

# 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.

