

LAB Case Study

Reshaping the City Through Active Participation – Bringing the City Charter to Life



LAB: Introduction

The City Charter, created and developed through dialogue and consultation with citizens, is an informal agreement between the council and citizens that lists our shared commitments, values, vision and aims. Let's come together to explore how citizens, businesses and communities can work WITH the council to progress two key Charter themes – a cleaner and more sustainable city, and encouraging participation in the local community.



LAB: Participants

The lab attracted participants from many different sectors and organisations, as well as attendees from GCC and other city partners.

- Loch Lomond & The Trossachs National Park Authority
- JP Morgan
- Glasgow Housing Association
- Glasgow School of Art
- M&D Leisure
- Standard Life
- Scottish Government
- University of Glasgow
- Traveltek



LAB: Background

Our LAB was designed to be very interactive and sought to generate ideas and solutions from participants. The two key Charter themes were extended into 4 specific challenges areas. To help participants contribute, we provided facts and insights around the challenge areas to ensure everyone had a level of background information sufficient enough to understand the existing landscape. The 4 challenges and a summary of the insights:

The 4 Challenges:

- *How can we work together to improve how we manage waste?*
- *How can we work together to improve how we manage recycling?*
- *What more could you do to become an active citizen? What support is required?*
- *What changes can be made to make it easier and encourage our citizens to have their voices heard?*



LAB: Background

A Cleaner More Sustainable City

How can we work together to improve how we manage waste?

- GCC provides waste collection services to over 310,000 homes, flats and multi-story premises, and to over 5000 businesses.
- 20.7 million scheduled yearly collections
- GCC manages 300,000 tonnes of waste per annum
- The Glasgow Recycling and Renewable Energy Centre (GRREC) treats up to 200,000 tonnes/annum and diverts up to 90% from landfill

How can we work together to improve how we manage recycling?

- UK recycling rates for Waste from Households:
 - **Scotland = 43.5%**
 - Northern Ireland = 46.3%
 - England = 45.2%
 - Wales = 57.6%
- EU target to recycle at least 50% of household waste by 2020.
- Household waste in 2018, Glasgow City Council recycled 54,000 tonnes, diverted a further 21,000 tonnes from landfill and landfilled 168,500 tonnes.
- Plans are in place to double the capacity of blue recycling bins



LAB: Background

Encouraging Participation in the Local Community

What more could you do to become an active citizen? What support is required?

- There are 80 active Community Councils across 23 wards, with over 800 citizens who act as community councillors.
- 2017 - Adult rate of volunteering reported at 23% in Glasgow's general population – compares poorly with the national average.
- Glasgow's Strategic Volunteering Framework commits city partners to support the development of volunteering across the city.
- Turnout for local government elections in Glasgow:
 - 2007 – 44%
 - 2012 – 33% >>>> **national average 2017 – 47%.**
 - 2017 – 39%
- 200 public & 3rd sector organisations use Volunteer Kinetic – a digital tool to advertise volunteering opportunities in Glasgow. In 2018, there were around 6000 people registered and there were 4900 volunteering opportunities.



LAB: Background

Encouraging Participation in the Local Community

What changes can be made to make it easier and encourage our citizens to have their voices heard?

- The Community Empowerment Act 2015 includes a section on Participation in Public Decision making. Public authorities are required to promote and facilitate the participation of members of the public in the decisions and activities of the authority, including the allocation of resources.
- The Community Empowerment Act also sets out provision for 'Participation Requests'. This is a process through which community groups can ask to start a discussion with organisations in charge of public services.
- The Community Empowerment Act also sets out provision for Community Asset Transfer. This involves the transfer of responsibility for an asset from the council to a community group.
- In 2018 there were 15 formal consultations completed through the Council's Consultation Hub. Other public bodies will also have undertaken consultations using their own processes.



LAB: Experience

The four challenges areas were divided between four tables. At each table there were between 6-8 participants who were grouped into 2 or 3s. Each small group was assigned one of the challenges, insights into the challenge area, the current state of affairs and a description of what the ideal future state would/should look like.

In the small groups participants were then given time to brainstorm ideas on how they would respond to the challenge. They were then tasked with picking the best idea and developing it further by mapping out what the initial steps would entail, what would be required to happen next, and what the outcomes would be. At the end of this stage, each small group had generated and planned an idea to overcome their respective challenge. The next phase involved handing over the plans to another small group so they could be critiqued or improved.

The entire session was facilitated by SNOOK, who were there to ensure participants knew what was required from them and to guide the process. The format of the LAB was simple to understand and encouraged everyone to participate. There were also GCC staff at each table who work in roles related to the challenge areas to offer additional insights and support participants to contribute.



LAB: Outcome

At the end of the LAB, there was 10 final ideas which had been selected, developed and 'tested' from a bigger pool of ideas. A couple of the final citizen generated ideas have been summarised below:

#WhatIsWasteAnyway

- Education campaign to convince consumers to say no to plastic in shops, placing the burden on shops to deal with waste consumers are rejecting.
- Shops should pay for the disposal of waste, placing a financial incentive on them to reduce unnecessary waste in their stores.
- Waste from stores than cannot be recycled should be weighed and charged to the store before disposal
- Consumers have the power to effect change!

Water – Access Without Waste

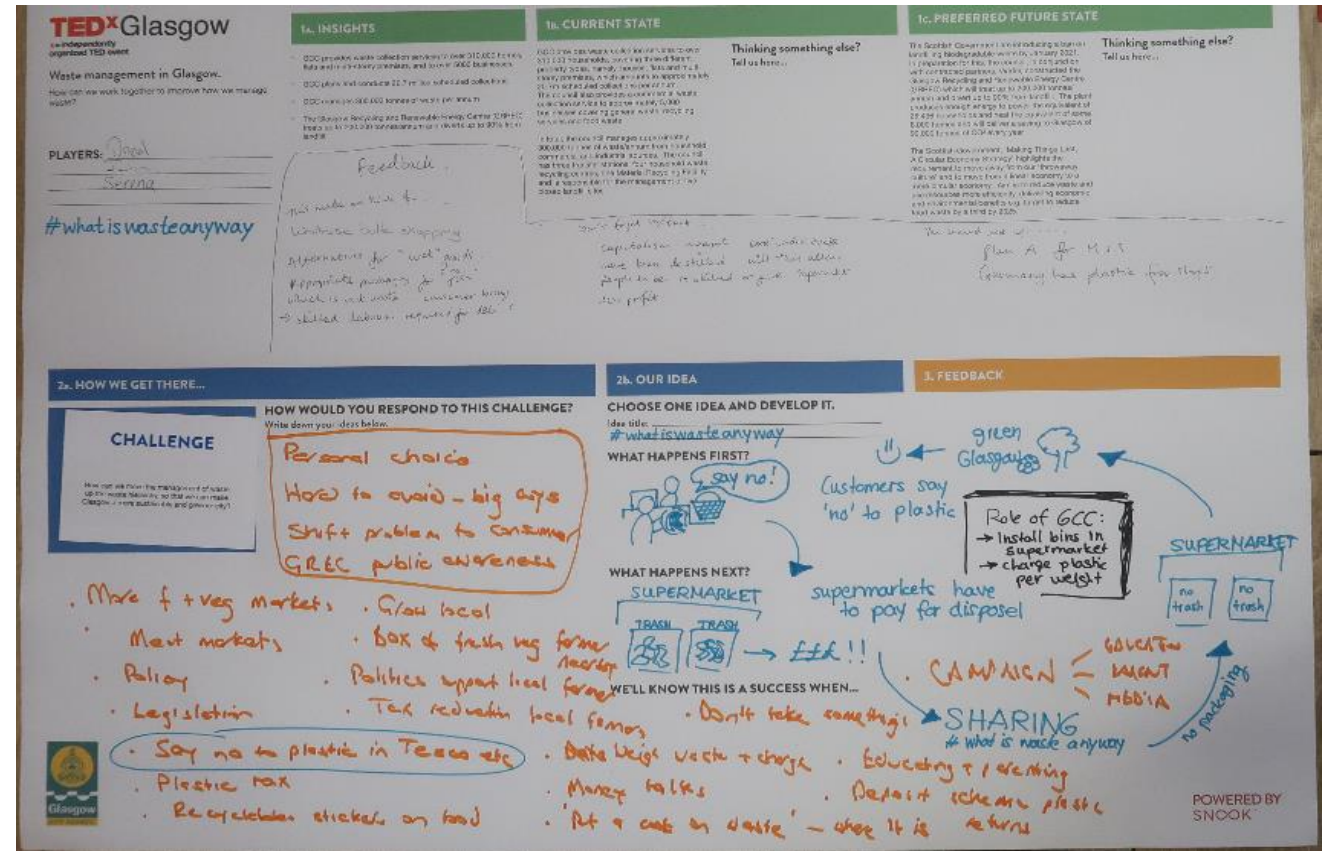
- Bring the community and engineers together to design community drinking water fountains. Hold public/school competitions for design input. Create them in areas, or create an area around the water fountain, which has a community feel.
- Engage with brands/organisations who can sponsor fountains.
- Design collectable glass bottles, perhaps with community themes.
- Create social media campaigns around them.
- Communities and local businesses take responsibility for looking after area around fountains. Creating cleaner, waste free community hubs.

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x = independently
organized TED event



LAB: Outcome

All of the final ten ideas have been converted from writing on the big sheet of paper and post-it-notes to easy to read documents, and have been distributed to the relevant service areas the challenge areas are associated with. Citizens showing enthusiasm to generate ideas on how to improve their city was fantastic, and a bigger success from this LAB was that this method of engagement was a fantastic tool to get citizens interested and engaged with GCC and their city.



LAB: Feedback

As expected with a TEDx event, the talks were engaging, inspiring and powerful. We both attended the GCC Lab which we found both interesting and informative. We found the opportunity to engage with a range of partners and members of the public during the Lab to be insightful, and I would be happy to take part in similar events in the future”

“It was my first time at TEDx and I really enjoyed the presentations, some of which were very inspiring and motivating. I had the opportunity to chat to some of the other attendees throughout the day. The GCC Lab worked well and it was a great way to gauge the opinions of a diverse range of stakeholders within the city on some very important issues”

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