



Eastern promise: Graham Square, off Gallowgate, is the latest venture by Melendinar Park Housing Association, which has created some of the most desirable accommodation in Glasgow.

economically in this type of long-term development."

George Campbell, principal planner in Glasgow City Council Development and Regeneration Services, and chairman of the Melendinar Park Housing Association, is instrumental in the regeneration plans for the site, and also expresses a keenness for the idea of a co-ordinated approach to development. As he explains: "Glasgow City Council is looking for the best way forward, and we are reviewing the progress of the area in order to set a new approach and development strategy. As a result we are inviting consultants to create an outline masterplan for 2002."

This agenda to develop a comprehensive

'Devotees of regeneration can see the economic power spreading eastwards'

masterplan is clearly a solution with vision, which addresses fundamental issues such as social inclusion and the economic effect of the re-integration of the city centre with the historically important East End.

Thomas Laurie believes that plans for a so-called east village "could create reverberations which will go into Dennistoun and Duke Street, and who knows within four or five years we could maybe be saying that

Duke Street is economically as vibrant as Byres Road, why not?"

Laurie's vision, it seems, is unstoppable.

"We could even have the Boulevard de Gallowgate and the Boulevard de Londres (that's London Road to you and me) going to Celtic Park in Parkhead. You could be seeing the fans, instead of having a hot pie and press, having a wee tapoi on the way to the football on Saturdays. Those things sound fanciful but they're not. When you look at other European cities you see what can be achieved."

It may be a wee while before we start seeing the bricks and mortar results of any future masterplan, however, in the meantime, there's enough to keep the East End going. Particularly on the cultural front, with the

recent refurbishment of the WASPS studios on Alexandra Parade in Dennistoun, which now provides about 80 studio spaces for artists, including many who are locally based.

The East End, and particularly Dennistoun, is heaving with artists, often an indicator that an area is well and truly on the way up, according to Laurie.

"So many times it's the students and artists who move into the area which is the twilight zone, and then following on behind are the safe middle class and the families. In many ways that's what happening in this part of the city."

So, it might not be quite there yet, but the "The East End is the new West End" mantra may not be too far-fetched either.