

Community, Sustainability and Design: Towards a Greener Glasgow

A Greener Glasgow Guide

COMMUNITY RUN GREEN SPACES

1.Friends of Garnethill Green Spaces
Group dedicated to making Garnethill as green as possible. Host events in Garnethill park and have a community garden on Garnethill street.
Join their Facebook page for more details.

2.Woodland's Community Garden
Communal garden on West Prince's Street. Volunteer sessions run every Sunday afternoon and Tuesday Mornings.
Sundays 1-4pm
Tuesdays 10-12noon
101 West Princes St,
G4 9BY

3.Urban Roots
Weekly activities across various community gardens and green spaces.Visit their website to find out more.
www.urbanroots.org.uk
Email:projects@urbanroots.or.uk

4.Love Linn Park
Voluntry group that meet every Tuesday to maintain park.
10-12noon,See Facebook group for more details.

5.Friends of River Kelvin
River clean ups, first Saturday of every month.
See Facebook/Instagram accounts for more details.

FOOD COMMUNITIES AND SUPPORT

6.The People's Pantry, Food For All
Free food grown by the community for all. First Sunday of every month.
12:30-2pm
Outside Lidl,
300 Victoria Rd

7.Warm Welcome Cafe
Warm Meal and space to socialise with others. Every Sunday.
12-4pm
Flourish House,
G3 6DR

8.Glasgow Community Food Network
Group contributing to the reduction of Glasgow's food waste. Running events such as food networking meetings and cooking clubs. Find out more on their website.
glasgowfood.net

9.The People's Pantry
A membership-led shop providing access to affordable, nutritious, and culturally appropriate food. For G41/42 postcodes.
488 Cathcart Rd,
G42 7BX

10.Slow Food Glasgow
Glasgow's sustainable food directory. View online here:
slowfoodglasgow.co.uk/GSFD-Second-Edition-1

SUSTAINABLE SHOPPING

11.Roots and Fruits
Organic Greengrocer with two stores, as well as delivering veg boxes all over the city.
455 Great Western Rd,
G12 8HH
1137 Argyle St,
G3 8ND

12.Locavore
A Sustainable supermarket as well as a locally-grown veg box subscription.
349 Victoria Rd,

G42 7SA

13.Rags to Riches
Ran by Govanhill Baths. Shop online or visit their 2 monthly markets.
www.govanhillbaths.com/shop
The Deep End,
21 Nithsdale St,
G41 2PZ

BIKE HIRE AND SERVICING

14.Woodland's Community E-bike scheme
Community E-bike hire scheme, to book an induction and hire an E-bike at any time.
Email:bikehire@woodlandscommunity.org.uk
117 W Prince's St,
G4 9BY

15.De'ils On Wheels Bike Workshop
Bike workshop,affordable bikes, repairs and servicing.
Contact: 07515 879747

16.Bike For Good
Affordable bikes, bike maintenance classes and bike servicing.
www.bikeforgood.org.uk
65 Haugh Rd,
G3 8TX

COMMUNITY EXERCISE EVENTS

17.Glasgow Eco Trust
Weekly health walks and led cycles as well as support buying and fixing bikes.
www.glasgowecotrust.org.uk

18.Glasgow Young walkers
People in their 20s/30s who enjoy walking.
glasgowyoungwalkers.ning.com/

19.Yoga @ Govanhill Community Centre
Free Yoga classes. Every Monday.
book:www.tinyurl.com/mu5b7bft
10:30-11:30am
6 Daisy St,
G42 8JL

OTHER COMMUNITY PROJECTS

20.Glasgow Seed Library @ CCA
Glasgow Seed Library is a collection of seeds and a community of growers. Visit the library in the foyer of CCA to take or donate seeds.
350 Sauchiehall St,
G2 3JD

21.Garnethill Climate Working Group
Collaboration of Friends of Garnethill Green Spaces and GSA Sustainability that aim to tackle climate issues effecting residents in Garnethill. Get in touch with GSA Community Engagement Officer to see when next meeting is planned.
Email:h.simms@gsa.ac.uk

24.Maslow's Community
A community group empowering refugees, asylum seekers and those experiencing poverty and hardship. They run a free to use social space on Langlands Road as well as a shop which is open to everyone.
70 Shaw St,
G51 3BL

A directory of events and services ran by Community Based Organisations in Glasgow.

22.GSA Community
Visit GSA Community's blog to find out more about what the school is doing in the local community. Also get involved with GSA Sustainability association which engages across the Glasgow School of Art on environmental, social and ethical issues.
garnethillcommunity.wordpress.com
gsasustainability.org.uk

23.Glasgow Life
Charity set up to benefit everyone in the city. The group run a lot of free events as well as supporting community projects. Find out more on their website.
www.glasgowlife.org.uk

25.Glasgow Women's Library
Library dedicated to women's lives, histories and achievements.
23 Landressy St,
G40 1BP

26.Garnethill Multicultural Centre
Bike workshop,affordable bikes, repairs and servicing.
Contact: 07515 879747

23/24

Typefaces: Camera- ABC Dinamo
Coordinates- Eric Olson

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9.The People's Pantry

11.Roots and Fruits

12.Locavore

13.Rags to Riches

14.Woodland's Community E-bike scheme

15.De'ils On Wheels Bike Workshop

16.Bike For Good

17.Glasgow Eco Trust

19.Yoga @ Govanhill Community Centre

20.Glasgow Seed Library @ CCA

21.Garnethill Climate Working Group

22.GSA Community



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5 THE EDGE OF DESTRUCTION

17 THE RISE AND FALL OF GLASGOW'S INDUSTRIES

19 GOVERNMENTAL RESPONSES TO SOCIAL INJUSTICE WITHIN GLASGOW

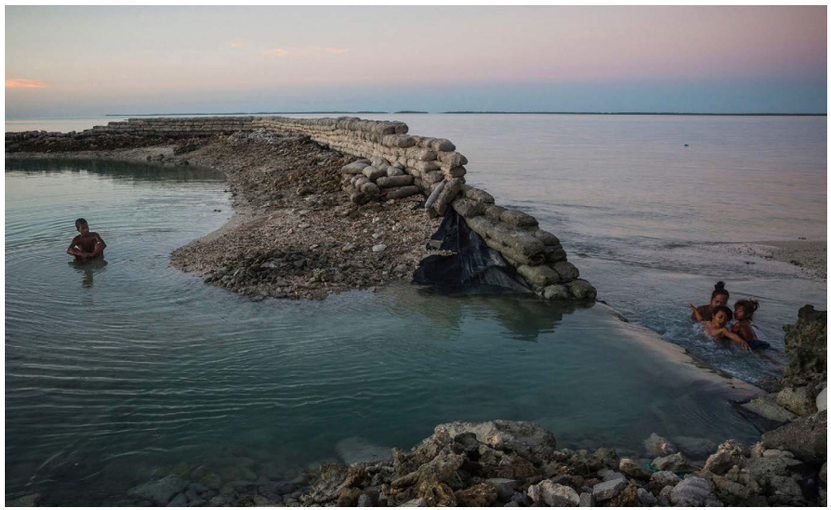
23 THE ROLE OF COMMUNITY BASED ORGANISATIONS

61 WORKING TOGETHER TOWARDS A SUSTAINABLE FUTURE

66 CONCLUSION

71 INTERVIEWS





THE EDGE OF DESTRUCTION

Humanity is facing a critical point globally. There is no doubt that climate change has increasing apparent impacts and we need to make momentous changes immediately if we want to prevent mass destruction. Even if we are to confront these complexities now, the effects of the damage we have already caused are going to be around for a long time. In fact, some greenhouse gasses have an atmospheric life of over 200 years.[1]

The results of this are already embedded on a catastrophic scale. The term 'climate migrant' is increasing in usage, with the UN stating that currently an average of more than 20 million people are leaving their homes yearly as a result of extreme weather events such as heavy rainfall, intense wildfires and prolonged drought leading to longer term effects, e.g. desertification, sea level rise and environmental degradation.[2] This is resulting in the redistribution of people on a global scale, consequently placing strain on resources, housing and employment.

By 2100, this number could rise to between 500-750 million climate refugees if measures are not taken.[3] In Bangladesh, one-third of the population are living along low-lying coastline which is being dramatically impacted by sea level rise. This region will soon be uninhabitable. It is anticipated that more than 13 million people will flee the country by the end of 2050-

[1] **Environmental Protection Agency** 2022, *Climate Change Indicator*

[2] **The United Nations Refugee Agency** 2022, *Climate Change and Disaster Displacement*

[3] **Fry,T** 2018, *Design Futuring: Sustainability, Ethics and New Practice, Bloomsbury Academic, London and New York*



[4] **Vince**,*G* Aug 18, 2022, *The century of climate migration*

[5] **United Nations Brundtland Commission** 1987, *Report of the World Commission on Environment and Development: Our Common Future*

[6] **BBC** 2017, December, *ONS: Glasgow remains Scotland's biggest city economy*

equivalent to almost 10% of Bangladesh's population.[4] It is imperative that we reach a state of sustainability, defined as:

> '*meeting the needs of the present without compromising the abilities of future generations to meet their own need*'[5]

Reaching this state on a global scale will mean we are no longer impacting the livelihood of the future generations, preventing further environmental degradation, poverty and displacement of people.

Over the past decade, sustainability has rooted itself as a key topic of international discussion. In 2015, at the Paris Summit, Cop 21, the United Nations put in place a pledge to keep global warming to no more than 1.5°. To achieve this, emissions need to be reduced by 45% by 2030. Sustainability is no longer just the concern of global politics and now must be applied across all levels of governance, right down to localised community-based organisations as well as an individual's lifestyle, if we are to reach net-zero on a universal scale. Globally, we are now burdened with the question: how can we adapt our lifestyles to see drastic change within the ways we consume without dramatically affecting our livelihood?

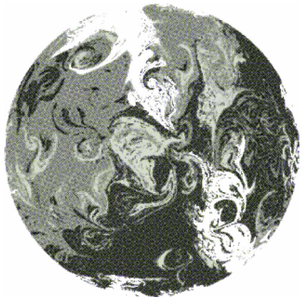
Glasgow is Scotland's most populous city, and has a total economic output of £20 billion.[6] It is the 27th largest city in Europe and is gaining increasing recognition for its global position, currently titled as the UK's leading retail centre after London.





Additionally, Glasgow is recognised for its film and television production, home to BBC Scotland and Scottish Television (STV) headquarters, as well as leading in sectors like renewable energy, low carbon technology and software engineering. Notable buildings of historical significance contribute to the city's tourism, including Kelvingrove Museum, the Gallery of Modern Art and the, more recent, Riverside Museum and SSE Hydro entertainment arena.

Glasgow's aspiration to become a more sustainable and low carbon emission environment is unmissable. The streets are covered in posters and graffiti of passion, anger and drive. Street dwellers, commuters and tourists are bombarded with familiar slogans such as '*Just Stop Oil*', '*Make Glasgow Greener*' and '*Fridays for future*'. These endeavours have been acknowledged globally and this year, Glasgow entered the Global Destination Sustainability Movement (GDS), a leading sustainability benchmark, at sixth place.[7] Furthermore, in 2021, the city was selected to host the UN Climate Change Conference, COP26, uniting global leaders and climate activists together in two weeks of protest, conferences and debates, providing media coverage as well as funding for the city's sustainable endeavours.



The implementation of Climate Ready Clyde, in 2021, saw the city's first adaption strategy and action plan, with the aim to ensure that Glasgow City Region's economy, society and environment is equipped for the impacts of the climate crisis. And in September 2022, Glasgow City Council published 'Glasgow's Climate Plan- Our Response to the Climate and Ecological Emergency', a report presenting how Glasgow's efforts to date have had a dramatic impact in driving down carbon emissions, with city-wide emissions reducing from 4,119 kt CO2 in 2006 to 2,591kt in 2018. This is supported by the fact the city reached it 2020 target of reducing its emissions by 30%.

Despite these accomplishments, Glasgow experiences high most deprived areas in Scotland. This year, a report, '*Health and Climate Change Urban Profile*', published by the World Health Organisation, stated that

> *'between 2018-2020, healthy life expectancy (HLE) in Glasgow City was 56 years for males and 57.4 years for females'*[8]

[7] **Glasgow City Council** 2021, *Glasgow's Climate Plan: Our Response to the Climate an Ecological Emergency*

[8] **WHO** 2022, *Health and Climate Change Urban Profile*







[11] **IGNOU**, *2017, Unit-2 History of Community Organisation*

This falls significantly below the national average for the UK which is currently 82.9 years. Over the past decade, Glasgow has seen numerous grassroot Community Based Organisations (CBOs) emerge, fuelled by a willingness for social and environmental stability, that is currently not being achieved through governmental approach. A CBO refers to a non-profit and non-governmental organisation that identifies and responds to a community's needs by aiming to solve

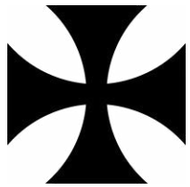
> '*The present-day problems of common interests by means of adopting democratic principles and people's participation*'. [11]

CBOs aim to unite people together to address a common issue, contributing to the achievement of social justice, implementing action in bottom-up methods, with decision-making centred around an identifiable locale.

Throughout my time studying at Glasgow School of Art, I have become conscious of the work of CBO's around me and have engaged in producing work for both social and environmental change. Last year, I redesigned the brand identity for '*2050 Climate Group*', an organisation that aims to empower young climate activists, providing them with support platforms to allow their voices to be heard.

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This dissertation describes how design and social change are linked when considering the global transition towards sustainability. It questions whether our future really can be secured with the help of design, as well as assessing how adapting design methods can alter consumer decisions. There is a key emphasis on how a shift towards localism and de-centralisation of governance can result in social innovation, allowing communities to tackle issues relating to sustainability at a local level that then has the greatest relevance to their lives. Using Glasgow as a key case study, the objective of this dissertation is to identify the methods within which the city is striving to become more sustainable and how social change can happen alongside this.



THE RISE AND FALL OF GLASGOW'S INDUSTRIES

[12] **Glasgow City Council,** *The Second City of the Empire - the 19th Century*

Glasgow gained industrial importance in the mid 19th century, profiting from the industrial revolution. New industries, including soap making, distilling, glass making, sugar and textiles, were established within the city, expanding its manufacturing sector. During the 1840s Glasgow's population increased dramatically with migrants seeking work, displaced by both the Irish potato famine and the Highland clearances and subsequently migrants from further afield. This rapid economic growth brought about the openings of museums, galleries, libraries and parks and Glasgow was believed to have more open spaces than any other European city.[12] Glasgow was increasingly identified as one of Europe's finest and richest cities and became a model for an industrial yet organised society.

By the early 1900s, economic prosperity faltered, employment declined and there was a surge in population growth leading to stagnation and out-migration of skilled workers, further contributed to by the great depression in the 1930s. By the 60s, the city had fallen into a prolonged decline. Urgent need to rehouse the population post-war led to the development of Glasgow Corporations first planning report. Initiatives were adopted by the council to rehouse people in high rise towers on the periphery of Glasgow and workers and their families were encouraged to relocate, shifting the workforce to peripheries, such as Castlemilk and Drumchapel.

These are now amongst the highest populated towns in Scotland. The system-built housing was soon identified as inefficient with inadequate resources and a lack of social amenities, leading to social isolation and cohesion. The upheaval of communities broke up families and left people feeling alienated in their new homes. Furthermore, this process resulted in the skilled workers living in the peripheries, whilst the city centre was left with a less balanced population with older, poorer, and unemployable demographics. By the 2000s, many of the flats became known for deprivation, violence, and drug use, forcing many residents out.

One area that has experienced this process of decline is Castlemilk, lying 6 miles to the south of the city. The life expectancy for the periphery is below the Glasgow average and currently, 54% of households are single parent with dependent children. Furthermore, only 26% of adults have qualifications of 'higher' certificate and above.[13] Work begun to build 8,300 homes in the form of high-rise flats within the periphery in 1953. Governmental dismissal to provide the residents with amenities for social life and a lack of employment issues meant that the neighbourhood was set up for failure. There was no health centre or leisure facilities until the 1980s and a lack of public transport meant the area became rapidly isolated. Today, several of the tower blocks have been demolished including the last to be built, Bogany, as well as Mitchellhill. This process of social decline is not confined to Castlemilk but is prevalent in nearly all the peripheral New Towns around Glasgow, generating a cause for concern for the Government and practitioners alike.

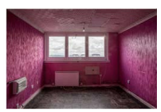
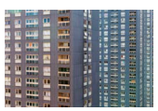
Harry Burns, the former Chief Medical Officer for Scotland, has dedicated his work to improving social well-being. During his work at various hospitals around Glasgow, he identified that in the Royal Infirmary, in the East End, wounds took longer to heal than the average length in other hospitals. An abdominal wound would heal within 10-11 days, in comparison to 8-10 days elsewhere.[14] Analysis by Burns shows this subtle difference cannot only be defined by stereotypical behaviour associated with poverty, such as higher smoking rates and eating unhealthily, but can be considered the result of the psychological effects of living in poverty. Burn's theory suggests that chaotic early life can lead to reduced stability and inability for a child to learn about their surroundings. This can result in increased ill health in later life. Ultimately Burns believes that many of those struggling in poverty in Glasgow suffer from experiencing lack of worth and self-esteem and therefore are unable to flourish in their environment. In the mid-2000s, there was a 70% higher mortality rate from suicide in Glasgow than Manchester and Liverpool (examples of northern cities with similar demographics). [15]

A lack of self-worth undoubtably prevents people from engaging with wider social matters such as the climate crisis. When many Glaswegians are having to cope with immediate, primary issues, as a result of residing in poverty, such as increasing energy bills and providing food for families, it is no surprise that they feel removed from issues that are not having direct implications for their lives.

[13] **Understanding Glasgow,** *The Glasgow Indicators Project, Castlemilk*

[14] **Burns H,** *TED talk,* 2015, *'What causes Wellness'*

[15] **Macdonald F** October 16, 2019, *"The 'Glasgow effect' implies cities make us sad. Can the city prove the opposite?"*














GOVERNMENTAL RESPONSES TO SOCIAL INJUSTICE WITHIN GLASGOW

[16] **Carson James** March 31, 2017 *"Famous last words? Is this the beginning of the end for city slogans?"*

Responses from the government to tackle social injustice and to improve a sense of worth in Glaswegians has taken a variety of forms. One method being council funded campaigns that aim to engage the city's residents with their city, making them feel proud of where they are from and therefore increasing morale and, in turn, self-esteem. The campaigns also aim to bring tourism and business to the city therefore contributing economically as well as promoting Glasgow.

One of the first of its kind within the UK was the 1984 'Glasgow's Miles Better' campaign, designed by John Struthers. It drew influence from the 'I heart New York campaign', launched on valentine's day of 1978, which arguably was a turning point for the city, bringing it out of years of financial mismanagement and neglect. The New York campaign's success was unmatched and earnings from travel activity shot up by nearly 20% the following year. Effort's during the 80's to regenerate Glasgow's city centre as a cultural core led to the council advancing Glasgow's development and promote the city internationally, hence the introduction of the new campaign.[16] Featuring the children's book character, Mr Happy,it achieved world-wide recognition and provided morale along with a sense of worth for city residents. Undoubtably, the success of the campaign was due to Struther's use of the null comparative catch phrase and how it lends itself to being read in two ways, both positive, as well as the use of the well-known, approachable, and recognisable children's character.




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Struther also promoted his campaign by renting advertising spaces on the side of Edinburgh buses targeting visiting tourists during the Edinburgh Festival. It wasn't long until the campaign was banned by Edinburgh Council.[17] Further success of the campaign can be recognised in its ability to be adapted and parodied, with examples such as '*Glasgow smiles better*' and in 1987, Edinburgh responded with a campaign stating "*Edinburgh: Count me in*". [18] Along with The Glasgow Garden Festival, 1988, there was a conscious attempt to show the world the resilience of Glaswegians despite their recent hardship. Together, the success of these activities came to light when Glasgow was given the title of European City of Culture in 1990, further contributing to the rebirth of the city. The '*Glasgow's Miles Better*' campaign was dropped in 1997, and in 2004 a new campaign, under the slogan 'Glasgow: Scotland with style' was launched, with the aim to provide the city with a more cosmopolitan image. The rebrand aimed to celebrate the legacy of Charles Rennie Mackintosh and five Glaswegians were chosen to represent the face of the city. The logo used a green colon, aiming to reflect the city's nickname, which derived from the Gaelic name '*Glas Chu*'- "*the dear green place*." Adverts for the campaign featured Glasgow's architecture as well as Mackintosh's designs, presenting the city as having a wealth of history and culture. Two years later, the campaign underwent a rebrand, adopting new faces for the city including model Megan Cawte and chief executive of the Glasgow City Marketing Bureau, Scott Taylor.

The aim had now shifted to attract those in their late 20s and 30s to engage with the business sector in Glasgow, using the slogan '*You've arrived*". It cannot be denied that the campaign did meet with some successes, contributing £20 million to the business sector in its first 3 years after launch. Lack of acknowledgement of the Glaswegian residents and their role within the city alienated people's lived experiences and failed to engage large communities in the campaign. The use of a model and business entrepreneur as a face for a city seemed discordant of the social issues within Glasgow. Glasgow's former Lord Provost, Michael Kelly, stated that "*There is nothing in this for people to get behind*", [19] supporting the argument that the campaign was self-aggrandizing as opposed to being

[17] **Ward Stephen,**1998, *"Selling Places: The Marketing and Promotion of Towns and Cities, 1850-2000", Taylor & Francis, page 192*

[18] **Straughan, D,** 1987, *Scotsman archive photo of Count Me In billboard on bus*

[19] **Scott, K,** 2004*, miles better- or miles apart?*

realistic. For a place to become attractive to outsiders, you must start by altering the mindset of those living there. Referring to the research of Harry Burns, this is challenging within a city that do not appreciate their self-worth.

This approach contrasts with the current city campaign, which was launched in 2013, and holds Glasgow's residents at its centre, celebrating the multiplicity of lives that revolve around Glasgow. The campaign 'People Make Glasgow', implemented and managed by Glasgow Life and supported by the city council, was designed by Andrew Stevenson and David Whyte (Tangent studio). The campaign is identified by the vibrant pink colour choice and is now spread across posters and billboards around the city as well as being displayed on a huge scale on the side of the old College of Building and Printing.








The ease with which it can be emulated and parodied, allows the campaign to feel personal. Glaswegian's have been able to adopt it as their own form of branding, allowing people to own the campaign, forming slogans such as "*People Make Glasgow Brighter*" and "*People make Glasgow Home*". In light of COP26, the phrase adopted the new predicates, "greener" and "cleaner". Success also lies in the fact the campaign is backed by Glasgow Life, a charity that works for the benefit of the people of Glasgow. Along with marketing the campaign, they also manage nine museums, community libraries and aim to deliver Glasgow's Tourism and Visitor Plan. [20] This adds to the success of the project as it reduces seditious vandalism and encourages residents and tourists alike to engage with the campaign. In addition, the emphasis on lived experience of people within the city, empowers locals to feel as though they have adopted a shared ownership of the area, helping to nurture a sense of worth that is often lacking amongst many Glaswegian residents.

Despite the campaigns successes, Glaswegians experience an above average rate of unhappiness. In the 2021 Scottish Well being Index poll, Glasgow was identified as having the least happy population and when asked to rate their life on a scale of zero (worst) to ten (best), the Glasgow residents had a mean score of 5.69. This was significantly lower than the Scottish national average of 6.18.[21] Although '*People Make Glasgow*' endeavours to place Glaswegians at the forefront of its campaign, there is an air of 'community washing'.

With an initial roll-out fund of £1.5 million and is Council funded to upkeep, the campaign can be considered to drain significant amounts of money which could be used to help deprived residents. Currently 37.3% of Scotland's overcrowded housing exists in Clydeside, and 34% of Glasgow's children are living in relative poverty. [22] It may therefore appear somewhat brazen to sum an entire city into one phrase, dismissive of the variety of different communities residing within the area. It is this collective feeling that the Government's approach to tackling social injustice is perhaps insufficient that has spurred action from the grassroot organisations to act.

A similar concept has been adopted in the implementation of Amsterdam's campaign 'I Amsterdam'. Amsterdam Partners, a private-public partnership, was created in 2004 to market the city, aiming to bring around real urban change by portraying the three core values of the city: creativity, innovation, and a spirit of commerce.

[20] **Glasgow Life**, *'About Glasgow life'*
[21] **The Scottish Health Survey** 2021, *'volume 1 main report'*
[22] **Centre for Civic Innovation, Glasgow City Council** 2020, *"Child Poverty in Glasgow Report 2020", Glasgow, page 6*









“The message of ‘I Amsterdam’ is that we are all individuals in the city. We want to show something different: diversity, tolerance, solidarity.” [25]

[23] **Amsterdam & Partners** July 2019
[24] ***World data*** 2020, *Development of the tourism sector in the Netherlands from 1995 to 2020*
[25] **Roosma,** *‘The ‘I Amsterdam’ sign – a ‘symbol of mindless mass tourism’*
[26] **Noble, I; St Louis, R** 2022, *Lonely Planet Barcelona*

The partnership aimed to appeal to not just tourists, but those living in Amsterdam, inviting individuals to become a part of the city.[23] The campaign was proven to be a success, with numbers of tourists increasing yearly since its launch. [24] Despite this, in 2018 the famous ‘I Amsterdam’ letters in front of the Rijksmuseum were removed, after a proposal from city councillor, Femke Roosma (S*ee left).*

It is apparent that making a campaign appeal to both residents and tourists is challenging as the experience and way in which both groups interact with the environment of both entities is vastly different. For Glasgow to reach a state of sustainability, it is essential that tension is removed between stakeholders and a sense of harmonic city use is identified.

Barcelona’s ‘Ravalear’ campaign can be considered successful in doing this. Over the past few years, the City Council has improved the perception of one of its most deprived districts, The Raval. By introducing a new verb, Ravalear (or Ravalejar),[26] the brand has undoubtable personality, with the aim of allowing an individual to define the word in the way they see fit after visiting and experiencing the atmosphere in The Raval. This has brought great pride to the residents and has allowed the local neighbourhood to retain its characteristics without making it a product of the clone town. This campaign, along with ‘People Make Glasgow’ is slightly broader than ‘I Amsterdam’, as they aims to incorporate all people who experience Glasgow and the Raval, as opposed to the residents alone.

Campaigns such as ‘People Make Glasgow’ highlights that the governmental push for sustainable change can be criticized for their lack of community engagement, feeling alienated from those who have experienced the issues that they are trying to tackle. In order to overcome this, there needs to be interaction with people on a residential level to highlight exactly what is preventing people from attaining a more sustainable and socially just lifestyle.

THE ROLE OF COMMUNITY BASED ORGANISATIONS

[27] **Glasgow Eco Trust,** *Our Vision*

Over the past two decades, several grassroot Community Based Organisations (CBO) within Glasgow have begun to emerge, fuelled by the determination to bring about the change that governing bodies are failing to provide. They have now become pivotal within Glasgow in tackling social deprivation, improving social health and well-being, and promoting sustainable lifestyles.

Glasgow Eco Trust is a prime example of a CBO functioning in Glasgow. The environmental charity, and social enterprise, is based in the West of Glasgow and provides a range of services and environmental activities for the local community. The Trust was founded in 2004 in response to the community forum conducted by the social inclusion partnership, which highlighted environmental concern within the area. Funding was provided through the government and the Social Provision Partnership to enable the group to deliver projects that could be accessed for free by local people. Founded and run by local people, the trust aspires to empower the neighbourhood to form resilient communities that benefit 'people, place and the planet'.[27]

In an interview conducted as research for this dissertation, project manager, Neil Lovelock, discussed how the Trust has created 5 key headings that identify the main contributors to a household's carbon footprint. These are: Transport, Food,

Energy, Resource Use and Spaces. Through social benefit volunteering, the group run community gardens as well as community growing spaces for local schools. They also have an active travel programme comprising of two health walks a week and two social bike rides a week. Working with schools, the trust teaches children bike ability, whilst running a community bike workshop, refurbishing bikes for people within the neighbourhood. This is supported by the Scottish Government Fund and Cycling UK, which provides individuals with up to £50 funding to have their bike repaired.[28] Glasgow Eco Trust can also be acknowledged for their collaboration with a range of Glasgow based CBOs. In the interview, Lovelock continued to explain how they have recently been involved with the incinerator implementation in South Street, after a seven-year protest. Another project they have been involved with is the development of the Victoria Park Community Trust, set up after the council put a section of the park up for lease. Both of these projects united various stakeholders: residents, local councils and other CBOs, in order to achieve a shared goal. The trust aims to primarily run projects within the postcode locations of G11/13/14 and therefore, when working outside of these areas, attempts to do this in partnership with other organisations within the city.

One of the major groups they are a collaborating with is the Glasgow Community Food Network which aims to create a healthier food network by reducing Glasgow's food waste and improving access to affordable, healthy, sustainable food.[29] Specific responsibilities within this entails being involved in community consultation as well as contributing to the Glasgow City Food Plan and the Food and Climate Action Project. Glasgow Community Food Network hold seasonal networking events where members can meet to share experiences and advise. These are examples of acknowledgements of the community's needs, identifying how crucial it is to have responsive CBOs, providing knowledgeable understanding of affairs and concerns on a local level, which cannot be tackled by detached governmental legislation.

[28] **Lovelock, N, Interview C in appendix,** *(minutes 00:06:58-00; 00:07:05)*

[29] **Glasgow Community Food Network,** 2023








THE LAURIESTONS



Many CBOs are often partially, or fully, state funded and in addition seek funding from other stakeholders, such as Non-Governmental Organisations or private donors. Funding is a critical issue for many CBOs, and cuts to funding are becoming increasingly common due to the current rates of inflation and cost of living crisis. Lovelock spoke of how Glasgow Eco Trust struggles to maintain the levels of funding that they require and this year, the organisation was informed that for the first year in the charity's lifespan, they will not receive government funding, in huge contrast to the £70-80,000 a year governmental funding that the charity received in the first 9 years of existing

> '*Which covered, at the time, staff wages, overheads but, also, there was quite a healthy project budget*'.[30]

As a result of this struggle, the charity has had to diversify into becoming a social enterprise in order to generate funding from a wider variety of sources. Being so deprived of funding means some essential areas of the organisation struggles to uphold a professional standard in some key areas, in particular the graphics and visual communications used by the charity. Their current logo takes the form of a mundane and overpopulated composition. Washed with a texture, it lacks clarity and feels it is trying to portray too many of the charity's aspirations within the one image. This over-embellished approach lacks the key characteristics of a good logo – that it should be memorable. Furthermore, other limitations of the Trust's design work include the hard-to-navigate and overwhelming website. Lots of text and imagery makes the site seem confusing with a non-consistent system and layout. Lovelock explained how the trust has had to produce a vast quantity of their communications themselves, a specialism that none of the members have experience within. Grassroots marketing efforts can be unpredictable due to the fact it is imperative that they use philanthropy to capture human emotion and promote change. This relies on the consumer being engaged with the ideology being promoted by CBOs and feeling that by participating, their wellness and quality of life will improve. In addition, CBOs marketing heavily relies upon word-of-mouth and social media promotion and therefore reach can be limited.

This process of spreading information is also time consuming and lacks control from the CBO, with events and projects being promoted in advance to ensure broad engagement.

[30] **Lovelock, N, Interview C in appendix,** (*minutes 00:04:35-00; 00:05:19*)

[31] **Cambridge Dictionary** 2023, *locavore*

On occasion, this lack of control can lead to information being misunderstood or changed.

In contrast to Glasgow Eco Trust, the social enterprise Locavore, which operates in both Edinburgh and Glasgow, has an effective logo and accessible website. The business aims to build a more sustainable food system to contribute to the local economy and environment, growing the majority of food sold or served in their outlets locally, and fairly distributing money and profits. Furthermore, Locavore aim to gain a significant position in the Scottish food system, increasing their number of shops across Scotland and growing other strands of the business, such as their veg box scheme. To achieve this, Locavore aims to raise £3million through a variety of loans, grants and crowd funding, within the next two years. It is important to note that, when considering Locavore's approach to design and communications, unlike Glasgow Eco Trust, they have a retail-based model and therefore have much larger profit margins. However, their graphics and website layout still take a very simplified approach which could be achievable with a limited budget. The name itself, 'Locavore', defined as

> *'a person who only eats food that is grown or produced in their local area',*[31]

is simplistic yet summarises the aims of the organisation perfectly. The logo is fun, yet minimalistic. Although design such as this does require an initial financial outlay, it is undoubtable that it is paramount in contributing to the approachability and attractiveness of a Community Based Organisation.





Despite its admirable aspirations, recent economic struggles, due to the current cost of living crisis and exponential inflation rates, has resulted in the closure of their Garnethill shop and café after only one year of business. In a post on social media, the team stated "*[the Garnethill shop] hadn't been as busy as we had hoped*" and that their application for funding from Social Investment Scotland had been turned down.[32] With inflation rates of over 10% in December 2022, [33] people and businesses are currently struggling financially nationwide.

The cost-of- living crisis is forcing people to make cuts on their spending, having immense implications to the hospitality sector, particularly independent, small-scale businesses such as locavore. The geographical location of Garnethill Locavore meant that, although ideally placed in a moderately proactive and socially involved community, there is close and more affordable competition from Tesco.

Questions are often asked of Tesco on issues of ethics and sustainability. In 2016, this example of a Trans-National Corporation (TNC), were accused of knowingly delaying payments to suppliers and, more recently, in 2022, has been identified as one of the few leading UK supermarkets to not sign the '*Better Chicken Commitment*', an international initiative to discontinue the use of fast-growing chicken breeds.

However, due to its relative affordability and extensive range of products, Tesco is a convenient option for Garnethill residents. Locavore aims to stock locally sourced, sustainable products and therefore, it would be impossible for them to even closely match the amount of food stocked in Tesco for the same prices. Although, it is worth noting, that although Tesco stock more products, the actual range of these items are limited. The foods are those that are mass consumed and lacks the diversity of independent stores, like locavore, which often take on a specialist food approach, such as organics and health foods.

[32] **Locavore,** *November 16, 2022*
Office for National Statistics, January 18, *2023, Inflation and price indices*
[33] **Ungoed-Thomas,** *J, April 16, 2022, 'Frankenchicken' at the centre of fight for animal welfare*







System 1: *"operates automatically and quickly, with little or no effort and non-sense of voluntary control."*
System 1 is then accepted, rejected or corrected by system 2.
System 2: *"allocates attention to the effortful mental activities that demand it, including complex computations [....] Often associated with the subjective experience of agency, choice, and concentration."* [34]

GARNETHILL COMMUNITY

The decision of the community of Garnethill to choose whether to shop at Locavore or Tesco can be defined in terms of cognitive processes. This reflects the theories of the psychologist Daniel Kahneman, which explore the psychological differentiations between two types of processes that operate in parallel to any given task or decision that an individual makes.

Remi Trudal writes about Kahneman's theory in relation to sustainable decision making in '*Sustainable Consumer Behaviour*'.[35] Trudal discusses how a sustainable consumer typically uses system 2's method of processing and decision making as decisions made today affect future generations, therefore becoming intertemporal. He then infers that to consciously making sustainable decisions often involves overriding of the more attractive and time effective solution- system 1. To reach a state of sustainability on a wide scale, designers, businesses and CBOs alike, are challenged to make the sustainable decision the indisputable most attractive option. This can be achieved through ensuring it is both time effective and affordable. This is a huge task for CBOs, like Locavore, as they often lack the financial and labour resources to deliver more efficient products, support and services.

In addition, conglomerates such as 'The Big Four' (Tesco,

[34] **Kahneman, D** 2012, *Thinking, Fast and Slow, Farrar, Straus and Giroux*
[35] **Trudel, R,** *2018, Sustainable Consumer Behaviour*

Sainsburys, Asda and Morrisons) are able to apply for up to a 50% rental rate relief in Scotland. This drives smaller, independent businesses out of the main shopping areas and means they ultimately cannot be sustained. Small businesses do receive rental relief, however if there are multiple properties owned, such as locavore, they can only be entitled to up to a 25% relief, almost half of that of larger retail chains.[36]

However, Locavore can be commended for its operations elsewhere within Glasgow. One of the extremely successful factors of the organisation is their veg box scheme which promotes sustainable eating, with the majority of the vegetables grown in Scotland. Through a subscription, customers can receive weekly fresh vegetable boxes delivered directly to their homes. This allows for convenient, sustainable option for the consumer as well promoting well-being through healthy eating. As availability of services such as these expand, consumers are slowly gaining access to services that are filling roles of other, less sustainable, conglomerates, allowing the system one decision-making process to become both environmentally and socially sustainable.

Despite the closure of Locavore, Garnethill community is overall relatively successful when considering levels of sustainability and social justice. Glasgow School of Art (GSA), Friends of Garnethill Green Spaces (FROGGS), Garnethill Multicultural Centre and Garnethill Climate Group work in co-operation, in addition to other smaller Community Based Organisations and local businesses, to unite the community as a sustainable, collaborative entity. The community is small-scale yet have been successful in identifying areas requiring change and implementing strategies to solve issues the community is facing. Regular meetings are held between the stakeholders to ensure coherence in projections for the area, and cohesion between various projects taking place.

These working relationships have helped to create structures and projects to educate and engage people within the community as well as children attending the local schools. GSA is a powerful stakeholder, comprised of 2,300 students spanning across 12 buildings within the residential area. The university has a lot to offer for the community, from financial support to extensive links for advertisement as well as knowledge and experience in a variety of fields. Over the past decade, the relationships between GSA and the Garnethill communities have been turbulent. The two Macintosh building fires created tension within the area, the second of which displaced residents for, in some cases, up to 10 weeks. It also caused the destruction of the O2 ABC music venue and surrounding buildings.

[36] **Glasgow City Council** 2023, *Non-Domestic Rates 2022 to 2023*

[37] **Ida Henrich**, *Reid Lane Mural, Glasgow School of Art*









In response to the growing tension, the role of GSA Community Engagement Officer was established in 2018. When interviewing Harriet Simms, GSA's first and current Community Engagement Officer, in February of this year, she talked of how immediate response to her newly established role was met with some resentment from the local community. To regain this trust with the Garnethill community, Simms began to attend community council meetings in both Garnethill and Blythswood (where GSA's student halls are located). This process allowed the community as well as GSA to identify ways in which GSA could help with issues the communities were facing. Trust between stakeholders is a prominent theme here. For neighbourhoods such as Garnethill to become an inclusive and sustainable community, it is essential that there is reliable communication links between parties, to enable social cohesion.

One approach to improving this sense of trust through tackling issues identified by the community, is an annual regeneration project, run by Simms. Through taking advantage of the vast skillsets of current students and graduates, Simms encourages local school children and students to become engaged with the upkeep of the aesthetics of Garnethill. This year, A collaboration between Garnethill students and artist, Ida Henrich, saw Reid Lane transformed from an originally dull and dingy area to a space flooded with colour. The mural drew upon themes suggested by students when they were asked what they like about Garnethill. Many responses discussed the community gardens and pizza oven as well as the array of wildlife, conveying how important the local community is to young people.[37]

Furthermore, students studying Sculpture and Environmental Art are currently running a project in collaboration with FROGGS and Garnethill Multicultural Centre to create artwork for other areas around Garnett hill, such as the park.









Along the Periphery- Malcolm Allan

These are prime examples of how GSA can use their knowledge, skills, and resources to benefit Garnethill and the introduction of Simms role is undoubtedly a step in the right direction towards social cohesion within the neighbourhood.

Garnethill Climate Group is a fellowship of GSA sustainability and FROGGS, formed by the Founder of FROGGS, GSA Community Engagement Officer and GSA Sustainability Coordinator, which aims to encourage residents within the neighbourhood to cohesively tackle climate issues.

Since forming in 2019, the group has attracted a range of new member including, Garnetbank Primary School, Renfrew St Nursery, CCA, St. Aloysius School and The Tenement House. The group was formed after a research project, funded by the Climate Challenge Development Fund, identified that many of the organisations in the community were experiencing similar issues surrounding traffic and pollution. By forming a co-operation, Garnethill Climate Group has been able to share knowledge, experiences and funding, to achieve their goals much sooner.

Currently, the climate group is working on two projects. The first being the monitoring of air quality within Garnethill, which has now been running for over two years. Their results have identified one point where figures above the European acceptable standard were recorded due to on-going construction of the M8, the motorway that runs directly through the centre of Glasgow, resulting in more traffic. Recordings were lowest in Garnethill park, the largest green space within the neighbourhood, suggestive of the benefits of the green spaces within the community.[38] The second project is focusing on planting and growing the hedgerows as well as greening spaces that were previously neglected, aiming to improve wildlife in the area as well as effectively absorbing pollution. This group is successful at increasing awareness surrounding the climate crisis and the effects on Garnethill within the university, local schools and groups, however considering GSAs role within the city, their impact could arguably be greater.

Garnethill's efforts to becoming a more sustainable community are exemplary to other neighbourhoods within Glasgow. However, the small-scaled nature of their work means that it lacks effectiveness when considering Glasgow holistically. For these social structures to generate change on wider scale, groups such as Garnethill Climate Group need to build relationships with other organisations around the city.

[36] **Glasgow City Council** 2023, *Non-Domestic Rates 2022 to 2023*
[37] **Ida Henrich,** *Reid Lane Mural, Glasgow School of Art*
[38] **Watt, M interview 2 in appendix,** (minutes 00:03:51; 00:04:39)



Although a much smaller organisation, Glasgow Eco Trust's ability to do this is admirable. Their cooperation with groups around the city, such as Glasgow's Food Network, means that targets are being met on a wider scale. It is this process of exchanging knowledge, information and skills that will ultimately lead to Glasgow reaching its target of becoming carbon neutral by 2030.



Along the Periphery- Malcolm Allan






TGA 836G
Mind Your Child


CUT THE TORIES NOT THE GRANTS
EDUCATION — A RIGHT NOT A PRIVILEGE!
GLASGOW SCHOOL OF ART
FIGHT THE TORY CUTS
167



WORKING TOGETHER TOWARDS A SUSTAINABLE FUTURE





[39] **Harrison, E, The Glasgow Effect,** *(Clays, 2019)*

There is an undeniable drive for change throughout Glasgow. Glasgow's Climate action plan, developed in 2022, highlights the methods Glasgow is undertaking to become carbon neutral by 2030. The plan identified that to achieve this there needs to be improved social justice within the city. It states, "The city believes that sustainability and social justice are intrinsically linked and addresses these as single, combined issues". Recognition of this is essential to abolishing historical social tensions within Glasgow as well as stereotypes associated with the city.

The phenomenon 'The Glasgow Effect', is a term loaded with stigma. It was coined in 2008 by Public Health Professionals, to try to explain why Glasgow experiences worse health and higher mortality rates in comparison with other areas of the UK. It has subsequently, however, been adopted by external groups to create a mockery of the city, in a process of 'community washing'. Artists and creatives have misconstrued its definition, forming negative associations.

Ellie Harrison is an artist, originally from London, who, in 2016, set herself the challenge to spend a year within the bounds of greater Glasgow to explore whether it was possible to live entirely sustainably within the parameters of the city. Her findings were published in the book "The Glasgow Effect".[39] The project received a great deal of retaliation, with critics

highlighting that this experience is not far from the boundaries of Creative work, such as Harrisons, undoubtably carries an edge of artistic licencing and is ultimately a miniscule snapshot of the city. It is based upon perceived experience, disregarding the years of research into Glasgow's public health which has been carried out by medical professionals, such as Harry Burns (Chief Medical Officer for Scotland 2005- 2014). Furthermore, the ability for Harrison to gain extensive publicity on a project which in fact, reflects the work of organisations within Glasgow that have been tackling similar issues for decades feels dismissive. Glasgow Women's Aid, for example, is a grassroots organisation that has been operating within the city for nearly fifty years, built by pioneering women volunteers. It is now funded by Glasgow City Council and The Scottish Government and provides advice, therapy and crisis support for women and young people who have been subjects of domestic abuse. It is organisations such as this which have been instigating change for generations, enabling creatives with financial backing to make radical bodies of work in relation to Glasgow.



Food insecurity is another prominent issue, not only within Glasgow, but nationally. With recent global events including: Covid-19, conflict in Ukraine, extreme weather and increasing energy costs, there has been significant cost effects for food producers and suppliers. Within the UK, these factors have been amplified by the impact of Brexit. On a household scale, these dramatically rising has resulted in 15.5% of households experiencing food insecurity in April 2022, in comparison to 7.6% in 2019.[40]

In response to this increasing uncertainty, Glasgow City Food Plan, a holistic ten-year programme for Glasgow's food systems, has been developed by over 22 public, private and voluntary sector organisations. It is published and overseen by the council with the aim that the city will be acknowledged for its accessible, sustainable and resilient food system within the next decade.

[40] **Food Foundation** 2022 *Food, Insecurity Tracking Report, London*
[41] **Good Food For All** 2022, *Glasgow Food City Plan Annual Report 2021/22*

The scheme intends to run through to 2031, forming one of the more successful unities between the Government and social enterprises/charities. It seeks to encourage coordination, coherence and collaboration between various stakeholders, establishing and uniting the wide variety of food-based projects already operating within the city. As well as creating a ten-year programme, an annual review is constructed to monitor progress.

A key success so far is the implementation of Rose vouchers, which provide fresh fruit and vegetables for people living in communities where food poverty is prominent. In addition, the plan has supported Glasgow Community Food Network to create a food and climate action plan, which delivers food education and has established community-led green assemblies.[41]



Encompassing CBOs, like Locavore, as well as supporting individuals on a local level to consume in a more sustainable manner, this network of organisations is an example of a successful top-down governmental support system. By involving a variety of community-led groups around Glasgow, decisions are being made in residents' best interest, ensuring mass participation. It is paramount that these networks continue to be built in order for Glasgow to reach a state where everyone can live sustainably.

Another major barrier preventing Glasgow from becoming a net-zero city is the fact it has Scotland's busiest motorway. As identified in chapter 2, when referring to the Garnethill neighbourhood, the M8 generates both noise and air pollution for communities that live in close proximities. The motorway is a strategic transport link and significantly contributes to Scotland's economy. The construction of the road was finished in 1980 and now, 45 years later, the motorway needs restoration, with expenditure plans of £35 million to reconstruct areas at Charing Cross and Cowcaddens.

Campaigners have been pressing for a rethink, questioning whether there is an alternative solution to remove sections of the motorway from the city centre. The main campaign against the motorway was started in a grassroot method via an account on Twitter, titled 'Replace the M8', set up in August 2021.[42] It suggests that the motorway should be removed between the Clyde River and Glasgow Cathedral, making space for more development as well as construction of green spaces and walkways. This will then be a catalyst for making Glasgow a more liveable city, increasing tourism and improving wellbeing for residents. The account has gained over 4000 followers and significant local publicity as well as generating an online petition, shared with the Scottish Parliament, to reduce the impacts of the motorway. It is from this foundational, grassroot urge for change that local MSP's have become involved with the campaign, helping to elevate its scope. Paul Sweeney, a Labour MSP, has become particularly engaged within the project, and during the review by the Scottish Parliament, stated that:

"Glasgow is the only city in the Western world, apart from Detroit, which had one million people living in it and then declined [...] So the urban blight caused by the motorway, along with adjacent redevelopment, continues to have a negative impact on the city and on the environment".

[42] **Replace the M8, twitter account**
[43] **Global Designing City's Initiative** 2023, *Case Study: Cheonggyecheon; Seoul, Korea*





Support from MSPs including Sweeney has resulted in 'Replace the M8' being considered seriously, highlighting how imperative it is for members of the government and councils to engage with grassroot projects to elevate their reach. There is evidence that this campaign has had positive effects, with a consultation launched in October 2022 by Glasgow City Council to seek opinions from Glasgow residents about proposals to build a garden cap over the M8 at Charing Cross. This would endeavour to improve links between the West end and Garnethill, as well as improving the area for active and sustainable travel.

Many cities have achieved removal of their central motorways in the past, with proven beneficial results. In 2003 Seoul, Korea, successfully dismantled their 10-lane roadway which carried 170,000 vehicles daily alongside the Cheonggyecheon river. The project encouraged transit use as well created a pedestrian, green public space. It also helped to unite two sides of the city that were subsequently separated by the road, as well as improving air quality and quality of life. Nearly 4000 meetings were held with residents and encouragement to get involved resulted in 20,000 participants. The success of the project resulted in a 76% increase of pedestrian activity and reduced the urban heat island effect by 4.5%. [43]

Through case studies, such as Seoul, there is evidence that reinventing the M8 would generate positive change for the well-being within the neighbourhood. Yet, this can only be achieved through governmental and public cooperation. Initiation of projects such as 'Replace the M8' and 'Glasgow's Food Network' provide a sense of hope that the city is progressing in a sustainable direction. By continuing to draw inspiration from other city's projects, CBOs and Governmental structures within Glasgow can continue to flourish. The projections for the city are exciting and if Glasgow continues to reach its targets, there is hope that the city will reach a net zero state by 2045.



CONCLUSION

Scepticism surrounding the validation of this dissertation is undoubtable. Written by a middle-class student who is being financially supported by both the state and parents and has only lived in Glasgow for 3 years, this dissertation is unable to analyse the lived experiences of the variety of residing communities within the city. However, the extensive range of both primary and secondary research does incorporate a variety of sources and opinions, and therefore sustains merit. This dissertation has identified that it is undoubtable that Glasgow is a city filled with incomparable determination. The extensive progression the city has made, both economically and socially, since the mass deindustrialisation within the city, proves that it is a place of huge potential. It is evident that it is possible for Glasgow, and similar cities, to reach a state of socially-just sustainability, however, to achieve this there must be cohesion, communication and cooperation of both governmental and community led organisations in order to engage a diversity of people.

Chapter one has identified that fundamentally, governmental processes of tackling issues surrounding sustainability and social justice are ultimately dismissive of true lived experience. Governmental Organisations, such as Glasgow City Council, need to recognise that it is imperative that they provide sufficient support, from the design of communication

systems to the marketing graphics for community-based organisations, to ensure the success of these community-led groups. This has been identified within this dissertation through the success of governmental campaigns such as 'People Make Glasgow' which unified the chwarity Glasgow Life with industry standard graphics and communication processes, in comparison to the floored 'Scotland's Miles Better' which failed to incorporate the major Glaswegian communities. In addition to this, chapter three identifies how governmental initiatives, such as 'Glasgow's Food Plan', are paramount to form cohesion between various entities, ensuring all groups are working towards the same goals. For this to be delivered, structured communication between groups is essential. To avoid social tension, this should be delivered from a governmental top-down approach.

Chapter two identifies that implementation of change needs to be delivered on a local level in order to ensure engagement from communities and to provide support to allow them to see a need for adaptation. Using the case study of the community within Garnethill, it is clear that when communities work cohesively across several different organisations, sustainable progression can be made. This dissertation has begun to suggest how this could happen on a city-wide scale, drawing upon the successes of Glasgow Eco Trust. However, without top-down support from governmental organisations, such as the city council, this is set up for failure. Organisations like Glasgow Eco Trust need to receive Governmental financial support in order to flourish, especially in the current turbulent economic state. This dissertation encourages further research into how co-operation between CBO's can occur on a city-wide scale when implementing the correct social structures.

Chapter three has forcasted how the future of Glasgow could look if all stakeholders hold sustainability and social justice implications as paramount to all plans and projects. Furthermore, it offers solutions to some of Glasgow's features that is preventing the city from becoming net zero, such as the M8. In addition, this chapter has identified that not all responses to Glasgow's social issues are successful. Creative responses, such as the work of Ellie Harrison, can often be dismissive the work done by generations of charities and organisations within the city. This dissertation has aimed







to celebrate the achievements of working a groups within Glasgow, as well suggest critical analysis.

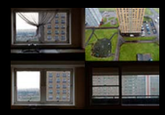
This body of research that has identified successes and floors within Glasgow's journey to becoming a more sustainable and socially just city. Through critiquing past campaigns and community projects, this dissertation holds value in shaping how approaches can be altered for sustainable progression.

This dissertation has built the foundations of what has the potential to be a much larger project. The interviews conducted within the primary research are incredibly informative when identifying areas requiring attention within CBO structures and could be used by the council to target funding and support. Furthermore, the analysis of governmental campaigns can be used to identify tactics for future council projects. Limiting this dissertation to Glasgow alone has allowed the research to be specific and the solutions provided to be realistic. However, this is a much wider issue, magnified in countries with corrupt governmental structures where support to smaller communities is almost non-existent. Examples include Egypt, Tunisia and Zambia, where anti-Non-Governmental Organisation (NGO) measures are pending to be legislated. These policies enforce state control over civilians, targeted at NGOs that work to improve human rights.

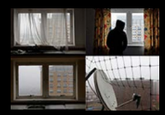
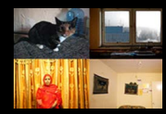
Whilst Glasgow's attainment of sustainability will, in hand, be advantageous in achieving social justice within the city, to avoid mass obliteration, these processes need to happen on a global scale. The result of this will be world-wide social and environmental sustainability.

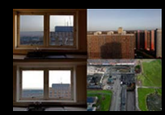
Going forward in my practice, this dissertation has encouraged me to continue to collaborate with community groups, highlighting that good design is essential for their success. I plan to continue my collaborative work with Govanhill Baths and hope to work in the charity design sector post-graduation.

As this dissertation is being written, Scotland is experiencing political uncertainty. With the recent resignation of Nicola Sturgeon, the Scottish National Party (SNP) are in turmoil. Furthermore, last week (16 February) Glasgow City Council announced controversial spending cuts of £49 million for

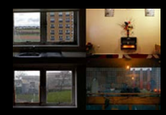
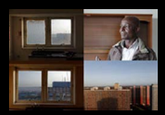
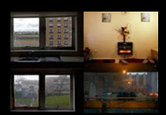
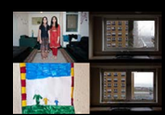



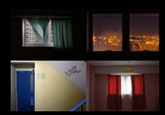
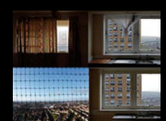
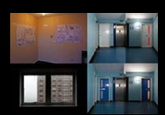
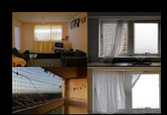






the city. This will be delivered through a variety of methods, including shorter opening hours for critical community facilities, such as the Mitchell Library and Tramway gallery, where hours will be reduced from 60 to 54 hours a week. Additionally, parking costs and bus lane enforcement fines will be increased. These cutbacks will have radical impact upon local communities within the city. Resources like the Mitchel Library provide essential meeting points and support networks for many Glasgow residents, through assets such as the Citizen Advice Bureau, study spaces and archives.
In addition, councillors voted to increase council tax by 5% for Band D. This will undoubtably generate financial issues for a variety of Glaswegians who are already living in an economically turbulent time as a result of the cost-of-living crisis and the housing shortage which is being experienced throughout the city.

These prominent and immediate issues for residents are deterring their interests from the less pressing issues of their lived experiences, such as climate change and community-based issues. This is leaving CBOs suffering, with fewer people volunteering their time and less financial support at fundraising events and via donations.

Over the forthcoming months, it will be intriguing to see how the re-structure of the SNP party and a new first minister will create implications for the sustainable future of Glasgow and the rest of Scotland. With candidate Ash Regan pledging support for the North Sea oil and gas industry, in comparison to Humza Yousaf who is prioritising the partnership arrangement with the Green Party, it really could determine how legislation surrounding sustainability and the climate will be handled in the future.

Scotland is currently on track to reach its next target of reducing carbon dioxide emissions by 66% by 2026, with the aim to continue to decrease emissions through grid decarbonisation with the move to more sustainable energy sources. If this target is met, Scotland will be one step closer to achieving net zero by 2045, hopefully, in hand developing socially just, communal societies of the future.



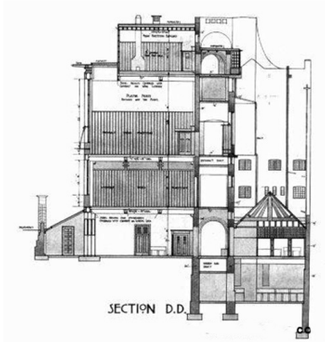








Interview A: Harriet Simms- GSA Community Engagement Officer



Interviewer Mary Martin

Interviewee Harriet Simms

MM Please can you just give me an overview about your role in GSA and the kind of projects that we're working on at the minute?

HS Yeah, of course. So my role started in November 2018. It was a response to the second Macintosh fire that greatly disrupted the building and impacted GSA, but also really impacted Garnet Hill as well, closing it off and in some instances, people being displaced for over 10 weeks.

The role was started off as a six-month trial and basically was a way of saying, let's have a better relationship with the local area and understand what their interests are. And kind of understand what our relationship could be. And I think because GSA has been based in Garnet Hill for 150 years, it's a very long relation. I think sometimes it's been very close and very intentional. Other times, maybe not. And actually, I think they [GSA] realize, they've not been putting as much effort in and it's also very much based on people and their relationships with the school. My role has kind of grown from that. So, in the first year, two years, I did a lot of like experiments, basically trials. We did a community potluck for a year every month. We also did different public events to understand what would stick, what was of interest and what people are interested in. I also looked at what they want from GSC because they might not want anything or they might want lots. I did a Master of Research Project alongside the project, so I come from a participatory design background. So I kind of brought that into a code design process to look at developing an engagement strategy. From interviews and workshops, we came out with a series of shared values that GSA and Garnet Hill want in the local area that they could work on together. We've now kind of developed ... probably it's been going for the last two years [...] a series of projects or like creative initiatives that are looking to develop those values.

There are also a couple of long-term annual projects that we've done for quite a few years in a row and they're always with local partners. So, the first one is with Central and West integration networks, and they're based at the multicultural Centre, and they support refugees, asylum seekers and people kind of new to Glasgow. At the beginning we tried a few bits out, but now we're doing a children's holiday programme where we provide creative workshops. February, Easter, Summer and October holidays and we work with GSA graduates who lead the sessions. This opportunity is for two graduates, starting from summer where they have six weeks of workshops [...] and it's for people who've gone through the wide new participation process. I worked with the WP team to send out that open call. So that's one of the long-term projects that's been going on for four years and the next one is Garnett Bank Creative Residency.

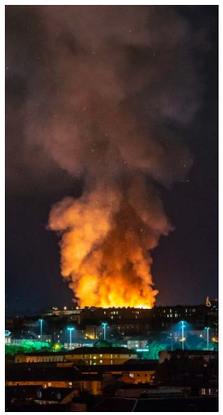
[The GSA Graduates] they've gone about primary just on Renfrew St. and we've been doing it this our third year now where we placed GSA graduates in the school for most of the third term. The first two times we just kept it very open. Like, let's just see what happens. And they were both very different approaches. Again, for this third year, we've got an artist called Emma Lewis Jones. She is a performer and a dancer. So [her practice is] quite different to the other two, which were more sculpture or painting. [Emma is] doing daily discos, movement classes, and performances.

And then we've got the climate group, which [...] [has] now gone through a few different forms, but now four times a year, based on the seasons. It's an opportunity for local organizations and residents to kind of come together and network and share what they've been up to- sustainability wise. We've had different events or partnerships that have come from that, resulting in more 1 off projects[...] We do one a year which we've got space and budget for. So last year was the mural on Reid Lane, that was with St. Aloysius and also the multicultural Centre as well.

So we've done one with the wing, Hong, Chinese elderly Centre as well. They're kind of two-to-three-month projects and they're all GSA. I've got a budget that is from GSA internal funding and on previous projects I've looked for some external funding to kind of match it [...]

MM How much student engagement do you receive within these projects?

HS Yes, it's been developing, which is good, I think. We have to focus more on GSA graduates just because a lot of our opportunities are more working to develop your professional skills. But one great thing is that slowly I think now that the role is a bit more established, there are other opportunities coming up [...] Sculpture and Environmental Art third year are currently doing placements where we've connected them with four local partners. They'll be doing placements in and around Garnet Hill. We've also worked with silver-smithing and jewellery last year to do a project. It was all remote but based in Garnethill. So, there's been some things but I'd like to increase it. I've also worked with the Students Association on a series of talks over lockdown that was around community engaged creative practices as well. So that was all online, but we tried to bring different professionals in to share their experience of working in these kinds of contexts.



MM Is the response from local residents quite positive? Have you ever experienced social tensions with members of the public and the work at GSA?

HS It's always developing and evolving. When we first started, there was a lot of tension because of the fire. It's so sensitive to the local people. It's a hard subject. And then I think also my role being quite new and people not really understanding it, me not really understanding it. Having to work out how it goes, how it develops and how it kind of forms itself.nI think there is understandably a little bit of suspicion. A little bit of tension and mistrust because I think GSA had lost a lot of its trust from the 1st and 2nd fires.

I think a range of things have improved it. I think there's some people who are never going to be into GSA. That's totally fine, but I think a lot of people have realized from my role, it's now a permanent role. I think that's quite a statement that just says that we want to keep this role going and like invest in it. I think just being like a consistent point of contact. One thing I've established from the beginning was just to attend a lot of the community meetings quite regularly. There's two community councils, one in Garnethill and one in Blythswood and at the beginning I attended it every month. A lot of it can be around rubbish, pigeons, annoying neighbors, which is maybe not super necessary to hear, but also you get to know people. You get to know what's important to them. And you get to know who's involved and who's like, instigating stuff. And also to be like 'oh, GSA could help with that or we could advertise this'. So, I now do them every two months [...].

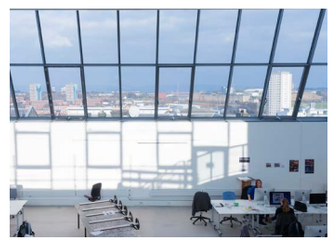
GSA is going through some big changes ahead and that will be another test: Are we actually listening? What are we prioritising? Are we prioritising local people and local interests as well? Or like Glasgow as a city, are we investing in that? So I think it will be interesting to how the next few years go and what the strategic priorities are for GSA and to experience how that will effect the community here.

MM What are these main changes and how do you think they will alter the Garnethill community?

HS I think the [process of the] Macintosh building starting up again and how that is implemented through community engagement and involvement. There's a lot of different estates projects which bring disruption but also a need for communication and also an opportunity. With construction projects, a lot of them have community benefits, a lot of it's through apprenticeships or through kind of job creation that kind of thing but also some of them involve financial support. It hasn't really come into anything yet because the project is still in development, but that could be a way that GSA goes. We're seeing tangible actions through these big projects. We've got this funding that we could invest locally and specifically in Garnet Hill.

MM What about in terms of a wider Glasgow? Do you have much council engagement or other groups further afield from just Garnet Hill?

HS At the beginning, I think there was a lot more involvement because of the Mackintosh, like ripples and impact after. There was a lot of discussion around Suchiehall St. and the impact of the O2 [...] and it was good to understand what the priorities and the kind of future aims are for that area now. It's it does still happen; I think it's more it's on to like a higher level. So, it's not myself involved, but maybe one of my managers is involved in those discussions around GSA's kind of strategic place [...]. The elected councilors are very involved in the Community Councils and other things to have, like good relationships with them [...].



HS Is there anything else you would like to add?

MM I think one thing I was going to say around kind of engaging students was around messaging. Every year, I've started quite community walks around Garnet Hill as part of Fresher's Week or in Action Week and what's been great is to see the development of this. In 2022 we ran 6 Community walks, and they were all really well attended by students. Just very simple, showing them around the area, what initiatives there such as FROGGS community gardens. [...] I've found over the years that more students are making projects initiated in the local area. I mean of course people do this off their own back, but hopefully through this messaging [...] we are hopefully grounding students more into where they might be living or living close to it.

MM What projects are you running with the Climate Group at the moment?

HS When we first started, there was a real drive for air quality. Because of A lot of issues around a lot of traffic in the local area. There were a lot of like parents coming to the hill for Saint Albans causing some traffic and GSA as well. So looking at air quality as a way of hopefully gathering data to create action. We did that for a year and then did it for six months and over lockdown. [...] From that we've got a really good set of data to understand where the hotspots are, and where the greener, better-quality areas are. We've also partnered with Glasgow Community Food Network as well and worked with Jenny. They had 5 different roles that are based in different charities around Glasgow in general, so Jenny was in was with central and West, based in the multicultural Centre. She's been doing a whole range of different projects, like women in agriculture course, things like that. And we've partnered with her on a few different projects. We did a world Soil Day just before Christmas. I think we've got our next meeting in February.

Interview B: Margaret Watt- Founder of Friends of Garnethill Green Spaces

Interviewer Mary Martin

Interviewee Margaret Watt

MM What is your role in Friends of Garnethill Green Spaces?

MW I am the founder of the group

MM What made you want to start the group?

MW [...] I was on the Community Council at the time, and I went along to the Community Council and said, how about starting a green group? As a sideline of the Community Council, So it grew out of engagement with the Community council, but it quite quickly took on its own shape. We had a meeting in Project Cafe which was where Locavore was recently and quite a few students came along to that. One in particular was Daniel Hart, who was in the architecture school at the time, and he became very involved and him, a member from the Community Council and myself, became the three trustees of the charity.

MM How much engagement do you have with Glasgow School of Art?

MW One of the groups that we do engage through is the Garnet Hill climate group, because that was set up in conversation with Harriet from engagement, John from sustainability and myself from frogs. We applied for a grant





that was available from the Scottish Government, a climate action grant, which employed a young person who lived in the area, who was Grace Moment, to do a bit of research. One of the outcomes of that research was to establish a group. St. Aloysius has a regular teacher that comes along, Garnet Bank primary, GFT.... so, it's a group that encompasses all the kind of agencies around [Garnethill] and it is held the multicultural Centre, and currently we meet once a season.

The two main projects that we've got going that came out of Grace's research are hedge row planting- to establish clean air and carbon capture. We found trees are capturing at that [higher] level, so if we were to introduce more hedges at a lower level, it's capturing there as well. [The second is] air quality monitoring. We monitored the quality of the air at various points for [...] the equivalent of two years' worth [...]. It was quite interesting to look at the results and there's an interest among some people in raising funds and doing it again.

MM What were your kind of findings from that?

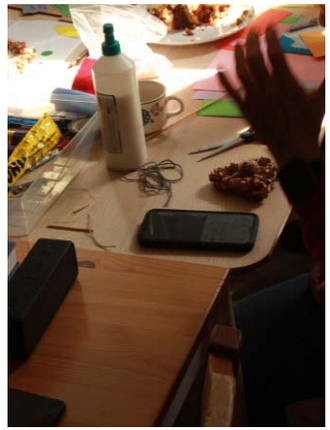
MW There was one point where it did go above the European acceptable standard, and I think that was before we went into lockdown and everything. [...] We did find the one we had in Garnet Hill Park, even though it's just a little bit off the road, its readings were lowest, so if you can just get a little back from the roadside, it makes a difference.

MM So in terms of funding, you said you got a government grant for the climate group. What kind of funding do FROGGS receive?

MW We just apply for funding from various sources. We quite often apply for an area partnership grant which is from the Community Council, The Glasgow City Parks Forum. I was I was going along to this at that time and they had some funding, and we established a wee green grants project. So, we got some funding through that. It was friends groups that were allowed to apply for or to sponsor others to apply for it so. The one that we applied for ourselves was for a signage project which is still actually trying to take off.

We've had meetings and there's a real desire to do it, but we haven't got the nitty gritty of it in place. Yet there are people that are going to do it. And the other one was for the climate group, and that was the hedge row project. So that got some tools and hedgerows. The other one was garden crowd, ran by Gabby at art school. She had been partnering with us in terms of we did some monitoring in the community garden [...] We found that quite useful in

terms of getting people out and about. There are kind of City Council wide events that can be applied for. Earlier this year we did that, which was lovely, with the closure of Done Street. It was really nice for the kids to have a street where they could play. It was so empowering.



MM And in terms of attracting people, what else do you do to kind of get people's interest in the local area?

MW At the moment, there's not so many people coming out to do things, but, that comes and goes. Last Easter, the climate group ran a gathering, and it was to plant some hedgerows and wildflowers and we also had the pizza oven running and Easter egg hunt and there were loads and loads of people come out to that.

And there's another offshoot of frogs. They because the bloomers and they tended to be people. [...] You see the planters and the railings, we put up the first ones. Because one or two people were passionate about them, they started their own group to encourage people to water them over the summer and get people to adopt a plan for them.

Because they were going out quite regularly as a group, they established an orchard in the cloud lane. It's the trees are out just now. We've got them up at the community garden against them at the Maggie Mack [...]. So the planting and preparation of that was another event where a lot of people came out and was really well attended, including I must say. Our local MP and MSP.

MM Do you feel well supported by the Council and Government?

MW Yes, pretty well supported. Although some projects have that we've put a fair bit of work in to have slowed down over the past couple of years. I think it's just because we had a quiet urban space project. This was when a City Council officer approached us and said that Garnet Hill Park was ideal for designating as a quiet urban space. Even though it might be noise and everything, it's still got all the essential ingredients to sit and enjoy some nature.
It is peaceful even with all the noise going on around you [...]. Things slowed down in terms of getting the permission to put things in place because we thought that as the Council approached us, that would come automatically, but we've still got to go to planning and the Council officers that we were working with, I'm not sure if they're still working in the same jobs they were in, but one of our city councilors. Angus Miller, he's following that up for us so that we can actually do something about getting those works in place.

MM Have you seen a shift in the way the community are engaging with your projects in terms of how they dispose of household waste and other sustainable decisions? Do you see, is that starting to happen through having groups like this?

MW Our compost bins are pretty full because people that live near the community garden do bring their waste along. The methodology needs to be reconsidered. [We have arranged] some compost workshops. I went to one recently, it was an old friend who was running it as part of the Glasgow local Food Network. So the next stage of it's happening quite soon.

MM How many Members do you reckon?

MW It's a funny one because we have a WhatsApp group, which we consider to be our members and there must be about 80 people in that. But in terms of the folks that are coming out and being active, here's probably a dozen or more that are active all the time. And we're also lucky to have Gordon, who's the retired assistant head gardener from Glasgow University. So, we've got the expert to advise as well, he's been highly involved in the hedge row project. We've been planting wild flowers, hedgerows and wild flowers. I mean nature has already established a medal there, we're just helping it along the way by putting a few more. [...]



Interview C: Neil Lovelock- Glasgow Eco Trust Project Manager

Interviewer Mary Martin

Interviewee Neil Lovelock

MM Can we start by just you giving me like a brief explanation of your role in the organisation?

NL Yep, so I'm the project manager. I do pretty much everything. So, there's only five staff myself, full time and four part-time staff so. We use a thing called trusted charity as a framework for the organisation so that helps with internal stuff. So that covers. Governance planning, managing money, managing resources, managing people, comms, learning and development. This just gives us a framework to make sure that we're as a small organisation, we're looking at all the aspects that we need to be looking at. In terms of my role that can you know that can mean from any of those elements and project delivery.

MM So how was the organisation founded then? Was that yourself?

NL So no, the organisation was set up that will be 20 years old next year. So there used to be a regeneration model used by the Scottish Government called Social Inclusion Partnership and that was a mechanism for them to invest in areas they felt needed Specific investment and regeneration. There was a small area social inclusion partnership called Dumbarton Rd Corridor, which covered Yoker part of Scottsdale and Wynch, and through that there a very healthy community forum and then there was thematic working groups set up. And there was an environmental working group. And under that they undertook a piece of work called the Environmental Vision for your Scots and one of the recommend, or in fact there was two recommendations..One was there was an environmental trust set up, and two, there was a development trust set up. The difference between the two being, the environmental is very much about education and schools and people side of things, and the behaviour change and the development trust. We're supposed to look at, I suppose land and buildings. As it turned out, what we used to be called Dumbarton Rd Corridor Environment Trust, we were the only. Entity that's set. Up and the plan was to deliver on the 20-year environmental vision which the original intention was that was going to get adopted into the City Development plan. It was back in the days of single member, single elected member wards. There was some political fallout at a local level about a couple of projects or proposed projects and so it never got adopted which is very unfortunate, because that would have released a lot of resources –both funding and support from the Council.
But we were set up, and we got funding from the government through the social provision partnership. And very early on everything that we did was free, free to people, all the activities we did and then in 2007, Community planning came along. The SIP was disbanded, and the community forum was also disbanded because community plans said that's the role that they would take on. But as a result of the social inclusion partnership, there was a lot of organisations because there was a there was an employability working group. There was a health and well-being working group, so there were other local organisations in our area that were set up at the time that it still exists, so we work hopefully with.

MM How is it funded? so you're just mentioned that you get government funding?

NL so yeah, I've been involved for coming up for 12 years. So certainly, the first nine years of the organisation existing, it was primarily Scottish Government funding. That came via Glasgow City Council and that was that was in the region of 70 to £80,000 a year. Which covered, at the time, staff wages, overheads but, also, there was quite a healthy project budget. Then there was additional funding secured as needed, and then over time, that's reduced quite considerably. And just last week we found that we're not going to be funded from the Council from April onwards.
However, when I got involved, we were just coming to the end of a funding cycle. What what tends to happen with funding is you go in funding cycles and we're coming to the end of a three-year funding cycle and when I joined that was the same. I have been working for a nationally intermediary, The Community Resources Network Scotland, which is now the

Community Scotland. And there has been a big a big push for certain charities to become more enterprising and so that was happening when I started. We very much started to look at what we could do as a social enterprise to start to generate some income and diversify our funding. So that is what we have been doing or the past 10 years. Now generate between, depending on the year, about 20 to 25% of higher income. The Council funding as we'd reduce our dependency down to about 20%, so that was only 20% of our overall income, and then it's other project funding that were secured from a range of funders and funding trusts and individual fundraising activity. Funding is something that is always a challenge, and it is always a challenge in whatever way, shape or form it is in.

MM What kind of projects have you got running at the minute?

NL So during lockdown we did a couple of things. We reviewed where we were at, and one thing identified was we aligned within all our activities was the five themes, which are: transport, food, energy, resource use and spaces. The reason we have done that is the first four of those, transport, food, energy, and resource use, are the main contributors to a household's carbon footprint. This is equally applicable to a community centre, to a certain extent, to a community, and then spaces, with something that we've always been involved in and linked to. The other four, in terms of, you know, there is too much space given to private cars and there's not enough space for food growing.

What that allowed us to do? Because there is a bit of a disconnect between, I suppose, social and day-to-day issues that people face, and that has been highlighted with the pandemic and the cost of the living crisis. I do not know if you are familiar with that kind of think global Act local idea. There was a lot of messaging around that several years ago, so i we have done that to allow us to then undertake a wide range of activities under those headings. This allows us to deliver a lot of, I suppose, social benefit volunteering, whether that's through just reduced isolation in mental and physical health and well-being.

So, at the moment, we then structure that under some different activities. We have got a community spaces programme wher we're doing a couple of community gardens and community growing spaces for local schools. We've just taken on an allotment. We've got a few other local community gardens we're involved with. We've got an active travel programme and we've got two health walks a week. We've got 2 lead social rides a week. We teach people to cycle. We work with schools on cycle skills, learning to cycle and Bike ability. That is the kind of Scottish Government UK wide programme to teach their pupils how to cycle safely on the road. We've got deals on wheels, which is our Community Bike workshop, so we take in the nation's bikes and refurbish them. Prior to lockdown, that was taking donations, refurbishing them sell them on at low cost. And we did a few small repairs, puncture repairs, such as a new wheel, and then during lockdown a lot of people who would have maybe had a bike in the shed or the garage or something and would normally have donated it, suddenly went, I want to get out on my bike. I've only got an hours exercise a day. So they started bringing the bikes to us for repairs, and there's no The Scottish Government fund through Cycling UK, the Scotland cycle repair scheme. This means people can get up to £50 towards repairs.



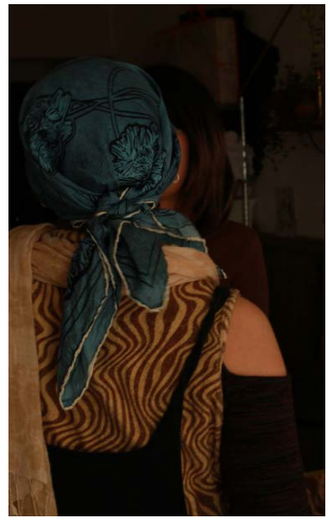


We're also involved in some bigger projects that are a bit more strategic in nature. So one what we were enrolled in is a big campaign against an incinerator plant in South St. We were involved in that for over 7 years, until there was a final decision from the government to deny the planning application for that. But it brought together a lot of local organisations. Councils, residents, groups, other organisations like that. We were also involved with the development of the Victoria Park Community Trust, so again, that was reacting to something that happened to the community. Because the Council decided to put up for lease a section of Victoria Park and the community didn't want to that. Yeah, but that was back in. I'm going to say 2015 and it wasn't until in 2019, Just before lock-down we managed to get the Victoria Park Community trust set up, to take a kind of community LED, holistic approach to the park.

At the moment, our area of benefit is G13/ G14 and some of G11. If we do work out with that area, which we do, we try to do that in partnership with other organisations. So, we're involved with the Glasgow Community Network which includes six other organisations in the city, and we're also involved with the Glasgow Community Food Network. We have received funding for the Food and Climate Action project, which is based on a model of having five host organisations, so one in the North, one in the South, one in the east and the West and one in the central area. We work with women, ethnic minorities, asylum seekers. [...] that's looking at making significant changes to the local system. As a community Food Network, we're heavily involved in a big bit of community consultation feeding into the Glasgow City Food plan.

[...]

MM That's interesting because one of the things I've been trying to get out of this dissertation is to understand how all these groups can work together so it's interesting that that is happening.



NL Yeah, so there is a lot of smaller working groups in our geographical area which have quite a specific social purpose. [...] There is Kingsway Community Connections, which is working with the residents of the Kingsway Court estate. Similarly, in links up at the Link Ave Flats, they're working with people that are living in the multi-Storey flats, so a diverse, diverse group of people. But in a small geographical area. So, what we did for quite a few years was to work with all those projects. We had environmental activities and services, and they had a group of people that we were able to bring that to. But one of the things we found [is that] there's two significant barriers to more collaboration, which is: one, Partnerships take time. Sometimes there is baggage between relationships. Most of it is based on relationships between key individuals and if that person moves from 1 organisation to another, those relationships tend to move. Another barrier is Capacity. We tend to develop a partnership often when a funding programme opens. [when considering funding] You've got 8 weeks to apply [...] the other barrier is there's a lot of funds that don't fund partnership and collaboration, just single organisations, so it's a bit of a catch 22.

As I said. The there used to be a really thriving community forum in the area so we do have support from some larger networks in the city. But we set up a local network that basically is for small voluntary organisations, that employed at least one person, to come together on a regular basis and we just moved it around so organisation. [...] That used to be called the Voluntary Action Fund, but now called Impact Funding partners.

MM In terms of like response from residents and social cohesion- is that quite positive? Do you ever feel people don't like the work that doing?

NL Yeah, we've got a good reputation in the area and I think we're well respected. For example, Wheels Bike Workshop I suppose that is a bit more business-like. So, it's customers. And I mean we try to engage and look for new volunteers and through that there's a kind of customer satisfaction element. But there's also the impact element. So, buying a low-cost refurbished bike from us, what difference has that made, you know, been able to get to your job. You've been able to get to college, et cetera, et cetera.

In terms of engagement in the community, that's an ongoing challenge for a small organisation. We've got limited resources. In our area, I think about 9/10% ethnic minorities, language issues, accessibility issues. Even if you're talking about young mums, it's like well have you got crush facilities? Have you got space for prams to come in. We're based in Hearts crossing community centre, and they have a couple of groups that are targeted at mums, and you know the prams and pushchairs and stuff, that takes up a lot of space. So just logistical things like that, which can be barriers for people to participate.

I think in the area there's where we're based, we've got some quite affluent areas, so the Scotson avenues where there is a Conservation area lots of people own their properties, lots of professionals. And lots of retired professionals, so they've got skills. They've got confidence. They've got time. They've got money. So it's about how you engage and support people that are struggling to participate that is a real challenge, and I think it's getting even harder because people's day-to-day lives are becoming even harder. But I think that's a struggle for all organisations. I think it's a struggle for the likes of the Council, of the NHS, the housing associations.

Even though we're a charity and we do run weekend activities, it is also, I think, the nature of the people who are working. There's a lot more people who work shifts in unsociable hours so we've got this constant challenge of when do we organise activities. Is it at the weekends? Is it in the evenings? Is it during the day? Recently we did some online sessions and we made sure we did a morning one, an afternoon one, an evening one and a weekend one just to try and address that.

In terms of talking about the social justice cohesion. I think one of the challenges there, and I think what's happening at the moment with the cost-of-living crisis and the pandemic, where there's. Yeah, organisations and the community. It you can, you can look. At like the mutual aid response and. Stuff like that. A lot of that is reacting to what's happening, yeah, and rightly so. But it's also. Dealing with sort of the crisis. With more organisations locally are seeing this. As well, where people turn. Asking for help with something, but then there's that. That's just the tip of the iceberg and people have got multiple issues. Whether that's they don't have money for, you know they've not eaten for a few days. Whether don't have money to pay the electricity metre. But then you know they've not been out the house for. Three weeks and. There's they're in, they're isolated. They've got mental health issues. Can't get an appointment at the doctors, so that's a huge issue at the minute and. But it's also. How a lot? Of organisations that we work with locally were set up to be more. Preventative and early intervention and tracked to stop people getting into. Crisis, and that's been a real challenge. And from from our point of view, in terms of. I suppose kindness, justice, and kinda action.

There's a lot of people we come across.
It's actually. It's not even on their radar because it's just the social. It's the day-to-day, and so that's I think that's part of the reason we kind of reframed. What we do, so we say, well come out on a cycle, you know, learn to cycle, and that will. That will save you and buy a car or a neighbour you. Get from A to B or whatever you need to do. Oh, and by the way, by doing that as well, you've been climate friendly, so we're not, you know, we're not, we're not pushing that message, it's more about how do we help people in the sort of day-to-day week to week, create, create community conmnections, get active, get outdoors. So a lot of what we do is around being together, being active, being outdoors, we also don't know if you've heard of a thing called social Capital. So the way that's you can look at it as like the mortar between the bricks, it's kind of like the operating system of the community and it's all based on the quantity and quality of relationships that adds to the kind of sense of resilience.
[...]
so, if we have an event, we'll use round tables rather than theatre style. We'll make sure there's an opportunity at the start for people to introduce themselves to each other and where you from. We'll make sure there's food involved so that people can eat together and speak to each other. Just simple things like name labels and giving people approval. It's OK to speak to people you don't know. Just to create those connexions and as that's a real key.

There's a project in Edinburgh that did they have a I think it was maybe Edinburgh cyrenians or something like that. They're involved in the prison criminal justice project to help rehome to resettle people into the community that have been in the criminal justice system, and they did this concentric circle thing with this about you're in the middle then you've got your your family, then you've got your friends. Then you've got your acquaintances, and then you've got other people in your life. They've been running this project for about five years and it wasn't that successful because people [ex-criminals] were going into a community. They had a support worker, and then if the relationship breaks down they would reoffend or they'd go back to drug addiction, alcohol, whatever it was that was. So they did this concentric circle thing where they said, right? Well how many people in your family are you in? Contact with And it's like you know, nobody, yeah? How many friends are you in contact with? Or I'm in friend? I'm in touch with the couple but they're not good for me because you know, they always lead me down the path of the temptation.

And then it's like you got any other acquaintances and it's maybe oh one person there or one person there and then wait. Is there anyone else in your life? And then it's like, yeah,



I've got my social work. I've got my probation officer. I've got my this that all these other people that were paid to be in these people's lives. So what they then did before they used to have one person that was supporting that individual, and if that. Relationship broke down for whatever reason. Then that person usually relapsed, so then they went back into the community and said, wait, we need someone provide financial support. We need someone provide sort of physical health and going out for walks and maybe doing the sports. We need someone to provide cooking and eating. And that and someone just to be sociable and go out. So they then put in this where most people had at least six people in the community they could get support from, who are all volunteering and then they had a much greater success rate because if any one of those relationships failed, they had other people they could support. And then that and if they could get past six months, then they started to reconnect with families, started to reconnect with friends.
[...]
Everyone's seen as a consumer, so if you're a housing association tenant. You're a customer. You pay rent you as a. Actually, you're a you're a person in the community, and you need that needs to be more than just a financial transaction. But so much of what we do is based on that customer and even the language around it. Yeah, customer charters and the customer satisfaction. All this stuff was something we try and focus on is rather than what we call individual consumer behaviour. We want collective community participation. So we're trying to like enable people to fulfil their potential.
[...]
How do we increase the public sector? How do we increase the public purse? Personally, I think there's far well, there's far too many charities, but there's far too many charities doing what should be done by the public sector.

MM Can you tell me a little about your branding?

NL Actually we rebranded. Go through 2018. They were maybe it's 2019 I can't remember, but we actually did the rebranding design exercise in 2015 because we got some funding and we worked for the design agency and we had like a small focus group. That came up, you know, we looked all different names and yeah, just feel it's something we've not fully. Yeah, we've not fully explored it.

INTRODUCTION
PAGES 4-14
Vlad Sokhin (*Selection of photographs from Warm Waters series)*

PAGE 11
John Davies (*The Ghost Rainforest)*

PAGE 10
Johnson Banks (*COP26 logo*)

PAGE 12,13
Daesung Lee (*The Vanishing Land*)

THE RISE AND FALL OF GLASGOW'S INDUSTRIES
PAGE 16
The British Shipbuilding Symbol

PAGE 19
Chris Leslie (*Disappearing Glasgow*)

PAGES 20,21
Eric Watt (*1950s-60s Glasgow*)
Thomas Watt (The Old Closes and Streets of Glasgow)

GOVERNMENTAL RESPONSES TO SOCIAL INJUSTICE WITHIN GLASGOW

PAGES 22,25
Varies Photographers (*Glasgow Garden Festival*)

PAGES 26,27
Oscar Marzaroli

PAGE 31
Jane Stockdale (*Yes/No Scotland*)

THE ROLE OF COMMUNTY BASED ORGANISATIONS
PAGE 37
DC (*Flicker, El Raval*)

PAGES 38,39,93
Kirsty Mackay (*The Fish that Never Swam*)

PAGE 41
Lovacore

PAGE 43
Iseult Timmermans (*10 Red Road Court*)

PAGE 44,45,89
Jackson Mount

PAGE 49 AND 53
John Kraska (*Garnetthill Murals*)

PAGES 50,51,54,55
Malcolm Allan (*Along the Periphery*)

PAGES 56,57,58,59
Douglas Corrance (*Glasgow 1970s—1980s*)

WORKING TOGETHER TOWARDS A SUSTAINABLE FUTURE

Flannery O'Kafka (*COP 26*)
PAGE 65
Glasgow City Heritage Centre (*M8 Motorway Construction*)

PAGE 66
Jack Smethers (*White Heart Lane*)

PAGES 69,72,73,74,75, 90
MARY MARTIN (*Dorottya Szanka's workshop*)

PAGE 87
Mackintosh Buidlding Drawings

