

THE BRIDGE

The Arts & Regeneration of Easterhouse

Jackie Shearer, Arts Manager
Greater Easterhouse Arts Company



platform

A gap site...

60s swimming pool

college building



platform

Bold architecture & design



The Bridge is full of light animating what was dead space. It has 3 entrance and exit points making it an easy shortcut to the local shopping area, post office and schools.

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Aspirational



Wide open space interlinking a swimming pool, college, library and arts centre enable ease of movement from one area to another.

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Making it work – partners

The £12.2m Bridge is the overarching name for 4 facilities:

- John Wheatley College
- Culture and Sport Glasgow's Swimming Pool, sauna & steam room
- Culture and Sport Glasgow's Library & Real Learning Centre
- Platform, a brand new arts centre run by Greater Easterhouse Arts Company



The Bridge is a base for National Theatre of Scotland and Visual Statement, a local dance company

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Making it work – challenges

- radical approach – shock of the new
- Customs and cultures
- different shapes and sizes



- shared frameworks
- training
- mediation

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Making it work – opportunity

- a dynamic mix
- radical approach
- shared services; work to strengths
- collaborative programming
- trailblaze



It all adds up to much more than the sum of the individual parts.

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What difference does it make?

“it’s amazing the way its all laid out and the way they’ve thought it out... and added everything in... the café, the theatre...absolutely beautiful”.

Local person at launch event



In the first year, The Bridge had **394,025** visits

This is set against a local population of around **30,000** households



Mosaic Scotland's 'Billy & Michelle'

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How did we get here?

- Arts outreach activity across the wider area
- Marketing activity
- Focus groups and ambassadors
- A theatre programme
- A determined steering group with local people driving it forward



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Local links



570 households are signed up for our special ticket incentive scheme for local people

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Successes

- Surpassed all attendance targets
- The library went from 22nd position in the City's 'league' table to being 2nd.
- Pool leading the way across the city with events for kids and families
- Groundbreaking Local Links ticket scheme – special offers for local people



Awards

“The Bridge...has already become an important magnet for the community that was previously lacking...[lifting] the spirits of all who engage with it... [it is] urban regeneration at its most powerful”.

Rab Bennets, Jury Chair

- RIBA Regional Award
- RIBA National Award
- Scottish Design Awards' Best Public Building & Architecture Grand Prix
- Glasgow Institute of Architects' Design Award
- SURF Highly Commended Award for Best Practice in Regeneration

