

Alton Estate Regeneration
Hybrid Application

CULTURAL STRATEGY

HTA Design LLP
& Artscape
May 2019

ALTON GREEN

ROEHAMPTON SW15





Redrow, working in partnership with Wandsworth Borough Council, have created a varied programme of culturally and creatively engaging activities, building upon community engagement that has already taken place since 2014.

This document is structured into eight sections to make it easy to navigate between what has happened so far, and what is proposed for the future.

It also reflects on what is important about Alton Green; from celebrating heritage, to delivering change.

It will inform the delivery of specific projects throughout the regeneration programme.

1. VISION AND OBJECTIVES

Our vision is to celebrate what is special about the Alton Estate by providing a programme of inspiring and engaging creative activities that will give everyone the opportunity to participate. The vision aligns to the Council's four key objectives:

- To develop local skills and talents;
- Widen horizons and increase well-being;
- Promote community engagement and cohesion through an appreciation of the area's diversity; &
- Foster a sense of place and belonging within the neighbourhoods and communities of the Alton.

2. INVESTING IN CULTURE

A focus on culture is a core objective for the regeneration to ensure that art and creativity is valued at all stages of the design process. Investment in culture contributes to educational attainment, employment skills, health and well-being and general happiness. A broad spectrum of inclusive arts and cultural initiatives are proven to increase the appeal to live, work, participate and invest in a place.

3. EXISTING CULTURAL CONTEXT

Focussing on 'People and Place', the Strategy draws on the rich history of cultural engagement in the Alton Estate and celebrates its unique and distinctive setting. An understanding of the *People* and the *Place* is key.

4. CULTURAL ENGAGEMENT SO FAR

In preparing this strategy, the team has worked with Enable to explore the wide variety of cultural initiatives that have taken place in and around the Alton Estate in recent years. Since March 2018 an 'Artist in Residency' programme has provided a local focus for future events to build upon. Themed around 'Reflections on Home' the stories of 200 local people have been collected to develop a deep understanding of what it is like to live in the estate.

5. OPPORTUNITIES IN THE MASTERPLAN

The regeneration strategy includes high quality new homes, open spaces, play, and community facilities. As well as providing an open, co-working and playful environment, the two multi-purpose community hubs, and wider landscape improvements will provide a stage for a variety of cultural activities. These will stitch the new into the existing cultural landscape, further establishing its sense of place and belonging. More detail is provided within *People and Place: A Vision*.

6. EVENTS & ACTIVITIES PROPOSALS

A programme of events and activities will engage and inspire residents during the period of significant change that will occur through the regeneration process, and beyond. These may include: dance, music, drama, art and writing classes for children and adults alike to have fun and discover hidden talents and interests. We also look at who we might engage with and how for each type of activity.

7. DELIVERY

Delivery of the programme of events will be overseen by the Culture Projects Coordinator, with support from a Cultural Advisory Panel ensuring that every project is shaped by local people. Projects identified will develop partnerships with local schools and businesses and create proactive routes into creative industries and learning to raise the aspirations of residents. It is this embedding of culture in the heart of the vision for the regeneration of Alton that will increase the opportunities to improve the quality of life for local people.

8. LEGACY

The aim is to provide a strong creative legacy for Alton Green - both through cultural projects and opportunities that they create for residents. The projects identified all focus on delivering an additional layer to the masterplan which engages and interests local people in cultural activity for the long term, not just whilst the regeneration is happening.

1. VISION AND OBJECTIVES

ALTON GREEN





THE CULTURAL STRATEGY: PRINCIPLES & OBJECTIVES

What is Culture? - This strategy adopts the widest definition of culture. It encompasses arts (the performing and visual arts, including music, craft, fashion and the creative industries), sports and physical activity, cultural and built heritage, libraries (reading development, creative writing and learning), parks (open spaces, wildlife habitats, community gardening and informal leisure), playgrounds, and tourism (visitor attractions and festivals).

The overall vision for the regeneration of the Alton is to create new opportunities for local people to raise their quality of life and aspirations.

Inspired by best practice for the commissioning of cultural activities over the long term, this Cultural Strategy is based on the following 8 principles:

1. Adopt a wide definition of culture. Ensure that the regeneration aligns to the Council's Culture Strategy and places creativity and engagement at the heart of the masterplan;

2. Understand and articulate the benefits of cultural wellbeing, confidence building and skill development to create lasting change;

3. Respect local community assets to foster a sense of pride and belonging and celebrate the Alton Estate's unique and distinctive setting;

4. Bring in the community early to shape the strategy and masterplan, ensuring varied, meaningful and inclusive opportunities for cultural participation;

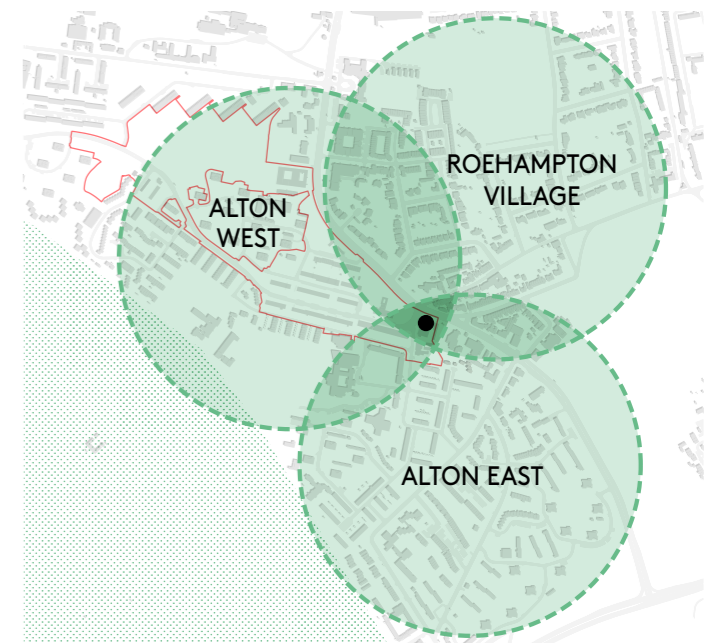
5. Ensure the masterplan incorporates the arts, culture and creativity in a way that responds to the area's existing identity and character;

6. Improve the impact of temporary relocations and construction through an engaging meanwhile and events strategy and by involving residents in the detailed design as the development takes shape;

7. Set a framework to deliver a programme of cultural activities using a diversity of creative mediums that are shaped by local input; and

8. Maintain a long-term view that targets ongoing community engagement, skill development and capacity building to create legacy. The strategy will be refined over time, evaluating projects in terms of outcomes to consider the best way to target resources to reach the widest possible audience.

This Cultural Strategy for the Alton Estate has been commissioned by Redrow Homes working in partnership with Wandsworth Borough Council. Based on an appreciation of the importance of culture and the rich cultural context of the area, it embeds community participation within an inspiring programme of cultural activities.



The strategy draws on an extensive history of cultural engagement in the area since 2011. It explains why a focus on culture is an important Borough objective, bringing together the communities of Alton East, Alton West and Roehampton through a programme of future activities to engage residents positively during a period of significant change that will occur through the regeneration process.

The approach has been developed in partnership with Enable Leisure and Culture and seeks to have lasting impact. Enable is a not-for-profit organisation that provides leisure and culture services for the benefit of local communities on behalf of the Council for the purpose of improving health and well-being. The plan for future activities will be developed working closely with residents from the area.

The starting point for this strategy is London Borough of Wandsworth's Cultural Strategy, which sets out a vision giving everyone the opportunity to participate and celebrate culture. This vision is very much encapsulated in the activities pursued to date and those planned for the future. The Borough's Cultural Strategy has four primary objectives:



To develop people's skills and talents



Widen horizons and increase well-being



Promote community engagement and cohesion through an appreciation of Wandsworth diversity



Foster a sense of place and belonging within the neighbourhoods and communities of the borough

2. INVESTING IN CULTURE

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INVESTING IN CULTURE

In recent years the positive benefits of engaging in the arts has begun to be quantified. For example, the Cultural Learning Alliance's Key Research Findings: the value of cultural learning (2017) highlighted:



Participation in structured arts activities can increase cognitive abilities by 17%.



Learning through arts and culture can improve attainment in Maths and English.



Young offenders who take part in arts activities are 18% less likely to re-offend.



People who take part in the arts are 38% more likely to report good health.



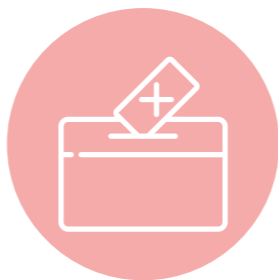
Learning through arts and culture develops skills and behaviour that lead children to do better in school.



Students from low-income families who take part in arts activities at school are three times more likely to get a degree.



Children who take part in arts activities in the home during their early years are ahead in reading and Maths at age nine.



Students from low-income families who engage in the arts at school are 20% more likely to vote as young adults.



Employability of students who study arts subjects is higher and they are more likely to stay in employment.



Students from low-income families who engage in the arts at school are twice as likely to volunteer.

<https://culturallearningalliance.org.uk/wp-content/uploads/2017/08/CLA-key-findings-2017.pdf>
www.artshealthandwellbeing.org.uk/APPG

The All-Party Parliamentary Group on Arts, Health and Wellbeing has built up a body of evidence on the positive contribution arts plays in improving the health of people, including:



Participatory arts activities help to alleviate anxiety, depression and stress both within and outside of work.



Music therapy has been shown to reduce agitation and the need for medication in 67% of people with dementia.

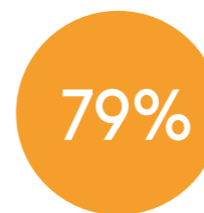


Arts therapies have been shown to help people recover from brain injury and diminish the physical and emotional suffering of cancer patients, as well as lessen the side effects of their treatment.

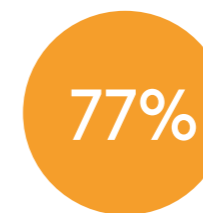


For every £1 invested in arts on prescription, it is calculated that there is a social return on investment of between £4 and £11.

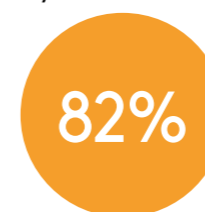
After engaging with the arts:



of people in deprived communities in London ate more healthily

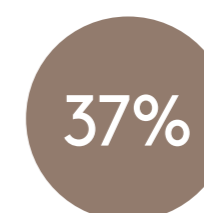


of them engaged in more physical activity

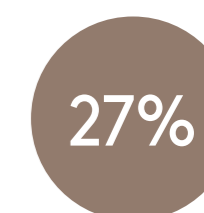


enjoyed greater wellbeing

An arts-on-prescription project has shown:



drop in GP consultation rates



reduction in hospital admissions



representative saving per patient



POLICY SUPPORT FOR CULTURE

The Town and Country Planning Association’s guide ‘Improving cultural, sporting and arts opportunities through planning’ (2013), explains the contribution of culture to place shaping and regeneration which can be achieved through the embedding of culture in the planning of new communities. National, regional and local government all recognise that art and culture increases the desirability of a location as a place to live, work and invest. High quality public realm increases the attractiveness of the area, whilst the area’s positive reputation for cultural and creative activity will help ensure it develops a distinctive character and attracts a creative community, further building the areas’ reputation.

Wandsworth Planning Obligations SPD defines Arts and the Public Realm as being projects and interventions, with artistic rigour and integrity, which add to the vibrancy and character of an area. The SPD states that Wandsworth Council is committed to offering a range of creative industry training, creation and presentation space (studios, rehearsal, production, venues) to suit different budgets and needs.

The GLA A-Z of Culture and Planning outlines how culture adds value to the places where we live. This belief is also reflected in the ambitions of Wandsworth Council’s Aspirations Agenda which seeks to promote increased opportunities for communities and individuals requiring additional support to thrive.

The National Planning Policy Framework (NPPF) determines that developments must consider and provide for ‘cultural well-being’ by:

- Taking account of and supporting local strategies to improve health, social and cultural wellbeing for all, and delivering sufficient community and cultural facilities and services to meet local needs.
- Fostering an awareness of the positive impact that proactive and wide-reaching cultural initiatives can have on the health and well-being of those who participate, as increasingly evidenced academically and socially.

The Mayor of London’s Cultural Strategy ‘Culture for all Londoners’ (December 2018) intends to have all Londoners – regardless of age, faith, ethnicity, gender, background, sexuality or postcode – engage and interact with culture. This vision rests on 4 key principles:

Policy 1 indicates the Mayor will help build and strengthen communities by investing in local culture. “Culture has the power to inspire young Londoners and transform their prospects, supporting them to reach their full potential” (p.5). It presents a compelling case for the link between culture and health and wellbeing and the impact of culture on the building of stronger and safer communities.

- 1. INCREASE THE AMOUNT OF CULTURE AVAILABLE TO PEOPLE ON THEIR DOORSTEP**
- 2. SUPPORT, SAVE AND SUSTAIN CULTURAL PLACES AND SPACES**
- 3. INVEST IN A DIVERSE CREATIVE WORKFORCE FOR THE FUTURE**
- 4. REMAIN A GLOBAL CREATIVE POWERHOUSE**

“Despite London’s position as the world’s culture capital, too many young Londoners do not have access to the city’s exceptional cultural institutions and don’t get involved in cultural projects. From the outset of my Mayoralty, I made culture a core priority.”

MAYOR OF LONDON, SADIQ KHAN



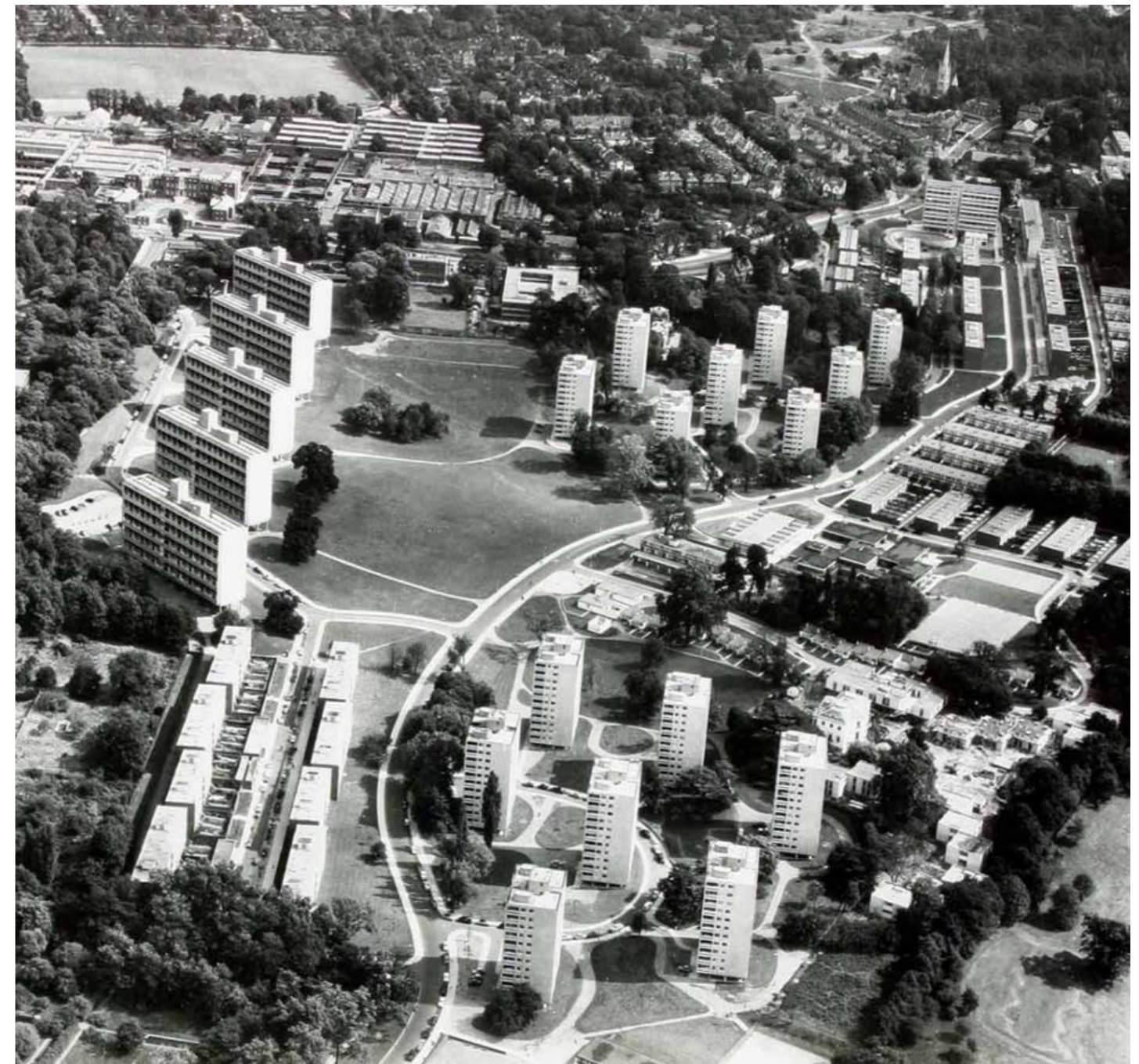


3. EXISTING CULTURAL CONTEXT

Local Narratives

“I love how the place is built; lots of grass and lovely trees, it’s natural looking. I like the spaciousness. It’s just a nice area. When I first saw the bungalows, I thought they looked like chalets at a holiday camp! But when I went inside, I really loved it. The students live at the end of the street. I like to see them – with green hair, pink hair! I like to see them and envy their energy.”

RESIDENT AT THE 60+ CAFE



THE EXISTING ESTATE & A UNIQUE HISTORY

The Alton Estate was also an area of great history even before the construction of the actual estate, evolving over many years. The large residential blocks of the estate were built in two phases during the 1950s by the London County Council. They were situated within an existing 18th-century parkland landscape containing a number of grand historic buildings. These are equally important in creating the unique area we know today.

Alton Green holds a special place in the history of UK housing. When built, it was internationally recognised as one of the best examples of modernist housing anywhere in the world.



We are inspired by the history of Alton Green. Throughout the regeneration it's important to preserve and celebrate the best parts of the estate, from the modernist housing to the Georgian homes set in historic parkland.

Two examples of public art from the Alton Estate and its immediate surroundings:

'The Bull' sculpture at Downshire Field was erected in 1961. It is by the sculptor Robert Clatworthy. The Bull has become an icon of the Alton Estate; Downshire Field is also referred to as 'Bull Green'.

The bronze sculpture "The Watchers" by Lynn Chadwick looks onto Downshire Field from its position on the grounds of the University of Roehampton.



CELEBRATING HERITAGE

This Cultural Strategy has been inspired by the history of the Alton Estate and the needs and aspirations of its current and future residents. Through collaboration we want to ensure that it becomes a successful and exciting new phase in the estate's history.

Alton's heritage will be preserved by retaining the character of its setting while upgrading features - pathways, street furniture, play space, and so on. Views of important buildings like Mount Clare will be retained and improved where possible. Designs for new buildings are inspired by their existing context, taking on inspiration for materials from the modernist buildings of the Alton West and the Victorian streetscape of Roehampton Village.

The wider proposals include the sensitive extension and refurbishment of the listed bungalows on Minstead Gardens. This is subject to a separate but co-ordinated planning submission. The bungalows provide incredibly important sheltered accommodation for older residents, who we have closely consulted with to ensure that the refurbished homes will now be perfectly suited to their needs.

The London County Council (LCC)'s "Arts Patronage Scheme" was inaugurated in 1956, with the proviso approved by the Conservative Minister of Education that the LCC set aside £20,000 annually (the equivalent of £0.5m in present-day terms) for the purchase of artworks.



The Cultural Strategy stems from an awareness of Roehampton's demographics to develop possibilities for greater cultural inclusion and participation; the known arts and cultural participation of existing residents will inform the planned arts and cultural initiatives.

PEOPLE - WHO IS THE ALTON?

Our Cultural Strategy responds to the Alton communities and their unique circumstances. It is based on the following key principles:

- **Access to culture** – bringing cultural activities to the door step;
- **Free culture** – focusing on cultural activities which can be delivered easily and cheaply for Alton residents who may have less time or have limited disposable income, or both;
- **Understanding culture** – reflecting the different understandings that people from a diverse range of backgrounds have about what culture actually means;
- **Diverse culture** – responding to religious diversity and sensitivities; and
- **Culture for all ages** – with a particular focus on young people (including students) and older people for whom cultural participation will help to combat isolation and loneliness.

In developing the Cultural Strategy we have taken the time to get to know the Alton communities and the local conditions which shape their lives on a daily basis.

The Alton Estate is a diverse area comprising a number of distinct communities. Many of the distinct groups within Alton are differentiated by their length of residency, with long term tenants and leaseholders living quite different lives from shorter-term private renters and the students from Roehampton University.

The Alton is home to a wide range of distinct ethnic and religious groups. 38% of residents of the wider estate are from black and minority ethnic backgrounds, higher than the share across Wandsworth, with prominent groups including the established Somali and Ahmadiyya communities.

The Alton also has a distinctive age profile, with a very large share of young adults (16 to 29 year olds) and school-age children, a higher than average share of which live in single-parent households.

Despite Alton West's strong communities and its setting within one of London's most thoughtfully designed Estates, much of the area suffers from economic and social challenges which set it apart from neighbouring parts of Wandsworth and Richmond.

Whilst residents report a general satisfaction with their neighbourhood, much of the housing in the Danebury Avenue area suffers from structural design shortcomings. Built for an entirely different user group, many homes in Alton West no longer meet the specific requirements of existing residents. 30% of households across the wider Alton Estate suffer from overcrowding. During the consultation exercise many residents reported a lack of privacy, awkward kitchens and dark outside spaces.

The local population experiences high levels of deprivation and very high levels of child poverty and income deprivation in old age when compared to surrounding neighbourhoods. The community also tends to have poorer health than the Wandsworth average, with lower life expectancies for men and women and a higher than average share of residents with mental health conditions and learning disabilities.

The Alton Estate is spatially separated from neighbouring communities, from retail centres, from employment sources and cultural offerings in central London. The existing public transport provision does not sufficiently compensate for this separation.

Community facilities play a critical role in promoting Alton's sense of place and community, as well as fostering interaction and cohesion between the Estate's different groups. However, many of Alton West's existing community facilities are blighted by irregular opening hours and were not designed with existing uses in mind.



The regeneration is focused on the areas that are recognised as being in greatest need of improvement and where investment will benefit the largest number of people. The core objectives were set out in the Alton Area masterplan, published in October 2014 and are:

- Raising living conditions and widening housing choice
- Better community services and commercial facilities
- Investing in the local economy and jobs
- Place-making
- High-quality buildings - to improve or replace buildings
- Improving connections
- Attractive public realm
- Enhanced open spaces
- Revealing heritage



Reflections on Home



Meadow of Flowers



Before I Die wall

STAKEHOLDERS

We have been engaging with a variety of groups, including those stakeholders identified below.

RESIDENTS

- Directly affected residents
- Wider estate and area residents
- Residents' Associations

FAITH GROUPS

- Southlands Methodist Trust
- Holy Trinity C of E
- St. Joseph's Catholic Church
- Faith groups operating from community buildings

COMMERCIAL

- Danebury Avenue retailers
- Portswood Place retailers
- Local high streets

SERVICE PROVIDERS

- Roehampton Library
- Roehampton Sport & Fitness Centres

POLITICIANS

- Ward Councillors
- Cabinet Members & MPs
- Leader of the Council

AREA SPECIFIC GROUPS

- Roehampton Trust
- Western Area Housing Panel (WAHP)
- Roehampton Partnership
- Roehampton Forum
- Wandsworth Conservation Area Advisory Committee
- Putney Society

EDUCATION

- Pre & Primary Schools
- Secondary Schools & Academies
- University of Roehampton

STATUTORY STAKEHOLDERS

- Historic England, Royal Parks, GLA, TfL, Environment Agency, Highways England, LB Richmond, NHS Wandsworth, Thames Water, Natural England, LBW Public Health

HEALTH

- LBW Public Health
- Clinical Commissioning Group (CCG)
- Danebury Avenue Surgery
- Danebury Avenue Patient Involvement Group
- Alton Medical Practice

EMPLOYMENT

- Wandsworth WorkMatch
- CITB
- Local Employers

YOUTH - ACTIVITY

- Regenerate
- Roehampton Base
- Alton Activity Centre
- WBC Youth Council
- Roehampton Youth Club
- Student Parliament - ARK School

OLDER PERSONS

- Over 60s Cafe
- Regenerate RISE
- LBW Sheltered Housing Team
- Minstead Sheltered Residents
- Manresa Sheltered Residents
- Kings & Queens Festival



ARTS

- Arts - WBC Enable
- Roehampton Outdoor Arts Movement (ROAM)
- Spare Tyre
- Emergency Exit Arts (EEA)



4. CULTURAL ENGAGEMENT SO FAR

ALTON GREEN



Redrow Homes and Wandsworth Council have been working together to build on the substantial consultation and engagement already undertaken during the preparation of the original masterplan.

Looking ahead, a comprehensive programme of events and activities is planned, to harness community spirit and build upon the community involvement work undertaken to date. An overview of the engagement undertaken to date can be found on the following pages and the proposal for future activity sits within section 6 of this document.

This Cultural Strategy builds on the rich heritage and cultural legacy laid by historical initiatives, and the artist in residency "Reflections on Home" project. The cultural map includes built and natural heritage resources; landscapes and civic spaces; theatres; existing public art; cultural facilities and businesses; artist networks; creative retailers and enterprise; galleries; festivals and events; institutions and cultural organisations.

The Alton Cultural Strategy identifies the importance of recognising potential partnerships for project development including local businesses, charities, arts organisations and local community groups.

The development, implementation and evaluation of arts and cultural initiatives on the Alton Estate will capture and celebrate the unique qualities of Roehampton through close engagement and involvement by local residents. This will be supported through close collaboration with the Enable Leisure and Culture (Wandsworth Council's arts and culture team), Redrow, the Council Regeneration team and partnerships with organisations who can help facilitate and sustain integrated long-term creative outcomes.

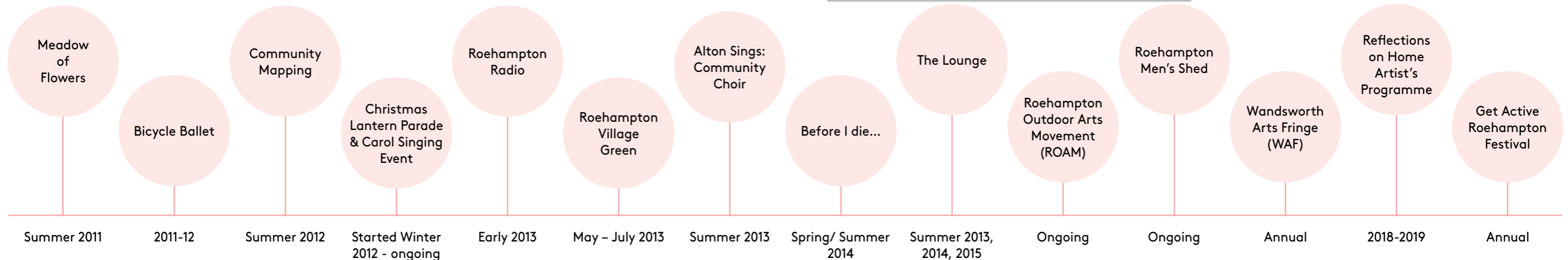
- A range of stakeholders have contributed to initiatives to date and will continue to form a key part in the delivery of the future initiatives:
- Wandsworth Council Heritage team
 - Community Engagement team
 - 60+ café
 - Pump House Gallery
 - The Roehampton Men's Shed
 - The Base
 - Hive Café
 - Roehampton Youth Group
 - Roehampton University
 - Holy Trinity Church, Roehampton
 - Local Arts and Cultural initiatives
 - Local businesses
 - Local arts and cultural representatives
 - Roehampton Radio
 - Spare Tyre
 - 50+ LGBTQ+ club
 - Coda Dance
 - Sacred Heart School
 - Alton Primary School
 - Mosaic Primary School
 - Heathmere Primary School
 - Ark Putney Academy
 - Emergency Exit Arts
 - Roehampton Outdoor Art Movement
 - Roehampton ROCKS

ENABLE

Enable is a social enterprise that runs arts, bereavement services, parks, sports facilities, events, the film office, public halls and Putney School of Art and Design in Wandsworth as part of the Council's commitment to deliver first class leisure and culture services and facilities.

From 2013 to present, Enable have programmed and supported a range of creative activities including installations, creative take-overs and events. Aims of individual initiatives have included: inspiring local ownership and use of public space; growth of community spirit and pride; and enabling new connections, mutually beneficial relationships and resource sharing.

The below timeline aims to provide a brief overview of some of the cultural and arts engagement activities that have taken place over the course of the last seven years. A huge amount of activity has been undertaken by Enable and others, and much cultural activity has undoubtedly taken place which is not directly connected to the proposed regeneration. The below summary does not aim to be exhaustive, but merely illustrative of the wealth and variety of engagement that has taken place to date.





Meadow of Flowers

3 artists worked directly with people from the estate over a six week period, 3 to 6 days per week. This work consisted of door to door meeting and explaining what we would like them to do, how to do it, providing them with the materials necessary to participate and why we believed it important. 935 three ply flowers were created by people from the Alton Estate over a nine week period of direct engagement.



Summer 2011

Led by David Vassie.
Commissioned by Wandsworth Council's Arts Service (now Enable Leisure and Culture)

Community Mapping

Avant Gardening were commissioned to undertake a 'mapping project' in summer 2012. This used creative approaches to prompt informal discussions with residents around their feelings about living in this community and ideas for how its local cultural life could be improved. A map that recorded these ideas was produced as well as a detailed report of qualitative data for Policy colleagues. Follow up projects were commissioned with Avant Gardening to reinforce the new relationships, connections and resource sharing.

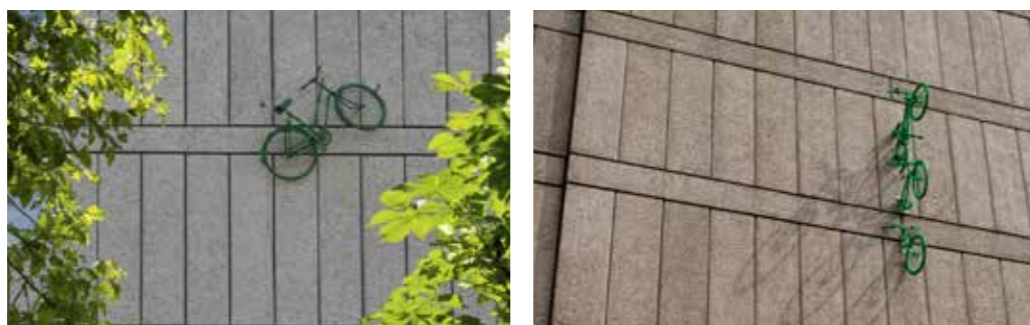


Summer 2012

Led by Avant Gardening.
Commissioned by Wandsworth Council's Arts Service (now Enable Leisure and Culture)

Bicycle Ballet

For Wandsworth Arts Fringe 2011 and 2012, Bicycle Ballet were commission to make 'performance parking' installations on block walls around the Alton Estate. These ran alongside choreographed bicycle performances and other bike related activities. Local engagement made use of relationships established the previous year when we worked with Roehampton University Dance Dept. to programme dance performances on Bull Green. Showcasing a nationally significant company such as Bicycle Ballet with unusual and arresting installations drew positive attention to Roehampton and marked our interest in the area.



2011-12

Led by Wandsworth Council's Arts Service (now Enable Leisure and Culture)

Christmas Lantern Parade & Carol Singing Event

Children and residents attended over a dozen workshops organised by the Regeneration Team to make their own lanterns and exhibited their own festive flair by decorating the lanterns with glitter, tinsel and tissue paper. This culminated in a Christmas Lantern Parade through Roehampton to the Alton Library Green where there were carols, music, festive food and hot drinks.



Started Winter 2012/13-ongoing

Led by Regeneration team and Emergency Exit Arts



Roehampton Radio & Village Green

In 2011 the Wandsworth Arts Team approached Spare Tyre to work with isolated older people in this borough. Over the next seven years Spare Tyre worked with the Roehampton community on several projects. Wandsworth Whispers was a series of workshops working with older people; creating, collating and recording stories. Village Green was the second stage of the project. A gazebo was set up to engage with passers by in conversation and storytelling. These stories, thoughts and experiences evolved into a site-specific live art installation and connected the older people with the wider community. The final stage of this collaboration was Roehampton Radio, a way for people to share stories, exchange ideas and discuss sensitive issues through an online radio platform.

Early 2011

Led by Spare Tyre



Alton Sings: Community Choir

A pilot project was run to creatively lead a series of choir sessions with the aim of the longer-term establishment of a community choir in Roehampton. There were 6 sessions in each block, with two blocks of sessions to increase access and participation – one in the afternoons, and one in the evenings, culminating in the group performing at the Roehampton festival.

Summer 2013

Led by Phoebe Cave



Before I die...

A series of pop-up invitations for local residents to comment on their aspirations and sense of place, led by Emergency Exit Arts over Spring/ Summer 2014. The first of these interventions was a Before I Die... chalk wall. Before I Die... is an ongoing international project with similar walls going up all over the world, so linking Roehampton outwardly.

Spring/ Summer 2014

Led by Emergency Exit Arts



The Lounge

The project transformed the green by Roehampton Library (where Danebury Avenue meets Roehampton Lane) on the Alton Estate into a temporary site of outdoor arts activity, with 'Art Burps' programmed by and for local community members. The Lounge hosted a range of arts interventions ranging in scale and scope from micro art installations, through a pop-up photo booth with 2D props and a percussive musical instrument for 0-5 year olds, to a spectacular evening fire garden with music and pyrotechnics, all created in collaboration with local residents including groups from Minstead Gardens Sheltered Housing Scheme, Eastwood Children's Centre, and Youth Services.

Summer 2013, 2014, 2015, 2019

Led by Emergency Exit Arts





Roehampton Outdoor Arts Movement (ROAM)

Roehampton Outdoor Arts Movement (ROAM) is made up of local residents, businesses, schools and artists working together to “make extraordinary things happen” in the area. Every other month ROAM run a programme called SOUP, modelled on the Barbican’s Ideas Kitchen, where creatives send proposals and three are invited to pitch.



Ongoing

Led by Emergency Exit Arts led by residents, with admin support from Emergency Exit Arts

Roehampton Men’s Shed Choir

The Roehampton Men’s shed hold a weekly meeting at the Methodist Church, where men (and women) can meet and work on practical projects, such as furniture upcycling, and chat over a cup of tea. The shed tackles isolation among people over 55 living in Wandsworth, promotes positive mental health and provides a space to move and socialise over practical projects and hobbies. There are two Men’s shed locations in Wandsworth – the second from a specially-converted workshop at Dimson Lodge, Battersea Church Road. Over three years, members of the Battersea Men’s shed built a boat, which they launched onto the Thames at Putney, joined by deputy mayor Jane Cooper and An A-Chaired Taste singing boat songs.



Ongoing

Led by Age UK

Wandsworth Arts Fringe (WAF)

WAF is an annual open access arts festival. There is no selection process so everyone can jump on board. Wandsworth Arts Fringe supports and publicises cultural events in Roehampton and is an opportunity to spark interest in and showcase Roehampton’s cultural offer.

Over the past few years Wandsworth Arts Fringe has become a truly international festival, attracting artists from as far afield as Malaysia, India, Canada, Australia, Finland, Ethiopia, Lithuania and Japan.



Annual

Led by Wandsworth Council’s arts service (part of Enable Leisure and Culture)

Get Active Roehampton Festival

An annual event held on Downshire Field for all residents and visitors. Highlights have included sports, inflatables, a mini funfair and the annual Kings and Queens banquet. Rowing, archery and running activities are organised by Enable Leisure and Culture. The Roehampton Club provide tennis-themed activities, along with football from Chelsea FC’s Kicks programme.

Hundreds of older people from the area enjoyed a cream tea in a marquee, while Wandsworth University of the 3rd Age (U3A) staged an exhibition exploring Roehampton’s contribution to the First World War and the stories of the 51 local residents who went off to fight.

The Council’s regeneration team have engaged with the local community at every festival since 2013, and the Redrow team chatted with local people about the regeneration plans and masterplan proposals at the 2017 and 2018 festivals.



Annual

Led by Wandsworth Council and Regenerate



"An uplifting insight into the history of the Alton Estate."

"It helped me to see my environment in a new light."

"My favourite bit – walking around the Alton Estate hearing the stories. Can we have Part II?"

"My favourite thing was the Audio App. Keep it going! ...I downloaded it and went out during the night to walk around the Estate. It was very absorbing."

"I loved the surprising mix of past and present."

"My favourite part of the event was being able to find out about life on this Estate without being a stranger. It was very interesting."

Reflections on Home Artist's Programme

2018-2019

Led by Artscape

Artists spent time researching and walking the Estate and area with Artscape and proposed community engagement projects developed under the theme of 'Reflections on Home'. The arts team spent time on the Alton Estate meeting local residents in cafes, the library and activity groups in the area all of whom contributed to the measuring of the cultural offer today and their aspirations for the future. The artists in residence worked with people of different ages, backgrounds and experiences - from schools, community groups and sites around the Alton Estate - to gather a vibrant mix of sound and visual material. A number of focussed sessions were also held including with schools.

In response to the material they collected they are developing a new temporary interactive sound installation which celebrates Alton Estate's rich history, and past and present-day experiences of its residents. This formed part of the WAF for 2019



2019 EVENT

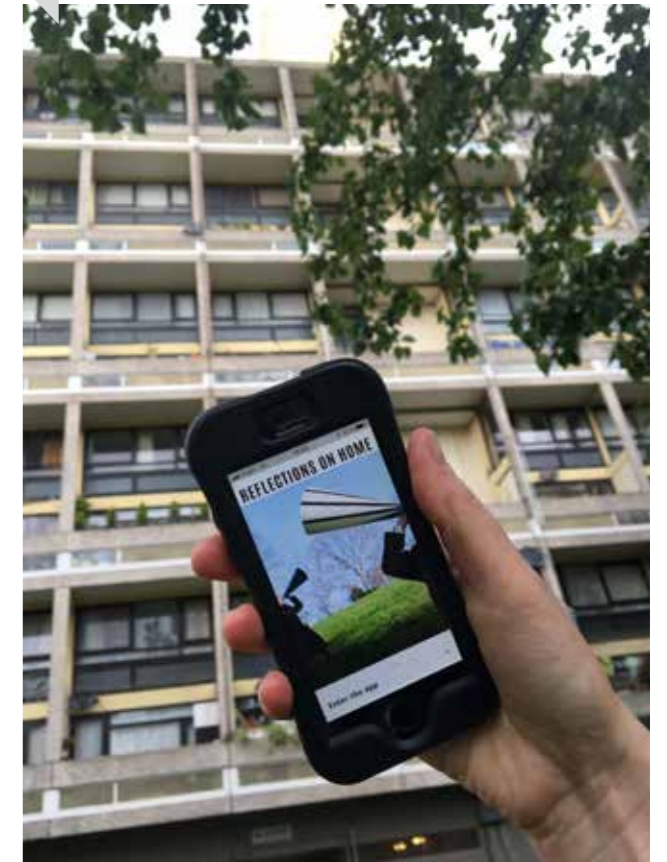
Reflections on Home launched on the first two weekends in May on Downshire Field (Bull Green), Alton Estate, as part of Wandsworth Arts Fringe 2019.

Reflections on Home was an interactive sound installation that celebrated local voices, memories, experiences, well-known and forgotten places on the Alton Estate, Roehampton, commissioned by Artscape, Redrow and Wandsworth Council as part of the Alton Estate Regeneration.

Over the past year, artists in residence Sara Heywood and Jane Watt worked with over 200 people who live, work or have a connection with the Estate to gather a vibrant mix of audio-visual material. Conducting interviews and workshops with local schools, youth groups, OAP groups, Roehampton University, local businesses, workers and residents, the artists developed a temporary installation with interactive sound sculptures, audio guided walks and a mobile sound app that celebrated the area's rich history, past and present-day experiences.

If you missed the installation you can still experience the work by downloading Reflections on Home audio walking sound app. As you walk around the Estate, different sounds, voices and stories emerge as you enter audio hotspots. The App is free to download onto a mobile phone or tablet from Apple App Store or Google Play Store.

www.reflectionsonhome.org.uk



5. OPPORTUNITIES IN THE MASTERPLAN

ALTON GREEN





The Cultural Strategy responds to and will further enhance the Masterplan's cohesive vision, to help build identity, aid place-making and, through a wide spectrum of arts and cultural outputs, foster links locally and to the broader Wandsworth context.

This strategy establishes a vision to ground community participation in a wide scope of activities, building collective aspiration and expectations of the regeneration as an engine for economic growth and for enhancing community well-being, whilst change is taking shape.

Shared spaces within the Library Hub and Portswood Place will offer ease of engagement for cultural activities and creative communities, as with the health and library services and the children's centre. It is this embedding of culture in the heart of the vision for the regeneration of Alton that further increases the opportunities to improve the quality of life for local people.

As well as providing an open, co-working and play environment, the Alton community hub/s will provide a space for structured cultural activities. Potential uses include: dance, music, drama, art and writing classes, supporting an exploratory environment wherein children and adults alike can discover hidden talents and interests, and students of all ages and abilities can receive educational instruction and career mentoring. The hub/s could host co-working and play spaces, with the multi-use component encouraging repeat visitors, and could even act as showrooms for local talent and innovation, enabling community commerce in the form of arts and crafts or culinary fairs.



- 1 Village Square
- 2 Minstead Gardens Bungalows
- 3 Mount Clare
- 4 Roehampton Recreation Centre
- 5 Alton Activity Centre
- 6 Downshire Field
- 7 Portswood Place
- 8 Chadwick Hall
- 9 Downshire Field Meadow Play Space
- 10 Highcliffe Listed Slab Buildings
- 11 Conservation Area of Ellisfield & Tangle Point Blocks

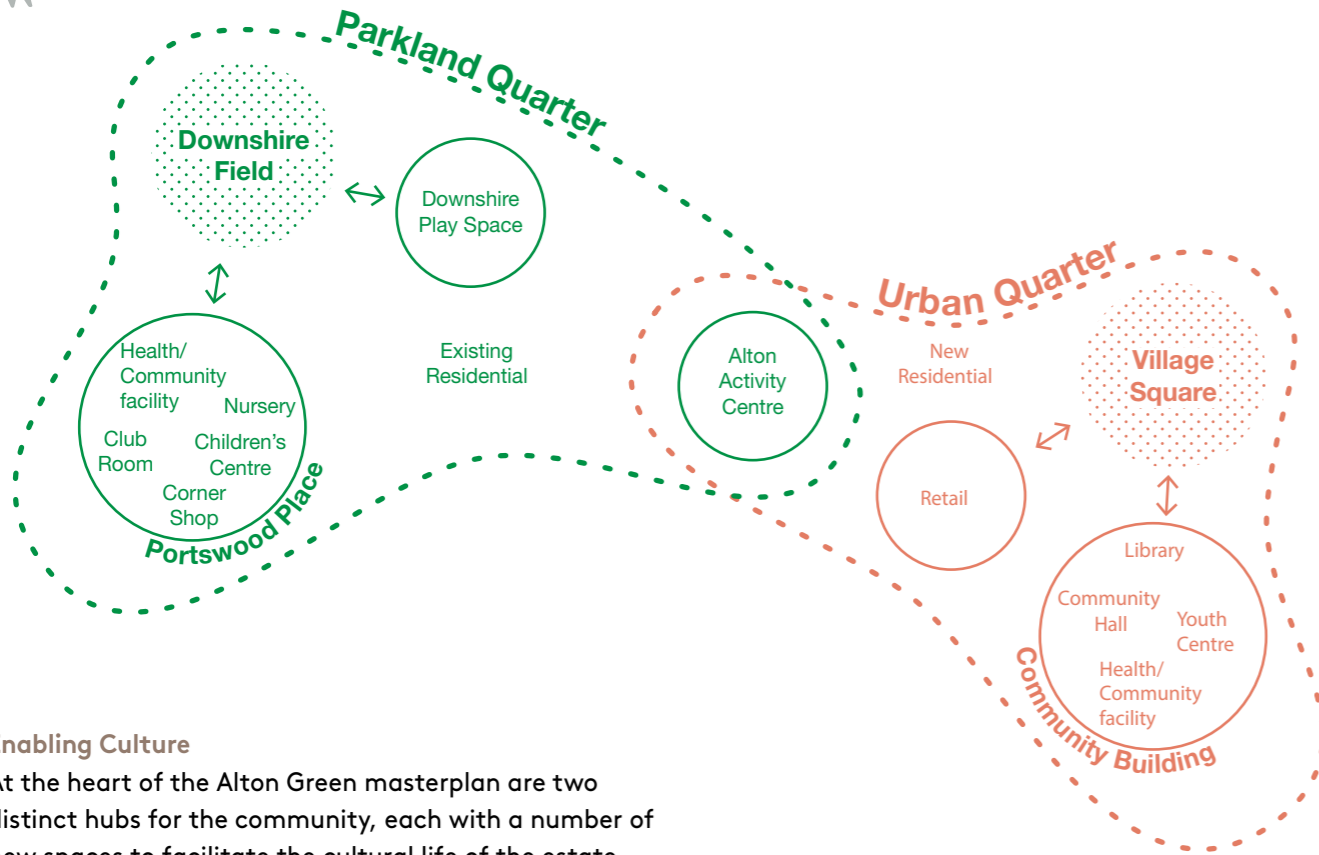
PHYSICAL INFRASTRUCTURE ENABLING CULTURE

Future Cultural Strategy

As the regeneration scheme is delivered, in tandem with a wide spectrum of cultural, creative and artistic outputs, it will foster links locally and to the broader Wandsworth context to:

- Develop skills and talent,
- Widen horizons and wellbeing,
- Promote engagement, and
- Foster sense of place and belonging.

It will support creation of a cohesive vision, build identity, aid place-making.



Enabling Culture

At the heart of the Alton Green masterplan are two distinct hubs for the community, each with a number of new spaces to facilitate the cultural life of the estate. These hubs of activity will facilitate a 'culture on the doorstep' approach, co-locating a wide range of cultural activities close to essential social infrastructure.

The Urban Quarter is a network of attractive streets and public green spaces. These come together at the new Village Square, a key community space within the Masterplan and the gateway into Alton West.

A new village square will create a gateway for arrival to the estate, and offer an adaptable space for informal meeting, as well as various community events throughout the year. Activities may include pop-up food stalls, outdoor cinema, open air theatre, performance and temporary art installations.

A new Community building will become a focus for local services, social enterprise and creative activity in the area where a cohesive community can grow and continue to thrive. The atrium allows for a programmable space where exhibitions, events and pop-up stalls can be installed temporarily.

Blending of social and cultural amenities in the Hub will encourage participation by all ages. The building will also include library, health and Youth Facilities which will offer a variety of local services. There will also be a café, community hall and media room which will provide moving images, music and film.

The building has been designed in collaboration, with its adaptability reflecting the fact that contemporary culture is ever-changing. Multi-Use Portswood Place will combine a number of different uses for all ages, such as a nursery and surgery. Concentrating these uses will create a hub of activity and facilitate the 'culture on the doorstep' approach, by co-locating cultural activities close to other essential social infrastructure.

The Hub's location alongside Downshire Field and open space in front of the buildings will also provide flexible space for events, performances and pop-up activities which may spill on to the Field itself.

Downshire Fields and Playspace will provide a variety of open spaces to promote well-being through nature. The trim trail, new paths and landscaping around Downshire Field will form part of the Cultural Advisory Panel's Health and Wellbeing approach and inform ongoing projects.

The Parkland Quarter is centred around the existing Downshire Field where park and playspace improvements will be sensitively integrated. A new community hub at Portswood Place will bring new activity into to the centre of Alton West.

Multi-Use Portswood Place will combine a number of different uses for all ages, including a nursery, community meeting room, shop and health facilities.

Downshire Fields (known locally as Bull Green) and playspace will provide a flexible space for events, performances and pop-up activities. The trim trail, new paths, play equipment and landscaping around Downshire Field will support health and wellbeing initiatives.

Alton Activity Centre The new design, form and planting at the retained Alton Activity Centre provides reinterpreted play and dwell time spaces. Young people have helped design the space. The Centre may attract people from neighbouring areas and become a Cultural Hub where promising creative enterprises can be developed and run. Cultural initiatives include a new grow garden adjacent to the Activity Centre, which will promote health and wellbeing and engage young people in food production.





6 • EVENTS & ACTIVITIES PROPOSALS

ALTON GREEN

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PROPOSALS

Aimed at animating the Alton Estate site at early stages and encouraging public awareness of the work being delivered, a programme of temporary and long term events and site activities, which may be run by local community organisations, will be commissioned to engage diverse audiences across a wide range of art forms.

The possibilities span artist-led actions and participation events to temporary light and sculpture commissions, urban food projects and artist-led walks. It is proven that public engagement in the early stages contributes to a long-term investment in the area. Whilst Regeneration tends to imply changes which are imposed 'on' those

rather than 'by' or 'inclusive of' those living and working in an area, HTA Design LLP and Artscape have been working with Enable, Redrow and the Council's Regeneration Team to advance an aspirational cultural approach with socio-economic value.

1. HOARDINGS PROGRAMME



2. EVENTS & FESTIVALS



3. SOUND



4. SIGNAGE & WAYFINDING



5. LIGHTING



6. SPORT



7. PERFORMANCE



8. PLAY





9. BUILDING ENTRANCES



10. GROWING



11. HEALTH & WELLBEING



12. SKILLS & TRAINING



13. FOOD



14. HARD LANDSCAPING



15. SOCIAL ENTERPRISE



16. HERITAGE & MAPPING





PROPOSALS IN DETAIL

Proposal	1. Hoardings Programme
Location	Around construction perimeters
Phase	Phased with construction
Concept	Variety of engagement activities to inform creative expression. Held together with regeneration branding, delivery partners and call to actions.
Programme	Various for design work, 4 weeks manufacture and install
Engagement Group	Schools, Youth Groups, Artist in Residence, Graphic Designers, Older People
Engagement Activity	Series of workshops to create a variety of temporary visual installations
Engagement Process	Location planning, workshop process, design creation and delivery

Hoardings projects offer a high profile, bespoke visual interest with an extended programme of opportunity to engage and work with local stakeholders in order to contribute to creating a 'sense of place' and ownership. As one of the earliest signs of construction work starting the hoardings can highlight key cultural aspirations and utilise methodologies to engage with all ages, especially youths. Building upon meanwhile uses and perpetuating the stakeholder consultations through the course of construction and beyond will fortify the sense of connectivity through the Village Square, the Estate and with local communities.

The hoardings offer a 'blank canvas' for visually inspiring art projects which are integrated into the wider art and community engagement programme. There are a significant number of opportunities for the hoardings projects to create moments of dwell time, intrigue and a sense of ownership.

The possible hoardings treatments are manifold and can include for example photography, inset video, direct paint application, surface relief, interaction and installation, with designs created in response to an even more extensive range of inspirations from local community, heritage or health and safety requirements

Such approaches are proven to increase pedestrian traffic but most importantly encourages and improves community relations, community capacity building and transform the visual impact on the streetscape affected by the Alton Green construction works.



Interactive playable elements



Engagement tool for immediate feedback

Site specific artistic interpretation for hoardings offer views of and connections with the regeneration scheme in the most accessible form, where more quirky approaches will encourage greater interaction.

The hoardings programme will inform a series of bespoke and site-specific hoarding projects. and allow a cohesive platform to link-up areas to share stories of the regeneration work/schools' activities and art programme.

Hoardings can be subdivided according to footfall, visual prominence and scale where feature hoarding sites may have a rolling programme of designs, the term of which can be agreed.

Where there is sufficient lead in time, the hoardings might be linked with artist in residency commissions where the artist/s can be appointed and briefed to consider location, phases construction programme and how to use the hoarding as part of their commission. The context and nature of the artworks for the hoardings will be determined according to the location for example some hoardings will focus on heritage, nature or local communities.

Further opportunities to expand the hoardings projects can be developed through community engagement projects, live events, launch events, public art unveilings and through press releases.



Graphic treatments to hoarding panels



Branding and messaging



Interactive hoarding design



Climbable, interactive elements



Proposal	2. Events & Festivals
Location	Downshire Field, smaller outdoor spaces for scaleable events
Phase	Meanwhile activity throughout construction phasing, longer term activities such as Roehampton Festival are annual and long term opportunities to engage
Concept	Large and Small scale events - from local performance, open air cinema, to full festivals
Programme	Various
Engagement Group	Opportunities for all to be involved, Schools; Young People & Arts Groups
Engagement Activity	Organised programme of events for larger scale; Opportunity for Open Call style to encourage independent performance and event based activity
Engagement Process	Selection of events will dictate individual process for engaging with people Downshire Fields used as a destination for local festivals, arts activities and unique happenings such as projections building upon London's rich festival ecology reflects the dynamism, creativity and diversity of the area, attracting both local participation and reaching out across the borough to link with other art initiatives and linking London wide. The newly animated and regenerated public realm and community spaces will also offer location and opportunity to host both existing events such as the Wandsworth Art Fringe as well as providing a landscape for new experimental works and performances.

Proposal	3. Sound
Location	Within the public realm or building entrances
Phase	Various depending on permanence
Concept	Variety for sound installations, could also be decorative, playable or sculptural
Programme	Longer term installations with some permanence
Engagement Group	Schools, Artists, Art Groups
Engagement Activity	Workshops and participation activities
Engagement Process	Concept, The spoken and written word are both determining features which have influenced both the Village Square and the Community Hub concepts. An integrated sound installation in the Square, in other community Hubs and new areas of public realm would offer an exciting opportunity for a sound artist to respond to the wider cultural diversity of the area. Alton Regeneration's first Artist in Residence Jane Watt and Sara Heywood have worked with a diversity of local communities and recorded their stories of Home, the conclusion of which will be the Soundscape performance in May 2019.



Pump House; part of the Wandsworth Fringe Festival



Small performance stages



Soundscape



Video projections of sound art



Outdoor cinema



Get Active festival



Echo tubes



Sound tubes



Proposal	4. Signage & Wayfinding, street graphics
Location	Various roads around the site, internal & external building graphics
Phase	Dependent on construction phasing - various levels of permanence
Concept	Physical artworks in the public realm
Programme	Various depending on permanence
Engagement Group	Schools, Youth groups, local artist, older people (heritage influence), Artists, Graphic Designers, Older People
Engagement Activity	Designing the public realm artworks derived from local narratives/place brand
Engagement Process	Desktop study of potential concept streams, drawing and ideas workshops, detailed design workshops, location scouting.



Painted crossings in Croydon



Demarcation of spaces through colour and materiality

During construction, road layouts and street markings will be removed or relocated. Artist designed street markings may ameliorate this impact aesthetically and contribute to increased safety requirements. There is an opportunity for artists to create temporary and/or permanent features for roads, walkways, bus stops and paving to demarcate and highlight changes in road access and crossing. The intention is that such a creative response will mitigate the potential impact by increasing awareness and add a positive visual impact. This will therefore improve safety during construction and, where there may be change of road or walkways, re-map the area.

Working in partnership with local communities, this approach provides opportunity to support community cohesion by creating artworks with relevance to the area. Additionally, this project can look to local assistance in fabrication and delivery, to increase a sense of ownership. The pieces of artwork help reiterate the place brand and strengthen the creative narrative of the place.

A variety of permanent and temporary signage and wayfinding solutions throughout the masterplan can be created - from temporary & statutory construction signage, to decorative and informative interpretation panels - the signage should all be interesting and engaging rather than conforming just to regulatory standards. There is a real opportunity to be creative, work at scale, work with colour and materiality and inject a layer of creative intervention within the public realm, buildings and the residential buildings through a creative approach developed with the design team and engaging the community.



Building graphics showing the way



Artist Camille Walala designed crossing as part of London Design Festival.

Proposal	5. Lighting
Location	Dependent on phasing and permanence
Phase	Various
Concept	Permanent and temporary light sculptures within the public realm
Programme	Longer term projects with permanence
Engagement Group	Artists in Residence, Schools, Older People
Engagement Activity	Concepts developed with the community, delivery by specialists
Engagement Process	Ideas workshops and design sessions, material and location testing



Lighting is an important feature in creating a comfortable, safe and beautiful public realm. Art commissions can look to work with the existing lighting specification and seek to add further dimension to the success of a day and night time appeal. Gobo lighting engages the audience through projections on to the ground where inner templates can be changed to include different images. Programme of seasonal and festival installations including Diwali, Eid, Christmas etc.



Gobo lighting - projections on the ground



Lighting art in the public realm



Installation



Kids drawings transformed into lighting in the landscape



Proposal	6. Sport
Location	Throughout the masterplan
Phase	Throughout construction and continuing
Concept	General encouragement of well-being, health, healthy eating and sport
Programme	Throughout the regeneration programme
Engagement Group	Open to all
Engagement Activity	Idea generation, programme creation, implementation
Engagement Process	Various dependent on activity

A variety of healthy activities, sports, eating and well-being programmes open to all the community. Public spaces can be programmed to feature activities such as temporary volleyball, outdoor yoga, 5-a-side, outdoor kitchens, Tai-Chi in the park, climbable objects, parkour courses, table tennis, trim trails, outdoor boxing and outdoor gyms.



Outdoor yoga



Parkour



Get Active Roehampton



Outdoor basketball

Proposal	7. Performance
Location	Throughout the public realm
Phase	Throughout construction and continuing
Concept	Temporary structures facilitating performance
Programme	Six months to design, create and install
Engagement Group	Schools, Performance Groups, Youth Groups, individuals
Engagement Activity	Concept designs, detailed design workshops, construction
Engagement Process	Ideas generation, drawing and modelling sessions, detailed design

Opportunities in the masterplan for performance at different scales - both internal and external, with temporary structures, or permanent stages. An opportunity to engage with performance groups, or professionals at festivals, performance spaces should be identified in the masterplan to accommodate all.

The spaces could be permanent or temporary structures, art pieces that can be utilised in sculptural performance, and should have the capacity to accommodate audiences of varying sizes.



The Movement Cafe performance space



Boxpark Busking



Subtle shifts structure and space for meeting, performance, sitting



Sculptural structures for performance



Proposal	8. Play
Location	Throughout the masterplan
Phase	Temporary interventions through construction; permanent play long term
Concept	Play wherever possible
Programme	Dependent on design
Engagement Group	Children, Schools, Landscape Architects
Engagement Activity	Ideas and drawing
Engagement Process	Creative workshops, design ideas, location identification

Interventions wherever possible to encourage play within the incidental public realm. This could include street furniture, playable hard landscape elements, climbable assets, and moments of surprise and delight.

Play should not be restricted to children and should be well suited to the location and user demographics for the function.

The whole scheme has been designed with playable elements included at every appropriate opportunity.



Landscape play



Alton Activity Centre



Play in the main square



Playful interventions

Proposal	9. Building Entrances
Location	Community facilities buildings
Phase	Concluding construction phases
Concept	Place identity through community building spaces
Programme	Longer term activities with 6-12 months planning and engagement
Engagement Group	Residents groups, architects and interior designers, youth groups
Engagement Activity	Concept design and idea generation
Engagement Process	Workshops and practical design sessions, desktop research

Opportunities within the new community buildings to utilise lobby wall and window spaces for either changeable exhibitions, or permanent graphic interventions as part of the building narrative and wayfinding.

Exhibitions could be given over to local heritage, landmarks, features or documenting the regeneration process. Creative intervention could help to bring about a layer of personality to the built spaces and help give context to the new buildings.



Exhibition Spaces



Display Galleries



Window Displays



Integrated interiors



Proposal	10. Growing
Location	Throughout public realm
Phase	Construction into completion
Concept	Moveable and temporary growing sites
Programme	Immediate start, phased and moveable with construction progress
Engagement Group	Schools, Older People, Landscape Architect
Engagement Activity	Practical growing workshops, building or reusing temporary structures
Engagement Process	Idea creation, creative workshops, planting workshops

Ideas to help grow plants, food, herbs and flowers across the masterplan through creative ideas. Temporary and moveable gardens, skip gardens and more permanent pieces of fixed growing such as the bus stop gardens and growing spaces. Planting could be moved and rehoused somewhere permanent after maturing.

Proposal	11. Health & Wellbeing
Location	Throughout the masterplan
Phase	Throughout construction and continuing
Concept	GP based social activity encouragement for general well-being & mental health
Programme	Throughout the regeneration programme
Engagement Group	Open to all
Engagement Activity	GP participation, and a well known programme of opportunities to be involved
Engagement Process	Various dependent on activity

Health & Wellbeing, including social prescribing involves a variety of activities which are typically provided by voluntary or community based organisations, or through a local GP service and working closely with Wandsworth's Public Health team. Activities prescribed include arts based, group participation, gardening, cookery and sports. Since we have GP facilities within the new community facilities a programme of social prescribing could work well, integrating with the other project ideas proposed here.



Skip gardens



Pocket Parks/temporary gardens



Gardening group



Cooking class



Edible bus stop



Planting activities



Community Sports



Graffiti workshop



Proposal	12. Skills and Training
Location	Throughout the masterplanning/construction programme & through external links. Beyond the regeneration programme (length and geographical reach)
Phase	All
Concept	Promotion of training and employment opportunities
Programme	From early programme to legacy
Engagement Group	Schools, Young People, Colleges, Youth Groups, Graduates, Adults, Unemployed
Engagement Activity	Workmatch collaboration and network outreach, Cultivate schools programme
Engagement Process	Programme of identifying opportunities & people and linking together

Redrow will work with Wandsworth's Workmatch team, using our combined experience and networks to promote employment and training opportunities. We will develop a legacy programme with schools, running site visits and introducing young pupils to construction. Our experienced in-house team will mentor our apprentices on site and whilst they attend local colleges, working towards qualifications. 15% of Redrow staff are trainees and apprentices, and our dedicated training centres ensure that we have the resources to continue to excel. Our Graduates and Site Managers are trained as Construction Ambassadors to reach out to the local community.



Proposal	13. Food
Location	Various
Phase	All phases including legacy
Concept	Variety of activities all to encourage start up enterprises, healthy eating, diversity and participation
Programme	From early programme to legacy, with events scheduled throughout
Engagement Group	All, particularly start up enterprises, unemployed and apprentices
Engagement Activity	Start up funding, catering training, partnership and promotion, events
Engagement Process	Programme of food related activity and events

A variety of food based initiatives, with ideas including start up funding or provision of affordable premises for catering businesses - could include site construction catering on site. Food festivals - encouraging healthy eating, cooking and cultural diversity. Training in catering - chefs, baristas or front of house training. Partner with local organisation Regenerate with projects such as the Feel Good Bakery and Growhampton, at the University.



Growhampton



Training in catering



Partnership with Regenerate



Food festival



Proposal	14. Hard Landscape
Location	Public realm
Phase	Later construction phases
Concept	Permanent interventions within the masterplan
Programme	Longer term engagement activity, creation and installation
Engagement Group	Everyone
Engagement Activity	Design workshops, concepts and ideas, documenting heritage
Engagement Process	Ideas generation, workshops, detailed design, fabrication, installation

Opportunities within the masterplan to create and install pieces of public art within the existing hard landscape. Physical pieces of art embedded within paving, signage, gates/fencing, flooring, playable elements, seating or sculpture.

Proposal	15. Social Enterprise
Location	Various
Phase	Throughout construction and continuing
Concept	Encouraging start up businesses
Programme	Immediate start
Engagement Group	Open to all
Engagement Activity	Start up help - reduced rents, access to premises and skills to help kick start
Engagement Process	Training and enabling

Encouraging start up businesses and initiatives, community projects and social enterprise through the creation of premises available at affordable rents. An access to professional help and skills exposure to kick start enterprises, or businesses. Basically, making stuff happen, to enable entrepreneurial characters to flourish, particularly if the enterprise has an holistic, sustainable, or community based focus.



Superkilen



Play in Paris



Sustainable retail



Pop Up/Mobile Gym



Childrens drawings cast and embedded into the public realm



Different treatments to the hard landscaping



Pop up shops



Mobile catering



Proposal	16. Heritage & Mapping
Location	Throughout local area
Phase	Early construction phases
Concept	Recording history, memories and nostalgia of the local area
Programme	Early phases over the masterplan - short programme of activity
Engagement Group	Older adults
Engagement Activity	Walkabouts, mapping workshop, memories workshop
Engagement Process	Workshops, idea creation, output generation session

A series of walkabouts, workshops and coffee mornings with older residents to document memories, heritage and experience of the local area from a residents point of view. The sessions should be documented in a number of ways including notation, live drawing, filming or sound recording. Illustrative and literal mapping can be created to document the memories. Outputs from the workshops should be decided with the participants, but could include an illustrated heritage guide, a series of walks with historical facts, or a piece of artwork documenting history.



Walk and talk



Coffee Morning



Photo mapping



Memory mapping

Opportunities for artistic detailing in the community buildings are considered as part of the meanwhile and engagement strategy, adding a layer of creativity wherever possible within the built fabric of the masterplan and public realm.

Strategy for Alton Regeneration

Alton Regeneration will be supported by an arts and cultural strategy which will operate at the heart of the development and most importantly that of the local community.

The strategy is being developed in response to the needs of Alton and its cultural assets and aims to be a catalyst for the existing arts and cultural activities and work to make the most efficient use of the town.

7. DELIVERY

ALTON GREEN





DELIVERY OF THE CULTURE PROGRAMME

Enlivening public spaces and connecting communities are key to creating a catalyst for culture and growth. Whilst predicated on the celebration of Alton’s history, heritage and the contemporary diversity, the Strategy supports the emergence and establishment of new partnerships, projects and combined resources.

The Cultural programme will be overseen by a Cultural Projects Co-ordinator. Then to support each cultural initiative, a bespoke Advisory Panel will be formed and managed by the Cultural Projects Co-ordinator, with local resident representatives, organisations and constituents being invited according to their relevance for each project. The Panel will ensure a transparent and inclusive process is established for the Cultural Strategy development and delivery, rooted in the community.

Example constituency of the Advisory Panel will include local residents whose interests may be focussed on particular projects, local arts professionals, representatives from arts and cultural groups and organisations in the Roehampton and Wandsworth area, representatives from the Partners (the Council and Redrow), key design and delivery teams, with support from other team members representing disciplines with a particular relevance to the cultural activities or commissions under consideration.

ROLE OF THE CULTURAL PROJECTS CO-ORDINATOR

The co-ordinator’s role will be one of organising and facilitating the different elements of the cultural projects looking to be delivered.

They will keep control of the budgets, programmes for delivery, co-ordinate the cultural advisory panels across each project, and ensure that the quality of the programme is delivered to a high expectation.

ROLE OF THE ADVISORY PANEL

- To contribute to the cultural dialogue for the Regeneration scheme responding to cultural aspirations, community well-being and up-skilling opportunities
- To act as an information conduit to the wider community
- To act as advocates
- Comment on strategy revisions and project briefs, support selection processes and participate in the appointment of practitioners for commissions

Cultural Projects Coordinator



FUNDING

The Meanwhile programme may be supported by:

- Heritage Lottery Fund
- Collaboration with up-skilling and volunteering networks such as
 - FLOURISH
 - Voluntary Arts <https://www.voluntaryarts.org/Pages/Category/creative-opportunities>
 - HeadStart <https://www.headstart-thechallenge.org>

The process for procuring and delivering cultural projects

PROCUREMENT	Cultural Strategy reviewed & project ideas discussed and shortlisted. Project brief prepared, appropriate tenderers approached. Tender reviews & selection made. Appointment & contract.
CONCEPT	Concept proposals. Engagement opportunities identified. Review & Approval of concept.
DEVELOPMENT	Engagement process. Detailed delivery of project.
DELIVERY	Deliver project. Review meetings.
EVALUATION	Documentation process. Review of project.



8. LEGACY

ALTON GREEN



CREATING A LASTING LEGACY OF CULTURE

We will record, evaluate and adapt our approach over time to align to our four aims:



To develop people's skills and talents



Widen horizons and increase well-being



Promote community engagement and cohesion through an appreciation of Wandsworth diversity



Foster a sense of place and belonging within the neighbourhoods and communities of the borough

DOCUMENTATION AND CASE STUDIES

Case study profiles and information about our projects will be collected on the website. This will enable connections to be made between what happened, who engaged, and the impacts it had for individuals and communities.

REFLECTIVE LEARNING, EVALUATION AND REVIEW

Reflective practice and review sessions will take place throughout the process of strategy development and project delivery. The Cultural Projects Co-ordinator, supported by Cultural Advisors, will facilitate feedback sessions and conduct interviews at appropriate points in the programme with the Cultural Advisory Panel, groups of stakeholders and delivery partners to contribute to an ongoing process of evaluation.

Quantitative impacts of projects will be assessed in terms of audience estimates, demographic metrics, ratings and impacts. Qualitative data collection will add depth to this understanding, to establish whether participants aspire to being involved again in the same way, or a different way, or not; and whether their involvement has inspired them to participate in other activities:

- Which kinds of involvement generates the greatest sense of connectedness to the community?
- Does consulting through cultural events and activities have greater social impacts at a community level than a small number of individuals from a community being involved in co-design of an event, or vice versa?
- Were volunteers effective 'community connectors'? And is there anyone that may need more encouragement or support to come forward?
- What type of events or activities are most likely to generate social capital, of what kind, and between whom?

Our approach to managing Cultural Engagement will incorporate documentation and evaluation to assess the project outcomes in response to our eight principles:

1. Adopt a wide definition of culture. Ensure that the regeneration aligns to the Council's Culture Strategy and places creativity and engagement at the heart of the masterplan;

2. Understand and articulate the benefits of cultural wellbeing, confidence building and skill development to create lasting change;

3. Respect local community assets to foster a sense of pride and belonging and celebrate the Alton Estate's unique and distinctive setting;

4. Bring in the community early to shape the strategy and masterplan, ensuring varied, meaningful and inclusive opportunities for cultural participation;

5. Ensure the masterplan incorporates the arts, culture and creativity in a way that responds to the area's existing identity and character;

6. Improve the impact of temporary relocations and construction through an engaging meanwhile and events strategy and by involving residents in the detailed design as the development takes shape;

7. Set a framework to deliver a programme of cultural activities using a diversity of creative mediums that are shaped by local input; and

8. Maintain a long-term view that targets ongoing community engagement, skill development and capacity building to create legacy. The strategy will be refined over time, evaluating projects in terms of outcomes to consider the best way to target resources to reach the widest possible audience.

ALTON GREEN

ROEHAMPTON SW15

Redrow Homes Limited
London Borough of Wandsworth
Hawkins\Brown
Gillespies
Tate Hindle
Barton Willmore
Communications Potential
HTA Design LLP
Energist UK
Montagu Evans
GIA
Peter Brett Associates
Tim Moya Associates
Artscape
RSK
RWDI
Built Heritage Consultancy
CgMs
Indigo
Sweco
WSP



