



# RADIO CITY ASSOCIATION

ELECTRIC VALLEY

## WHERE WE ARE

- Radio City Association covers the Garnock Valley area in North Ayrshire.
- A population of roughly 21,000 with towns of Beith, Dalry and Kilbirnie and several smaller villages.
- Post-industrial area formerly an area of major steel production.
- Hampered with severe social and economic challenges, not least lack of transport provision, poor accessibility and transport poverty.



# OUR HISTORY

- Art Deco Radio Cinema in Kilbirnie built in 1937 based on Radio City in NYC operated as Cinema and latterly a Bingo Hall until it fell into disrepair
- Under threat of demolition Radio City Association was established in November 1999. By 2003 the building was restored and transformed into Healthy Living Centre after raising £2.5million to support restoration
- As a Community Led Anchor Organisation we operated the facility through all challenges including flooding and economic crisis.





# RADIO CITY NOW

- Now the Radio City is one of largest sources of inward investment and employment in the area with 80+ Jobs and 40 Pupils in residential care with Priory Education HQ including learning and work Opportunities for young people
- Valuable Community Facilities continue to be provided
- Investment in facility.
- Has enabled Association to embark on new challenge to become a facilitator of further community development, through development of the Electric Valley project



# What is Electric Valley ?



- A **100% community owned 1MW small-scale hydro scheme** delivered in partnership with **Scottish Water** in a first of its kind utilising existing resilience network infrastructure reinvesting all surplus revenues back into community projects and a **100% community owned 3 MW wind turbine**
- **Invest all surplus revenues into community priorities to support local community and economic development focused on sustainable inclusive growth and support local people including local transport projects**
- The project contributes positively to the efforts to **combat the Climate Emergency and reach the target of Net-Zero** by 2030. Energy output of the wind turbine alone is over 9000 MWhrs per annum amounting to potentially over 4000 tCO2e displaced
- The Electric Valley project has the **potential to exceed the level of investment in the local community of even that of the Glasgow City Deal on a per capita basis** for the people of the Garnock Valley in North Ayrshire. The Glasgow City Deal involves £1.015 billion total of UK and Scottish Government spending as well as local authority additional borrowing to invest in the **Glasgow City Region covering a 2.8 million population, equaling £36.25 per head of population**. Radio City Association's community owned energy projects have the potential to return a minimum of £6m investment over 20 years (based on the lowest energy estimates and lowest power), to a population in the **Garnock Valley of circa 21,000, equivalent to £285 per head of population**.

# Why is Electric Valley Required ?



- **Worsening levels of Poverty and Inequality** as evidenced by SIMD and the issue of rising Fuel Poverty
- **Demographic Problems** with an ageing and declining population as a result outward migration of skilled and young people that will put further pressure on already constrained public services
- **Public Health Outcomes** including highest increase in drug deaths in Scotland, life expectancy below national average due to social deprivation
- **Digital and Financial Exclusion** that will be further exacerbated by the Covid-19 pandemic
- **Lack of Access to Transportation** and physical distance to services
- **Low Economic Growth** and non-pluralist economic model leading to depressed personal/household incomes
- **Poor Economic Indicators** including lowest GDP in Scotland and lower than average GVA figures and low productivity levels
- **Employment Issues** including high levels of unemployment, low job density and lowest level of female employment in Scotland with high occupational segregation due in part to lack of childcare provision
- **Low Level of Educational Attainment** including lower levels of graduates and SCVQ skills that leads to lower incomes

# Electric Valley Aims – The Bigger Picture

- Tackle the long-lasting and worsening **Inequality and Poverty** in the key areas of **Health, Wealth and Education** that hinders the community
- Increase **Community Aspiration, Creativity and Opportunity** by supporting members of the community and local organisations
- Support locality in a programme of **Community Wealth Building**, fostering a dynamic and resilient local business environment and community wellbeing
- Create a **Local, Circular, Social Economy** based on **Sustainable Inclusive Growth** in the Garnock Valley
- Secure a **Just Transition** in the decarbonisation of our economy
- Meet the ambition of **Net-Zero** in the face of the catastrophic consequences of the **Climate Emergency**
- Address the future challenges of the upcoming **Technological Revolution** that will change work and society by supporting innovation
- **Build Back Better** from Covid-19 providing real systemic change to our society,

## TRANSPORT

One of the main focuses of the Electric Valley is to improve access to sustainable and affordable transport provision making it easier for local people to move around and support a modal shift in how that is done.



WE PROVIDE ACCESS TO STATE-OF-THE-ART ELECTRIC BIKES AND IN FUTURE ARE LOOKING TO PROVIDE PEDAL BIKES .



WE ARE OFFERING ACCESS TO ELECTRIC VEHICLES INCLUDING ELECTRIC CAR AND VAN



WE ARE ENCOURAGING WALKING WITH OUR ACTIVE TRAVEL ROUTES



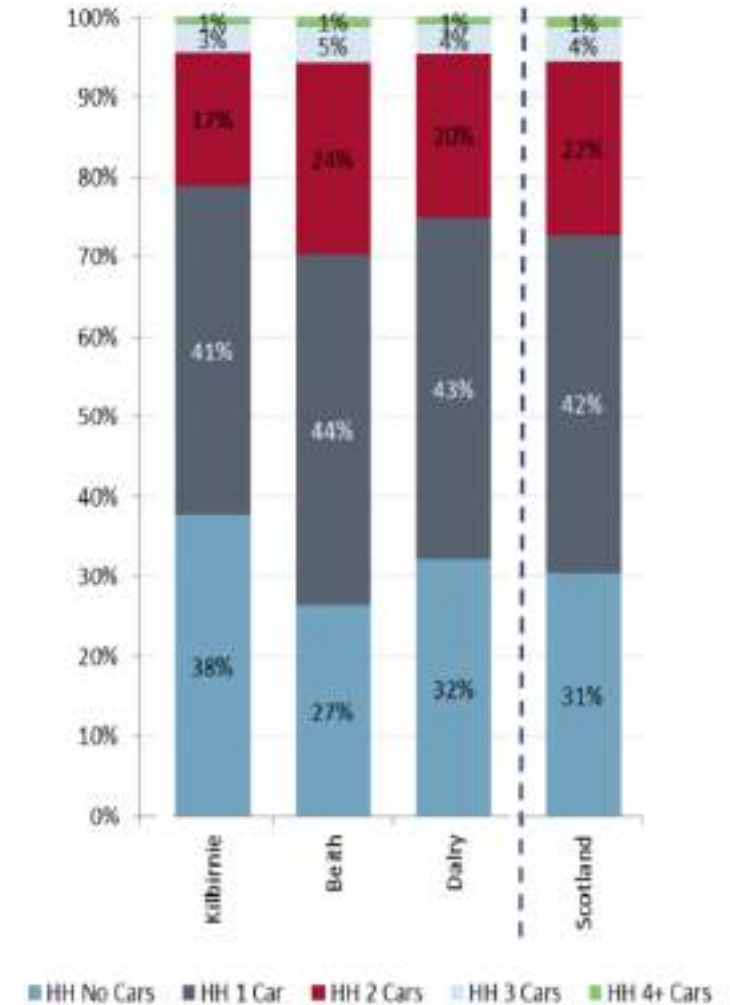
## E-BIKES

- We offer state of the art e-bikes manufactured by Dutch company Van Moof with two types on offer with S3 and X3 bikes
- Affordable option as alternative to use of car for local journeys including free use for disadvantaged groups and nominal fee for others to cover costs of overheads.
- Oldest user so far has been 80 years old and youngest 18
- Poor transport provision locally including lack of local bus services and distance of train stations to town centres.
- Training opportunities for volunteers
- Expansion into pedal bikes in future



# ELECTRIC VEHICLES

- **Creation of Electric Vehicle Club with our Electric Van and Electric Car** allowing introduction of expensive new technology in a deprived area where expense of owning any type of car may be out of reach or save money for a rarely used car.
- **The Garnock Valley is an interesting testbed for an electric vehicle club.** Kilbirnie for example has a population share (38%) with no access to a car well above national average (31%) and 21% with two or more cars making a **total of just under 60% of ALL residents in the target demographic of those whose membership of the car club would be attractive** because it would lessen reliance on the second, third or fourth household vehicle or appeal to those without access to a car for whom a vital journey is required e.g. to a hospital or job interview.
- There is a **strong link between car club membership and levels of public transport use, walking and cycling.** With people who join car clubs tending to increase their use of public transport as well as walk and cycle more often.



# ACTIVE TRAVEL

- Employed new staff member to further develop active travel strategy thanks to SCSP who is local young person also being provided with living wage and new skills through training in a modern apprenticeship Trails App Maps
- Work with Ramblers to expand on trail app and looking to improve routes safety and other promotional ideas around weather.
- Expand on our work with local employers

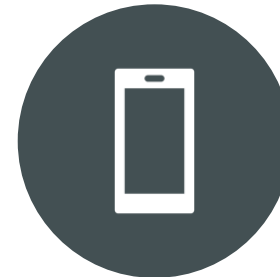


## COMMUNITY INFRASTRUCTURE

The development of the Electric Valley is being done in a holistic manner comprising multiple elements from health and wellbeing, employability, economic development and sustainable and affordable transport options



WE ARE OPERATING OUR MOBILITY HUB AS PART OF OUR WIDER COMMUNITY ASSET TRANSFER OF THE KNOX INSTITUTE



WE ARE DEVELOPING OUR APP AND USING TECHNOLOGY TO IMPROVE TRANSPORT OPTIONS LOCALLY IN A HOLISTIC MANNER



WE HAVE DEVELOPED COMMUNITY INFRASTRUCTURE AS PART OF OUR JOURNEY TO CREATING A 20 MINUTE NEIGHBOURHOOD





# KNOX INSTITUTE

- The Knox Institute built in 1892 is listed building of significance to the cultural history of the area
- Originally envisaged that the building would provide rest and recreation to working people of the Knox thread mill – still operating to this day.
- Mobility hub is first step in wider redevelopment of the entire building which we are pursuing a Community Asset Transfer
- The regeneration of the building is being developed around the concepts of 20-Minute Neighbourhood and Community Wealth Building





**READY STEADY GO**   
GETTING YOU THERE FASTER

## ONLINE RESOURCES

- We have developed one app of local active travel routes that take in local culture and nature for example as part of Black History month we unveiled large brass plaque to story of Jamie Montgomery and created trail.
- We have begun development of our MaaS (Mobility as a Service) app which we have entitled “*Ready Steady Go*” to integrate local transport options including our Electric Valley modes as (DRT).

# COMMUNITY INFRASTRUCTURE

- Rainbow benches and picnic tables throughout the area made of recycled plastic each composed of 2000 milk cartons
- Signposts and Benches each have QR code linking to project website providing mental health and wellbeing directory as well as links to hire bikes and EVs
- QR Codes used in latest month (January 17th- February 15<sup>th</sup>) 665 times
- Looking to expand cycling infrastructure
- Outdoor Community Gym being developed of children's and adult equipment with social prescription service
- Community woodland and biodiversity planting with 2000 trees planted and wildflowers and berry bushes for community pantry





# HOLISTIC APPROACH

- Active Travel and Mobility can be about more than transport and accessibility, it encompasses aspects of everyday life.
- Offers opportunities for development around **employability and local economic development, combating poverty and inequality, promote health and wellbeing as well as community development and citizenship**
- Assists in **combating climate change, air pollution, carbon sequestration as well as helping secure a “just transition”**.
- Anyone who wants to get in contact please email [hello@radiocityassociation.co.uk](mailto:hello@radiocityassociation.co.uk) we want to learn more about projects elsewhere and work collaboratively



**THANK YOU FOR LISTENING**



**ANY QUESTIONS**