

**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;

LOCAL + CITYWIDE ARTS ORGANISATIONS / GROUPS

LOCAL ORGANISATIONS WHO DELIVER SOME ARTS / CREATIVE ACTIVITY

LOCAL ARTISTS / CREATIVES LIVING OR WORKING IN POLLOK

LOCAL RESIDENTS

The Village
Storytelling
Centre

SWAMP
Community
Development
Trust

Spider Arts

St.
Pauls RC
High School

Pollok Art
Group

Glasgow Life
(GMRC, Cultural
Strategy +
Community
Development)

Leverndale
Recreational
Therapy

Eco Drama
(Pollok
Community
Orchard)

Friends of
Crookston
Castle

SWAMP
Arts and Craft
Group

Housing
Associations

Glasgow City
Council
(Community
Planning)

Greater
Pollok
Services

Centre for
Civic
Innovation

Creative
Lives

Minority
Communities
Addiction
Support
Services

Community
Links
Practitioners
(Pollok Health
Centre)

Urban
Roots

Saint
Angela's
Participation
Centre

Stage and
screen actors
and directors

Community
Artists

Storytellers

Greater
Pollok Artist
in Residence

A
Professional
Dance
Creative

A
Self taught
Visual Artist

An
Art
Therapist

A
Conversationalist
Radio and
Podcast host

A
Professional
painter and
tutor

A
Sound
Engineer

Professional
Musicians

Students in
the Creative
Industries

**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 km², 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, Hurlet, Jenny Lind, Parkhouse, Roughmussel, Southpark Village and Deaconsbank.

CONTEXT

A group of five musicians are performing in a courtyard with a rough stone wall. From left to right: a young man plays a small harp, a man plays a larger harp, a person in a blue cap plays a flute, a woman plays an acoustic guitar, and a man plays another acoustic guitar. They are seated on blue folding chairs with music stands in front of them. The word 'CONTEXT' is overlaid in large white letters.

Photo : Zebrowska

Reg. Sas.
GLASGOW.
Vol. 6181
Fol. 178

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 1938 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'

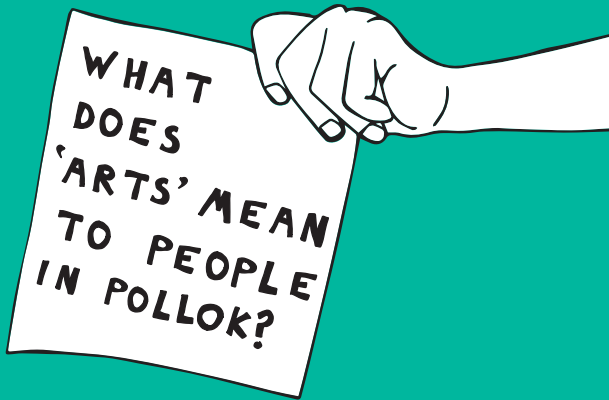
Meaningful

'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"





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 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

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

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



IS GREATER
POLLOK A
CREATIVE
PLACE ?



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

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.

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

NOTABLE ARTISTS / CREATIVES WITH A CONNECTION TO POLLOK

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.

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

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.

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.



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)

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 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.



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

**Leithland
Neighbour-
hood Centre**

**LOCAL
VENUES
WHERE
CULTURAL
ACTIVITY
TAKES PLACE**

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

**Tesco
community
room**

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

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

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

Cineworld



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

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

POLLOK PLACES

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.

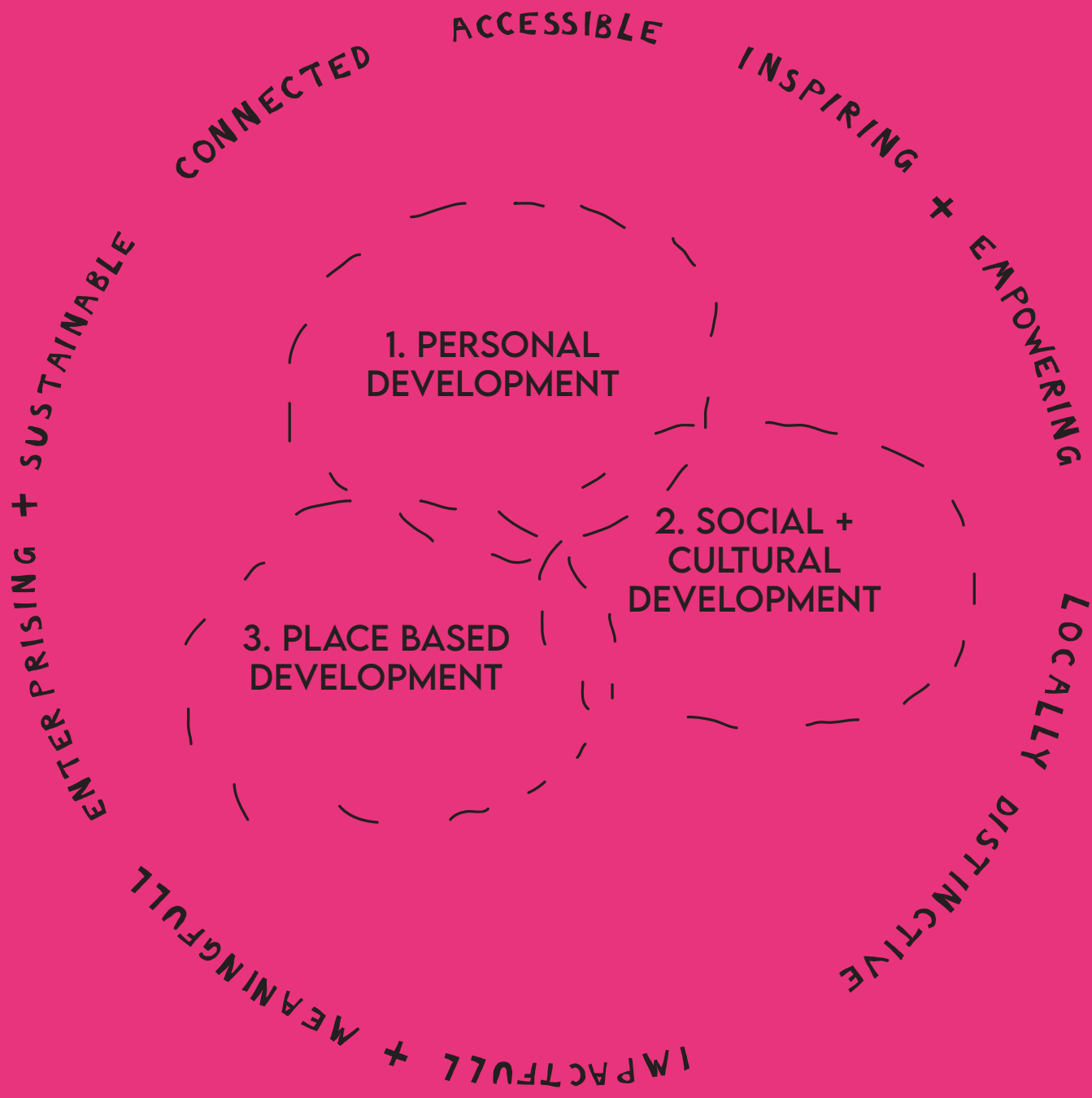
ENTERPRISING + SUSTAINABLE

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

3.1 INCREASE SENSE OF LOCAL COLLECTIVE PRIDE.

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.

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

3.4 CONTRIBUTE CREATIVE SOLUTIONS TO ALL ASPECTS OF COMMUNITY DEVELOPMENT.

3.5 SAFEGUARD GREATER POLLOKS INTANGIBLE CULTURAL HERITAGE.

Ambitions these objectives support;

A. B. C. D.

A. B. C. D.

B. C. F.

B. C. F.

A. B. C. D.



**WHAT
NEXT?**

ACTION PLAN

Photo : Hannah Brackston

PHASE 1:

AN ACTION PLAN FOR 2026 - 2028



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



ALBA | CHRUTHACHAIL