking and cycling activity through the city
- to contribute to city-wide learning opportunities for audiences across a wide range of age, ability, neighbourhoods and community
- to facilitate training programmes for VeloCity champions
- to facilitate Curriculum for Excellence opportunities
- to support Glasgow City Council's open space project with schools
- to support Creative Scotland's Artworks Scotland programme to engage with the creative sector
- to plan for a talks and events programme to encourage sharing and learning around art in the public domain
- to develop with Architecture and Design Scotland a programme about VeloCity's role in place-making
- to establish a creative response to the evaluation of VeloCity through the development of a PHD opportunity as part of the evaluation team

## Appendix 2 – Stakeholder Workshop, The Lighthouse, 28 March 2011

### Background

VeloCity hosted a half-day stakeholder workshop at The Lighthouse in Glasgow. Over 40 people representing 10 different agencies from the local authority, architects and health partnerships to housing, transport and cultural providers, were invited to discuss a series of suggested programmes including the development of Springfield Cross, Glasgow Cross and the Clyde Promenade.

In particular, stakeholders were asked their thoughts on:

- how they could help realise these plans
- what was the added value
- who else might need to be involved
- what potential budgets and resources could be unlocked

The event produced useful feedback, including:

- the need for clear, visible leadership
- the need for clarity around what constitutes the official Games cultural programme, the legacy ambitions for it, and how the on-going work by stakeholders can feed into that

- VeloCity enabling a more effective way of working

### List of Invitees

1. Paul Stallon, RMJM
2. Alex Byers, Glasgow Life
3. Kate Dargie, GCC
4. Jane Edgar, Glasgow Life
5. Jim Gray, GCC
6. Bruce Kiloh, SPT
7. Gregor Whyte, SPT
8. Lesley Hepburn, Glasgow Life
9. Iain Munro, CS
10. Keri Isdale, GCC
11. Janet Tobin, CHP
12. Ian McKenzie, Glasgow 2014
13. Lorraine McLaren, GHA
14. Morag Bain, AD&S
15. Jim Morley, GCC
16. Andrew Olney, Glasgow Life
17. Jon Pope, Glasgow Life
18. Sharon Mair, BBC
19. Niki Smith, Glasgow Life
20. Simon Smith, GCC
21. Nicky Waterson, Glasgow Life
22. Gordon Arthur, Glasgow 2014
23. John Toffolla, GCC (apologies)
24. Michael Ward, GCC
25. Laura Turney, Scottish Government
26. Peter Philips, GCC
27. Gareth Talbot, GCC
28. Colette Keaveny, GCC
29. Lorenzo Mele, Glasgow Life
30. Tim Mitchell, GCC

32. Alan Russell, GCC
33. Emma Halliday, A&DS
34. Jane Thomson
35. Lesley Woodbridge, A&DS
36. Ryan Cossar, A&DS
37. Katy Duffy, Glasgow Life

### Presentation

Following a welcome from Steve Brown of Collaborate Consultancy, the VeloCity team made a short presentation outlining their research to date.

### Workshop

Delegates formed small, roving groups to discuss a series of notional sites that may be ripe for a VeloCity approach, including:

- Clyde Walkway
- Bridgeton's White Scheme
- Glasgow Cross
- Springfield Cross
- a suggested 'Commonwealth Avenue'

Discussion took place across broad areas, from health objectives to the history of the city, with a final question: What needs to change to make the difference? A full list of feedback follows:





VeloCity Stakeholder event at The Lighthouse.  
Photograph Julie Tait.

## Feedback

### VeloCity: CLYDE WALKWAY

What could you do to help realise these plans?

- Connect with west area groups (community and arts orgs) in area adjacent to walkway in the west
- S.E.C.C. and the hotels in that area
- Encouraging home/flat owners to become involved.- gardening schemes to soften the area
- Could realise these plans through historic Glasgow strategy - could encompass VeloCity aspirations
- Could bring out the historic significance of an area or

particular place

- Liaise with community safety officers in west area for maintenance of permanent artworks
- LES have funding for public realm upgrades and Cornerhouse Quay and Lancefield Quay Opportunities for art intervention

Added Value

- Community involvement
- Look at promoting the city turning to face the river again
- Collect oral histories (ship build)
- People working on the river

- Rutherglen Bridge Prehistoric log boats found in 19th C. Potential early cultural heritage interpretation
- It will take twice as long to walk from Partick Station to Riverside as from Govan
- Govan Old Church - early Christian carved stones/ early ecclesiastical centre

- Looking at strategy for Clyde walkway in terms of heritage
- Current Brownfield site between Riverside Museum and Tall Ship will host Giant's 'Forgotten Island' project this summer. Exit strategy shall be to return it to brownfield. Could be interesting intervention to preserve a garden.

#### Thoughts and feelings

- Historic Glasgow is undergoing a review – would wish to link to VeloCity
- How long will it take to walk from east to west?
- Bridge from Carstairs Street to Shawfield Street received ERDF
- Use the river itself
- More consideration needs to be given to Green Network/Integrated Habitat Network/use existing trees/grass/hedgerows – no need to start again
- Lancefield Quay – How can we integrate existing elements of quality habitat (mature trees) with any design
- Very indirect route, but should be a destination walk from end to end. Great for fitness training
- Think about river wildlife. Loads of fascinating species are regularly spotted
- Walkway at Athletes' Village will be closed during the Games
- Prior to the bridge at Riverside the walkway should cross at the squinty bridge and go up past the BBC
- Reflect the character of each area – themed, but with variety!
- Lighting very important
- Future maintenance must be considered.
- This area needs to feel safer and brighter

#### Who else should be involved in this proposal? Who might be interested or able to contribute?

- Glasgow Humane Society – George Parsonage
- Historic Glasgow has loads of partners – could help link these to VeloCity
- Sustrans Route 7S links Loch Lomond to New Lanark (WHS) – long distance footpath
- Architecture and Design Scotland – designs review and urbanism programmes with regard to place making both temporary and permanent
- Glasgow and Clyde Valley Green Network Partnership – River Kelvin Walkway project looking at link between Kelvingrove and Riverside Museum
- People to contact: Gillian Dick, DRS. and Seamus Connolly, DRS. Work at Greenspace, DRS.
- City Plan 3 Team
- Need to think about river safety in all walkway proposals. GCC Water Safety Working Group. gareth.talbot@glasgow.gov.uk
- Who is talking to the commercial developers?
- SPT
- West Arts Network
- Architecture and Design Scotland interested to maintain involvement in some capacity generally on all projects
- Businesses along riverside
- Riverside Routes (upgrading pathways to the museum)
- Clyde Angling Association
- Community Safety Services
- IFSD
- New South Glasgow Hospital
- Commonwealth Games SEA team: GCC, LES, Peter Phillips (SEA Team) and Gareth Talbot (Pilot Project)

#### Potential Budgets and Resources

- Central Scotland Green Network Development Fund
- Scottish Natural Heritage
- Forestry Commission Scotland
- Landfill
- Clyde Gateway will be designing and delivering maps to walkway from Rutherglen Bridge to Dalmarnock Bridge
- FSF through Community Planning (West)
- Custom House Quay. GCC secured funding for improvements/redesign
- Strathclyde police new HQ – linked to walkway
- Lancehead, Anderson, Cornerhouse

#### VeloCity: WHITE SCHEME

##### What could you do to help realise these plans?

- Historic Glasgow strategy and review

#### Added Value

- Weaving history and industrial heritage together

#### Thoughts and feelings

- Camlachie area needs to be included (and helped to look outwards)
- Celebrate local history and heritage
- Calton Weaving history
- Entrance to the east end healthy living centre needs to be opened up on Crownpoint Rd
- Ensure areas outside funding priority are considered – outwith the Clyde Gateway/2014 sites
- Architectural history
- Residents may not like/trees provide them with some privacy/screening
- Weavers Memorial Garden re Templeton

- Existing network of gala and festival groups (28 in the east end alone)
- Potential impact on a wider habitat network (GCU Green Network may help)
- Bats and breeding birds

Who else should be involved in this proposal? Who might be interested or able to contribute?

- Dalmarnock Development Trust (recently established)
- Education services
- Local communities
- Smarter Choices, Smarter Places – cycle routes to the east end
- Centre for independent living (Brook Street)
- Glasgow Community Safety
- People's Palace and schools
- Universal Youth Programme
- Clyde Walkway Pilot Project
- Res 13 – Commonwealth Arena & Sir Chris Hoy Velodrome designs for two core path improvements between Ladan Rd. and Clyde drawn up

Potential Budgets and Resources

- Central Scotland Green Network Development Fund
- SNH
- Forestry Commission Sect.
- Govt. wider role
- GHA wider action
- Landfill
- Cashback for Communities

### **VeloCity: GLASGOW CROSS**

What could you do to help realise these plans?

- Historic Glasgow strategy and review

Added Value

- Recognise you're entering a gateway from a medieval city

Thoughts and feelings

- Feeling of safety very important
- Using lighting very important
- I like the idea of temporary hoardings on gable ends
- Build on existing heritage trails and walks
- More needs to be made of High Street/original medieval street layout/link to Cathedral and Molendinar/St. Mungo connection
- Saltmarket public realm project [LES] - key synergies to be explained
- Will air quality/traffic congestion issues detract at all
- Radiance 2014
- Like the idea of Glasgow Cross as 'Gateway to the Games'

Who else should be involved in this proposal? Who might be interested or able to contribute?

- Connection with Glasgow Cathedral from gateway
- Glasgow Cross, Railway Bridges – Network Rail
- Temp hoarding designed by local community and/or other commonwealth community
- Andrew Borthwick, 'Albatown Developments' (Glasgow Cross)
- Need Senior Planning Officers
- Speak to city bus tours

### **VeloCity: SPRINGFIELD CROSS**

What could you do to help realise these plans?

- Historic Glasgow strategy and review
- Ensure project is linked to tourism promotion channels

Thoughts and feelings

- Main entrance to the Games from the east- celebrate this
- Realise the historic landscape potential
- Like idea of pop up exhibitions
- From town to east Games sites – city takes responsibility for making public realm safe and aesthetically pleasing
- Springfield Road will be closed during the Games
- Celebrate the history of the location through arts activity

Who else should be involved in this proposal? Who might be interested or able to contribute?

- City Plan 3
- Core paths plan
- Private sector partnerships
- Celtic F.C.
- Schools
- SME Creative Business
- Glasgow Life
- Sport Scotland
- Museum and related exhibition programmes (People's Palace)
- Calton Area Association

Potential Budgets and Resources

- GCC- New Stalled Spaces Fund
- City Legacy
- Celtic F.C.
- Energy Supplier signed up to run energy centre to be created as part of the Games
- Private funding



**VeloCity: COMMONWEALTH AVENUE**

- Well planned tree planting would be great for lots of reasons re ecosystem services (e.g. noise reduction, habitat networks, birds, reducing urban heat island effect, etc.) but should be integrated with wider habitat networks – GCU Green Network Partnership IHN Model may be useful
- Clutha Vaults important site
- Forestry Commission
- Design Guidance for Commonwealth Avenue? Supplementary planning guidance to give status
- Community Project for new kee (native species) planting. Create ownership thus reduce risk of vandalism

**FLIPCHART POINTS FROM SIT DOWN DISCUSSION**

1. Senior commitment at a strategic level
2. Operational Plan:
  - Achievable
  - Deliverable
  - Specific
    - city wide and beyond; airports and motorways
    - cross cutting projects
3. Communities are different
4. Sense of anticipation
5. Set the priorities
6. Historic/Medieval Glasgow
7. Toolkit
8. Alternative entry points
  - M74 view
  - M 809
9. Accessing health objectives
10. Olympic Schools

**Other ideas and Comments:**

- Hampden Park and Ride
- Gardens (Southside especially around Hampden)
- Glasgow Harbour
- Have similar VeloCity type sessions in the east, west, north, and south
- School programmes should be limited to the existing "Class Connections" transport programme
- Beacons 2011-2012
- Funded Lighting, Artwork programme
- Early VeloCity Action?
- Use the existing network of galas and festivals (in the lead up and beyond)
- I can send you the Radiance Presentation. It examines the way to deliver artwork on urban forms: walls, shops, gable ends, etc.
- VeloCity needs to be linked/connected to existing local and city structures and networks e.g. CPP
- Work sheets for north and south areas would be good to share
- Would like to see more of a tie-in with the existing city Integrated Habitat Network. Consult with Glasgow and Clyde Valley Green Network Partnership.
- Space between tall ship and museum = path in next year or so
- Redundant Railway line @ Scotstown Clyde route

**What needs to change:**

- Clear, visible leadership and coordination across city
- Definition of relationship between 2014 OC + GCC + Glasgow Life
- Communication of above
- All plans etc. need to be collated and communicated so VeloCity can fill in (and join together) gaps
- What is scope of VeloCity – it should provoke and

stimulate- engage and enable a different, better way of doing things

- Empower and position VeloCity as having national significance
- Open and creative approach to public projects/ furniture/light/landscaping design and positioning as part of creative process – cultural programme (not off shelf)
- VeloCity- Legacy of 2014 – inspires organisational change
- Use to connect across city and neighbouring local amenities
- Trains and buses (first group) – travel into city from suburbs and within city
- Can VeloCity help create community mobility across city so all feel part of Games experience
- Be realistic about what VeloCity can do
- VeloCity is pre Games & post Games
- 2014 cultural programme is during Games time but they need to relate and inform one another
- Commonwealth Ave/Blue – useful tools to encourage shift between conceptual and geographical distances
- Create streets not roads
- 'Gateways to Games' use to integrate city and change perception

**Cultural Strand:**

2014 – Sporting Legacy

Challenge: Senior and significant level game strategy/ Citywide, Council wide

*Strategy:*

- LARC
- European Capital of Culture
- 8 km cultural and organisations contributions
- Liverpool
- Tate
- Theatre
- Cultural Organisations
- Regeneration Perspective – Cultural organisations in Glasgow
- Creative Scotland
- Glasgow – not starting from scratch
- Who delivers operational plan?
- VeloCity is a hub for operational delivery (Political – Commercial) (Chamber of Commerce – business)
- Take it beyond Culture and Sport
- Tourism organisations want to be involved – Customer service, strands out of that
- “Team Glasgow” approach – Showing how cultural response is part of community engagement (networks already exist)

*Existing Networks:*

- Already overlapping
- Making linkages visible
- See where ‘Hot Spots’ are
- What’s the added value of VeloCity – enhance visitor destinations
- What’s the role of the East End in the city beyond football destination
- Start with periphery of city (going away from misconception that culture is only in city centre)
- Look at strengths of each area
- Politics, Leadership
- Function of 2014/OC focusing on delivery – danger

*that cultural aspects marginalised – political champion of VeloCity – Step to take when VeloCity is in place*

- Place-Making – Place making and planning importance
- VeloCity would give confidence to write in cultural policy to local plans
- Champion in Liverpool was neutral and external person
- Liz Cameron political champion working with external champion
- Linkages with university to do research + impact evaluation (economic investment – case for culture)
- Infrastructure theme – make more visible
- Role for Scottish GN? Thru 2014.
- Tourism – creative and cultural communities (Visit Scotland, Glasgow Marketing Bureau)
- Media: Radio + TV – Cultural offerings
- \*MAKING CONVERSATIONS VISIBLE\*
- Procurement for athletic village – business portal
- Custom House Quay: Project to tidy up for 2014

## Appendix 3 – Meetings

### Meetings, Workshops and Consultations

#### Client Group

Glasgow Life, Clare Simpson and Mari Binnie  
 Clyde Gateway Urban Regeneration Company,  
 Alison Brown  
 Creative Scotland, Leonie Bell and Anne Petrie  
 Glasgow City Council, Gerry Grams

#### City Stakeholders

1. Glasgow 2014 City Legacy, Ian McKenzie
2. Glasgow 2014 Ltd, John Scott and Gordon Arthur
3. Glasgow 2014 Ltd, Martin Reynolds and Paul Zealey
4. BBC Scotland, Sharon Mair and Andrew Lockyer
5. BBC Scotland, Andrew Lockyer and Lindsay Hanlon
6. Civic Trust, Frances Hendron
7. Clyde Gateway, Audrey Carlin
8. Creative Scotland, Anne Petrie
9. Glasgow Community Planning, Judy Hunter
10. Glasgow Housing Association - Lorraine McLaren, Lynne Guthrie, Mike Staples, Andrew Henderson
11. Glasgow Life, Area Arts Officers - Simon Biggam, Lesley Hepburn, Jon Pope and Lorenzo Mele, Katy Duffy

12. Glasgow Life, Sports: Keith Russell, Jonathan Shaw, Billy Garrett and Jake Lovatt
13. Strathclyde Passenger Transport, Bruce Kiloh and Gregor Whyte
14. Strathclyde Passenger Transport, Design Group, chaired by Councillor David Fagen
15. Glasgow and Clyde Valley Green Network, Ali Corbett and Max Hislop
16. Glasgow City Council, City Legacy, Linda Ferguson
17. Glasgow City Council, Development and Regeneration Services, Simon Smith Lighting Officer, Jim Morley, Michael Ward, Ethel Able and Eamonn Campbell; Parkhead Cross Initiative, Ewan Curtis, Tim Mitchell with Etive Currie, Michael Ward and Lindsay Pratt; Merchant City Initiative, Liz Davidson; Stalled Spaces, Seamus Connolly; Kate Dargy; Glasgow Green Space, Derek Dunsire
18. Forestry Commission, John Farrell and Tom Wallace
19. City Design, Richard Scott and colleagues
20. Glasgow City Council, Land and Environmental Services, Peter Phillips
21. M74, Ian Bruce
22. RMJM Architects, Jason Bell and Stewart Stevenson
23. Glasgow 2014 Limited, Matthew Moir, Engagement Co-ordinator
24. Greenspace Scotland, Deryck Irving, Partnership and Enabling Manager

25. Historic Scotland with Development and Regeneration Services, Titan Crane Project Meeting chaired by Miles Oglethorpe

#### Community Stakeholders

1. Calton Heritage Group, Lawrence McCabe and community representatives
2. Dalmarnock Community Centre, Yvonne Kucuk and Cecilia O'Lone
3. Red Road Community Project, Martin Wright and Jonny Howes
4. Love Milton, Lee Ivatt
5. Helenvale Tenant's Group
6. East End Community Homes Management Committee
7. Gallowgate Tenant's Group
8. Bridgeton Cross local historians
9. Plantation Seniors Group, Govan
10. Penilee Public Art Group
11. West to be identified



**Artists, Curators and Producers**

12. Peter McCaughey, WAVE (part of selection panel for Eastgate Development)
13. Juliet Dean, PACE
14. Ruth Barker, PAR+RS
15. Catriona Duffy and Lucy McEachan, PANEL
16. Katrina Brown, Jean Cameron and Lesley Hepburn, GI
17. Tamsin Dillon, Art on the Underground
18. The Arches, Jackie Wylie
19. Giant Productions, Karen Shaw
20. London 2012, Art in the Open, Jes Fernie and Rachel Fleming-Mulford
21. Glasgow Sculpture Studios, David Watt and Louise Irwin
22. David Dale Gallery, Ellie Royle
23. Glasgow Life, GOMA, Katie Bruce
24. Dress for the Weather, Andy Campbell and Matt McKenna
25. Artworks, Hilary Nicoll
26. Chris Leslie, photographer and filmmaker
27. Jephson Robb, artist
28. National Theatre of Scotland, Simon Sharkey
29. Govanhill Baths Trust
30. Matt Baker, Minty Donald, Tara Beall with Clare Simpson as part of the GI Public Events on the Clyde event

**Learning**

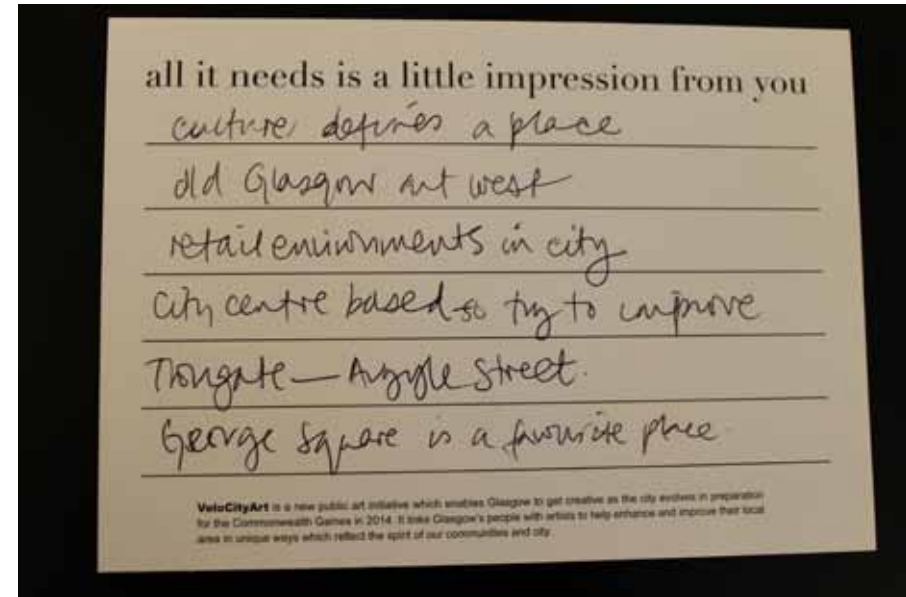
31. University of the West of Scotland, Gayle McPherson & David McGilvray

**Other**

32. Colin Duff, Consultant (communities, monitoring and evaluation)
33. Steve Brown, Consultant (communities, planning and engagement)
34. Paul Zealey, Consultant (communities)

**Events Attended**

1. Organising Committee's update at Strathclyde University in May 2011
2. Architecture and Design event at The Lighthouse in July 2011
3. Lighthouse city visions exhibition in September 2011
4. Atelier launch in September 2011
5. Playable spaces seminar in October 2011
6. In conversation with Nick Crossan in October 2011
7. Detours event at Lighthouse
8. SURF lecture in Dundee in December
9. GI briefing sessions
10. Folkestone Triennial



This tiny wee postcard could make a

# BIG

difference to the VeloCityArt conversation



## Appendix 4 – Local Gala Days

### Background

Local gala days have been growing in number and popularity across the city as a vehicle for community cohesion and fun. Through a number of these events, VeloCity was able to sound out emerging themes linked to the Commonwealth Games, such as:

- hosting: given Glasgow would be hosting the Games
- favourite views: sounding out VeloCity's development tool A View From Here
- things to do and see: based on tourists visiting the city in 2014
- the Games themselves

### Events

The VeloCity team attended the Glasgow Show at Glasgow Green and 7 gala days with comment cards and an eye-catching 'facebook' stand to catch visitors' attention. With around xxx people attending, the events took place in:

- Helenvale gala day
- Calton fun day
- Bridgeton fun day
- Cranhill gala day
- Dalmarnock gala day
- Gallowgate gala day
- the Glasgow show

### Feedback

Comments were gathered from 334 people and, in the main, comments were very positive on the city and Glasgow as a host. Favourite views were Glasgow's key attractions, such as museums, parks, football stadia and the squinty bridge! On the Games themselves, the majority saw them as a good thing for the city, although there was additional, constructive feedback.

Comments included the following:

On what makes a good host –

- Glasgow is a good host because we are friendly people and there is lots to do in this great City. Sarah
- A tidy hoose with the best china oot. Gary
- Upgrade St Michael's Primary School on Springfield Road, it's embarrassing especially with the Games coming along. Anonymous

On favourite views –

- Looking over the city from my veranda seeing all the landmarks. Anonymous
- The old swimming baths (Gallowgate). Demi
- The view from down the river Clyde from the new Riverside Museum windows

On the Games –

- The Games will inspire people of Glasgow to get more active and do more sport meaning that we will be healthier. Anonymous, 301
- More things for people to do and more community projects. Eddie, 313
- Looking forward to the new transport links. Henry, 327





## Appendix 5 – London 2012 Open Weekend

### Background

Open Weekend took place over 22, 23 and 24 July 2011 marking the 1 year count down to London 2012 Olympic and Paralympic Games and the 3 year count down to the 2014 Commonwealth Games. Open Weekend was part of the London 2012 Cultural Olympiad, and timed to be part of the Merchant City Festival, enabling extra scope for creative activity.

VeloCity delivered a public programme of 6 artist led bus and boat tours providing a visibility to VeloCity and helping to inform the public about the Games locations and routes in between. The bus and boat tours were a useful tool for both public and community engagement.

### Bus Tours

The bus tours kicked off at George Square over Saturday and Sunday in a vintage, open top double decker, former Glasgow Corporation bus. Travelling eastwards, the bus stopped at Bridgeton Cross for a snapshot of the area's regeneration, told by a member of the local history group. Back on board, the bus continued along London Road, passing by the new Commonwealth Arena and Sir Chris Hoy Velodrome, the Athletes' Village on the right and

Celtic Park on the left.

Residents at Helenvale multi-storey flats hosted rooftop tours where they shared some fascinating history of the area whilst revealing panoramic views over the velodrome and Athletes' Village. There was a party atmosphere with residents coming and going, arts and crafts workshops, food, refreshments and a fancy dress theme – 'through the decades'.

The bus tours returned to the city centre on the new M74 extension.

Artist, Jackie Donachie and Bruce Kiloh, Business Improvement Manager with SPT, led these 2 tours. Featuring a script based on 2 characters, Helen and Jim, developed by Donachie, the story unfolded through Donachie's own history of living in the area. This was augmented with transport information from Bruce Kiloh about the route through the east.

Artist, Mary Redmond, and Kate Dargy, Heritage Officer with Glasgow City Council led the other 2 bus tours. These focused on the cultural heritage in the east of the city, from Mary's personal perspective as an artist, and all the stories that inspired her, to Kate's historical views.

### Boat Tours

The excellent weather provided a stunning backdrop for 2 boat tours led by artist Ross Birrell and guest performers. The tour focused on the changes past and present to the river Clyde and the inextricable relationship between the river and city.

### Attending

Overall, 384 attended the bus and boat tours.

**Appendix 6 - List of venues and organisations from Culture Sparks' desk research, GCVS Infobase and Glasgow Life's Spare a Minute Directory**

Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Arts and Cultural Organisations</b>					
Ankur Arts Productions Ltd Glasgow	Organisation	Culture	G1 5HZ	G1 5	East
Artists in Exile Glasgow	Organisation	Culture	G1 5QN	G1 5	East
Dance House	Organisation	Culture	G1 5HZ	G1 5	East
Fire Exit Ltd Glasgow	Organisation	Culture	G1 5HZ	G1 5	East
Gala Scotland Ltd	Organisation	Culture	G1 5LE	G1 5	East
Glasgay! Gala Scotland Ltd	Organisation	Culture	G1 5LE	G1 5	East
Glasgow Independent Studio Ltd	Organisation	Culture	G1 5HD	G1 5	East
Glasgow Print Studio Ltd	Organisation	Culture	G1 5HD	G1 5	East
Gorbals Arts Project	Organisation	Culture	G5 9XT	G5 9	East
Impact Arts (Projects) Ltd	Organisation	Culture	G31 2TB	G31 2	East
mediaco-op	Organisation	Culture	G40 1DA	G40 1	East
Mischief La Bas Ltd	Organisation	Culture	G31 2HF	G31 2	East
NuArts	Organisation	Culture	G1 5QT	G1 5	East
Project Ability	Organisation	Culture	G1 5HD	G1 5	East
Scottish Artists Union	Organisation	Culture	G1 5HZ	G1 5	East
Sound Lab	Organisation	Culture	G32 8HD	G32 8	East
Sounds of Progress	Organisation	Culture	G1 5HB	G1 5	East
Surge	Organisation	Culture	G1 5HZ	G1 5	East
TAG	Organisation	Culture	G5 9DS	G5 9	East
Theatre Modo	Organisation	Culture	G1 5HZ	G1 5	East
Theatre Nemo	Organisation	Culture	G1 5HZ	G1 5	East
Y Dance (Scottish Youth Dance)	Organisation	Culture	G1 5HZ	G1 5	East
Zest	Organisation	Culture	G1 5ES	G1 5	East
A Moment's Peace Theatre Company	Organisation	Culture	G41 2LW	G41 2	South
Baldy Bane Theatre - Media, Video, Theatre	Organisation	Culture	G41 3PP	G41 3	South
Danny Kyle Open Stage Trust	Organisation	Culture	G42 7AL	G42 7	South
Glasgow Gaelic Musical Association	Organisation	Culture	G43 2EG	G43 2	South
Reeling and Writhing	Organisation	Culture	G42 8EB	G42 8	South
Replico Productions	Organisation	Culture	G41 2JB	G41 2	South
Runway Theatre Company	Organisation	Culture	G41 3SW	G41 3	South
SweetScar	Organisation	Culture	G42 8QN	G42 8	South
Theatre Arts Workshops: Tramway Participate Programme	Organisation	Culture	G41 2PE	G41 2	South
Theatre Found Limited and Found Arts	Organisation	Culture	G42 8RA	G42 8	South
TRAM Direct	Organisation	Culture	G42 8QZ	G42 8	South
Work Room	Organisation	Culture	G41 2PE	G41 2	South
An Lochran	Organisation	Culture	G11 5QP	G11 5	West
Association For Scottish Literary Studies	Organisation	Culture	G12 8QH	G12 8	West
Cappella Nova	Organisation	Culture	G12 9HZ	G12 9	West



Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Arts and Cultural Organisations, cont.</b>					
Children's Classic Concerts	Organisation	Culture	G11 5LP	G11 5	West
City of Glasgow Chorus	Organisation	culture	G3 7QL	G3 7	West
Coloursfest	Organisation	Culture	G51 4BN	G51 4	West
Colourstrings Music Kindergarten	Organisation	Culture	G11 5LN	G11 5	West
Concerto Caledonia	Organisation	Culture	G12 0LU	G12 0	West
conFAB	Organisation	Culture	G12 8BS	G12 8	West
Creative Therapies	Organisation	Culture	G11 6DQ	G11 6	West
Dance with Attitude	Organisation	Culture	G14 0AP	G14 0	West
Drumchapel Print Centre	Organisation	Culture	G11 6RD	G11 6	West
Fablevision Ltd	Organisation	Culture	G51 3UW	G51 3	West
Four Acres Charitable Trust	Organisation	Culture	G11 5JE	G11 5	West
Gaelic Book Council	Organisation	Culture	G11 5QP	G11 5	West
GalGael Trust	Organisation	Culture	G51 2SN	G51 2	West
Gamelan Naga Mas	Organisation	Culture	G12 0EP	G12 0	West
Glasgow Early Years Music	Organisation	Culture	G11 5LN	G11 5	West
Glasgow Gaelic Musical Association	Organisation	Culture	G12 0SE	G12 0	West
Glasgow Lyric Choir, The	Organisation	Culture	G12 8AE	G12 8	West
Glasgow Phoenix Choir	Organisation	Culture	G51 4DA	G51 4	West
Glasgow Sculpture Studios	Organisation	Culture	G3 8PX	G3 8	West
Glasgow Symphony Orchestra	Organisation	Culture	G12 9LN	G12 9	West
Green Room Productions	Organisation	Culture	G12 8EY	G12 8	West
Holdyourbreath Organisation	Organisation	Culture	G11 5LP	G11 5	West
Hopscotch Theatre Company	Organisation	Culture	G51 3UW	G51 3	West
Ignite Theatre	Organisation	Culture	G13 3BA	G13 1	West
Jordanhill Community Choir	Organisation	Culture	G13 1QT	G13 1	West
Luminous Music	Organisation	Culture	G12 0EP	G12 0	West
Musicians' Union Scotland and Northern Ireland	Organisation	Culture	G3 7UY	G3 7	West
Music-Makers	Organisation	Culture	G11 5BU	G11 5	West
Naga Mas	Organisation	Culture	G12 0EP	G12 0	West
National Youth Choir Of Scotland	Organisation	Culture	G3 7DN	G3 7	West
Neil Wilson Publishing	Organisation	Culture	G13 1BQ	G13 1	West
NVA	Organisation	Culture	G3 7NR	G3 7	West
Plantation Productions	Organisation	Culture	G51 3AJ	G51 3	West
PULP: Paper Arts Workshop	Organisation	Culture	G11 6AF	G11 6	West
Roots In The Community	Organisation	Culture	G51 3AJ	G51 3	West
Rosina Bonsu Moves	Organisation	Culture	G12 9PB	G12 9	West
RSPBA British Pipe Band Championships	Organisation	Culture	G3 8AZ	G3 8	West
Scottish Voices	Organisation	Culture	G3 8NG	G3 8	West

Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Arts and Cultural Organisations, cont.</b>					
Playwrights' Studio Scotland	Organisation	Culture	G2 3JD	G2 3	
South West Arts and Media Project (SWAMP)	Organisation	Culture	G51 4EB	G51 4	West
South West Creative Network	Organisation	Culture	G51 3AS	G51 3	West
Starfish	Organisation	Culture	G51 2QG	G51 2	West
Stillmotion	Organisation	Culture	G11 5QP	G11 5	West
Sunny Govan Community Media Group	Organisation	Culture	G51 3AG	G51 3	West
Theatre Insaan	Organisation	Culture	G11 7AB	G11 7	West
Tigerstyle Ltd	Organisation	Culture	G11 7EJ	G11 7	West
Transform TV	Organisation	Culture	G51 3UW	G51 3	West
Universal Comedy	Organisation	Culture	G3 8ND	G3 8	West
Wednesday Dance Club	Organisation	Culture	G11 5PS	G11 5	West
YPeople	Organisation	Culture	G51 2JA	G51 2	West
Alliance Francaise de Glasgow	Organisation	Culture	G3 6AX	G3 6	
Art in Hospital	Organisation	Culture	G13 3TG	G13 3	
Atypical Root	Organisation	Culture	part of GI Festival	G1 1	
BAFTA Scotland	Organisation	Culture	G2 4QE	G2 4	
Beat It Production	Organisation	Culture	G81 3LN	G81 3	
Beatroute	Organisation	Culture	G21 3PR	G21 3	
Bengali Performing Arts	Organisation	Culture	G77 6TL	G77 6	
Birds of Paradise Theatre Company	Organisation	Culture	G3 6HG	G3 6	
Bodhi Eco Project	Organisation	Culture	G20 8RS	G20 8	
Booked	Organisation	Culture	G77 5DP	G77 5	
Bows Art Classical Music Management	Organisation	Culture	G77 5DP	G77 5	
Camcorder Guerrilla Collective	Organisation	Culture	G2 3JD	G2 3	
Cardonald Craft Club	Organisation	Culture	G52 3PQ	G52 3	
Charles Rennie Mackintosh Society	Organisation	Culture	G20 7EL	G20 7	
Common Guild	Organisation	Culture	G3 6DF	G3 6	
Company Chordelia Glasgow	Organisation	Culture	G1 2PE	G1 2	
Cove Park	Venue	Culture	G84 0PE	G84 0	
Cranhill Arts Project	Organisation	Culture	G33 3HA	G33 3	
Cryptic	Organisation	Culture	G2 3JD	G2 3	
Cultural Enterprise Office	Organisation	Culture	G1 1LQ	G1 1	
Culture Sparks	Organisation	Culture	G1 4AX	G1 4	
Dance School of Scotland	Organisation	Culture	G13 2XD	G13 2	
Dance Time	Organisation	Culture	G23 5QA	G23 5	
Dance Web	Organisation	Culture	G20 8QW	G20 8	
Diversity Films CIC	Organisation	Culture	G3 6NG	G3 6	
Dolls House Club	Organisation	Culture	G52 1SB	G52 1	

Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Arts and Cultural Organisations, cont.</b>					
Drama Club (Ibrox Parish Church)	Organisation	Culture	G52 1OS	G52 1	
Early Music Forum of Scotland (EMFS)	Organisation	Culture	G61 2NT	G61 2	
Eco Drama	Organisation	Culture	G4 0PW	G4 0	
Express (Arts for All in Greater Pollok, Newlands and Auldburn) Partners	Organisation	Culture	G53 5NA	G53 5	
Fallen Angels Club Promotions Ltd	Organisation	Culture	G71 8PR	G71 8	
Federation of Writers (Scotland)	Organisation	Culture	G3 6ST	G3 6	
Finn Collective	Organisation	Culture	part of GI Festival	G1 1	
Glasgow Building Preservation Trust	Organisation	Culture	G1 1DT	G1 1	
Glasgow Craft Mafia	Organisation	Culture	G1	G1 1	
Glasgow East Arts Company	Organisation	Culture	G34 9JW	G34 9	
Glasgow Fiddle Workshop	Organisation	Culture	G4 9JT	G4 9	
Glasgow Oriental Dancing Association	Organisation	Culture	G20 6EZ	G20 6	
Glasgow Society of Organists	Organisation	Culture	G66 3EB	G66 3	
Glasgow Speakers Club International	Organisation	Culture	G41 5DA	G41 5	
Guild (Renfield St St Stephen's Parish Church)	Organisation	Culture	G2 4JP	G2 4	
Hear Glasgow	Organisation	Culture	G77 6LJ	G77 6	
Hospital Broadcasting Service	Organisation	Culture	G2 6HJ	G2 6	
Interactive Scotland	Organisation	Culture	G52 4RU	G52 4	
Iranian-Scottish Association (ISA)	Organisation	Culture	G1 1LH	G1 1	
Jenny Crowe Commissions	Organisation	Culture	G2 8QD	G2 8	
KCA Art Club	Organisation	Culture	G13 3DD	G13 3	
KCA Arts For All	Organisation	Culture	G13 3DD	G13 3	
KCA Camera Club	Organisation	Culture	G13 3DD	G13 3	
Lapidus Scotland	Organisation	Culture	G20 8RS	G20 8	
Malaysian Sports, Social and Cultural Klub	Organisation	Culture	G67 4AN	G67 4	
Music Club (Barmulloch Community Centre)	Organisation	Culture	G21 3PX	G21 3	
Musica Scotica	Organisation	Culture	G2 3DB	G2 3	
Mutual	Organisation	Culture	part of GI Festival	G1 1	
National Theatre of Scotland	Organisation	Culture	G4 9RH	G4 9	
New Moves International Ltd	Organisation	Culture	G11 9DS	G11 9	
New Rhythms For Glasgow	Organisation	Culture	G21 4BX	G21 4	
NGARN: North Glasgow Arts and Regeneration Network	Organisation	Culture	G21 4DD	G21 4	
Open Book Plays by Writers	Organisation	Culture	G20 6JW	G20 6	
Pan African Arts Scotland	Organisation	Culture	G20 6EZ	G20 6	
Paragon Ensemble	Organisation	Culture	G2 3JD	G2 3	
Peace Arts	Organisation	Culture	G61 3LF	G61 3	
Penilee Public Art Group	Organisation	Culture	G2 8QD	G2 8	
Piobaireachd Society	Organisation	Culture	G12 2JH	G12 2	



Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Arts and Cultural Organisations, cont.</b>					
Playwrights' Studio Scotland	Organisation	Culture	G2 3JD	G2 3	
Pollok House Arts Society	Organisation	Culture	G41 4HG	G41 4	
Premier Productions	Organisation	Culture	G21 3PX	G21 3	
Punjabi Samit Sabha Glasgow	Organisation	Culture	G41 4DX	G41 4	
Random Accomplice	Organisation	Culture	G2 3JD	G2 3	
Royal Glasgow Institute of the Fine Arts	Organisation	Culture	G1 4QR	G1 4	
Sacred Threads Group	Organisation	Culture	G41 5BY	G41 5	
Scotland Art.com	Organisation	Culture	G2 4HU	G2 4	
Scotland China Association	Organisation	Culture	G1 4LH	G1 4	
Scots Language Society (Glasgow Branch)	Organisation	Culture	G20 6NQ	G20 6	
Scottish Ensemble	Organisation	Culture	G2 3JD	G2 3	
Scottish Glass Society	Organisation	Culture	G20 2BA	G20 2	
Scottish Pipers' Association	Organisation	Culture	G20 6SU	G20 6	
Scottish Society of Playwrights	Organisation	Culture	G20 8RT	G20 8	
Skillset Scotland	Organisation	Culture	G2 4QE	G2 4	
Society of Scottish Artists	Organisation	Culture	G77 6AR	G77 6	
Solar Bear Ltd	Organisation	Culture	G2 8DL	G2 8	
South West Arts & Music Project	Organisation	Culture	G53 5YR	G53 5	
Space 11	Organisation	Culture	G2 3JD	G2 3	
Stammer Productions	Organisation	Culture	G20 6LT	G20 6	
Standout Arts - Healthwithin	Organisation	Culture	G13 2HW	G13 2	
Strathclyde Chinese Association	Organisation	Culture	G4 9LD	G4 9	
Streetland	Organisation	Culture	part of GI Festival	G1 1	
Suspect Culture	Organisation	Culture	G41 1AH	G41 1	
Toonspeak Young People's Theatre	Organisation	Culture	G21 2HL	G21 2	
Traditional Arts Projects Partick	Organisation	Culture	G20 0JA	G20 0	
University of Strathclyde Music Society	Organisation	Culture	G1 1XH	G1 1	
Untitled Projects	Organisation	Culture	G41 9XG	G41 9	
Vaisakhi Da Mela Committee	Organisation	Culture	G61 1JA	G61 1	
Vanishing Point Theatre Company	Organisation	Culture	G2 3JD	G2 3	
Variant	Organisation	Culture	G20 7XJ	G20 7	
Visible Fictions	Organisation	Culture	G2 6LW	G2 6	
Visual Statement	Organisation	Culture	G34 9JW	G34 9	
Vox Motus	Organisation	Culture	G2 3JD	G2 3	
West of Scotland Amateur Radio Society	Organisation	Culture	G3 6QN	G3 6	
West of Scotland Mineral & Lapidary Society	Organisation	Culture	G13 3DD	G13 3	
Yrock	Organisation	Culture	G2 6LY	G2 6	

Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Community Engagement Organisations</b>					
Auchenshuggle Community Council	Organisation	Community	G32 8SQ	G32 8	East
Bridging The Gap	Organisation	Community	G5 0YT	G5 0	East
Calton & Bridgeton Community Council	Organisation	Community	G40 3PG	G40 3	East
Coalition for Racial Equality and Rights	Organisation	Community	G5 9TH	G5 9	East
Dennistoun Community Council	Organisation	Community	G31 2NP	G31 2	East
Gartcraig Community Council	Organisation	Community	G32 6PS	G32 6	East
Glasgow South Integrated Training	Organisation	Community	G40 4AN	G40 4	East
Hutchesontown Community Council	Organisation	Community	G5 0SL	G5 0	East
Laurieston Community Council	Organisation	Community	G5 9NS	G5 9	East
Mount Vernon Community Council	Organisation	Community	G32 0RA	G32 0	East
Parkhead Community Council	Organisation	Community	G31 4TR	G31 4	East
Senior Citizens Club (Mount Vernon Community Hall)	Organisation	Community	G32 9LE	G32 9	East
Carmunnock Community Council	Organisation	Community	G76 9BN	G76 9	South
Crosshill / Govanhill Community Council	Organisation	Community	G42 7JP	G42 7	South
Ecole Enterprise	Organisation	Community	G42 8QZ	G42 8	South
Glasgow Play-Resource Association	Organisation	Community	G42 8BH	G42 8	South
King's Park & Croftfoot Community Council	Organisation	Community	G44 5QA	G44 5	South
Langside, Battlefield & Camphill Community Council	Organisation	Community	G41 3DN	G41 3	South
Mansewood & Hillpark Steering Committee	Organisation	Community	G43 2AR	G43 2	South
Mount Florida Community Council	Organisation	Community	G42 9XG	G42 9	South
Newlands & Auldhouse Community Council	Organisation	Community	G43 2NX	G43 2	South
Pollokshaws & Eastwood Community Council	Organisation	Community	G43 1EY	G43 1	South
Scottish Tree Trust, The	Organisation	Community	G41 3EL	G41 3	South
Shawlands & Strathbungo Community Council	Organisation	Community	G42 8QU	G42 8	South
Simshill / Old Cathcart Community Council	Organisation	Community	G44 5DS	G44 5	South
Toryglen Community Council	Organisation	Community	G42 0BT	G42 0	South
Astra Special Needs Kids Group	Organisation	Community	G51 3NT	G51 3	West
Barnardo's Scotland	Organisation	Community	G3 8JU	G3 8	West
Broomhill Community Council	Organisation	Community	G11 7DX	G11 7	West
Claythorn Community Council	Organisation	Community	G12 0AT	G12 0	West
Drumoyne Community Council	Organisation	Community	G51 4XW	G51 4	West
Friends of Glasgow West	Organisation	Community	G12 9SB	G12 9	West
Glasgow & West of Scotland Family History Society	Organisation	Community	G11 5QP	G11 5	West
Govan Community Council	Organisation	Community	G51 3LY	G51 3	West
Govan East Community Council	Organisation	Community	G51 2LS	G51 2	West
Hillhead Community Council	Organisation	Community	G12 8RW	G12 8	West
Holdyourbreath Organisation	Organisation	Community	G11 5LP	G11 5	West
Hyndland Residents Association	Organisation	Community	G12 9QU	G12 9	West

Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Community Engagement Organisations, cont.</b>					
Ibrox Cessnock Community Council	Organisation	Community	G51 2YB	G51 2	West
Jordanhill Community Council	Organisation	Community	G13 1SH	G13 1	West
Kelvinside Community Council	Organisation	Community	G12 9NJ	G12 9	West
Kinning Park Community Council	Organisation	Community	G51 1HH	G51 1	West
North Templar Community Council	Organisation	Community	G13 1AA	G13 1	West
Notre Dame Centre, The	Organisation	Community	G12 9BA	G12 9	West
Partick Community Association	Organisation	Community	G11 5PE	G11 5	West
Partick Community Council	Organisation	Community	G11 5EB	G11 5	West
Partners In Advocacy	Organisation	Community	G3 8AZ	G3 8	West
Princess Royal Trust West Glasgow Carers Centre	Organisation	Community	G13 1HN	G13 1	West
Sandy Road Tenants Association	Organisation	Community	G11 6TL	G11 6	West
Scotstoun Community Council	Organisation	Community	G14 9YG	G14 9	West
Scottish Pakistani Association	Organisation	Community	G12 8QQ	G12 8	West
Scottish Throughcare & Aftercare Forum	Organisation	Community	G12 8JJ	G12 8	West
St Peter's Roman Catholic Church Community Facility	Organisation	Community	G11 5PS	G11 5	West
Thornwood Community Council	Organisation	Community	G11 7PS	G11 7	West
Whiteinch Community Council	Organisation	Community	G14 0TD	G14 0	West
Yoker South Community Council	Organisation	Community	G14 0EN	G14 0	West
Yorkhill & Kelvingrove Community Council	Organisation	Community	G3 8SL	G3 8	West
Arden, Carnwadric, Kennishead & Old Darnley Community Council	Organisation	Community	G46 8LQ	G46 8	
Baillieston Community Council	Organisation	Community	G69 7ER	G69 7	
Bildwechsel Glasgow	Organisation	Community	G3 6HP	G3 6	
Blairdardie & Old Drumchapel Community Council	Organisation	Community	G15 6TR	G15 6	
Celtic Music Radio 1530 AM/MW	Organisation	Community	G1 1XH	G1 1	
Children 1st	Organisation	Community	G41 1DY	G41 1	
Chinese Community Development Partnership	Organisation	Community	G20 6EZ	G20 6	
Clyde Regional Scout Council	Organisation	Community	G2 4PB	G2 4	
Darnley Estate Community Council	Organisation	Community	G53 7QT	G53 7	
Drumchapel Children's Rights Project	Organisation	Community	G15 8T6	G15 8	
Drumchapel Churches Partnership	Organisation	Community	G15 6QQ	G15 6	
Drumchapel Community Business Ltd	Organisation	Community	G15 8SL	G15 8	
Drumchapel Community Council	Organisation	Community	G15 8AN	G15 8	
Drumchapel Environment Trust	Organisation	Community	G1 1QU	G1 1	
Dumbreck Community Council	Organisation	Community	G41 5AU	G41 5	
Friends of Kelvingrove Park	Organisation	Community	G4 9EX	G4 9	
Friends of Maxwell Park	Organisation	Community	G41 5HJ	G41 5	
Garrowhill Community Council	Organisation	Community	G69 6PB	G69 6	
Glasgow Council for the Voluntary Sector	Organisation	Community	G4 9AS	G4 9	



Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Community Engagement Organisations, cont.</b>					
Goethe-Institut	Organisation	Community	G3 6AX	G3 6	
Hillington, North Cardonald & Penilee Community Council	Organisation	Community	G52 4AS	G52 4	
Hindu Welfare & Cultural Association	Organisation	Community	G77 6LJ	G77 6	
Knightswood Community Council	Organisation	Community	G13 3DD	G13 3	
Levern District Community Council	Organisation	Community	G53 6HP	G53 6	
Merchant City Community Council	Organisation	Community	G1 1EB	G1 1	
Milton Kids DASH Club	Organisation	Community	G21 3PX	G21 3	
Mossspark Community Council	Organisation	Community	G52 1LE	G52 1	
PEEK - Possibilities East End Kids	Organisation	Community	G22 5EX	G22 5	
Pollok Community Council	Organisation	Community	G53 5NH	G53 5	
Pollokshields Community Council	Organisation	Community	G41 4LX	G41 4	
Prince's Trust - Maryhill	Organisation	Community	G20 7YE	G20 7	
Prince's Trust Scotland	Organisation	Community	G1 3EN	G1 3	
Rainbows	Organisation	Community	G53 3JL	G53 3	
Ruchazie Parish Church - Budz	Organisation	Community	G33 3QN	G33 3	
Ruchazie Parish Church - Groovy Girls Club	Organisation	Community	G33 3QN	G33 3	
SAY Women	Organisation	Community	G1 1LG	G1 1	
Scottish Out Of School Care Network	Organisation	Community	G2 6DH	G2 6	
Stonedyke Neighbourhood Centre	Organisation	Community	G15 6AW	G15 6	
Swinton Community Council	Organisation	Community	G69 6JL	G69 6	
TouchBase - Sense Scotland	Organisation	Community	G41 1EE	G41 1	
Townhead Community Council	Organisation	Community	G1 2TF	G1 2	
Wellhouse Community Council	Organisation	Community	G33 4LA	G33 4	
Woodlands & Park Community Council	Organisation	Community	G4 9AS	G4 9	
Woodside Community Council	Organisation	Community	G4 9YB	G4 9	
<b>Events/Festivals</b>					
Arches Live!	Organisation	Culture	G2 8DL	G2 8	All Areas
Aye Write! Glasgow Book Festival	Organisation	Culture	G3 7DN	G3 7	All Areas
Bard in the Botanics	Organisation	Culture	G12 0UE	G12 0	All Areas
Celtic Connections	Organisation	Culture	G2 3NY	G2 3	All Areas
Document International Human Rights Documentary Film Festival	Organisation	Culture	G2 3JD	G2 3	All Areas
Doors Open Day Scotland	Organisation	Culture	G1 1DT	G1 1	All Areas
GI: Glasgow International Festival Of Visual Art	Organisation	Culture	G1 5HD	G1 5	All Areas
Glasgow Americana Festival	Organisation	Culture	G2 4JP	G2 4	All Areas
Glasgow Art Fair	Organisation	Culture	G1 1PH	G1 1	All Areas
Glasgow Cabaret Festival	Organisation	Culture	G2 8DL	G2 8	All Areas

Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Events/Festivals, cont.</b>					
Glasgow Film Festival	Organisation	Culture	G3 6RB	G3 6	All Areas
Glasgow International Comedy Festival	Organisation	Culture	G4 0QT	G4 0	All Areas
Glasgow International Festival of Contemporary Art (Gi)	Organisation	Culture	G1 5HD	G1 5	All Areas
Glasgow International Festival of Visual Art	Organisation	Culture	G1 5HD	G1 5	All Areas
Glasgow International Jazz Festival	Organisation	Culture	G1 1NB	G1 1	All Areas
Glasgow Mela	Organisation	Culture	G1 5ES	G1 5	All Areas
Glasgow Music Festival Association	Organisation	Culture	G44 9AU	G44 9	All Areas
Inspiration Festival	Organisation	Culture	G1 5ES	G1 5	All Areas
Italian Film Festival	Organisation	Culture	G3 6RB	G3 6	All Areas
Lomond Folk Festival	Organisation	Culture	G83	G83	All Areas
Merchant City Festival	Organisation	Culture	G1 1UL	G1 1	All Areas
Milngavie Book and Arts Festival	Organisation	Culture	G62 6PE	G62 6	All Areas
New Territories	Organisation	Culture	G11 9DS	G11 9	All Areas
New Works New Worlds Festival	Organisation	Culture	G1 5HZ	G1 5	All Areas
Piping Live!	Organisation	Culture	G4 0HW	G4 0	All Areas
Scotland Loves Animation Festival	Organisation	Culture	G3 6RB	G3 6	All Areas
Scottish Mental Health Arts and Film Festival	Organisation	Culture	G2 1EG	G2 1	All Areas
Southside Festival	Organisation	Culture	G42 8QZ	G42 8	All Areas
West End Festival	Organisation	Culture	G11 5JE	G11 5	All Areas
World Pipe Band Championships	Organisation	Culture	G4 0HW	G4 0	All Areas
<b>Heritage &amp; Building Organisation</b>					
Pollokshaws Heritage	Organisation	Culture	G43 1SL	G43 1	South
<b>National Touring Companies</b>					
BBC Scottish Symphony Orchestra	Organisation	Culture	G1 1NQ	G1 1	All Areas
National Youth Orchestra of Scotland	Organisation	Culture	G3 7JT	G3 7	All Areas
Royal Scottish National Orchestra	Organisation	Culture	G3 7JB	G3 7	All Areas
Scottish Ballet	Organisation	Culture	G41 2PE	G41 2	All Areas
Scottish Opera	Organisation	Culture	G2 4PT	G2 4	All Areas
<b>Sports, Leisure &amp; Recreational Organisations</b>					
Belvidere Bowling Club	Organisation	Sport	G31 4LE	G31 4	East
Carmyle Community Centre	Organisation	Sport	G32 8AG	G32 8	East
Cheerleading Group (Mount Vernon Community Hall)	Organisation	Sport	G32 9LE	G32 9	East

Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Sports, Leisure &amp; Recreational Organisations, cont.</b>					
Dance Group (Mount Vernon Community Hall)	Organisation	Sport	G32 9LE	G32 9	East
Friends Together - Sharpe Memorial Church of the Nazarene	Organisation	Sport	G31 4TB	G31 4	East
Glasgow Rowing Club	Organisation	Sport	G5 0JZ	G5 0	East
Indepen-Dance	Organisation	Sport	G1 5HZ	G1 5	East
Reidvale Adventure Play Association	Organisation	Sport	G31 1DW	G31 1	East
Shettleston Methodist Church Community Project	Organisation	Sport	G32 7PH	G32 7	East
Spinal Chord Project	Organisation	Sport	G31 2NZ	G31 2	East
Tae Kwon Do Club (Mount Vernon Community Hall)	Organisation	Sport	G32 9LE	G32 9	East
Urban Fox (Helenslea Community Hall)	Organisation	Sport	G31 4RB	G31 4	East
ACE Bridge Club	Organisation	Sport	G43 2EG	G43 2	South
Active Life Club (ALC)	Organisation	Sport	G42 8AS	G42 8	South
Birgidale Complex	Organisation	Sport	G45 9LW	G45 9	South
Caring Operations Joint Action Council (COJAC)	Organisation	Sport	G45 9UB	G45 9	South
Castlemilk Sports Forum	Organisation	Sport	G45 9UH	G45 9	South
Cathcart Bowling Club	Organisation	Sport	G44 3DD	G44 3	South
Glasgow Croquet Club	Organisation	Sport	G42 9RW	G42 9	South
Glasgow South Ship Modellers Society	Organisation	Sport	G42 7HS	G42 7	South
Gorbalites 50+	Organisation	Sport	G42 8AA	G42 8	South
Health Spot	Organisation	Sport	G45 0ER	G45 0	South
Ladies Badminton Club	Organisation	Sport	G43 2EG	G43 2	South
Newlands Bowling Club	Organisation	Sport	G43 2JP	G43 2	South
Pop in Club	Organisation	Sport	G43 2EG	G43 2	South
Scottish Country Dance Class (Merrylea Parish Church)	Organisation	Sport	G43 2QZ	G43 2	South
Scottish Women's Football	Organisation	Sport	G42 9DF	G42 9	South
Scottish Youth Football Association, The	Organisation	Sport	G42 9BF	G42 9	South
Sequence Dancing Club (Toryglen Community Hall)	Organisation	Sport	G42 0LA	G42 0	South
Table Tennis Club	Organisation	Sport	G43 2EG	G43 2	South
Badminton Club (Jordanhill Parish Church)	Organisation	Sport	G13 1QT	G13 1	West
Buddies Club And Playscheme (Glasgow West)	Organisation	Sport	G13 1AX	G13 1	West
Carrington Old Time Dance Club	Organisation	Sport	G12 9AD	G12 9	West
Cheerleading Classes (Ibrox Community Complex)	Organisation	Sport	G51 2XP	G51 2	West
Greater Govan Urdu Club	Organisation	Sport	G51 1BQ	G51 1	West
Scottish Backhold Wrestling	Organisation	Sport	G3 8RW	G3 8	West
Scottish Sports Futures	Organisation	Sport	G51 1DG	G51 1	West
Show Racism the Red Card (Scotland)	Organisation	Sport	G3 8AZ	G3 8	West
YWCA Glasgow	Organisation	Sport	G3 7PJ	G3 7	West
Arden Community Hall	Organisation	Sport	G46 8BW	G46 8	
Auchinlea Recreation Centre	Organisation	Sport	G34 9NQ	G34 9	



Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Sports, Leisure &amp; Recreational Organisations, cont.</b>					
Burnbank Bowling Club	Organisation	Sport	G3 6NN	G3 6	
Clydesdale Cricket Club	Organisation	Sport	G41 4LA	G41 4	
Cross Friendship Club	Organisation	Sport	G13 2HA	G13 2	
Cycling Scotland	Organisation	Sport	G2 4BG	G2 4	
Dowanhill Lawn Tennis Club	Organisation	Sport	G11 9DN	G11 9	
Drumchapel Lawn Tennis Club	Organisation	Sport	G15 6QQ	G15 6	
Drumchapel Retired Men's Bowling Club	Organisation	Sport	G15 6RU	G15 6	
Drumchapel Sports Centre	Organisation	Sport	G15 8NS	G15 8	
Easterhouse Panthers JRLFC	Organisation	Sport	G33 3LZ	G33 3	
Gladiator Programme Ltd	Organisation	Sport	G69 6UL	G69 6	
Glasgow Ansar	Organisation	Sport	G41 4LG	G41 4	
Glasgow Light Opera Club	Organisation	Sport	G41 5RS	G41 5	
Glasgow Zen Group	Organisation	Sport	G3 6DR	G3 6	
Greater Easterhouse Supporting Hands	Organisation	Sport	G33 5EG	G33 5	
Ladies Indoor Bowling (Renfield St St Stephen's Parish Church)	Organisation	Sport	G2 4JP	G2 4	
Men's Bowling Club (Barlanark Community Centre)	Organisation	Sport	G33 4RZ	G33 4	
Men's Friday Club ( Barlanark Community Centre)	Organisation	Sport	G33 4RZ	G33 4	
Men's Indoor Bowling (Renfield St St Stephen's Parish Church)	Organisation	Sport	G2 4JP	G2 4	
Mixed Bowls Club	Organisation	Sport	G33 4RZ	G33 4	
Netball Scotland	Organisation	Sport	G2 6LD	G2 6	
Phoenix Neighbourhood Centre	Organisation	Sport	G15 8JH	G15 8	
Rawena Ladies Bowling Club	Organisation	Sport	G13 2TE	G13 2	
St Andrew's Orienteering Club (Glasgow)	Organisation	Sport	G33 2LF	G33 2	
Trefoil Guild (St Nicholas Parish Church)	Organisation	Sport	G52 2JL	G52 2	
Unemployed Club (Barlanark Community Centre)	Organisation	Sport	G33 4RZ	G33 4	
Women's Line Dancing (Barlanark Community Centre)	Organisation	Sport	G33 4RZ	G33 4	
<b>Young People's Organisations</b>					
Crossroads Youth And Community Association	Organisation	Community	G5 9QS	G5 9	East
Dalmarnock Youth Project	Organisation	Sport	G40 3EU	G40 3	East
Gorbals Youth Café©	Organisation	Community	G5 0QA	G5 0	East
South Camlachie Youth Project	Organisation	Sport	G31 4AE	G31 4	East
Boys' Brigade Company No 118	Organisation	Community	G44 4LB	G44 4	South
Boys' Brigade Company No 16	Organisation	Community	G44 5NS	G44 5	South
Boys' Brigade Company No 185	Organisation	Community	G76 9AJ	G76 9	South
Boys' Brigade Company No 201	Organisation	Community	G42 8QZ	G42 8	South
Boys' Brigade Company No 45	Organisation	Community	G41 3JG	G41 3	South

Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Young People's Organisations, cont.</b>					
Boys' Brigade Company No 83	Organisation	Community	G42 9BD	G42 9	South
Boys' Brigade Company No 85	Organisation	Community	G44 3DA	G44 3	South
Boys' Brigade Company No 9	Organisation	Community	G43 1QN	G43 1	South
Boys' Brigade Company No 95	Organisation	Community	G44 5UW	G44 5	South
Castlemilk Youth Complex Ltd	Organisation	Community	G45 0EQ	G45 0	South
Govanhill Youth Project	Organisation	Community	G42 7AL	G42 7	South
Youth Club (Cathcart Baptist Church)	Organisation	Sport	G43 2RA	G43 2	South
Youth Community Support Agency	Organisation	Community	G41 2SE	G41 2	South
Youth Group (Merrylea Parish Church)	Organisation	Community	G43 2QZ	G43 2	South
Youth Stress Centre	Organisation	Community	G45 0EQ	G45 0	South
Boys' Brigade Company No 101	Organisation	Community	G11 7PZ	G11 7	West
Boys' Brigade Company No 108	Organisation	Community	G11 7QZ	G11 7	West
Boys' Brigade Company No 119	Organisation	Community	G51 4RS	G51 4	West
Boys' Brigade Company No 12	Organisation	Community	G11 6AB	G11 6	West
Boys' Brigade Company No 130	Organisation	Community	G11 7JL	G11 7	West
Boys' Brigade Company No 135	Organisation	Community	G14 9DU	G14 9	West
Boys' Brigade Company No 163	Organisation	Community	G51 1QL	G51 1	West
Boys' Brigade Company No 184	Organisation	Community	G14 0ER	G14 0	West
Boys' Brigade Company No 247	Organisation	Community	G13 1LE	G13 1	West
Boys' Brigade Company No 32	Organisation	Community	G3 8DS	G3 8	West
Boys' Brigade Glasgow Battalion	Organisation	Community	G51 1QL	G51 1	West
DRC Youth Health Project	Organisation	Community	G14 0LB	G14 0	West
Govan Youth Information Project	Organisation	Community	G51 3UW	G51 3	West
Temple / Shafton Youth Project	Organisation	Community	G13 1AX	G13 1	West
Time Out Youth Group	Organisation	Community	G13 1QT	G13 1	West
Young Carers Project (GAMH)	Organisation	Community	G51 2JA	G51 2	West
Boys' Brigade Company No 1	Organisation	Community	G20 6JR	G20 6	
Boys' Brigade Company No 167	Organisation	Community	G52 2JL	G52 2	
Boys' Brigade Company No 208	Organisation	Community	G53 5NA	G53 5	
Boys' Brigade Company No 237	Organisation	Community	G13 3DX	G13 3	
Boys' Brigade Company No 269	Organisation	Community	G13 2AA	G13 2	
Boys' Brigade Company No 34	Organisation	Community	G52 2UD	G52 2	
Boys' Brigade Company No 44	Organisation	Community	G52 3PF	G52 3	
Boys' Brigade Company No 49	Organisation	Community	G2 5RU	G2 5	
Boys' Brigade Company No 59	Organisation	Community	G52 1LA	G52 1	
Council For Homeless Young People	Organisation	Community	G20 6DF	G20 6	
Drumchapel Supported Youth Housing Project	Organisation	Community	G15 8LB	G15 8	
G15 Youth Project	Organisation	Community	G15 7XN	G15 7	

Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Young People's Organisations, cont.</b>					
LGBT Youth Scotland	Organisation	Community	G1 1LG	G1 1	
Pavilion Youth Café©	Organisation	Sport	G34 9HX	G34 9	
Ruchazie Parish Church - Youth Club	Organisation	Community	G33 3QN	G33 3	
Woodlands Youth Initiative	Organisation	Community	G20 7YE	G20 7	
Young Enterprise Scotland	Organisation	Community	G2 6HJ	G2 6	
Young Muslims Glasgow	Organisation	Community	G3 6DT	G3 6	
Young Person's Befriending Service	Organisation	Community	G1 1DT	G1 1	
<b>Bowling Greens</b>					
Lister Street Bowling Green	Venue	Sport	G4	G4	East
Queens Park Bowling Green	Venue	Sport	G42 9QL	G42 9	South
Victoria Park Bowling Green	Venue	Sport	G14 9NW	G14 9	West
Alexandra Park Bowling Green	Venue	Sport	G31 8SE	G31 8	
Bellahouston Park Bowling Green	Venue	Sport	G41 5BW	G41 5	
Drumchapel Park Bowling Green	Venue	Sport	G15 8LY	G15 8	
Kelvingrove Park Bowling Green	Venue	Sport	G3 6BY	G3 6	
Knightswood Park Bowling Green	Venue	Sport	G13 3XF	G13 3	
Maryhill Park Bowling Green	Venue	Sport	G20	G20	
Springburn Park Bowling Green	Venue	Sport	G21 3UB	G21 3	
Temple Bowling Green	Venue	Sport	G13	G13	
<b>Community Centres</b>					
Bluevale Neighbourhood Centre	Venue	Community	G31 3SX	G31 3	East
East End Healthy living centre	Venue	Community	G40 2AL	G40 2	East
Reidvale Neighbourhood Centre	Venue	Community	G31 1QW	G31 1	East
Shettleston Community Centre	Venue	Community	G32 7UT	G32 7	East
St Francis Centre	Venue	Community	G5 0SE	G5 0	East
Tollcross Youth Centre	Venue	Community	G32 8HD	G32 8	East
Castlemilk Community Centre	Venue	Community	G45 9UG	G45 9	South
Cathkin Community Centre	Venue	Community	G42 8UG	G42 8	South
East Pollokshields Multicultural Centre	Venue	Community	G41 2NT	G41 2	South
Geoff Shaw Community Centre	Venue	Community	G42 0DW	G42 0	South
Govan Hill Baths	Venue	Community	G42 7QR	G42 7	South
Govanhill Neighbourhood Centre	Venue	Community	G42 8JL	G42 8	South
Langside Halls	Venue	Community	G41 2QR	G41 2	South
Pollokshields Community Centre	Venue	Community	G41 2NT	G41 2	South



Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Community Centres, cont.</b>					
Annex, west Healthy living centre	Venue	Community	G11 5PE	G11 5	West
Colourstrings Music Kindergarten	Venue	Community	G11 5LN	G11 5	West
Lorne Street Community Centre	Venue	Community	G51 1HJ	G51 1	West
Netherton Community Centre	Venue	Community	G13 1AX	G13 1	West
New Glasgow Society	Venue	Community	G3 8TL	G3 8	West
Overnewton Recreation Centre	Venue	Community	G3 8RW	G3 8	West
Partick Burgh Hall	Venue	Community	G11 5LW	G11 5	West
Scottish Indian Mahila Cultural Centre	Venue	Community	G3 7LH	G3 7	West
Abrohill Community Centre	Venue	Community	G67 3AZ	G67 3	
Argo Recreation Centre	Venue	Community	G15 8AA	G15 8	
Balgrayhill Community Centre	Venue	Community	G21 3TN	G21 3	
Balgrayhill Tenants Hall	Venue	Community	G21 3AE	G21 3	
Bangla Centre	Venue	Community	G21 4EL	G21 4	
Barlanark Community Centre	Venue	Community	G33 4RZ	G33 4	
Barmulloch Community Centre	Venue	Community	G21 3PX	G21 3	
Bellcraig Community Centre	Venue	Community	G23 5QA	G23 5	
Bellrock Community Centre	Venue	Community	G33	G33	
Burngreen Hall	Venue	Community	G65 0HT	G65 0	
Cadder Community Centre	Venue	Community	G23 5AE	G23 5	
Chinese Healthy living centre	Venue	Community	G2 4NB	G2 4	
Darnley Community Centre	Venue	Community	G53 7LA	G53 7	
Drumchapel Arts Workshop	Venue	Community	G15 7EU	G15 7	
Drumchapel Community Centre	Venue	Community	G15 7HA	G15 7	
Forge Community Centre	Venue	Community	G68 9ND	G68 9	
Garnethill Centre	Venue	Community	G3 6RE	G3 6	
Garnethill Multicultural Community Centre	Venue	Community	G3 6RE	G3 6	
Garrell Vale Community Centre	Venue	Community	G65 9JW	G65 9	
Garrowhill Community Hall	Venue	Community	G69 6LU	G69 6	
Gartcosh Community Centre	Venue	Community	G69 2AB	G69 2	
Garthamlock Recreation Centre	Venue	Community	G33 5JD	G33 5	
Greenfaulds Community Centre	Venue	Community	G67 4AR	G67 4	
Knightscliffe Tenants Hall	Venue	Community	G13 2NJ	G13 2	
Knightswood Community Centre	Venue	Community	G13 3DD	G13 3	
Ledgowan Tenants' Hall	Venue	Community	G20 0JZ	G20 0	
Link Community Centre	Venue	Community	G67 1EW	G67 1	
MacAuley Centre	Venue	Community	G67 4LS	G67 4	
Maryhill Community Centre	Venue	Community	G20 8TS	G20 8	
Maryhill Hub	Venue	Community	G20 8HF	G20 8	

Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Community Centres, cont.</b>					
Milton Community Centre	Venue	Community	G22 7BX	G22 7	
Molendinar Community Centre	Venue	Community	G33 1HE	G33 1	
Muirhead Community Centre	Venue	Community	G69 9ND	G69 9	
Napiershall Street Centre	Venue	Community	G20 6EZ	G20 6	
Nazrul-Burns Centre	Venue	Community	G21 4EL	G21 4	
New Town Hall, Cumbernauld	Venue	Community	G67 1DZ	G67 1	
North Healthy living centre	Venue	Community	G21 2PR	G21 2	
Penilee Community Centre	Venue	Community	G52 4BD	G52 4	
Pivot Community Centre	Venue	Community	G69 ODX	G69 O	
Pollock Hall, Condorrat	Venue	Community	G67 4LW	G67 4	
Pollok Community Centre	Venue	Community	G53 3DP	G53 3	
Possilpoint Community Centre	Venue	Community	G22 5LQ	G22 5	
Red Road Recreation Centre	Venue	Community	G21 4DR	G21 4	
Ricefield Arts and Cultural Centre	Venue	Community	G4 9LJ	G4 9	
Roystonhill Recreation Centre	Venue	Community	G21 2HG	G21 2	
Ruchazie Community Centre	Venue	Community	G33 3TJ	G33 3	
Ruchill Community Centre	Venue	Community	G20 9NF	G20 9	
Sighthill Community Centre	Venue	Community	G21 1RB	G21 1	
Sri Mangala Vinayahar Community Centre	Venue	Community	G21 1NH	G21 1	
Stepps Cultural Centre	Venue	Community	G67 1AA	G67 1	
Village Community Hall, Cumbernauld	Venue	Community	G67 2ST	G67 2	
West Drumoyne Tenants Hall, (Invercraig Hall)	Venue	Community	G51 5ES	G51 5	
Westfield Community Centre	Venue	Community	G68 9HJ	G68 9	
Woodside Hall	Venue	Community	G20 7QF	G20 7	
Wyndford Community Centre	Venue	Community	G20 8TH	G20 8	
Wyndford Recreation Centre	Venue	Community	G20 8EG	G20 8	
<b>Sports Centres</b>					
Glasgow Club Gorbals	Venue	Sport	G5 0YP	G5 0	East
Glasgow Club Haghill	Venue	Sport	G31 3LS	G31 3	East
Glasgow Club Tollcross	Venue	Sport	G32 7QR	G32 7	East
Glasgow Club Castlemilk	Venue	Sport	G45 9NH	G45 9	South
Glasgow Club Holyrood	Venue	Sport	G42 0PD	G42 0	South
Glasgow Club Drumoyne	Venue	Sport	G51 4AW	G51 4	West
Glasgow Club Kelvin Hall	Venue	Sport	G3 8AW	G3 8	West
Glasgow Club Kelvin Hall Running Track	Venue	Sport	G3 8AW	G3 8	West
Glasgow Club Scotstoun	Venue	Sport	G14 9HU	G14 9	West

Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Sports Centres, cont.</b>					
Glasgow Club Scotstoun Running Track	Venue	Sport	G14 9HU	G14 9	West
Glasgow Club Yoker	Venue	Sport	G14 0LN	G14 0	West
Glasgow Club Bellahouston	Venue	Sport	G52 1HH	G52 1	
Glasgow Club Easterhouse	Venue	Sport	G34 9HQ	G34 9	
Glasgow Club John Paul	Venue	Sport	G23 5LY	G23 5	
Glasgow Club Maryhill	Venue	Sport	G20 8YE	G20 8	
Glasgow Club Milton	Venue	Sport	G22 7QR	G22 7	
Glasgow Club Nethercraigs	Venue	Sport	G52 1RR	G52 1	
Glasgow Club Nethercraigs Running Track	Venue	Sport	G52 1RR	G52 1	
Glasgow Club North Woodside	Venue	Sport	G4 9YQ	G4 9	
Glasgow Club Petershill	Venue	Sport	G21 4DD	G21 4	
Glasgow Club Springburn	Venue	Sport	G21 1JY	G21 1	
<b>Other Sports Facilities</b>					
Gorbals Tennis courts	Venue	Sport	G5 0YP	G5 0	East
Linn Park Golf Courses	Venue	Sport	G44 5EP	G44 5	South
National Stadium at Hampden Park	Venue	Sport	G44 4DQ	G44 4	South
Queens Park Tennis	Venue	Sport	G42 9QL	G42 9	South
National Badminton Academy	Venue	Sport	G14 9HU	G14 9	West
Scotstoun Tennis Centre	Venue	Sport	G14 9HQ	G14 9	West
Victoria Park Basketball Parks	Venue	Sport	G14	G14	West
Victoria Park Putting	Venue	Sport	G14	G14	West
Victoria Park Tennis	Venue	Sport	G14	G14	West
Alexandria Golf Courses	Venue	Sport	G31 8SE	G31 8	
Bellahouston Hockey Pitch	Venue	Sport	G52 1HH	G52 1	
Bellahouston Pitch & Putt	Venue	Sport	G41 5BW	G41 5	
Bellahouston Running Track	Venue	Sport	G52 1HH	G52 1	
Drumchapel Park Tennis	Venue	Sport	G15 8LY	G15 8	
Glasgow Ski Centre	Venue	Sport	G52 1HH	G52 1	
Hogganfield Pitch & Putt	Venue	Sport	G33	G33	
Kelvingrove Park Tennis	Venue	Sport	G3 6BY	G3 6	
Knightswood Park Basketball Parks	Venue	Sport	G13 3XW	G13 3	
Knightswood Golf Courses	Venue	Sport	G13 3DN	G13 3	
Knightswood Park Tennis	Venue	Sport	G13 3XF	G13 3	
Knightswood Pitch & Putt	Venue	Sport	G13 3XW	G13 3	
Lethanmill Golf Courses	Venue	Sport	G33 1AH	G33 1	
Littlehill Golf Courses	Venue	Sport	G64 1UT	G64 1	



Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Other Sports Facilities, cont.</b>					
Maryhill Park Tennis	Venue	Sport	G20	G20	
Palace of Art Centre for Sports Excellence Centre	Venue	Sport	G52 1HH	G52 1	
Queen's Park Putting	Venue	Sport	G42	G42	
Queens Park Pitch & Putt	Venue	Sport	G42	G42	
Ruchill Golf Courses	Venue	Sport	G20 9HP	G20 9	
<b>Swimming Pools</b>					
Glasgow Club Gorbals Pool	Venue	Sport	G5 0YP	G5 0	East
Glasgow Club Tollcross Pool	Venue	Sport	G32 7QR	G32 7	East
Glasgow Club Whitehill Pool	Venue	Sport	G31 3QU	G31 3	East
Glasgow Club Castlemilk Pool	Venue	Sport	G45 9U	G45 9	South
Glasgow Club Scotstoun Pool	Venue	Sport	G14 9HU	G14 9	West
Easterhouse Swimming Pools	Venue	Sport	G34 9JW	G34 9	
Glasgow Club Bellahouston Pool	Venue	Sport	G52 1HH	G52 1	
Glasgow Club Drumchapel Pool	Venue	Sport	G15 8NS	G15 8	
Glasgow Club Easterhouse Pool	Venue	Sport	G34 9JW	G34 9	
Glasgow Club Maryhill Pool	Venue	Sport	G20 8YE	G20 8	
Glasgow Club North Woodside Pool	Venue	Sport	G4 9YQ	G4 9	
Glasgow Club Pollok Pool	Venue	Sport	G53 6EW	G53 6	
Glasgow Club Springburn Pool	Venue	Sport	G21 1JY	G21 1	
<b>Theatre Performance Venues</b>					
Citizens Theatre	Venue	Culture	G5 9DS	G5 9	East
Sharmanka Kinetic Theatre	Venue	Culture	G1 5HD	G1 5	East
Tron Theatre	Venue	Culture	G1 5HB	G1 5	East
Glasgow Science Centre	Venue	Community	G51 1EA	G51 1	West
Mitchell Theatre	Venue	Community	G3 7EE	G3 7	West
SECC	Venue	Culture	G3 8YW	G3 8	West
Arches Theatre Glasgow	Venue	Culture	G2 8DL	G2 8	
City Hall	Venue	Culture	G1 1NQ	G1 1	
Cumbernauld Theatre	Venue	Culture	G67 2BN	G67 2	
Glasgow Film Theatre	Venue	Culture	G3 6RB	G3 6	
Glasgow Royal Concert Hall	Venue	Culture	G2 3NY	G2 3	
Kings Theatre	Venue	Culture	G2 4JN	G2 4	
Old Fruitmarket	Venue	Culture	G1 1NQ	G1 1	
Platform - Easthouse (The Bridge)	Venue	Culture	G34 9JW	G34 9	

Name	Venue/Organisation	Culture/Sport/Community	Postcode	Postal Sector	Cluster
<b>Theatre Performance Venues, cont.</b>					
Ramshorn Theatre	Venue	Culture	G1 1ES	G1 1	
Royal Conservatoire of Scotland	Venue	Culture	G2 3DB	G2 3	
Scottish Music Centre	Venue	Culture	G1 1NQ	G1 1	
Scottish Youth Theatre	Venue	Culture	G1 1TF	G1 1	
Theatre Royal	Venue	Culture	G2 3QA	G2 3	
Tramway	Venue	Culture	G1 2PE	G1 2	
<b>Visitor Attractions</b>					
Peoples Palace and Winter Gardens	Venue	Culture	G40 1AT	G40 1	East
Hidden Gardens	Venue	Culture	G41 2PE	G41 2	South
Pollok Country Park	Venue	Culture	G43 1AT	G43 1	South
Scottish Mask and Puppet Centre	Venue	Culture	G12 0QF	G12 0	West
Tall Ship	Venue	Culture	G3 8RS	G3 8	West
David Livingston Centre	Venue	Culture	G72 9BY	G72 9	
Denny Ship Model Experimental Tank	Venue	Culture	G82 1QS	G82 1	
House for an Art Lover	Venue	Culture	G41 5BW	G41 5	
Mackintosh Church, Arts & Heritage Visitor Centre	Venue	Culture	G20 7EL	G20 7	
National Piping Centre	Venue	Culture	G4 0HW	G4 0	
Provands Lordship	Venue	Culture	G4 0RB	G4 0	
Village Storytelling Centre, The	Venue	Culture	G53 5NA	G53 5	

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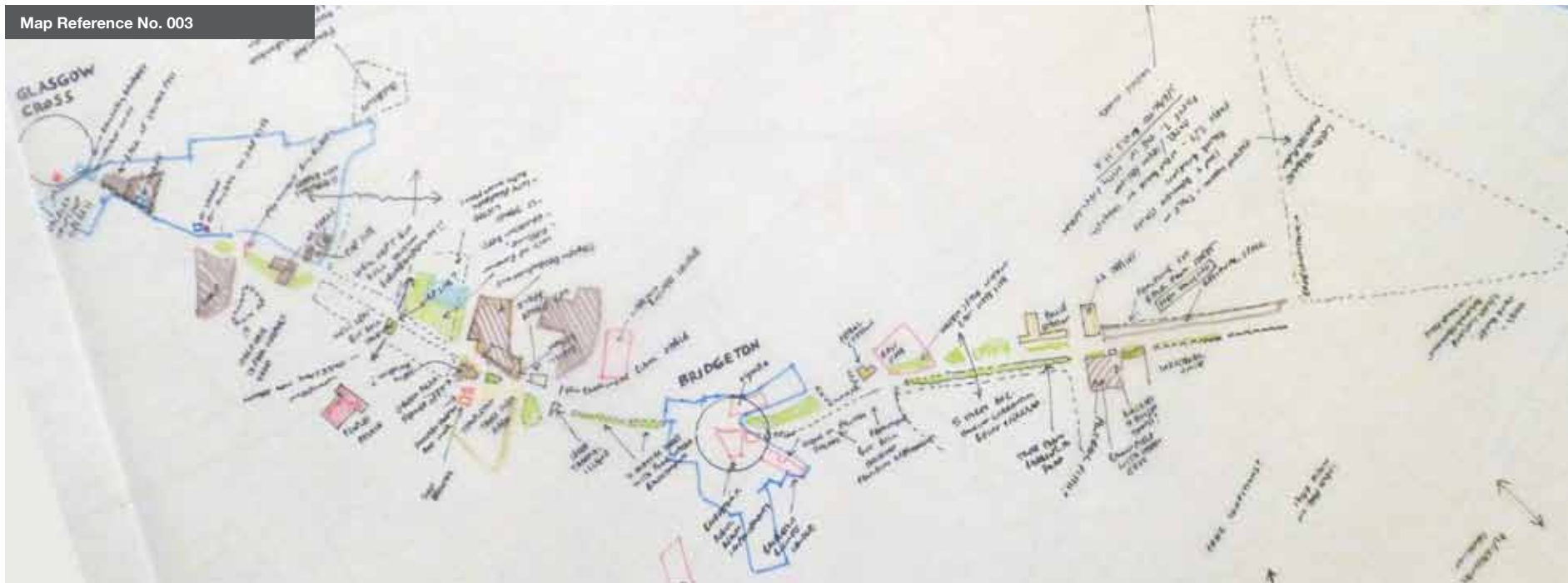
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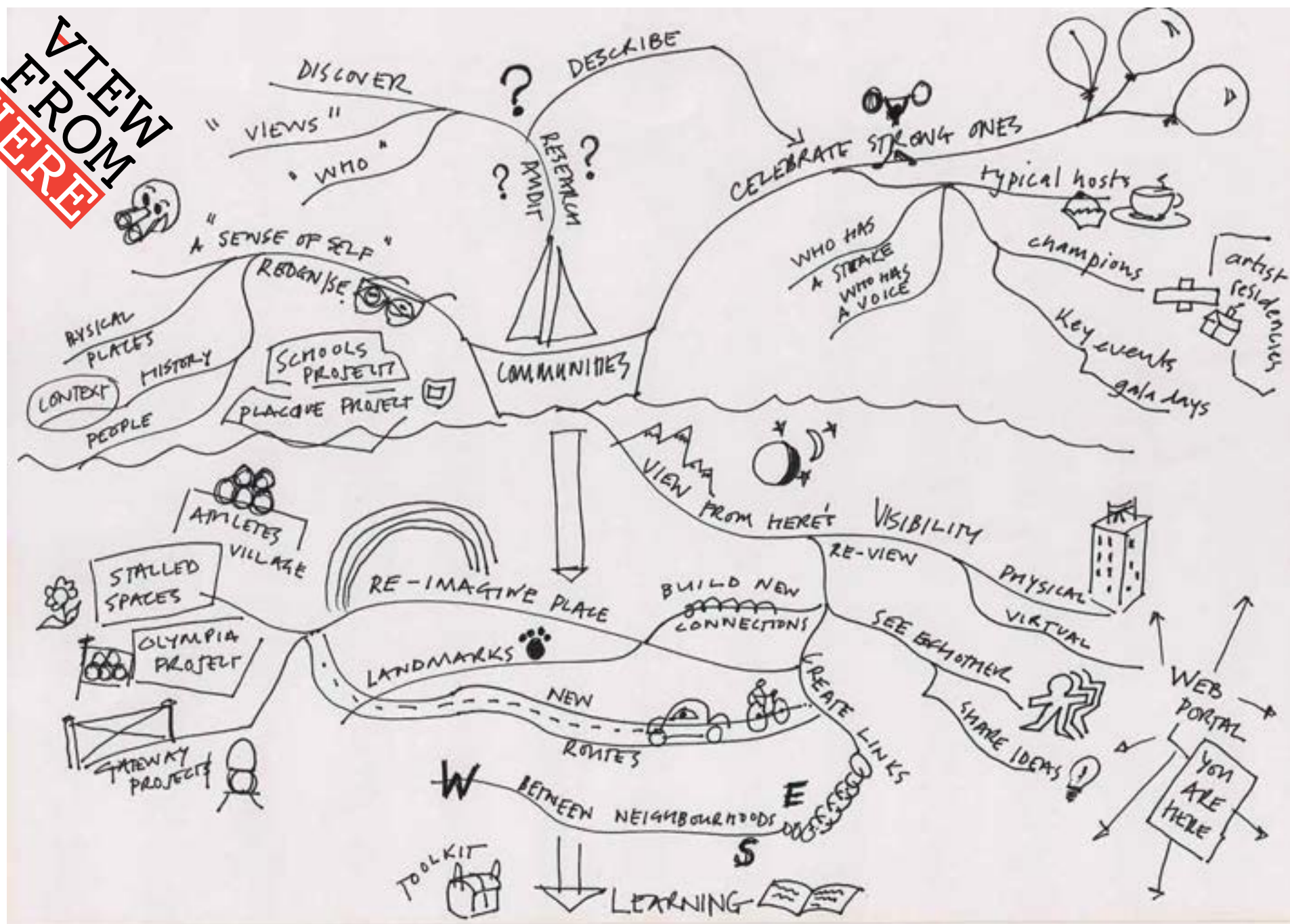
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Map Reference No. 003



**VIEW FROM HERE**



## 4.5 Glossary

**Agency:** Agency can be a public agency, such as the council, or agency in terms of an individual's agency to participate in change. VeloCity sees agency within public institutions, regeneration groups, organisations and communities.

**Art in the public realm:** Across the artforms, a spectrum of cultural activity ranging from flagship commissions, temporary works, urban renewal, gatherings and events.

**Brownfield site:** Abandoned or underused industrial and commercial facilities sites available for re-use.

**Champion:** A person within an agency, group or neighbourhood who advocates.

**Commonwealth avenue:** A device to assist in the reimagining, repair and reconnection of the London Road corridor

**Commonwealth promenade:** A similar device to assist in the reimagining, repair and reconnection of an integrated river walkway

**Community:** Neighbourhoods, people, place; types of communities involved; types of groups of people, e.g. athletes, artists, planners.

**Mapping:** The act of recording physical and social demographics; a clear overview of what exists and where opportunities lie. 'Sensitive' mapping that accumulates data yet responds to possibility.

**Networks:** Transport networks; community networks; proposed VeloCity network across public agencies, organisations, and artists.

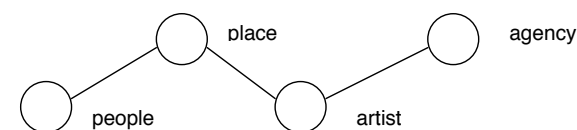
**Off the map:** Further to the VeloCity mapping exercise it is the VeloCity ethos to consider what is also off the map. For community engagement, this means working with groups not on area databases. It is the consideration of how non-arts organisations can develop experience of working with a wider range of artists and practitioners. For arts organisations this may mean working with communities, non-art organisations or physical sites beyond their venue and knowledge.

**Routes and clusters:** In physical mapping terms, the routes to and around venues, the clusters of town centres, transport, landmarks.

**Stakeholder:** Public, statutory, community or business interest in art in the public domain as a powerful tool for community cohesion and development of the city.

**Stalled space:** Spaces in the city which are already approved for another use but where development has stalled.

**VeloCity DNA:**



**The VeloCity Way:** A mechanism to draw together VeloCity DNA with resources; an approach to make connections.

**A View From Here:** Knowledge rather than opinion; the opportunity to see clearly from another angle; standing on top of a high point looking out across the city; witnessing another point of view or experience.



## 4.6 The VeloCity Journey

