



BATTERSEA PARK ROAD
CULTURAL STRATEGY

JANUARY 2024

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1. EXECUTIVE SUMMARY

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1. EXECUTIVE SUMMARY

A Cultural Strategy for 41-49 (Bookers) and 49-59 (BMW) Battersea Park Road in support of the application for Phased Full Planning Permission for: Demolition of existing building and construction of three new buildings, together comprising Residential (Use Class C3) and Student Accommodation (Sui Generis) along with Commercial, Business and Service (Use Class E) and/or Local Community and Learning (Class F) floorspace. Associated works include hard and soft landscaping, car parking and new vehicular access / servicing, and other ancillary works.

This Cultural Strategy outlines Battersea Park Road's (BPR) approach to integrating culture into its physical and operational fabric as part of creating a sustainable development at the heart of Nine Elms.

This Strategy presents:

- BPR's aim to be a unique and valuable community for residents, employees and the surrounding neighbourhoods that champions local culture and creative enterprise
- The placemaking context, understanding the specific local area characteristics and cultural assets that inform the applicant's approach (Chapter 2.1-2.2)
- BPR's alignment to city and local planning authority policy relevant to culture and placemaking (Chapter 2.3)
- A strategic approach led by a vision and principles to inform the development and delivery of cultural projects. (Chapter 3)
- Specific proposals across ground floor uses and public realm that the applicant is committed to developing in partnership with stakeholders (Chapter 4). These will be further developed as part of the detailed design process following planning determination.

Future stages

BPR will follow this Cultural Strategy with a Cultural implementation Plan, which will:

- present the detailed procurement process for implementing the projects' proposed within the Cultural Strategy
- confirm financial and operational commitments to support full implementation
- be produced and issued for LPA approval prior to commencement of development (excluding demolition)

2. CONTEXT



2.1 AREA PROFILE

Wandsworth's geography and socio-economics

Stretching from Vauxhall to Richmond Park, Wandsworth is one of the largest inner London boroughs, with one of the longest frontages on the River Thames. Served by three tributaries of the Wandle, Beverley, and Falcon Brooks, the borough's geography was historically marked by fertile fields and woodland. Brewing, flour milling, and craft industries dominated the landscape through the 17th and 18th centuries, followed by extensive railway and heavy industrial infrastructure during the industrial revolution — a heritage that influences much of present-day regeneration on brownfield land.

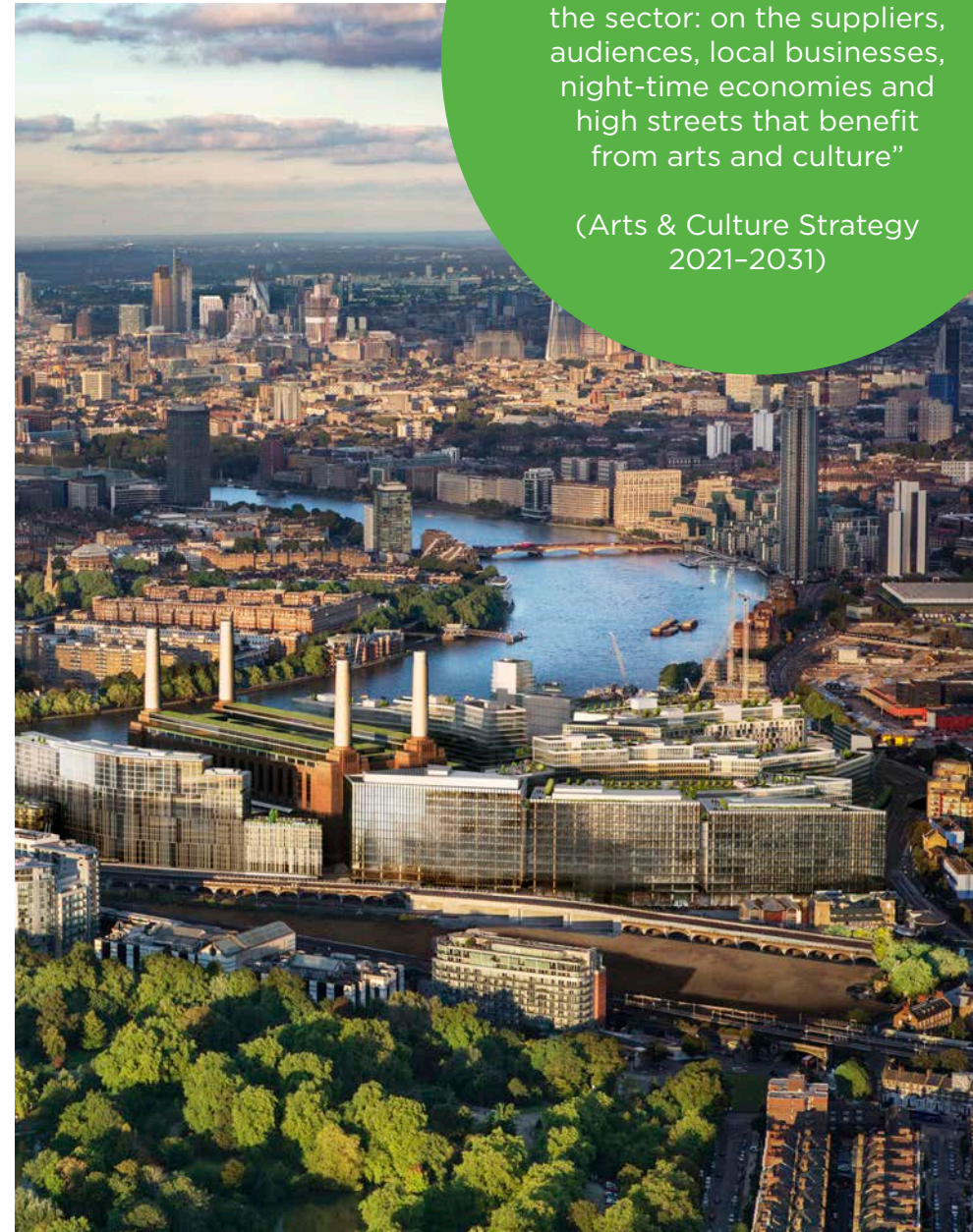
In addition to its blue corridors, a quarter of Wandsworth's land area today is open space in the form of large heaths and commons. One-third of the borough's land area is residential, many within the borough's 46 conservation areas. Across the borough there remains a strong need for more low-cost

rented products. It is well-connected via public transport: tube (zones 1-3), overground, National Rail, and bus routes along major roads. There were 33% fewer vehicles in 2017 than in 2001 (one of only eight London boroughs which showed a decrease), cycling has increased, and additional footpath networks are currently underway.

The borough has five existing town centres and one emerging town centre at the Vauxhall, Nine Elms, Battersea Opportunity Area (VNEB OA) Central Activities Zone (CAZ) cluster. Commercial vacancy rates range from 5%-10.9%, excluding the pandemic period. As of 2016, 93.2% of local businesses were microbusinesses (1-9 employees). Although the arts & entertainment sector is the borough's fourth largest (with 1,345 businesses, 8.1% of total, higher than the London average), it was the second highest industry to be impacted by COVID-19 (after accommodation and food services) with 70% of its workers furloughed.

"...the upcoming loss in arts and culture resources will have a wider impact beyond those who work in the sector: on the suppliers, audiences, local businesses, night-time economies and high streets that benefit from arts and culture"

(Arts & Culture Strategy 2021-2031)



2.1 AREA PROFILE

Wandsworth communities

As Wandsworth's population is projected to increase by 13% (approximately 22,000) by 2029, diversity, productivity, and mobility will also continue to rise. Black, Asian and Minority Ethnic groups now make up 30% of the borough's population (up 8% since 2001). More residents are in their 20s and 30s (median age is 33.7, one of London's youngest population cohorts). Nearly 80% of the population are employed; almost 70% of those economically-active hold a degree; and there is a strong net out-commuting flow of 36% (of total number of employed residents), many of whom work in Westminster, the City, and Canary Wharf.

Existing community groups and social spaces which serve changing local demographics well include:

- Wandsworth Community Empowerment Network, a community-led charity to reduce racism and inequality within the borough
- Link UP London, a volunteer network whose aim is to make use of local skills and resources by connecting those with professional skills to local

charities, social enterprises, community groups

- Powerleague Nine Elms, a small-sided football league for both adults and children, with school partnerships available
- 12 libraries, 33 community centres and clubrooms, 88 places of worship, 27 children's playgrounds, and 10 allotment sites throughout the borough

Higher education

VNEB is seamlessly linked to higher education providers across central London. Notable local institutions include the new RCA Battersea campus, whose flagship building by Herzog & de Meuron will focus on STEM advancement, and the University of Roehampton, which boasts 93% employability rate for graduates who earn above-average UK graduate wages (their Dance Studies, Drama Studies, Drama, Theatre and Performance Studies, Film, Photography, and Sports and Exercise Sciences are particularly strong). Student-led initiatives at these universities show an eagerness to engage with surrounding communities, such as Roehampton Students' Union food sustainability

“On average, Wandsworth's working age adults are among the most educated in the country, with almost two-thirds educated to degree level or higher.”
(Arts & Culture Strategy 2021-2031)

“London's higher education providers make a significant contribution to its economy and labour market. It is important that their attractiveness and potential growth are not compromised by inadequate provision for new student accommodation.” (Policy H15 Purpose-built Student Accommodation, The London Plan 2021)

initiative “Growhampton” established in 2013. Institutions further afield now linked via the Northern Line extension include King's College London, University College London, City, University of London and University of the Arts London.

Demand for well-connected, affordable, attractive student accommodation will likely increase in the area over coming years. Student population growth is demonstrated by University of Roehampton whose full-time student population has grown 43% in the 5 years 2015-2020 reaching 11,255 for 2020/21. New arrivals such as the RCA Battersea campus will bring further influx. When selecting purpose-built student accommodation (PBSA), today's higher education students are acutely aware of wellbeing factors and desire proximity to public/active transport, social vibrancy and diversity, and eco-facilities such as comprehensive recycling programmes, shared green space, and sustainable construction methods.

2.2 AREA CULTURAL AUDIT

At the heart of a cultural district

Cultural provision within Battersea Park Road (BPR) is informed by its surrounding locale and the emerging cultural ecology of this central area of Nine Elms. BPR is located at a cultural crossroads: it is both a north-south connector between the iconic sites of Battersea Power Station (BPS) and New Covent Garden Market (NCGM), and an east-west connector between the emerging linear park and its surrounding developments (Nine Elms Parkside and through to the US Embassy and Vauxhall), and the long standing communities of the Savona and Patmore estates, via immediate neighbours Viridian and BPS Phase 4a.

A cultural audit evidences the emerging cultural quarters that Nine Elms proposes to nurture – Visual Arts at its eastern end border with Vauxhall, Food & Horticulture leveraging the environs of the NCGM site (in which BPR is located), and Design & Technology as a ripple effect of BPS, and the opportunities afforded by the light industrial/creative workspace strategy within its proximity.

But Nine Elms is more than these three quarters, signaled by the recent arrival of music and film organisations (World Heart Beat & Chocolate Films) both with a strong focus on creating opportunities for young people. This is reflected in the wider borough. Battersea has a dispersed but strong network of music and performing art venues including but not limited to Battersea Arts Centre, Theatre503 and Battersea Park Studios. This ecosystem is supported by a broader mix of makerspaces, rehearsal rooms, photography, film and recording studios.

The Nine Elms opportunity area's public realm is host to over 30 permanently sited public art projects, a figure unrivalled in any other district in the capital, and with a strong commitment to giving opportunity local artists alongside international names. The use of arts as an activator for public realm has seen the areas changing spaces and transport infrastructure (bridges, tunnels, routeways) adorned with vibrant artwork, often co-created with artists working with local communities such as the 2021 Happy Streets programme.

As such, Nine Elms creates an exciting context for arts, culture, and enterprise, accessible to its broadening demographic, to demonstrate the power of cultural consumption and production to enable its communities thrive.



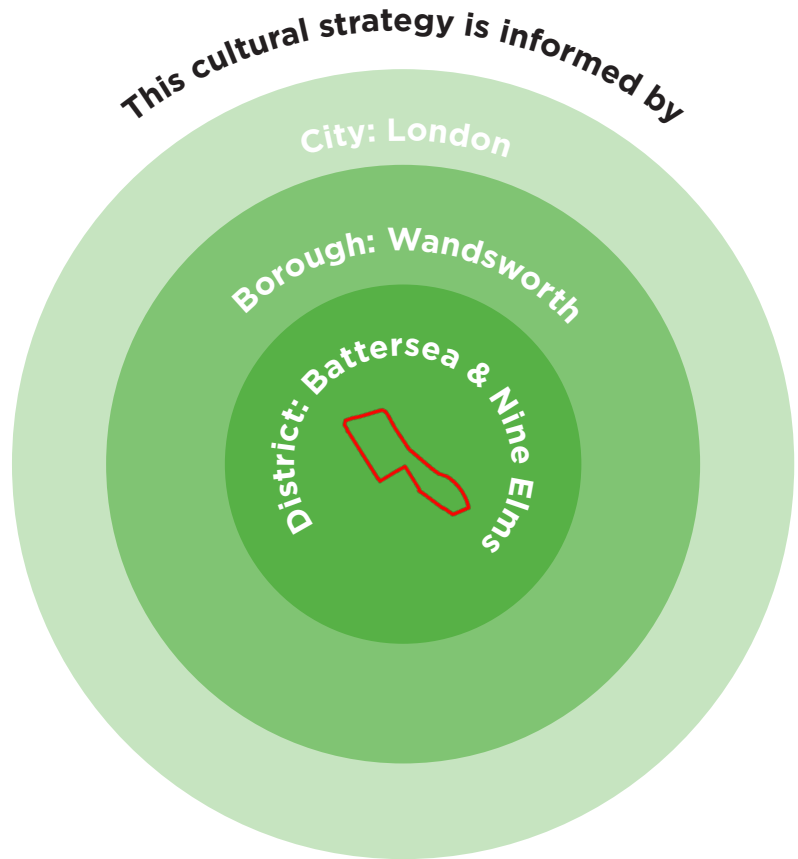
Above: Section from Nine Elms Local Map 2021, showing site within cultural venues, food and drink places, transport links and development sites across Battersea, Nine Elms and Vauxhall <https://nineelmslondon.com/transformation/nine-elms-maps/>

2.2 AREA CULTURAL AUDIT

This map looks beyond Nine Elms, to capture the wider cultural infrastructure across Wandsworth and Lambeth, as broader influence and support for Nine Elm's narrative as a cultural district for London.



2.3 POLICY ALIGNMENT



Across regional, borough, and local level policies, key themes emerge. All proposed developments should: meet the needs of a growing and diversifying population, particularly through affordable housing and job creation (sectors indicating the greatest job loss during COVID-19 were Arts and Entertainment, Accommodation and Food Services, and Construction Sectors); encourage innovation while safeguarding cultural heritage; and mitigate the causes and effects of climate change.



2.3 POLICY ALIGNMENT

City: Greater London Authority

The London Plan

The Mayor's actionable, comprehensive "Good Growth" policy encourages inclusive and sustainable economic, social, and environmental development, and should be integrated across housing, social infrastructure, green infrastructure, economy, heritage and culture, and transport.

Potentials in built programming:

- There is an opportunity for the private sector to supplement public capacity to deliver more affordable housing and homes for rent. *"The 2017 SHMA shows London's significant need for low-cost rental housing; however, the current national funding programme is focused on intermediate products which limits the Mayor's ability to require higher levels of low-cost rented accommodation."* (Policy H6 Affordable housing tenure and Policy H11 Build to rent)
- The site's programmes can offer new employment and complement neighbouring cultural programmes. *"Boroughs*

are encouraged to identify and support the growth of sustainably-located employment clusters in inner and outer London." (Policy E3 Affordable workspace, Policy E8 Sector growth opportunities and clusters)

- The site's proximity to Battersea and Nine Elms Parks can link into green networks between Battersea and Vauxhall Stations to further encourage active transport and healthier streets. *"Development proposals should incorporate appropriate elements of green infrastructure that are integrated into London's wider green infrastructure network."* (Policy G1 Green infrastructure, Policy G5 Urban greening)

London Cultural Strategy

"People, places and prosperity are inseparable from the idea of Good Growth." (p.72)

BPR's cultural strategy supports the London Cultural Strategy's four themes:

- 1. Love London** – to facilitate cultural activities that are meaningful to locals, enjoyable, affordable, connective, and diverse.

"My vision has always been for a city with an economy that supports more and better paid jobs – spread across the capital. A city where people can spend less time commuting because we have so many thriving parts of London, with good affordable housing, combined with exciting, cutting-edge career opportunities. And a city where access to great culture is built into the fabric of every part of London, with our rich heritage and cultural offer supporting our growing world-class creative industries."

Sadiq Khan,
Mayor of London

CITY

- 2. Culture and Good Growth** – to support and safeguard cultural places and spaces by respecting heritage and equipping industries for the future.
- 3. Creative Londoners** – to ensure that everyone has a fair chance to work in the creative industries.
- 4. World City** – London as an open city that welcomes international creative talent and cultural tourism.

2.3 POLICY ALIGNMENT



Borough: London Borough of Wandsworth

Wandsworth Arts & Cultural Strategy 2021-31

Envisioning a participatory culture for all ages with a strong place-based approach.

BPR's cultural strategy aims to support Wandsworth's cultural goals to:

1. Develop a culture that reflects the needs and opportunities of residents through place-shaping
2. Encourage innovation and creative employment for economic growth
3. Enhance community cohesion and support local partnerships
4. Embed cultural engagement from early years through higher education
5. Use culture to improve health and wellbeing, and promote lifelong learning
6. Ensure access to culture is available to all

7. Identify how culture can tackle climate change to support and safeguard cultural places and spaces by respecting heritage and equipping industries for the future.

"The experience of 2020-21 has emphasised the need for ever closer collaboration with organisations and communities to rebuild and to explore how we can use culture ... to further improve residents' lives."

(p.05, Arts & Culture Strategy 2021-31)



2.3 POLICY ALIGNMENT



District: Vauxhall, Nine Elms, Battersea (VNEB)

Wandsworth Local Plan 2023-28

The plan indicates a growing local demand for more housing and office spaces (particularly smaller, flexible workspaces for SMEs, creators, makers, innovators), designed places and townscapes, and healthier streets.

Arts, Culture, Entertainment (LP18)

“The symbiosis between the cultural sector and creative industries, in effect existing as a distinct ecosystem, is recognised and supported, especially the amplifying effect they have on wages, productivity and innovation.” (16.35)

This BPR cultural strategy will support the Local Plan’s priorities that new cultural spaces should:

1. Attract visitors the borough’s centres, proportionate to scale
2. Be accessible by public transport and walking/cycling routes
3. Involve meanwhile cultural uses, especially during vacant periods
4. Enhance public realm and placemaking with public art

Arts & Culture Strategy:

“Key priorities in the Strategy focus on the built environment and creating opportunities through the provision of arts and culture infrastructure, maker spaces, studios, and incubator spaces.” (2.54)

Area Strategy for Nine Elms (05)

“Nine Elms forms the majority part of the Vauxhall Nine Elms Battersea Opportunity Area (VNEB OA) and sits partly within the Central Activities Zone (CAZ) as defined in the London Plan.” (5.1)

Nine Elms is rapidly transforming. Recent catalysts for regeneration include the completed Northern Line extension in 2021, ongoing developments at Battersea Power Station and New Covent Garden Market, and relocation of the United States embassy. The scope of this “Nine Elms on the South Bank – A Place for Culture” initiative, set out in 2010 with the formation of the Nine Elms Vauxhall Partnership, covers 35 development sites over 561 acres (227 hectares) and aims to deliver 20,000 new homes, 25,000 new jobs post-construction, 80 new community and leisure facilities for everyone, improved transport links and new green spaces.

Development performance is measured against three markers:

1. Placemaking: traffic and public transport, open space, identity and heritage, design and form, resilience, nature.
2. Inclusive Growth: mixed use, responsive development, housing, work and opportunity.
3. People First: active travel, 15-minute neighbourhood, choice, health.

“The flat, fertile soils of the Thames floodplain were cultivated for market gardening to provide food for the city of London” (5.2)

Within Nine Elms, three adjacent quarters have been demarcated to highlight the area’s agricultural heritage and innovation potential:

1. Battersea Digital and Tech Quarter, emerging around Battersea Power Station and extending south-west
2. Food and Horticultural Quarter, radiating out from New Covent Garden Market (where BPR is centrally located)
3. Visual Arts Quarter, to the east, running along the Thames, connecting to Vauxhall

BPR’s cultural offer will support these quarters, with a particular relationship to the Food & Horticulture Quarter, in which it is located.

2.3 POLICY ALIGNMENT

DISTRICT

District: Vauxhall, Nine Elms, Battersea (VNEB)

Battersea Design & Tech Quarter (BDTQ)

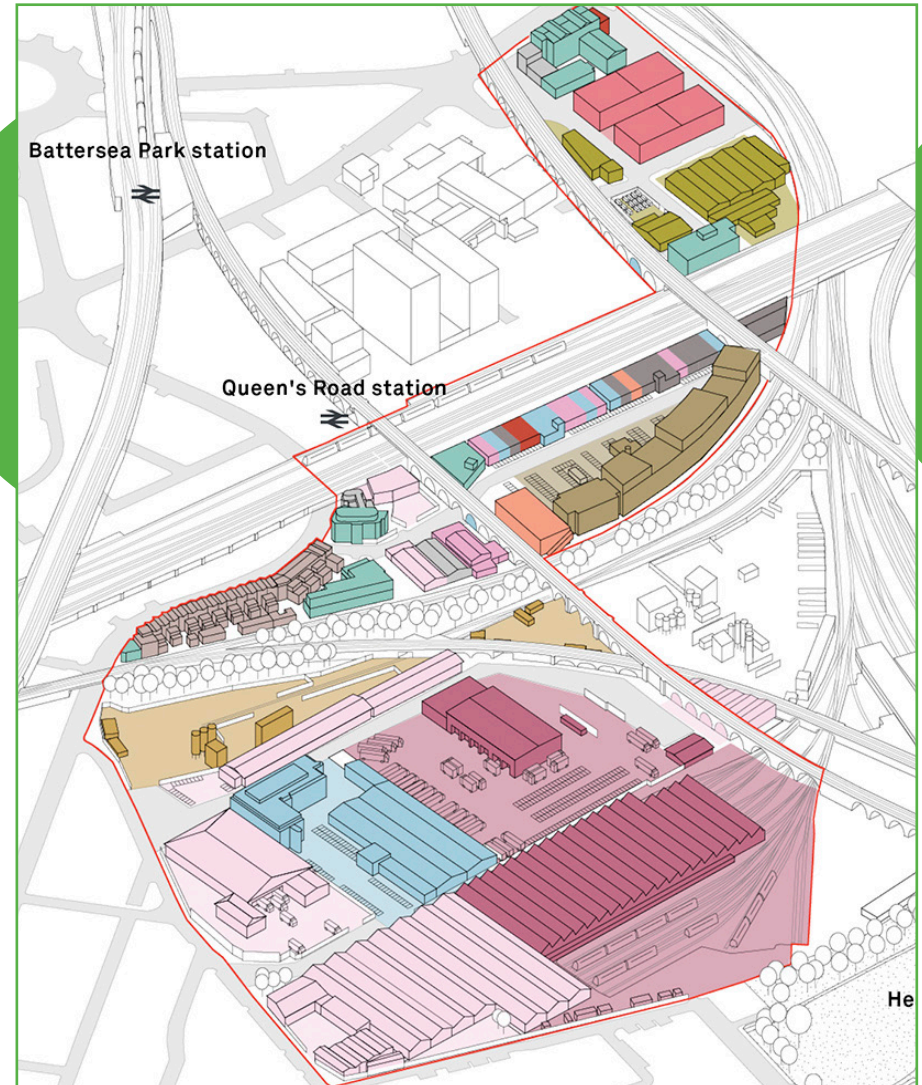
“Wandsworth has a limited supply of workspace compared to other areas across London” (p.19)

“[BDTQ] will offer high-value local employment and champion innovation with inclusivity, fostering active community links between businesses and residents of neighbouring areas.” (p.31)

The VNEB OA is home to fashion houses Philip Treacy and Vivienne Westwood alongside architects Foster + Partners, the Royal College of Arts (and their incubator programme for design and tech startups, InnovationRCA), as well as Apple’s and Penguin Random House’s new UK HQs.

The BDTQ aims to deliver, for locals and visitors: creative employment, intensification of industrial use, improved connectivity, safe and enjoyable public realm for pedestrians and cyclists, and “hub” spaces for socialising and collaborating (to “serve as visible public face for the Quarter”).

BPR’s cultural strategy recognizes the value of embedding creative enterprise across Nine Elms via affordable workspace to extend access to locally grown SME’s.



Illustrative BDTQ Masterplan, We Made That for Wandsworth Council

3. VISION AND PRINCIPLES

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3.1 CULTURAL VISION

‘Growing the Future’

“A neighbourhood like no other at Nine Elms, Battersea Park Road is a place of energy and vitality, community diversity and local connection. A stone’s throw from the heart, connecting all to its opportunity, and yet filled with a sense of quiet intimacy and belonging. A place to grow, learn and connect.”

Site as Crossroads

The site’s geographical location is a connecting point for the different communities living, working and visiting Nine Elms and Battersea. It connects and extends the Linear Park to Battersea Power Station and acts as a crossroads for the Nine Elms emerging quarters (Food and Horticulture, Design and Tech, Visual Arts). There is an opportunity for the site to become a representation of this literal and metaphorical intersection, where the different social, cultural and educational energies join up, influenced by the surrounding locale. In this way, the site is a connector for new residents and local communities physically, socially, and economically into the opportunity area.

Exemplary Public Realm

BPR’s public realm can become a point of confluence, for new and existing communities alike to connect and interact. The design will provide distinctive character for restorative

and active behaviour, open to all, and culturally referencing local character. This cultural strategy sets a vision to serve the community’s need for playful spaces, places for events and activities but also moments of quiet and inspiration throughout the site’s routes and dwell spaces.

Enterprising Ground Floor

BPR’s ground floor non-residential provision will be an enabler for local enterprise through a combination of commercial, creative and community space. It will prioritise businesses servicing local employment, cultural and community development, mindful of its location within the emerging food and horticulture quarter. Creative work, production and cultural consumption shall co-exist in an accessible and inviting way. It will seek to leverage the energy and interests of the student population to unlock wider benefits for the local community.

3.2 CULTURAL PRINCIPLES

Supporting the Vision are four Cultural Principles. Their purpose is to act as filters, through which the detail of the public realm, public art, ground floor uses, cultural programming and meanwhile projects are developed and delivered to fulfil the applicant's commitment to culture.

1

Community Cohesion

BPR will support integration between its residents, and with surrounding local communities. There is an opportunity to ensure the student population plays an active role in the local community, and that the energy and diversity of the increased local population works together across development boundaries.

2

Health & Wellbeing

BPR will support all residents to live healthy and prosperous lives. Within an urban environment, BPR will support healthy outdoor activity, restorative spaces and places that are inspiring and enable positive social interaction. A sense of place will support community pride and a feeling of agency for individuals to play a role within their community.

3

Lifelong Learning

BPR will contribute to Nine Elms' co-existence of homes, business enterprise, and education. It will support lifelong learning opportunities for all demographic groups on and around the site, and act as a stepping-stone environment between residential neighbourhoods and cultural and commercial opportunities across Nine Elms.

4

Employment & Enterprise

BPR will support economic opportunity for all its residents and surrounding local communities. Its non-residential tenants will support access to the wider opportunity area's offers of employment and enterprise. BPR is committed to working in partnership with neighbouring developments to maximise this focus and impact.

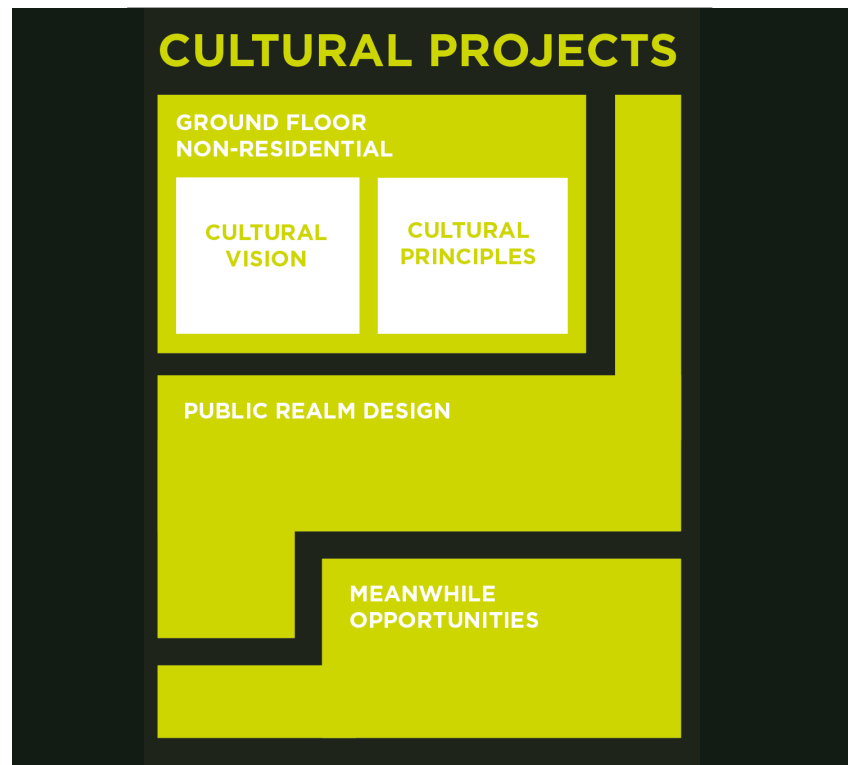
4. CULTURAL PROJECTS



4.1 INTRODUCTION

Approach

Battersea Park Road proposes an integrated approach across its ground plain of non-residential ground floor space and public realm, ensuring they work together through their design and longer-term governance and activation. The aim is to enable residents and local communities to interact in different ways through the day, week, and seasons to slowly create a strong sense of place with a unique identity and value. The cultural strategy positions a series of projects across the development's spaces and delivery timeline to support this process.



Surrounding context

The projects have been informed by understanding the immediate surrounding area's approaches to cultural and social infrastructure, alongside wider Nine Elms initiatives and Wandsworth's key policies and strategies. Specific influences include:

- Nine Elms' emerging quarters (Food & Horticulture, Visual Arts, Design & Tech) as articulated in the Nine Elms Cultural Strategy helping to focus future uses and projects.
- Nine Elm's Linear Park and linkage to Battersea Power Station, enabling BPR to play a connecting role.
- Battersea Power Station Phase 4a development, with ground floor space focus on affordable workspace
- The wider community and cultural infrastructure of the existing communities of Savona and Patmore estates, alongside the new cultural arrivals across Nine Elms including Chocolate Films and World Heart Beat.

Projects working to the Principles

The cultural projects will deliver against the principles by:

- Delivering ground floor uses that are accessible and inclusive to all community members
- Integrating the services of the student accommodation management teams to programme tangible opportunities for students to positively interact with surrounding local communities
- Supporting the public realm design to provide a range of uses for residents and local communities

4.2 GROUND FLOOR USES

Commercial, Cultural, Community and Residential amenity

Working directly to the cultural vision of ‘Growing the future’, 4 ground floor spaces totaling 450.3 sqm are allocated for a combination of commercial, cultural and community use. The intention is to balance the offer with neighbouring sites, and to integrate them alongside student amenity to support community cohesion.

The overall aim is to enable BPR to be a steppingstone between Battersea Power Station, Nine Elms Linear Park, the emerging Food & Horticulture quarter, and the long-standing existing communities to the south and west of the site.



BPR Ground Floor Plan

The 4 ground floor non-residential units are designated as:

Building 01 - Core - A
(Affordable Housing)

- 01 ● Unit 1: Commercial - 90.9 sqm - Class E
- Unit 2: Cultural / Community - 187 sqm - Class E/F

Building 02 - Cores - B/C
(Student Accommodation)

- 02 ● Unit 3: Commercial - 90.8 sqm - Class E
- Unit 4: Cultural / Community - 97.4 sqm - Class E/F
- Student amenity - 505 sqm (Ground and Upper floors)

Building 03 - Cores - D/E/F
(Student Accommodation)

- 03 ● Student amenity - 929 sqm (Ground and Upper floors)

4.2 GROUND FLOOR USES



Unit 1. Commercial Use 90.9 sqm - Class E

Located at the northern end of building 01, this unit affronts Battersea Park Road and acts a gateway space into the development.

As such it lends itself to a potential food & beverage retail space - a café or similar offering, as it plays a key role in the developments ability to offer a pause point and link between the Linear Park and Battersea Power Station. It will be highly visible to the communities and visitors using Battersea Park Road itself.

Example Use: Second Shot Coffee

Second Shot Coffee is the specialty coffee social enterprise that trains, employs, and supports people affected by homelessness

Their mission is to change perceptions on homelessness, employing people who have been affected by homelessness, training them up and transitioning them on to long term employment elsewhere, helping them on their individual journey taking them from where they are, to where they deserve to be.

The cafe operates a pay it forward system whereby our customers pre-pay, so that later someone experiencing homelessness can receive a something to eat or drink free of charge.

4.2 GROUND FLOOR USES



Unit 2. Community / Cultural Use 187 sqm - Class E/F

Located at the southern end of building 01, this is the largest of the four units and occupies a central location within the development, with a strong relationship to the heart of the public realm, and strong visibility to those entering the site from Phase 4a and beyond. It therefore provides an opportunity to support an anchor cultural/community use, accessible to all that compliments surrounding offers.

Example Use: arebyte Gallery <https://www.arebyte.com>

arebyte is at the forefront of today's digital art scene, inviting multiple voices in digital cultures to create immersive installations at arebyte Gallery and online experiences on arebyte on Screen.

Alongside Gallery and Screen, arebyte Studios offers affordable workspaces to 150 creative professionals across London, and arebyte Skills - digital-making workshops to offer digital enthusiasts and newcomers inspiring ways to explore creative digital tools, making it an experienced and leading partner in these areas. Arebyte is a UK reg. charity, Arts Council England funded.

"...technology, when used in a meaningful way can help overcome the biggest hurdles, connect multiple voices and embrace a wide range of influences to offer new experiences"
arebyte 2020 annual report.

4.2 GROUND FLOOR USES



Unit 3. Commercial Use 90.8 sqm – Class E

Located at the northern end of Building O2, this unit compliments Unit 1 as a gateway marker for the development along Battersea Park Road. It sits adjacent to the mature Plane tree (to be retained) that provides a valuable local landmark and amenity as part of the green public realm infrastructure. The unit has the potential to internally link through to the adjacent student accommodation entrance lobby. Potential uses could be a co-workspace or wellness retail/learning provider

Example Use: PATCH - neighbourhood workspace

A recent entrant into the workspace operator community that champions a “work-near-home” concept, providing workspaces close to where they live, so they don’t have to work from home or commute. Their aim is to provide vibrant local spaces to work, connect and support local enterprise. Patch brings design led interiors, high quality work infrastructure and a programme of community events to local high streets. Whilst their main sites have larger footprints, co-work spaces are appearing in smaller units as partnership projects with education providers and business clusters. There may be an opportunity to develop such a space in conjunction with Mission Kitchen to grow and embed the emerging Food & Horticulture Quarter into the surrounding neighbourhoods, or work with the University partner operating the student accommodation..

4.2 GROUND FLOOR USES



Unit 4: Cultural / Community Use 97.4 sqm - Class E / F

Located at the southern end of Building 02, this unit provides space for a skills based training / activity provider to be part of the heart of BPR and its place offer. Proximity to the central public realm, the east-west through route connecting Phase 4a and beyond to the new secondary school, and to the student accommodation and ground floor amenities, provides a location for a use that can support local community enterprise, whether a creative industry or broader skills and employment service.

Example Use: Future Skills Training <https://www.future-skills.co.uk>

Future Skills Training work with children and young people aged between 8 and 19 who are excluded or at risk of exclusion from mainstream education, those that have offended or are at risk of offending, children and young people not in education, employment or training, and those socially marginalised.

The organisation provides alternative education and youth services through targeted projects including mentoring, sports teams, youth cafe, workshops and residential. It creates lasting relationships that provide encouragement and a solid platform from which young people feel able to make positive choices about their lives, overcoming many of the challenges they face. Two-thirds of the young people it has mentored have returned to full-time education.

Future Skills Training began as a not-for profit organisation in March 2006 and became a registered charity in June 2007.

4.2 GROUND FLOOR USES

BPR commitment to Cultural / Enterprise / Community Use space.

Procurement Process

The procurement of these spaces will be managed by the applicant. They will work in collaboration with Wandsworth's Nine Elms team and relevant stakeholders to set agreed terms (rent, service charge, fit out, any revenue support), issue tender packs and select the most suitable organisations for the spaces that can provide long term socio-economic benefit to the surrounding community and are complimentary to any other organisations in proximity.

The applicant will consult with Wandsworth on the most effective workspace management plan to secure the long-term management of the spaces.

Quarterly meetings between stakeholders will oversee the procurement process.

Delivery Targets

Depending on variance in the construction timetable the intention is to delivery these spaces and the occupier agreements as below (measured in months either side of practical completion)

18 months prior

- Procurement process agreed

12 months prior

- Occupier's tender pack completed and issued

6 months prior

- Selection of occupiers & service level agreements completed

- *practical completion* -

within 12 months post

- Occupiers to commence tenancies

Final agreed details of delivery milestones will be agreed with LBW within the Cultural Implementation Plan

4.2 GROUND FLOOR USES

Building 02 + 03 Student amenity space - 1433sqm internal

Building 02 and 03 provide ground floor student amenity including social lounge and study spaces, a cinema screening room, communal kitchen dining, gym, and games room. The amenity supports the total accommodation of 762 beds, with accompanying reception and management suite, internal bike storage, and exterior roof terraces.

It will be managed on behalf of the applicant by a respected operator of student accommodation such as FRESH Student Living, which has drafted a Battersea Park Road Management Plan.

Wider BPR resident use of the student amenity spaces could include:

- **Communal kitchen** – resident dining, ‘learn to cook’ or similar health and wellbeing events.
- **Cinema room** – film screenings, resident media events and exhibitions of work or skill sharing workshops. This is an open room that can also be used for particular fitness classes such as Yoga, Zumba and Pilates.
- **Study spaces (open)** – resident learning events and knowledge sharing relating to digital skills or practical life skills.
- **Study Space (quiet)** – smaller resident knowledge sharing workshops

The applicant will look to work with the chosen operator to develop a positive relationship between the student population and the wider local community. An example of such an approach is the Be Wellbeing Programme run by FRESH Student Living whose activities include (but are not limited to) Book clubs, ‘Grow it Fresh’ gardening clubs, food events, film and quiz nights, and specific cultural celebrations (Halloween/ Christmas/ Eid etc.) See case study overleaf.



4.2 GROUND FLOOR USES

CASE STUDY: Student accommodation operator programme

'Be Wellbeing and Lifestyle' by FRESH

FRESH's wellbeing and lifestyle programme 'Be', aims to support residents to be at the heart of a community. 'Be' sets up a regular programme of events and activities that enable residents to meet their neighbours, make new friends and connect them into the wider neighbourhood. The programme is supported by a 'hub' of mental health and wellbeing resources.

4 pillars structure the programme's delivery:

1. Be Active: Focuses on keeping our residents active and energised throughout their stay with us.
2. Be Connected: Creates opportunities for residents to get to know their neighbours, housemates and on-site Residents' Team.
3. Be Social: Provides opportunities for residents to stay social, get to know each other and to create a community.
4. Be Supported: Provides our residents with the support they need with links to resources and blogs to support mental health, wellbeing and mindfulness.

Physical and Virtual

Regular weekly events such as fitness classes and social meetings enable residents to stay connected, whilst digital platforms enable them to be inspired and connected virtually.



4.3 PUBLIC REALM AND PUBLIC ART

At BPR, the applicant will deliver 4,523 sqm of public realm. The design proposal is informed by the project's overarching cultural vision and principles (3.1-3.2).

BPR is being built within an existing community; the design of a porous scheme with multiple entry/exit points aims to physically welcome the surrounding community to use the public realm and ground floor spaces - to see them as an extension of the existing urban realm. BPR's cultural offerings should benefit these people as well as those who come to live in the new homes. Acknowledging and including the existing community within the place offer will help to root BPR into Nine Elms as an additional to its sustainable community.

Part of this sustainability is creating a place that people cherish and embrace. Integrated into the delivery of the public realm is a commitment to public art within the design, enabling the local area's heritage and communities to input into the detailed character and use of the space as parts of its legacy.



BPR Illustrative Landscape Masterplan

4.3 PUBLIC REALM AND PUBLIC ART

The Socio-Economic Value of Public Art at BPR

Public art adds value to the cultural, aesthetic, and economic vitality of a community. Within urban design, public art contributes to a community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for residents and visitors.

For BPR the socio-economic value of public art is:

Driving footfall and increasing dwell times

The public art would be delivered by artist(s) who are experienced in drawing from the character and unique qualities of place will create authentic, one-of-a-kind additions to the public realm that also afford use value for residents – seating, planters, play items. This bespoke approach will give BPR its unique and distinctive character, creating a genuine sense of place that will draw footfall from neighbouring communities and give residents a sense of ownership and agency.

Community Cohesion

The public art process would commission an artist to work with local community stakeholders (neighbouring residents' groups and community organisations) to develop the detail of the proposals – draw from their stories, histories, knowledge and connection to the local area. The artist would bring together longer standing residents and new arrivals into a dialogue about the area, forging new relationships and connections across the different groups.

Lifelong Learning

The public art commissioning process would embrace collaboration with education and heritage partners to inform the process and outcomes. It would create associated interpretation materials and online resources for future generations as part of the legacy of the development.

4.3 PUBLIC REALM AND PUBLIC ART

BPR's PUBLIC REALM

BPR's position as a site at the crossroads of the variety of Nine Elms' placemaking warrants public realm that is open, inviting and varied. The public realm is both a distinct asset to its residents (students and affordable housing tenants) and to its neighbouring communities passing through to access educational, recreational and employment opportunities in the local neighbourhood. It is both a space where these communities can converge but also a space that protects and nurtures residents' health and wellbeing.

Public Realm Design - RIBA Stage 2

To deliver the cultural vision the public realm design structures a **series of character areas** that provide a range of spaces for different types of social interaction:

multi-generational play, educational play, outdoor working, and pop-up events and congregation.

Green infrastructure has been maximized where possible, framing the heart of the public realm and integrated with a ring of play spaces and routes. A broad range of play equipment threads through the soft landscaping, creating a selection of discreet character areas. Public realm street seating is embedded throughout the design.

The public realm can be enhanced through an approach to public art that focusses on supporting orientation and wayfinding, and providing a strong identity for the development, borne out of local area history, heritage and contemporary character and community.



4.3 PUBLIC REALM AND PUBLIC ART

PUBLIC ART BRIEF Embedded Arts Commission

For RIBA stages 3 and 4, the applicant will appoint an artist with a public art brief to work with the design team and approved scheme to embed an artworks or series of artworks within the public realm.

Three types of potential opportunity exist, which the artist and design team will assess and select an approach from, considering social and environmental impact and its value towards the public realm's operation and identity:

1. Wayfinding & Signage
2. Soft Landscaping
3. Social Furniture

The aim is to bring the public realm together as a distinctive place with a distinct identity that can be part created in collaboration with community stakeholder input and participation.

Quality will be assured via the artist and design team embedding the artworks into the design and construction of the four typologies of opportunity.

Opportunity 1 - Wayfinding

As a site of interchange between communities on all sides, BPR's public realm thresholds at the north and south afford the opportunity to create engaging wayfinding - whether signage or more distinctive artwork strategically sited within the public realm

Opportunity 2 - Soft Landscaping

The soft landscape design presents a selection of planted areas that can be the locations for public art - small sculptural interventions that could operate as wayfinding icons, support biodiversity and ecology, or work to reflect and animate the planting schemes variety.

Opportunity 3 - Social Furniture

A bespoke item of street furniture to support community events and activities. This could be a big table for outdoor dining, a set of portable seating and screening infrastructure, or a small series of playful seating to encourage social interaction.



Hard surfacing treatment



Signage system



Landscape illumination



Natural light sculpture



Social dining



Heritage inspired seating

4.3 PUBLIC REALM AND PUBLIC ART

IMPLEMENTATION

The detailed delivery of the public art commission will be implemented by the applicant via the following framework.

Public Art Steering Group

A Steering Group will be established to support the applicant to develop and deliver the public art. It will advise and support the artist commissioning process and leverage local stakeholder engagement and support, ensuring the project compliments other initiatives in the area. Representation will be diverse and reflect appropriate local stakeholders alongside the applicant and Wandsworth Council.

Public Art Curator

A curator will be appointed by the applicant to lead the commissioning process and programme, coordinating all stakeholders, and supporting the shortlisted and appointed artists throughout.

Longlisting & Shortlisting

The Steering Group will support the curator through a process of researching, longlisting and shortlisting artists, balancing experience, diversity, and skillsets.

Competitive Proposals

Shortlisted artists will be invited to make concept proposals against an Artist's Brief issued by the applicant. Managed by the curator, this stage will enable the Steering Group to adequately assess proposals.

Selection and Appointment

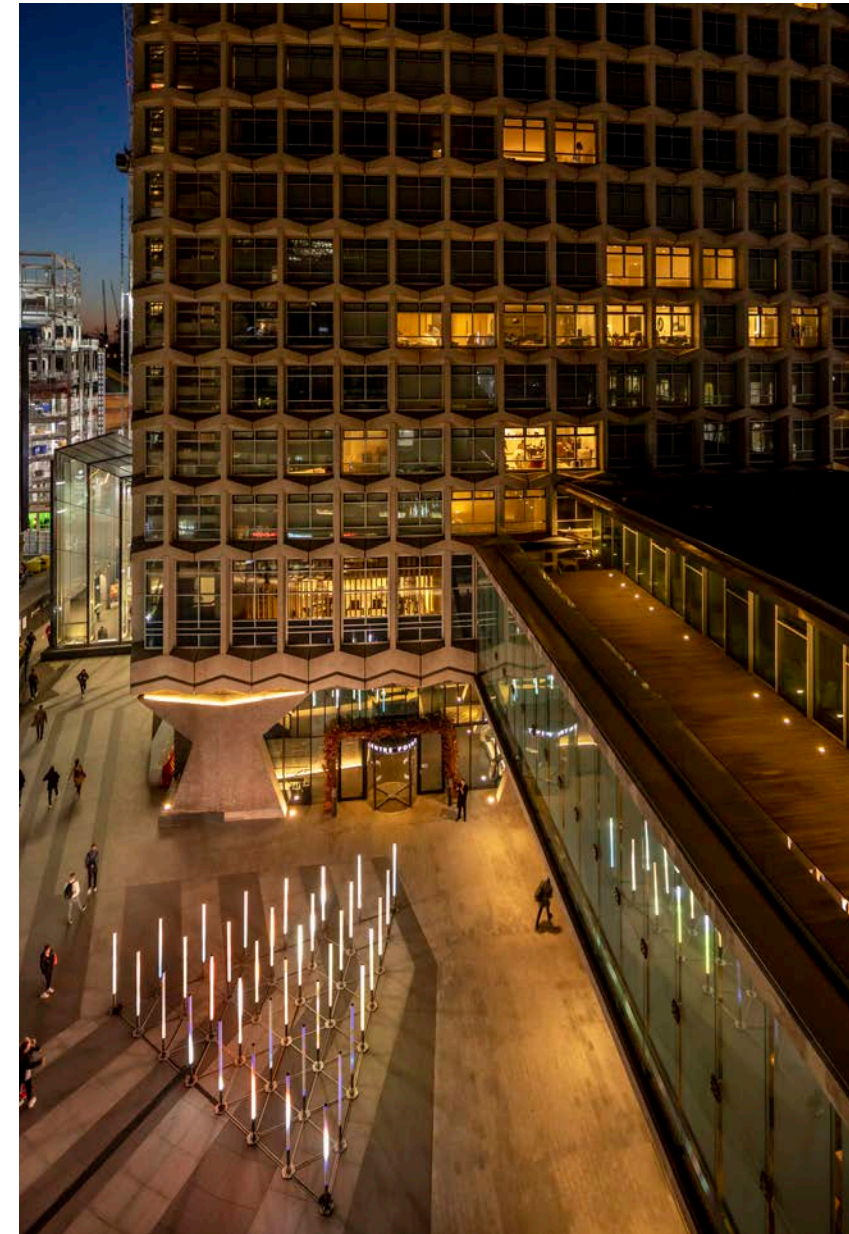
The applicant will select and appoint the artist to undertake the commission, with the curator providing project management to support artist, design team and stakeholders throughout.

Curation & Management

The commission will be managed to complete in line with the public realm design and delivery programme, enabling the public art to be fully integrated in line with the ambitions of this strategy brief.

Budget

The applicant is committed to supporting the commission with an appropriate budget, the detail of which will be confirmed as part of the Cultural Implementation Plan.



4.4 MEANWHILE PROJECTS

BPR's construction phasing and delivery requires the demolition of the existing buildings and infrastructure. As such there is limited space with the site's programme for impactful culturally led meanwhile activation. However, two sites have been identified for temporary public art interventions to contribute to the early engagement of communities, artists, and cultural organisations. The applicant will convene its Public Art Steering Group to progress this meanwhile commissioning.

Project 1 - Site Hoardings

The applicant will animate some of the site hoardings and building wraps with artwork that engages the surrounding community, celebrating cultural diversity, exploring narratives linked to the food & horticulture quarter and reflecting the contribution that BPR can play in Nine Elms on its completion. Via its public art steering group and curator, a brief would be put together and artists commissioned to create bespoke artwork for the hoardings and building wraps within agreed programme milestones. Potential exists for projects to work with the higher education and affordable housing partners that come forward as part of the development's delivery.

Case Study: Rebecca Hendin, *All Paths Lead To Foyles, London, 2013*

Marking the transition of an iconic building in the city, a giant artwork by young illustrator Rebecca Hendin was hoisted onto the front of the former Central Saint Martins building on Charing Cross Road. Jointly commissioned by new owners, Foyles and Saint Martins Lofts, the artwork, entitled 'All Paths Lead to Foyles', celebrated the building's ongoing status as a cultural landmark at the centre of a London's historic music and bookselling district.



Case Study: Hat-Trick, *Wayfinding system, Stockwell Park and Robsart Village, 2011*

Through a public art programme, Stockwell Park and Robsart Village's routeways, entrances, shortcuts and places to avoid were identified in a community mapping exercise. The information was used to develop a bespoke wayfinding and signage system for the estate. Local residents' textiles, ceramics and other visual material contributed to the designs. Award winning design agency Hat-Trick were appointed by Futurecity to develop a comprehensive signage and wayfinding design palette from the material produced by the community.



4.4 MEANWHILE PROJECTS

Project 2 – London Plane Tree

The existing London Plane Tree growing at the site's northern end (junction of Battersea Park Road and New Covent Garden Market Access Road A) will be retained, providing an essential contribution to local biodiversity, whilst retaining its role as a key wayfinding element for the local area.

With the immediate buildings and infrastructure around the tree assigned for demolition, the applicant will look to secure safe, accessible public realm around the tree and develop an opportunity for temporary public art/meanwhile activation. Projects could include temporary seating and street furniture for public use, heritage and ecology interpretation, creating a pop-up site for additional soft landscaping and/or displaying local community and cultural projects.

Case study: Astrain Studio, City Blocks, St. Giles Square, London, 2019

City Blocks is an award-winning street furniture installation, originally commissioned by London Festival of Architecture. It was curated by Futurecity for Almacantar, development company behind the rejuvenation of St. Giles Square, a major new public space adjacent to the iconic Centre Point building, where City Blocks was sited from September 2019 to January 2020. The artwork brief was for original and playful installations, which would invite passers-by's to take a moment to sit and enjoy the square.

Case study: Wayward, Moor Lane Community Garden, London, 2020

A micro garden as temporary installation that aims to increase the provision of green space in Moor Lane at the Barbican. Developed through a co-design approach with the local community, the installation responds to the area's design and history whilst exploring new and exciting ways to green our streets. Following a series of collaborative workshops, the design takes inspiration from the iconic architecture of the Barbican and London Wall.



5. APPENDICES



5.1 FUTURECITY METHODOLOGY

Futurecity worked as an integral part of the Battersea Park Road design team, shaping the Cultural Vision, Placemaking Principles and working closely with Watkin Jones and Glenn Howells Architects to define spaces for placemaking and culture in the Ground Floor and throughout the public realm masterplan. Futurecity led on the formation of the cultural offer for the redevelopment of the site, which delivers projects and programming elements throughout the ground plain, leaving a significant legacy that will contribute to Wandsworth's cultural and community ecosystem.

Futurecity conducted rigorous auditing of Wandsworth, Nine Elms and London-wide policies, as well as an extensive deep dive into the area's cultural provision and infrastructure. In combination with research on the emerging and historic energies of the site and its surroundings, the above led to focus the strategy in delivering against Wandsworth's aspirations for visual arts, design, food and horticulture and creative enterprise.

Working collaboratively with Watkin Jones, Glenn Howells and Exterior Architecture, Futurecity informed the uses and design considerations for the placemaking spaces relating to specific capacities and aligning opportunities to the needs of the existing surrounding community and future residents.

The stakeholder engagement undertaken by Futurecity to inform the strategy aligned the opportunities of the site to the demand and interests of the sector. Focussed engagement to inform this cultural strategy included:

- Wandsworth Economic Development
- Nine Elms Delivery Team: Culture & Community
- New Covent Garden Market
- BPS Phase 4a

About Futurecity

Futurecity is a global placemaking agency that creates cultural strategies, brokers cultural partnerships and delivers major arts projects for clients across the public and private sectors. Founded

by Mark Davy in 2007, Futurecity has produced over 125 cultural strategies, brokered over 20 cultural partnerships, and worked on over 100 artist commissions for clients across four continents. In 2017, Sherry Dobbin joined as Partner, bringing her expertise across new cultural development models, public-private partnerships, and international programming experience.

Futurecity believes culture is key to unlocking the power and potential of city space. We encourage architects, engineers, landscape designers, developers and city planners to integrate art and culture at the beginning of any project by collaborating with artists to provide a contemporary narrative for our towns, cities and urban centres. Futurecity devises strategies that help unlock and deliver unique public art commissions across the UK, mainland Europe, North America, Asia and Australia.

www.futurecity.co.uk
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5.2 CREDITS

IMAGE CREDITS

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Page 31: Jeppe Hein, 'Modified Social Benches', 2012, Photo by Groume via Flickr CCBYSA2.0 / Studio Swine Benches, St.James' Market, 2016

Photo © Polly Braden / Michael Beitz, 'Tree Picnic', New York, 2014 Photo courtesy of the artist

Page 32: Teamlab, 'Resonating Trees', Japan, 2014 Photo courtesy of the artist / NDYLIGHT, 'Downpour', Melbourne Photo © NDY / Jacques

Rival, 'IFO (Identified Flying Object)', Kings Cross, 2011 Photo courtesy of the artist / David Moore and Kate Davies, 'Light & Water', Riverlight,

Nine Elms 2014 Photo courtesy of the artist / London Fieldworks, 'Spontaneous City', 2011 Photo courtesy of the artist / Rana Begum, 'No. 814',

2018 Photo by Stephen White for Frieze / Gordon Young, 'Trading Words', London Dock, Wapping, 2017 Photo © Ron Banbridge / Hat-Trick,

Wayfinding system, Stockwell Park and Robsart Village, 2011 Photo courtesy of Hat-Trick

Page 33: Vertigo,'Echelon', 2019 at St. Giles Square, London Photo courtesy of the artist

Page 34: Rebecca Hendin, 'All Paths Lead To Foyles', London, 2013 Photo courtesy of Futurecity / Thomas Dowse (visual art) and Ben Cummins

(Sound art), 'Village People', Stockwell Park and Robsart Village, 2011 Photo courtesy of the artist

Page 35: Astrain Studio, 'City Blocks', St. Giles Square, London, 2019 Photo courtesy of Futurecity / Wayward Plants, 'Moor Lane Community Garden', London, 2020 Photo © Wayward Plants

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