



**GREATER POLLOK  
ARTS +  
CREATIVITY**

**STRATEGY**

2026 - 2031

HOW DO WE ENSURE THAT CREATIVITY IN GREATER POLLOK REACHES THE HEART OF THE LIVES, THE PLACES AND THE STORIES THAT MATTER TO THE PEOPLE OF POLLOK AND IS SHAPED BY THEM?

A strategy resulting from: creative workshops open to local artists / organisations, one to one meetings with stakeholders, online surveys, in-person surveys at community events and desk-based research.



Culture is ordinary. It's not what we see in galleries or on stages. It is the way we live. It is in our speech and memories. It's how a community understands itself.

In Greater Pollok culture is in the stories passed down through generations, it's walks through the woods and music played in living rooms. It's found in community centre dance classes and church hall craft days. It's in WhatsApp groups organising events and hurried conversations at the school gate.

Our culture is not separate from daily life, it is daily life.

When this everyday creativity is recognised and supported, it becomes powerful. It builds confidence in young people who might not yet see a pathway for themselves. It reduces isolation for older residents. It creates pride in place. It strengthens networks that hold communities together. Ordinary activity, when given space and backing, has the capacity to shift how a community feels about itself. That is where real change begins.

This strategy is about building connection, voice and shared purpose. That matters now more than ever. The strategy has taken time to listen before acting. It has named what is already strong and identifies gaps honestly. It reflects the hopes and ambitions voiced by the community, aligning lived experience to clear outcomes that encourage us to be brave, bold and to build a better, greater Pollok, together.

*(David McDonald, community, arts and culture advocate)*

# A STRATEGY SHAPED BY THE FOLLOWING PARTNERS + PEOPLE;



**THIS STRATEGY  
IS FOR ALL  
WHO LIVE, WORK OR  
HAVE AN INTEREST IN  
ARTS + CREATIVITY  
IN GREATER POLLOK**



## WHERE AND WHAT IS GREATER POLLOK?

Greater Pollok is one of the 23 wards making up the City of Glasgow, with a population of 32,890 (March 2022 census) covering an area of 11.7 km<sup>2</sup>, lying to the south edge of the city.

This strategy covers the ward but also recognises the importance of neighbouring wards.

Greater Pollok is made up of several neighbourhoods including: Pollok, Priesthill, Househillwood, Nitshill, Crookston, Darnley, Hurler, Jenny Lind, Parkhouse, Roughmussel, Southpark Village and Deaconsbank.

# CONTEXT

A group of five musicians is performing in a room with a rustic, stone-walled background. From left to right: a young man plays a harp, a man plays a harp with a green music stand in front of him, a man in a blue cap plays a flute with a yellow music stand, a woman plays an acoustic guitar with a black music stand, and a man plays an acoustic guitar. They are all seated on blue folding chairs. The word 'CONTEXT' is overlaid in large white letters across the center of the image.

Photo : Zebrowska

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GLASGOW.  
Vol. 6181  
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panies Acts 1908 to 1917 and having their Registered Office at One hundred and twenty West Regent Street, Glasgow, C.2. (who together with their successors in title to the lands hereinafter described are hereinafter referred to as "the First Party") Of the First Part and THE NATIONAL TRUST FOR SCOTLAND for places of Historic Interest or Natural Beauty incorporated by the National Trust for Scotland Order 1935 (hereinafter referred to as "the Second Party") Of the Second Part.

WHEREAS (1) the First Party is heritable proprietor of the lands and others hereinafter described and is desirous that the said lands should remain for ever as open spaces or woodlands for the enhancement of the beauty of the neighbourhood and so far as possible for the benefit of the citizens of Glasgow; (2) the Second Party is by Section 7 of the National Trust for Scotland Order 1935 empowered to enter into agreements with the proprietors of heritable subjects whereby real conditions are created upon

**Pollok's historical context provides a strong case for connecting the natural and heritage environment with our desire to care for it, and to interact with it creatively. In order to preserve its Intangible Cultural Heritage and to ensure that the areas open spaces and woodlands continue to be protected and accessible for the peoples wellbeing.**

## GREATER POLLOK : A GARDEN SUBURB

Pollok, represented a new vision for Glasgow, it was designed to be a model that would transform the city. As the first in what should have been a series of new outlying, low density planned communities. The City of Glasgow Corporation, envisaged Pollok as a beautiful garden suburb with "pleasure walks" designed to "give health and delight to many."

In 1937, the corporation purchased 746,368 acres of land from Sir John Stirling Maxwell, 10th Baronet of Pollok, and a leading figure working to protect Scotland's history, heritage and landscapes. He helped found the National Trust for Scotland, at Pollok House and donated the trust with their first ever property - Crookston Castle.

Sir John specifically stated that large parts of the new housing scheme as well as his Pollok estate, should: "remain forever as open space or woodlands for the enhancement of the beauty of the neighbourhood and so far as possible for the benefit of the citizens of Glasgow."

## Expressing yourself

'Expressing lived experience'

'Self expression and the manifestation of imagination'

## Being Creative

'The practice and enjoyment of creativity'

## Beauty

'Art is everything around us which makes everything much more beautiful'

## Meaningful

'Giving meaning to life - your own and your communities'

## Connection

'Community Connection... a way to connect, to communicate, to tell a story'

"ART IS SOMETHING THAT BOOSTS OUR SENSE OF BELONGING AND PRIDE IN POLLOK"



WHAT DOES 'ARTS' MEAN TO PEOPLE IN POLLOK?



IS GREATER  
POLLOK A  
CREATIVE  
PLACE ?

### **'yes but...'**

...There isn't enough on offer locally and not everyone knows what is on offer.

...It can feel invisible, the condition of some of the built environment demonstrating a lack of visible civic pride.

...It was more creative in the past when there was more funding.

...People can 'lack the confidence' needed to celebrate this.



'In the community I constantly see examples of creative solutions to problems. However, I think Pollok offers more examples of grassroots, practical creativity than creativity and art that is more passive - i.e. only intended for others to witness or be an audience to.'

'Pollok is creative, but it's a bit invisible and there's no actual traditional points to access arts or to gather.'

# WHAT DO YOU DO IN YOUR EVERYDAY LIFE THAT YOU CONSIDER TO BE CREATIVE?

If we want to nurture creativity inclusively for everyone in Greater Pollok, it begins here.

People in Pollok described their own creativity in the following categories:



"ART FOR ME IS ABOUT DAY TO DAY LIFE. I FIND SOMETHING ARTISTIC IN MY EVERY DAY WORK AND CHORES."

**Art forms that people practice either personally or with family members :**

drawing, writing, making and listening to music, arts and crafts, knitting, crochet, sewing, creating games, face painting

**Creativity around the home :**

gardening, cooking, baking, thinking of prezzies, decorating the house, getting dressed, upcycling clothes and furniture, personalising things, making things for the garden, flower arranging

**Social creativity :**

organising trips and events, playing, facilitating creativity for others, having creative conversations





POLLOK  
PEOPLE

+

POLLOK  
PLACES

## **SWAMP (Greater Pollok Community Development Trust)**

For over 25 years SWAMP have used the arts to bring people together and support the community of Pollok through youth groups, skills development, mental health support, welfare rights, a pantry and helpline.

## **The Village Storytelling Centre**

Scotland's leading applied Storytelling organisation and a centre for Contemporary Storytelling Performance. They aim to increase access to storytelling and creative opportunities for communities; to provide platforms for people to share their voices.

**GREATER POLLOK IS HOME TO A SMALL NUMBER OF WELL ESTABLISHED, RESPECTED AND COMMUNITY FOCUSED ARTS ORGANISATIONS.**

## **Independent Classes and groups**

Independent Arts and Crafts groups in the area include: The Pollok Art Group (a self managed social Art Club over 20 years old,) weekly Arts and Craft groups at SWAMP, The Peat Road Hall (Priesthill URC Church) and the Tesco Community room.

There are many private classes locally, particularly in Dance.

# **POLLOK PEOPLE**

## **Spider Arts**

A Community Arts and wellbeing education charity, supporting children and young people, their families and professionals working with them through art therapy.



Arts and creative work is also delivered locally by city wide organisations such as;

**Glasgow Life** (delivering engagement through the Glasgow Museum Resource Centre, Open Museum, Libraries, Community Centres and Youth Work Services)

**Glasgow City Council Education Services** (through St. Pauls High School and all of the local Primary Schools)

**Glasgow's Centre for Civic Innovation** (a citizen-centred design team within Glasgow City Council, based in Pollok)

**Eco Drama** (who run The Pollok Community Orchard)

**NHS** (Leverndale Recreational therapy Department)

**St. Angela's Participation Centre - SAPC** (Local Community Sports Hub)

**Girl Guiding Scotland** (arts and craft activities through local groups)

# POLLOK PEOPLE

CREATIVE ACTIVITY  
IN GREATER POLLOK  
IS OFTEN DELIVERED  
IN PARTNERSHIP  
WITH SOME OF THE  
AREAS INSPIRING  
PARTNERS IN  
HEALTH,  
ENVIRONMENT AND  
HERITAGE SECTORS

## **The Friends of Crookston Castle**

A key local heritage organisation who aim to promote and engage people in this unique heritage asset and use creative arts as part of interpretation, events and workshops.



Key

Environmental  
organisations include:

## **Greater Pollok Services CIC**

whose work includes creating volunteer opportunities, the improvement of local spaces, development of community gardens and creative local events.

**Urban Roots** who support community growing projects, cooking programmes and community meals.

*However resilient and far reaching these organisations are it is worth noting that compared with other wards of the city the cultural offer is still fairly low given the population size.*

# POLLOK PEOPLE

THERE ARE INSPIRING PEOPLE WITH POLLOK CONNECTIONS THAT HAVE FORGED THEIR OWN PATHWAYS INTO THE ARTS AND COULD BE CELEBRATED AS ROLE MODELS

Pollok had links to Glasgow's reputation as a UNESCO city of music, with the **Flamingo Ballroom** in Cardonald on its doorstep.

**Tom Leonard**, renowned Scottish Poet, Writer and Critic - grew up in Pollok.

**Craig Mulholland**, Visual artist, Lecturer and Researcher at Glasgow School of Art - grew up in Pollok.

**Gavin Williams**, Dance Artist, Facilitator & Choreographer, engaged in programmes at The VSC and SWAMP as a young person.

The area is home to professionals working in the creative industries: **dance, music and sound engineering, stage and screen acting and directing, painting, poetry, ceramics, podcasting and radio**, as well as self-taught artists and students.

**NOTABLE ARTISTS / CREATIVES WITH A CONNECTION TO POLLOK**

**David Patrick O'Hara**, Scottish Stage and Character Actor - grew up in Pollok.

**LOCAL ARTISTS / CREATIVES LIVING AND WORKING IN POLLOK TODAY**

In living memory there are stories of social and creative culture locally through the past decades: dances and music as well as an active youth arts scene with events such as the Big Day Out and The Big Night out.

**Eddi Reader MBE**, Scottish Singer-songwriter, lead vocalist of the folk and soft rock band Fairground Attraction - grew up in Arden.

**Darren McGarvey**, (aka Loki) Writer, Performer, Columnist and Rapper - grew up in Pollok.

**Bobby McNamara**, (aka Rogue-One): Self-trained prolific Street Artist - grew up in Darnley.

However, the Glasgow School of Art database of postcodes for its graduates residing in Glasgow shows that less than 1% lived in G53 in 2022.

## THE AREA HAS THREE OF GLASGOW'S LARGEST CULTURAL VENUES ON ITS DOORSTEP

**The Glasgow Museum Resource Centre (GMRC)** managed by Glasgow Life, with an object store that houses around 1.4 million objects, strong community education and kit loaning services, in Nitshill.

**The Burrell Collection**, managed by Glasgow Life, award winning and newly refurbished, in Pollok Park.

**Pollok House**, looked after by The National Trust for Scotland, has important heritage links to the area, in Pollok Park.



*However geographically close these venues are to communities in Greater Pollok, the M77 and the White Cart river create physical barriers to Pollok Park and the GMRC is also tucked away within an industrial estate. Furthermore there are significant social-economic barriers.*

# POLLOK PLACES

‘Glasgow Museums is a civic collection, this means that it is owned by the people of Glasgow. We are always looking for ways to ensure the public know this and feel an ownership over their collection, this can help break down barriers. I think it would be great to build this into the strategy in some way, the Dali is theirs, the Degas collection is theirs, the sculpture, everything we will see (apart from the odd loan) belongs to the people of Glasgow, Glasgow Museums just take care of it.’  
(Rachel Leckie, GMRC Learning and Access Curator)

POLLOK HAS A NEWLY REFURBISHED STATE OF THE ARTS CREATIVE HUB

POLLOK PLACES

**The Open Museum** gallery space in the Pollok Civic Realm, showing collections held by Glasgow Museums.



**Nobel Arts Boxing Club**

**The Wedge**

**SWAMP** (Greater Pollok Community Hub), with music/recording studios, arts studio, dance studio, wood workshop, meeting spaces, community cafe and IT provision.



**Cineworld**

**Glasgow Clyde College Cardonald Campus**, teaching; Fashion & Textiles, Graphic Design, Creative, Metal Work, TV & Media.

**Pollok + Darnley Community Centres**, with multiple large and small spaces, including performance spaces.

**Leithland Neighbourhood Centre**

**LOCAL VENUES WHERE CULTURAL ACTIVITY TAKES PLACE**



**The Pollok Civic Realm**, home to Pollok Library, The Open Museum gallery and 2 community rooms.

**Local churches**, including; James the Great, St. James, The Peat Road Hall, 50p Church, the Baptist Church + more...

**The Village Storytelling Centre** at Langton Halls, with a large bright multi purpose studio.

**Tesco community room**

**Coal mining**  
heritage of  
Nitshill.

**The Leverndale tower** and  
**Hawkhill Asylum**

**Pollok House**, former  
seat of the  
Stirling-Maxwells who  
owned most of the  
land in Greater  
Pollok.

**LOCAL  
HERITAGE  
ASSETS**

The **'Green  
bridge'** at  
Dams to  
Darnley.

**Househill House**, formerly in  
Househill Park, owned  
by Kate Cranston and  
interiors designed by  
C. R. Mackintosh.

**WW2 infrastructure**,  
prisoner of war camps,  
practice trenches etc.  
in Dams to Darnley.

# POLLOK PLACES

**Crookston Castle**, a  
mediaeval castle -  
now in ruins,  
Glasgow's last  
Castle.



**POLLOK IS HOME TO THE  
CITY'S ONLY REMAINING  
CASTLE**

**Rivers and burns** running through the ward: The White Cart, The Brockburn, Levern Water and more.



POLLOK HAS THE ONE OF THE LARGEST AMOUNTS OF GREEN SPACE IN THE CITY

# POLLOK PLACES

Several well established and new **community gardens and wild gardens**, cared for by residents and organisations.

**Notable trees** in the area from the Darnley Sycamore to the Witches Tree in Pollok Park.

Many official and unofficial **parks and woodlands**.

**Dams to Darnley**, 135 hectares country park with mix of habitats including lochs.

Multiple **hilltops** and viewpoints which are unique to this part of the city.

## ENVIRONMENTAL ASSETS

**Damshot Woods**, an annex of Pollok Park.

**Pollok Park**, Europe's largest urban green space - also linking with the community of Pollok through the story of the Pollok Free State.



# CHALLENGES



## WHAT ARE THE CHALLENGES?

### **There are barriers**

There are some significant barriers to accessibility:

Lack of confidence

Economic barriers

Health barriers

Physical accessibility barriers

Lack of resources

Not knowing what is available

Not knowing where to go

Gaps in provision for certain demographics

Gaps in provision of certain art forms

'Participants (at a local arts programme) consistently report feeling included and supported. These sessions have fostered creativity, facilitated connections with others facing similar mental health challenges, and ultimately contributed to the improvement of wellbeing. Moreover, participants feel a greater sense of community involvement. It is crucial to remember that some individuals struggle with mental health issues such as anxiety and depression, making it challenging to leave the comfort of their homes.' (Peat Road Medical Practice, Community Links worker)

# WHAT ARE THE CHALLENGES?

**Local artists / creatives identified these specific challenges:**

## **SPACES**

Lack of a centralised civic space to support cultural activity, markets etc.

Lack of affordable spaces for organisations to establish a base, despite vacant units.

Historic lack of a central arts space, activity feeling dispersed/hidden and opportunities to meet other creatives reduced.

Lack of a cultural night time economy.

Lack of artist studios locally.

Challenges in accessing spaces due to competition with private lets.

## **COMMUNICATION**

Need for streamlined, joined up, communication about 'What's on'.

Social media isn't active enough anymore.

It is difficult and expensive to promote activities in a wide reaching and accessible way.

## **FUNDING AND SUSTAINABILITY**

Lack of sustainable funding.

Loss of talent locally, due to limited opportunities for artists.

Lack of local professional development opportunities across the age-groups.

## **ACCESSIBILITY**

Not all cultural work is relevant to the local community.

Lack of awareness of neuro-diversity within arts and creative work.

Perception of the area as 'rough' continues both externally and within the community'

It is difficult to ensure everyone is included due to lack of knowledge, skills, confidence and funding.

# WHAT ARE THE STRATEGIC OPPORTUNITIES?

## Reference points for Culture in Scotland, Glasgow and Greater Pollok:

**Glasgow's Cultural Strategy** (2024 - 2030) Priorities '2. Cultural Participation' and '3. Skills' resonate strongly in Greater Pollok.

**Glasgow City Council's strategic plan** (2022 - 2027) 'Challenge 1: Reduce poverty and inequalities in our communities' - resonates strongly in Greater Pollok.

**The Scottish Government's Culture Strategy for Scotland** (2023) Prioritises the role of Culture within Health and Education and recognises the need to focus on resilience and long-term recovery of the arts sector.

**The UNESCO Convention for the Safeguarding of Intangible Cultural Heritage** This has sparked fresh conversations about how best to recognise and register ICH.

**The Greater Pollok Local Development Framework** (2024 - 2035) Key headlines of the LDF include proposals to unlock Greater Pollok's local centres as the heart of local neighbourhoods as well as harnessing the potential of Silverburn as an economic catalyst. It advocates for the role of creativity and creative enterprise within it.

**Glasgow's Climate Action Plan** (2026 - 2030) Includes actions around green spaces, biodiversity and active travel which aligns with priorities and actions identified in this Arts Strategy.

# VISION



**GREATER POLLOK IS A VIBRANT, INSPIRING AND INCLUSIVE CREATIVE PLACE WITH AN ACCESSIBLE AND LOCALLY DISTINCTIVE CULTURAL LANDSCAPE SHAPED BY AND FOR THE PEOPLE OF POLLOK.**

**Mission : People will want to live, work and visit this community, cultural capital of Scotland.**

STRATEGIC AMBITIONS, ARTS + CREATIVITY IN GREATER POLLOK WILL BE:

**A. ACCESSIBLE + INCLUSIVE**

**B. INSPIRING + EMPOWERING**

**C. CELEBRATORY, VISIBLE +  
LOCALLY DISTINCTIVE**

**D. IMPACTFULL + MEANINGFULL**

**E. ENTERPRISING + SUSTAINABLE**

**F. CONNECTED**

# AMBITIONS

## ACCESSIBLE + INCLUSIVE

There are no barriers for people in Greater Pollok to access arts opportunities, learn new skills and practice creativity within their daily lives.

## INSPIRING + EMPOWERING

Arts and creativity are bold, ambitious and adventurous, actively engaging local people in order to empower them to be expressive, imaginative and confident in all areas of their lives.

## CELEBRATORY, VISIBLE + LOCALLY DISTINCTIVE

Creativity is at the forefront of celebrating Greater Pollok, its people, places, culture and diversity, heritage and environment ensuring a strong universal sense of civic pride.

## IMPACTFULL + MEANINGFULL

Creative projects will respond to the specific experiences, interests and needs of individuals and neighbourhoods within Greater Pollok.

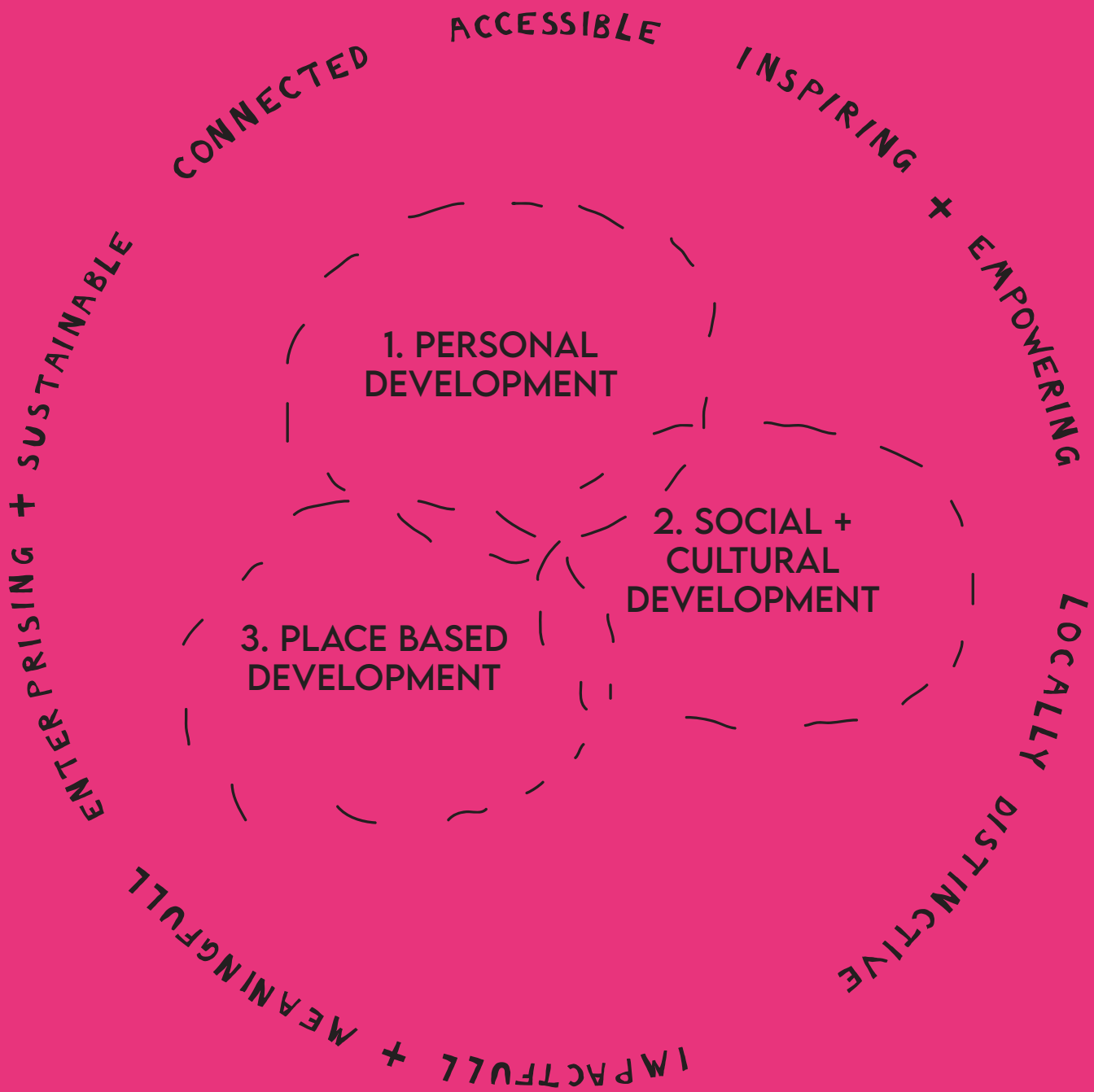
## ENTERPRISING + SUSTAINABLE

Creativity will play a key role in professional development, enterprise and employability locally and the local arts community will have sustainable opportunities to live, work and thrive in the area.

## CONNECTED

Creativity will connect people in Greater Pollok with one another, their heritage and environment, the rest of the City and Scotland as a whole. Collaboration will be exemplary.

# OBJECTIVES



# OBJECTIVES



# OBJECTIVE 1.

## PERSONAL DEVELOPMENT

**1.1** PROVIDE OPPORTUNITIES FOR SKILLS, KNOWLEDGE AND CONFIDENCE DEVELOPMENT WITHIN THE ARTS AND CREATIVITY.

**1.2** IMPROVE THE HEALTH, CONFIDENCE AND WELLBEING OF PARTICIPANTS, ARTS WORKERS AND AUDIENCES.

**1.3** CREATE PROFESSIONAL DEVELOPMENT, ENTERPRISING AND ECONOMIC OPPORTUNITIES LOCALLY FOR ARTISTS AND CREATIVES.

**1.4** ARTS AND CREATIVITY OFFER OPPORTUNITIES FOR EVERY RESIDENT IN GREATER POLLOK TO FIND CONNECTION, EMPATHY, BELONGING AND IDENTITY.

Ambitions these objectives support;

A. B. D. E.

A. B. C. D. F.

C. D. E. F.

B. D.

# OBJECTIVE 2.

SOCIAL + CULTURAL DEVELOPMENT

**2.1** ESTABLISH A SUPPORTIVE, VISIBLE AND SUSTAINABLE NETWORK OF LOCAL ARTISTS / CREATIVES AND ORGANISATIONS.

**2.2** IMPROVE COMMUNICATION ABOUT ACTIVITIES, EVENTS AND OPPORTUNITIES LOCALLY IN TERMS OF ARTS AND CREATIVITY.

**2.3** INCREASE ACCESSIBILITY AND KNOWLEDGE OF EXISTING SPACES AND THEIR OPPORTUNITIES.

**2.4** RAISE THE PROFILE OF GREATER POLLOK AS A CONFIDENTLY CREATIVE, FASCINATING AND BEAUTIFUL PLACE THAT ATTRACTS PEOPLE THROUGHOUT THE CITY AND BEYOND TO LIVE, WORK OR VISIT.

**2.5** BUILD CREATIVE CAPACITY AND STRATEGIC COLLABORATIONS THROUGH ROBUST PARTNERSHIPS BETWEEN INDIVIDUALS, COMMUNITIES AND ORGANISATIONS.

Ambitions these objectives support;

A. B. E. F.

A. F.

A. C. E. F.

B. C. E. F.

A. C. D. F.

# OBJECTIVE 3.

PLACE BASED DEVELOPMENT - enhancing civic pride

Ambitions these objectives support;

**3.1** INCREASE SENSE OF LOCAL COLLECTIVE PRIDE.

A. B. C. D.

**3.2** ENHANCE LOCAL PEOPLE'S CONNECTION TO NATURE, THROUGH THE AREA'S WONDERFUL AND VARIED PARKS, FORESTS AND GREENSPACES, AND RESPOND CREATIVITY TO CLIMATE ISSUES.

A. B. C. D.

**3.3** PHYSICALLY ENHANCE THE LOOK, FEEL AND FUNCTIONALITY OF THE BUILT ENVIRONMENT THROUGHOUT THE LOCAL AREA.

B. C. F.

**3.4** CONTRIBUTE CREATIVE SOLUTIONS TO ALL ASPECTS OF COMMUNITY DEVELOPMENT.

B. C. F.

**3.5** SAFEGUARD GREATER POLLOKS INTANGIBLE CULTURAL HERITAGE.

A. B. C. D.

**WHAT  
NEXT?**

# **ACTION PLAN**

# PHASE 1: AN ACTION PLAN FOR 2026 - 2028

**Rachel Leckie**

Learning and Access  
Curator for Glasgow  
Museum Resource  
Centre

**Helen Mill**  
Director of The  
Village Storytelling  
Centre

**David Dunlop**

Senior Planning Officer,  
(Neighbourhoods,  
Regeneration and  
Sustainability)  
GCC

**In summer 2025 an Arts and Creativity  
Strategy Steering group was formed to  
oversee the implementation of this strategy  
and to create this action plan.**

**Fiona Rich**  
Director of Spider  
Arts

**Andy Peline**

Director of SWAMP

The steering group has agreed to:

Meet every 2 months

To identify and seek funding opportunities

To review and update the action plan

To maintain the group, seeking new members where appropriate

**Hannah Brackston**

Greater Pollok Artist  
in Residence  
with the VSC

**David McDonald**

Chair of The Friends  
of Crookston  
Castle

**Colin White**

The Community  
Stories Lead from  
the VSC

**Karyn Flemming**

Head of Music from  
St. Paul's R.C. High  
School

# ACTION 1.

## ESTABLISH A STRONGER, MORE VISIBLE LOCAL ARTS NETWORK

**LED BY: The Village Storytelling Centre with input from all partners**

Provide a platform for members of the network to share information and opportunities.

Run a series of networking events, with creative contributions given by local artists.

Promote opportunities to the network to be involved in annual community arts events.

Commit to share information and opportunities that members of the network have themselves.

# ACTION 2.

IMPROVE VISIBILITY + COMMUNICATION ABOUT ALL CREATIVE ACTIVITY IN THE AREA

**LED BY: All partners**

Research options for development of an app or similar digital platform, that could be used to map creative people, places and activity across Greater Pollok.

Develop and promote a locally distinctive visual brand for all arts and creative work in Greater Pollok.

Produce publicity materials that communicate connected programmes of creative activity and opportunities available locally.

# ACTION 3.

INCREASE COMMUNITY FOCUSED ARTS OPPORTUNITIES THAT CONNECT PEOPLE WITH THE AREAS HERITAGE + ENVIRONMENT

**LED BY: The Village Storytelling Centre and The Friends of Crookston Castle with input from all partners**

Seek funding to increase engagement of artists / creatives working with these themes/places.

Identify and maintain opportunities to connect existing creative activities and events with heritage and environmental themes/places.

Seek opportunities to connect new and existing arts activities in the area with city wide cultural festivals.

# MEASURING IMPACT



We will ensure to measure the impact of all of the work that is undertaken as part of the delivery of our action plan.

This will be done by:

Implementing a 'measuring impact' plan that identifies reporting methods which are thoughtful, human-centred, effective, can be consistently exercised and adapted for different contexts.

Using creativity as a central tool in designing and implementing our evaluation approach.

Maintaining a focus on delivery and ensuring that evaluation is undertaken with an understanding of the limits of measurements and metrics.

We will aim to review this Action plan after 2 years - in January 2028.

We will aim to review this full strategic document after 5 years - in January 2031.

“This ambitious strategy reflects Greater Pollok’s remarkable creativity and resilience, and charts a clear path toward a stronger, more connected cultural ecosystem. Inspiring Scotland’s Creative Communities Glasgow programme is delighted to support this work, which invests in local capacity, expands access to creative opportunities, and celebrates the area’s rich cultural identity while building an inclusive and confident creative future for everyone.”

*(Catriona Patterson,  
Fund manager at Inspiring Scotland)*

*This strategy was led by:*



*Supported by:*



Funded by  
UK Government

