



Item 4
4th November 2015

Glasgow Community Planning Partnership

Calton Area Partnership

Report by North East Area Legacy Engagement Group

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GLASGOW NORTH EAST EVENTS PROGRAMME

Purpose of Report:
To update members of the Area Partnership on the grant award for the Glasgow North East Events Programme.

Recommendations:
The Area Partnership is asked to note the contents of the report.

Glasgow Community Planning Partnership priorities:
Specify which priorities this report is in relation to and which underlying principles support the development activity.

SOA Alcohol	Yes / No <input type="checkbox"/> / <input type="checkbox"/>	SOA Principle <i>Early Intervention</i>	Yes / No <input type="checkbox"/> / <input type="checkbox"/>
SOA Vulnerable People; <i>Preventing Homelessness</i>	Yes / No <input type="checkbox"/> / <input type="checkbox"/>	SOA Principle <i>Equality</i>	Yes / No <input type="checkbox"/> / <input type="checkbox"/>
SOA Vulnerable People; <i>In-Work Poverty</i>	Yes / No <input type="checkbox"/> / <input type="checkbox"/>	SOA Principle <i>Sustainable Change</i>	Yes / No <input type="checkbox"/> / <input type="checkbox"/>
SOA Youth Employment	Yes / No <input type="checkbox"/> / <input type="checkbox"/>	If other priority, please provide details here:	
SOA Thriving Places	Yes / No <input type="checkbox"/> / <input type="checkbox"/>		
Other Priority	Yes / No <input type="checkbox"/> / <input type="checkbox"/>		

1. Introduction

- 1.1 The North East Area Legacy & Engagement group (NEALEG) was established in response to the 2014 Commonwealth Games with a specific aim to engage with the wider communities in the North East of Glasgow leading up to Glasgow 2014. Membership of group includes key stakeholders from GCC, Glasgow Life, GHA, Glasgow Kelvin College, Glasgow East Arts Company & Voluntary Sector organisations. Funding was sought from a range of partners to programme a series of large scale outdoor festival events in 2014 to engage with the wider community. Commonwealth celebrations took place in local parks and a series of celebratory events in venues as part of the Queens Baton Relay arriving in Glasgow.
- 1.2 Following on from the success of the summer events in 2014, the NEALEG agreed as a legacy programme, similar events would be planned for the summer of 2015 within the North East of the city.
- 1.3 Three large outdoor festival days and carnival parades took place in July and August 2015. Integrated with the events was a programme of participatory arts workshops leading up to each festival day for local groups to get involved. The aim of the events was to engage with local community, promote local services in the area and for residents to participate in a large cultural event in their community.
- 1.4 Funding for the overall events programme cost £57,600 which was provided by a range of funders. Glasgow East Arts Company would be the lead applicant for funding on behalf of the NEALEG:-
 - £22,000 was awarded from the six area partnerships covering the North East - Baillieston £2,000, Calton £2,000, East Centre £7,000, North East £5,000, Shettleston £2,000 and Springburn £4,000.
 - GHA £15,400
 - EHRA and Glasgow East Arts Company £6,900 (PCF funding)
 - Glasgow Life £4,500
 - Milnbank Housing Association, £4000
 - West of Scotland Housing Association £2,800 (Thriving Places)
 - NG Homes £2,000

2. Festival Days, Carnival Parade and Art Workshops

- 2.1 Three festival days took place in Alexandra Park (25th July), Springburn Park (26th July) and Auchinlea Park (2nd August). As part of the programme each event started with a colourful Carnival Parade assembling in the local community and making its way to the park. The carnival parade consisted of local residents, samba drummers, pipe bands and street artists with large visual art sculptures. **7,988** people attended the three events:-
 - Alexandra Park 3,200 attending and 255 people taking part in the Carnival Parade

- Springburn Park 1,900 attending and 100 people taking part in the Carnival Parade
- Auchinlea Park 2,888 attending and 180 people taking part in the Carnival Parade

2.2 As part of the Carnival Parade, arts workshops were delivered with local, groups which involved costume making and movement. **80** workshops were delivered involving **429** participants aged from 5yrs – 65yrs.

The workshop programme included a summer arts school at Platform in the Bridge where **60** young people from Wellhouse, Easthall and Easterhouse took part in six days of carnival costume, drumming, movement and circus skills.

Within the **Calton Area Partnership** arts workshops were delivered with local groups in Calton Heritage and Learning Centre, Bridgeton Community Learning Campus, G31 Centre and Baltic Street Adventure Playground. Participants were also transported to take part in the festival day.

2.3 A range of activities offered by local partners to promote their services and engage with the community were offered at each event. This included services from the NHS, Job & Business Glasgow, Glasgow Life, Glasgow Kelvin College, local housing associations, sports clubs, voluntary and community organisations.

Many of the community stalls and activities were interactive which included sports tasters, healthy eating, arts activities, community consultation and fund raising. 50 different organisations attended one or all of the festival days to promote local services. In addition to the community stalls a performance stage was set up for local groups to perform which include live musical acts dance groups and comperes all from the local area showcasing their talent. A local craft and traders markets was also included in the event for local traders to promote their services.

Feedback from partners commented on how successful and busy each event was:-

- The local swimming group who attended Alexandra Park seen an increase in membership through attending the event
- Recovery groups had people sign up to their programmes
- Glasgow Life attracted more residents to sign up to their local Library
- Community consultation by GCC Resilience Unit and Velocity gathered a great deal of feedback on how local people would like to see services shaped for the future or how they would like better use of local amenities

2.4 Volunteers were recruited to assist with the carnival parade and set up of each events. 20 local volunteers from the North East attended informal training sessions coordinated by Glasgow Life and supported by Glasgow Kelvin College. The volunteers assisted with stewarding, set up and take

down at each of the events and committed over 244 hours supporting the events. They also carried out some consultation with the stall holders to obtain feedback from each event. In addition to the local volunteer's, staff from local partners provided volunteers to assist with each of the events.

3. Recommendation

- 3.1 The Area Partnership is asked to note the contents of the report.