

DATA

A CENTRE OF EXCELLENCE
GCC

POLLOK COUNTRY PARK - TRANSFORMATION

IDEATION WORKSHOP - FEEDBACK



WHO ARE WE?

**WHY ARE WE
HERE?**

OUR ASK:

FACILITATE SESSION THAT
WOULD LOOK TO DEVELOP
CONCEPTUAL IDEAS THAT
WOULD HELP ACHIEVE THE
VISION SET FOR POLLOK
COUNTRY PARK



**TO TRANSFORM THE PARK INTO A
WORLD CLASS CITY DESTINATION.**

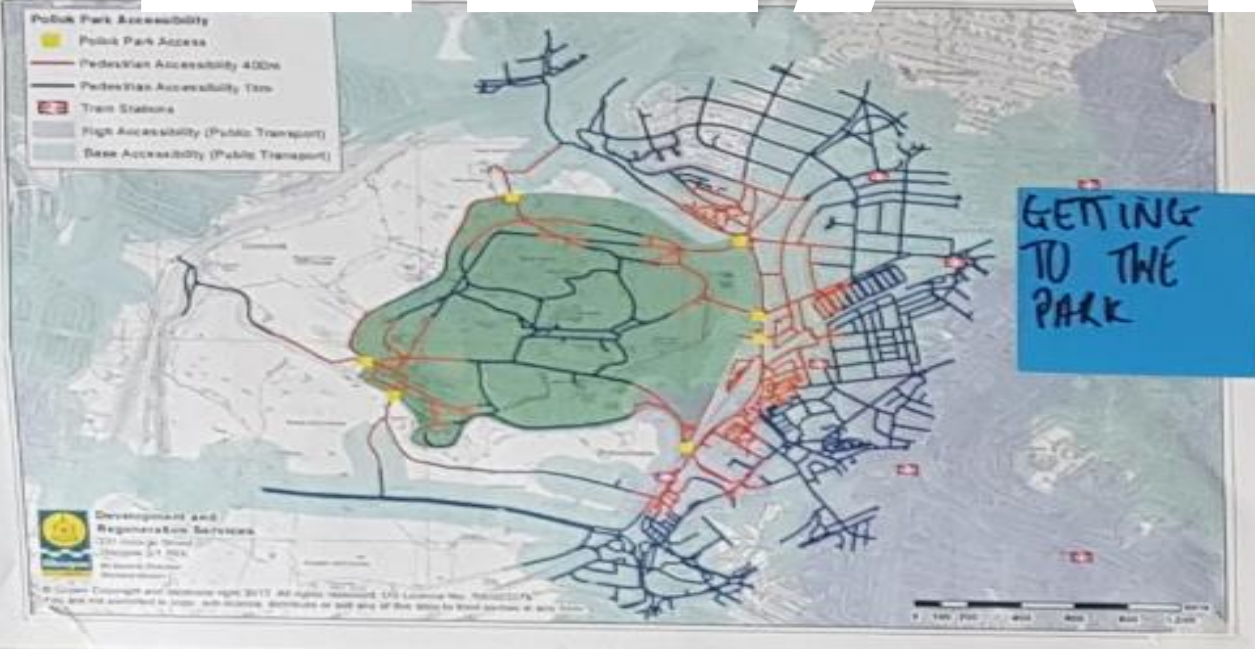
**TO CELEBRATE THE VIBRANCY OF
THE SOUTH SIDE THROUGH
HERITAGE, CULTURE AND SPORT,
AND ALLOW THE PARK TO BE
ENJOYED BY THE CITIZENS OF
GLASGOW ALONGSIDE OUR
VISITORS.**

OUR APPROACH

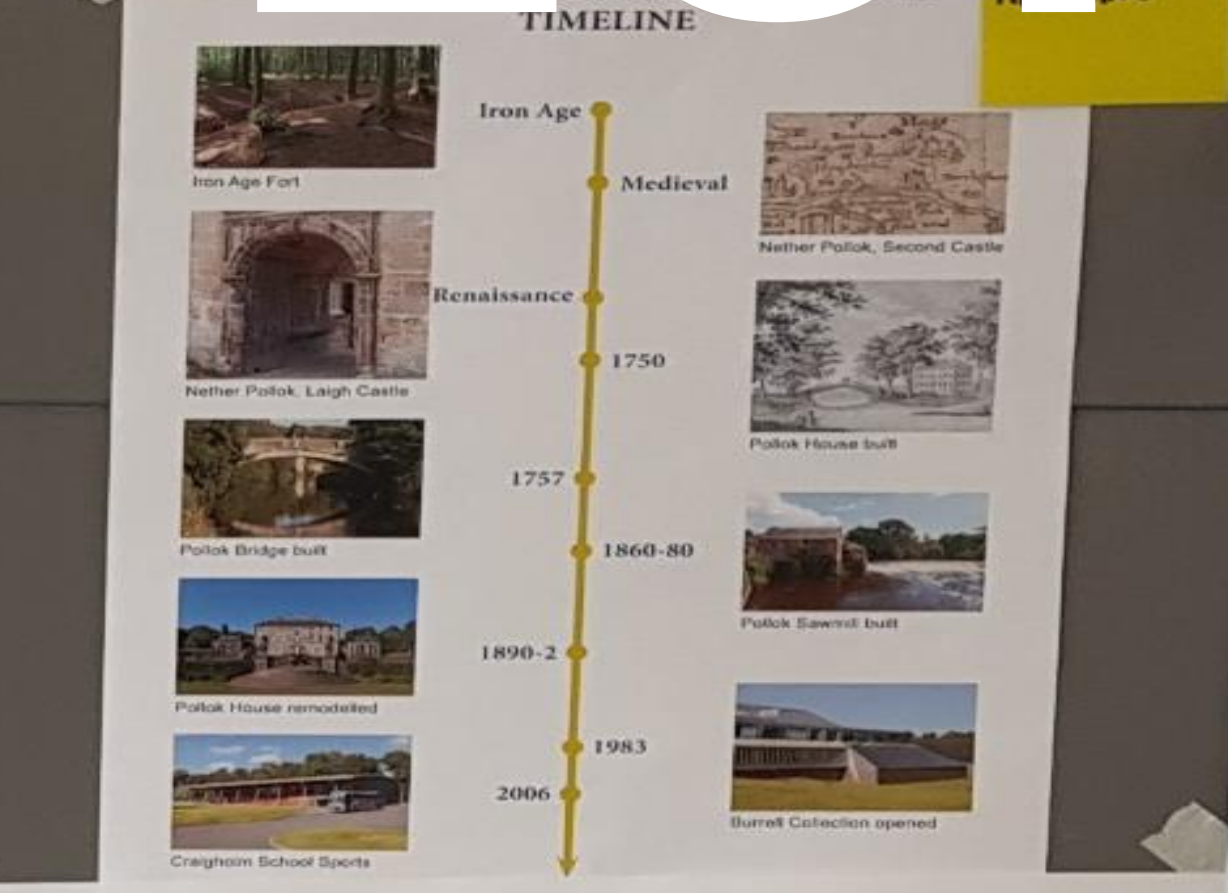
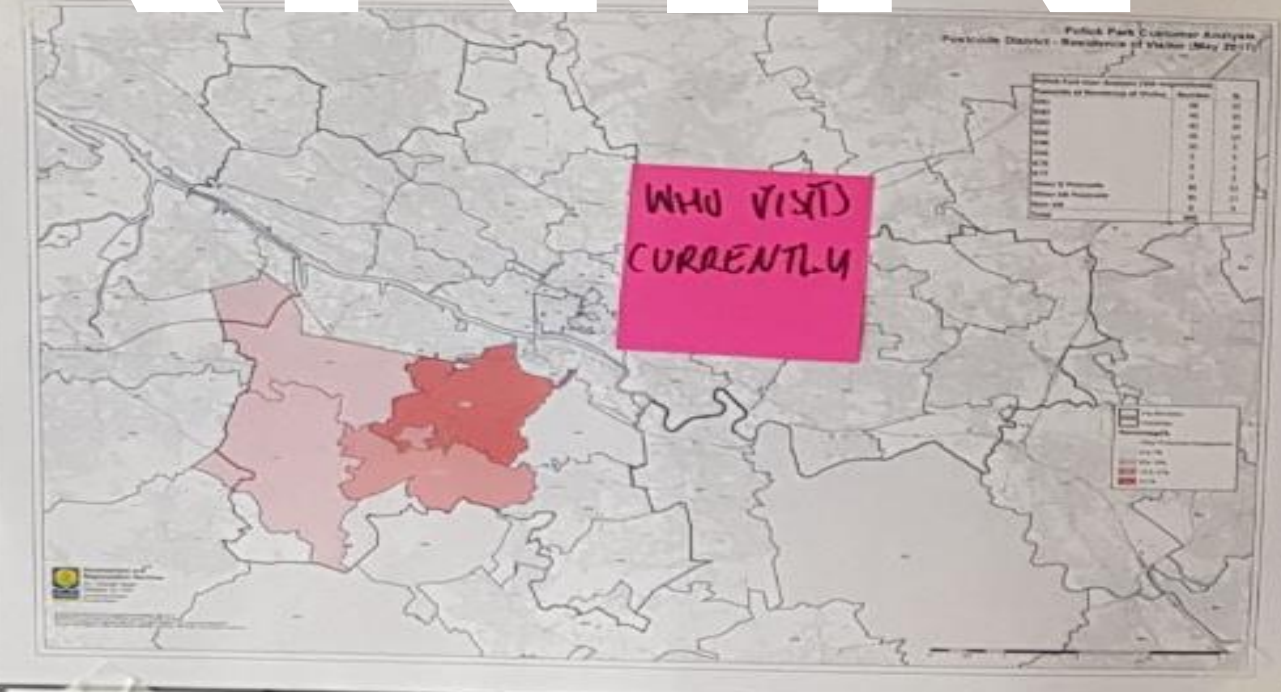


WE: UNDERTOOK PRE-WORKSHOP RESEARCH TO UNDERSTAND BACKGROUND / KEY OBJECTIVES OF PROJECT
DEvised A STRUCTURE BASED AROUND DESIGN PRINCIPLES THAT WOULD HELP ACHIEVE OBJECTIVES
STRUCTURED GROUPS TO ENSURE EQUAL REPRESENTATION AMONGST EACH TEAM

LEARNING ZONE



GETTING TO THE PARK



POTENTIAL VISITOR ATTRactions

- Improve and promote Mountain bike trails
- Link The Burrell Collection through a sculpture Garden
- Promotion of local events within the gardens. Showed here in Hidden Gardens at the Tramway.
- Promote Nature Days for children including horse riding
- Promote the park as a destination for picnics
- Use of the park at night for events. Lighting displays could enhance the parks popularity.
- Refurbishment of buildings for holiday rental accommodation - Burrell: South Lodge at Braidie Castle

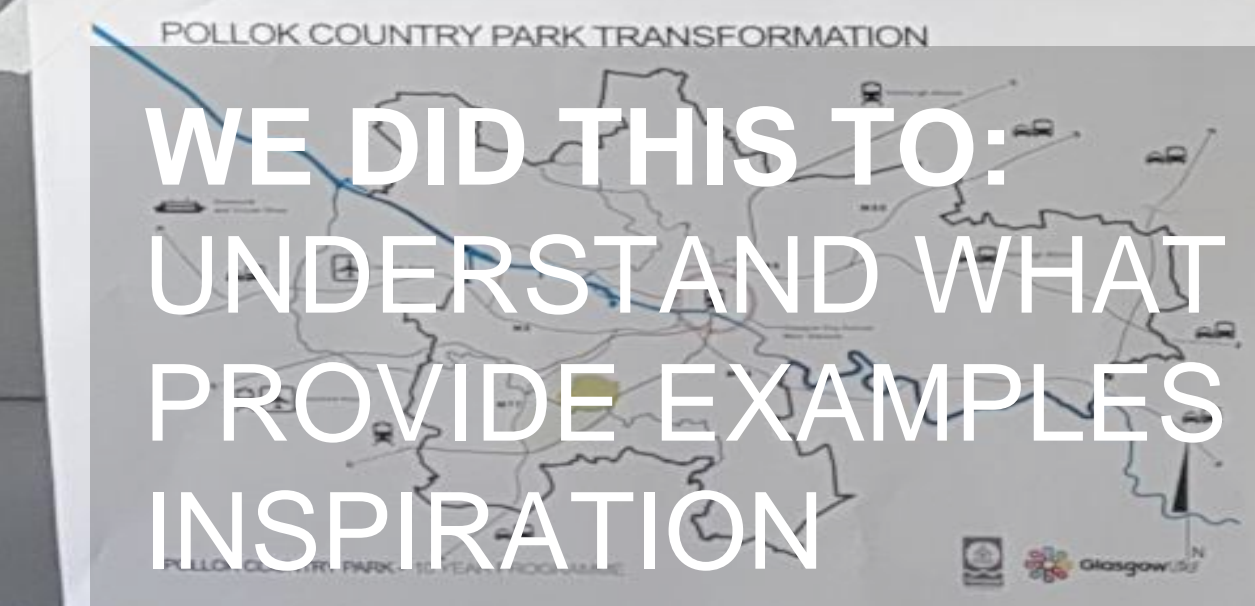
Glasgow City Council

EXISTING INFRASTRUCTURE



Potential uses for Pollok Stables
- a combination of these options will give it a secure, sustainable future

DALKEITH COUNTRY PARK



WE DID THIS TO:
UNDERSTAND WHAT ELSE IS GOING ON ACROSS THE CITY
PROVIDE EXAMPLES OF OTHER WORLD CLASS PARKS THAT COULD BE USED AS INSPIRATION
UNDERSTAND ENGAGEMENT TAKEN PLACE TO DATE

WORLD CLASS PARKS

GHANA NATIONAL PARK

WORLD CLASS EXAMPLES

KOWLOON PARK, HONG KONG

Finding a Future for Pollok Stables

BACKGROUND

Pollok Stables face serious challenges. The building was designed in 1900 as a residence for the Burrell family. It is a Grade II listed building and is in poor condition. The Burrell family has been unable to find a buyer for the building and the Glasgow City Council has been unable to find a buyer for the building. The building is in a state of disrepair and the Glasgow City Council has been unable to find a buyer for the building. The building is in a state of disrepair and the Glasgow City Council has been unable to find a buyer for the building.

- They will have to be financially sustainable, generating enough income to support the building's long term maintenance.
- They may produce more traffic into the park, which will be a benefit.
- They should be properly integrated as part of the park and not seen as a separate entity.
- They will need to include accessible routes.

Glasgow City Council

WHAT WE DID

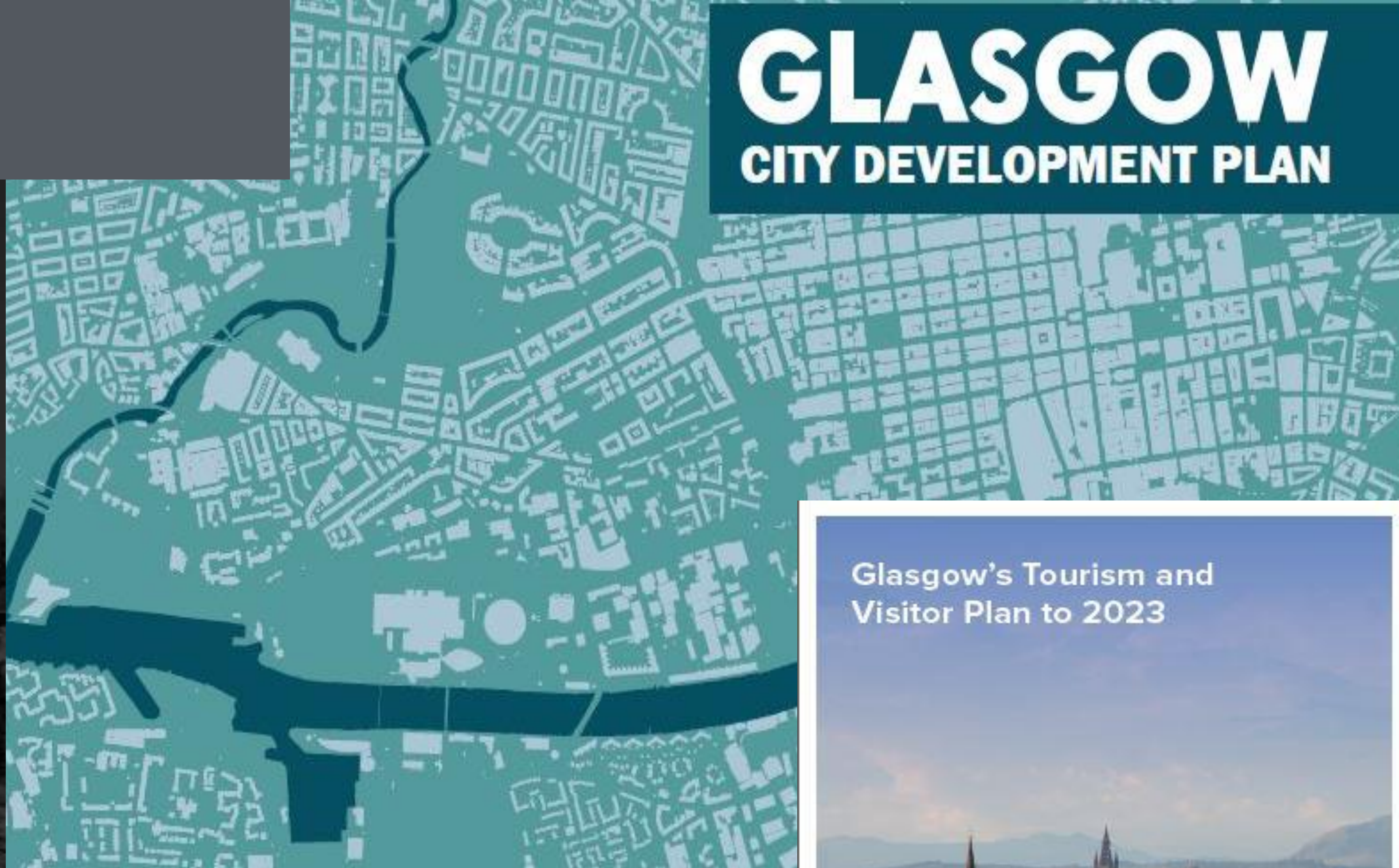


SETTING THE SCENE

GLASGOW

CITY DEVELOPMENT PLAN

Observation area appraisal



Glasgow's Tourism and
Visitor Plan to 2023



WE DID THIS BY:

PROVIDE A HIGH LEVEL AN OVERVIEW OF THE PROJECT TO DATE
LOOKED AT HOW THE PROJECT LINKED TO 3 KEY STRATEGIES;

- CITY DEVELOPMENT, CONSERVATION, TOURISM

DEVELOP A COMMON UNDERSTANDING

Group 4
PINK

DATA

Session 1 - My Experience

Session 2 - The Vision

Session 3 - The Future

i) What does this mean for me?

ii) What do we need to do to achieve this

iii) Who will help us achieve this

iv) What other projects are going on

v) Who are we doing

travel traffic signage facilities information

travel: Get off bus at Parkside - was left

traffic: Traffic, Parking, confusion - help/walking/avoiding/running

signage: not easily accessible by people, if you don't know where to go you get lost

facilities: Toilets at play park - accessible

information: What is the bus stop information

maintenance: maintenance of local roads (bill...)

connectivity: Link to Millers Hill TRA

stories: Play Area

DATA

WE DID THIS BY:
QUICK FIRE GROUP DISCUSSIONS TO UNDERSTAND WHAT THE VISION MEANT FOR THEIR RESPECTIVE AREAS
IDENTIFY WHAT NEEDS TO HAPPEN TO HELP ACHIEVE THE VISION
LOOKED AT WHO WE WOULD NEED TO LOOK TO HELP US

ROSE, THORN, BUD

MY EXPERIENCE

POSITIVE STRENGTH

NEGATIVE WEAKNESS/THREAT

DATA

DATA

WHAT COULD THE FUTURE LOOK LIKE

OUTER SPACE



BLUE SKY



GROUNDED

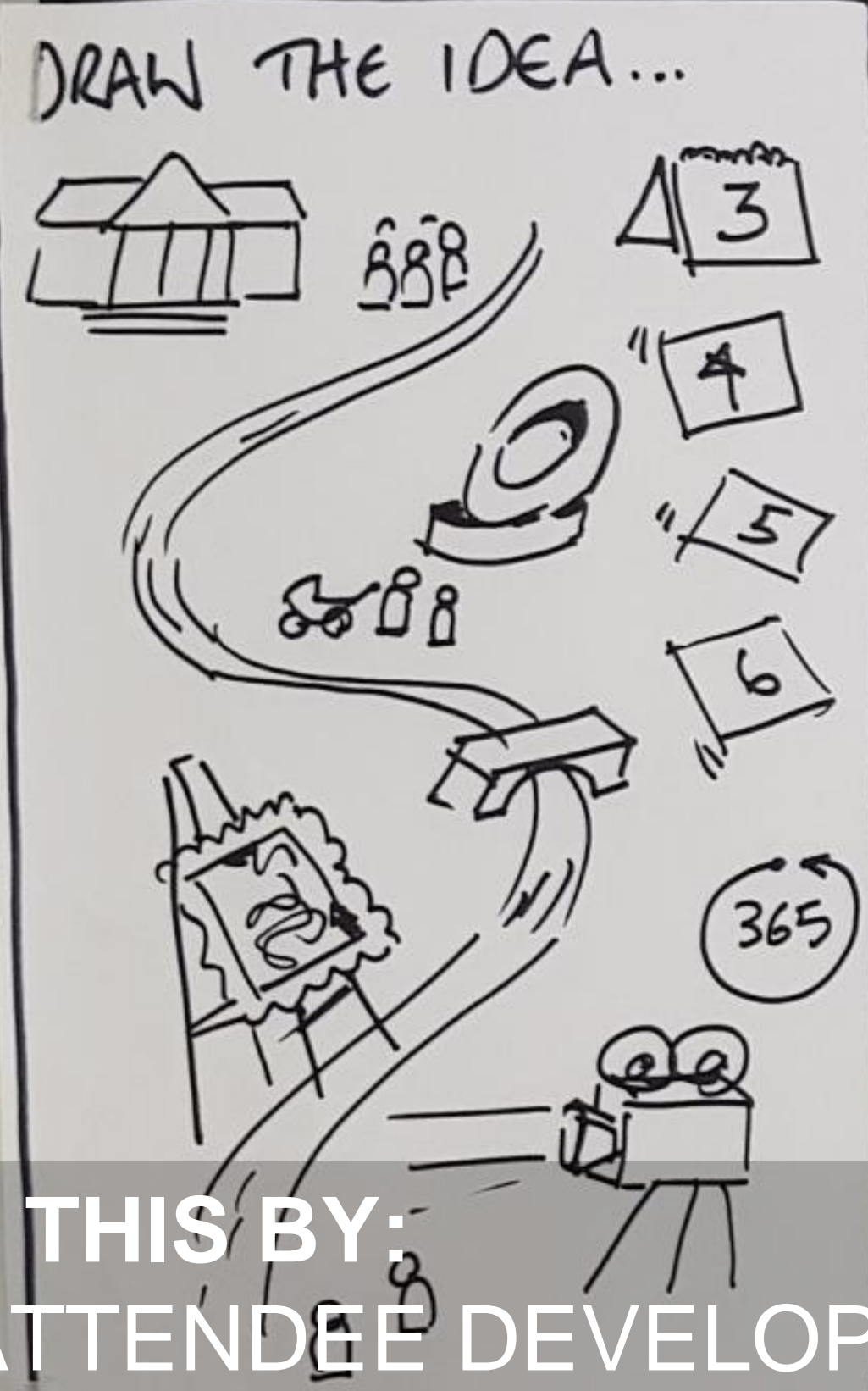
WE DID THIS BY:
QUICK FIRE BRAINSTORMING EXERCISE TO DEVELOP HIGH LEVEL CONCEPTS
- CONCEPTS DEVELOPED BASED ON KEY THEMES IDENTIFIED FROM PREVIOUS EXERCISE

Handwritten brainstorming notes on a corkboard, organized into sections:

- OUTER SPACE:** Connected city bike highway to city centre; Augmented Reality wayfinding/info; New bridges to link local community to park land; Enhanced trail link; Painted Reality - embed experiences; Themed Activity Trails; Position Parts of Landscape Sculptural Parks; Horticultural/Landscape Conservation School; Amplitude Building to residences - people living and working - artist in residence; Amphitheatre like Bandstand Kehingone; Circus School; International National Outdoor sports Centre; Dedicated Management Team - Landscape - Events - Building - Facilities.
- BLUE SKY:** Sightseeing bus more personalised by driverless technology; Bike Hire - multi use disabled multiperson like haca city; Retail experiences - one-off - local - food/drink - diverse; Sculptural Park - artist in residence - commission - young sculptor sculpture park; 24 HR PARK - stargazing; 24 HR PIC - natural nature; City Orchard; Pankow arena; 24 HR PARK - overnight yurts; CIC management company; Increased Ranger Presence.
- GROUNDED:** Free city bus; On-Demand Bus Route - instant access; Electrica vehicles - linked to visitors with mobility problems; Farmers Market Monthly; Open concerts use a padlock on hill amphitheatre; 365 days per year - winter festival x/a Belantof; Urban nature reserve; Community led events programme; Kayaking on river; Sculpture trail; Contemporary art in park; City Farm; Camping Eco lodges; 24h Toilets; Outdoor Exhibition space; Outdoor Cinema Screenings; Integrated Marketing for all attractions in PCP; Broad invitation for franchisees/ideas [eg. Baking ovens; Falkirk Tower]; Business Manager across facilities.
- Other notes:** Welcome Centre [eg. Forestry Commission sites]; Electric transport around the park; Art in the park; Year-round events programme; Tools heritage but historical nature; Nature hides; Seasonal garden - sound; Targetted bring volunteering opportunities eg. landscape conservation as diverse groups; Community food growing; Toilets cafes outdoor park light weight transition to attractions; Various eateries - cater for all pockets; Natural play areas; Sports equipment hire; More cafes + toilets differentiate offers; Shared development + operational resource/platform; Protected operational resource eg events manage etc; Transparent shared asset-based maintenance required; Lighting interactive signage guidance; Limit car routes through park.

INDIVIDUAL CONCEPT DEVELOPMENT

IDEA FRAMER
TITLE: PROGRAMMING
THE PARK



BRIEF DESCRIPTION...
The Park as a canvas -
temporary programme of
activities that attract a variety
of audiences - Animating
the landscape Bi-annual
activity. Film, sculpture, theatre

KEY FEATURES...
Guest curator
Not media specific
Robust and flexible
Involves local audiences
International artists.
Car Free.

WHY DOES IT MEET THE CHALLENGE?
World class, appeals to
variety of audiences,
involves local people →
Potential to use the whole
park. Is a show off event
to sell the park and show
what it's got.

WHO IS YOUR AUDIENCE?
WHY IS IT GOOD FOR THEM?
DIFFERENT OFFERS
TO APPEAL TO MULTIPLE
AUDIENCES

RESOURCES TO TAKE THIS FORWARD...
High Quality Joined-up
management.
Artists
Schools
TURNER PRIZES WINNERS

POTENTIAL BARRIERS...
HOW MIGHT WE OVERCOME?
SCALE - SET TARGET
+ BUILD SUPPORT
ACTIVITY IN
BUILD UP

IDEA FRAMER
TITLE:
Pollack Contry Park
Spectaculars.



WE DID THIS BY:
EACH ATTENDEE DEVELOPING A CONCEPT BASED AROUND IDEAS GENERATED IN
PREVIOUS EXERCISE
- OVER 35 HIGH LEVEL CONCEPTS DEVELOPED USING IDEA FRAMER TEMPLATE
QUICK FIRE PITCH TO THE GROUP TO GAIN INITIAL FEEDBACK & VOTE ON ONE TO
LOOK AT IN MORE DETAIL

INDIVIDUAL CONCEPT DEVELOPMENT

Mini Idea Framework
BRIEF DESCRIPTION...
ESSENTIAL SKILL ON SITE OF STABLE BLOCK

How it will work...
CREATE AN INNOVATIVE SPACE THAT CAN BE USED TO HOST AND PROMOTE ESSENTIALS
ie Health benefits of Park + Open Space
Interactive landmarks throughout Park (they are activities you do Mobile Phone (App))

Why this is a good idea...

Mini Idea Framework
BRIEF DESCRIPTION...
HARVEST FROM LINK CITY CENTRE TO THE PARK

How it will work...
USE THE TRAINS IN THE EVENING TO BRING THE TRAVELLERS
CREATE A PERMANENT ROUTE TO BRING PEOPLE TO THE PARK
PROVIDE A CYCLE TRAIL
PROVIDE A PERMANENT LINK TO THE PARK

Why this is a good idea...
GET PEOPLE TO THE PARK BY AN ELECTRIC VEHICLE WHICH IS SILENT AND AN ATTRACTION IN ITS OWN RIGHT.

Mini Idea Framework
BRIEF DESCRIPTION...
RETURN TO ESTATE MANAGEMENT

How it will work...
• EDUCATION - FOOD + FARMING / SCHOOLS
• KEEP VEHICLES OUT
• DESIGNATED LED TOURS FROM CITY CENTRE
• ALL BUILDINGS WOULD BE RESTORED AND SERVE AS RESTAURANT / SHOP / FARMERS MARKET
• PARK IS SUSTAINABLE
• PARK SELF FINANCES FROM TOURS / SALES

Why this is a good idea...
BRINGS HISTORY - HERITAGE EDUCATION

Mini Idea Framework
BRIEF DESCRIPTION...
CATHKIN TO FOLLOWS ADVENTURE TRAIL

How it will work...
TRANSPORT TO CATHKIN BRINGS FROM CENTRE
- MOUNTAIN BIKE
- ZIP LINES
- RIVER RAFT
- CANOE + KAYAK COMPETITION

Why this is a good idea...
MAKING BEST USE OF FACILITIES & LANDSCAPE

Mini Idea Framework
BRIEF DESCRIPTION...
COME TO P.C.P TO LEARN TO GROW + COOL FOOD.

How it will work...
UTILISE WASTED COOKING + COMPOST TO GROW + LEARN FROM GARDENING + COMPOSTING... AND USABLE, EASY TO USE, SUSTAINABLE + SELLABLE.

Why this is a good idea...
BRING A RECOMMENDED COURSE TO HEALTHY OUTDOOR FOOD THEMES IN NEW + CURRENT

Mini Idea Framework
BRIEF DESCRIPTION...
RENAME TRAIN STATION + CREATE TRANSPORT WITH CITY TRAVEL BRAND

How it will work...
- ACCESSIBLE
- MODAL SHIFT
- EASE OF PLACE
- SENSE OF PLACE
- AMPLIFIES THE BRAND
- LOCAL GOV PART INVESTMENT

Why this is a good idea...
COS OF THAT.

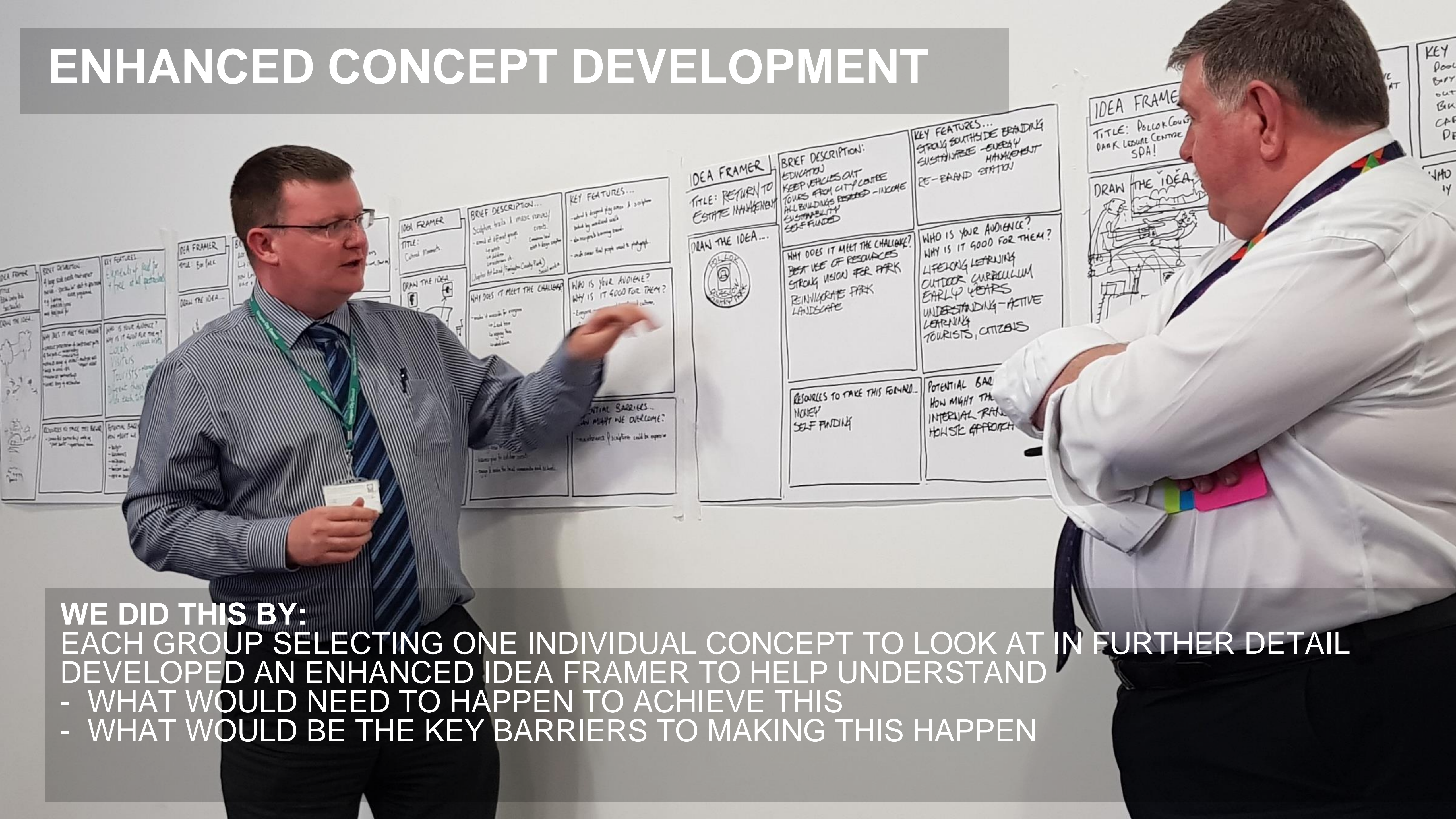
Mini Idea Framework
BRIEF DESCRIPTION...
Outdoor Learning School Campus

How it will work...
Invest in developing a programme of activities that bring schools together to support outdoor learning as part of the school curriculum. Promoting health + wellbeing, engaging with peers, respecting the environment. Reducing usage of IT and supporting outdoor play

Why this is a good idea...
Sustainable approach to respecting environment in future generations as well as current health

- KEY THEMES IDENTIFIED:**
- TRANSPORT / CONNECTIVITY
 - HEALTH AND WELL-BEING
 - COMMUNITY PARTICIPATION
 - ARTS AND CULTURE
 - LIFE LONG LEARNING

ENHANCED CONCEPT DEVELOPMENT



WE DID THIS BY:

- EACH GROUP SELECTING ONE INDIVIDUAL CONCEPT TO LOOK AT IN FURTHER DETAIL
- DEVELOPED AN ENHANCED IDEA FRAMER TO HELP UNDERSTAND
 - WHAT WOULD NEED TO HAPPEN TO ACHIEVE THIS
 - WHAT WOULD BE THE KEY BARRIERS TO MAKING THIS HAPPEN

WHAT DID THE DAY TELL US?

- EACH AREA OF THE GLASGOW FAMILY HAS THERE OWN OBJECTIVES – WHICH OFTEN CONFLICT WITH THE OBJECTIVES OF OTHER AREAS OF THE GLASGOW FAMILY
- LACK OF UNDERSTANDING OF WHAT ELSE WAS GOING ON IN AND AROUND THE PARK – WORKSHOP WAS A GREAT OPPORTUNITY TO NETWORK AND FIND OUT MORE
- THERE ARE A NUMBER OF WORLD CLASS EXAMPLES OF INTERNATIONAL PARKS - WHICH COULD BE EXPLORED FURTHER TO HELP SHAPE OFFERING

WHAT DID THE DAY TELL US?

- THERE IS A LOT OF ACTIVITY OUT WITH THIS PROJECT, PARTICULARLY IN THE SOUTH SIDE, THAT COULD BE USED TO HELP DEVELOP THE OFFERING
- BEST IDEAS WERE NOT IN THE ROOM - LIMITED KNOWLEDGE / UNDERSTANDING ON HOW TECHNOLOGY CAN BE AN ENABLER
- POCKETS OF CITIZEN ENGAGEMENT HAS ALREADY TAKEN PLACE – OUTPUTS NEED TO BE INCORPORATED INTO THE DESTINATION OFFERING

SUGGESTED NEXT STEPS:

- **COLLABORATIVE APPROACH TO DEVELOP SCOPING BRIEF**
 - FOLLOW UP SESSION WITH WORKING GROUP TO LOOK AT HOW CONCEPTS DEVELOPED COULD BE INCORPORATED
 - LINK EXISTING STRATEGIC CITYWIDE PROJECTS TO AREAS IDENTIFIED
- **CONDUCT FURTHER RESEARCH INTO THE WORLD CLASS EXAMPLES**
 - AGAIN FOCUSING ON THOSE ALIGNED TO SCOPING BRIEF
- **ENGAGEMENT WITH MARKET PLACE TO UNDERSTAND HOW TECHNOLOGY CAN ASSIST**
- **UNDERTAKE USER RESEARCH TO TEST POTENTIAL OFFERINGS**

HOW CAN WE HELP YOU?

EARLY ACTIVITIES

- WORK IN PARTNERSHIP TO DEVELOP INNOVATION CHALLENGES
 - *POTENTIAL AREAS INCLUDE DIGITAL TOURISM, SUSTAINABILITY / CONSERVATION*
- COLLABORATION ON DEVELOPMENT OF STORY MAP PROTOTYPE
 - *TELL THE STORY OF WHAT IS GOING ON IN AND AROUND POLLOK COUNTRY PARK AS PART OF TRANSFORMATION PROJECT*

MEDIUM TERM STRATEGY

- CIVIC ENGAGEMENT
 - *DEVELOPED A NETWORK OF CONTACTS ACROSS THE CIVIC SECTOR*

LONG TERM OPPORTUNITIES

- CO-DESIGN OF SERVICES INCLUDED AS PART OF FINAL DESTINATION OFFERING
 - *USING DESIGN PRINCIPLES TO CO-DESIGN SERVICES*