

West Kilbride Community Initiative Ltd

Maggie M Broadley, Executive Director

Strategic, project development, fundraising,
networking, operational management



Nurturing creativity with
Quality, Integrity and Community

West Kilbride Community Initiative Ltd

West Kilbride – North Ayrshire –
West Coast of Scotland

18/19th Century: weaving/one of many
Ayrshire towns specialising in potatoes

20th Century: Petrochemical and
nuclear Industries

Accessible rural – hourly train service
Connects town to Glasgow within
55 minutes



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Population: has remained fairly static 4,800 (fell from 1992 to 2001 but sharp increase by end of 2004)

Higher than average levels of home ownership and employment in the professional sectors - pockets of disadvantaged (elderly, low incomes)

Picturesque area – coastal, highest concentration of millionaires relative to population

Although rural only 1.4% of population work in agriculture



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Our challenge

In 1996 21
out of 40
shops closed

Depressing –
lack of civic
pride

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Tragic murder of local girl by recent arrival to the town

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Public meeting called in 1996 - Member of Scottish Parliament, local councillor and several community activists

1998: West Kilbride Community Initiative Ltd formed to take forward the idea of regeneration of main street/retail area – volunteers from the local community

Provide workshops/studios for craft makers open to public throughout the year, protect built environment, heritage and develop tourism and events

Extremely limited experience of crafts/craft development or promotion

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Leased closed chemist shop as community information centre, meeting place and local amateur crafters outlet – idea to staff with local craft makers

Established Christmas Craft Fair for local enthusiasts

Volunteer delivered and managed

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Obstacles and Barriers

North Ayrshire Council – no support

Scottish Enterprise Ayrshire – no support

Scottish Arts Council – no support

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Environmental Group

Established in 1999 to improve gardens & walkways

Started out organising 30 hanging baskets which grew to over 300!

Purchased disused quarry and two meadows for the community to safeguard green space from inappropriate development.

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Village Hall

Threatened with closure in 1999 - WKCIL leased the building from North Ayrshire Council

NAC own – keep wind and watertight

Volunteer Management Committee

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The old Barony Church not used for religious services since 1978

Community purchased in 2000 for sum of £7,000 (bequest) 'C' listed landmark building very significant to conservation area and sense of community identity

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Moffat Charitable Trust bought and refurbished first two craft studios in 2001 – WKCIL manage and earn income

2003: Scottish Enterprise Ayrshire financial contribution – £115,000 over 4 years, to be match funded by WKCIL. Purchase/refurbish craft studios, Employ part-time Development Officer, limited promotion



Community raised £131,000 (2nd hand furniture sales, rent from studios, craft fair, commission on craft goods)

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Charge subsidised rents and include utilities – norm for sector

CTS promotion of West Kilbride as destination

Individual makers responsible for own business development and promotion

Manage 3 Craft Studios by 2004

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**Fundraising campaign -
refurbishment of former
bank**

**Launched in 2005 and
quickly recognised for
quality of contemporary
exhibitions**

**Income from
commission on sales**

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West Kilbride Town Centre in Summer 2006

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West Kilbride Town Centre: Preparing for the Scarecrow Festival which was established and developed by WKCIL alongside the Yuletide Late Night Shopping event – support local businesses and encourage community participation

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Visit Scotland: Accreditation in November 2006

Brown Tourism Signage - Vital credibility and increased visibility as cultural attraction

Awards –
2006:

- Enterprising Britain, Regional Winner (Scotland)
- Enterprising Britain, National Winner (U.K.)
- Scottish Urban Regeneration Forum Annual Awards, Winner 'Place' category

CRAFTOWN
SCOTLAND

2005 - 2012: Creation of Barony Centre, Craft Exhibition, Education and Activities venue

The redevelopment of the Barony Church was always about much more than bricks and mortar – it was not about finding a use for a building, even though it was a much loved one.

Owned and managed by the community, the aim was to provide a regional destination and hub of creative and cultural activity for local people, craft makers and visitors alike. Such ambition highlighted the increased sense of pride and confidence amongst local people.

Envisioned as a beacon for the future, it was important that additions to the building should be innovative and contemporary, *“we value our heritage but look to the future”*

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The project secured the total cost of £1,654,766 in 2011

1) North Ayrshire Council Landfill Communities

Fund: £25,000

2) GCA Big Lottery Fund Scotland: £1,028,072

3) Town Centre Regeneration Fund: £296,290 (Total award £439,292 included Village Hall Heating + purchase of WK Initiative Centre)

4) Robertson Trust: £60,000

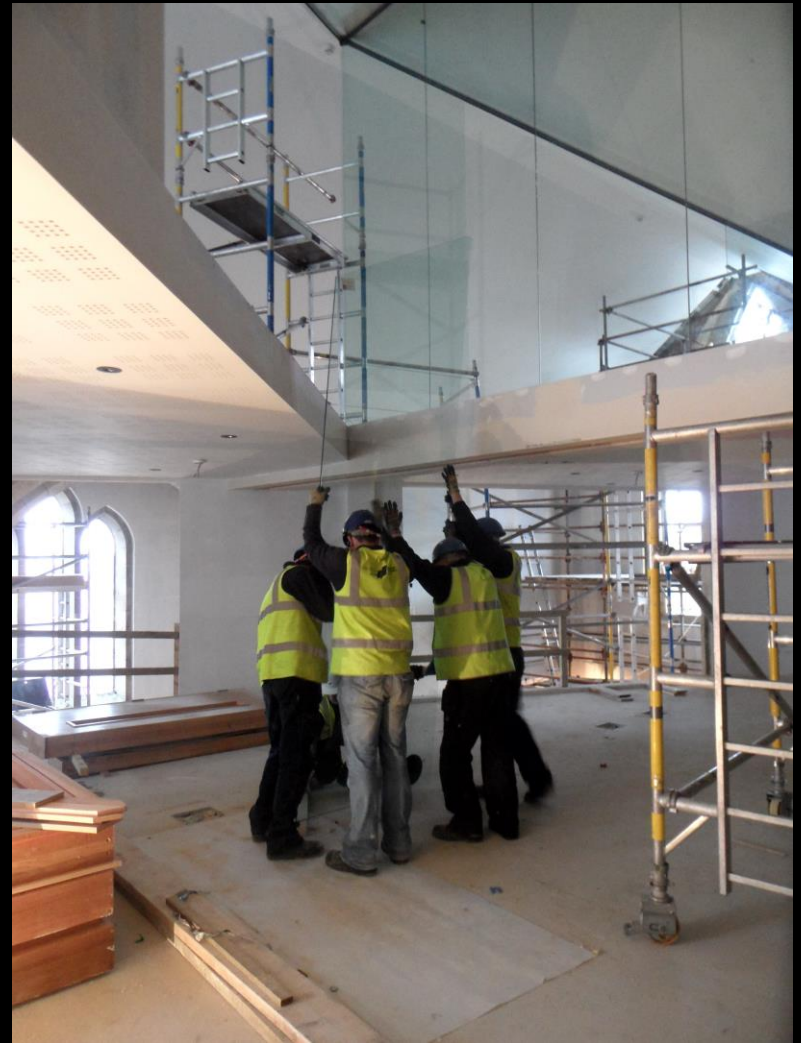
5) Nuclear Decommissioning Authority: £11,000

6) Third Sector Enterprise Fund: £95,000

7) Ayrshire LEADER: £266,634



The way we were...





Construction completed February 2012
CTS Office relocated in February 2012
Fit-out completed 28 April 2012



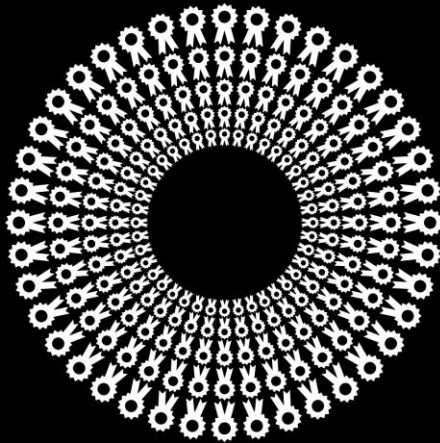
Ground Floor - exhibition/ retail space
Raised Mezzanine area above



Raised mezzanine area – education and activities space

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West Kilbride



creative place awards
winner 2012

- The Creative Place Awards celebrate and recognise the hard work and imagination that contributes to the rich cultural life of a community, as well as its social and economic well-being
- The award (£100,000) will allow Craft Town Scotland, a community initiative, to develop a new series of exhibitions for The Barony Centre and develop new programmes to involve younger, and older, members of the community in their creative programme.

(Creative Scotland)

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- The Barony Centre was officially opened to the community and the public on the 1st of May 2012 by Mrs Jean Palmer and her family.
- Daughter Anne, 3 granddaughters and 2 great granddaughters Sophie & Lucy represented the family and the community – past, present and future.

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The Barony Centre: Modern Languages
Exhibition 13 July – 9 September

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The Barony Centre: Irish Ceramics
Exhibition 22 September – 11 November 2012

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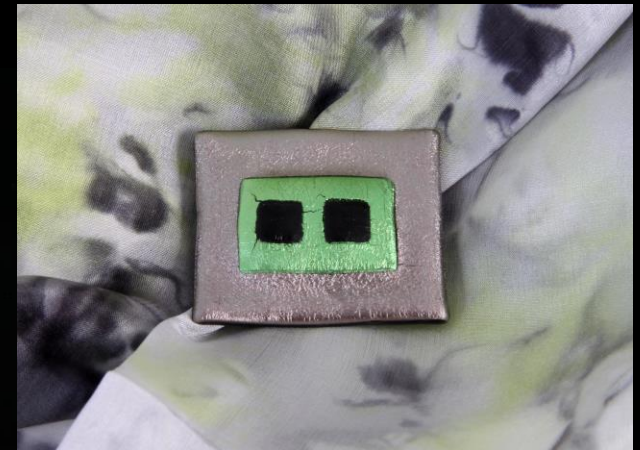
The Barony Centre: 'Offerings' Sculptural Ceramics
Lorraine Robson 27 April – 30 June 2013

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The Barony Centre: Gallery Shop

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The Barony Centre: Gallery Shop Giftware

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The Barony Centre: Gallery Shop Premier Selection
Elin Isaksson, Amanda J Simmons, Tessuti Textiles

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WEAVATHON with Angharad McLaren/Largs Academy
1 hr Ceramics workshop with Youth Led Enquiry/
Ardrossan Academy

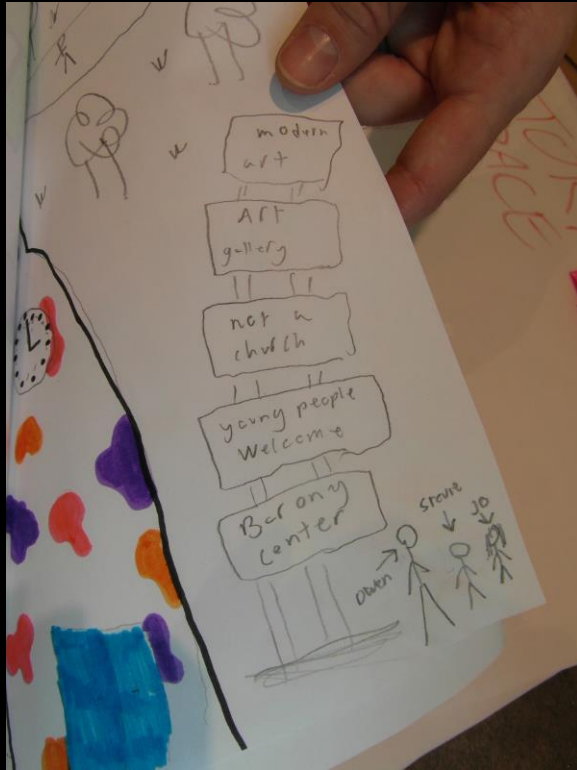
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Inspirational Practitioners – Basketmakers share skills @ The Barony

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What could we do to get you to become involved @ The Barony?
Youth-led Enquiry facilitated by Space Unlimited

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Local Secondary School worked with one of Craft Studios and volunteer seamstresses/dressmakers

Designed and made creative fashion garments

High quality fashion show in Barony Centre

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Private Hire: Local Author's Book Launch @ The Barony

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The Barony Centre: Café - delicious coffee, light lunches and home baking

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Factors in project's success

Past and present **Board members** have made a huge contribution

Drawn exclusively from the local community

Oversee strategic planning plus 'hands on' contribution

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Our Volunteers

Team of 34 volunteers, from 16yrs to 60+, staff Barony Centre exhibition area and gallery shop, averaging 3 hours per week

Equates to approx. £30,000 per annum 'in-kind'

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Our Craft Makers

Marion E Kane Silversmith, work in public/private collections > Moved from small to larger CTS studio

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Marion E Kane:
Silver of the Stars, Ewan McGregor Coffee set
Silver Spoons



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Lorna Reid
Chookiebirdie
Studio 117 Main Street

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Chookiebirdie - Exclusive designs handstitched by Lorna

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Lilith Green, Old Maiden Aunt
> Small CTS Studio > moved to larger CTS Studio
30

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Old Maiden Aunt, handpainted yarn by Lilith Green

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Virgil & Alison Bauzys, Hastingwood Basketworks >
CTS studio tenant > moved to larger CTS studio >
Purchased studio in town > Associated Maker

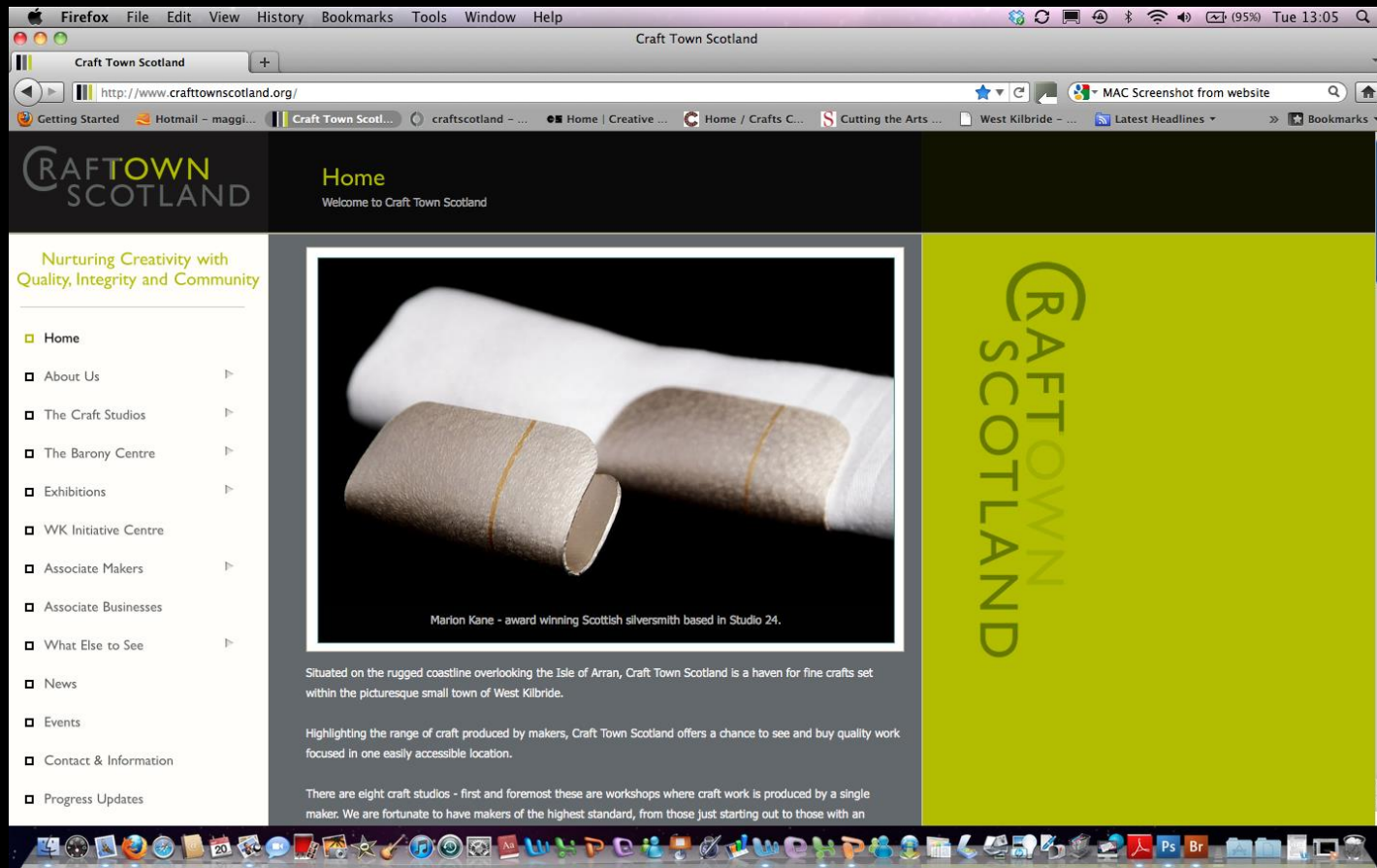
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Eileen Bell, McHattie Collective
CTS volunteer > studio tenant > established
new craft business in vacant retail unit

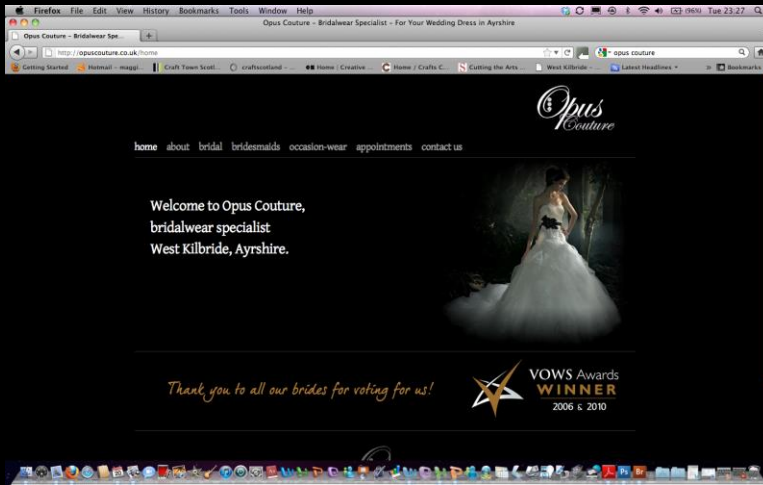
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Our Branding and Promotion

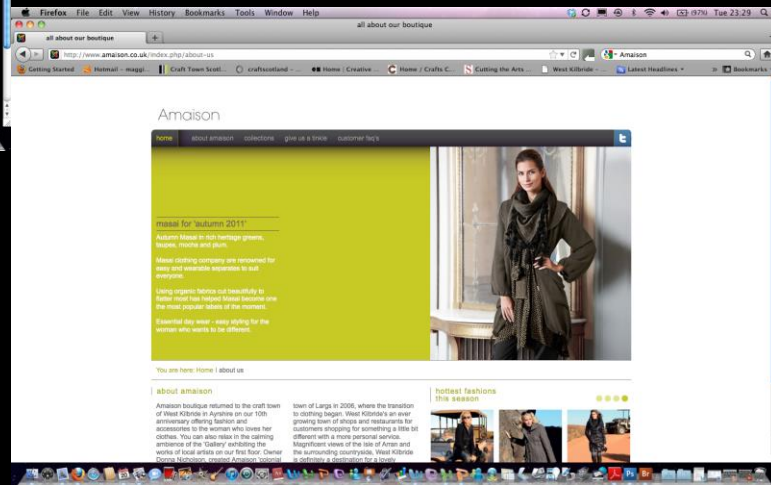


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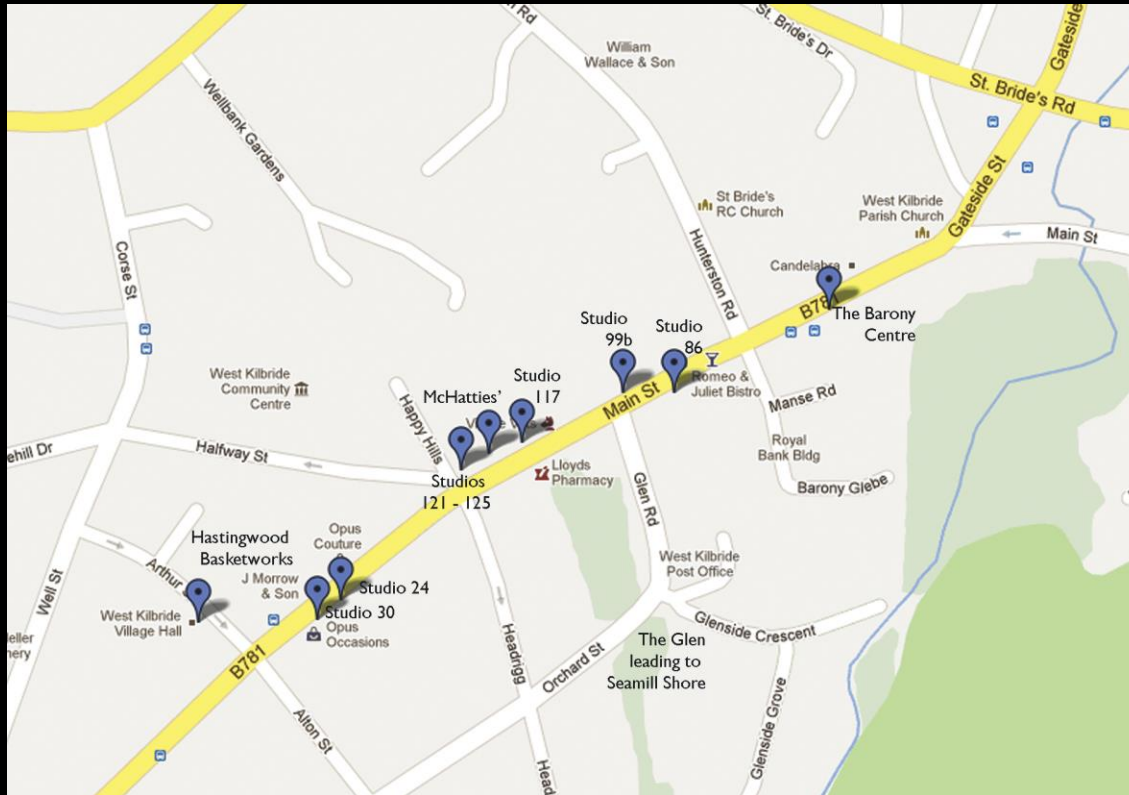


Currently only 3 properties
Remain empty; 2 owned by
Private owners who refuse to
Renovate or sell on.

Creation of attractive retail
environment - independent
business and services relocate
and operate from the town.



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Craft Town
Scotland studios
and The Barony
Centre act as
'anchor points'
throughout the
town's main
street

Other
independent
retailers/services
have grown up
around these

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- Only Scottish finalist in Cultural Buildings Category, Architects' Journal Retrofit Awards 2012
- Winner of Glasgow Institute of Architects' Design Award 2012
- Highly Commended in the Scottish Civic Trust's My Place Awards 2013 & the RIAS Annual Awards 2013

22,100 visitors (target 15,000 previous best 8,400)
Increased income by 40% (despite economic downturn)

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Community Owned Assets

- 1 X quarry
- 2 X fields (community orchard and wild flower meadow)
- 3 X Craft Studios
- 1 X Refurbished Church (now The Barony Centre)

Property Assets Value of £1,682,000

Community Managed Assets:

- 2 X Leased Craft Studios
- 1 X Leased Craft Studio complex (5 units)

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Passion: We are a community inspired and led organisation with local people at its heart

Perseverance: We have doggedly pursued every avenue available to preserve the heart of our community, even in the face of huge challenges

Innovation: We have focused on excellence in all areas of our operations, exceeding expectations and consistently 'punching above our weight'

Sustainability: We have grown our organisation's – and our community's - assets, we have developed income streams and grown our capacity to manage current and future developments

Forward Thinking: We are looking to the future - empowering young people, we will actively encourage their participation in the management and delivery of services