



YOKER SCOTSTOUN WHITEINCH
ENVIRONMENTAL VISION

DUMBARTON ROAD CORRIDOR
SOCIAL INCLUSION PARTNERSHIP

Yoker, Scotstoun and Whiteinch Environmental Vision
Dumbarton Road Corridor Social Inclusion Partnership
Image and Environment Group

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YOKER SCOTSTOUN WHITEINCH ENVIRONMENTAL VISION

introduction



The idea of an Environmental Vision for the Dumbarton Road Corridor Social Inclusion Partnership area stemmed from a seminar and workshop held in September 2001 involving local councillors, council and agency staff, community and residential representatives and training providers.

the brief

- *a realistic vision of the urban landscape*
- *a hierarchy of proposals*
- *delivery and management structures to ensure long term sustainability*
- *strengthen local communities*
- *create places and strengthen local characteristics*
- *harness site assets*
- *integrate with surroundings*
- *build in safety*
- *be economically viable*
- *meet aspirations*

The Environmental Vision makes the case for a range of policies, proposals and management initiatives which could bring about substantial change in the quality of life within the Social Inclusion Partnership (SIP) area. In doing so, it supports many of the City-wide initiatives and strategies aimed at overcoming deprivation, unemployment and low educational attainment. Over the next three years, the SIP area will attract £3M of public sector investment aimed at creating a prosperous economy, an inclusive society and a healthy environment, reflecting Glasgow's Sustainable City Strategy and helping to create a community which is more competitive in terms of business location and quality of life. This report will help to target that investment.

The SIP area represents a substantial and complex piece of the City of Glasgow. From extensive consultations with local communities, a wide range of views were expressed on how the area could be improved. These ranged from large development

proposals to small scale landscaping work, from better health care to more effective policing and from more efficient public transport to lighting and parking issues.

However the principal theme of these responses was the desire for an improvement in the quality of services provided throughout the area and better care and maintenance of the environment.

When this work was commissioned, we considered that the study was likely to set in motion a process and a way of thinking about the environment that would endure long after the study was completed. The Environmental Vision is both aspirational and practical, providing a range of policies, projects and management initiatives which could help to transform the Dumbarton Road Corridor into a vibrant and desirable part of the city.

We hope that the community will continue to be actively involved in bringing that about.



Yoker, Scotstoun and Whiteinch have a total population of 17,015. In all three areas, a significant sector of the population suffers from long-term illness ranging from 16% in Yoker to 21% in Scotstoun. There are more women than men in the area: more than 54% of the population of both Whiteinch and Scotstoun are women.



There are almost 8,000 households in the area, more than 1,800 of which contain children. The proportion of lone-parent households varies considerably: Whiteinch has less than 24% while Yoker has more than 34%. It is unclear whether the childcare available within the area is sufficient to allow these people to take an active part in the labour market.

Housing: In 1991, the three communities in the SIP area exhibited different characteristics in their housing tenure. Whereas in Scotstoun more than half of its houses were rented from the Council, Whiteinch had less than 25%. The figures for properties rented from Housing Associations were also quite different with less than 10% being houses in Scotstoun but more than 20% in both Yoker and Whiteinch. Owner occupied housing ranges from around 29% in Yoker to just over 40% in Whiteinch.

Transport: There are important issues with transport given that between 10% and 18% of people who live locally work outside the area. Between 40-50% of local people are reliant on public transport to get to work and so

the need for an efficient public transport system is crucial to the economic well-being of the area. Car ownership in the areas is low with reported levels of 30-40% in Scotstoun and Whiteinch.

Employment and Industrial Sectors: Employment within the area is dominated by the service sector and almost 70% of those employed are local.

Unemployment: It is estimated that the overall unemployment rate for the area is 16% but there are significant differences between the three communities with Whiteinch having just over 13% unemployment while in Yoker it rises to more than 22%. Youth unemployment rates were upwards of 20% overall.

Education: Figures for the Dumbarton Road Corridor SIP are difficult to access for a number of reasons but those available show an encouraging upward trend for both Further Education and employment. The employment figures include young people who have taken up career-ships through the Skillseekers Initiative.

components

- **adding local knowledge** to the study
 - **contributing ideas** based on the experience of living or working in the area
 - **forming the basis for support** of the study findings in later implementation
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- **interviews** with local groups and individuals
 - **workshops** in Yoker, Peterson Park, Scotstoun and Whiteinch
 - **a newsletter** to keep people informed of the results of these workshops
 - **presentations and workshops** held in Yoker, Scotstoun and Whiteinch



The views, ideas and support of the communities of Yoker, Scotstoun and Whiteinch and of those in areas that lie adjacent to the study area are crucial in determining the success of any environmental strategy.

We involved local communities in several ways during the study - through interviews, a newsletter and in workshops. Given the size of the study area, it was not possible to involve everybody. However we tried to ensure the involvement of as wide a range of different groups and individuals throughout the area as possible. We also tried to make the consultation programme as open as possible to ensure that local people knew what was going on.

Following initial networking, workshops were held so that the communities would know what the study was about, raise issues that they felt were important to the study and contribute ideas that arose from their experience of the area. The majority of contributions were pertinent and have been incorporated in the proposals. Participants were asked to identify positive aspects of the area that should be capitalised on in future, negative aspects that should be eradicated or reduced, and ideas for what should happen in the future.

The main themes emerging from the consultation process were transport,

crime youth and substance abuse, management issues and the environment and the economy of the area. These comments and ideas were then built into draft proposals for the area and presented to a delivery workshop.

The delivery workshop brought together representatives of the wide range of organisations that might have a hand in delivering the Environmental Vision. The purpose of the workshop was to present emerging ideas and to ensure that these were acceptable in terms of current policy and budgets.

Finally, the proposals were presented to separate community workshops in Yoker, Scotstoun and Whiteinch. Generally, the workshop discussions endorsed the proposals. There was a strong feeling at all the workshops that there was little use in carrying out environmental improvements if efforts were not also made to involve young people and others who, it was felt would destroy the results. Emphasis was laid on education and culture change as well as increased and sustained level of management.

YSW~EV SUMMARY OF ISSUES



Land Use and Property:

The analysis of land use and the property market in the study area outlined a number of positive factors which could help to bring about change in the environment of the area. These included riverside potential, proximity to the City Centre and the West End, good public transport links, a growing residential sector particularly in the east of the area and a robust industrial (or mixed use) zone based around South Street.

Set against these factors is a less positive group of issues which should be the main targets for action through the Environmental Vision. These are:

- addressing the marked polarisation of land uses through developing more mixed use areas
- supporting a declining retail sector
- addressing the absence of service sector and office uses
- promoting plans for leisure related facilities

In addition, efforts should be made to



capitalise on development opportunities at:

- the waterfront
- parts of South Street
- general areas where there is apparent pressure for development particularly in Whiteinch
- large vacant, underused or derelict sites
- smaller gap sites

Movement and Access:

Our analysis of movement and access issues noted that the area was reasonably well provided for in terms of public transport but that the Clyde Corridor Transport Study currently being undertaken might be able to contribute far reaching sustainable and innovative proposals which would have positive environmental benefits.

On the other hand, we considered that the proposals for Yoker Relief Road were likely to be very damaging to the area and would obstruct attempts to successfully regenerate Yoker Riverside. Equally we concluded that the Quality Bus Corridor on



Dumbarton Road was a flawed proposal that would create more environmental disadvantages than benefits.

Sustainability, Energy and Recycling:

The limited scope for and interest in tackling energy issues was clear from our community consultations but there was considerable interest in recycling and a desire to do more. The responsibility for this lay with the Council but smaller local initiatives and educational schemes were taking place.

The River:

We examined a range of issues in relation to the river and outlined the various factors that will have a bearing on its future use namely:

- severance
- using history, culture and heritage
- infrastructure
- ferries and river crossings
- uses
- relationship with public transport



We concluded that the river was certainly one of the areas greatest assets but that infrastructure and transport problems were particular sources of long term difficulty.

Structure and Urban Design:

The analysis of the structure of the area and urban design issues concluded that the area was basically sound but that three main themes should be the focus of action. These are:

- devising a new urban structure that connects communities to the river
- supporting and reinforcing neighbourhood centres, community nodes and areas of distinctive character
- consolidating the Dumbarton Road Corridor through gap site development

Public Realm, Open Space and Recreation:

The overarching issues arising from this section were to find ways of improving the quality of life for residents, encouraging a healthy, active

lifestyle, improving amenity, improving the image of the area to outsiders and creating more productive, useable and environmentally valuable spaces. Specifically, there is a need to:

- create safer places for children to play, closer to their homes
- provide more safe and attractive central places where people can meet and socialise
- increase the “ecological capital” of the area in all spaces, public and private
- provide more wide-spread distribution of small neighbourhood sports and play facilities, rather than concentrated, larger facilities
- create safer, more attractive and distinctive street environments at the heart of each neighbourhood
- reduce antisocial behaviour in public spaces and address the community’s fear of crime
- develop the River Clyde as an open space and recreational resource

Summary:

This survey and analysis of baseline issues highlights the need to approach the improvement of the Yoker, Scotstoun and Whiteinch environment in a number of different ways.

Traditional approaches to environmental improvement – clearing away eyesores or tidying up gap sites – are likely to have only limited and probably benefits.

There is a fundamental need for more development and investment in restructuring the riverside area and connecting the local communities to the Clyde. This will not only provide an improved environment but will create employment through construction work, new residents, support for local shops and businesses and provide the impetus for better public transport and community facilities.

There are also area-wide issues of facility provision and improvement of open spaces.

Finally, the issue of management of the area’s assets will require new approaches and initiatives which may involve the community itself.

YSW~EV ASPIRATION + VISION

components

- **diversity:** - enhanced diversity of buildings and uses, recreational and leisure opportunities, wildlife and habitats, culture, people and economy
- **intensity:** - more things happening in one place, greater intensity of activity, thriving neighbourhood centres, denser patterns of development
- **connectivity:** getting about more easily, better links to the river and to neighbourhood centres, improved public transport, cycleways and walkways in a safer more sustainable environment, local inter-trading
- **management:** of the environment, public services and facilities, of information dissemination, buildings and land, roads and open space
- **connecting to the river**
- **developing mixed use zones**
- **reinforcing unique identity and community nodes**
- **reinforcing areas of distinctive character**
- **setting out a strong framework for more detailed projects and proposals**



The Environmental Vision for Yoker, Scotstoun and Whiteinch is more than a plan for a more visually attractive environment: it is an aspiration to create a vision of a better environment for the Dumbarton Road Corridor that embraces most inclusive definition of the term 'environment'.

From dialogue with the local communities and the findings of our baseline analysis we believe that the broad foundations of the vision should be diversity, intensity, connectivity and management. As a starting point, the components of a broad physical structure are:

Connecting to the River: There are three realistic short to medium term opportunities to connect local communities to the riverside. These are at Yoker Ferry, Balmoral Street and at Ferryden Street/Dilwara Avenue.

Developing Mixed Use Zones: The development proposals aimed at creating linkage to the river should be fine grained mixed use corridors with a

blend of residential, business, community and leisure uses which create more street activity over a longer period of the day, making these areas feel safer and busier.

Reinforcing Unique Identity and Community Nodes: We identified the general lack of a sense of focus and place with many of the neighbourhood and community focal points throughout the area. A programme of improvements is proposed to help to upgrade the quality of these.

Reinforcing Areas of Distinctive Character: In parallel with the above, it is proposed that emphasis should be given to developing a greater sense of identity and cohesion within particular character areas, for example along Dumbarton Road.

Setting out a Framework: The structural components set out a basic framework which acts as a guide for investment in the area, not only for environmental work but also for land use development and management.



YSW~EV

AREA FRAMEWORKS

kingsway framework



peterson park framework



One of the starting points for the Environmental Vision was the need to take a holistic approach to the environment, integrating policies and proposals across a broad range of subject areas as well as amalgamating community views with our own analysis. The resulting conclusions suggested that an Environmental Vision for the area should be made up of physical projects and management initiatives. Five of the physical proposals consist of area frameworks for Kingsway, Peterson Park, Balmoral Street, Whiteinch and Yoker - these are illustrated o

whiteinch framework

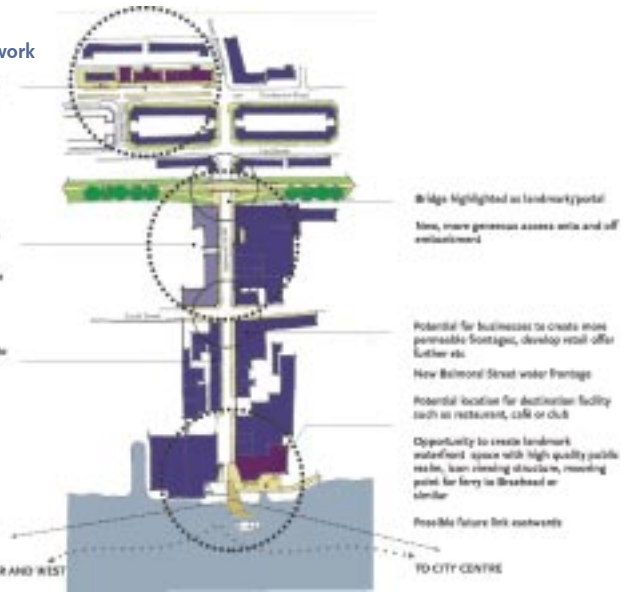


balmoral street framework

Footfall, streetlights and lighting treatment to reinforce distinct character and enhance neighbourhood centre

New, mixed use development to start to grow an active street frontage along Balmoral Street
Lighting, paving and signage to reinforce use to river

Allow buildings facing Balmoral Street to be protected and potentially used as design reference for new development



frameworks key diagram

Expanded and modernised school playground

Opportunity to remove unnecessary ramp, reinstate traditional grain and re-establish a hard-shouldered street to reinforce the neighbourhood centre

Parallel and light framed building to emphasise local landmark

Opportunity for access to river edge, potential for development of a destination eg restaurant/ cafe with viewing deck, lean structure and ferry landing

yoker framework

Yoker Resource Centre

Youth Library brought back into productive community use

Parking reorganised to create more flexible, usable space

Garden and disused ground developed as education/demonstration garden

Riverfront Ferry

Historic auxiliary buildings renovated and reused

Clutter removed and new, historically sympathetic streetscape introduced
"Ferry" character to extend along full length of Yoker Ferry Road with new paving, walling, lighting and signage

Enhanced promenade and viewpoint



YSW~EV AREA-WIDE PROPOSALS



components

- **avenues + main axis improvements**
- **public realm at neighbourhood centres**
- **neighbourhood shop fronts**
- **public art strategy**
- **pocket play parks**
- **cycleway security**
- **cycleway accessibility**
- **cycleway embankment landscape**
- **play streets and home zones**
- **management of green space**
- **river edge spaces**
- **landmarks project**
- **river activity and transport**

These projects are responses to community concerns about a wide range of issues that affect the whole of the Yoker, Scotstoun and Whiteinch study area. In total, there are thirteen separate projects aimed at bringing about significant physical change in the area's environment, ranging from avenue improvements, through proposals for the improvement and



management of the Glasgow to Loch Lomond Cycleway, to using the river for events as well as transport. transport.

The neighbourhood centres are the focal points of their communities as they are the places where people congregate - to shop, carry out business and socialise.

At present, the shopfronts, signage graphics and treatment of the public realm are undistinguished and in many places, poor. There is little distinction between different neighbourhoods. There is no incentive for local people to linger in these areas and people passing through the area are unlikely to be enticed to stop.

There is a need to improve the appearance of these areas and make them more welcoming - places where residents can congregate and businesses can benefit from increased footfall and dwell times: public realm and shopfront improvements are proposed in these cases.



The River Activity Project

In addition to the physical measures aimed at creating new mixed use corridors linking the community to the river, a further range of actions is proposed which will instigating events on the river, establish new uses on the water and improve ferry services. As a starting point towards demonstrating the profile and potential of the river to



the local communities, it is proposed that events, such as a Boat Race between Whiteinch and Yoker, should be organised - this could be the first of an annual programme of events aimed at bringing the river back into use. The organisation of these events should involve the local communities.

In addition to this, it is proposed that the river could be used as a base for water-borne business space. Specially converted 'business barges' are moored at points accessible to the public and have proved to be very popular as they can help to animate otherwise dull stretches of water.

Consultations with the communities revealed a marked interest in better ferry services which might provide access to Braehead Shopping Centre and the City Centre.

This interest was expressed in Whiteinch and Scotstoun as well as Yoker – all three communities would like ferry access to other points on the river. Current plans and studies for

ferry services do not include stops at Yoker or any other point within the study area riverside.

Although there are practical and economic reasons for this, it is proposed that efforts should be made to expand the service from Yoker initially and then to include stops at Balmoral Street and Whiteinch.



- an environment trust
- a development trust
- youth programme
- schools programme
- energy initiative
- recycling initiative



Many issues discussed during public consultation and with agencies revolved around the day-to-day management of the area. While the Environmental Vision proposes broad physical projects to improve the structure of the area, it is important to consider the arrangements to manage them.

Specifically, there is a need for the proper running and aftercare of environmental initiatives, continuing involvement of the community in the work, bringing derelict sites back into use, continuing care of improved sites and buildings, and the maximisation of community benefit in the execution of the strategy.

In many areas of the UK, trust frameworks have been used to bring about similarly complex projects for the good of the community. Much of the Environmental Vision could be implemented and managed by an **Environmental Trust** to cover the programmes and broad projects and a **Development Trust** to cover specific development opportunities, especially where the traditional property market is unwilling to participate. These trusts could

- promote interest and action in the environment of the SIP
- implement projects which improve the environment

- influence policy
- work with local people
- prepare funding bids
- advise local people and agencies on the need for sound environmental practices
- manage programmes which enhance and sustain the local environment
- explore the links between environmental action and the local economy
- promote general environmental education and litter campaigns

In addition, such trusts could organise or participate in **Youth and Schools Programmes** which engaged various youth services and programmes to address the perceived problems of youth on the streets.

Finally, these trusts could take on responsibility for operating energy and recycling initiatives involving practical projects as well as education.



This Environmental Vision for the communities of Yoker, Scotstoun and Whiteinch promotes a holistic approach to future initiatives in the Dumbarton Road Corridor Social Inclusion Partnership area. It seeks to make positive linkages between the physical environment and economic and community issues.

components

- project planning and funding
- lobbying of EU, Scottish Executive and other bodies
- authoritative dialogue with landowners, developers and businesses
- influence over delivery with public agencies
- business and residential community involvement

- facilitating the development of new and refurbished building projects
- design, co-ordination and implementation of new public realm
- implementation of special projects
- development and co-ordination of strategies for arts, culture and events, using the river, inward investment and promotion
- promotion and marketing of the river

Many of the Vision's proposals are a direct response to issues and concerns raised by the local community. For example, concerns about public safety are responded to by 23 initiatives or specific proposals ranging from mixed use areas (with busier, safer streets during a greater proportion of the day) to play streets, home zone proposals and improved security on the cycle-path.

The vision and its component programmes and projects need to be implemented by a variety of public and private sector agencies and departments - they include Glasgow City Council and its various departments, Communities Scotland, Scottish Enterprise Glasgow, Clydeport PLC.

Other key bodies include the transport providers, such as Strathclyde Passenger Transport, ScotRail, First Bus and other bus operators, and the range of private businesses of all sizes and sectors who provide important investment and employment. Also we

have drawn particular attention to the desirability of continuing community involvement in many of the initiatives.

The areas of involvement will be project planning, funding and resourcing, lobbying of EU, Scottish Executive and other bodies, authoritative dialogue with landowners, developers and businesses, influence over delivery with public agencies as well as the business community.

At an implementation level, the necessary skills will be in facilitating the development of new and refurbished building projects, design, and implementation of new public realm and implementation of special projects where the public sector takes the lead role, arts/cultural and events, using the river, inward investment, promotion and marketing of the river.

In total, the proposals represent approximately £18M of new initiatives.

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