

CULTURAL PLANNING GUIDANCE

Lombard Road/York Road Riverside Focal Point Area

Guidance for Developers in relation to Arts and Culture Provision

DECEMBER 2018



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1) Introduction

1.1 Purpose of this guidance

This guidance is intended to help developers understand the ways in which arts, culture and the promotion of creative enterprise can enhance the quality of development in the Lombard Road York Road Riverside Focal Point (LRYRRFP) area.

The guidance compliments and supports existing policy. It further develops policy set out in the Lombard Road/York Road Riverside Focal Point SPD 2015^{iv} (Focal Point SPD) and the Wandsworth's Planning Obligations SPD^v. The 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 also notes that Wandsworth Council is committed to offering *a range of creative industry training, creation and presentation space (studios, rehearsal, production, venue) to suit different budgets and needs*.

The specific aims of the Arts, Culture and Creative Enterprise guidance for the LRYRRFP area are:

- To signpost how local plan policy applies to culture and creative enterprise in the Focal Point Area
- To outline Wandsworth Council's vision for the use of arts and culture to enhance the quality of development in the Focal Point Area
- To explain the process for implementing the council's policy on developer obligations for arts and culture in the Focal Point Area

1.2 Wandsworth Council's Priorities in relation to Arts, Culture and Creative Enterprise

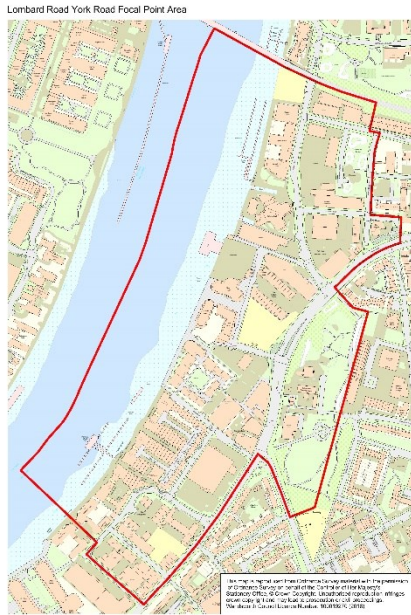
Wandsworth Council is committed to promoting the integral and valuable role which arts and culture play in contributing to the cohesive growth of prosperous, healthy and attractive places. Wandsworth's Corporate Business Plan 2018^{vi} identifies encouraging people to live healthy, fulfilled and independent lives as being a corporate priority.

Wandsworth's Cultural Strategy^{vii} identifies a vision in which everyone will have the opportunity to participate and celebrate culture through a variety of activities which will;

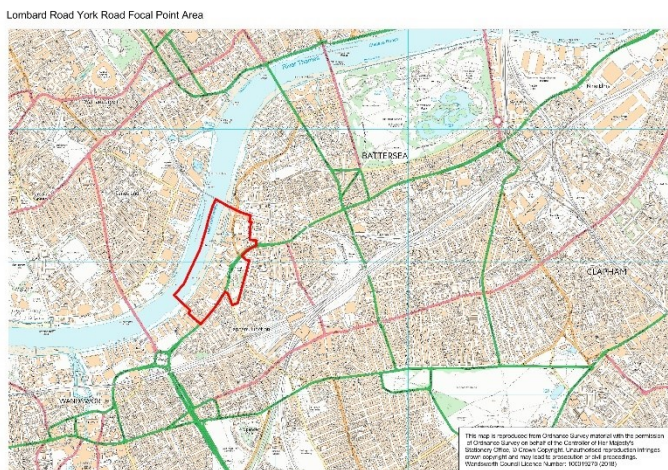
- Widen horizons and increase wellbeing.
- Promote community engagement and cohesion through an appreciation of Wandsworth's diversity.
- Foster a sense of place and belonging.
- Develop skills and talent.
- Support economic prosperity.

1.3 The Lombard Road York Road Riverside Focal Point Area

The LRYRRFP area offers exceptional opportunities for development. It is located between Clapham Junction station (London's busiest entry point) and the Thames and will benefit from direct cycle access to central London across a new cycle / pedestrian bridge. It is also near other areas benefiting from significant investment, Nine Elms is approximately 1.5 miles east of the focal point and Wandsworth Town Centre is 1 mile west of the area.



Lombard Road York Road Focal Point Area



Lombard Road York Road Focal Point area in context

1.4 Local Arts and Culture Context

A grouping of nationally and internationally significant cultural institutions are located within easy reach of the Focal Point area. These include the Royal College of Art, Battersea Arts Centre, Theatre 503 and the Royal Academy of Dance which will relocate to York Road in 2020. This cultural provision and its employment, education and economic dimensions, give the area a strategic significance which opens an opportunity to build a cluster of cultural and creative activity in and around the focal point area. Wandsworth’s aspiration to build a Creative Enterprise Zone in Battersea gives further context and rationale.

1.5 Population Growth

As a result of development, the number of people residing in the LRYRFPA is rising. The current population in the LRYRFPA is estimated at over 1,800. By 2022/23 it is estimated that a

further 2,060 people will have moved into the area. A further estimated 840 more residents will have moved in during the subsequent 10 years. The additional residents will be living in an estimated total of 1,768 units completed, with the majority finished by 2022. This represents a growth of population of 115% by 2022 and 160% by 2033.

1.6 The Lombard Road York Road Riverside Focal Point Area SPD

The Focal Point SPD sets an aspiration that sites in the area should become a focus for cultural and creative activity. Research undertaken by Greater London Authority (GLA)^{viii} shows that the creative industries are among the fastest growing sectors in the London economy. The GLA report identifies that creative employment in Wandsworth grew by 27% between 2009 and 2014. A 2017 GLA update shows that the upward trend in London is continuing.

However, the GLA also notes that that due to the pressure of development up to 30% affordable creative workspace is likely to be lost by 2019^{ix}. The Lombard Rd / York Rd Focal Point SPD and Wandsworth Local Plan Employment and Industry Document^x have therefore identified an opportunity to promote the provision of affordable creative space in the LRYRRFP area.

1.7 Winstanley and York Road Estates Regeneration

Immediately south of York Road is a Mayoral Housing Zone, which will provide more social and affordable housing and better integrate the estates into their wider neighbourhood. There will be significant improvements to the physical environment, and enhanced provision of commercial and community services, jobs, education and training opportunities; helping local people to prosper and achieve their aspirations. The estates regeneration programme will require a Cultural Strategy and it is important that any culture and creative industries development in the LRYRRFP aligns and compliments that which will come forward in the Housing Zone. In particular, the zone will bring forward provision of an existing library with community facilities and a large new leisure centre, as well as workspace and improved public realm.



2) How Arts and Culture can enhance the quality of new development

The Mayor's office report, *An A-Z of Culture and Planning*^{xi}, draws attention to the way 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 Town and Country Planning Association's guide *Improving cultural sporting and arts opportunities through planning* (2013)^{xii} further explains the contribution of culture to place shaping and regeneration by drawing attention to five outcomes which can be achieved through the embedding of culture in the planning of new communities.

2.1 Strengthening the Local Economy

According to London First^{xiii}, the creative industries were the single biggest contributor to GVA growth in London between 2009-2012. NESTA's *Geography of Creativity*^{xiv} report estimated the creative economy contributed £41.8b Gross Value Added to the London economy in 2016. The Mayor's office estimate 1 in 6 new jobs in London are in the creative sector. The creative sector is also growing fast in Wandsworth, where in common with other London boroughs, affordable creative and cultural workspace is in extremely short supply. Such space is needed to support the incubation and growth of new creative enterprises.

"The growth in London's creative sector should be seen as a complement to London's position in technology. The line between the technology and creative sectors is increasingly blurred, and each sector acts as a catalyst for innovation in the other." London First

2.2 Place Making

Arts and culture increases the desirability of a location as a place to live, work and invest. High quality public realm will increase 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.

2.3 Health and Wellbeing

The Wandsworth Cultural Strategy notes that, *'Taking part in culture and sport is a key ingredient for a happy and fulfilled life for many people. It has been described as the glue that holds communities together. Participation in cultural activities brings enjoyment and enhances the quality of life. It also brings many indirect benefits, such as greater emotional health and well-being and lower levels of obesity, heart disease and stress.'*

The Wandsworth Health and Wellbeing Strategy^{xv} identifies the importance of community assets such as community spirit, cohesion and motivation, which can be galvanised through engagement in cultural activity.

2.4 Stronger Communities

Culture brings people together. Typically, in areas with a high level of cultural engagement, people are more likely to know their neighbours, feel a sense of community spirit, trust fellow residents and support each other. Engagement in positive cultural and sporting activity also tends to reduce substance abuse and anti-social behaviour, and therefore helps reduce crime.^{xvi}

2.5 Education, Skills and Life Long Learning

For many people culture provides a gateway to learning. Engagement in cultural and creative activity can provide a life time passion, which can lead to the acquisition of transferable skills, build confidence and be the key to finding a pathway to employment and the ability to thrive.

2.6 Sustaining a mix of Business and Professional Practice

The cultural and creative sector consists of a range of subsectors and professions – from artists and architects to IT, music and digital media. The sector also includes a wide range of types of business and practice; some highly commercial and others with a social or charitable ethos.

The LRYRpt area is a place where both the commercial and non-commercial aspects of the cultural and creative economy co-exist. It is a priority for the council that this will continue to be the case in future years. Across London and in Wandsworth affordable creative workspace, including artist and maker space, is under great pressure and many studio buildings and creative production spaces are being lost to the sector. Replacement office space in new development, while catering for high value commercial creative businesses, often does not provide the affordability needed to sustain the diversity of the cultural ecology which has previously thrived in the area.

The council would therefore like to encourage the provision of affordable creative workspaces in and around the Focal Point area, including long-term workspace for visual artists, makers, performers and other arts and cultural practitioners. In the case of artist and maker studios, advice from the National Federation of Artists Studio Providers suggests that artists averagely can afford studio spaces of one-third to one half of the prevailing market rate. (See Appendix for Cultural and Creative Workspace Definitions).

The Artists Workspace Study 2014 states that; *The average rent across the main studio providers is £13.73 sq ft per annum, though a significant amount of studio space (19%) is rented at £8 per sq ft. The cost of utilities is an additional cost artists pay beyond the average figure above. These costs vary in relation to condition of building, occupation periods and arts practice. This is significant when looking across the incubator and co-working sector, where comparable rents are often at least £30 sq ft per annum depending on the size and type of space and the level of support involved.*^{xvii}

3. Our Vision for Culture in the Lombard Road York Road Riverside Focal Point Area

Our cultural vision for the Focal Point is that the area should be an inspiring place to live, with high levels of engagement and participation in cultural activity. Residents should be empowered to make use of their creative talents for both enjoyment and employment, so that if they chose they can directly benefit from the growth in the creative economy in the area. The area should also be welcoming to creative and cultural business and support the growth of new enterprise.

Our vision is inclusive: creative individuals, organisations and businesses are encouraged to join in growing the local cultural ecology and to ensure accessibility for all.

To achieve our vision, we intend to use S106 agreements to deliver the following three objectives.

3.1 Objective 1 – Public Arts and Creative Engagement

Culture adds value to the places where we live. The Mayor of London’s guide *An A-Z Guide to Culture and Planning* asserts that *people value living in areas of the capital that offer good architecture, design and character.*^{xviii} The guide also illustrates how early activation of cultural programmes which engage people of all ages, help build community cohesion and set the mood for regeneration. The NPPF states Public art and sculpture can play an important role in making interesting and exciting places that people enjoy using.

The cultural vision for the Focal Point area will secure:

- Innovative and original approaches to temporary or permanent public arts which engage local communities, reach new audiences and promote participation in the arts.

This supports the corporate policy aim to create Cleaner, safer, better neighbourhoods and Encouraging people to live healthy, fulfilled and independent lives, by promoting:

- Enhanced quality of the built environment and public space which increase the attractiveness of the area
- High levels of cultural engagement which foster community cohesion and engender a greater sense of community safety

High levels of active participation in cultural activity and the establishment of a community driven cultural offer which will support the delivery of health and wellbeing goals and increase the vibrancy of the area.

CASE STUDY



Photo credit: Lucy Cash

As part of Berkley Homes’ Cultural Strategy for the Vista development scheme in Battersea, contemporary artist Lucy Cash and composer Fraya Thomson were commissioned to work with local community, including primary school pupils, to create a film and musical soundtrack about the local area. *Nine Songs for Nine Elms* was a collection of songs and documentary footage which was screened to local audiences in an exhibition and made available online.

3.2 Objective 2 - Pathways to Creative and Cultural Employment

The London Plan notes that London’s cultural and creative sectors are central to the city’s economic and social success^{xix}. Employment in the creative sector in Wandsworth has grown by 27% since 2010. Arts, culture and creativity also have a significant power to engage hard to reach learners and open pathways to employment.

The cultural vision for the Focal Point area will therefore encourage projects which promote and action:

- Creative learning
- Development of transferable skills which will be of value in the labour market and support well being
- Opening pathways to cultural and creative employment

This supports corporate plan objectives relating to Helping people get on in life and Encouraging people to live healthy, fulfilled and independent lives.

- Engagement in creative learning can open new opportunities for young people
- Music, dance, film, visual and performing arts all have the capacity to engage hard to reach young learners who may be at risk of exclusion from the labour market and facilitate the acquisition of skills which will open pathways to employment
- Work focused learning initiatives play a key role in attracting new talent from diverse backgrounds into the cultural and creative sector

CASE STUDY



Photo credit: Chloe Farr

Creative projects with young people raise their awareness of arts, culture and creative careers and develop new skills. The Battersea Mobile Pavilion was co-designed by architects and structural engineers together with local school students. The students developed new creative design skills whilst developing the temporary pavilion as a public art project. The pavilion design was site specific and hosted public events during the local Arts Festival, some of which were managed by the young people. The project was part of St William’s Cultural Strategy for One Nine Elms. in partnership with Pump House Gallery and Cultivate Routes.

3.3. Objective 3 –Affordable Creative Workspace and Support

The A-Z of Cultural Planning notes that *culture and creativity are key to London's success, as a place to live, work, study and visit. However, as the city continues to grow and prosper, there is increasing concern that these qualities are under threat, with artists and other creative talent finding it more difficult to find affordable places to live and work. It is therefore imperative to ensure affordable workspaces are available so that the ecology of artists, creatives and innovators which has helped drive the cities success remains intact and continues to flourish.*

The Wandsworth Local Plan Employment and Industry Document notes businesses in the cultural sector can struggle to find affordable accommodation in the borough^{xx}. The document goes on to draw attention to the Focal Point SPD spatial vision for the area, and the aim to provide cultural facilities and creative workspace.

The cultural vision for the area therefore wishes to address issues arising from the markets failure to ensure the continued availability of appropriate affordable workspace for elements of the creative and cultural sector, these include:

- The provision of appropriate affordable space for artists and makers at risk of being priced out of the area
- The provision of appropriate affordable workspace for creative and cultural organisations at risk of being priced out of the area
- Affordable space for organisations promoting innovative creative practice or which contribute to place making, visitor and retail experience and the overall vibrancy of the area.
- The provision of sector specific support for cultural and creative business

This will support the corporate plan objectives relating to Helping people get on in life and Encouraging people to live healthy, fulfilled and independent lives.

- Affordable workspace will help retain and attract new talent to the area and support the incubation and growth of new creative businesses
- Affordable workspace will provide accommodation for cultural leaders and creative practitioners who build community networks and promote cohesion
- Affordable workspace will help drive innovation, enterprise and prosperity

We note that the inherent nature of creative initiatives and projects is to be spontaneous and respond to sites, context and community. Creative and arts commissions ask an artist or arts organisation to respond to a context. For this reason, it is not possible to be specific in planning and prescribing outcomes in advance but to take each situation on a case by case basis.

CASE STUDY

Affordable artist studios formed part of a section 106 agreement, along with new premises for Theatre Peckham in Southwark. These result from a partnership between SPACE and Alumno Developments who worked together with Southwark Council to develop this innovative mixed-use project with a range of community benefits.

CASE STUDY

Youth music organisation is allocated a 10,000sqft peppercorn space and fit out contribution in a new mixed-use development in Nine Elms through a S106 agreement. This will provide a cultural community resource, performance venue, skill development and a cultural hub for the area.

Photo Credit: Grid Architects



4. Planning Policy Context

In this section, we summarise the implications of national, London-wide, local and LRYRRFP SPD policy on the delivery of provision for arts, culture and creative enterprise in the Focal Point Area.

4.1 The National Planning Policy Framework (NPPF) 2018^{xxi}

The NPPF draws attention to three dimensions to sustainable development; economic, social, and environmental. Culture and the arts play an important role in supporting each dimension.

Economic – The planning process contributes to building a strong, responsive and competitive economy. The *Building Our Industrial Strategy* green paper^{xxii} notes that creative industries are one of the fastest growing sectors in the UK Local Economy. Culture and the arts are recognised as major drivers of the visitor economy.

Social – The NPPF draws attention to the requirement for the planning process to “support strong healthy and vibrant communities...by creating a high quality built environment, with accessible local services that reflect the community’s needs and support its health, social and cultural well-being.”

Environmental – The NPPF suggests the planning process should contribute to protecting and enhancing our natural, built and historic environment. Culture and the arts can help animate open space, enhance the design of the built environment and support stewardship of the historic environment

4.2 The London Plan^{xxiii}

Policy 4.6 in the London Plan places a requirement on planning authorities to support the enhancement of Arts, Culture, Sport and Entertainment.

“The Mayor will and boroughs and other stakeholders should, support the continued success of London’s diverse range of arts, cultural, professional sporting and entertainment enterprises and the cultural, social and economic benefits that they offer to its residents, workers and visitors.”

The policy places requirements on boroughs preparing local development frameworks to

- Enhance and protect creative work and performance spaces and related facilities in areas of defined need.
- Support the temporary use of vacant buildings for performance and creative work.
- Designate and develop cultural quarters to accommodate new arts, cultural and leisure activities, enabling them to contribute more effectively to regeneration.
- Provide arts and cultural provision in major mixed-use developments
- Seek to enhance the economic contribution and community role of arts, and cultural provision.

4.3 Planning Policy in Wandsworth

Local planning policy in Wandsworth recognises the contribution culture and creative activity make towards the three dimensions of sustainable development.

Economic – Wandsworth’s Core Strategy 2016^{xxiv} recognises creative industries to be one of the fastest growing industries in the local economy (p47 4.52). It identifies a need for employment space which reflects the requirement of the creative sector (p47 4.54). It also draws attention to the risks posed by the loss of employment space due to residential development and the desirability of securing a continuous supply of appropriate space.

The Wandsworth Local Plan Employment and Industry Document 2017^{xxv} draws attention to the pressure impacting on the affordability of workspaces catering for small businesses and the creative sector (p5 1-10). The plan also seeks to encourage provision of managed and affordable workspace. (policy EI4). The Employment and Industry Document identifies opportunities to provide creative workspace in the LRYRRFP area (policy EI4, point 3 P38) and promotes the clustering of specialist sectors, such as the cultural and creative industries.

Social – Wandsworth’s Core Strategy 2016 highlights the significance of community provision as a component of regeneration in the LRYRRFP area and notes (p123 4.201).

Community facilities provide for the health and wellbeing, social, educational, spiritual, recreational, leisure and cultural needs of the community

Environmental – The core strategy draws attention to the councils’ commitment to promoting good quality design stating (p106, 4.164).

Good urban design, architecture, landscape design and public art are key elements to achieving sustainable development.

Policy IS3 Good quality design and townscape further reinforces this commitment (p108):

a. The Council will protect and reinforce the existing varied character and heritage of the borough.

b. The layout, form and design of new buildings and the spaces around them should contribute positively to the local environment, creating places, streets and spaces which meet the needs of people, are visually attractive, safe, accessible to all, sustainable, functional, adaptable, durable, inclusive, and while having their own distinctive identity maintain and reinforce local character. Designs and layouts which make efficient and effective use of land, including innovative approaches that help deliver high quality outcomes will be promoted.

4.4 Wandsworth Local Plan – Employment and Industry Document

Wandsworth **Local Plan – Employment and Industry Document** (Proposed Submission Version March 2017)^{xxvi} refers to the valuable contribution the creative economy and the cultural sector make to place making.

Policy EI4 states:

“Developments that provide workspace for specialist sectors will be supported. In particular, workspace that meets the specific needs of the creative, digital, and food and drink industries will be encouraged. Cultural workspace will be required on sites within Nine Elms, the Wandle delta area, the Lombard Road York Road Focal Point, and in the Industrial Business Park areas of the SIL. Cultural workspace will be encouraged elsewhere on town centre, local centre and focal point sites as appropriate. Opportunities for clustering of specialist sectors will be encouraged.”

The **Local Plan – Employment and Industry Document** also identifies the LRYRRFP area as a location in which it would be desirable to encourage the provision of affordable cultural and creative workspace. The document also notes that *there is likely to be strong interaction between this Policy and cultural strategy requirements. The review further notes that the affordability requirements of cultural operators are likely to be greater than that of other businesses.*

4.5 Wandsworth Planning Obligations SPD^{xxvii}

The Wandsworth Planning Obligations SPD sets out when the Council seeks planning obligations which ensures that Wandsworth accommodates and supports a thriving artistic and cultural community. These obligations may, where appropriate, be in the form of contributions.

These contributions will be used

- to secure the provision of affordable cultural and creative workspace
- to support the development of cultural and creative enterprise

- to assist creative projects which contribute to the vibrancy and distinctiveness of the area and to support the delivery of public arts and creative projects

4.6 Lombard Road York Road Riverside Focal Point Area SPD

Economic – Both the Local Plan Employment and Industry Document and the Focal Point SPD identify the potential for cultural and creative industry development in the Focal Point area. The SPD also identifies the need for affordable cultural and creative workspace to be provided in the area.

Social – The Focal Point SPD identifies that a benefit of Focal Point designation is that development will *encourage a greater sense of community with new shopping, leisure, cultural and recreational facilities focused within a series of vibrant and distinctive places with stronger linkages to the surrounding areas.*

Environmental – The Focal Point SPD explains that focal point designation is intended to secure *defined benefits in terms of regeneration, townscape and the public realm that would be achievable as a direct consequence of co-ordinating development across a number of sites.* The Focal Point SPD also specifies the intention that *development on the various sites in the area can be coordinated to create a riverside district providing a high quality public realm with a distinctive identity.*

5. Implementation

5.1 Pre-Application

At early pre-application stage, potential applicants are encouraged to contact Wandsworth Council's relevant Development Management Officer and Wandsworth's appointed arts provider, Enable Leisure and Culture, to discuss and be guided on how the proposed development can help support the delivery of the council's cultural vision for the Lombard Road York Road Focal Point Area.

The objectives of the vision (which are set out in detail in section 3 of this document) are: -

- 1 - To promote the vibrancy of the area through Public Arts and Creative Engagement
- 2 - Pathways to Employment in the creative sector
- 3 - Affordable Creative Workspace and Support - to promote a diverse ecology of cultural and creative enterprise in long term space

5.2 Planning Obligations SPD

In accordance with Wandsworth Council's Planning Obligations SPD, the council will require a Cultural Strategy outlining specific deliverable objectives which align with this guidance. If a Cultural Strategy cannot be agreed, the council will collect (across a maximum of five schemes for each objective in this SPD area) Section 106 contributions for projects which support the delivery of arts in the public realm and cultural infrastructure. (By infrastructure, in this cultural sector context, we

mean provision which supports and grows the borough’s cultural ecology, and which may not be physical in nature).

Contributions will be required on schemes which reach the following thresholds.

- Residential Developments - Developments of more than 100 dwellings will be expected to contribute £1000 per dwelling. £400 per dwelling will be for projects which relate to the provision of Public Arts and £600 per dwelling will be used to address issues relating to the provision of cultural infrastructure such as subsidised capital leases, subsidised rent and/or fit out.
- Non-residential developments – developments delivering more than 10,000 sqm of floorspace will be required to contribute £40,000 per 10,000 sqm of non-residential floorspace. (£20,000 will contribute to Public Arts public realm projects and £20,000 to cultural infrastructure, such as subsidised capital leases, subsidised rent and/or fit out.

The Planning Obligation SPD specifies that the council will collect S106 contributions to cover two types of cultural provision.

- **Arts in the Public Realm** – (also known as Public Arts) the Planning Obligations SPD draws attention to the way public arts will help make the area an attractive, welcoming, appealing and accessible place to live, work and visit.

Projects may be temporary or permanent in nature, reflect current public arts practice, will reflect a diversity of artistic practice and may include opportunities for community participation.

Key outcomes from projects funded through S106 contributions linked to public include the promotion of community cohesion, enhanced design and distinctiveness, and mitigating the impact of development on existing residents’ access to services. Permanent physical public art commissions will only be secured where the location and context are appropriate and may include bespoke creative seating, wayfinding or lighting and may engage local community.

- **Arts and Cultural Infrastructure** -The Planning Obligations SPD notes the council is committed to offering a range of creative industry training, creation and presentation space (studios, rehearsal, production, venue) to suit different budgets and needs.

Due to the pressure of development, *affordable* cultural and creative workspace and other support for the creative economy has become very scarce in the Battersea area. The Local Plan Employment and Industry Document and Focal Point SPD both identify a key need for this type of space in the Focal Point area. The council has therefore identified a shortfall in this type of cultural provision in the focal point area.

The key outcome the council intends to secure by collecting S106 contributions will be the provision of affordable cultural and creative space, workspace and associated support. Securing affordable creative workspace and support is a key priority for this area to support and grow the borough’s cultural ecology.

5.3 Provision of a Cultural Action Plan

S106 agreements require developers to work with and be guided by the council's appointed arts provider, Enable Leisure and Culture, to create and submit a Cultural Action Plan. The cost of preparing the Cultural Action Plan will be met by the developer. The Action Plan will detail how the Planning Obligation will be met and how it will support the Cultural Vision for the area. The plan will identify the projects that will be delivered, specify how they will contribute to the delivery of the cultural vision for the area (set out in section 3 of this guide) and articulate the timetable for delivery. The key contributions proposed should be agreed prior to submission of the planning application and will be included in the S106 Heads of Terms. Wandsworth's Cultural Planning Manager and Arts Team provide advice and guidance to support developers in providing plans which meet the aims of this guidance and the objectives of Wandsworth Council.

5.4 Commuted Sum

If a Cultural Action Plan is not agreed or with agreement of the council, developers may be requested to pay a commuted sum to contribute to the costs of the delivery of the council's arts and culture objectives. The commuted sum will be calculated on the basis set out in the Planning Obligations SPD (and repeated in section 5.2 of this guide). On occasions, it may be necessary for the council to pool Section 106 contributions to achieve its Cultural Vision for the area. Contributions, from up to five schemes maximum for each objective in this SPD area, may therefore be pooled by Wandsworth Council. These objectives may include securing the provision of subsidised creative space or the delivery of a public arts and creative engagement programme. (See Case Studies).

6. Definitions

This section provides some definitions of the terms used within this guidance.

Cultural and Creative – In the context of this guidance note, 'cultural and creative' is used to cover the broad range of activity and ecology detailed below under the headings 'culture', 'arts', 'cultural ecology', 'cultural industries', 'creative industries, the creative economy, creative enterprise'.

Culture – The Wandsworth Cultural Strategy defines culture as including Arts, Sport, Parks, Recreation, Play, Libraries and Heritage. For the purposes of the Planning Obligation for Arts and Culture, this does not include Sport, Parks, Play, Libraries and Heritage.

Arts, Public Arts - In the Wandsworth context, the arts embrace a wide range of practices including the performing and visual arts, including music, craft, fashion and the creative industries, together with film and media arts. These range from small scale to large, commercial to charitable, amateur to professional. Often these will tangibly engage with a public audience or public participants and with artists or other creative professionals.

The IXIA definition of Public Art is as follows:

The spectrum of artistic practice represented by the term 'public art' encompasses art commissioned as a response to the notion of place, art commissioned as part of the designed environment and process-based artistic practice that does not rely on the production of an art object. When searching for a definition, it is helpful to regard public art as the process of artists responding to the public realm.

An assessment of the public art sector suggests that the roles that artists have include working:

- *as members of design teams contributing to regeneration projects through research, reflection and resulting propositions which address the context and functions of a specific site;*
- *to engage creatively with communities in order to explore and articulate issues of local significance;*
- *as commentators, researchers and provocateurs producing either permanent or temporary public art.*

Cultural Ecology – The range of individuals and organisations, both professional and amateur, engaged in the process of producing, promoting, distributing, and facilitating the appreciation, enjoyment and consumption of arts and cultural activity and product.

Cultural Economy - cultural and arts activity have a substantial economic dimension as part of the wider creative economy which is one of the vital components of London’s role as a World City. This economic activity is produced and delivered by a range of sole traders, micro-enterprises and SMEs-

Creative Industries, the Creative Economy, Creative Enterprise

Department for Culture Media and Sport defines the creative industries as “those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”.

Subsectors covered by the DCMS definition include: advertising and marketing; architecture; crafts; design: product, graphic and fashion design; film, television, video, radio and photography; IT, software and computer services; publishing; museums, galleries and libraries; music, performing and visual arts.

Creative industries are worth more than £87.4bn in GVA to the UK and the creative economy employs one in every 11 working people.^{1xxviii} In 2014 the UK creative industries employed 1.8m people while 2.7m people were employed in the creative economy (including creative specialists working in non-creative businesses as well as those working for creative businesses). Government has acknowledged the importance of creative industries and the creative economy and is committed to an ‘early sector deal’ in its new UK Industrial Strategy, which is supported by the Creative Industries Federation.^{2xxix}

7. End Notes and References

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ⁱⁱ<https://www.london.gov.uk/what-we-do/planning/london-plan/current-london-plan>

ⁱⁱⁱhttp://www.wandsworth.gov.uk/download/downloads/id/10474/planning_obligations_spd_adopted_march_2015.pdf

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