BIRKENHEAD: THE LAIRD ENTERPRISE TRUST

New Communities

The New Communities
Project (NCP) was
designed to demonstrate
new ways that people
could be mobilized
to participate in the
planning of their own
communities.

As an inner-city area with high unemployment, the Town and Country Planning Association was keen to apply its community-building principles in Birkenhead.



Tony Gibson circa 1981 (seated in shirt and tie to the right of the image, arm raised) with members of the Jubilee Project – forerunner to the Laird Enterprise Trust. All images on this board courtesy of Philly Latters

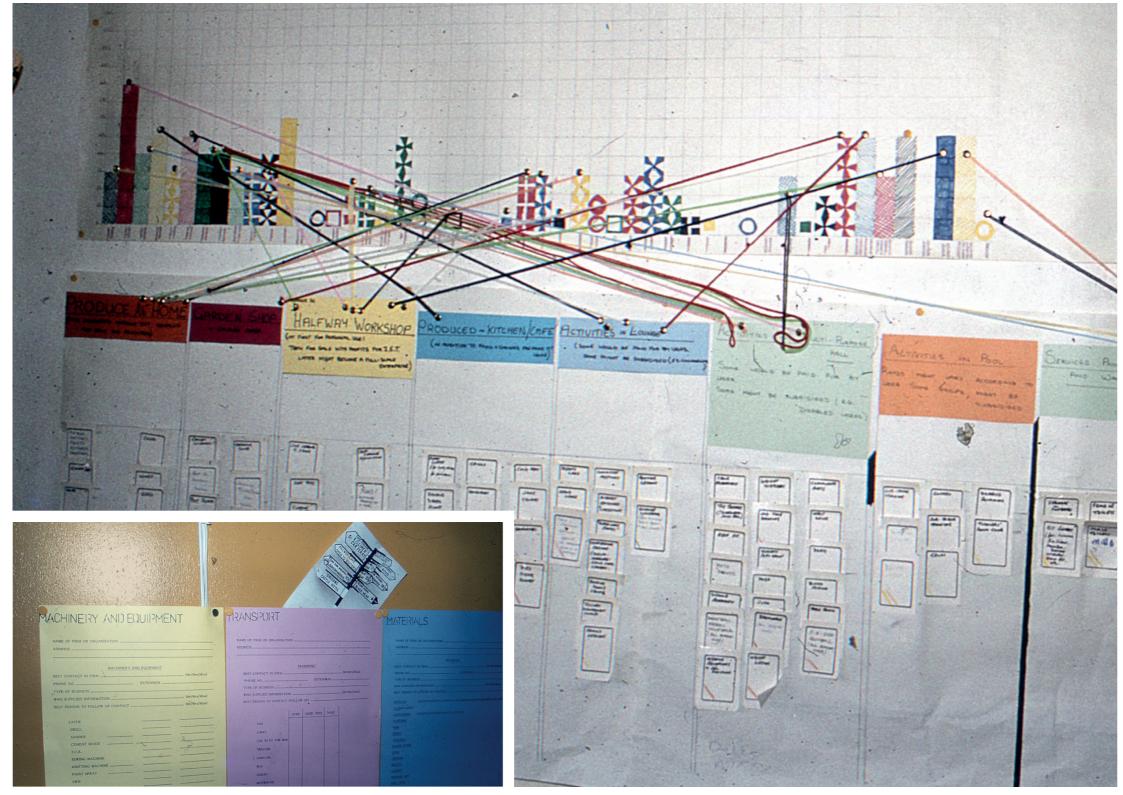
Tony Gibson

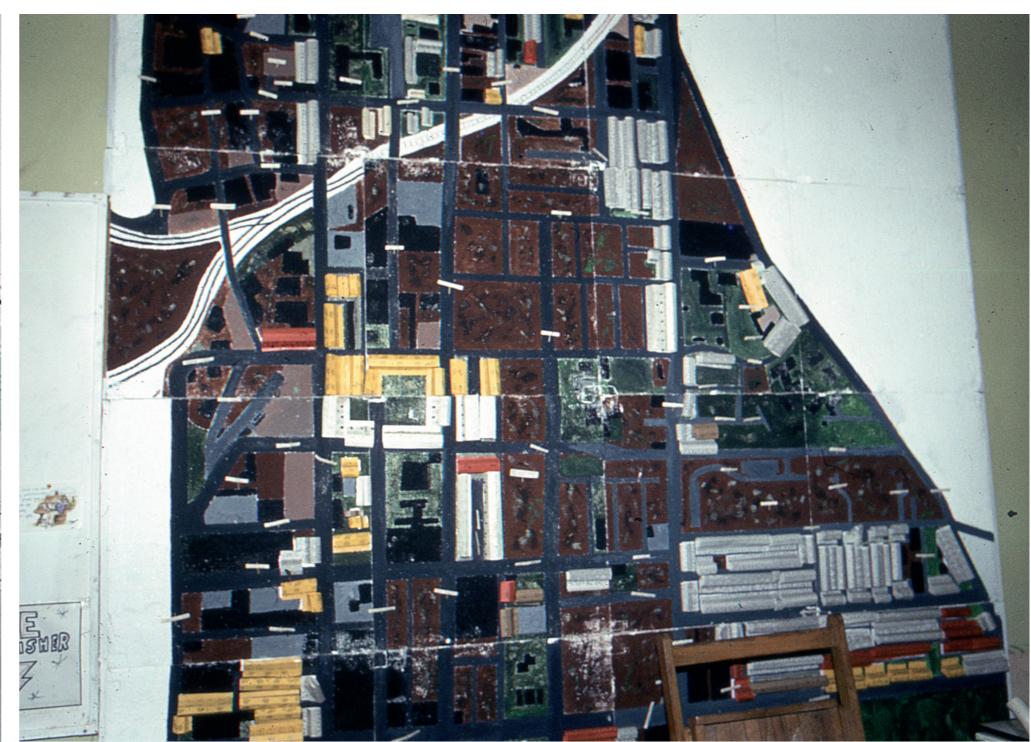
NCP was spearheaded by
Tony Gibson, an early pioneer
of community planning
techniques. Gibson had
been working in Birkenhead
since 1978 – developing
the hands-on engagement
activities that came to be
known as 'Planning for
Real'. He demonstrated how
relations could be improved
between officers from the
local authority and the people
living in the area.



"There are also unrealised assets within the area, which might be brought into play...which could create employment, improve the environment, help the disadvantaged and restore the pride in the neighbourhood which people used to feel."

FROM THE INTRODUCTION TO MAKING THE MOST OF LOCAL RESOURCES





A Planning for Real Birkenhead map propped up at the Old School of Art.















