

How can we change the way people think and feel about places?

A Scottish Centre for Regeneration masterclass.
Scottish Youth Theatre, Glasgow

Tuesday 24 October 2006

The way disadvantaged communities are seen or talked about – by the people who live there, by those who do not, and the media – can have important social and economic consequences. This masterclass draws on real experience of how to change perceptions about places.

The masterclass will be given by Angus Kennedy who was chief executive of Castlevale Housing Action Trust (HAT). The Castlevale experience is a rare example. Castlevale HAT had a deliberate and planned effort to change the perceptions of their area.

This event will cover both changing internal and external perceptions of communities. These are important subjects for all those working in regeneration on outcomes to:

- Increase social capital
- Improve economic opportunities, sustainability and social cohesion
- Reduce inequalities

Afternoon practice workshops will explore how work on changing perceptions is happening in Linthouse, Raploch, Wellhouse and Merchant City.

There will also be an optional walking tour of Glasgow's Merchant City at lunchtime!

Who should attend?

This free event is for people interested in community regeneration policy and practice. You may work for or be involved with

- Community planning partnerships
- Social economy organisations
- Regeneration companies
- Scottish Executive
- Local authority departments
- NHS boards and the wider health sector
- Community and voluntary organisations
- Registered social landlords and housing associations, or
- Members of the Community Voices network and community representatives



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**Communities
Scotland** Scottish Centre
for Regeneration

Programme

- 09.30 Registration, tea and coffee
10.00 Welcome from Scottish Centre for Regeneration and introductions from the chair
10.10 **Masterclass presentation: Angus Kennedy**
11.45 Questions and comments
12.30 Networking lunch
13.15 Optional walking tour of the Merchant City
14.15 Afternoon workshops:

A: **Linthouse, Greater Govan**

Ingrid Campbell, Co-ordinator, Linthouse Urban Village

B: **Glasgow's Merchant City**

Liz Davidson, Merchant City Townhead Heritage Initiative

C: **Raploch, Stirling**

Judy Barrow, Enhanced Community Support Project Manager, Raploch Urban Regeneration Company

D: **Wellhouse, Greater Easterhouse**

Joe Williamson, Director, Wellhouse Housing Association

Event closes at 4pm

There is no charge for this event, but places are limited per organisation. If you can't attend after booking a place, please notify us as soon as possible. Our events are often oversubscribed and we need to be sure that as many people as possible can benefit from them. If you fail to attend without giving us as least 24 hours' notice, when you wish to book a place for future events you may be put on a waiting list.

How to book

The easiest way to book is to go online and complete the [on-line booking form](#)

If you have difficulty with our online booking please call Carole McGreish on 0141 434 1500

The venue

The Scottish Youth Theatre is in the heart of Glasgow's Merchant City at The Old Sherriff Court, 105 Brunswick Street, Glasgow G1 1TF. Glasgow Queen Street, High Street and Argyle Street rail stations are all within five minutes walk of the venue, and Glasgow Central station and the Buchanan Street Bus Station are 10-15 minutes walk away.

The Scottish Centre for Regeneration Events Series

Our events are designed for people interested in community regeneration policy and practice. Our [full autumn 2006 programme](#) is now available:



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