

# Getting There: Maddiston and Rumford

Activity report 2016-17

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Maddiston Community Council

Iriss

# Acknowledgements and thanks

The activity in this report was only possible through the involvement of the following local area and national partners who have been involved in the project, so thanks have to go to:

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- Maddiston Primary School
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- SEStran

...and all the other local groups and individuals who have contributed, particularly to the people of Maddiston and Rumford, who have taken part in the project, enquiry work and Feast.



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## Executive summary

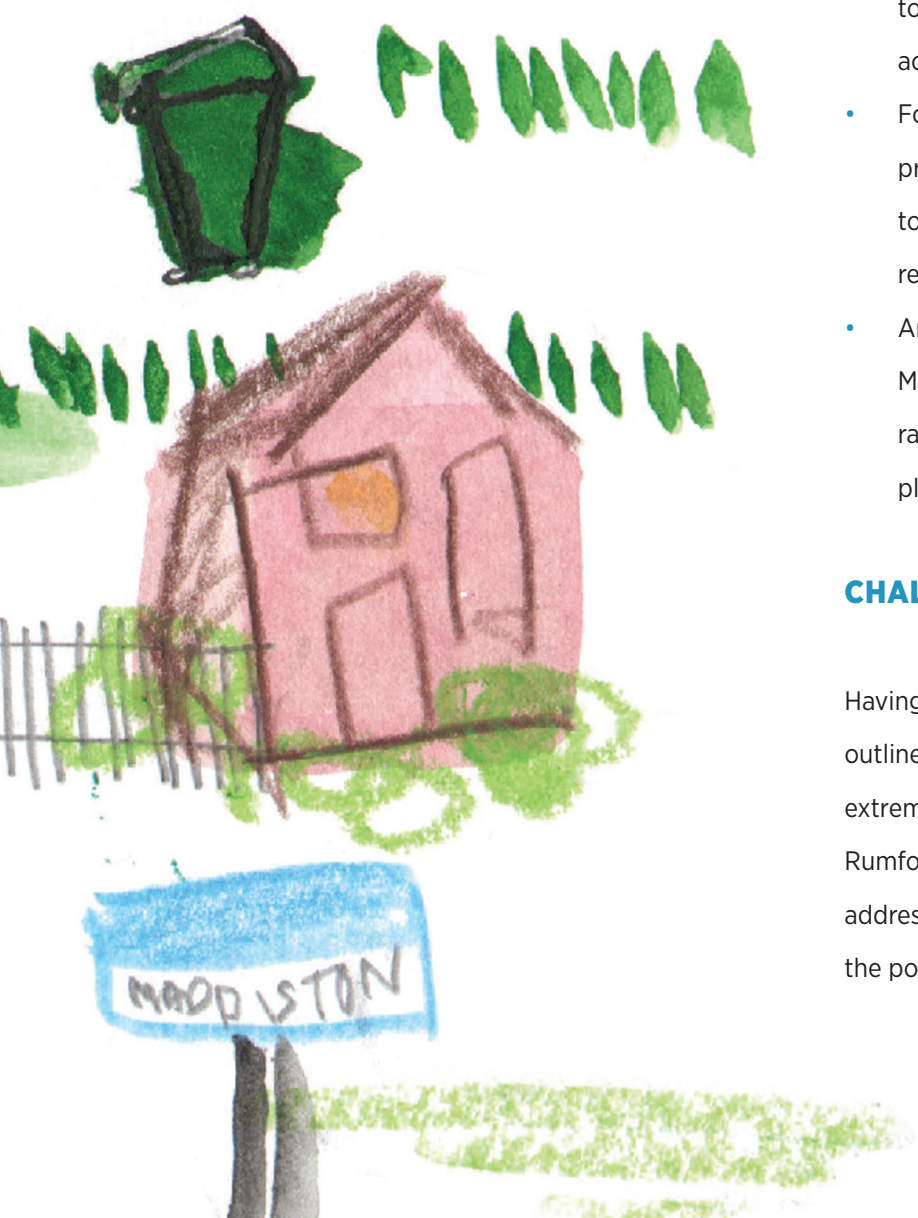
Since the end of 2015, Maddiston Community Council, Iriss and a range of other partners have helped carry out a variety of local activities in Maddiston and Rumford. The aim of this work was to explore with local people how they feel about the area they live in, and work with them to make some real positive changes. This report outlines the work to date of the *Getting There: Maddiston and Rumford* project and presents some challenges that, when addressed, have been identified as benefitting people living in the local area.

### OUTPUTS FROM GETTING THERE: MADDISTON AND RUMFORD PROJECT

- Completion of a local enquiry that involved asking local residents about their experiences of living in Maddiston and Rumford. In total, 200 adults from the local area and 250 children from Maddiston Primary School participated by filling in a paper survey, submitting answers online and being filmed on video.
- A Maddiston and Rumford Community Feast event brought together local people and organisations to celebrate, and share food and ideas around activities that would benefit the area.
- Following a community vote at the Feast, five local projects have been given small amounts of money to spend on activities that were deemed to have a real positive impact on local people.
- An asset map has been collated and hosted by Maddiston Community Council that captures the range of the local community assets (resources, places, activities and businesses) in the area.

### CHALLENGES

Having completed the enquiry process and activities outlined above we feel that, although outlining some extremely positive aspects of life in Maddiston and Rumford, there are still key issues that need to be addressed. Due to new housing being built in the area, the population of Maddiston and Rumford has more



than doubled in the last 20 years. With more housing due to be built locally, this population will rise again and the local infrastructure, including local services and facilities, has not kept pace with this expansion. This has made the area feel fragmented across new/old/mixed housing areas. The project work has raised a number of concerns that directly relate to this issue. These include:

- An absence of physical spaces to socialise and bring people together such as a pub, café or restaurant
- No GP surgery or health clinic
- No significant facilities for cultural or sporting activities
- Insufficient spaces generally for young people
- Local shops that, although appreciated and well used, are not able to provide for everyone's needs.

The lack of this provision in the local area results in people needing to travel to access these services. Generally there is high car ownership in the area, but still 20% of the population have no access to a car, making them reliant on buses or taxis beyond any distances that they can walk.

The previous work of Maddiston Community Council and the work of this project has revealed that there is sufficient local will and community assets to make positive changes in the area. However, this potential is only able to go so far. To be able to fully access the potential assets of Maddiston and Rumford and help

improve the lives of people living here, the underlying infrastructure and services issues outlined above need to be addressed by the local authority and other local organisations with the involvement of the community of Maddiston and Rumford.

## WHAT'S NEXT?

- We will follow and track the great work being done by the five projects funded on the back of the Feast event
- We will promote the development and use of the new community asset map
- The projects and community buy-in that this project has generated can only go so far. There needs to be a commitment by local authorities and other organisations to support the community, especially with regards to wider support and infrastructure issues such as local health services and transport.
- Along with project partners, we want to spread the learning of this work beyond Maddiston and Rumford. We recognise that many of the issues and hopes raised here are by no means unique to this area.

We hope the activity outlined in this report and the positive work previously undertaken in the local area can contribute strongly towards achieving our aspirations of further developing Maddiston and Rumford into an even better place to live and work.

# 1. Introduction

In the summer of 2015, Iriss ([www.iriss.org.uk](http://www.iriss.org.uk)) put out a Scotland-wide call to find a cluster of partners in a single locality who were willing to develop a shared piece of collaborative work. We hoped that this work would be strongly place-based and would develop a process of collaboration that could make a difference to people living in that area. The broad aims were to:

- Reflect local circumstances and priorities (co-design)
- Enable people living and working locally to have a strong say in the content of what we do together as a group
- Be grounded in real work i.e. it is not be an 'add-on'
- Keep making connections between ideas, people and priorities
- Ensure the work continues beyond the lifespan of Iriss' involvement

Iriss hosted an event in Stirling in November 2015 and representatives from CVS Falkirk and Falkirk Council attended. They were successful in proposing that Iriss work with them, and a range of other local organisations (blogs about this event and our subsequent learning can be found at <http://blogs.iriss.org.uk/thebigidea/our-learning>). Following that, we invited partners that operated in the local Falkirk area to become involved, and we formed up an advisory group that helped take the work forward. The initial focus identified was transport, which was seen as an issue in Falkirk. Then, we narrowed our geographical focus specifically in

the localities that were covered by the Meadowbank Health Centre Catchment area. We quickly expanded the focus from transport by asking the advisory group what shapes the lives of people that live in the area, and what do we need to know that would help us work with people to make a difference in the area. This much more closely matches the spirit of the enquiry and the different experiences of the group.

After an open invitation to local and community groups, Maddiston Community Council attended some of these advisory group meetings and showed both a willingness to engage with the group and take an active and creative part in taking this work forward. This work, therefore, builds on the *Maddiston and Rumford Community Plan 2014-2019* and very much supports the principles stated in that plan of confirming and strengthening community pride, and bringing people together to create a strong and resilient community (some of the wider achievements and activity of Maddiston Community Council and their partners can be found at <http://maddistoncc.weebly.com/what-we-do.html>).

This report outlines a number of activities and actions that have taken place to date:

- An enquiry process that involved asking local residents about their experiences of living in Maddiston and Rumford (summary results launched and published in January 2017)

- A community Feast event that brought together individuals and organisations to bid for funding that responded to the themes revealed in the enquiry process (held on 29th January 2017)
- Following presentations at the Feast, and voting by the local people who attended, five projects were given funding (funding distributed in March 2017)
- A Maddiston and Rumford Community Asset Map was collated and will be maintained by Maddiston Community Council (launched in March 2017)

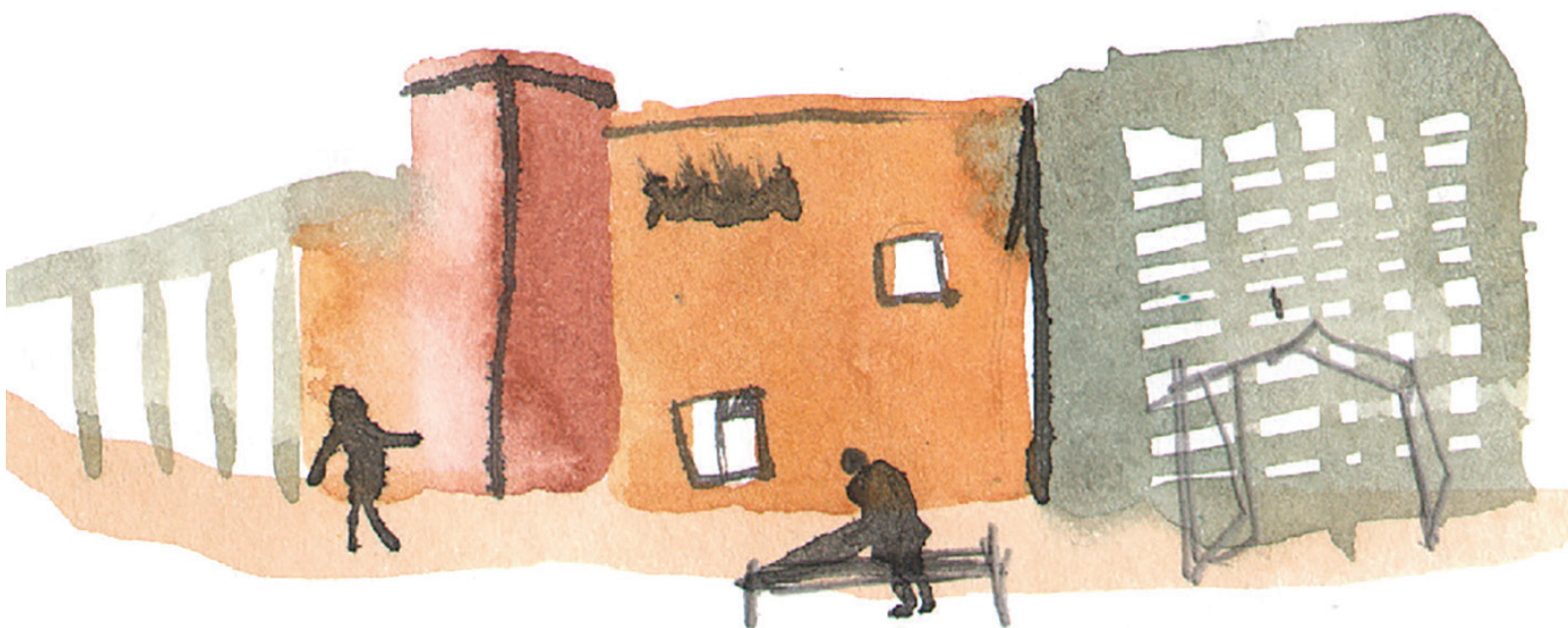
## 1.1 MADDISTON AND RUMFORD – BRIEF BACKGROUND

Maddiston and Rumford has a population of around 4300 and is located in the Braes on the periphery of Falkirk. In the past 20 years the population has more than doubled as house developers have built in the area. As a direct consequence of this expansion there have been a movement of people and families into Maddiston and Rumford, and the development of

three distinct areas of old, new and mixed housing. Permission for the development of a further 480 houses has also been approved in the area.

As there is little economic activity, social hubs to meet, healthcare provision or employment in the direct locality, it is necessary for people to travel outside the area to fulfil these needs. Apart from the primary school and the local community centre, there is an absence of local service infrastructure, beyond the presence of a handful of small local shops. In the Scottish Index of Multiple Deprivation (2016), there is one area in Maddiston that now sits within the 15% most deprived areas in Scotland.

These are the figures that can be provided by looking at recent population data and the availability of local services. However, in this project we wanted to engage directly with the local community to find out what people thought about Maddiston and Rumford and what they believed would improve their experiences of living in the area.



## 2. Enquiry process

The first thing we considered as the *Getting There: Maddiston and Rumford* advisory group was: what do we want to know; what would help us know that; and how would we collect that knowledge? This resulted in us conducting an enquiry process that involved: a questionnaire survey carried out in the community; video filming that asked those same questions; and a children's survey that was completed with Maddiston Primary School. We wanted to capture what people felt about living in Maddiston and Rumford and get a strong feel for what they would like to see improve their local area.

### 2.1 QUESTIONNAIRE SURVEY

In total, 167 people responded to the *Getting There: Maddiston and Rumford* survey. There were 14 questions centred on residents' experiences of the Maddiston and Rumford area and these were collected both online and as hard copies.

#### a) Methodology

Three questions were demographic in nature and were analysed quantitatively via SPSS software to determine totals and percentages of the different age groups, postcode types and time at current address. The remaining questions were qualitative and left individuals to give free text responses. All responses to each question were copied into Tag Cloud software and frequencies of words and phrases were counted. Synonymous words were placed into the same category. For example, with the question relating

to travel, people who mentioned cycling and riding bikes were combined into a single category. Each individual survey was then analysed and categorised according to the respondents overall attitude, including *Positive with Constructive Suggestions*, *Critical with Constructive Suggestions*, *Overall Negative*, and *None Discernable*, with the aim of getting a sense of each person's attitude to Maddiston and Rumford. Each person's responses were then categorised by themes, which were amalgamated into: *Travel, Traffic and Transport*; *Local Services*; *Children and Young People*; and *Community Spirit*.

#### b) Who took part?

Having collected the postcodes of participants, we were able to identify that 18% lived in the older village areas of Maddiston and Rumford, 38% lived in new build areas and 32% lived in mixed areas (11% did not provide a postcode). Maddiston Community Council

AGE	TOTAL	PERCENT
<16	1	0.6%
16-29	19	11.4%
30-44	94	56.9%
45-59	36	21.6%
60-75	15	9%
>75	1	0.6%

TABLE 1: AGE RANGE OF PARTICIPANTS



provided the list of postcodes for these separate areas. This was seen as important to capture as there has been a significant amount of new house building over the last 15/20 years, with more new housing set to be built in the near future. Local groups on the advisory group had identified this issue, before the enquiry process, as a challenge for the local area. We, therefore, planned to get an impression of whether local people thought there were enough local facilities and services being provided to support the people that come into these new areas, and how this impacted feelings of local community spirit and connection.

It can be seen from Table 2 below that around 60% of respondents had lived at their current address for 10 years or under, and about 40% for over 10 years. There may also be a number of respondents who have changed addresses but stayed within the Maddiston and Rumford area.

YEARS	TOTAL	PERCENT
<1	8	4.8%
1-5	45	27%
5-10	46	27.6%
10-15	29	17.4%
15-20	13	7.8%
>20	26	15%

TABLE 2: TIME AT CURRENT ADDRESS

**c) Local services**

We asked *Which local services and facilities do you know of and which do you use?* This question let people name what they viewed as most prominent (Table 3).

We then asked, *What is your experience of these services?* and respondents were able to answer this freely, or not at all. Positive words dominated the responses, with 54 describing services as ‘Good’, 16 as ‘Great’, 12 as ‘Fine’, 10 as ‘Friendly’ and 9 as ‘Excellent’. Only five described services as ‘Poor’ and only one as ‘bad’, with seven describing services as ‘Expensive’. Also in those responses, five reported difficulties with access to services and 15 reported that there was very little locally and that travel, particularly by car, was necessary to get to many services. It should be noted that the doctors/surgery/dentist and the library are both located in Polmont and outside the Maddiston and Rumford area.

Many respondents elaborated further on the services, and specifically how there were other services they would like to see in the local area. These were catalogued under the various themes identified and explored at the end of this section.

Question 6 asked *How do you access services and facilities?* Respondents could answer freely, and responses were analysed using Tag Cloud software. As Table 4 shows, the vast majority either walk or use the car. This reflects both the high car ownership in

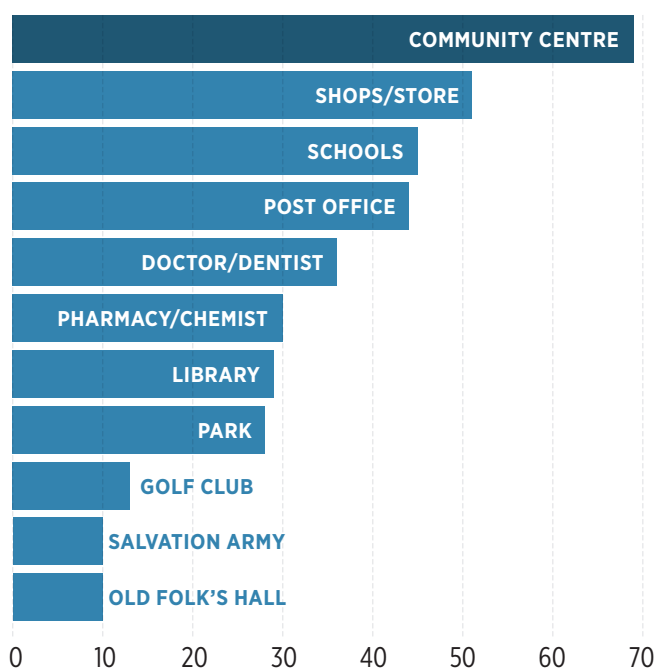


TABLE 3: LOCAL SERVICES AND FACILITIES

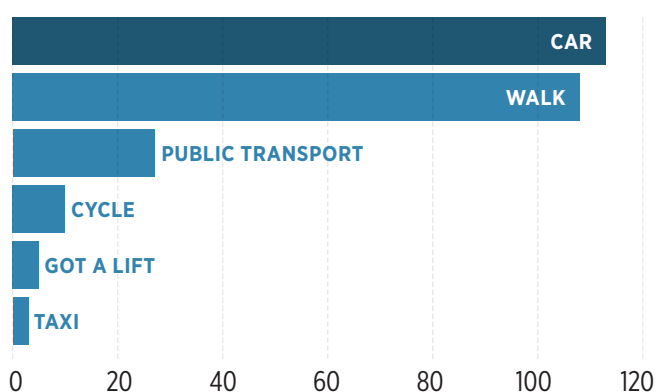


TABLE 4: HOW DO YOU ACCESS SERVICES AND FACILITIES?

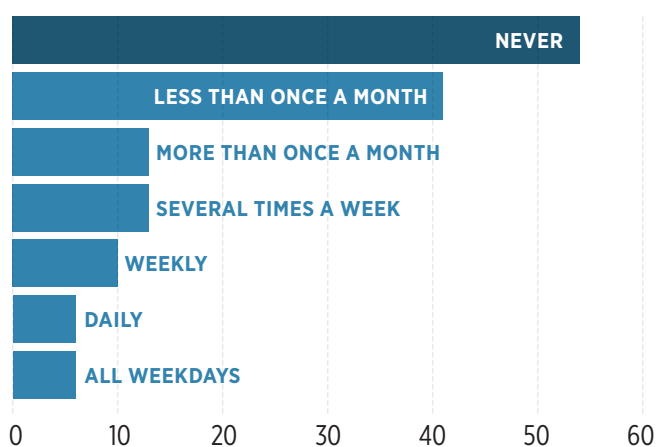


TABLE 5: PUBLIC TRANSPORT USAGE

the area and the need for locals to go further afield to access certain services – in the free text this revealed that car transport was particularly needed to do supermarket shopping, and also when accessing the GP, sports centre and library which are not located in Maddiston and Rumford.

Following this we asked *How often do you travel by public transport?* and the table below illustrates that the majority of respondents either never use public transport (32.3%) or use it less than once a month (24.6%). Very few respondents said that they regularly used public transport with those who said they used it all weekdays or daily counted for 7.2% of the total. What we cannot account for is the reason for this relatively low usage. For example, is the use of public transport in the area low because provision is low and/or inadequate, or is it that people feel they can walk for shorter journeys and use their car for longer journeys?

#### d) Living in Maddiston and Rumford

Question 9 asked *How do you connect with other people in the community? (e.g. use Facebook, face-to-face, over the phone, attend community groups).* Respondents answered freely. Tag Cloud software was used to obtain a list of the most common means of communication. Where respondents elaborated, this was analysed via the survey's themes. Twenty-two people did not respond.

- 74 said Facebook or social media
- 48 said face-to-face
- 37 said groups or clubs or meetings
- 33 said telephone

- 27 said talking to people (not specified whether via phone or in person)
- 28 said via school or through their children/toddlers
- 10 said texting
- 7 said via their neighbours

Many of the responses were difficult to judge, for example, the answer “talking” was quite common but difficult to judge whether this was over the phone or in person or even online. Future iterations of the survey would benefit from having a “Tick all that apply” so that communication preferences can more easily be matched to age and other demographics. We do not know whether the respondents who said telephone were referring to smartphones with internet access. In any case, it is clear that internet resources are widely accessed by many respondents.

We asked people *What supports your well-being in Maddiston/Rumford and what could be better?* Fifteen people said that they felt that nothing supported their wellbeing within the villages, given that most services were located outside the area. Much of the discussion in these answers centred on the lack of a local GP or clinic, with over 20 respondents addressing this issue. However, 46 people said that the parks and improved paths and walkways helped their wellbeing within the area, many of whom still saw room for improvement. There was no mention of arts or cultural activities and their impact on wellbeing, and there was also no mention of any community activities and their impact on health and wellbeing. The answers to this question are discussed more fully under the themes of the survey.

Question 11 asked *How would you describe community attitudes in Maddiston and Rumford?* This question is best answered via the themes, however, textual analysis revealed that most of the language in the replies was positive. Eighty-seven responses described community attitudes as good, friendly, nice, lovely, great, positive, welcoming, or close knit. Community attitudes were described as poor by four people, while two others were split on their opinion.

Community spirit was a theme addressed in this question, although there was no set definition of community spirit.

- 7 said there was a good community spirit
- 20 initially said there was little or no community spirit, but went on to address what could be done to remedy this under further questions
- 3 said there was no community spirit, but did not give any suggestions on how to remedy this

Question 12 asked *What improvements have you experienced in the local area over the last 3 years?*

Respondents listed a variety of improvements:

- 53 said they saw improvements to parks
- 35 said paths and walkways
- 21 said the Primary School
- 14 said the War Memorial
- 13 said flowers and planting

Twenty-two saw the new houses as improvements, but were concerned at the lack of local amenities that supported the people coming into this new housing.

On the other hand, 24 said that they had seen no improvements. However, it is important to keep in mind that eight respondents said that they have lived in the villages less than one year and that 45 said that they had lived in the villages for 1-5 years, so this question is not applicable to everyone.

Question 13 asked *What could be done to further improve this community?* This strongly highlighted the desire for an improvement in the provision of local services and areas for socialising:

- 52 wanted more local services, especially in light of new houses
- 30 would like more for children and teenagers to do
- 30 desired a pub/restaurant or café
- 25 said that they wanted more community events, broadly considered, including a Gala day, disco/dance/quiz night, bingo at community centre, speed dating
- 14 were looking for better crossings due to traffic problems
- 12 wanted improvements to the primary school and/or a larger primary school

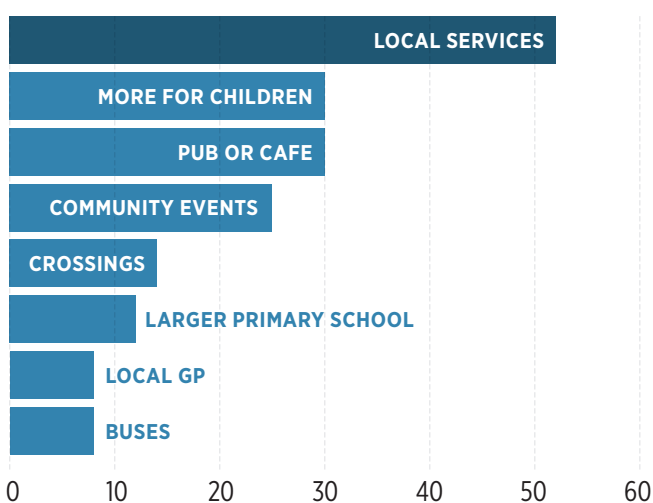


TABLE 6: WHAT COULD BE DONE TO FURTHER IMPROVE THIS COMMUNITY?

- 8 desired a local GP or clinic
- 8 wanted the buses improved. Note that in Question 7, six people said they used the buses daily and six said that they used the bus on weekdays, and thirteen used it several times a week

### e) Overall attitude

Analysing responses to individual questions gives a partial view of what each person thinks about their experiences in Maddiston and Rumford (Chart 1). Every attempt was therefore made to get a sense of what each person who completed the survey thought about their experiences. For example, some people initially reported under the community attitudes question that there was poor community spirit, but then went on to suggest activities that could improve this. Even when respondents were critical about existing services or the lack of same, most people gave suggestions for things to improve the village. No one expressed a desire to move away from the area.

Overall, 88 respondents were positive about the villages, with constructive suggestions for

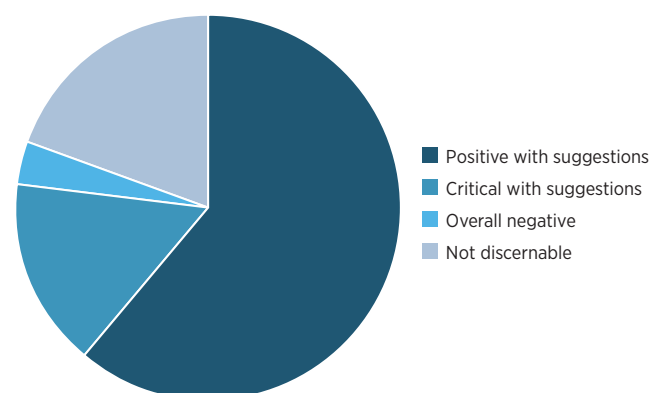


CHART 1: OVERALL IMPRESSIONS OF LIVING IN MADDISTON AND RUMFORD



improvement. Twenty-three were more critical, but still had suggestions for improvement. Only five were completely negative. With 28 responses it was difficult to discern any clear attitude. The chart below illustrates that the clear majority of respondents were either positive or constructively critical about the villages.

Three respondents who were overall negative said that they felt that either Falkirk Council (three people) did not do enough for the area or that Maddiston Community Council (two people) were not visible enough in the area.

## 2.2 VIDEO SURVEY

Thirty-three adults and secondary school pupils participated in the video survey that was conducted at the same time as the questionnaires being completed. Participants were asked the same questions around local services and experiences of the local area. These were conducted in places of work, outside local shops and at a various local group spaces. In terms of methodology, the responses were analysed with the emerging themes of the paper survey in mind, with no new emerging themes. An edited version of the video survey responses can be viewed on the Maddiston Community Council web page: <http://maddistoncc.weebly.com/getting-there.html>

The video was shown at the Maddiston and Rumford Community Feast event. It really helped in giving life to some of the responses given that were being reflected across both the questionnaire survey and the children's survey.

## 2.3 CHILDREN'S SURVEY

The Children's survey was conducted at Maddiston Primary School. Primary 1 and Primary 2 classes answered the survey as a class, while all other pupils answered the survey individually. There were a total of 255 responses, including those who answered as a group. Some handwriting was difficult to read, but less than 5% of responses were completely illegible, so this was not a significant problem. The children were asked a simplified three-question version of the full survey that was described above.

### **a) Methodology**

Responses were analysed using Tag Cloud software with synonyms again being combined. The four emerging themes of the adult survey were used as a reference, with no new themes identified. Children were often more specific, and often highly aspirational, about services they wanted.

### **b) Age**

- 2 surveys were from Primary 1 (ages 4-5 as class responses)
- 2 Surveys were from Primary 2 (ages 5-6 as class responses)
- 5 respondents were aged 6
- 39 were aged 7
- 55 were aged 8
- 42 were aged 9
- 56 were aged 10
- 34 were aged 11
- 1 was aged 12

Eleven children did not respond. Where the respondent said they were 10½, for example, the number was rounded down to the full age.

### c) Living in Maddiston and Rumford

As shown in Table 7, the overwhelming majority of children mentioned the value they placed on friends, their life at the school and their family. As well as this, the local parks had a lot of positive mentions around living in the local area. The children who participated also provided an insight into the feel they had for their local area, with 38 children describing people as either 'nice', 'friendly', 'kind' or 'thoughtful'.

Physical activities dominate the responses from the children (table 8), with many of these being outdoor. The 'other' column includes a wide range of activities that covered: playing games/with toys; reading books; being on Xbox; playing basketball; taking part in drawing/drama/theatre; playing on iPad/computer; and going to the cinema.

When asked where they did these things, many mentioned Maddiston and Rumford and Falkirk, but a large number of others mentioned having to go further afield to both other areas around Falkirk, but also a few to Glasgow or Edinburgh.

Overall, the children who took part had a very positive view of life in their area. However, as can be seen from some of the suggestions above, the children were keen to articulate activities and services that they think would improve living in Maddiston and Rumford.

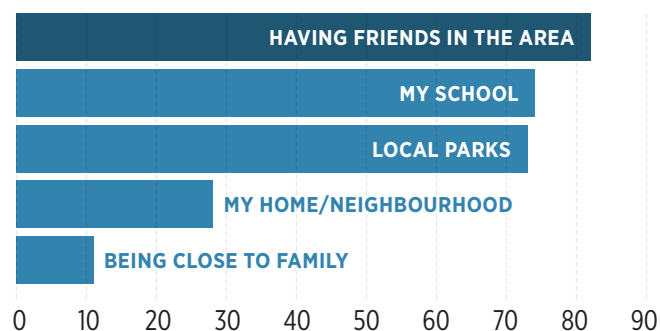


TABLE 7: WHAT DO YOU LIKE ABOUT LIVING IN MADDISTON AND RUMFORD?

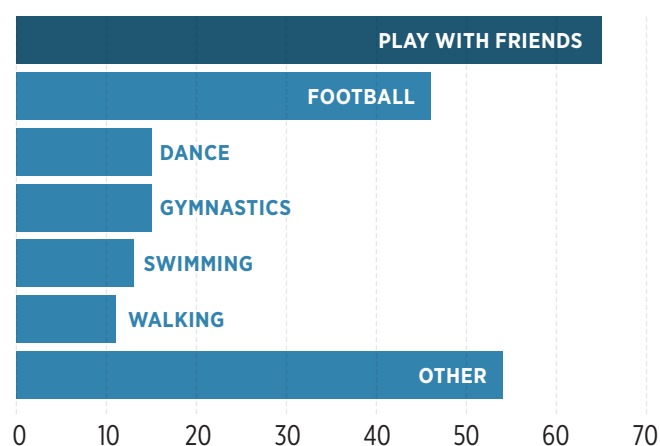


TABLE 8: WHAT DO YOU DO FOR FUN?

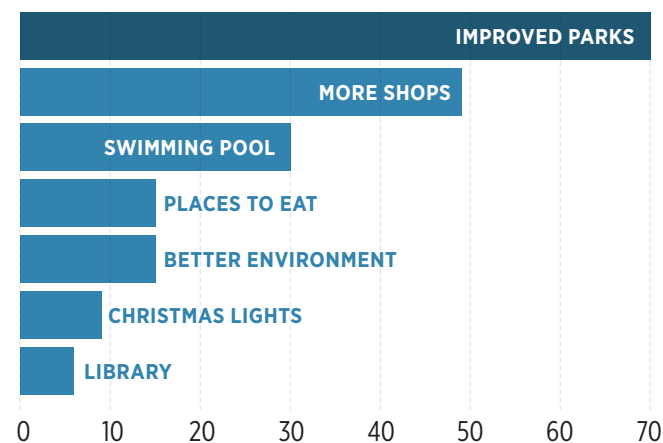


TABLE 9: IS THERE SOMETHING YOU WOULD LIKE TO MAKE LIVING IN MADDISTON AND RUMFORD BETTER?

## 2.4 ENQUIRY THEMES

Four themes were identified across the questionnaire survey, video, and children's surveys:

- Community spirit
- Local provision of services
- Children and young people
- Travel, transport and traffic

These themes are summarised in the sections below and a couple of quotes from participants are pulled out under each theme. This section draws on the qualitative data outlined above, but also from across the qualitative responses from participants in the surveys and video.

### **a) Community spirit**

The responses presented a very positive view of the local area and community. Most respondents, particularly children, were happy with life in Maddiston and Rumford. Many adults said that they wanted more opportunities to socialise, especially opportunities for people from the older parts of the villages to meet people who had recently settled into the newly built housing. Respondents thought that a pub, café or meeting place would improve community spirit. Others suggested that community events such as gala days, dancing, discos or other fun activities could bring the community together more. There seemed to be a demand both for more physical spaces for people to connect, but also for activities and events that would bring people together.

*"I like the community, I've lived here all my life and people on the whole are nice to each other."*

*"We need to bring back pub/community meetings ... this is where we can talk to people and get young and old talking."*

### **b) Local provision of services**

The majority of people mentioned that they had seen notable improvement in local green spaces, paths and walkways over the last few years. As much as the new local housing developments were welcomed by most, there is concern over whether local services have, and can, keep up with a growing population. When asked how to improve the local area, residents requested a range of amenities – a local GP, more local shops, and more leisure and sporting facilities to name a few. At the moment, people need to travel outside Maddiston and Rumford to access the majority of these amenities.

*"New house building should have to provide infrastructure and facilities that give benefit for the whole village."*

### **c) Children and young people**

Nearly all children were happy and found a great many positives about their experiences in Maddiston and Rumford and at Maddiston Primary School. However, some adults expressed concern over the size of the current school building and how it might support an increased population of children in the future. Many adults also want to see more facilities and activities provided for older children. The primary age children were more specific (and aspirational!), suggesting that the area would be improved with facilities such

as a swimming pool, astroturf football pitch, skate park, sports centre, larger parks and a library. What really came through was the value the children put on outdoor and physical activities to have fun.

*"I like my friends, school and the small parks. I like all the people because they are friendly"*

*"Good community spirit: school gets involved well with the community"*

#### **d) Travel, transport and traffic**

There were a number of people who raised the issue of both traffic noise and how busy the streets were outside the shop, pharmacy and post office. Respondents wanted to see safe crossings on the main street and for the speed of traffic to be slowed. We did find that most residents were car owners

and that less than 10% of all respondents use buses regularly, but were unable to tell whether this was through choice or necessity.

*"The rural area is a lovely place to live if you have access to a car but it would be good if there was better access to things like doctors and dentists and things that you could do within walking distance"*

*"A crossing on the main road would be great, it's really hard if you need to cross in the morning or if I'm going to friends in the evening!"*





### 3. Feast event and funded projects

The work we had been doing in the area culminated in the Feast – a community event for Maddiston and Rumford held at the end of January 2017. The Feast was a community celebration which showcased local projects and gave the community the opportunity to choose who was to get small amounts of funding (along with sharing food and making connections). Our Feast event was inspired by the Detroit SOUP, a community crowdfunding event which has been replicated across communities globally. Our hope was that although the available funding may not have been enough to move mountains, it would act as a catalyst for community action and sustainability.

The approach to the event meant we didn't just invite people along, we invited them to pitch ideas which they thought could improve their community. We asked them to categorise these proposals under one of the four themes for improvement within the community that were outlined in the above section.

We invited all members of the community to attend the event by letter. This was based on learning from past events from all partners. Luckily, we were able to use the posting facilities of Falkirk Council. We also raised awareness for the event through the Maddiston Community Council's Facebook page and website. We relied heavily on word of mouth, particularly when it came to recruiting groups who may not sign up online. We used *Eventbrite* to manage numbers, but did have groups arrive on the day without a 'ticket', but we had

capacity and had planned for the eventuality!

We learned a lot about the timing of these sorts of events. Our event was at the end of January, which was helpful as people were excited about an energising event after a month of the cold. However, it meant that we had an extremely tight turnaround on invite distribution in the New Year.

On the day, we were pleased to welcome a cross-section of the community to the event, approximately 70 residents of Maddiston and Rumford. Surprisingly, a hand count revealed that only around 10-15% of the people in attendance on the day had been part of the initial community survey and video research. This suggests to us that the event may have had more reach than the survey (perhaps because of the mailout).

After we shared findings from the community enquiry, including the edited video survey responses, we heard presentations from eight great projects, which all proposed to improve one of our themes, or more.

#### 3.1 HOW DID PEOPLE VOTE FOR IDEAS?

We allocated a marble at the door to each paying adult, and once the community had heard from each project, they cast their vote independently. It is interesting to note that the votes were fairly evenly spread across the projects, indicating that most ideas appealed to the community in some way. However, we were able to

fund five projects from the day:

- 1 **Nurture Project** – Maddiston Primary School:  
Creating nurture spaces around the school to support and promote well being of pupils and families in the community.
- 2 **Activity Centre Outing** – Maddiston Friday Youth Club: Help with costs for an overnight outing to an activity centre to develop confidence, new skills and teamwork.
- 3 **Growing for All** – Muiravonside Community Growing Area: Buying raised beds to make the growing area suitable for wheelchair users and people with mobility problems.
- 4 **Summer Fete** – Maddiston PSA: Help with costs for running a summer fete for the community.
- 5 **Sports Equipment** – Maddiston Minis: Improving kit and equipment for 3 youth football teams catering for 5-13 year olds.

We allocated a total of £2146.75 (a combination of money put forward by Iriss and donations from attendees on the day) across these five projects and have committed to following their progress over the next number of months. We were extremely pleased to see the spread of these projects that will directly impact people living in Maddiston and Rumford.

### 3.2 WHAT DID PEOPLE THINK ABOUT THE DAY?

Overall, the day was received positively. People learned a little about their community, made positive social connections, felt able to take part and were pleased to know *‘that things are already going on that are very encouraging.’*

In future, people expressed interest in a further event: *‘an event which encourages individuals to take part in positive improvements and leave feeling welcomed and united.’*

We also had feedback from people who wanted to see a broader range of individuals from the community involved, in both the enquiry process and the Feast day – including older people, and young people who attended different schools than Maddiston Primary and Braes High.

In many ways, the event felt like a celebration not just of the work done by the Getting There Project and Maddiston Community Council, but the community itself. Performances from local schools and catering from local businesses really added a warmth and energy to the day that helped this atmosphere of local celebration.



## 4. Asset map

The Getting There advisory group identified collating and publishing an online asset map for Maddiston and Rumford as something that would provide a strong and tangible resource for the community to use and build on.

An asset map is a collection of assets (resources, places, activities and businesses) that have been identified by the community as having a positive influence in the local area. Asset mapping gives information about the strengths and resources of a community and can help uncover what is both present and missing in an area. Once community strengths and resources are inventoried and depicted, it is easier to think about how to build on these assets to address community needs and improve wellbeing.

The asset map website was built by Nic Stainthorpe of Maddiston Community Council and launched in March 2017. The Maddiston Community Asset Map covers over 160 local community assets that sit under the titles:

- Physical places
- Groups and clubs
- Health and wellbeing
- Education and support
- Online spaces
- Local economy

This resource will not remain static as Maddiston Community Council have committed to maintaining, updating and promoting this map over the next 18 months. The hope is that this is something that can be used by other services in the area to let people know what is available to them in and around Maddiston and Rumford. On the first night the asset map was launched and promoted through social media and to local groups there were over 350 unique visits to the site. There has been very positive feedback on this as a resource, both for all the information it provides, but also as a way of very quickly providing a snapshot of the breadth of activity that sometimes goes unseen in the local area.



THE MAP CAN BE FOUND AT:  
[HTTP://MADDISTONASSETS.WEEBLY.COM](http://maddistonassets.weebly.com)

## 5. Challenges

Having completed the enquiry process and activities outlined above we feel that, although outlining extremely positive aspects of life in Maddiston and Rumford, there are still some key issues that cannot be ignored. Due to new housing being built in the area, the population of Maddiston and Rumford has more than doubled in the last 20 years. With more housing due to be built in the area, this population will rise again and the local infrastructure, including local services and facilities have not kept pace with this expansion, making the area feel fragmented across new/old/mixed housing areas. The project work has raised a number of concerns that directly relate to this issue which include:

- An absence of physical spaces to socialise and bring people together such as a pub, café or restaurant
- No GP surgery or health clinic
- No significant facilities for cultural or sporting activities
- Insufficient spaces generally for young people
- Local shops that, although appreciated and well used, are not able to provide for everyone's needs.

This results in people needing to travel out of the local area to access these services. There generally is a high car ownership in the area, but still 20% with no access to a car, making them reliant on buses or taxis beyond any distances that they can walk. The enquiry also highlighted the issue of traffic noise on the main roads and how busy these roads were to cross.

The previous work of Maddiston Community Council and the work of this project has revealed that there is sufficient local will and community assets to make positive changes in the area. However, this potential is only able to go so far. To be able to fully access the potential assets of Maddiston and Rumford and improve the lives of people living here, the underlying infrastructure and services issues outlined above need to be addressed by the local authority and other local organisations with the people of Maddiston and Rumford.

*The Strategic Outcomes and Local Delivery Plan 2016-2020* (Falkirk Community Planning Partnership) has a number of aspects that link in with the challenges faced in the area and should help in considering the needs of Maddiston and Rumford. It is encouraging to see the needs of communities being placed at the centre of this plan and the focus on taking action that is informed by evidence provided by people living in local areas and, where possible, co-producing solutions to address these needs. The *SOLD Plan* is expansive in its remit and there are many cross-cutting themes that resonate with our enquiry and project work in Maddiston and Rumford. One key priority of the *SOLD Plan* is addressing the 'impact of poverty on children and young people', and this strongly resonates with our findings in the Maddiston and Rumford area. We agree that making sure children are not 'limited by poverty from participating in community and school life' is hugely important and that there is a need to 'raise the aspirations and ambitions of children living in



poverty'. Having recently had a geographical section of Maddiston defined as an area of multiple deprivation, we want to see the opportunities of these children and young people maximised by the provision of activities, services and infrastructure in Maddiston and Rumford that support their current and future well-being.

The *SOLD Plan* and the *Falkirk Integrated Strategic Plan 2016-2019 (Falkirk Health and Social Care Integration (HSCI) Partnership)* also highlight the importance of community-based supports. This is an acknowledgement that informal supports need to be in place which enable people, where possible, to live well for longer at home or in homely settings within their community. The evidence backing some of this work was that often people didn't know what community supports were available to them in their local area, and that this lack of knowledge could have detrimental impact on their health due to social isolation. We hope that the asset map developed in this project would help fill some of that gap. However, to fulfill this need for community-based support, there needs to be provision of activities and services in the first place. It is also heartening to see the views of the community being considered in the latest draft of the *Falkirk Local Development Plan 2* (February 2017), with particular acknowledgement in that document given to: space/capacity issues at Maddiston Primary School; consideration of the impact of further house building in the area; and a preference for the disused fire station building

being retained for employment/community uses, as opposed to residential development.

There are a number of short to medium term actions that we will be taking forward as a group:

- 1 We will track the progress of the projects that received funding as a result of the Feast day to see what impact that activity and money has made.
- 2 We will promote the Maddiston and Rumford asset map in the hope that it will be used as widely as possible in the community.
- 3 We will contribute to organising a community walk and cycle event to be held in late summer 2017.
- 4 We commit to promoting and encouraging others to use similar processes in conducting community enquiries in the wider areas of the Braes, Falkirk and beyond.
- 5 We will seek to develop a revised travel strategy in Maddiston and Rumford – especially in consideration to links to the local supermarket, Meadowbank Health Centre and Polmont Train Station, as well as safety issues around traffic on the main road – further conversations have already progressed with some of the partners involved in this work.

The future of this work is not limited to what we have listed above. What we really hope to see now is a continuation of the positivity that we have felt in the local community as a result of some of the activity that has been taking place in the area.

## More information

To see a digital version of the survey summary, a copy of this full survey report, and the community video please go to:

<http://maddistoncc.weebly.com/getting-there.html>

To access the Maddiston and Rumford Community Asset Map, go to:

<http://maddistonassets.weebly.com>

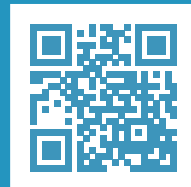
To see updates on what is happening as a result of this work, go to:

<http://blogs.iriss.org.uk/thebigidea/our-learning>









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