

## Owning Our Future: Call for Proposals – Viewpark Conservation Group

Community Land Scotland is looking for creative practitioners to work with six community landowners across Scotland. The practitioners will use a process of [narrative change](#) to help their community and volunteers think through the hopes for their locality and wider society in 2021, post-pandemic. By narrative change, we mean using storytelling to shift people's perceptions about what society could look like.

This project is funded through the National Lottery Community Fund's Emerging Futures Fund and processes and requirements set out in this Call are based on requirements that come from that programme.

Over the past six months, community landowners across the length and breadth of Scotland have shown how well they were able to support their communities in a time of crisis. Some of these experiences were gathered by Community Land Scotland and published in our "[Built-in Resilience: Community Landowners' response to the Covid-19 Crisis](#)" report. The thoughts of many community landowners are now turning to the future and how they are going to support their communities through the partial-lockdown and the economic recovery beyond.

### What are community landowners?

Community landowners are communities of place that collectively own land, buildings or other assets. They have open Membership to anyone living in their defined geographic community and local control is built into their governance structure. They operate as businesses with income being reinvested back in the community

### Community Land Scotland

Community Land Scotland is the voice of Scotland's community landowners. We have a membership of almost 100 communities and work to: represent community landowners; promote the sustainable development benefits of community landownership; facilitate networking and mutual support between community landowners and collaborate with other organisations to ensure community landowners can access the support they need

Further information can be found at: [www.communitylandscotland.org.uk](http://www.communitylandscotland.org.uk)

### The project

We are looking for creative practitioners to work with community landowners to help draw out some of the detail about why they were able to respond to the Covid19 pandemic so successfully and what role the ownership of land, buildings or another asset played in that response. We also want to help communities look to the future. At the end of the process, each community should have something that helps them share their vision for the future with their community and wider society. The Lottery has suggested that this could be in the form of a printed Manifesto for Change or a graphic routemap.

As part of the project, we are asking the six communities to film some of the process (this could also be clips of Zoom meetings) which will be edited into a short film about the project.

## **What do we mean by a creative practitioner?**

We are looking for practitioners who can take a creative approach to facilitation, drawing out stories and getting people thinking differently about the future. The creativity will be in the process rather than in the output. We want people who can think beyond the conventional in terms of gathering information from members of the community and helping people think creatively. This will be particularly important given the current restrictions caused by Covid19.

## **Role of the creative practitioner**

The practitioner will:

- Work with Viewpark Conservation Group to come up with creative ways of engaging volunteers and community members who use the community-owned greenspace. We have been guided by the funders to consider the role of narrative change in this process and how we might tell new stories that change people's ideas about how the future could look. Through the course of the pandemic the number of local people who accessed the community-owned space increased significantly as did the number of people experiencing the negative impacts of living with the new realities of restrictions and social isolation on their mental health. In this project the group are particularly keen to engage with young people who have been impacted in this way
- Facilitate that community engagement
- Work with Viewpark Conservation Group to capture film footage of the process and any key insights
- Collate any relevant archive material from the community and feed that into the creative process
- Help the community think through what sort of output they would like at the end. The Lottery has suggested this could be a Manifesto for Change or a routemap out of the crisis
- Work with the community to get the Manifesto, routemap or other output designed and printed (there is a separate budget for this)

We are particularly keen to hear from creative practitioners who know Viewpark and the surrounding areas, although this is not an absolute requirement

The other communities taking part in the project are: Coigach Community Development Company in Wester Ross, Galson Estate Trust in Lewis, Peebles Community Trust in the Borders, South West Mull and Iona Development and Kinning Park Complex in Glasgow

As part of this project, we are hoping to build links between the participating communities so there will be two or three group sessions bringing all the communities and creative practitioners together

## **The community landowner**

Viewpark Conservation Group is a community organisation which recently acquired a 171-acre site consisting of woodland and greenspace. The land was once part of the much larger Historic Douglas Support Estate in North Lanarkshire – now an area of multiple deprivation. This green space is fondly referred to by the locals as “our green lung” creating a buffer against the emissions from the roadway and industrial developments situated nearby.

By bringing the estate into community ownership, the group will be able to work towards improving the health and wellbeing of local people and develop its value as an educational and recreational resource. They have ambitious plans to manage the woodlands – tidying up and replanting, and to

build a healthier more active community. There are plans to restore the farmhouse to create a reception area for people visiting the Glen, with information and education facilities, a café and exhibition area to showcase the history of the estate. As well as being of benefit to the local community, Viewpark Conservation Group plans to increase the range of visitors and increase participation through community and volunteering activities. It has taken many years to get to this stage and there has been huge support from the community.

### **What does Community Land Scotland need out of this process?**

Community Land Scotland wants to dig a little deeper into why community landowners were able to respond so well to the pandemic. We are particularly interested in the role that owning an asset, be that land, a building or a wind turbine, played in their response.

Anecdotal evidence suggests there could be a number of reasons responded so well: an entrepreneurial culture; collective ownership leading to stronger community connections; the resources generated by an asset allowing communities to respond quickly and the fact that people look instinctively to owners of assets during a crisis. We want to find out which of these ring true with communities.

We want to find out more about what the key challenges were that communities faced and what their hopes are for the future so that we can feed this into our representative work.

There has been a great deal of interest from the Scottish Government and public agencies about how community landowners have responded to the crisis. Community Land Scotland's Policy Director will take the key themes that emerge from the six communities and organise round table discussions with policy makers and key agencies to look at how Scotland can learn from community landowners' responses

Our role in this process will be:

- Project management
- Supporting the communities and creative practitioners to work together to achieve an outcome that is useful to the community and to the broader project
- Organising group meetings between all six communities and the practitioners who are working with them to facilitate shared learning
- Commissioning a film-maker to provide training on filming on mobile phones
- Using the outputs from the six projects to influence change on national level
- Reporting to the funder

### **Timeline**

<b>Timeline</b>	<b>Activity</b>
20th October	Call for proposals closes
22 <sup>nd</sup> – 29 <sup>th</sup> October	Shortlisting and interviews
End October	Contracts issued
Early Nov	Group meeting (online) with all communities and creative practitioners
Early Nov – mid-December	Facilitation work with communities Film footage captured
Late Dec / early Jan	Outputs designed and printed Group meeting (online) with communities and creative practitioners

## **Value of commissions**

Each creative practitioner will receive a fee of £2500. This will include any travel or other expenses occurred during the facilitation process. There is a separate budget of £1000 per community for design and print of whatever the output is

## **Covid-19**

The practitioner must observe Scottish Government guidelines for social distancing and safe working at all times. Your proposal should set out how you intend to engage people within these restrictions. We aim to be as inclusive as possible so your proposal should reflect the fact that not everyone in the participating communities will have access to technology or the internet

## **Questions about this project**

You can contact Community Land Scotland with questions about this project:

Linsay Chalmers, 07884 314297 or [linsay.chalmers@communitylandscotland.org.uk](mailto:linsay.chalmers@communitylandscotland.org.uk) (please note that Linsay will be on leave from the 2<sup>nd</sup> - 9<sup>th</sup> October)

Kristina Nitsolova, 07508 421886 or [kristina.nitsolova@communitylandscotland.org.uk](mailto:kristina.nitsolova@communitylandscotland.org.uk)

## **How to apply**

Please send a one-page proposal setting out how you would deliver this project to Linsay Chalmers, Development Manager at Community Land Scotland. In addition to this one pager, you can provide a CV and / or information about your past work.

**Email your proposal to:** [linsay.chalmers@communitylandscotland.org.uk](mailto:linsay.chalmers@communitylandscotland.org.uk)