

13 CULTURAL STRATEGY
 13.1 Approach & Methodology
 13.1.1 Stakeholders

Embedding arts and culture at the heart of the Alton Estate Regeneration creative vision ensures the public art programme connects the site with the wider area through a celebration of heritage and the future shaping of the area. To establish the place-making aspirations through thematic strands of local heritage and living memories, ecology and sustainability will inform the arts commission's and be developed in synergy with Redrow and Wandsworth Borough Council's design visions.

The arts strategy generates a multi-faceted response bringing together the threads of planning, design and management to underpin the place-making of the Alton Estate through extensive community engagement activities with local residents and businesses. The programme identifies art projects to be realised throughout the phased development of site, the brokering of working partnerships with organisations and businesses and details methods and methodology for delivery.

The ambition for the Alton Estate public art programme is that the commissions contribute to and become a heart of the Estate, engaging with as many residents as possible in innovative ways. The use of spaces, available during the construction programme will offer local business and creatives, both established and emerging, access to much need space and seeks to support a thriving economic and cultural offering.



Play, performance and art in the square



Integrated artwork into building facades and interiors



Fig 01 Pedestrian crossings designed with residents and artists together



Fig 02 Gobo lighting - projections on the ground

STAKEHOLDERS

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

RESIDENTS

- Directly affected residents
- Wider estate and area residents
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FAITH GROUPS

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

COMMERCIAL

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

SERVICE PROVIDERS

- Roehampton Library
- Roehampton Sport & Fitness Centres

POLITICIANS

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

AREA SPECIFIC GROUPS

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

EDUCATION

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

STATUTORY STAKEHOLDERS

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

HEALTH

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

EMPLOYMENT

- Wandsworth WorkMatch
- CITB
- Local Employers

YOUTH - ACTIVITY

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

OLDER PERSONS

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



Fig 01 Pedestrian Crossing, Camille Walala, dezeen.com/2016/09/23/camille-walala-multicoloured-pedestrian-crossing-london-design-festival-2016/
 Fig 02 Gobo Lighting, Source Unknown

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13.1.2 Location Map

The map opposite show the location of the stakeholders involved with the cultural strategy:

1. 60+ club Holybourne Avenue, Roehampton, SW15 4JD.
2. Café Joy
3. REGENERATE Rise The Platt Christian Centre, 22 Felsham Road, London SW15 1DA
4. BASE 33-35 Danebury Ave, London SW15 4DQ
5. Sacred Heart Catholic Primary School - Roehampton Ln, Roehampton, London SW15 5NX
6. The Alton Primary School - Danebury Ave, London SW15 4PD
7. Ark Putney Academy - Pullman Gardens, London SW15 3DG
8. Go Active - Downshire Fields 2017 and 2018
9. Mosaic Jewish Primary School- 170 Roehampton Ln, Roehampton, London SW15 4EU
10. OAP Line Dancing Club - Roehampton Methodist Church, Minstead Gardens, Roehampton, London. SW15 4EB
11. Heathmere Primary School - London SW15 4LJ
12. Roehampton R.O.C.K.S - Alton Activity Centre, Ellisfield Drive, London SW15 4DR
13. University of Roehampton - Roehampton Ln, London SW15 5PU
14. Roehampton Youth Group - 36, Holybourne Avenue, Roehampton, Wandsworth
15. Holy Trinity Parish Church, Roehampton - 7 Ponsonby Rd, London SW15 4LA
16. Dover Choir (March 2019)
17. Kairos Centre (March 2019) - Mount Angelus Rd, Roehampton SW15 4JA
18. Men's Shed Roehampton Methodist Church, Minstead Gardens, Roehampton, London. SW15 4EB (See Location No 10 on map)
19. Putney and Roehampton Boxing Club (soon) -Pullman Gardens England SW15 3DG

Not Shown on Diagram:

20. Battersea Arts Centre - Lavender Hill, London SW11 5TN
21. Enable - Carriage Dr N, London SW11 4PA
22. Roehampton Outdoor Art Movement(ROAM) - Rothbury Hall, Azof Street, Greenwich SE10 OEF



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13.1.3 Past Cultural Engagement

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

Looking ahead, a comprehensive programme of events and activities is planned, to harness community spirit and build upon the community involvement work undertaken to date. The below time line aims to provide a brief overview of some of the cultural and arts engagement activities that have taken place over the course of the last seven years. A huge amount of activity has been undertaken and much cultural activity has undoubtedly taken place which is not directly connected to the proposed regeneration. The below summary does not aim to be exhaustive, but merely illustrative of the wealth and variety of engagement that has taken place to date.

More details about the engagement and art programmes can be found in the Statement of Community Involvement and the Cultural Strategy within this application.

A range of stakeholders have contributed to initiatives to date and will continue to form a key part in the delivery of the future initiatives:

- Wandsworth Council Heritage team
- Community Engagement team
- 60+ café
- Pump House Gallery
- The Roehampton Men's Shed
- The Base
- Hive Café
- Roehampton Youth Group
- Roehampton University
- Holy Trinity Church, Roehampton
- Local Arts and Cultural initiatives
- Local businesses
- Local arts and cultural representatives
- Roehampton Radio
- Spare Tyre
- 50+ LGBTQ+ club
- Coda Dance
- Sacred Heart School
- Alton Primary School
- Mosaic Primary School
- Heathmere Primary School
- Ark Putney Academy
- Emergency Exit Arts
- Roehampton Outdoor Art Movement
- Roehampton ROCKS



Fig 01



Fig 02



Fig 03



Fig 04



Fig 05



Fig 06



Fig 07



Fig 08



Fig 09

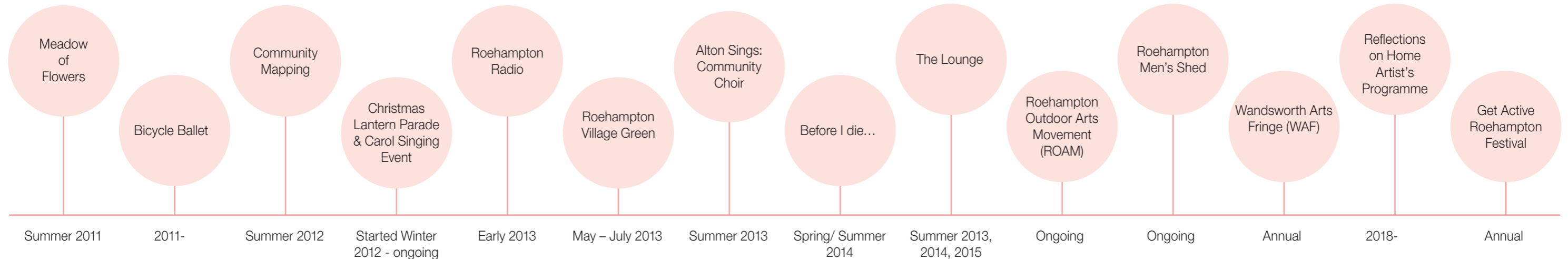


Fig 01 Wandsworth Arts Fringe, wandsworthfringe.com/the-scrapbook/waf-vip-launch
 Fig 02 Roehampton Lantern Festival, Wandsworth Borough Council
 Fig 03 Meadow of Flowers, David Vassie

Fig 04 Before I Die Project, beforeidieproject.com/walls
 Fig 05 Roehampton Festival, sparetyre.org/about-us/news/feeling-good-at-the-roehampton-festival-roehampton-radio-episode-16
 Fig 06 Source Unknown

Fig 07 Source Unknown
 Fig 08 ROAM Dino Day, Kathryn Corlett, kathryncorlett.co.uk/ROAM-Dino-Day-Selfie-Banner
 Fig 09 Bicycle Ballet, Wandsworth Arts Festival, Ray Gibson

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 13.1.4 Future Culture Proposals

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

The possibilities span artist-led actions and participation events to temporary light and sculpture commissions, urban food projects and artist-led walks. It is proven that public engagement in the early stages contributes to a long-term investment in the area. Whilst Regeneration tends to imply changes which are imposed 'on' those rather than 'by' or 'inclusive of' those living and working in an area, Artscape are working with Enable, Redrow and the Council's Regeneration Team to advance an aspirational cultural approach with socio-economic value.



Fig 01



Fig 02



Fig 03



Fig 04



Fig 015



Fig 06

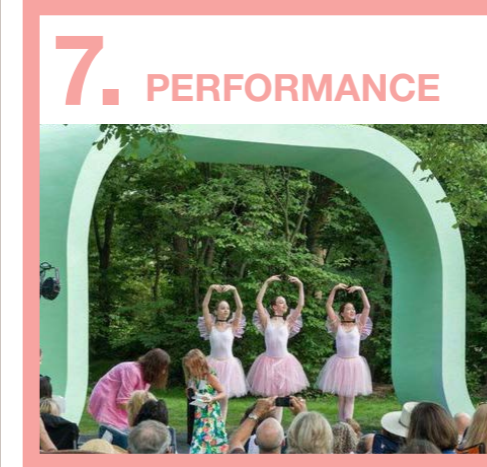


Fig 07



Fig 08



Fig 09



Fig 10



Fig 11



Fig 12



Fig 13



Fig 14



Fig 15



Fig 16

Fig 01 Under the Same Sun, OK-RM,ok-rm.co.uk/project/under-the-same-sun
 Fig 02 Roehampton Festival, Mikey Lee
 Fig 03 Conversation Domes, Jessica Frelinghuysen, paperhelmets.com/
 Fig 04 Croydon Ground Art, Adam Halliday
 Fig 05 Light Tunnel, AEPioneer, designboom.com/art/aepioneer-light-tunnel-tehran-11-08-2016/
 Fig 06 Roehampton Festival, Micky Lee

Fig 07 Rounds, SPORTS Collective, sportscollaborative.com/#/rounds/
 Fig 08 Klimglijklauterhangzitvoetbaltoeneelbuis, Kaptein Roodnat
 Fig 09 Time line, Pepsico Brasil, pepsico.com.br/quem-somos/nossa-historia
 Fig 10 Ten Yards of Futopia, Michael Bernstein, michael-berstein.com
 Fig 11 Graffiti Workshop, Stokes Croft China, https://www.prschop.co.uk/products/graffiti-workshop

Fig 12 Group of Children, Redrow PLC, redrowplc.co.uk/valuing-people/valuing-people-overview/
 Fig 13 Waterloo Food Festival, We Are Waterloo, wearewaterloo.co.uk/
 Fig 14 Vercorin Street Painting, Lang/Bauman, http://langbaumann.com/
 Fig 15 Electra Muzeon, UKOLOV / OSIPOVA ARCHITECTURE
 Fig 16 Alton Estate Aerial View, London Metropolitan Archives

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