

West Calder Discovery Centre



A Co-Operator's Journey

This exhibition is called 'A Co-Operator's Journey', because the visitor is taken through a series of steps that someone might take on the road to becoming a member of a co-operative society.



Guiding Principles

This exhibition is designed with the co-operative's principles and values at its centre. Each stop on the journey aims to highlight a selection of these values. The learning outcomes for each section are based on these themes, and the visitors are encouraged to learn them through hands-on interaction and discovery.

Co-op Principles

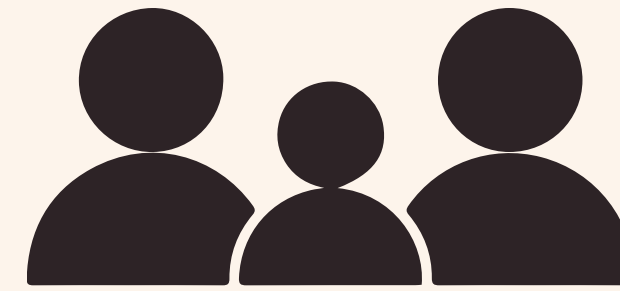
- Voluntary and open membership
- Democratic
- Member economic participation
- Autonomy and independence
- Education, training and information
- Co-operation among co-operatives
- Concern for the community

Co-op Values

- Self help
- Self responsibility
- Democracy
- Equality
- Equity
- Solidarity

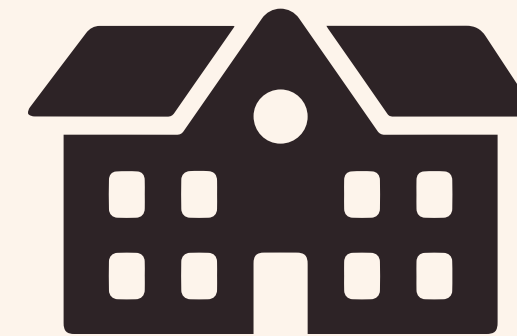
Audiences

The target audiences for this exhibition consist of three key groups. The target audience is focused on those who will benefit most from a space like this, and aligns with the values and priorities of the co-operative movement, keeping the community at its core.



Families

The exhibition is designed to appeal to several generations, enabling families to enjoy the space



School Groups

The exhibition offers hands-on learning opportunities and space to develop creativity and group working skills



Local Community

The exhibition allows the local community to learn about the history of the co-op within their village and the space is centred around community values

Aims and Objectives

Learning Outcomes

- Experience the different steps on the journey of a community member joining the co-operative
- Learn the origins of the co-operation movement
- See examples of propaganda and promotional material used by the co-op
- Experience how the co-operative reached communities and the impact they had
- Explore a range of activities the co-operative was involved in

Behaviour Outcomes

- Implement the values of the co-op in their lives
- Team work and collaboration
- Become encouraged to join and support their local co-operatives

Emotional Outcomes

- Empathy
- Empowerment
- Independence
- Solidarity
- Connection
- Inspiration

Stops on the journey

00

Introduction
to space

02

Sharing
The Ideas

04

Learning
The Skills

01

Starting The
conversation

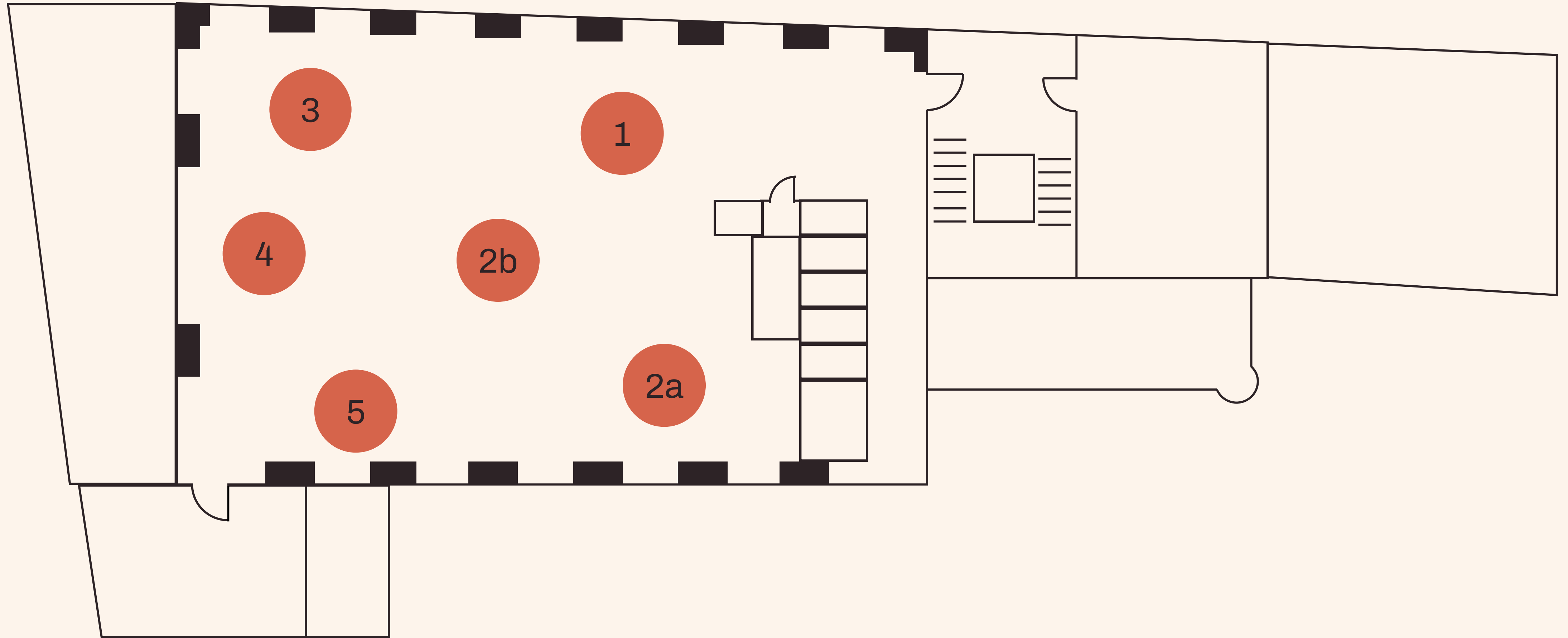
03

Reaching The
Community

05

Keeping It
Going

Layout of stops in the space





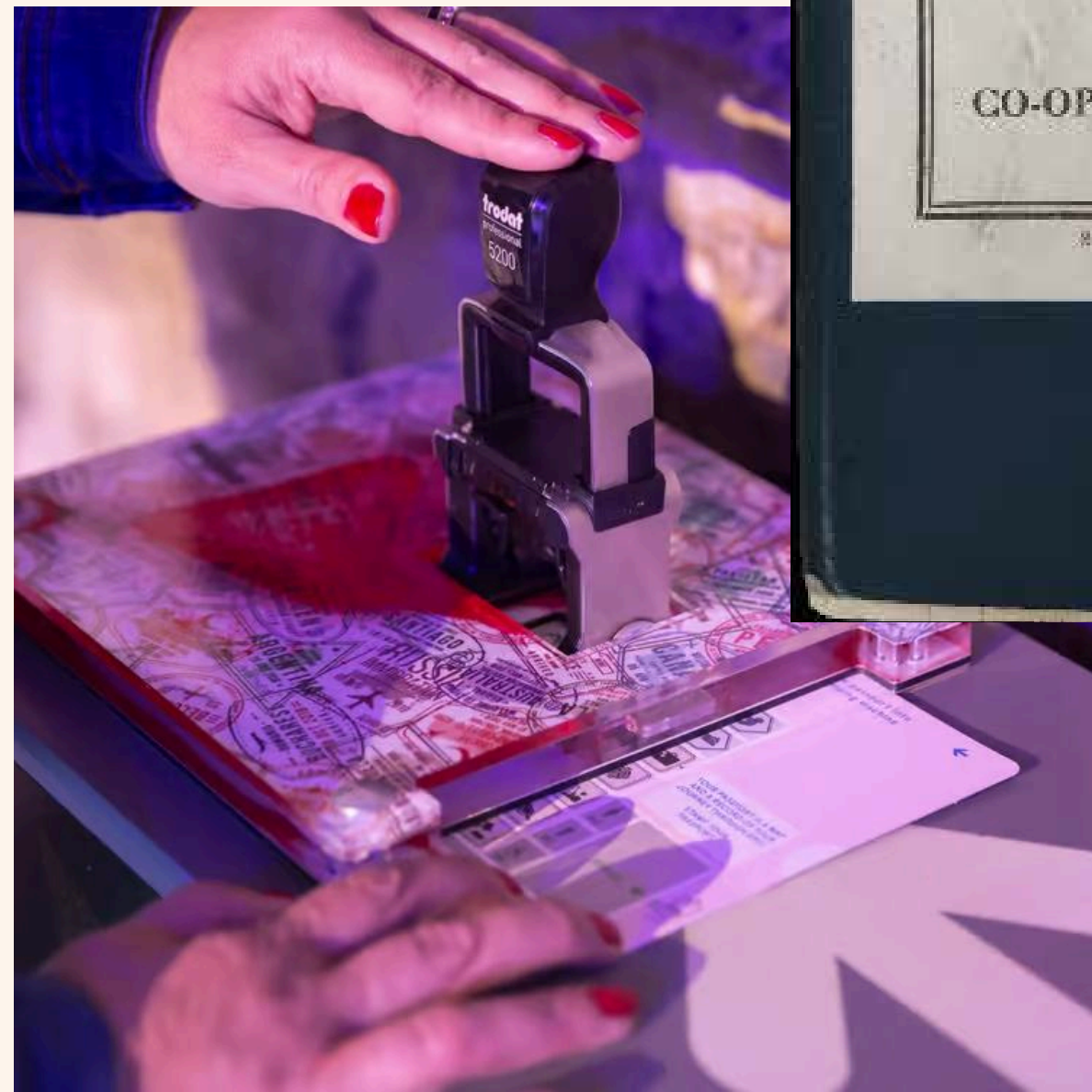
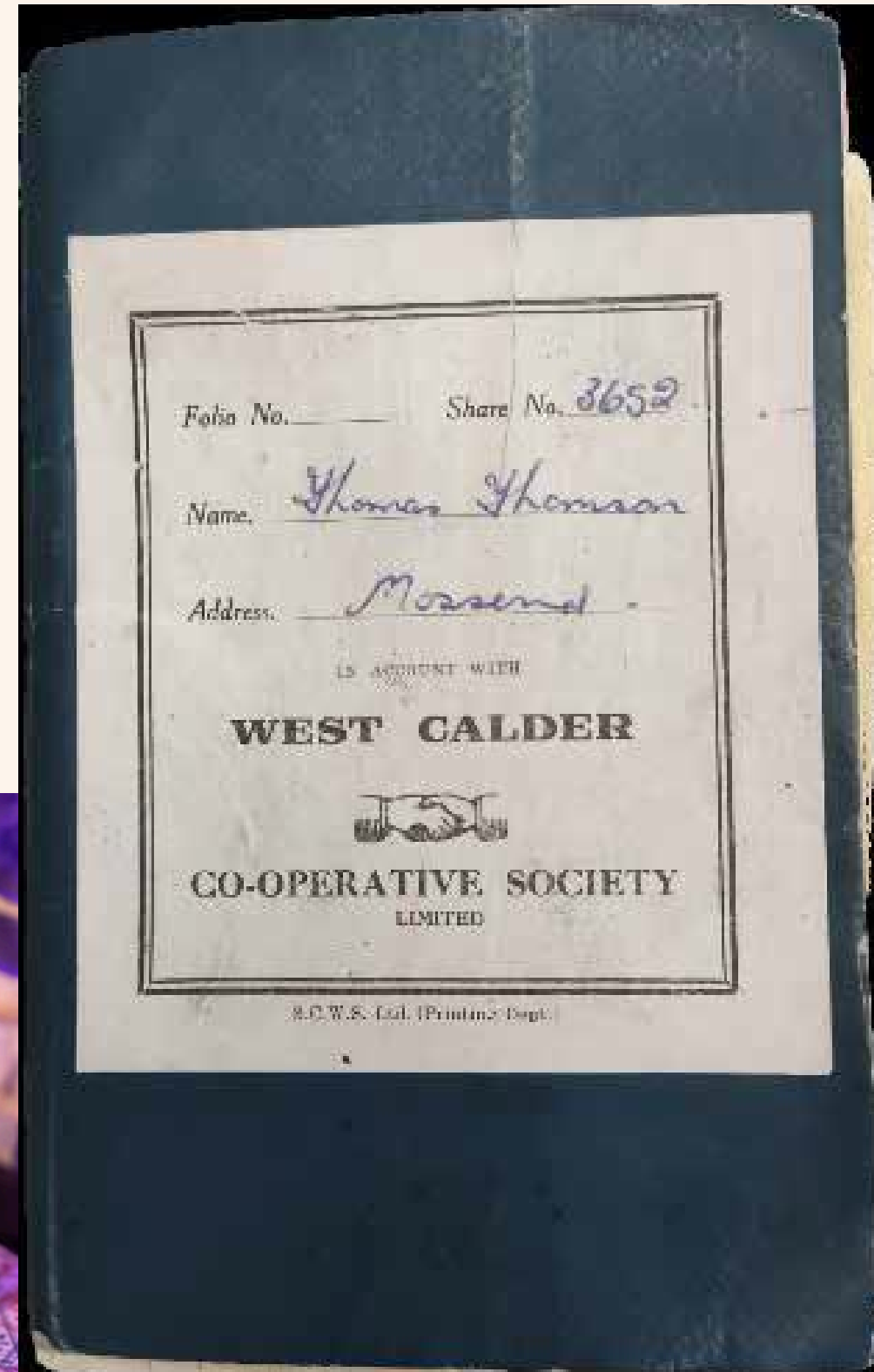
Introduction to space

Learning Outcomes

- Introduction to the visitor's journey of becoming a member of the co-op
- Brief explanation of who would join a co-op and why

Visitor Interactions

At this stage the visitors can pick up a West Calder Co-Op membership card that they will be able to stamp at various intervals throughout the exhibition.



WEST CALDER CO-OPERATIVE SOCIETY DIVIDEND BOOK

PASSPORT STAMPS AT EPIC EMMIGRATION MUSEUM DUBLIN

Folio No. _____ Share No. _____

Name: _____

Address: _____

WEST CALDER

CO-OPERATIVE SOCIETY
LIMITED

S.C.W.S l.t.d PRINTING Dept

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S.C.W.S l.t.d PRINTING Dept

Stop 1 - Starting The Conversation

Learning Outcomes

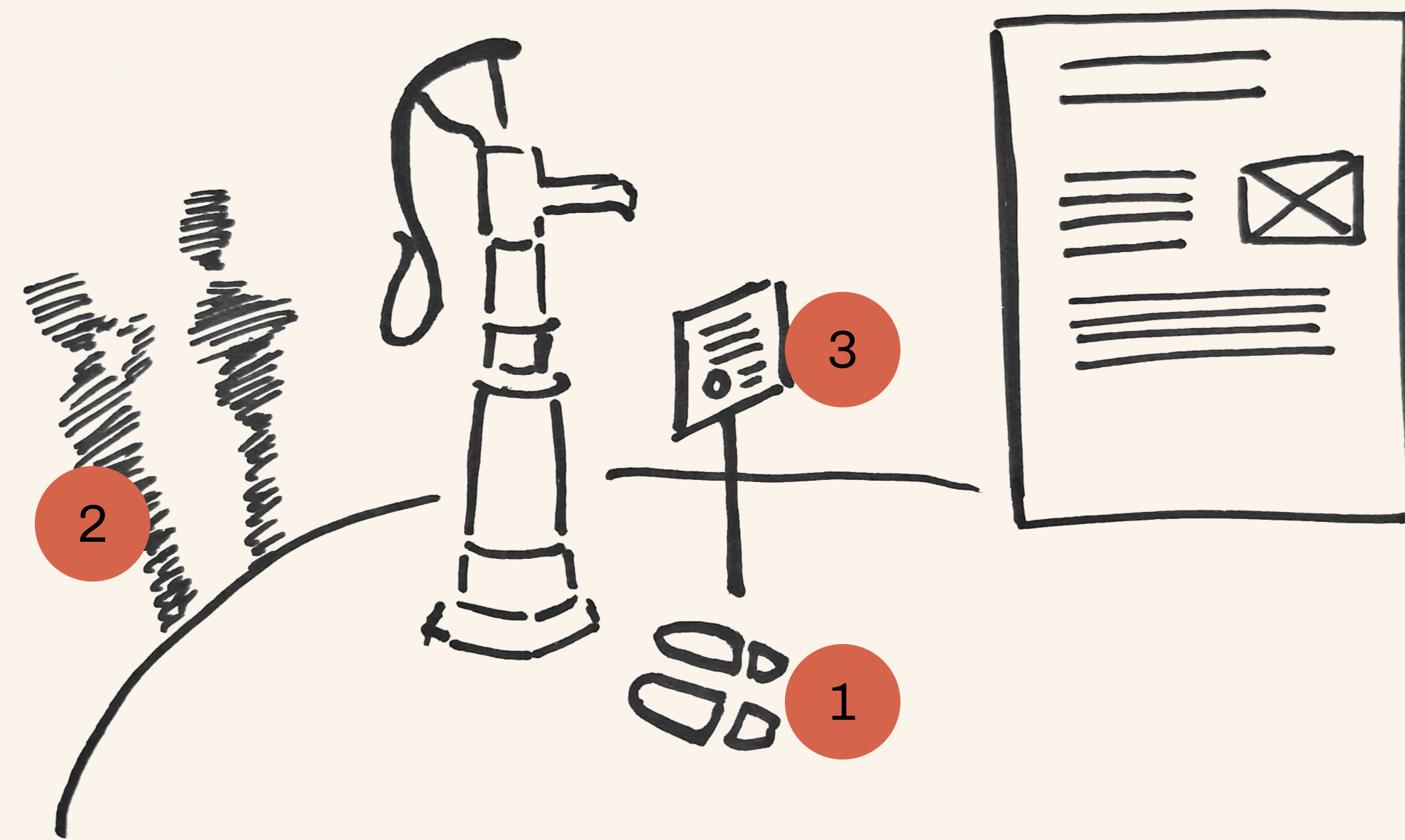
- The Fenwick water pump - where people met to discuss radical ideas
- Why people needed co-operatives and why the conversations had to be secret
- How different members of the community played different roles to enable these conversations

Co-Op Values

- Solidarity - the visitor needs to help the co-operators to enable the conversation to happen
- Autonomy and Independence - the conversation is about workers' need to escape the rule of their employers and create a fairer system

Visitor Interactions

1. Step on the footprints and push the button to start
2. Shadow figures come to life with audio of conversation
3. Push the button to alert the co-operators when you hear someone coming



Stop 2a - Sharing The Ideas; Education

Learning Outcomes

- How leaders of the co-operative movement spread their message
- The democratic nature of co-op meetings
- The inclusion of fun and entertainment in propaganda meetings

Co-Op Values

- Democracy - each visitor gets the opportunity to ask questions and have an input
- Education, training and information - the purpose of the meeting is to educate the local community about the co-op and its functions

1934 PROPAGANDA CAMPAIGN

Co-operative Activity on a Wider Front

THERE is every indication that this year's Scottish National Co-operative Propaganda Campaign (3rd till 17th February) will cover a wider front than any previous national propaganda effort. Thirty meetings, covering all areas in Scotland, have been arranged in collaboration with the Scottish National Propaganda Committee, while many local societies have undertaken the organisation of their own meetings.

Some excellent literature has been prepared for general distribution, and as the demand for this is likely to be heavy, societies are urged to send their orders without delay.

Section



ARTICLES DISCUSSING PROPAGANDA IN 'THE COOPERATOR' 1934

BEITH PROPAGANDA

AN afternoon propaganda meeting for women only was held by Beith Society in the local Picturedrome on Wednesday, 25th April. Mr. J. Boyd (managing-secretary of the society) presided, and the meeting opened with a show of the film depicting the manufacture of Grangemouth soap. This was followed by a lantern lecture on "A Pure Milk Supply" given by Miss E. Pollock, N.D.D. (S.C.W.S. milk department), who expounded the benefits of milk pasteurisation to a very interested audience. The meeting was brought to a close with the exhibition of a popular "talkie."

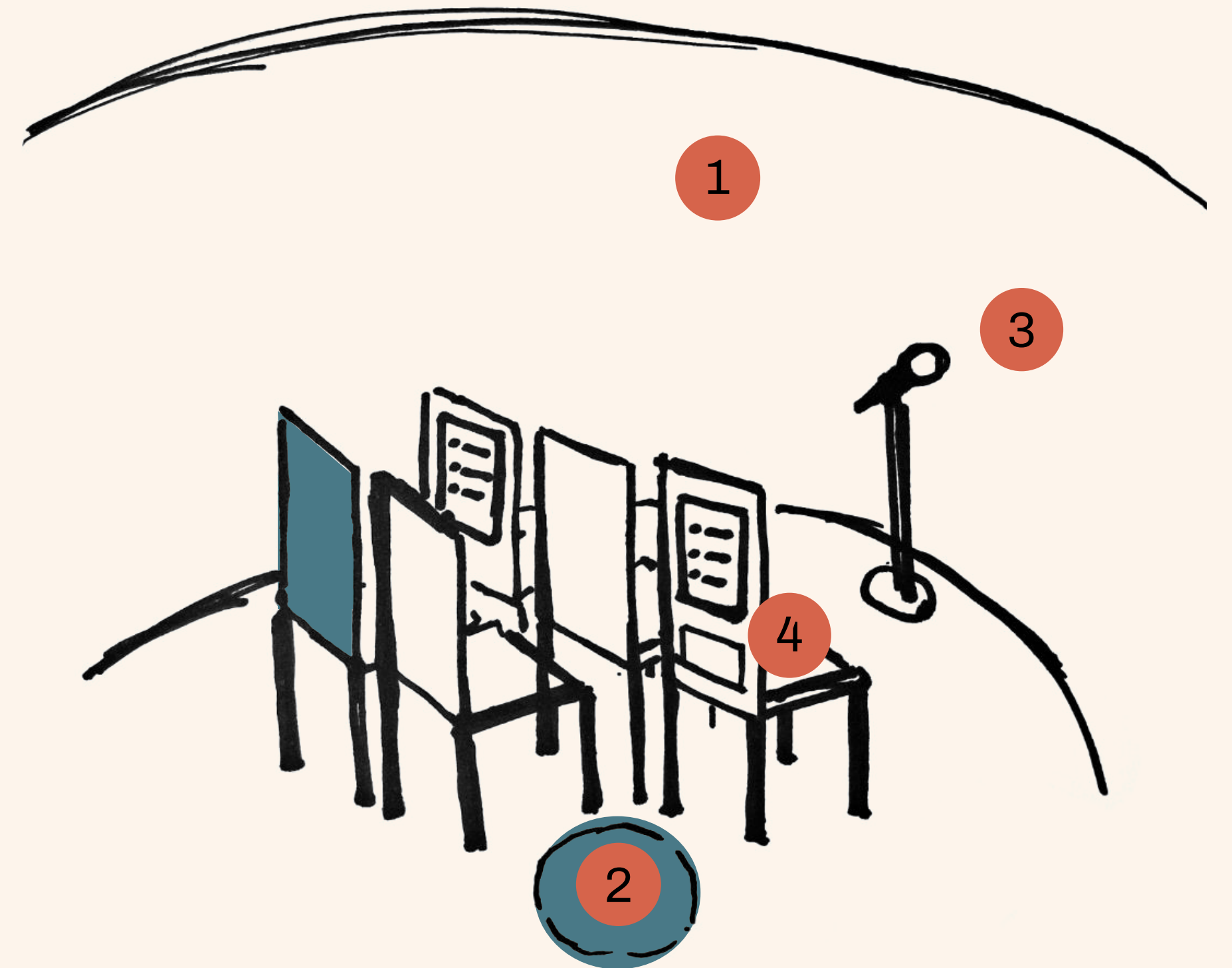
ARCHIVAL FOOTAGE: 'GET IT AT THE CO-OP'
SCWS, 1950, MOVING IMAGE ARCHIVE
[HTTPS://MOVINGIMAGE.NLS.UK/FILM/0607](https://movingimage.nls.uk/film/0607)

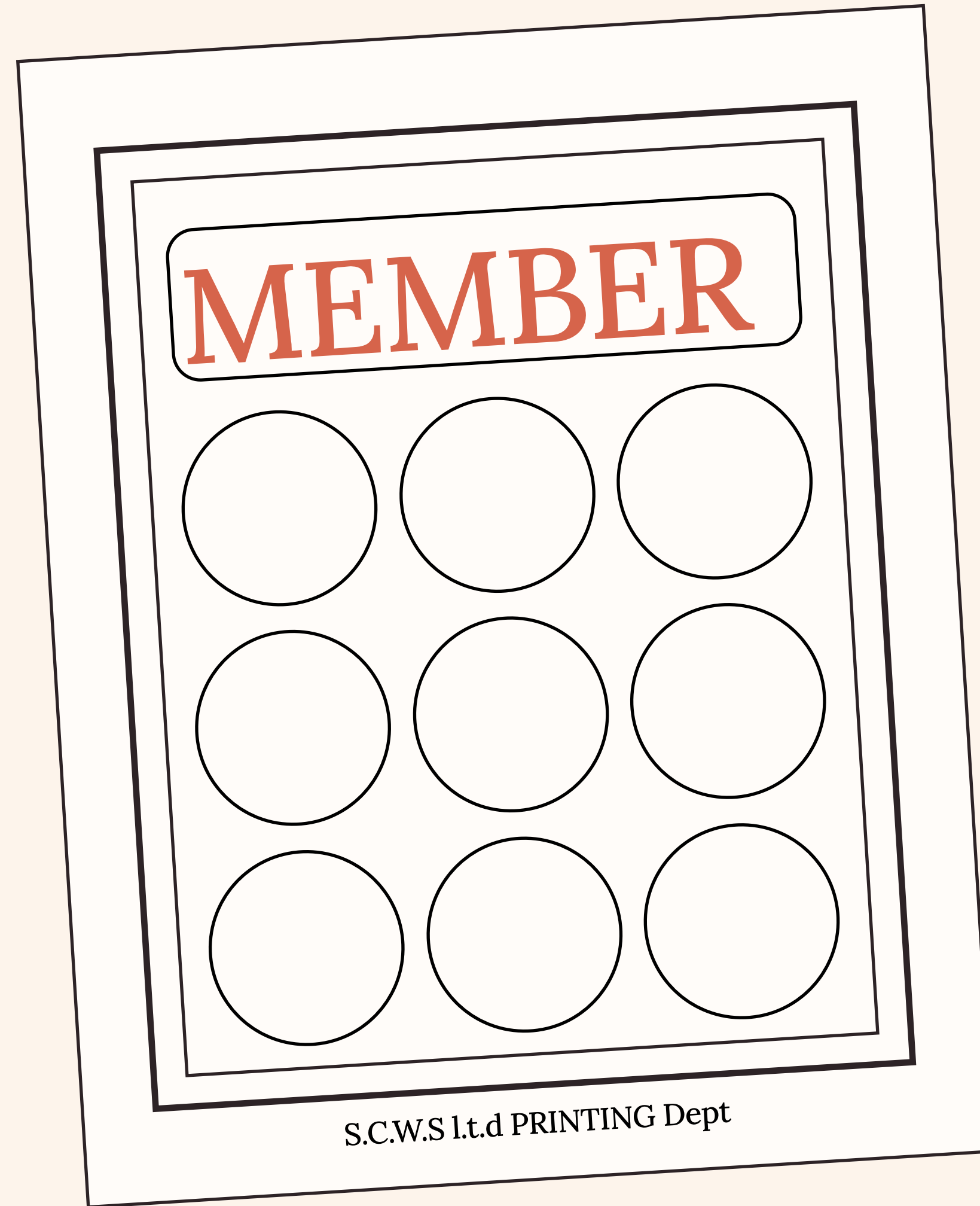
Visitor Interactions

1. Archival footage of 'talkies', dances, etc. plays on surround screen
2. Visitors take their seats in chairs or standing spots
3. Once the group of visitors have started the meeting, the meeting footage begins
4. Visitors are given options at certain intervals to ask questions and participate in the meeting

[Use Figma prototype here](#)

[Watch full video run through here](#)





VISITORS ARE ASKED IF THEY WOULD LIKE TO JOIN THE CO-OPERATIVE ON THEIR WAY OUT, AND GET THE OPPORTUNITY TO GET THEIR FIRST STAMP

Stop 2b - Sharing The Ideas; Propaganda

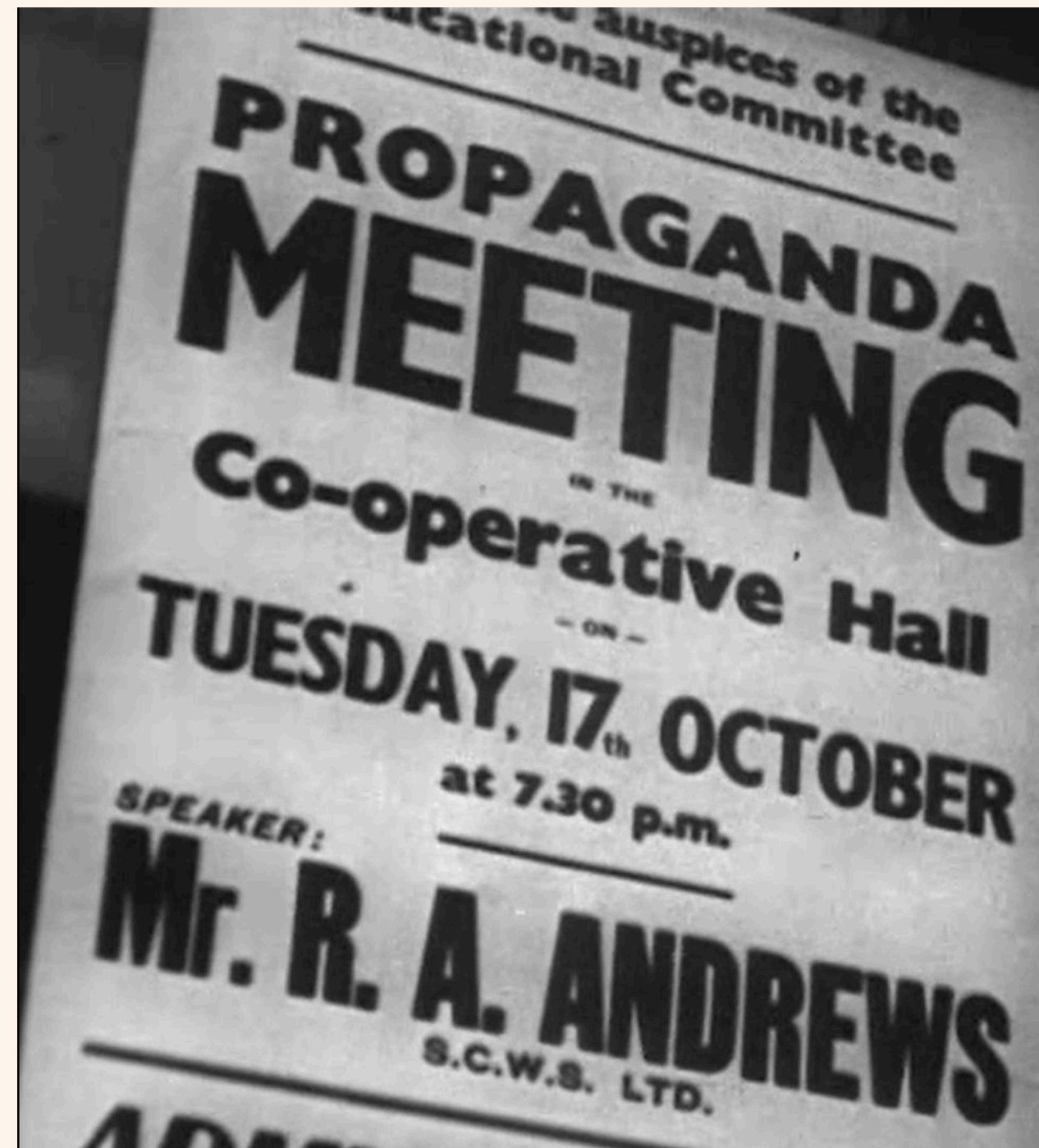
Learning Outcomes

- Discover the range of promotional events offered by the co-op
- See examples of co-op advertising throughout its history

Co-Op Values

- Concern for the community - the promotional events provided a range of activities for the local community
- Education, training and information - many of the events are based around these values

PROPAGANDA IN 'THE COOPERATOR' 1934



ARCHIVAL FOOTAGE: 'GET IT AT THE CO-OP' SCWS, 1950, MOVING IMAGE ARCHIVE [HTTPS://MOVINGIMAGE.NLS.UK/FILM/0607](https://movingimage.nls.uk/film/0607)

.. GRAND ..

Co-operative Gala

ON THE RECREATION GROUNDS

IN THE **Glasgow International Exhibition,**

ON SATURDAY, 20th JULY.

SPLENDID PROGRAMME OF SPORTS.

Prizes to the value of over £100 offered.

The Committees of Co-operative Societies are respectfully requested to organise Excursions of their Members to the Glasgow Exhibition on the date of the Gala Day, 20th July.

For Particulars and Information apply to the General Gala Secretary, Mr JAMES DEANS, 50 Clarence Street, S.S., Glasgow.

PROPAGANDA IN 'THE COOPERATOR' 1944

Scottish Co-operator, July 1, 1944

Scottish Co-operator

No. 2385 JULY 1, 1944 Price One Penny

A DECLARATION OF FAITH to be Proclaimed at Meetings and Demonstrations on Co-operative Day.

"WE CO-OPERATORS, CALLED BY THE INTERNATIONAL CO-OPERATIVE ALLIANCE TO OBSERVE THE 22nd INTERNATIONAL CO-OPERATIVE DAY ON 1st JULY 1944, IN THE YEAR OF THE ROCHE DALE CENTENARY—

"AFFIRM ANEW OUR FAITH in the Principles laid down by the Pioneers of Rochdale whose Immortal Memory we Salute;

"WE AVOW that those Principles are the Ideal Basis for collaboration and understanding between men and nations;

"WE CALL TO WITNESS the innumerable Voluntary Co-operative Organisations of all types throughout the world as irrefutable proof that the Principles of Co-operation can be applied to every aspect of economic, cultural, and social life to the benefit of the whole community; and

"WE PLEDGE OURSELVES to exert all our influence, nationally and internationally, to secure the recognition and the embodiment of the Fundamental Principles of Co-operation in the coming Peace Settlement, and thus usher in A NEW ERA OF HUMAN PROGRESS THROUGH INTERNATIONAL CO-OPERATION."

1844 1944

TWENTY-SECOND INTERNATIONAL CO-OPERATIVE DAY, SATURDAY, 1st JULY 1944

WISHAW CO-OPERATIVE SOCIETY AND THE CRUSADE AGAINST CONSUMPTION

THE TUBERCULOSIS EXHIBITION AND ITS LESSONS

THE OFFICE, RUSSELL STREET, WISHAW. January, 1912.

ADVERTISEMENT FOR TB CONFERENCE BY WISHAW CO-OP, 1912

Visitor Interactions

1. Fill in your propaganda sheet with event details
2. Take a picture of your poster with the tabletop camera
3. See your poster projected onto the advertising column



DESCRIPTION

- GRAND
- COMMUNITY
- FREE
- LOCAL
- MÒR

EVENT

- Community Meeting
- Co-Operative Educational**
- Co-Operative Gala
- Co-Creation Workshop
- coinneamh coimhearsnachd
- tachartas foghlaim
- Community Meal**

DATE

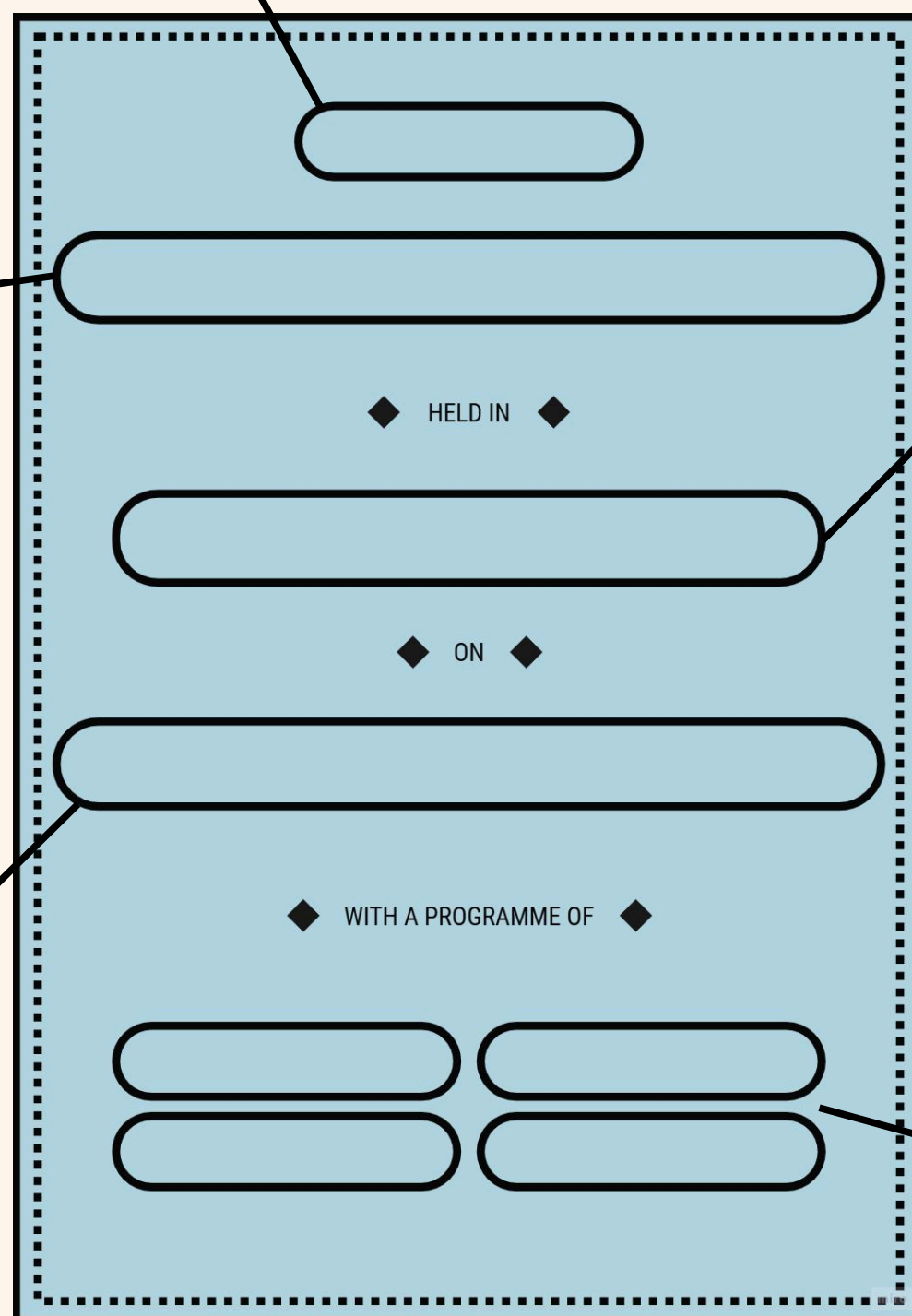
- SATURDAY, 20th JULY 1901
- DIHAOINE, 7 CÈITEAN 2027
- SUNDAY, 22nd AUGUST 1971**
- FRIDAY, 19th JANUARY 1934
- DISATHAIRNE, 15 Dùbhlachd 1956

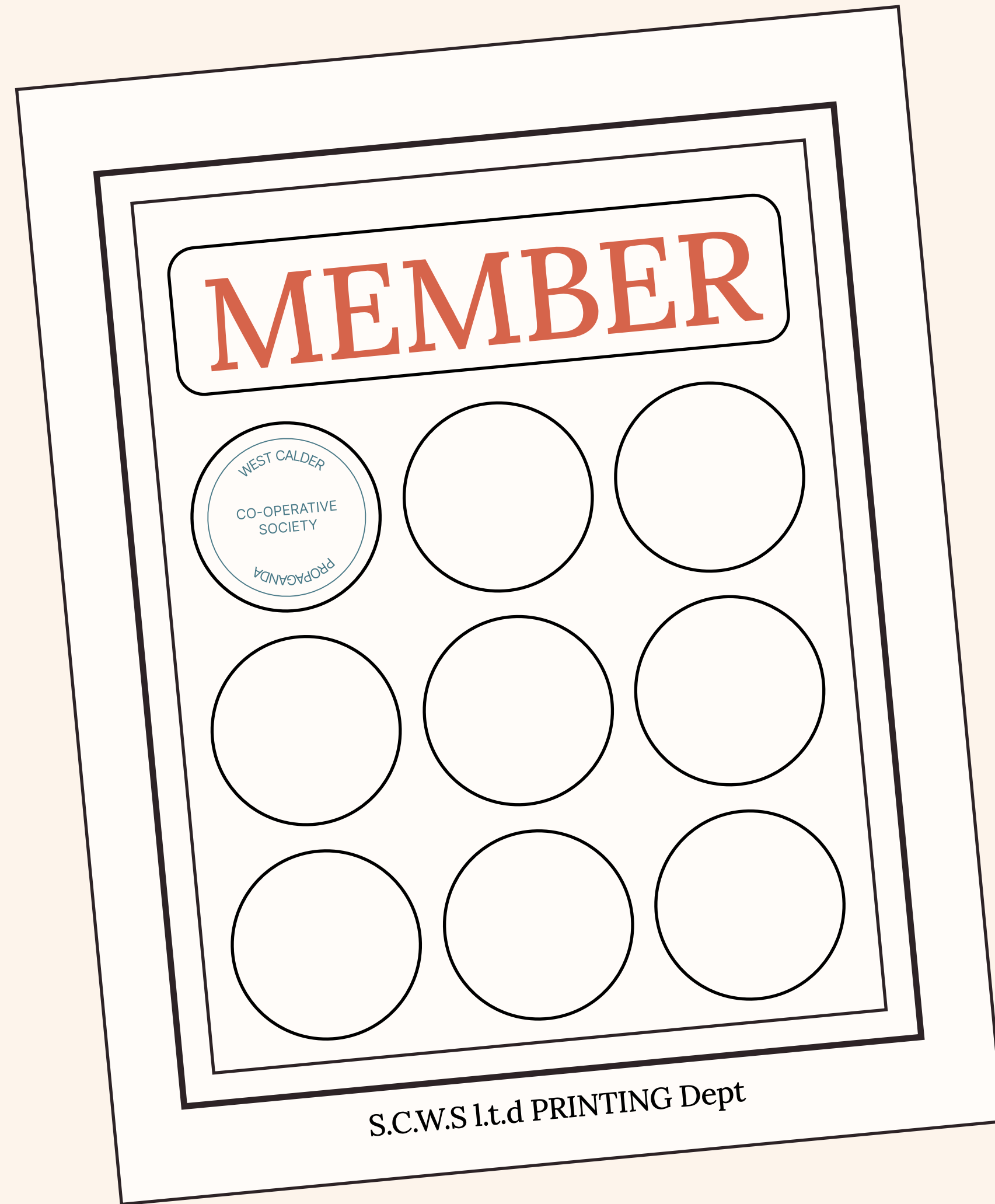
LOCATION

- Glasgow International Exhibition**
- The Crannie Community Hub, Edinburgh
- Welfare Hall, Cowie**
- Bieth Picturedrome
- Ionad Coimhearsneachd Sgìre Uig
- Ionad Coimhearsneachd an Tairbeart
- West Calder Community Hub

ACTIVITIES

- | | |
|-------------------|-------------------|
| Tea | Dancing |
| Talkies | Training Sessions |
| Sports | Lectures |
| Discussion | Song |
| Ceòl | Còmhradh |
| Tì | Teagasg |





VISITORS CAN GET A 'PROPAGANDA' STAMP AFTER THEY'VE COMPLETED THE STOP

Stop 3 - Reaching Communities

Learning Outcomes

- How co-operatives have reached smaller and more rural communities, and the impact they have had
- Visitors get to hear first hand accounts of the impact that the co-op has had on the residents of these communities

Co-Op Values

- Co-operation among co-operatives - different village co-operatives worked together to get resources to remote areas
- Concern for the community - the co-operatives created opportunities and provided resources for the local community

A group of Gaelic speaking neighbours have a history of relationships and shared cultural understandings which may make it easier for those folk to cooperate and trust each other in a lightsome manner which could very well strengthen the shared striving to establish a community coop.

Brian McLeod

MEMBERS OF IGHLANDS & ISLANDS DEVELOPMENT BOARD (HIDB)

ARTICLES ON CO-OPS IN THE HIGHLANDS, 'THE COOPERATOR'

CO-OPERATION IN THE WESTERN HIGHLANDS

THERE was quite a good attendance at a propaganda meeting held on Thursday last in Taynult, under the auspices of the Scottish National Propaganda Committee, in conjunction with Oban Society. Taynult is quite a small village, but the audience was a very representative one, and the members listened attentively to an address on "Co-operation" by Mr. D. C. Howie, J.P. (Glasgow). Mr. Howie urged them to be loyal purchasers from their own society, and to support the productions of the co-operative federations.

During the evening tea was served to the audience, while the programme included two items by the members of Oban Society. At the close of the meeting the audience received S.C.W.S. productions.



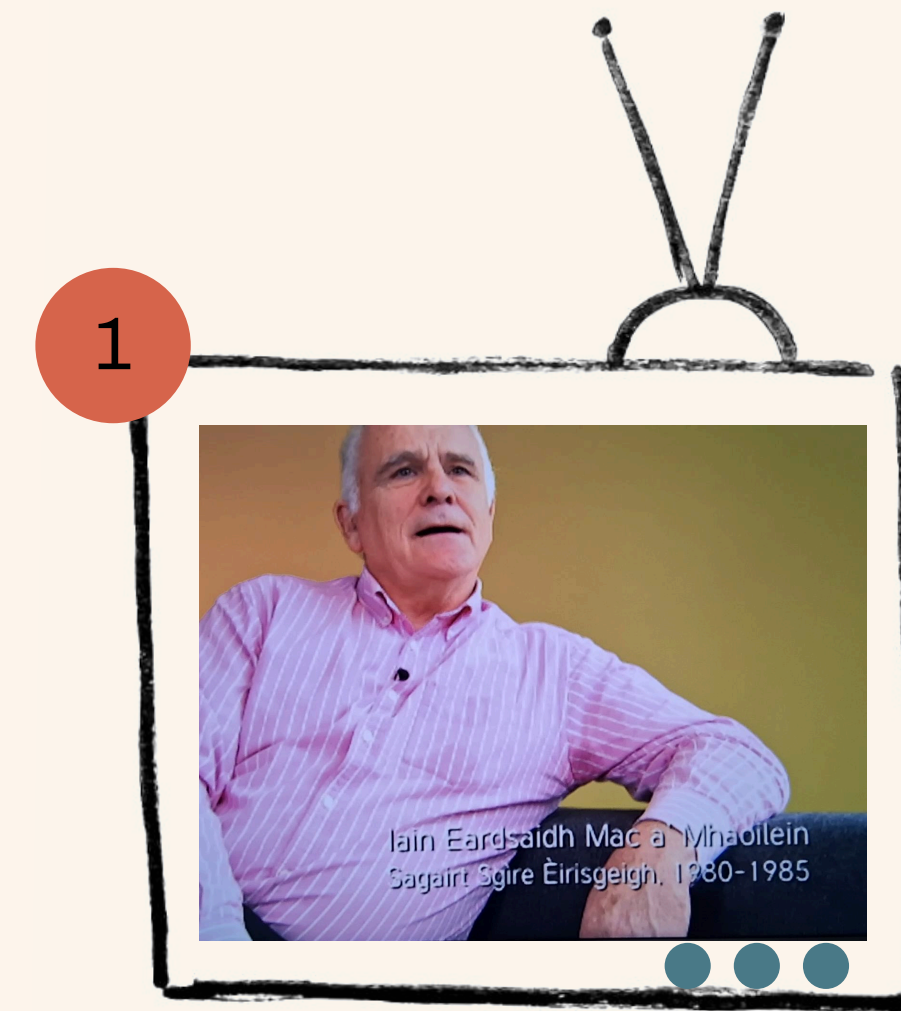
ARCHIVAL FOOTAGE: 'THE SELF HELP SOCIETY: AN-DIUGH' SCWS, 2012, MOVING IMAGE ARCHIVE [HTTPS://MOVINGIMAGE.NLS.UK/FILM/17778](https://movingimage.nls.uk/film/17778)



ARCHIVAL FOOTAGE: 'THEY FOUND A FUTURE' MOVING IMAGE ARCHIVE

Visitor Interactions

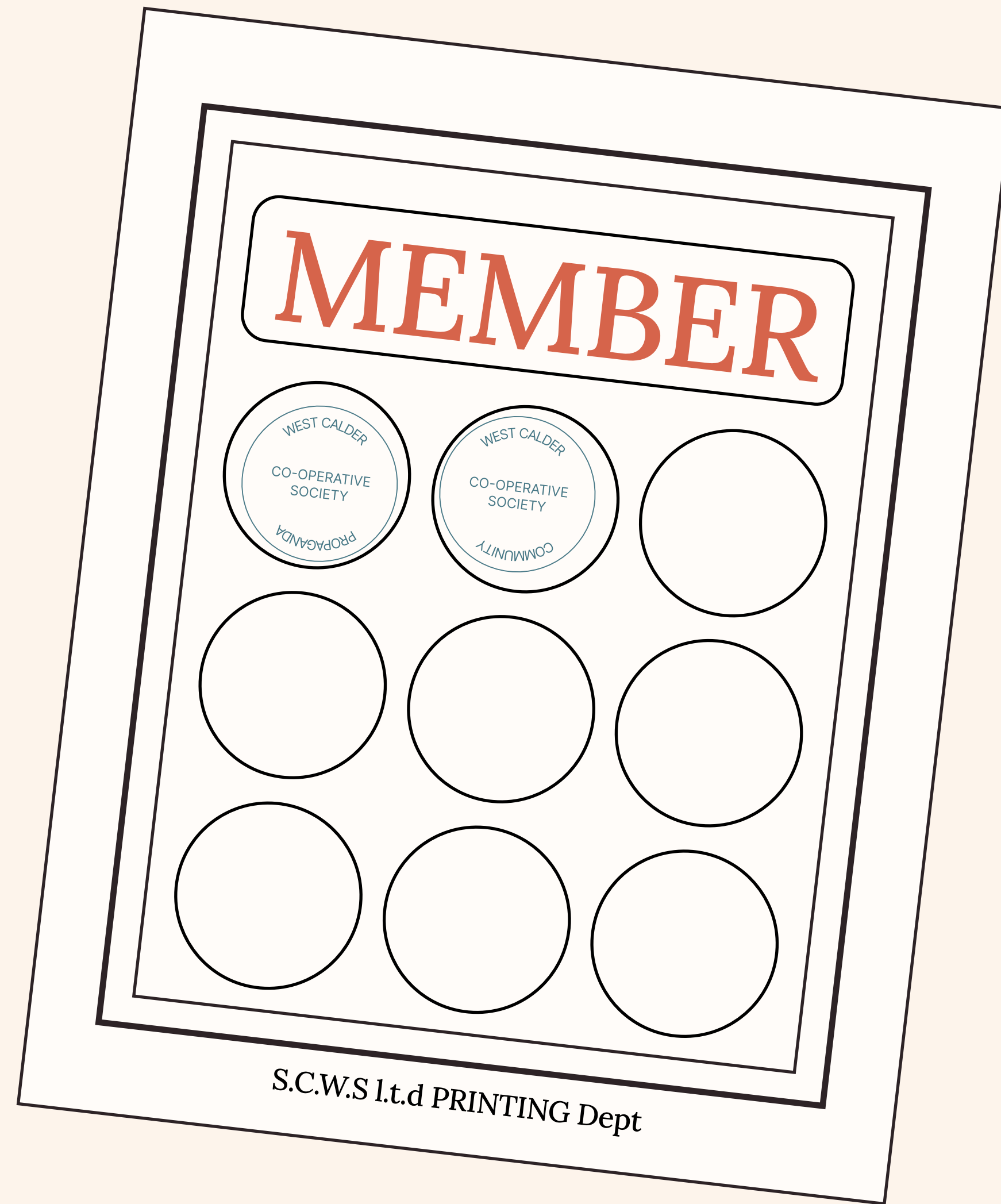
1. Watch archival footage of people in towns and villages talking about the impact of the co-op on their community
2. Listen to stories from co-op members
3. Use the buttons to toggle between stories



ARCHIVAL FOOTAGE: 'THE SELF HELP SOCIETY: AN-DIUGH' SCWS, 2012, MOVING IMAGE ARCHIVE [HTTPS://MOVINGIMAGE.NLS.UK/FILM/17778](https://movingimage.nls.uk/film/17778)



AUDIO RECORDING OF BRIAN WILSON ON THE ORIGINS OF THE HIDB COMMUNITY CO-OP SCHEME, 2022 [HTTPS://EDSHARE.GCU.AC.UK/10040/](https://edshare.gcu.ac.uk/10040/)



VISITORS CAN COLLECT THEIR 'COMMUNITY STAMP'

Stop 4 - Learning The Skills

Learning Outcomes

- Learn about a range of jobs that were created by the co-op
- Learn practical skills to earn stamps
- Learn about West Calder's co-op shop and the wide range of products sold there

Co-Op Values

- Autonomy and independence - the creation of jobs allows people to earn money and be independent
- Education, training and information - the jobs created by the co-ops trained workers in different skills
- Self help - financial independence allows for upward mobility

WEST CALDER CO-OPERATIVE STORE



FURNITURE MAKING INTERACTIVE, 'MACKINTOSH AT THE WILLOW', GLASGOW



SHOE DESIGN INTERACTIVE, V&A DUNDEE



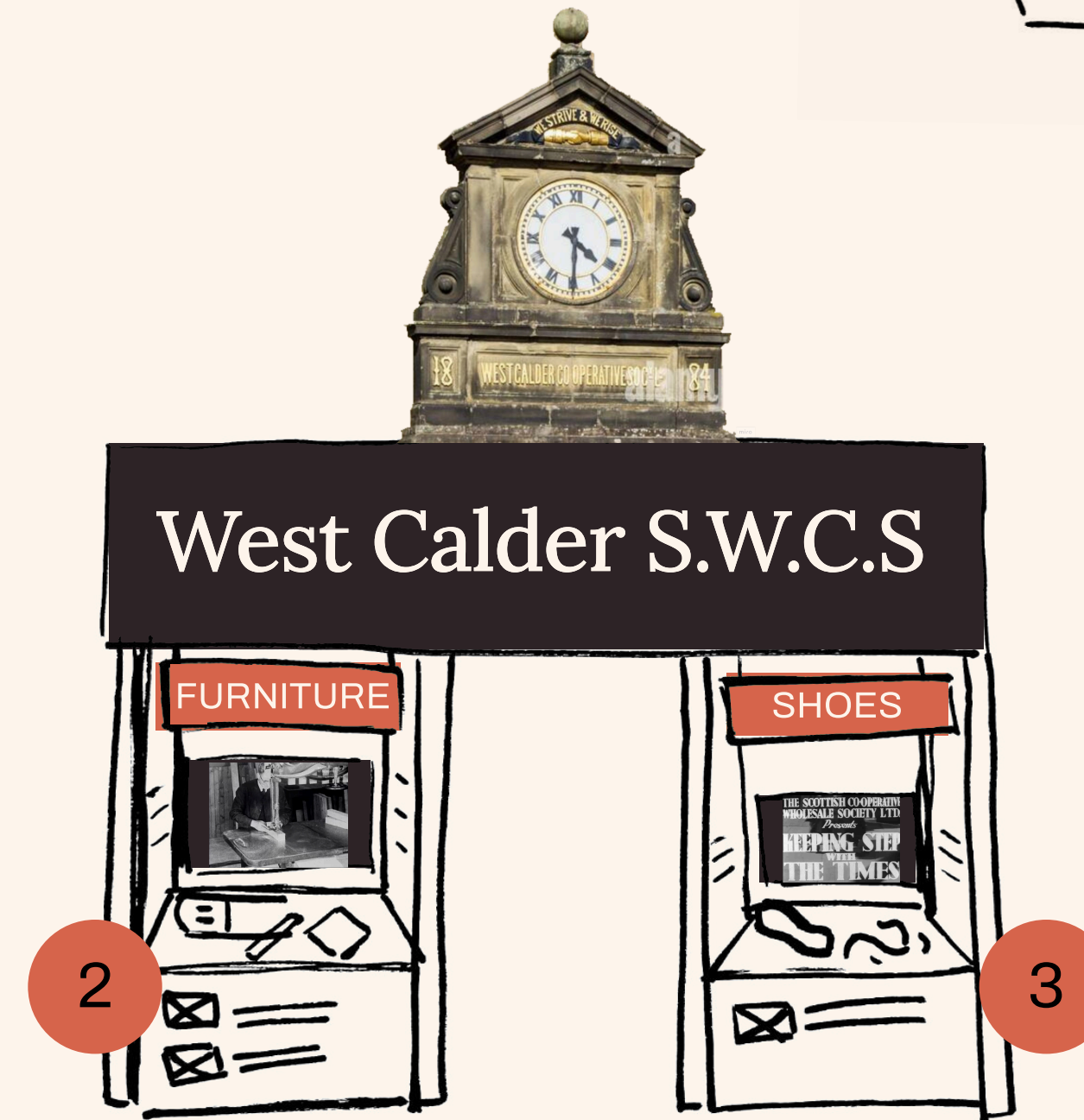
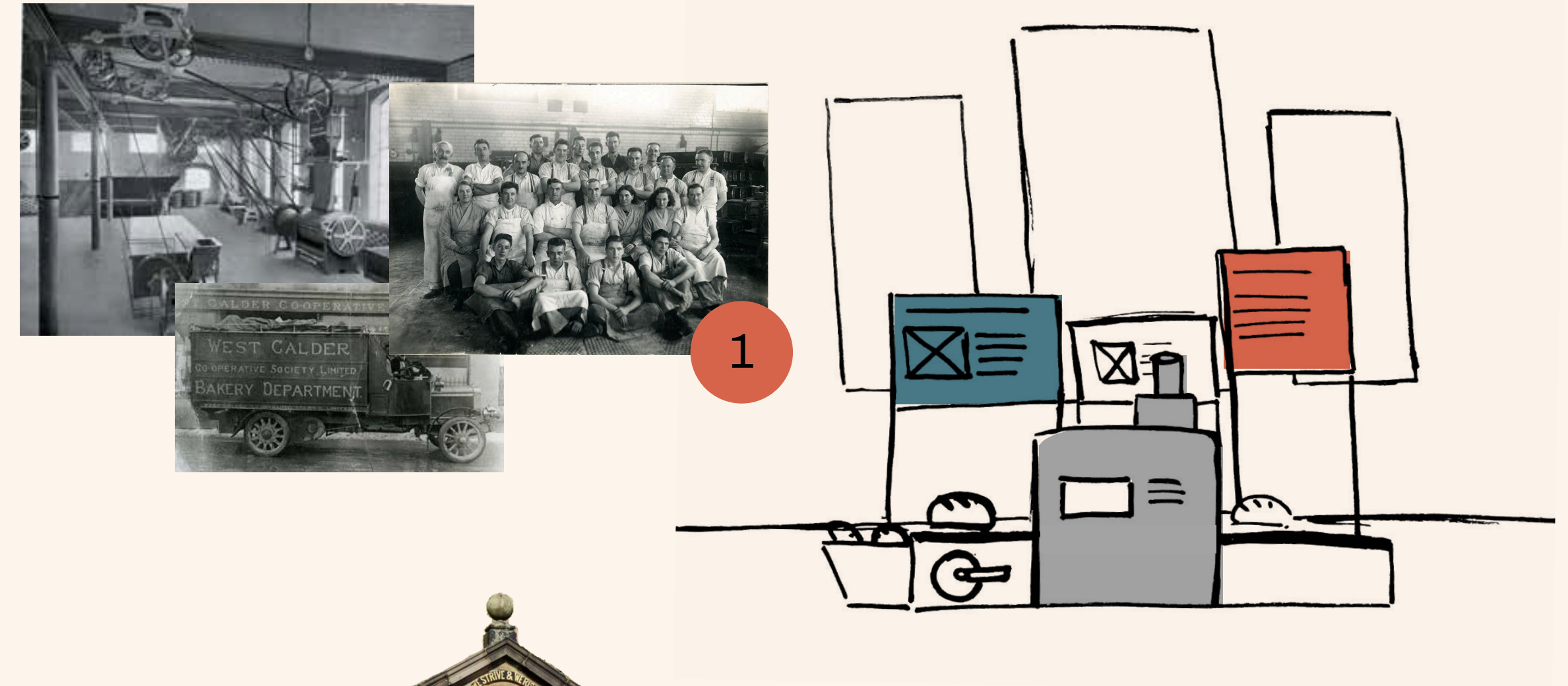
WEST CALDER BAKERY

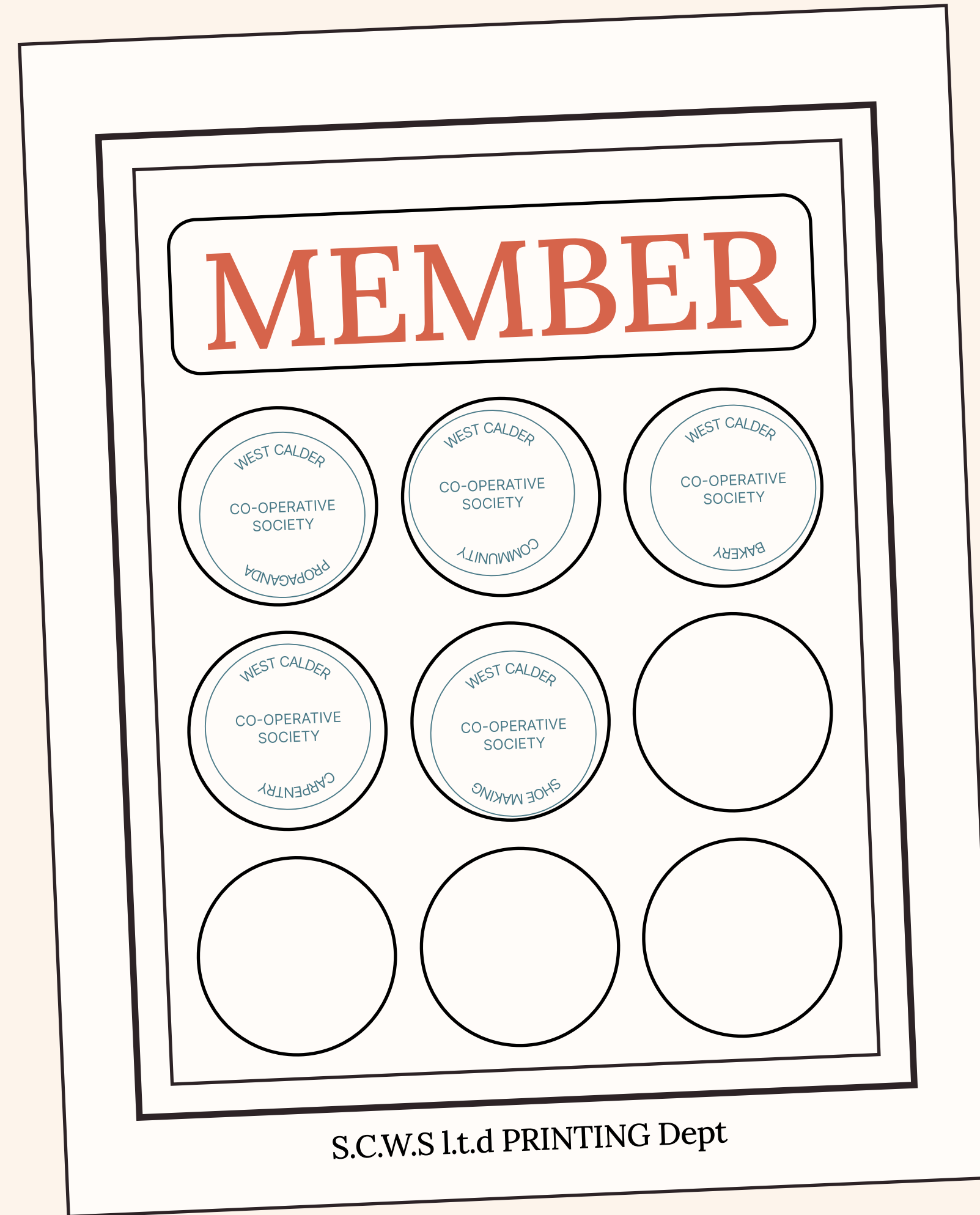


ARCHIVAL FOOTAGE: 'GET IT AT THE CO-OP' SCWS, 1950, MOVING IMAGE ARCHIVE [HTTPS://MOVINGIMAGE.NLS.UK/FILM/0607](https://movingimage.nls.uk/film/0607)

Visitor Interactions

1. Place your bread on the conveyor belt and turn the handle to put it through the oven in the bakery
2. Follow the instructions to build some furniture in the furniture department
3. Sew the soles onto a pair of shoes in the shoe department





VISITORS CAN GET A STAMPS FOR EACH INDUSTRY SKILLS THEY LEARN

Stop 5 - Keeping It Going

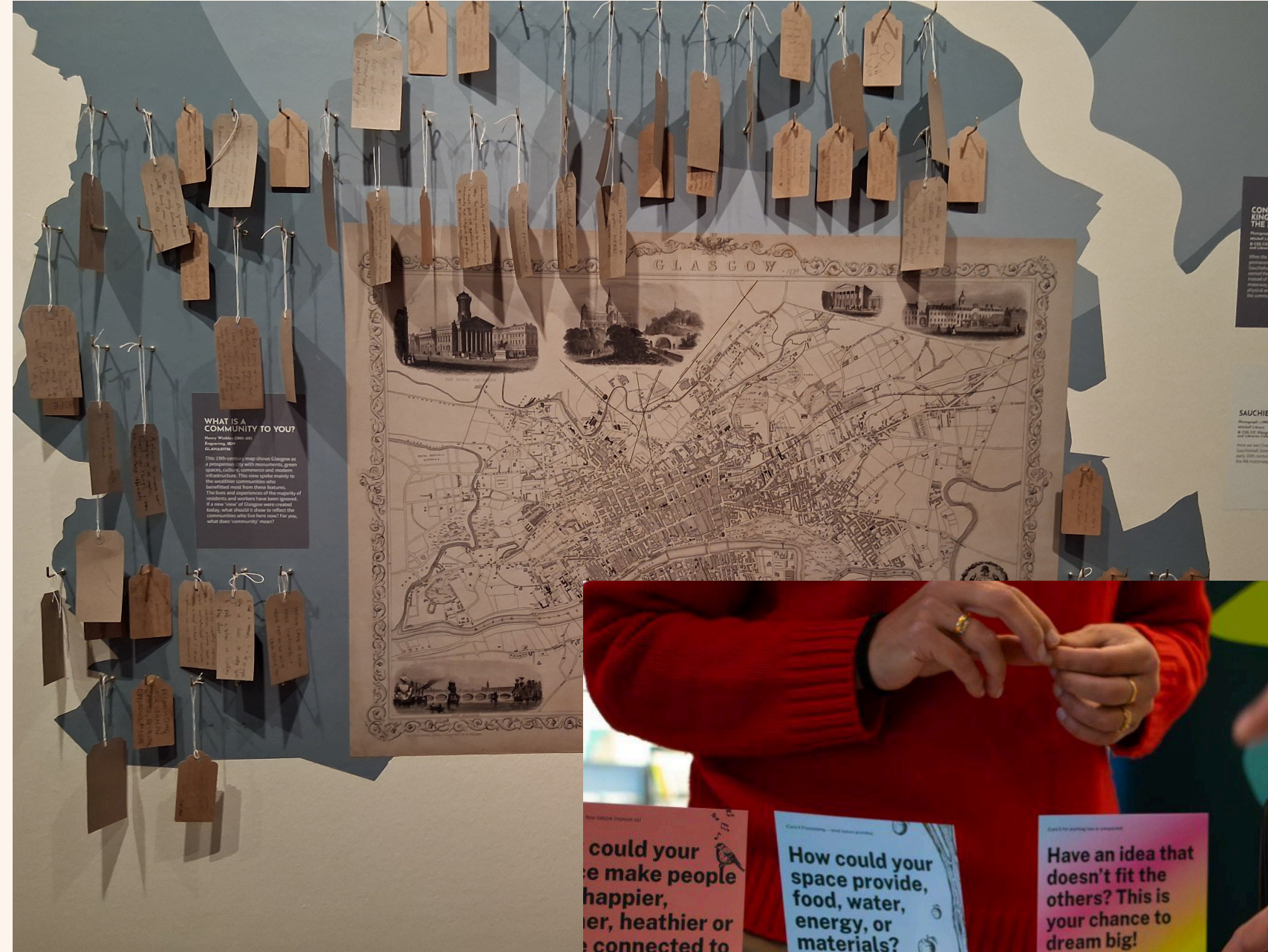
Learning Outcomes

- See the benefits of being a co-op member through earning dividends
- Get the opportunity to pass on the message
- Learn about the work that the co-op does in communities today and how it shares its messages and values

Co-Op Values

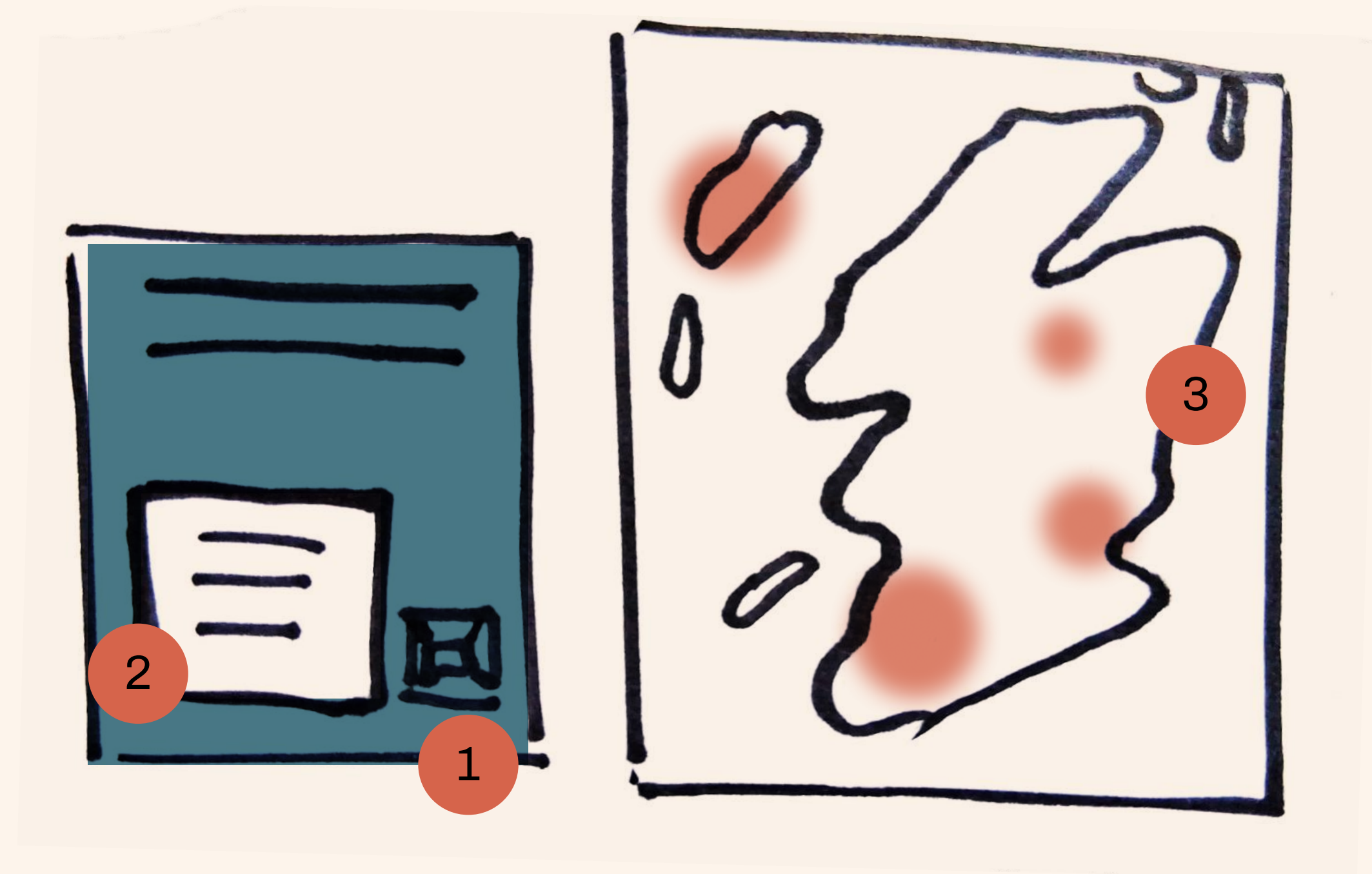
- Member economic participation - visitors will see how being a member benefits them by earning dividends
- Solidarity - visitors can choose to pass on the values of the co-op and spread it around the country

'VIEWS OF GLASGOW: A WINDOW INTO COMMUNITIES',
HUNTARIAN, GLASGOW



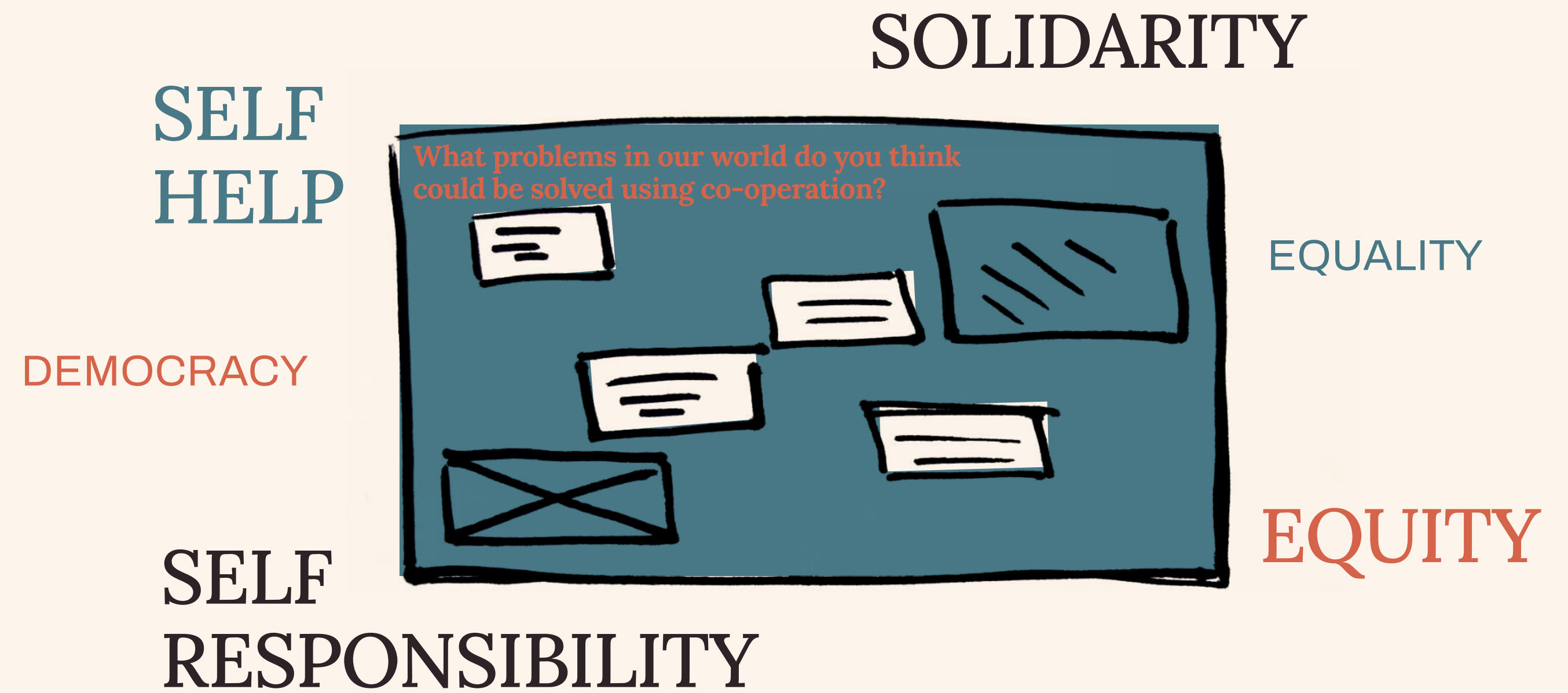
Visitor Interactions

1. Visitors scan their dividend card to see what they have earned with their stamps - they will earn a discount for the cafe/shop
2. Each visitor gets one vote to choose to spread the word of the co-op
3. When the visitor votes to spread the word of the co-op the lights on the map spread



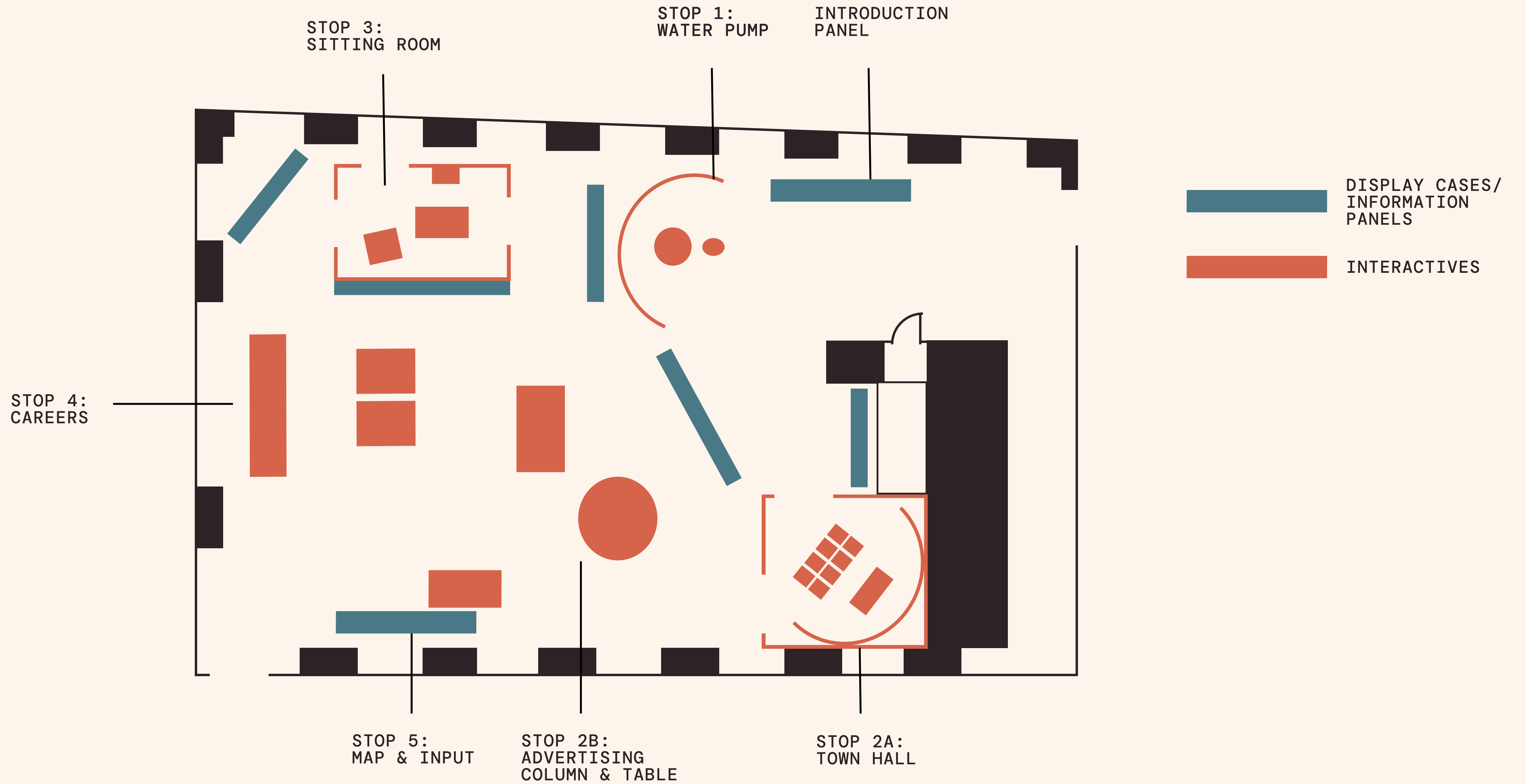
Visitor Interactions

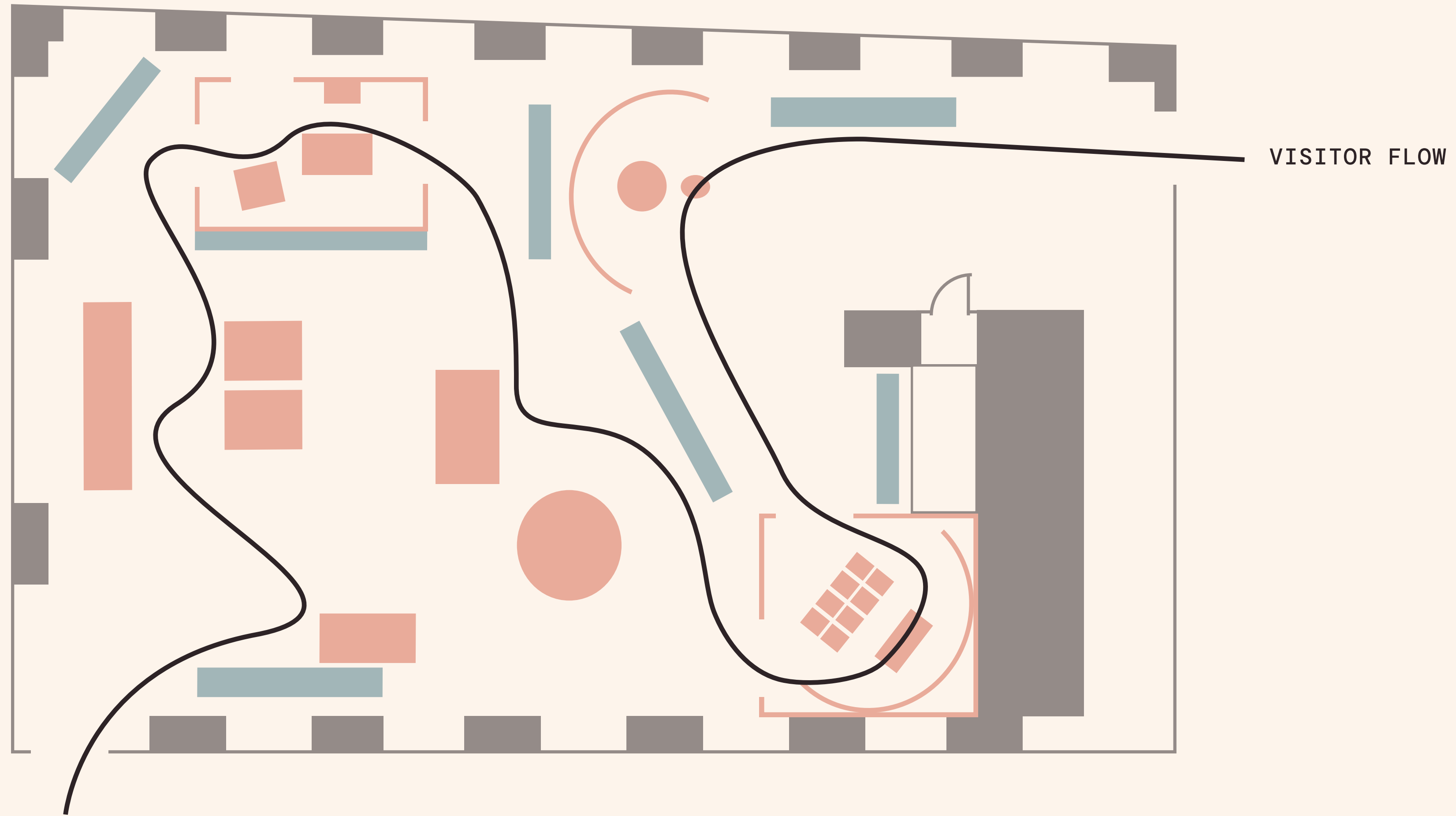
1. Screens and photos will show some of the coops current schemes
2. Visitors can fill out postcards with their ideas for how the values of the co-op can be used to solve real world problems

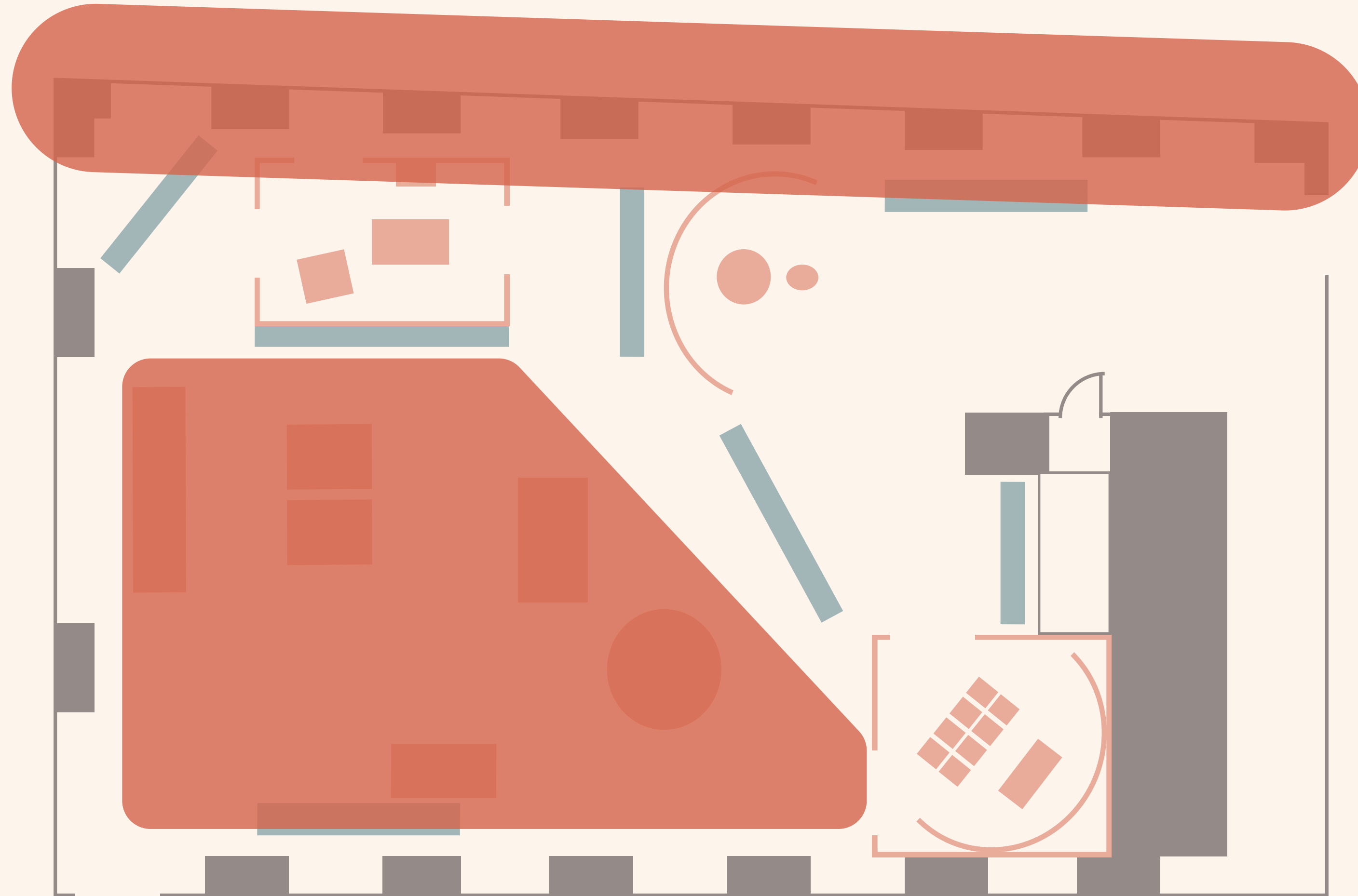


Layout & Space











THESE WINDOWS OVERLOOK
NEARBY HOUSES -
INTERACTIVES AND
DISPLAYS HERE COVER
WINDOWS AND/OR DO NOT
REQUIRE NATURAL LIGHT

AFTER COMING OUT FROM THE
'TOWN HALL' THE SPACE OPENS
UP INTO THE BRIGHT AND AIRY
PORTION OF THE ROOM

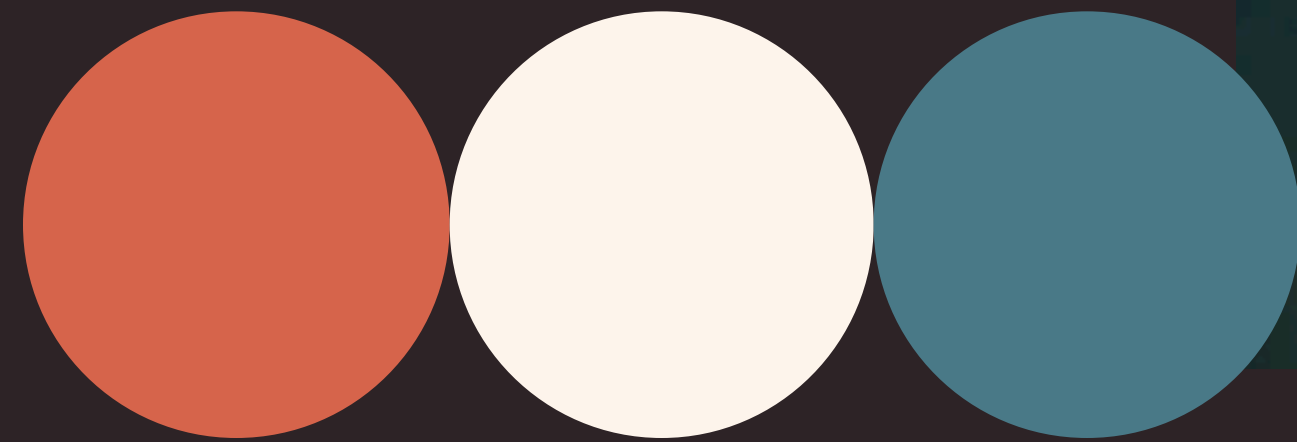
Visual Language



Stories from the Building



Maurizio Mucchetti:
Research and design
exploration is the very
essence of design process.



THANK YOU!

Caitriona Brennan