

# Building Linwood from the inside out

Linwood Community  
Development Trust  
for the Community, by the Community

# Linwood background:



- Car factory
- Scotland's first Regional Shopping Centre
- Fell into decline after closure of car plant in 1981 - 13,000 left unemployed
- Proclaimers: 'A Letter from America'

# Who?



**Linwood Community Development Trust is a group of volunteers who are determined to create positive changes that are needed to regenerate our community.**

# Why?



**Deeply concerned that the lack of consultation during major regeneration projects that are currently underway in Linwood are repeating the same mistakes of the past as they have not included the needs of local residents.**

# Whose Regeneration is it?

LCDT believe:

- The current regeneration programmes have focused on physical assets (buildings) that will provide long term profits for the organisations involved. It has not focused on the human assets (the people living in Linwood)
- Assessing assets alongside need would have given a better understanding of our community during these regeneration programmes.
- This approach would have been a better way of working with the community to develop services that would have had a lasting impact for Linwood. This approach would have addressed the health & social problems currently faced in Linwood.

# Current Regeneration



New £24m Sports Hub



Future Tesco Superstore

# Renfrewshire Council Regeneration



- In 2009, Renfrewshire Council announced that they had a total regeneration budget of £92m as part of their Building Better Communities agenda.
- They agreed that £24m would be allocated to Linwood for social regeneration purposes
- Renfrewshire Council later announced that this funding would be used to build a state-of-the-art Sports Hub.



- **However, many months after this announcement it unfolded that Linwood would need to sacrifice its community centre in order to make way for a through road into the future sports hub.**
- **This was decided without any prior consultation with the wider community or the 1000 users who used the centre on a weekly basis.**
- **Our local councillors, at the time, approved this decision**





**At the same time it was announced that there would be no plans within the £24m sports development to include a full-size 3G football pitch for our football clubs.**

**Some of these clubs have existed for more than 40 years**

**Between them they support 600+ kids on a weekly basis**

**60+ volunteers each provide an average of 10 hours per week to support the needs of our young people: This equates to 25,200 hours per year**

## LCDT believed .....

- Considering the amount of investment given by volunteers who develop youth football in our community, providing a 3G pitch would have been a small price to pay to support the sustainability of our clubs;
- We believed the decision NOT to have a 3G Pitch would result in our football teams having to travel to other venues, bringing added pressures to financial costs and travelling time for families and volunteers;
- The Sports Hub consultation process was seriously flawed as it **DID NOT** include the views of user groups of the Linwood Community Education Centre or other groups throughout Linwood;
- The new Sports Hub was not being built for Linwood but for the whole of Renfrewshire and beyond and the facilities would serve a different purpose in the neighbourhood from that of the community centre;
- Our community centre was essential to sustain community spirit as it served the needs of local residents seeking a traditional, informal and affordable way to meet; and
- Majority of Linwood residents would be unable to access the new facility due to demand, over inflated prices and the lack of community ownership.

# Community Campaign

LCDT formed a campaign and lobbied Renfrewshire Council as we believed a small proportion of this £24m should be spent on either:

1. saving and upgrading the Community Centre to include additional facilities for **ALL** Linwood User Groups; or
2. developing a brand new Community Centre to include a 3G Pitch - run 'by the community for the community' elsewhere in Linwood.

*\*With the help of a large Architectural Organisation, it was estimated the cost to build a community facility - that would be 'fit-for-purpose' - would have been approximately £3m\**



**NO**  
**THEY CAN'T**

- Renfrewshire Council and Renfrewshire Leisure confirmed the plans for the future sports hub had already been decided and could not be changed – even though the plans had yet to be drawn up and approved; and
- The £24m was the level of funding required to build the future facility and it could not be reallocated.

# Tesco Regeneration





**Linwood is awarded the dreaded 'Carbuncle Award' by Urban Realm for being the most dismal town in Scotland because of our Town Centre**



















# Community Campaign

**Jan 2012**

A community campaign organised by Linwood Community Development Trust commenced to ensure Tesco demolished and developed the town centre.

**Feb 2012**

With the help of our MP and the House of Commons Scottish Affairs Select Committee, Tesco re-announced a new timeline and confirm hoardings would go up in April 2012, demolition would commence September 2012 and the redevelopment would be **completed by December 2013**

**Feb 2013**

Tesco announce the redevelopment would not be **completed until summer of 2015**

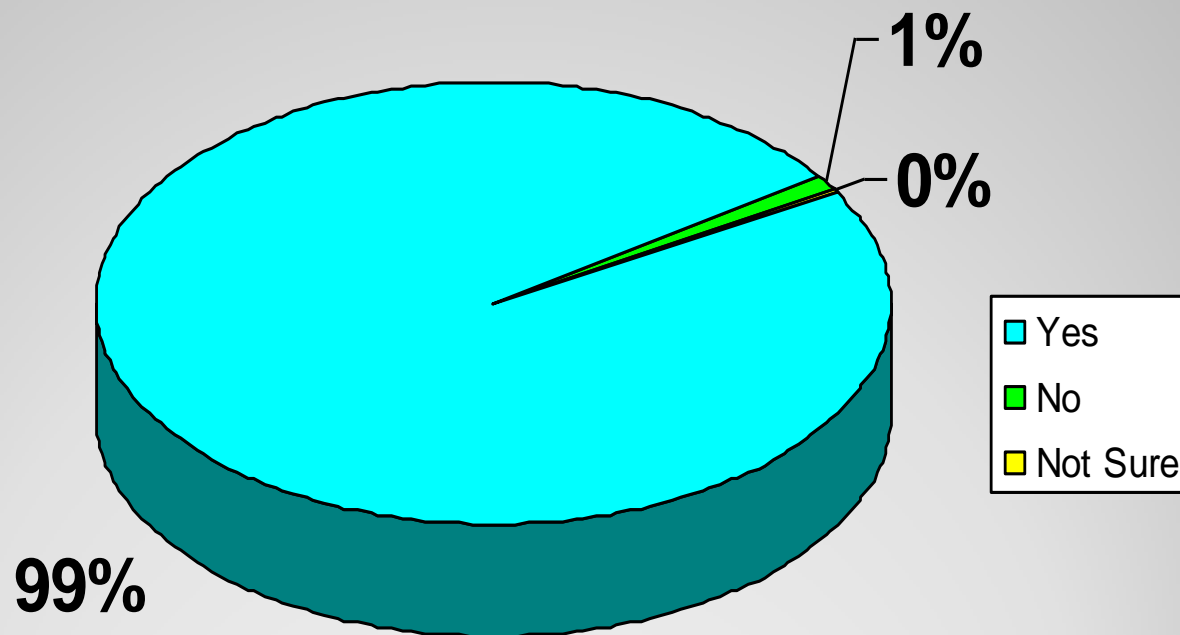
# **Tesco's Regeneration Promise**

- **Promised to provide £5.3m for community regeneration facilities for Linwood as part of the new Development**
- **However, this funding will be given to Renfrewshire Council to design and manage the future Community Hall**

# **Community Campaign**

- **LCDT members were deeply concerned that there had been no consultation for the future Tweedie Hall.**
- **The future Tweedie Hall was being build without meeting the needs of local residents**
- **LCDT formed a campaign and targeted 4000 households in Linwood to give their views on the proposed plans.**

**Do you think the New Tweedie Hall should be 'run for the community by the community' and all income should be reinvested back into Linwood to develop the facilities we need?**



***“This is our community’s compensation for living with an eyesore for more than 15 years and for the loss of our community centre” (statement made by a local resident)***

**What facilities would you like to see in the New Tweedie Hall that would cater for all age groups in your household?**

- **Community Café**
- **Football changing facilities for access to Public Park**
- **Education Suite**
- **Youth Drop In Centre**
- **Permanent Stage**
- **Dance Studio**



# Presentation of Findings from consultation

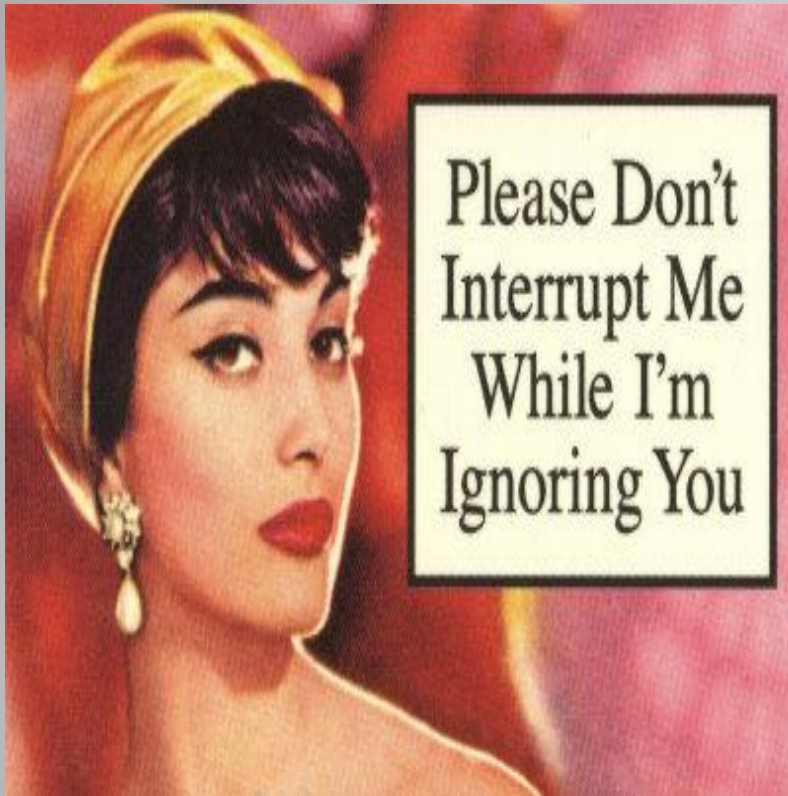
## Renfrewshire Council Confirmed:

- The plans for the building had already been decided and could not be changed – even though the plans had yet to be drawn up and approved;
- Findings from our community consultations were merely an “aspiration of needs and meant nothing” (statement by Leader of RC – March 2011);
- If we were keen to participate, we could help chose the “colour of paint for the walls”; and
- There would be no community café but they could perhaps help by supplying a Klix machine within the new state-of-the-art library

**Lack of consultation during the design and planning process of OUR future regeneration resulted in:**



# A Community's Right to Challenge



**LCDT continually challenged on behalf of our community but after many, many months of campaigning we lost our fight for a 'fit-for-purpose' community centre and a 3G football pitch.**

**We were ignored, disempowered and on many occasions made to feel inferior by those in power.**

## We understood that Local Authorities state:

- “The effective engagement of local people during consultation periods is critical to the REGENERATION of our most disadvantaged communities .... It is only by listening to the experiences and ideas of the people who live in these communities that we can find solutions which will make a lasting difference.”



*Source: COSLA, "Community Empowerment Action Plan"*

# We understood that Tesco state:

- “... recognise that economic and social regeneration, and the task of lifting communities out of social decline or deprivation, are priorities in areas which Tesco operates. But in each case, it is important that we are a good neighbour, listening and responding positively to local priorities and local needs.”



Source: Tesco Website

# We understood that the Scottish Government state:



“There has been a habit in the past for governments to appoint ‘suits’ to go into areas of deprivation and for the ‘suits’ to tell the local people what they need to do to regenerate their area.

“Secondly, it is very clear that those regeneration strategies which have focused only on the physical regeneration of an area, basically fail .....

**Source: Alex Neil: Cabinet Secretary for Infrastructure and Capital Investment :**  
**<http://www.holyrood.com/2011/12/rebuilding-scotland-a-look-at-the-scottish-governments-new-regeneration-strategy/>**



# Cosmic Bureaucrats

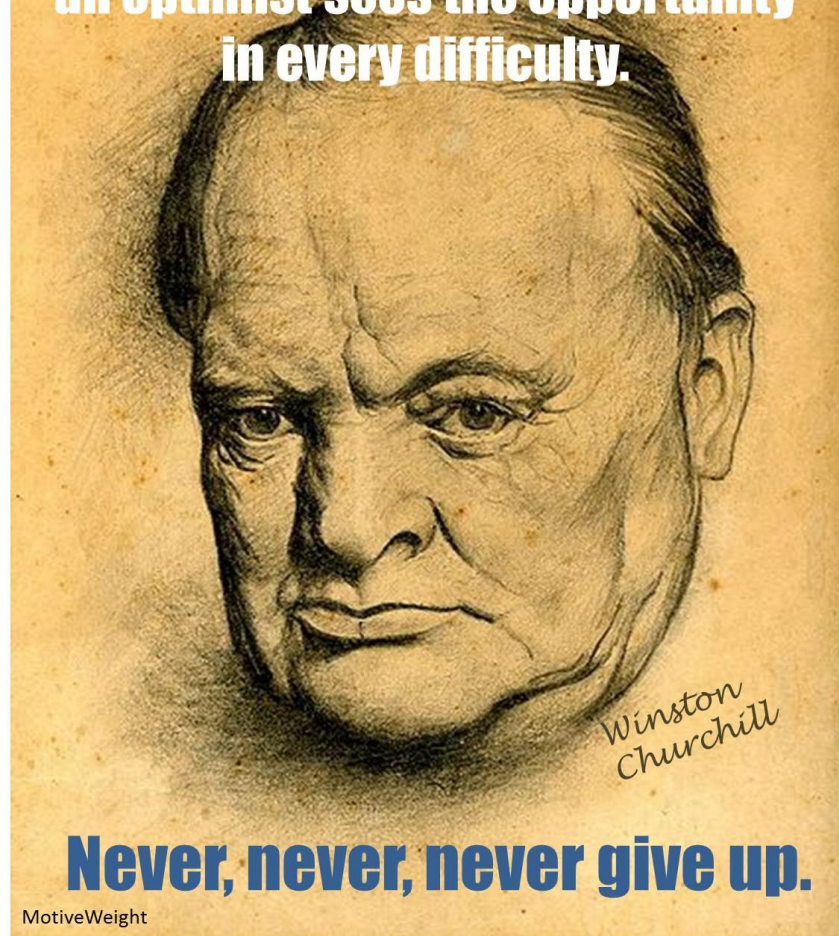
Are you in need of a helping hand? Would you like me to guide you to the new £24m Sports Hub, Tesco Superstore and £5.3m Library/Hall that **WE** have decided to build for you?



It has been a case of them doing it '**for us**' instead of '**with us**'.

**Should  
we give  
up?**

**A pessimist sees the difficulty  
in every opportunity;  
an optimist sees the opportunity  
in every difficulty.**



**Never, never, never give up.**

MotiveWeight





If they won't do it 'for us' we will do 'for ourselves'

# Perseverance .....



.... is a great element of success. If you only knock long enough and loud enough at the gate you are sure enough to wake up somebody.....

*Henry Wadsworth Longfellow*

# Help!!



# Partners/Agencies



Foundation  
Scotland



# Community Engagement



.... Over 2,200 local residents participated.



# Ongoing Support



This continuous support has helped LCDT to produce the first ever Community Action Plan for Linwood.

The plan was ultimately produced 'for the community, by the community' following extensive community consultations including interviews, public meetings and a community survey which included the views of over 2200 residents of Linwood.

The development of this plan gives a clear view ahead for Linwood and outlines needs highlighted by the community itself.

Creating a Wave  
of Change

# Positive Future for Linwood ....



After 3 long years of campaigning, Renfrewshire Council **(under a new administration)** have now agreed 'in principle' to offer up land in Linwood to help meet the objectives of our future projects.

This partnership and future partnerships, will ensure Linwood residents have access to much needed services that will meet the needs of our community.



# **Future Projects for Linwood**

## **Linwood in Bloom**

To make Linwood beautiful

## **Light Up Linwood**

To make Linwood proud

## **Community Facility**

Accessible & Affordable for All

## **H.E.L.P**

Healthy Eating in Linwood Project

## **Linwood Youth Stand Up**

Creating Opportunities

# Linwood in Bloom



The Linwood in Bloom project will support:

- Long term improvement through planting floral displays to give us **somewhere to be proud** of

# **Light Up Linwood**



**This year's Christmas tree brought a renewed sense of hope and was well received by the community. The Light Up Linwood project will:**

- **Continue to fundraise for Christmas lights to keep up Linwood's Christmas Cheer!**
- **Work alongside Community Council to apply for future funding**
- **Tesco have recently announced that they will provide £1k to get the project up and running**

# Community & Football Project

**The Community & Football Project will:**



- **Provide ownership of land, leased by the community, for the community**
- **Fundraise for a 3G football park and changing facilities**
- **Fundraise for a community facility that will be informal and affordable for all age groups to come together**
- **Generate income for Linwood**

# **HELP**

## **(Healthy Eating in Linwood Project)**



The HELP project will:

- Improve access to high quality, low cost fruit/veg
- Create volunteering, training and employability opportunities
- Improve health & wellbeing
- Generate income for Linwood: For every £5 spent on fruit/veg, £1.50 will be reinvested back into project and Linwood



# **Linwood Youth Stand Up Group**



**Young people will work in conjunction with Oxfam Scotland to:**

- **Develop radio broadcasting skills**
- **Create new opportunities for young people to get involved in creating positive changes in Linwood so they can have a say on what facilities they want for their community**

## These projects will:

- focus on 'human' assets NOT 'physical' assets.
- help build Linwood from the inside out.
- be 'more than profit' projects as they will bring added value by supporting the 'REAL' future regeneration that our community needs.

However, they are all subject to future funding and support from volunteers & partner organisations .....



**.... as together much can be accomplished!**



..... we have the vital ingredients required to help make Linwood stronger, leading to a sense of well being and a greater quality of life.

.... this is our community,  
our future and who best  
knows what our community  
needs than our community  
itself.