What is this Community Plan all about?

Linwood Community Development Trust

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Who are we?

Linwood Community Development Trust is a group of volunteers who are looking at ways to improve health and wellbeing, reduce social inequalities and build social capital within Linwood.

We have formed an alliance with other groups to create the positive changes needed to make Linwood a more attractive place with a more vibrant and healthier community.

The Trust is determined to retain and upgrade community facilities for Linwood residents of all age groups. We are looking at current assets, whether it be existing buildings or land within Linwood to develop “fit for purpose” community facilities that will meet the needs of our local community.

Find out about us at www.linwoodtrust.org.uk
How did we get here?

When the demolition of the current Linwood Community Education Centre was announced to make way for an access road for a new £24m state-of-the-art Sports Hub, local residents raised concerns that the loss of their much loved community centre, that had served the community of Linwood for more than 45 years, would lead to social isolation.

Although the new Sports Hub was welcomed by the people of Linwood, they believed that fragmenting the 1000+ services users of the existing Linwood Community Education Centre into the new Sports Hub and other venues throughout Linwood, would have a negative effect on the quality of life for hard-to-reach groups and would also break down the intergenerational work currently experienced.

On 3rd March 2010, a group of local volunteers formed the Linwood Focus Group (later to become Linwood Community Development Trust), as they were passionate about preserving the recreational, cultural, social networking, educational and personal welfare resources within Linwood.

It became apparent throughout 2010/2011 that the lack of community facilities was a wider issue within Linwood. This was enhanced when:

- It was announced in June 2011 that the overall budget for improving Council assets throughout Renfrewshire had made a saving of £0.6m and this funding would be used to provide a 3G ‘All Weather’ pitch in Erskine. At the same time it was announced that the budget for Linwood Sports Hub would be reduced by £0.6m and a 3G All Weather Football Pitch would not be included within the current plans.

- It was confirmed that the Tweedie Hall was being replaced with a £5.3m community hall as part of the Tesco development; however, to-date there has been no formal consultation with the wider community on the interior design. This now raises concerns whether these plans will meet the needs of Linwood residents.

The Linwood Community Development Trust was established on 7 December 2011 and it has successfully brought together community groups and individuals in Linwood who share common concerns about the lack of community consultation during major regeneration projects in Linwood. Together we believe the current projects that are underway will have a significant impact on the community groups who use the facilities at present.
Why is this important?

Community Centres are essential to the survival of sustaining community spirit within local communities as they are not merely buildings but the cornerstone of the local neighbourhood.

Linwood Community Development Trust and supporting groups believe the current projects underway will be large, impersonal venues and will fail to serve the needs of residents seeking a traditional, informal and affordable way to meet with friends and neighbours in their local community.

Some of these groups include:

- 650 young people and 60 adult volunteers from youth football clubs
- Over 1000 people who use the Community Centre every week that include dance schools, tai chi classes, computing classes, self-help groups, yoga clubs, disability groups and carers’ groups
- 175 older people who use the Community Centre twice weekly
- 150 members of the Elderly Forum who meet at the Tweedie Hall on a monthly basis
- 50+ members of the Friendship Group for older people who meet at the Tweedie Hall
- 100+ young people and volunteers who attend and support Drama Clubs
- 300+ participants who support and perform at our annual variety shows
- 100+ members of a Tweedie Hall User group who meet twice weekly
- 250+ members of Linwood Credit Union

What did demolishing Linwood’s Community Centre mean to people?

“The community centre is a godsend and a lifeline to me. It has given me a sense of belonging and purpose in my life. I will have no social life when it goes.”

“Linwood has a great community spirit and the community centre is witness to this. It is essential that this continues under the one roof so we can retain a sense of belonging, purpose and unity.”

“I use the centre for a few things - especially educational classes. It is the only way for me to learn locally, so I definitely don't want it to close.”

“They should use the road they had for more than 30 years into the future sports centre and leave our centre alone.”

“The future sports centre isn’t just for Linwood but for the whole of Renfrewshire and beyond. They all have community centres. What are they having to sacrifice?”

“The loss of this centre will take away the one place that is affordable for many groups - which is vital to keep this community together.”
What are we doing?

The Trust has attended numerous meetings, organised events, and campaigns and been involved in a variety of tasks including:

- Awarded “Our Community Our Future” funding from Scottish Community Foundation to develop Linwood Community Development Trust’s vision for Linwood
- Proposals and discussions with Council Officers and Councillors to receive a proportion of regeneration funding in order to preserve the social, cultural and recreational facilities within Linwood
- A presentation to Renfrewshire Councillors seeking support for a joint approach to managing and designing new community facilities for Linwood
- Extensive community consultations including interviews, public meetings and community surveys. Over 2200 residents have taken part, giving their views about Linwood
- A public meeting to provide feedback from the community consultation. Over 300 residents attended and 120 offered support as volunteers
- A community campaign to ask Renfrewshire Council to give the savings made from the Sports Hub back to Linwood to support the local football clubs
- A Local Government Election Hustings meeting
- Formed a campaign to demolish our derelict Town Centre and received support from House of Commons Scottish Affairs Select Committee via our local MP. This pressure resulted in the long awaited demolition of our Town Centre
- Research and discussions with external contractors on the feasibility and costs of developing and managing all weather pitches in Linwood
- Research, advice and training on land ownership and acquisition, with investigations on vacant and under-used sites in Linwood
- Obtaining support from Oxfam Scotland, the Scottish Community Foundation and the Development Trust Association Scotland
- A joint project with Oxfam to engage local young people
- Prepared funding applications for training and gardening projects
- Started discussions about improving the Christmas Lights and decorations
History of Linwood

Linwood village
When Britain was part of the Roman empire, it is said that the Roman soldiers cut down the forest at Linwood to prevent the natives hiding in the trees and attacking Roman camps. The treeless area became Linwood Moss, which today is a haven for wildlife. The Linwood area belonged to the monks of Paisley Abbey, who farmed the land and caught salmon in the Black Cart; later the land was owned by the Abercorn family. For a long time Linwood village was a very small community. Until the early 20th century, there were only two streets: Bridge Street and Napier Street. In this small area were the church, the shops, the school and the mills. Bridge Street took its name from the bridge across the Black Cart which was built by the Cochrane family of Clippens House, in 1776. Napier Street was named after a local landowner.

Villages of Inkerman and Balaclava
The villages of Inkerman and Balaclava were built to house the workers of the shale coal mines and oil works close to Linwood in the mid 19th century, and named after battles in the recent Crimean War. Balaclava, just south of Clippens House, was a square of earth-floored cottages and one small shop. Inkerman, near Candrens, had three rows of cottages called Row One, Row Two and Row Three, plus a shop, a school and a schoolhouse. Later, Oilwork Row and Store Row were added. The mines closed at the end of the 19th century. For a time a brickworks operated in Inkerman, making bricks from blaes, a waste product from the mining process. By the 1930s the blaes was used up, and the people of Inkerman gradually moved away. Inkerman and Balaclava no longer appear on maps.

Industries
In 1792 a cotton mill was set up in Linwood beside the Black Cart. The building burned down in 1802, and was rebuilt in 1805. It was six storeys high, and one of the largest mills in the country at the time. At its peak it employed 1800 people. By the middle of the 19th century the cotton trade was declining and the mill was no longer prosperous. In 1872 the Watson brothers took over the mill buildings and changed production from cotton to paper. The paper mill thrived for nearly one hundred years. A small grocer’s shop opened by William Galbraith at the corner of Bridge Street and Napier Street grew to be a chain of shops throughout Scotland, and Galbraith’s became a household name. Other Linwood enterprises included the Reid Gear Company founded in 1897, Dent & Co & Johnson who made scientific instruments, and the Pressed Steel Company which opened in 1948 making farm machinery, railway wagons and car bodies.

Rootes Motors Ltd opened a new car factory close to Linwood in 1963, and next to the Pressed Steel factory which it later bought over. The first model made in the factory was the Hillman Imp. In 1967 the Chrysler Corporation took over, and continued production with the Hillman Hunter and the Hillman Avenger. However, the factory was troubled by low sales and high production
costs, and a series of industrial disputes. In 1975 the government stepped in with financial aid in a bid to prevent job losses, and a new car - the Chrysler Sunbeam - was launched. The company's troubles continued. In 1979 the French car firm Peugeot-Citroen took over, and renamed the company Talbot, but still the company lost money. In May 1981 the car plant closed, making thousands of people unemployed. This was a severe blow to the economy of Linwood and the surrounding area.

www.renfrewshire.gov.uk/ilwwcm/publishing.nsf/Content/els-Linwood(OurHistoryandHeritage)

**Linwood Town Centre**

Linwood’s town centre, conceived in 1969, was sold as Scotland's first regional shopping centre. In its prime, the diverse shopping arena had strong independent shop holders, grocers, bakers, local banks, barbers, post office, dentists and paper shop which all served a vibrant community's needs. However, this was short lived and many believe the demise of the Town Centre was due to the closure of the car factory.

In 2000, Balmore Properties purchased the land however, the excessive price demands they made for rent forced local businesses to close or relocate and the town centre became a derelict and hazardous site. In 2005, a campaign was formed to force Balmore out and Tesco saved the day by purchasing the land from Balmore.

In 2008, Tesco secured planning permission to develop the site; however they declared in January 2010 that regeneration work was on hold due to the discovery of a Victorian crypt under the site.

In September 2010, it was reported that Balmore Properties were affiliated to Tesco.

In November 2010, Tesco announced that the original plans submitted in 2008 would have to be resubmitted, mainly because they would no longer include a new Health Centre.

In January 2011, Tesco's website stated works would commence in August 2011 with a completion date of December 2012.

Planning permission was approved in June 2011; however between August 2011 and March 2012 there were ongoing delays involving legal matters.

In the meantime Linwood was awarded the dreaded ‘Carbuncle Award’ by Urban Realm for being the most dismal town in Scotland and in February 2012, a community campaign organised by Linwood Community Development Trust commenced to ensure Tesco demolished and developed the town centre.

In April 2012, Tesco re-announced a new timeline and confirmed demolition would commence in September 2012 and the redevelopment would be completed by January 2014.
Linwood today: Every picture tells our story
Linwood today: what local people like

From our community consultation survey, here is what local residents said they liked about Linwood:

- “The people: they are decent, friendly, fantastic, willing to help and, despite the challenges, are full of hope”
- “Genuine community spirit”
- “The way the community comes together and makes a stand for Linwood”
- “All the community groups, walking and exercise groups and clubs”
- “The new Sports Hub and swimming pools”
- “Great area for bringing up kids”
- “Pretty quiet, do not see much trouble, gangs have mostly gone”
- “So much potential to be a nice green place to live”
- “Bus service”

Linwood today: what local people do not like

From our community consultation survey, here is what local residents did not like about Linwood:

- “The Shopping Centre: it’s an eyesore, a disgrace, in a dreadful state of disrepair, desolate and dirty”
- “The shops and the social club are a disgrace”
- “The Environment: too much litter, dog poo, uneven pavements, empty housing and poor lighting”
- “Neglected parks and green space, what happened to the flowerbeds?”
- “Awful looking Christmas tree and decorations”
- “No real heart to the village”
- “The entrance to the village gives a very poor first impression”
- “No central meeting place for all generations to meet up”
- “Since 1963 Linwood had regressed, not progressed”
- “Carbuncle Award”
- “Poor political representation Linwood has had over the years. This has
What local people say Linwood needs

From our community consultation survey, here is a sample of what local residents say Linwood needs:

“More play areas and re-build Clippens Shops.”

“Encourage start-up local business to locate here meaning local jobs for local people.”

“Politicians who work for us and not for their own self-aggrandisement.”

“Not a lot has been done by the council in the 47 years I have lived here - poor in comparison to other communities in Renfrewshire.”

“We need more people involved to step up and bring these local organisations and government bodies to call for the state of our town, there is a lot more they could do to make this a much better and safer place to live.”

“Think we should get young people involved. I am sure there must be some older people who would help out (myself included). After all it is their future we are talking about.”

“For everyone to take responsibility for their area and respect their neighbours. Also report any vandalism or anti-social behaviour in the area.”

“I think the Tweedie Halls should be used for more entertainment. It has a massive stage that could hold live bands, discos/dances/entertainment for the young and not so young...”

“More facilities for the kids and teenagers would be good.”

“...somewhere nice to go and socialise and eat out.”

“... toilet facilities at Clippens Road terminus to be re-opened...”

“A community centre with different resources...things that don’t have to cost the average punter a lot of money.”

“First step demolish town derelict shopping centre in the village and build new local shops, not just Tesco. The council need to intervene more here.”

“Improved social housing would be good for a lot of people who have lived here for years.”
“More fundraising. Also more awareness of what is going on is needed.”

“Making it as good an environment as possible to bring children up with affordable community educational facilities.

“Improving the look and image of the town. The shopping centre has to be developed to put the heart back in the town.”

“More community facilities for OUR community. There is a lack of community facilities for young and old, especially community sporting facilities: the fact that Linwood won’t have a single 3G football park is shocking!”

“Better litter picking and less dog fouling...clean up the riverside walk and clear the lade or fill it in again as it’s a disgrace. If we could just get our town cleaned up it would help the people of Linwood.”

“Something to get residents working together. Raising money for new developments to make it more presentable and welcoming when you enter into the village.”

“We need groups to work together to make Linwood more attractive e.g. flowerbeds and christmas lights.”

“We need investment and affordable rent for people to open shops, cafes and restaurants.”

“Something that will improve the health of our residents, such as projects with healthy eating messages.”

“Linwood needs a bank included in the Town Centre development.”

“Keeping the identity of Linwood by having a community facility for the young and the old to work together...it is important to give the community a base that they can call their own and mix with other residents of their town on an informal basis.”

“Secure property to build a new community centre with substantial land for playing fields to encourage various sports and create a better and secure future for the next generation.”

“To achieve a friendly and active neighbourhood, where various groups within community can work together to get the best results for the people of Linwood.”

“This is our community, our future. Who best knows what our community needs than our community itself.”

“We need investment and affordable rent for people to open shops, cafes and restaurants.”
Facts and Figures

Population & Area

Based on estimates from the 2008 census, Linwood has a population of 8,250.

Linwood is split into 2 geographical areas:

1. Linwood South – takes in the bottom end of Linwood up to and including Clippens Shops
2. Linwood North – starts from Clippens Shops up to and including East Fulton and North Clippens

In Linwood North, compared to Renfrewshire and Scotland:

• We have a higher than average population of people aged 0-15 year olds
• We have a higher than average population of aged 65-74

In Linwood South, compared to Renfrewshire and Scotland:

• We have a higher than average population of people aged 65-74, and aged 75 and over.

What this tells us about our population is that we must listen to the concerns of both young and old and make sure that these groups:

• do not lose the community facilities they need for social and recreational purposes
• are involved in the development of any new facilities that they will use
• can afford and access the new facilities

Life Expectancy

The good news is that life expectancy for a man living in Linwood North is 81 which is higher (better) than Renfrewshire and Scotland. However:

• Men in Linwood South have a life expectancy of 74, seven years less than men in Linwood North.

For women in Linwood, life expectancy is similar to the Renfrewshire and Scottish averages.

• Women in Linwood North can expect to live to 79
• Women in Linwood South can expect to live to 77
Deprivation, Unemployment and Income

Linwood’s industrial decline has left a legacy of poverty and unemployment. The 2009 Scottish Index of Multiple Deprivation shows 3 very visible pockets of deprivation in Linwood South, with all 3 ranked among the worst 5-10% in Scotland.

Deprivation in 2 small areas of Linwood South have got considerably worse since 2004. (Source: www.scottishindexofmultipledeprivation.com).

Data on deprivation is a collection of statistics about employment, benefits, income, etc. When we tease out the statistics, we discover that the overall picture for the whole of Linwood is not good.

Both Linwood North and South have averages HIGHER than Scotland for:

- The proportion of the population who are income deprived
- The proportion of the working population who are income deprived
- The number of people claiming job seekers allowance, and this figure is RISING
- The proportion of people dependent on out-of-work benefits or child tax credits
- People claiming pension credits

For all of these statistics, Linwood South does not compare well with Renfrewshire. Linwood North does not compare well with Renfrewshire for most of these statistics.

Graphs 1 & 2 below show the number of people claiming job seekers allowance and this figure is RISING.
Graphs 3 & 4 below show the number of people in Linwood claiming pension credits and this number is RISING in Linwood North.

It is clear that

- Deprivation in parts of Linwood is getting worse
- There are increasing number of people in Linwood claiming job seekers allowance and pension credits
- We know that this has a negative impact on health (see next page)
- The Trust is committed to making sure that our work will encourage people to get involved in community activity, volunteer and take part in employability schemes
Health

There is a link between deprivation and health. Hence it is not surprising to find that the health of our population in Linwood is not good.

Here is a list of health measures where both Linwood North and South do not compare well to Renfrewshire and Scotland.

**Linwood North and Linwood South each have a higher than average number of:**

- People hospitalised with COPD (a form of lung disease, often associated with smoking)
- People with diabetes
- Patients hospitalised as an emergency
- Mums smoking during pregnancy
- Primary School children with poor oral health

**Linwood North and South each have a lower than average number of:**

- Babies who are exclusively breast fed at 6-8 weeks
- Women attending for breast screening

**Linwood South has higher than average number of:**

- Early deaths from cancer
- Patients hospitalised with alcohol conditions
- Patients admitted to hospital with a psychiatric condition

Information about health in Linwood is illustrated in the following graphs:
These differences in health, often called health inequalities, tell us that we must:

- Consider how our work will influence health in a positive way
- Continue to support community based health opportunities for our population
- Look for local solutions to help people improve their health and well-being
Our Approach to Regeneration

The information and data we have provided clearly shows that Linwood has serious issues with its image, its derelict shopping centre, increasing levels of poverty and deprivation, especially amongst older residents, an increasing burden of poor health and the closure of community facilities.

Traditionally the approach taken by service providers to regeneration of poor communities is one of “deficit” which sees communities as the “problem” needing to be “fixed”. Using this approach, communities are rarely consulted, solutions are imposed, and, if they do not work, the negative perception of that community is reinforced.

The Trust believes that there is a history of deficit model regeneration work in Linwood which has resulted in reproducing the local problems (such as the shopping centre only ever getting worse) and created new problems (such as a new Sports Hub which may be too expensive for many people in Linwood).

The Trust is determined not to repeat the mistakes of the past and is using an “asset” based approach to their work. This approach recognise the resources that individuals and communities have that can be built on, rather than focusing only on the ‘deficits’ that are perceived to exist.

Some of the key features of an asset-based approach to regeneration are:

- Community ownership of the process
- Change of focus: from needs to assets
- Communal ownership of resources
- Those involved are proud of their culture and their struggle
- Strong community activists and networks
- World-wide vision

Here are some of the main advantages of an asset-based approach:

- It is flexible and culturally appropriate
- Communities gain control of their own development
- Those involved foster lifetime relationship
- Improvements in inter-generational relationships
- Sets a precedent for future development projects
- Benefits come through both the outcomes and the process

The Trust believes that assessing assets alongside needs would have given a better understanding of our community during major investment/regeneration projects such as the £23.4m sports facility and the £20m supermarket development. This approach would have been a better way of working with the community and their assets to develop services that help address the health and social issues that our residents face.
Support for our approach:

We know that there is a range of national policies to support our approach, but we are concerned that there is little or no evidence of it working at grassroots level in Linwood. The Trust plans to challenge and change that.

On an asset based approach:

...we should ask “what makes this place good and where do opportunities lie?” and “what expertise and skills do local people have?” instead of labelling particular areas and people as a “problem”


On community ownership of assets:

In developing new legislation the Scottish Government will examine “how to make it easier for communities to take on ownership of un-used and underused publicly owned assets and how they can do more about vacant land and derelict property in their communities”

From the process of developing the Community Empowerment Renewal Bill, expected to be introduced to the Scottish Parliament in 2013/14

On community empowerment:

“...heralds a change in how we address the big issues we face”
“...stimulates and harnesses the energy of local people to come up with creative solutions to local challenges”
“Communities doing things for themselves can often be the best way of delivering change”

From the Community Empowerment Action Plan, Scottish Government and COSLA, 2009

On the future delivery of public services:

“Reforms must aim to empower individuals and communities receiving public services by involving them in the design and delivery of the services they use”
“We must prioritise expenditure on public services which prevent negative outcomes from arising”

From the Commission on the Future Delivery of Public Services, known as the Christie Report, Scottish Government, 2011
Actions we will take

The main aim of the Trust is to look at an asset transfer approach to secure land and/or property in Linwood on a long term lease at a peppercorn rate or by community ownership in order to build a community facility that will support the needs of the community i.e. a facility that will be accessible and affordable for all.

The Trust will set up small working groups to progress the actions outlined in this plan. Whenever appropriate the Trust will co-opt members with specific expertise. The Trust will use local newspapers, public meetings, newsletters, Facebook and Twitter to report progress, together with our website: www.linwoodtrust.org.uk

Working Together
• We will engage and work with community groups and organisations, local service providers, the voluntary and private sectors who can all contribute to the major improvements needed to make Linwood a better place in which to live, work, invest and play

Community Consultations and Campaigns
• We will conduct community consultations on all major projects and developments we undertake
• We will organise community campaigns on any issues that may have a negative impact on Linwood and its residents.

Volunteering
• We will build social capital through volunteering by ensuring all our work provides volunteering opportunities for residents of all age groups.

Land transfer
• We will gather information about various vacant and unused sites in and around Linwood
• We will open up discussion with the relevant partners and owners of these sites to assess the feasibility of land transfer and building a community facility

Fundraising and finance
• We will organise fundraising campaigns and approach funding bodies to support our work
• We will prepare robust business plans for major projects we undertake
• We will establish strict financial governance procedures to ensure maximum benefit for the community
• We will ensure that all profits generated from our future projects are reinvested back into supporting the needs of Linwood residents.

“We will ensure that all profits generated from our future projects are reinvested back into supporting the needs of Linwood residents.”
Facilities
• We will continue to work with all partner organisations, the voluntary sector, community organisations and groups to ensure that local facilities in Linwood meet the social and cultural needs of our community.

• We will work closely with the Linwood Football Clubs and providers of all-weather pitches to develop much needed local facilities in Linwood.

Environment
• We will organise and set up environmental improvement sub-groups to support projects to make Linwood beautiful such as flower beds, litter removal, Christmas decorations.

• We will promote the use of green space around cycling, and green gym initiatives in Linwood for health and leisure activities such as walking.

Young People
• We will encourage young people to get involved in community activity through volunteering, employability projects and intergenerational work.

Older people
• We will work with and support community-led organisations and groups for older people to ensure that their needs are listened to and met, and that they have access to the best possible and affordable facilities.

Health
• We will encourage good health through participation, volunteering and healthy lifestyles.

• We will ensure all our work has positive health impacts for the local community.

• We will encourage and promote a wide range of community based healthy opportunities such as dancing, football, drama, yoga, tai chi, tea dances, walking and cycling.

• We will open up discussions with relevant partners to assess the feasibility of a volunteer-led food co-op offering access to affordable fresh fruit and vegetables. This would also offer messages on how to eat healthier on a budget and provide cooking demonstrations/workshops.

“We will encourage good health through participation, volunteering and healthy lifestyles.”
“We will ensure all our work has positive health impacts for the local community.”

Want to get involved?

So far, we have had a great response and a lot of support from local residents and community organisations in Linwood for the work we are doing. In addition, we have met with the newly elected members of Renfrewshire Council and they are keen to support our efforts on land transfer.

All our work is voluntary, so, we still need lots of help and support from everyone who is interested in making Linwood a better place.

If you would like to get more involved in our work to improve Linwood, please get in touch on our email address: linwoodcdt@gmail.com

Write to: Linwood Community Development Trust, 3 Kilbrennan Road, Linwood, PA3 3RG
Acknowledgements

Linwood Community Development Trust gratefully acknowledges the tremendous support they have from local residents and community groups in Linwood and many others including:

Linwood Community Council
Linwood Elderly Forum
Linwood Credit Union
Local Churches
Linwood RYC
St Convals FC
Tweedie Hall User Group
Oxfam Scotland
Scottish Community Foundation
Development Trust Association Scotland
Chrystal & Hill Ltd
Scottish Community Development Centre
Scottish Community Alliance
Fresh Ideas Scotland
City Build Cooperative
TCV Green Gym
Independent Community Health Consultancy
Notts Sport UK
Senscot Legal

Email Address: linwoodcdt@gmail.com  Website: www.linwoodtrust.org.uk

The data is part of the community health profile for Renfrewshire which can be found on the website www.scotpho.org.uk.

We wish to kindly acknowledge the support from Information Services Division Scotland in preparing the data for this report.

This report was commissioned by Linwood Community Development Trust.

Published: September 2012

“Perseverance is a great element of success, if you only knock long enough and loud enough at the gate you are sure enough to wake up somebody.”

Henry Wadsworth Longfellow
Linwood Together

Gardening Project

Community Facility Project

Health & Wellbeing Project

Christmas Lights Project

Linwood Community Development Trust is a registered Scottish charity (Charity No: SC043633)
Registered in Scotland (Company No: SC428650)
Registered office: 3 Kilbrennan Road, Linwood, Renfrewshire PA3 3RG
Whose Regeneration?

(Part 1)
LINWOOD CAR FACTORY
1959 - 1963

- 1950 - Government introduced ‘Industrial Development Certificates’ forcing businesses to concentrate new factory building in depressed areas of Britain. High interest payments would mean it would take a generation to pay grant off.

- 1960 - Rootes were effectively obliged to build a new factory in Linwood in order to qualify for this grant. Rootes announce they will inject £23m into the new plant that will produce 150,000 cars. This car would be known as the ‘Imp’.

- 1960 – Linwood is chosen for its close proximity to Pressed Steel Company (who made the bodies for the cars that would be fitted-out in Linwood). It is anticipated that both sites will employ 6,000 people.

- 1961 - Construction work begins

- 1963 - Plant is opened by HRH the duke of Edinburgh
1963 - 5,000 people are employed between the Linwood Rootes and Pressed Steel Company sites.

1963 - Workers, who are used to working at shipyards, engineering works and other factories have to learn new skills by operating and maintaining an assembly line that took thousands of parts to construct a car in the matter of hours.

1963 - British rail introduced a special train ‘The Imp Special’ to carry 400+ cars, overnight, from Linwood all over Britain.

1966 - It is reported that employment rates at both sites have risen to 8,000

1966 – Rootes announce debts of £3m due to minimal profits.
1967 – British Government give Chrysler permission to overtake Rootes. Chrysler inject £20m immediately.

1969 - It is reported that the Linwood Chrysler plant is one of the biggest employers in the West of Scotland contributing to the scottish economy.

1976 – a total of 440,013 cars have been built since 1963.

**Facts:**

- Chrysler pays out £340k in wages and salaries per week. Salaries are spent mainly on local goods, shops and services. A number of new cars are launched: Hunter, Avenger Estate and Sunbeam.

- Through the export of built up of cars manufactured at the Scottish plant and through the Avenger, Chrysler's operations at Linwood make a considerable contribution to Britain's overseas earnings.

- Chrysler’s move into Europe to take over the Rootes Group put the company into serious financial difficulties.
1979 – Chrysler sell out to the Peugeot Talbot Group for $1.
1981 - Peugeot Talbot closes factory.

**Facts:**
- Linwood relied heavily on the Car Factory and Pressed Steel Company for employment in the area.
- It was reported that 13,000 people in the area were left jobless as both direct and indirect consequences of the closures of these factories.
Between 1981 – 1995 Shops at the Linwood Shopping Centre began to close due to the closure of the Car Factory.

1995 - it is reported that Linwood has one of the biggest unemployment rates in Scotland.

1995 - the last part of the Car Factory is demolished

1996 - the new retail park is built on the Car Factory site.

2000 - the Linwood Shopping Centre is a derelict site.
Linwood Community understands that Tesco state...

- “We have stores in the heart of many communities. Each differs in its size, its structure and its needs. But in each case it is important that we are a good neighbour, listening and responding positively to local priorities and local needs.”

- “At Tesco we recognise the importance of football as the national sport and the role it can play in helping people live more active and healthy lifestyles.”

- “Tesco also recognise that economic and social regeneration, and the task of lifting communities out of social decline or deprivation, are priorities in areas which Tesco operates.”

Quotes from Tesco Website
2001 - it is reported that Balmore Properties purchased the Linwood Town Centre for £1.7m.

2005 - Wendy Alexander raised a petition and formed a campaign to boot Balmore out!

2007 - Tesco jumped in and promise to ‘save the day’ by purchasing the site from Balmore for an undisclosed sum – believed to be £1.7m.

2007 - Tesco hold regeneration meetings with local community groups and set up the ‘Love Linwood’ website.

2007 - Community feel that ‘anything would be better than what they had!’

2007 - ‘Lavy Heid’ advert is published

2008 - Tesco secures planning permission from Renfrewshire Council.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2010</td>
<td>Tesco regeneration work is delayed due to the discovery of a Victorian Crypt under the site.</td>
</tr>
<tr>
<td>April 2010</td>
<td>Tesco apply for Planning permission to exhume bodies.</td>
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<tr>
<td>July 2010</td>
<td>Court grants permission.</td>
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<tr>
<td>Sept 2010</td>
<td>Revelations uncovered that Tesco used Balmore Properties as a cover agent to buy Linwood Town Centre in 2001. Tesco admit to these revelations.</td>
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<td></td>
<td>- Critics claim that Tesco had been involved in Linwood for almost a decade without any development taking place.</td>
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<tr>
<td></td>
<td>- Critics claim that Tesco intentionally let the Town Centre fall into a state of disrepair for a positive community response to their future development plans.</td>
</tr>
<tr>
<td>Nov 2010</td>
<td>Tesco begin new consultation as they need to change original plans.</td>
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</table>
February 2011 - Present

Feb 2011  Tesco submit new plans to Renfrewshire Council
June 2011  Renfrewshire Council approve plans
Linwood Community understands that Renfrewshire Council ... 

- “Should be committed to exploring opportunities where local communities can take on more responsibility for helping to achieve outcomes set out in Single Outcome Agreements”.

- “Should have a key role to play in continuing to support and develop community groups which are the backbone of the community empowerment process.”

- “Support community capacity building, in terms of its reach to the communities that need it most, as well as its capacity to support community groups through various stages of development from formation to managing assets if they choose to.”

Quotes: Scottish Government – Community Empowerment Action Plan
June 2009 | The Community Infrastructure Plan is written by Renfrewshire Council.
- On Page 17 of this plan there is recommended to demolish the Linwood Community Education Centre to may way for an access road into a future £24m Sports Complex.

August 2009 | The LCEC Management Committee write to Local Councillors and Renfrewshire Council due to rumours that Centre is being demolished.

Nov 2009 | LCECMC arrange a meeting with Renfrewshire Leisure Limited/Renfrewshire Council/Local Councillors/User Group Lead and rumours are confirmed that centre is being demolished.

Facts:
No Community Consultation/Engagement/EQIA Process was carried out with by RLL/RC with the Linwood community during the decision-making process to demolish the community centre and the future design of the £24m Sports Hub.
Linwood Fights Back!
### March – June 2010

**March 2010**
Linwood Focus is established and write to Council Officers and Councillors with proposals to proportion the £24m funding that was being invested in order to preserve the social and recreational facilities and asked to be part of future regeneration projects within Linwood.

**May 2010**
Leader of Council writes to Linwood Focus to confirm that the £24m is the level of funding required for the new sports complex and was not up for reallocation or discussion.

**June 2010**
Linwood Focus work with Community Groups to collate ‘User Requirements’ for the future sports complex. Forms and report are handed to RC/RLL.

**June 2010**
The Leader of RC gives full assurance that Linwood Focus will Participate, be Involved and be fully Engaged during the design process of the future Sports Complex.
Sept 2010

Plans for new £24m Sports Hub are announced at ‘Public Meeting’ without prior involvement from Linwood Focus. Plans highlighted that the new road into future sports hub was being built round the current community centre. There was therefore no need to demolish it.
- Linwood residents in attendance are outraged.
- A local MP calls a further Public Meeting and RC/RLL decline invitation.

Nov 2010

Linwood Focus highlight that they believe Linwood Groups were disempowered, marginalised and ignored during the consultation process of the £24m Sports Complex as the plans do not meet the needs of the Linwood Community as the do not offer a community wing or a 3G All Weather Football Pitch.

Nov 2010

RLL/RC confirm that Linwood User Groups requirements were included ‘as far as possible’ and user groups would “fit-in” to new Sports Hub or other properties/ facilities within Linwood.
**December 2010 – February 2011**

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
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<tbody>
<tr>
<td>Jan 2011</td>
<td>Linwood Focus hold meetings with Linwood Groups.</td>
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<tr>
<td>Feb 2011</td>
<td>Linwood Coalition Group is formed.</td>
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</tbody>
</table>
| Feb 2011 | A ‘Needs Assessment’ questionnaire is distributed to 4000 households in Linwood  
- 99.6% of Linwood Residents opt for a community facility run ‘for the community, by the community’.  
- 121 Volunteers come forward.  
- 3000+ residents and user groups support this innovative approach. |
What facilities would you like to see in the New Tweedie Hall that would cater for all age groups in your household?

- Hall
- Stage
- Kitchen
- Café with Internet Access
- Meeting Rooms
- Education Suite
- Youth Drop In
- Changing Facilities for local football clubs so they can access public park
- Function Suite
- Soft Play Area
- Information Centre
- Dance Studio
March 2011  

Leader of Council highlights at a meeting on 07.03.11 with Coalition members that the findings from the Community Questionnaire are:

- merely an ‘aspiration’ of needs.

- the level of support Renfrewshire Council will offer to the development of Linwood Coalition is “none”.

- The Coalition Groups should now go away (again) and write a Business Plan however, “shouldn’t be too disappointed as other Social Enterprises such as RLL/PPRC and Kibble will probably be interested in managing the facility via RC’s Procurement Process and they will have the skills and expertise to deliver.”
Social Enterprises:

**Kibble** – is a new initiative operating in partnership with Renfrewshire Workforce Plus. Since May 2010 it has been successfully providing work experience, training and employment for young adults between the ages 18 and 24 who are presently unemployed.

**Paisley Partnership Regeneration Company (PPRC)** – receive a level of funding from RC and other partners from Renfrewshire Community Planning Partnership (CPP) in its task of tackling poverty and deprivation in Renfrewshire.

**Renfrewshire Leisure Limited** – has a ‘Service Agreement’ with RC to enable it to carry out its objectives to promote participation in sport and physical recreation for the benefit of the people of Renfrewshire. Renfrewshire Council has 4 Councillors and 1 Council Officer who sit on RLL’s Board. RLL have also been commissioned by RC to design and manage the future £24m Linwood Sports Complex.
June 2011  Linwood Focus applies to Scottish Community Foundation’s, for the ‘Our Community, Our Future’ funding.

June 2011  RC’s ‘Building Better Communities’ paper highlights that the new Linwood Sports Complex funding had made a saving and was being reduced from £24m to £23.4m. This paper uncovered that Linwood would not be getting a 3G Pitch ‘at this time’ as it would cost £0.6m - the level of funding that was being ‘saved’.

August 2011  Linwood is awarded the ‘Our Community, Our Future’ Funding to develop a community plan for Linwood from Scottish Community Foundation.
November 2009 – August 2010

- Demolishment of current Comm Centre is announced.
- Linwood Focus is established and collates ‘User Requirements” for RLL/RC for future £24m Sports Hub.
- Leader of Council gives full assurance that Linwood Focus will Participate, be Involved and be fully Engaged during the design process on the condition Linwood Focus drops the ‘Save the Centre’ Campaign and the future Lobby of RC.
- Linwood Focus write to Leader of Council to seek formal agreement of meeting however, he declines by saying agreement was “a minute of opinion”

September 2010

- Plans for new £24m Sports Hub are announced at ‘Public Meeting’ without prior involvement from Linwood User Groups/Linwood Focus.
- Linwood residents in attendance are outraged.
- Cllr Anne Hall calls a further Public Meeting.
- RLL and Leader of Council decline invitation.
- RLL confirms that Linwood User Groups requirements were included ‘as far as possible’ and user groups would “fit-in” to new Sports Hub or other properties/facilities within Linwood.

October - November 2010

- Leader of Council makes announcement to transfer community council assets.
- Leader of Council meets with Linwood Focus and Linstone Housing Association to discuss managing the future Tweedie Hall as a joint partnership.
- Leader of Council confirms that Linwood Focus will need to form a Community Coalition and consult with the wider Community to demonstrate agreement with this approach.
- Leader of Council agrees that he will then consider what support RC will offer group.
- Tesco confirm that the level of funding for the future Community Facility as part of their regeneration is £5.1m.

December 2010 – February 2011

- Linwood Coalition is formed.
- Community Needs Questionnaire is circulated to 4000 households in Linwood.
- 99.6% of Linwood Residents opt for a community facility run ‘for the community, by the community’.
- 121 Volunteers come forward.
- 3000+ residents/user groups support this innovative approach.
- RLL confirms that they made the decision to build a Sand-Dressed pitch at new £24m Sports Complex.
  “This will primarily be used for hockey purposes and football clubs can use it for ‘practice’ needs – we can’t keep everyone happy.”

March 2011

Leader of Council highlights at a meeting on 07.03.11 with Coalition members that:
- the findings from the Community Questionnaire are merely an ‘aspiration’ of needs.
- Leader of Council doesn’t recall offering previous support and confirms that the level of support Renfrewshire Council will offer to the development of Linwood Coalition is “none”.
- The Coalition Groups should now go away (again) and write a Business Plan however, “shouldn’t be too disappointed as other Social Enterprises such as RLL/PPRC and Kibble will probably be interested in managing the facility via RC’s Procurement Process and they will have the skills and expertise to deliver.”
Conclusion
Regeneration - How is Linwood being lifted out of Social Decline?

- Shovelling £5.1m into Linwood for 'Regeneration' purposes.
- Tesco giving full funding to Renfrewshire Council.
- RC taking £1.5m from £5.1 Tesco funding as a capital receipt.
- £24m being invested for a future 'Sports Complex' without meeting the needs of the Linwood Community ie. 3G Pitch and Community Wing.

Questions:
1. Tesco & RC investing £29.1m into Linwood without meeting the needs of the Linwood Community.
2. Why has Tesco and RC not allowed community groups to participate, be involved and become empowered during the design/planning process of our future community facilities? Even though these groups have been delivering services in Linwood for more than 30 years.
A Community Development Trust for Linwood
The **vision** of a Community Development Trust will be to make Linwood a stronger, safer, healthier, greener and happier place to live.

Our **mission** is to run a fit for purpose community facility for the benefit of all age groups in Linwood .... run for the community by the community.
A Community Facility should …

- be ‘run for the community by the community’;
- be informal and welcoming - a place for the community to meet;
- promote the closure of the inequalities gap - by providing better health and wellbeing facilities;
- be an ‘information hub’ for the community to come together to build community capacity;
- develop employability & volunteering opportunities in order to build confidence and self esteem;
- improve access to education and learning;
- be a ‘more than profit’ initiative where all income is reinvested back into our community in order to build social capital; and
- be accessible to everyone and affordable for all.
What is the Linwood Community Development Trust?

The Linwood Community Development Trust:

- Is an alliance of groups based in Linwood who are passionate about preserving the resources and community spirit we currently experience within our community;

- Is reflective of the community in the widest sense as the group represents the community as a whole; and

- Formed as it is concerned that the loss of community facilities will effectively exhaust the recreational, cultural, educational and welfare facilities being experienced by Linwood Community Groups – some of which have been operating for more than 30 years.
The Community Development Trust:

- Will act as the ‘anchor’ for the process of empowerment of our community;

- believes that there is a history of deficit model regeneration work in Linwood which has resulted in reproducing the local problems such as the car factory, shopping centre (only ever getting worse) and created new problems (such as a new Sports Hub and Tesco Development) which did not include the needs of Linwood residents;

- is determined not to repeat the mistakes of the past during regeneration and is using an “asset” based approach to their work. This approach recognises the resources that individuals and communities have that can be built on, rather than focusing only on the ‘deficits’ that are perceived to exist; and

- aims to build a stronger, more resilient Linwood.
We will continue to persevere as …

Henry Wadsworth Longfellow

…. Perseverance is a great element of success. If you only knock long enough and loud enough at the gate you are sure enough to wake up somebody…….
Whose Regeneration?
(Part 2)
Who?

Linwood Community Development Trust is a group of volunteers who are determined to regenerate, retain and improve community facilities that will be accessible and affordable for residents of all age groups.

This will allow everyone in Linwood to meet and work together in order to create the positive changes needed to make Linwood a more attractive place, with a vibrant and healthier community.
Current Regeneration

New £24m Sports Hub

New Tesco Superstore
In 2009 it was announced by Renfrewshire Council that Linwood was to receive a £24m state-of-the-art Sports Hub by 2013 as part of their Building Better Communities agenda.

However, many months after this announcement it unfolded that Linwood would need to sacrifice the loss of its community centre in order to make way for a through road into this facility. This was decided without any prior consultation with the 1000 users who used the centre on a weekly basis.

At the same time it was announced that there would be no plans within the £24m sports development to include a full-size 3G football pitch for our 600+ football community.
LCDT believe......

• The existing facilities at the future Sports Hub would serve a different purpose in the neighbourhood to that of the community centre.

• Sports hubs are large, impersonal venues which although they may fulfil the requirements of the sports and health enthusiasts they fail to serve the needs of local residents seeking a traditional, informal and economical way to meet with friends and neighbours in their local community.

• Our community centre was essential to the survival of sustaining community spirit within Linwood as it was the cornerstone for the local neighbourhood to convene.

• Fragmenting the services of the existing community centre would have a negative effect on the quality of life for hard to reach groups and would also break down intergenerational and voluntary work currently experienced.

• Majority of Linwood residents would be unable to access the new facility due to demand, over inflated prices and lack of community ownership.
We understood that Renfrewshire Council ...

- Should be committed to people having a greater say in how local services are planned and delivered. Only by genuinely engaging with local people can we develop services which meet the local needs and aspirations. In particular the effective engagement of local people is critical to the REGENERATION of our most disadvantaged communities ....

- It is only by listening to the experiences and ideas of the people who live in these communities that we can find solutions which will make a lasting difference.
Cosmic Bureaucrats

Are you in need of a helping hand? Would you like me to guide you? To the new ‘State of the Art’ Sports Hub, Tesco Superstore & Library that we have decided to build for you?
Flawed Consultations?

Please Don’t Interrupt Me While I’m Ignoring You
A Communities ‘Right to Challenge’ ……..

Throughout 2010/2011 members of LCDT met with Officers, Local Councillors and the Leader of Renfrewshire Council as we believed we had the right to **challenge** the lack of community consultation that had occurred during a major regeneration project within Linwood.

Our voice was not heard. We were ignored, disempowered and on many occasions made to feel inferior by those in power.

In the end, we lost our community centre and football campaigns.

It was a case of them doing if ‘for us’ instead of doing it ‘with us’.
Tesco Regeneration

TESCO

Every little helps
In 2007, Tesco announced they would build a state-of-the-art Superstore and promised to help regenerate Linwood. However, it unfolded that Tesco were responsible for the state of our town centre for more than a decade as they had purchased it through the guise of Balmore Properties in 2000.
1. LCDT formed a Community Campaign to get Tesco Plans moving
2. New Timeline Announced
3. Demolition Plans were finally announced
Enough is Enough!
LCDT believe that assessing assets alongside needs would have given a better understanding of our community during these major regeneration projects.

This approach would have been a better way of working with the community and their assets to develop services that would help address the health & social inequalities currently faced in Linwood.
Whose Regeneration is it?

Tesco Funding
• Giving RC £5.3m. RC retaining £1.7m as a capital receipt for loss of Library & Tweedie Hall and using remaining £3.6m to build a new town hall to include a state-of-the-art Library - without any community consultation.
• Additional funding for improvements to Lincliffe roundabout;
• Additional £20k for Public Arts
• Additional £30k to upgrade roads and footpaths.

£24m Sports Hub
• Demolition of community centre for through road.
• Lack of consultation
• Long term profits retained by Renfrewshire Leisure (partner organisation of RC).

Community of Linwood
Lack of meaningful participation, involvement & empowerment during the design/planning process of our future regeneration facilities has resulted in:
• Loss of Community Centre
• 1000 Users fragmented to other venues that do not meet their needs
• High risk of losing community spirit/cohesion/inclusion/intergeneration currently experienced
• No 3G football facility resulting in groups travelling to other venues.
• Community groups being ‘priced-out’ of facilities

• Responsible for town centre eye sore for more than a decade.
• Creating 250 jobs – how many of these will be allocated to Linwood residents?
• Superstore will generate long term profits for Tesco.
Since our voice was not heard during recent regeneration programmes and following the announcement of the dreaded Carbuncle Award in December 2011, LCDT decided to carry out our own community consultation ……
Community Consultation

.... Over 2,200 local residents participated.
Partners/Agencies

…. With support from our partner organisations.
The support given by partner organisations and Linwood residents has helped LCDT to produce the first ever Community Action Plan for Linwood.

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

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

H.E.L.P
Healthy Eating in Linwood Project

Community Facility
Accessible & Affordable for All

Linwood in Bloom
To make Linwood beautiful

Light Up Linwood
To make Linwood proud

Linwood Youth Stand Up
Creating Opportunities
Linwood in Bloom

The Linwood in Bloom project will:

- Increase in Civic Pride through local people taking on the planning and management of their environment
- Long term improvement in their local environment through planting floral displays and improved cleanliness
- Regeneration of disadvantaged areas
- Stimulation of voluntary work and co-operation between community groups
- A means to address issues such as sustainability, recycling, minimising waste and conservation
This year’s Christmas tree brought a renewed sense of hope and was well received by the community. The Light Up Linwood project will:

- Continue to fundraise for Christmas lights to keep up Linwood’s Christmas Cheer!
- Work alongside Community Council to apply for future funding
Linwood Youth Stand Up Group

Young people will work in conjunction with partner organisations to:

- Provide a community radio station
- Create new opportunities for young people to get involved in creating positive changes in Linwood
The Community & Football Project will:

• Provide ownership of land, leased by the community, for the community
• Fundraise for a 3G football park facility
• Fundraise for a community facility
• Lower costs for families
• Reduce travelling time for families
• Lower carbon emissions
• Keep our young people physically active
• Create an informal and affordable meeting place for all age groups to come together
HELP
(Healthy Eating in Linwood Project)

The HELP project will:

- Improve access to high quality, low cost fruit/veg
- Bring volunteering opportunities
- Improve health & wellbeing
- Bring training & employability opportunities
- Provide information on nutrition
- Allow residents to buy the quantity of fruit/veg they need
- Generate income for Linwood: For every £5 spent on fruit/veg, £1.50 will be reinvested back into project and Linwood
..... these projects will be ‘more than profit’ as they will bring added value by supporting environmental, economic, health & social inequality issues in Linwood.
Positive Future for Linwood ....

Renfrewshire Council have agreed ‘in principle’ to offer up land in Linwood to help meet the objectives of our future projects.

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

However .......
We need your help ....
… for a brighter Linwood

Look up
and not down,
look forward
and not back,
look out
and not in, and
lend a hand.

Edward Everett Hale
.... as together much can be accomplished!

..... we have the vital ingredients required to help make Linwood more resilient, leading to a sense of well being and a greater quality of life.
We will never give up …

“Never give up on what you really want to do. The person with big dreams is more powerful than one with all the facts.”

Albert Einstein

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

Never, never, never give up.