

Sustain our nation

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# Getgoglasgow; Green Gorillaz

“A Social Enterprise that aims to bring the people of Wyndford together”

GG Team:

Joe Slavick, Laura Franzini, Amy Marsh, Sarah Drummond, Sara Pateraki,  
Basak Okay

NOTHING FOR  
THE YOUTHS

getg

# Foreword

This proposal has been developed since the first submission directly with residents to ensure it meets the community needs and will effectively run within the area of Wyndford by utilising existing infrastructure and resident relationships.

In the eventual success of further funding, the project will continue and be coproduced with the community through a series of workshops and advertised through some ‘starter’ events to raise the profile of the proposed Green Gorilla (GG) network.

As a team, the project has been rewarding, and we have developed some fantastic relationships with members of Wyndford. They have welcomed us with open arms and we hope to repay their enthusiasm and trust in the project with an investment to get GG off the ground and operating.

We have decided that without funding, we will still try to find a way of making this enterprise work and have begun to produce many of the elements involved in the proposal, and are planning training workshops on how to use the new network and assign roles to members of the community who are interested in the project.

We thank Audi for creating the platform Sustain our Nation and allowing us the opportunity to undertake this project. It hasn’t been a smooth run, but we’ve learnt huge amounts about ourselves and about the changing role of the designer from solo author to co-creator.

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“There is nothing for our kids to do since the school closed, we don’t see each other anymore!”



(top) the ‘playground’ captured during scoping exercises and (below) parents from Wyndford

## Summary

*“Green Gorillaz (GG) aims to transcend generations and inspire proactive initiative amongst community members. This organization aims to create a connected community within the Wyndford estate of Glasgow”*

With the recent closure of the primary schools and a lack of a physical hub to congregate, the community has no focus; no central meeting point or a method of communicating. GG aims to fill this void with a network of interest groups that are all under the umbrella of GG.

GG will provide an outlet for community members to express their interests, questions, ideas, and possible changes they would like to see in the community. This open arena for discussion will connect like minds and inspire activity within the community.

Through the creation of interest groups, such as an adventuring group, sports group, reading group, etc, GG aims to bridge the generational gap. Shared interests will link the generations and develop lasting relationships. Through these common bonds there will be a knowledge transfer that naturally occurs during group activities and meetings.

Through peer accountability and ownership of the area there will be a strengthened community spirit. These preventative measures will ensure a pleasant neighborhood and a safer environment.

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## The community need

When Getgo initially began researching in North West Glasgow, there was a united voice in the Wyndford community, “Nothing for the youth to do.” This response was heard unanimously from the community. Elderly residents expressed a fear of the youth, finding them threatening when they congregated in groups. After speaking to the youth, Getgo discovered that they did not have anything to do and were just looking for some type of activity. False fear was the result of the misunderstanding. Without relationships spanning the generations neither the adults, nor youth knew

what the other was involved in. The lack of intergenerational relationships had a knock on effect; leading to a lack of community. If residents are uncomfortable outside their own flat then they are not as likely to socialize in the community.

One gentleman explained that, “there is a community, it’s just invisible.” Getgo found this to be true. There were not many community events in place, however, in times of need the community came together. When the primary school was being closed down they united behind a common cause - protesting the closure.

“There is a community, but it’s invisible”



vox popping the public

This event showed that the residents care and are willing to devote time to the community. At present, there are no opportunities to come together behind a positive cause. GG will provide the platform and vehicle necessary to bring people together.

*“At this level, co-creation creates a dialogue and conversation that may uncover what others did not perceive as a need or opportunity, did not understand as a problem, or did not understand how to address.”*

- Liz Sanders

Getgo feels that with the project falling under the bracket of ‘sustainable design’ and the participatory discipline, it was important to take on a ‘fuzzy front end’ approach to defining a problem and developing a solution in response to the brief. Through direct user engagement, Getgo co-defined a problem with the community. By setting up co-creative workshops, Getgo democratically identified with residents what issues they wanted to tackle.

“I’m not proud of anything here, we don’t have anything to do”



interviewing local children in the street about their perfect vision of Wyndford

*“Designers will no longer only design for people, they will learn to design with people. Co-designing will require new forms of communication to support the collective creativity that arises between designers and everyday people.”*

- Liz Sanders

As a design collective, Getgo took on the role of facilitators of the creative process. The task was largely to motivate residents and design generative tools that would encourage people to think more creatively about the problems that faced them. Through co-creative workshops, the project was kept continually transparent about what Getgo was doing, keeping the community informed and ensuring they had input at every stage of the design process. This means all the ideas generated in this process were relevant to Wyndford and genuinely what the community wanted and could maintain, confirming a ‘need’ for the work that Getgo did.

## **Deliverables and objectives**

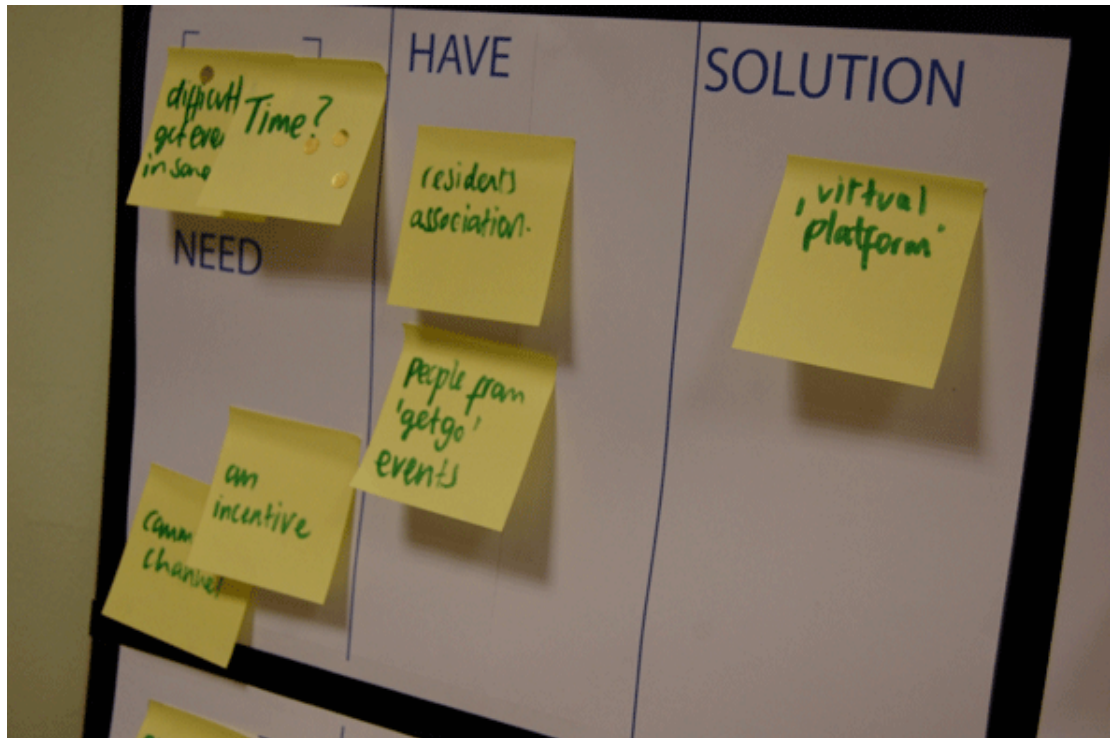
The main objective of GG is to create a web of Wyndford residents. It is challenging to use quantitative analysis to measure something as abstract as the development of relationships. Rather than look at the relationships,

GG will measure success by looking at the activity of the organization. Activity will be visible on the message boards, website, and through attendance of events and meetings.

Other evidence of GG being a success would be a reduction in petty crime in the community. Through an increase in positive relationships, we hope there will be a higher rate of peer accountability and a stronger sense of community. With younger people being more active and developing relationships with adults in the community, it is hoped they will be less likely to deface the property of their neighbour.

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Feedback of Green Gorillas at a co-creation workshop with local residents

The social network page for Wyndford at <http://wyndfordgg.ning.com>

## Sustainability is key

In order to ensure the sustainability of this organization, the management structure of GG has been revised. The GG management team will consist of a chief community member, a designer in residence, a treasurer, a reporter and a wide range of community representatives.

The Chief community member will lead GG and they should be a resident of Wyndford. The Chief is responsible for setting up the monthly meetings as well as running them. They will act as liaison between the community and stakeholders in the area. The Chief is in charge of communication, ensuring that messages in the post box are responded to and posted; ensuring that the website is up to date. The Chief will aid in coordinating trips and activities, as well as watching over the funding, with the help of the treasurer. The Chief will receive training and a manual detailing all of their duties and advice on the most effective route forward for the organization. They will also receive training on how to maintain the website.

The Chief will be set up with a network of mentors that they will be able to draw from for inspiration and assistance, when needed. The main strengths of the Chief is their desire for change, community pride and long-term commitment to improvement.

The Designer in Residence has been added in order to support the Chief. The Designer will be a third year art student from the Glasgow School of Art; a network of tutors and mentors will support this student. The Designer will work in conjunction with the Chief to write grants and seek out funding for the next year. Possible future sources of funding have already been located in the Big Lottery Fund, Firstport, and Scottish Enterprise. The Designer will help to infuse creativity as well as continually bring in new ideas and resources to the community. The Designer is able to assist with any projects that may seem beyond the reach of the community, by using their past experience and network of mentors which will be set up for them before launch. GG have already received enthusiastic responses from their meetings with young designers.

*“I’d initially just like to convey my interest in the internship positions available this March. I am very excited about the potential both the projects have, and am keen to follow their paths as they go to competition on the 27th. I feel it is important to me that if I am serious about applying for the role, I know as much as possible about what is happening and will follow them as close as possible”*

-design student, GSA



management diagram of the Green Gorillas organisation

The Treasurer role will be fulfilled by the community council's treasurer. They will be in charge of GG finances and keep funds and ensure that salaries are paid on time. The Chief will be the only member of GG who will directly work with them.

The Reporter will be a community member and is a voluntary position. They will attend all events and document them. This documentation will be used in the newsletter and added to the website. Through documentation of the involvement in the community, GG will be able to make a better case when applying for future funding by showing the support of the community.

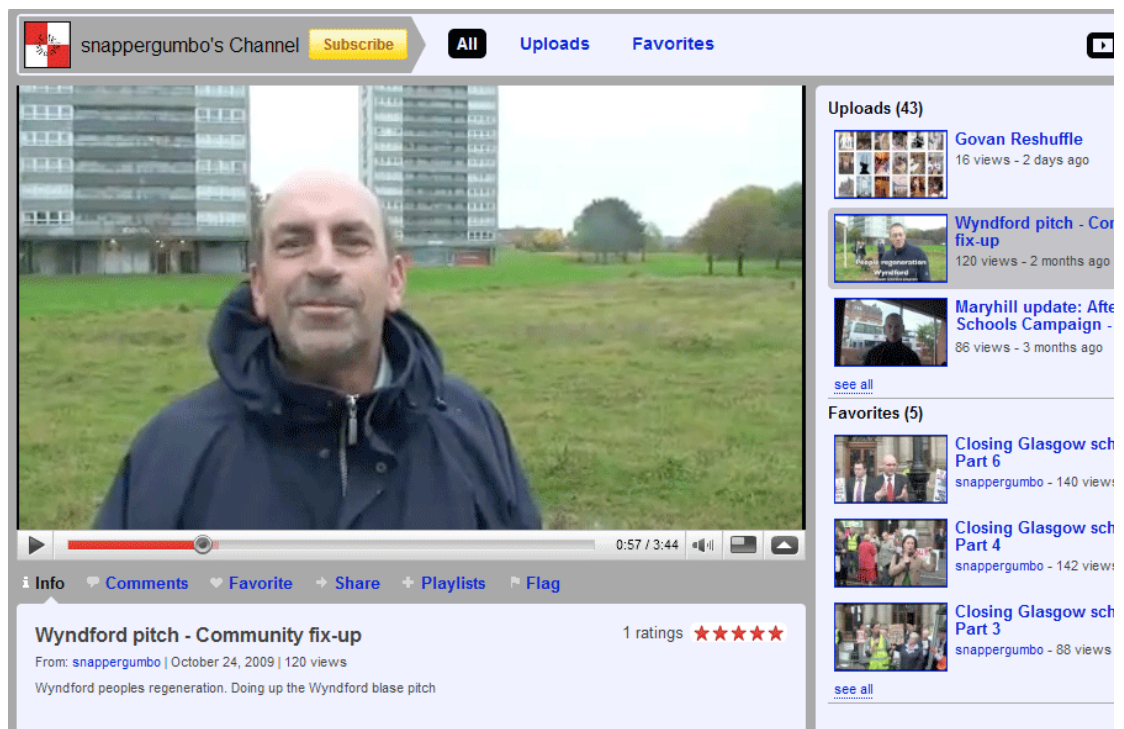
Much of the development of GG, as mentioned previously has been through co-creative methods. During the second workshop to develop initial ideas, the getgo team focused on what the community of Wyndford already has, so potential new ideas could make best use of existing infrastructure and people's networks/skills. One role already being fulfilled was that of reporter. Online are a list of videos that were filmed by one man who takes on the role naturally as 'social reporter' for Wyndford. Residents at the workshop said it would make perfect sense to harness this existing role and use the skills and equipment to capture events taking place around the GG enterprise.

Representatives are GG members; this is a voluntary role for members who want to be more active. They will be called upon to assist at events. It is likely that they will head up groups and act as leaders within GG.

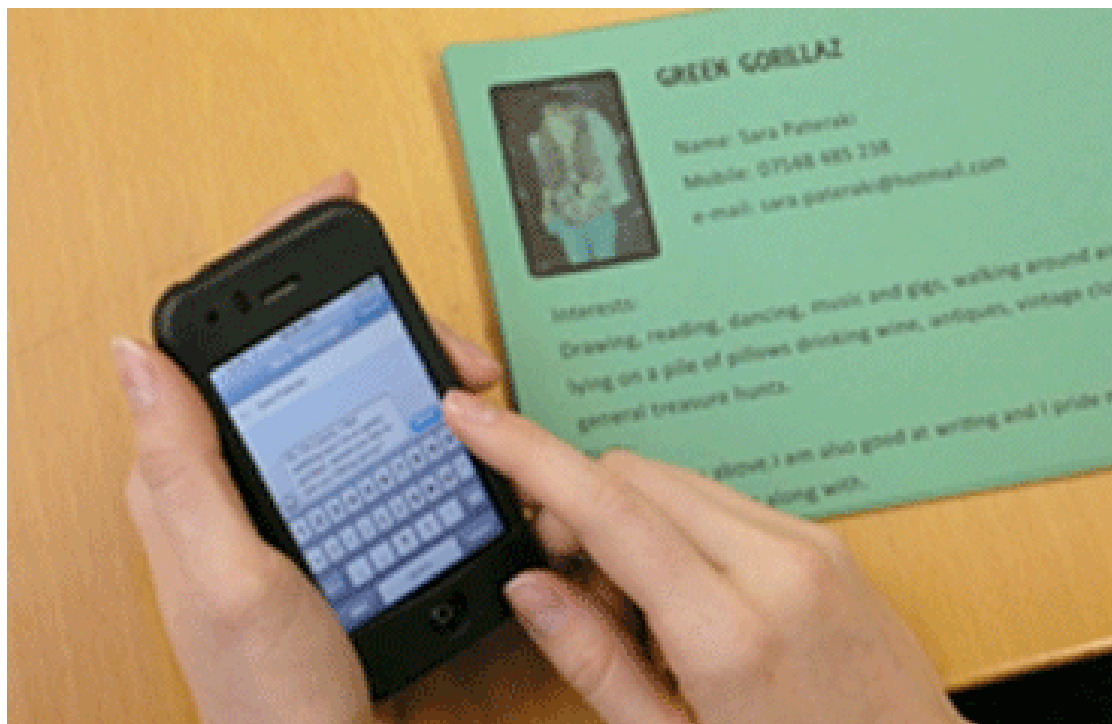
Representatives will be invited to attend a coproduction workshop which will be run before the final launch of GG. They will work together with other members of GG to create a launch event like a film night that will bring different generations of the community to officially launch the GG network.

Representatives will be issued handbooks and small kits to enable them to do their job. The idea behind kits will be to motivate members to take part and establish them as an official member. Kits will include official role definitions and badges, contact details for other reps and checklists to ensure they are meeting their targets. They will be given admin status on the website and will help to monitor the site.





local champions featured on youtube page, filmed by local social reporter



mock up of Green Pages, housing contacts and the network offline in Wyndford



## Financials

The start up money will be used to pay the salaries of the Chief and the Designer in Residence, as well as provide funding for start up and hardware (printer, computer, ink, etc.) for the organization.

The money will go towards renting a space in which GG can hold monthly meetings. The seed money will also cover marketing expenses; this will help the organization gain notoriety in the area. The seed funding will also provide a pool of money that interest groups are able to vie for in order to support activities. For example, if the sports group decides it wants to start up a Rounders game night, they can pitch their idea to the Chief and the Wyndford Community Council. If both feel that it would be beneficial then the group would receive the funding. Once the sports group has the funding for equipment, they would be able to purchase it and hold weekly Rounders nights with no additional expense.

## Evolution of GG

GG held a development workshop in order to receive feedback and further develop project ideas. Community members offered suggestions on ways to improve GG. These suggestions have been incorporated into the organization. Community members felt that by dividing the group up by age (Silverbacks, Apes, Cheeky Monkeys) was rather problematic. The community suggested

that instead of grouping people by age they should be grouped by interest. By grouping residents by interest there is a higher likelihood of there being intergenerational interaction and connection. Residents are now asked to create or find existing groups that they are interested in, for example, reading, cooking or adventure groups. Residents with similar interests will then join in as well and then discuss and plan future endeavors.

At the workshop community members said there needed to be more emphasis on communication in order for these residents to actively communicate about their groups. GG has since fully developed their website and off-line communication tools.

The website enables members to create personal pages, locate interest group pages, discover what activities are being planned, as well as plan new events. In order to use the website you must be approved by the Chief who will receive an email that you are requesting to join. The website will have an up to date calendar of events; not only GG events, but events of other local organisations as well, a useful resource for the area. There will be an active flow of information that is transferred from the website to the message board and vice versa.

The website also includes a self sustaining news pipe network which links in all local RSS feeds to create a continually updated news feed for Wyndford.

		Months: 1-6`7-12 Total 1 year		
Funding already secured	eg grants, loans, gifts, etc			
Total		0	0	0
Income				
Sales		0	200	200
Other		1,000	700	1700
<b>Total</b>				<b>1900</b>
Expenses				
Direct expenses	Start up costs	500	450	950
	Production costs	0	200	200
	Distribution costs	0	0	0
	Marketing and PR	700	450	1150
	Other	0	0	0
Operational expenses				
	Premises	240	240	480
	Website	0	0	0
	Leasing of equipment	200	400	600
	Consumables (for phones, computers, printers, etc)	600	0	600
	Utilities (eg heat, light, etc)	0	0	0
	Stationery	200	0	200
	Postage	0	0	0
	Travel	0	0	0
	Other	0	0	0
Personnel expenses				
	Salaries	2,912	2,908	5820
	Tax (eg NI, PAYE, etc)	0	0	0
	Recruitment costs	0	0	0
	Other	0	0	0
Professional fees				
	Book-keeper / accountant	0	0	0
	Legal fees	0	0	0
	Other professional fees	0	0	0
Charges				
	Bank Interest paid	0	0	0
	Bank Charges	0	0	0
	Other	0	0	0
Miscellaneous	Any other costs	0	0	0
<b>Total</b>	<b>£10,000</b>			
<b>Net Profit/(Loss)</b>	<b>-£5,800</b>			
<b>Cumulative Profit/(Loss)</b>	<b>-£8,100</b>			
<b>Funding required by Audi Design Foundation</b>		<b>£10,000</b>		
<b>Gross profit margin (income less expenses)</b>		<b>N/A</b>		

That's you! [Lists](#)

all over [#ning](#) this afternoon. we have our work cut out. got regional finals for audi comp on the 27th June!  
2:47 PM Jan 12th from TweetDeck

RT @sspcampsie: @getgoglasgow [#wyndford](#) good place. Good people.  
12:07 AM Jan 12th from TweetDeck

@sspcampsie cheers. Constructing a yahoo pipe feed for

**Name** Glasgow School of Art  
**Location** Glasgow  
**Web** <http://sustainour...>  
**Bio** A collective of designers who are creative problem solvers from the GSA Design Innovation Masters course.

341 following 200 followers 20 listed

**Tweets**  
[Favorites](#)

**Following**

getgoglasgow received attention from high places on twitter and could create a good advisory board

**Wyndford GG**  
A social network for the people of Wyndford

**GREEN GORILLAZ**

Main Invite My Page Members Photos Videos Forum Events Groups Blogs Impact Challenge

Wyndford GG is a social network both online and offline that allows the residents of Wyndford to create their own interest groups.

**Groups**

- Active Gorilla 2 members
- Film Gorilla 1 member
- Baking Gorilla 2 members
- Knowledge Gorilla 1 member
- Music Gorilla 1 member

**Members**

**Events**

January 2010

S	M	T	W	T
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28
31				

**Event Details**

Time: January 22, 2010 from 6pm to 9pm  
Location: Maryhill community centre  
Event Type: film, night  
Organized By: Green Gorillaz  
Latest Activity: Jan 12  
Export to Outlook or iCal (.ics)

The ning platform at <http://wyndfordgg.ning.com> houses a calander of events

During the project, we also maintained a twitter feed under @getgoglasgow, and attracted attention from companies such as Live|Work, Engine, Think Public and fellows from the RSA. One of our strongest contacts is Will Perrin (former cabinet office) who runs the 4ip sponsored 'Talk about Local' and has given us advice on enabling communities and their capabilities to take up blogging and online platforms in communities not previously able to before. We will be asking him to officially commit to an advisory board for the project and some of the others 'followers' who have contributed along our journey.

Offline communication occurs in various ways, a message board and post box, GG newsletter, and Greenpages. The message board is centrally located in the Wyndford and displays a variety of information. Upcoming events as well as discussions of new ideas will be available on the message board. The message board has a post box attached, so people who are not online will be able to have a voice, both offline and online. The Chief will transfer messages that are placed in the postbox on to the message board, as well as posting them online, they will police messages in order to keep a positive mentality behind the organization, as well as reducing vandalism. The Chief will also be in charge of ensuring that the message board has up to date information.

The cards that can be used in the post box will be distributed around the community, at CUBE the housing

association, The Shakespeare Youth Project, local shops, as well as a supply at the message board. These cards have been designed in order to receive as much feedback as possible from community members.

## Marketing

It is important to encourage residents to use the network for it to become successful. Marketing has a pre launch stage and a launch stage.

Before the marketing campaign, local stakeholders will have been given usernames and passwords and encouraged (and taught via a workshop) to upload their calanders either through giving us their RSS or manually adding data. The members of GG will also begin to formulate groups online and offline to make sure there is content for people curious about the site. As previously mentioned, the GG committee will work together to come up with a suitable launch event, like a film night for the GG network.

To get the word out a marketing campaign will be launched via the following methods:

Door to door flyering. Material will include details of a launch night event which will have been posted both online and offline, on the website and message board repectively.

www.theglaswegian.co.uk Thursday, December 11, 2008 Glasw

## BRIEFLY Honour for getgo group

**Exclusive by Peter Carroll**

A STALWART of Glasgow allotments, Myra McBride, is retiring after almost 30 years as secretary and treasurer of Merrylee Plottolders Association.

As the contact person for the allotments Myra has welcomed many new plotholders over the years and helped them to settle in.

As well as looking after plotholders, collecting rent and helping organise annual events such as the Open Day, Myra has enjoyed cultivating vegetables and flowers in her own plot and greenhouse and sharing ideas and plants with others.

Members of Merrylee Plottolders Association expressed their appreciation of her work over the

In April 2009, the Wyndford primary school along with its adjacent St Gregory's primary school were said to be closing down by the Glasgow City Council. There was much uproar by the community and plenty of coverage by the media. However, despite the protest the Schools closed and as a result the people of Wyndford, along with the battle to keep these schools open also lost a valuable asset. They lost the core of the community that brought people together. In September 2009 the Audi Design Foundation through Sustain our Nation, set up a competition asking of designers to come up with

a social enterprise that not only would benefit the community but would also meet the community's needs and be sustainable. The winning idea would become tangible by receiving funding and also the support and advice that it needed to become durable.

In response the Masters students of Design Innovation at Glasgow School of Art created a design collective called 'GetGo Glasgow' took on the challenge and went out to Wyndford. There they engaged with the public as well as doing in depth primary research in order to identify something the community was lacking

### Snowballs at dawn for Ra

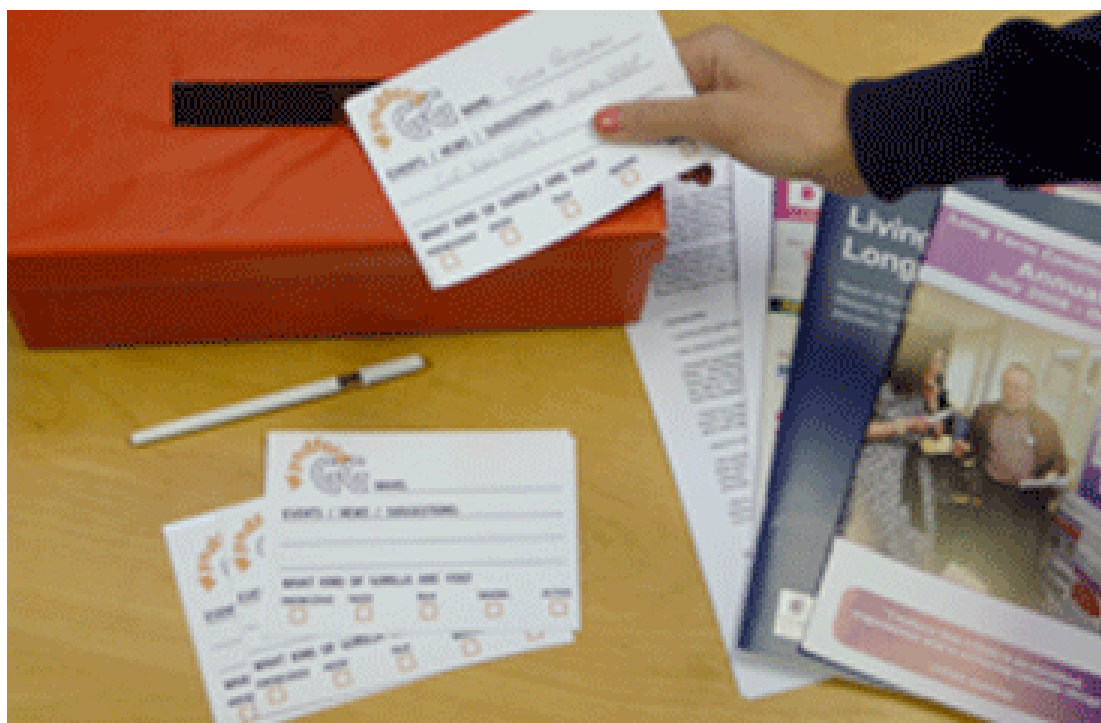
THE Glaswegian can exclusively reveal that Scots chef Gordon Ramsay has become the latest star to be sent up in a game designed by a Glasgow computer firm. Bosses at Edinboro-based company T-Enter-

the foul-mouthed chef faces off in the three-way snowball fight with his wife Tana and well-proclaimed "professional mistress" Sarah Symonds.

Director of T-Enterprise, "You upload photos of people, pets or celebrities to be the virtual characters' heads, and then issue a challenge to friends anywhere in the world by

but i ce w M year from "Thi goes virti past

Local media strings would be pulled to raise the profile of the network



Postcards will be displaced around Wyndford's outposts



The material will include details of where the message board is and the URL of the new website.

Residents online, including bebo networks, users of the twitter hashtag wyndford and maryhill and Wyndford 'youtubers' will be sent links to the website and encouraged to join.

Local media links will also be harnessed. Publications like the Glasweigan, and stakeholder papers will be approached for the launch event to run a story on a new network for Wyndford.

*"It is at grassroots level where digital inclusion happens, and where it*

*is made to reach the most deeply excluded"*

- Helen Milner

During a workshop it was mentioned that the regeneration centre could be used to facilitate computer workshops and teach people how to use the network and the internet. This would also stand in good stead for potential funding under the bracket of the government's drive to get more people online and make Digital Britain a reality. They are currently investing £30 million and are urging online ICT centres and organisations to come forward and bid for funding to allow residents of Wyndford to access the internet and start using the network.



The message board will reach out to the community in the offline world

# Conclusion

*“It’s not services we are transforming, it’s people.”*

- Dan Mcquillan at mypublicservice09 (London)

We believe that Green Gorillas has the power to bring back the conversation to Wyndford. The network is self sustaining and similar work has been proved by the likes of Will Perrin and ‘talk about local’.

We’ll leave you with a story of two people using Green Gorillas to transform their lives and create new connections in the community.

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