

Outline Cultural & Placeshaping Strategy for the Woodberry Down Masterplan Phases 5-8

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Delivery Partners

Berkeley Group
 Hackney Council
 Nottinghill Genesis

Residents/Stakeholder Groups

WDCO
 MyPlace
 Manor House Development Trust

Design Team

| | |
|-------------------------------|-------------------|
| Lifschutz Davidson Sandilands | Architect |
| Fabrik | Landscape |
| Dallas Pierce Quintero | Cultural Strategy |
| Arup | Transport |
| Comm Comm UK | Communications |
| Rolfe Judd | Planning |
| QUOD | Social Impact |
| Smith Jenkins | Townscape |
| Temple | Environmental |
| Hodkinson | Energy Strategy |
| DPR | Daylight |

1 Vision

Our Culture & Placemaking Vision is to involve the community in the creation of site-wide opportunities for play and creativity, to connect to nature, strengthen local identity and cultivate a sense of belonging for all residents of Woodberry Down.

2 Introduction

This Outline Cultural and Placeshaping Strategy sets the vision, priorities, focus areas and opportunities to embed culture and placemaking within Phases 5-8 of Woodberry Down's redevelopment.

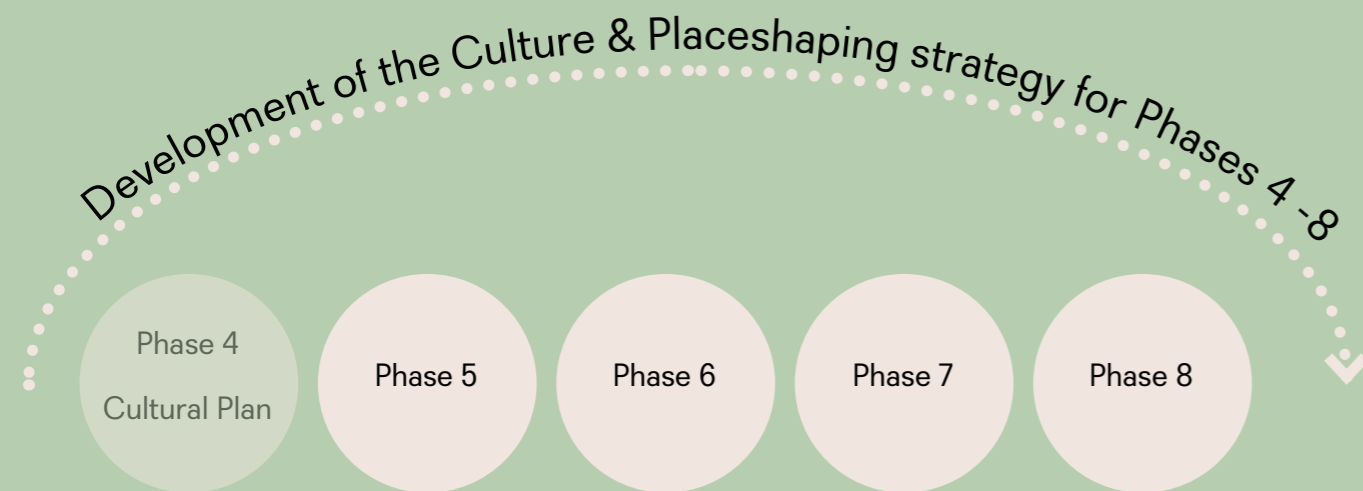
This outline strategy has evolved from prior development of detailed cultural and placeshaping proposals for Phase 4. These proposals have been included within the Design and Access Statement of the application for Full Planning Permission for the regeneration of Phase 4 of Woodberry Down¹.

¹ Hackney Planning application reference 2023/2371

At the time of writing this document, the timescales for construction of the remaining phases are as follows:

| | |
|---------|-----------|
| Phase 5 | 2027-2031 |
| Phase 6 | 2028-2033 |
| Phase 7 | 2030-2036 |
| Phase 8 | 2034-2041 |

The target date for completion of the full estate regeneration is 2041.



2.1 2024 Woodberry Down Masterplan



2.2 What do we mean by Culture?

For this strategy, we take a broad definition of arts and culture to mean the many and varied components of creative and cultural activity across the arts.

This strategy embraces the varied beneficial impacts of arts and culture from placeshaping and leisure, to economic development, employment, lifelong learning and health, and for the sheer pleasure and social benefit of being part, through all stages of life.

DEFINITION: Culture

‘Culture’ means many things to many people and is regularly used to refer to food, religion and other forms of heritage. This strategy takes the Arts Council definition of culture as meaning “all those areas of activity associated with: collections, combined arts, dance, libraries, literature, museums, music, theatre and the visual arts”. The Arts Council also acknowledge that new technologies and other societal changes alter the way that many artists and creative professionals work and the ways in which culture is made and shared, as the traditional boundaries between and around cultural activities are disappearing.

Source: Arts Council England

We have referred to the Arts Council’s strategy ‘Let’s Create’ (2020) to assist with the definitions set out here. This indicates the breadth of activity which sits beneath the umbrella terms of arts, culture, creativity.

We recognise that cultural lives and cultural places are created through a wide range of experiences and activity that extends beyond those set out in these definitions, encompassing also sport, leisure, the natural and built environment, gardens and food, travel, books and more.

2.3 What do we mean by Placeshaping?

We use the term placeshaping to describe a people-centred approach to the planning, design and management of public spaces. For established communities such as Woodberry Down, we prefer to use the term ‘placeshaping’ over ‘placemaking’, which suggests the creation of a new place, rather than the reshaping of an established community.

As Woodberry Down enters its 6th decade and continues to evolve, placeshaping can help guide its transformation to retain, strengthen and celebrate its unique identity.

The process of placeshaping involves looking at, listening to and asking questions of the people who live, work and play in a particular

space, to discover needs and aspirations. This information is then used to uncover place based themes and develop a common vision for how the place will respond to their future needs and aspirations.

DEFINITION: Placeshaping

What is placeshaping?
Placeshaping is about designing the conditions for ‘good growth’. It is the inconspicuous but indispensable background work of coordinating investment, shaping development, galvanising communities, and strengthening the character of a place.

Mayor of London 2022
Placeshaping Capacity Survey - Good Growth by Design



2.4 Strategic Brief, Scope and Timeline

The strategic brief of this work is to shape the direction of cultural activity over the remaining phases of redevelopment, including opportunities for place shaping, to benefit the Woodberry Down community; both new and existing residents, in addition to the wider demographic who may visit and pass through Woodberry Down on a regular basis.

The strategy will seek to enrich the identity of Woodberry Down and the experience of living here. Through culture, heritage and community focused proposals, the additions to the development look to build further on the uniqueness of the local area.

Work on the Cultural and Placemaking Strategy began in Summer 2021. The scope was divided into three workstreams; Strategic development, Engagement and Public Art Commissioning Principles.

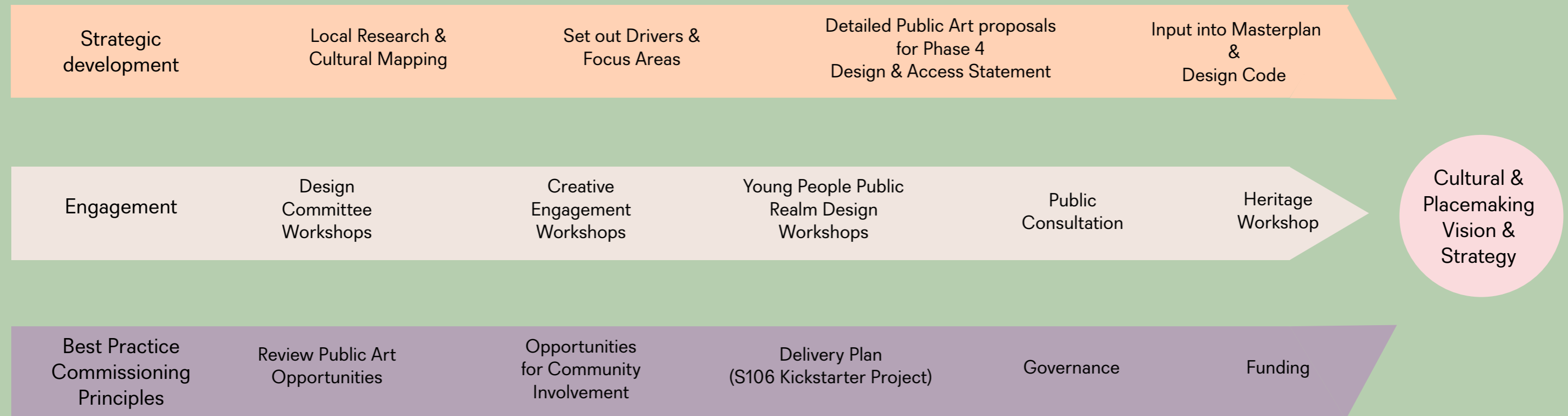
Initial strategy development focused on local research and cultural mapping to understand existing the existing cultural landscape and existing providers, establish areas of strength and weakness and explore new areas of opportunity.

Consultation and creative engagement was important to establish community priorities and feed into the overarching cultural drivers and focus areas for Woodberry Down.

The prior detailed planning application for Phase 4 enabled these cultural drivers to be further developed to create a detailed Cultural Plan for Phase 4, which included the provision of new Public Art.

The process for commissioning public art, including the establishment of a cultural steering group, opportunities for community involvement, funding and governance has been developed in collaboration with the Regeneration team at Hackney Council.

Three workstreams have fed into



2.4 Relevant guidance

National Policy & Strategy

During the development of this plan, a wide range of local, London and national policy and strategy work has been assessed. Nationally, the Planning Policy Framework includes the need to provide for the cultural well-being of communities. Alongside this, Arts Council England's Let's Create strategy seeks to enable everyone's creativity to be 'valued and given the chance to flourish'[2].

London

The London Mayor's Cultural Strategy prioritises providing Londoners 'with access to culture on their doorsteps.'[3]

Hackney

Hackney's Arts and Culture Strategy describes the borough as the 'creative heart of London'. The vision for culture is to make Hackney 'a place for everyone' and to 'make regeneration work for culture'[4].

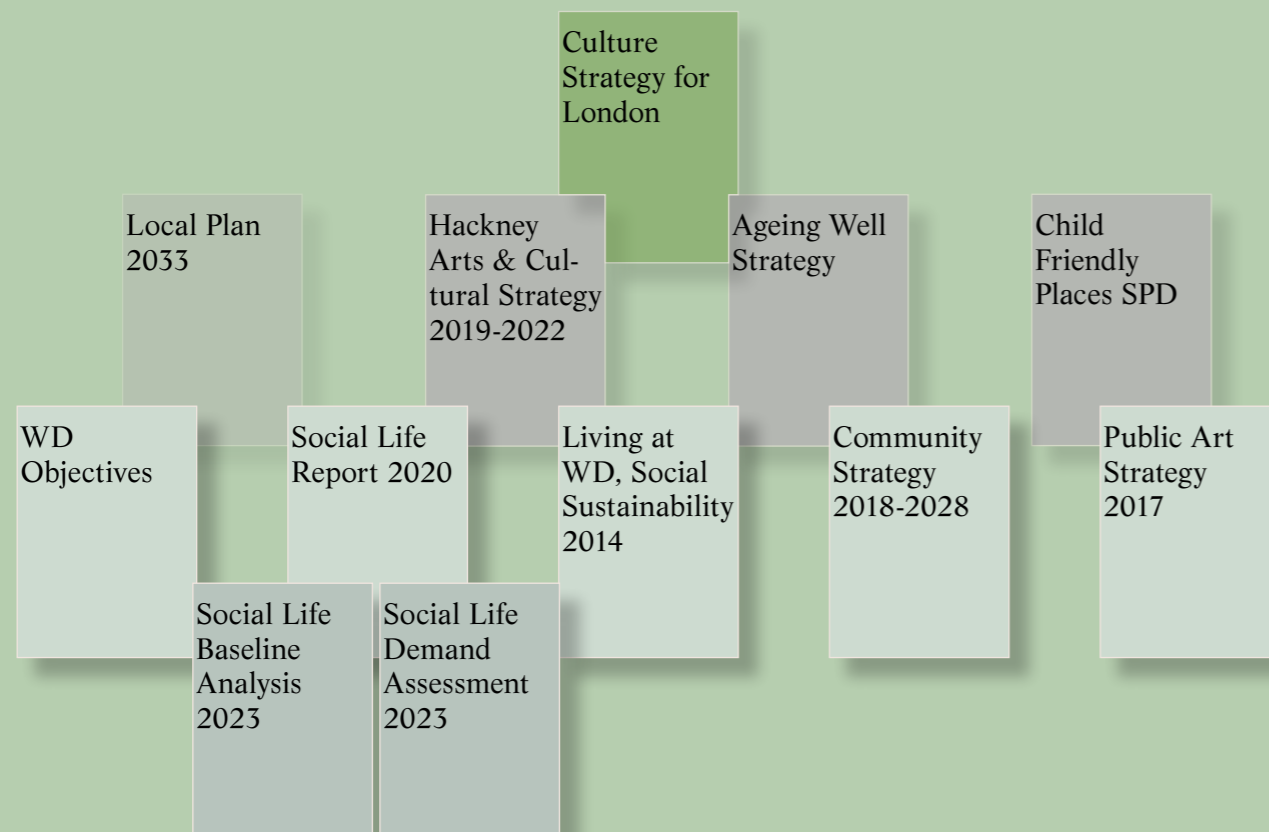
Culture is part of the council's Inclusive Growth approach that seeks to support cohesive communities, education, employment, health, and the local economy. The Arts and Culture Strategy, together

with Hackney Council's Ageing Well and Child Friendly Place Strategies, collectively encourage the creation of public spaces that work for everyone. Social interaction is encouraged to help mitigate increasing issues around loneliness, as well as more involvement in the planning process. The council's Community Strategy 2018-2028 emphasises the importance of connecting with neighbours and feeling safe to well-being, and how community events and opportunities to gather are important, as well as the continued need to rebuild communities following the Covid pandemic. The strategy recognises the role that community groups play in building trust and wellbeing, and proposes their engagement and involvement within the decision-making process.

Woodberry Down

A number of Woodberry Down specific documents influence the culture plan. It builds on the Social Life Report (2020) that referenced a loss of 'sense of place' and insufficient connection to local history in earlier development phases, with a perception of a 'widening community gap'. The report went on to say that people locally want 'more intriguing things to do' & 'activities that bring people together'.[5]

Relevant Plans & Strategies



Culture Strategy for London



“Alongside the Mayor's other strategies and plans, this Culture Strategy outlines an ambitious programme to sustain a city that works hard, and plays hard, for everyone; a city that is built on the principle of culture for all Londoners. It is themed around four priorities:

- Love London – more people experiencing and creating culture on their doorstep.
- Culture and Good Growth – supporting, saving and sustaining cultural places and spaces.
- Creative Londoners – investing in a diverse creative workforce for the future.
- World City – a global creative powerhouse today and in the future. “

2.4 Relevant guidance - headline findings

Hackney Arts & Cultural Strategy

- Vision - culture can make Hackney 'a place for everyone'
- 'Make regeneration work for culture'
- 'Creative heart of London' - substantial creative industries & cultural destinations
- Culture is part of Inclusive Growth approach - supports cohesive communities, education, employment, health, economy
- Cultural & Creative Industries in Top 3 job sectors

Woodberry Down Objectives

"...an open, welcoming place where people choose to live, feel safe, are in touch with the natural environment, benefit from a range of community facilities and have a strong sense of pride."

- Policy Strategy & Guidance
- Place Shaping & Making
- Inclusion, Health & Wellbeing
- Service Charges & Affordability
- Sustainability
- Homes for All
- Housing
- Density
- Community Infrastructure
- Public Open Space
- Safety
- Engaging the Community
- Adaptable & Flexible

Ageing Well Strategy

- Older population fastest growing
- Hackney aims to be 'a great place to live and grow old in'
- Seeking greater intergenerational activity
- Public realm that works for older people - appropriate seating is important
- Inclusion in Planning
- Social isolation increasing - doorstep contact is important

Community Strategy 2018-2028

- Improve community engagement
- Include a wider community involvement & leadership
- Links with neighbours and feeling safe are areas to improve on
- Community events and gathering opportunities are important (£90k/yr)
- Social infrastructure essential

Child Friendly Places SPD

- 'Rights' based approach
- Child-friendly design outcomes
- Engaging young people in planning
- "If we can build a successful city for children, we will have a successful city for all people." (Enrique Penalosa, Former Mayor of Bogota)

Living at WD Social Sustainability 2014

High resident satisfaction
Lower scores for distinctiveness, character, neighbourliness
Priorities:
- Ability to Influence
- Feeling of Safety
- Links with Neighbours

Social Life Report 2020

- Loss of 'sense of place' & connection to local history
- Lack of youth engagement with development
- Young People feel less belonging
- Perception of 'widening community gap'
- Increase in loneliness & mental health issues
- Most vulnerable not accessing facilities
- People want 'more intriguing things to do' & 'activities that bring people together'

WD Public Art Strategy 2017

- Arts & Culture key to regeneration
- Strategy to guide S106
- Themes - Community Engagement & Physical Regeneration
- 4 drivers and 4 project sub areas
- Project Framework
- Steering Group to consider proposals & draw down S106
- Strategy not implemented to date
- Some arts projects have taken place

Social Life Demand Assessment 2023

Key Recommendations the the Masterplan is able to influence include:

- Play Space: More/replacement play space especially for younger /older kids and teens
- Safety: Improve perception through increased activity/uses - evening & night time
- Increase Support Capacity: Increase youth offer
- Low cost space rental: Seek opportunities throughout phasing to bring old/new community together
- Event Activity: Ensure new public spaces can support gatherings for events
- Quality Green Space: Lacking north of Seven Sisters Road
- Local Networking: Connecting local groups to work together
- Consolidate, develop and connect social infrastructure: To ensure perception of living at WD remains positive / more people are supported to live well/ better join up & balance of whats on offer

A Public Art Strategy was produced for Woodberry Down in 2017. This saw arts and culture as key to regeneration and was designed to guide public art commissions funded through Section 106 commitments.

Although some arts projects have taken place in the intervening years and no significant bespoke public art commissions have resulted, this strategy takes forward a number of the aspirations, such as seeking to ensure that the themes of community engagement and creative interventions into physical regeneration can be carried forward within future phases.

2.6 Building on recent Social Life findings

We have identified the following opportunities to build on key findings in the outline cultural strategy which are able to be influenced in the Masterplan (Phases 5-8):

- More intimate spaces for social connection
- Play/interactive spaces for older kids/teens
- Youth engagement with nature/wetlands
- Giving identity to specific walking routes as a way to build character and health & wellbeing
- Affordable space for existing community offers

Other observations in the report to draw on:

- Residents see green space as key social / wellbeing space
- Young people perceive a reduced sense of agency/ability to influence their area so codesign will help.

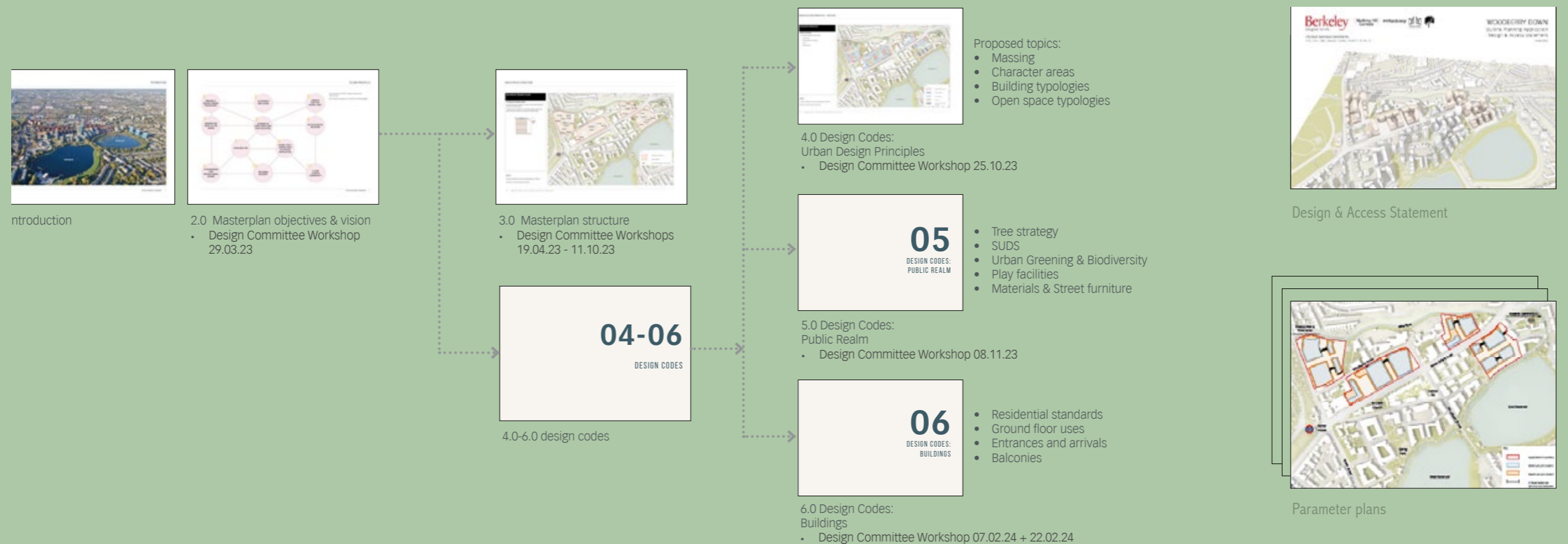
- Events such as Hidden River are valued by and draw the whole community
- Young people need and want social and study space
- Chance to rebalance offer on north side of estate
- Community notice boards are popular
- Currently little public art presence

2.7 Integration in to wider masterplan

Design Codes

The development of this strategy has progressed in parallel with the development of the masterplan working in close collaboration with the architectural and landscape design teams, together with WDCO and other community groups.

As such the output of this strategy has been woven into the Urban Design Principles and Design Codes related to Public Realm, and to a lesser extent, the design of Buildings.



3 Woodberry Down

Today Woodberry Down is one of the largest Estate Regeneration projects in the UK and Europe with a diverse multicultural community, uniquely bordered by the New River and within minutes of the city centre.

Its origins began when London County Council (LCC) under the leadership of Herbert Morrison drove the controversial compulsory purchase of the site that would ultimately be redeveloped as Woodberry Down Estate.

Woodberry Down was to be the first and only one of the LCC estates to fulfil the ambition of the County of London Plan, written in

1943 by the influential planner Patrick Abercrombie and the County Architect J.H. Forshaw.

Initially inspired by the German Zeilenbau approach of aligned tall blocks set in parallel, Woodberry Down was considered a showpiece – the ‘Estate of the Future’ providing 1,765 homes for about 6,350 people and supported by a range of community buildings including shops, a community centre and a range public facilities which have been recognised for their social, historic and architectural merits, including Grade II Listed Woodberry Down Primary School and Grade II Listed John Scott Health Centre (previously Woodberry Down Health Centre).

3.1 Woodberry Down's Heritage

This strategy draws on Woodberry Down's local heritage to influence the evolving identity of the area as new development phases are realised. Long-term local residents are proud and passionate about the area and many have lived at Woodberry Down for over fifty years. Newer residents enjoy the proximity to central London whilst living beside the Wetland's natural vistas.

A number of heritage projects have been undertaken in recent years, including the collection of oral histories and the publication of “Woodberry Down, The People's Story” which reflects residents' lives on the estate through first hand memories and personal

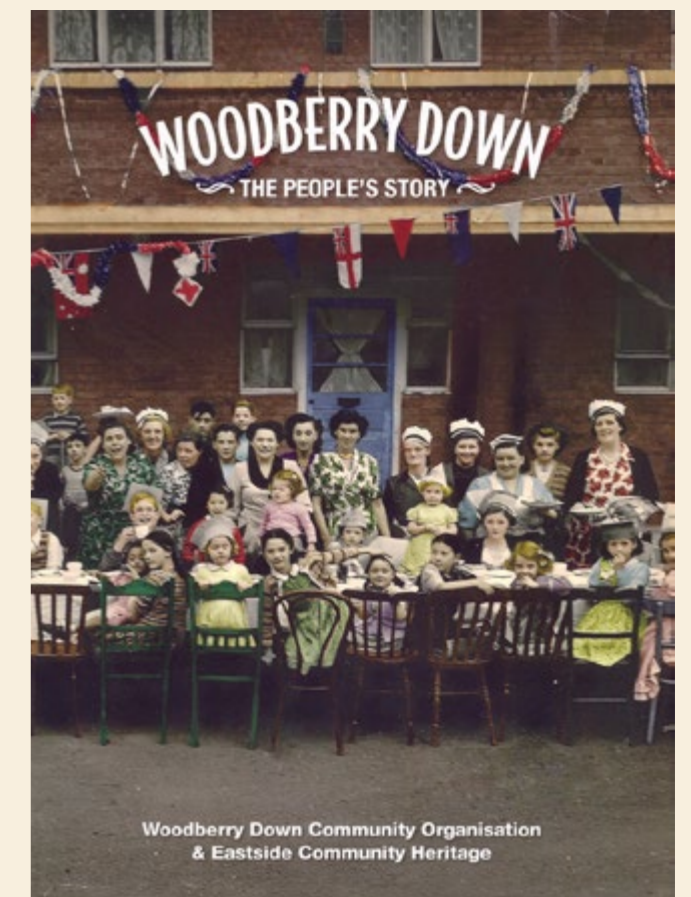
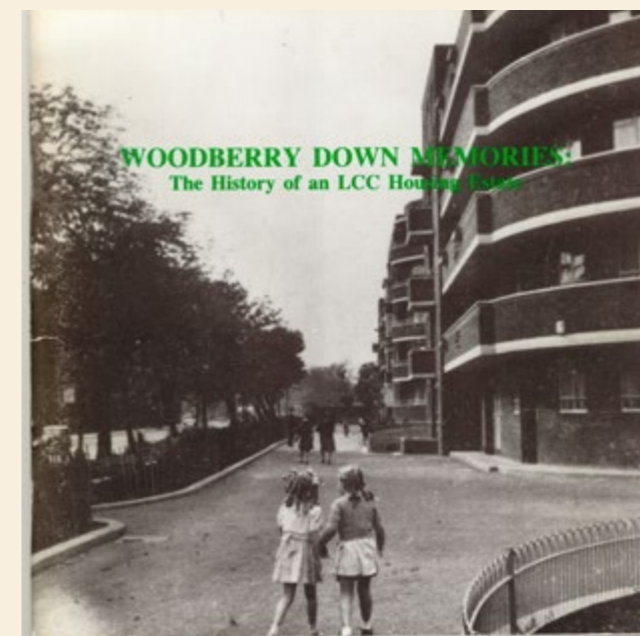
photos. The publication tells the story of radical masterplanning, building a community rather than just housing, and the pioneering use of innovative materials, including reinforced concrete, lifts and use of recycled air raid shelters.

The provision of a community centre, old people's home, health centre. Library and pub underlines the ambition of the estate being for its people; the embodiment of those early principles of a dense housing formed around mixed use facility and green-space.

The sense of community and activism is a strong narrative thread, conveying the sense of a vocal, engaged and passionate community, keen to represent their neighbourhood.



Woodberry Down prior to regeneration



3.2 Woodberry Down Timeline

Early 19th Century

The area had become known as Woodberry Down

It contained 3 houses, and farmland for dairy cattle, supplying milk and butter to London markets.

1814

The area underwent its first 'regeneration'

Bringing a new road and the areas first large houses.

Northumberland House was built in later years, and became home for the 'mentally ill'.

1860s

The area was still largely rural

Slow development had come in the form of pumping stations for the reservoirs.

1869

Finsbury Park was built



1613

The construction of an aqueduct called the New River was completed

1734

'Woodberry Down Meadow' first recorded on a map

It was notable for being adjacent to New River, a man made river made to bring water from Hertfordshire.

1832

The Manor House public house was built



1833

The East and West Reservoirs were dug

Designed to purify the water from New River



1904

There are 45 recorded residences

Local residents were described as Upper to Middle Class

This year saw the first arrival of settlers from outside the UK

3.2 Woodberry Down Timeline

Early 20th Century

St Olave's was the centre of the areas social life, housing the sports and drama societies

A deaf club had been founded

1920s

The area started becoming more built up

1934

LCC purchased Woodberry Down

1937

The re-development was approved by the government

Though the war saw a halt to these plans

1948

Princess Margaret opened the scheme

The first of the new tenants moved in the following year.

Two years later, Northumberland House was demolished, it was replaced by Rowley Gardens.

1962

The scheme's first phase was completed

Incorporating 57 blocks of flats on the 64 acres of land.

It was viewed as a 'utopian estate of the future'.

1981

Woodberry Down School closed

1986

The Greater London Council was dissolved

1932

Manor House underground station was built. Due to the new transport routes, London County Council Housing Dept reported the area was suitable for new housing.

There were 185 properties on the site and an estimated population of 1200, who were believed to largely be upper class. The residents and local council opposed the plans, leading to a public enquiry.



1946

Work started on the new mixed-development

The war exacerbated the need for low cost public housing, nearly 2000 residences were planned. This new post-war scheme was the first of its time. A third of the site was reserved for schools, a library, community centre and shops.

The development saw the arrival of people from a hugely diverse range of backgrounds

1951

Woodberry Down Primary School was opened

1952

John Scott Health Centre opened

3.2 Woodberry Down Timeline

1992

Save The Reservoirs Campaign

Thames Water put the reservoirs up for sale, with the view for them to be filled and built over. The community successfully campaigned to save the reservoirs, leading to them being transformed into wildlife reservoirs.

1996

The Library is demolished



2016

Woodberry Wetlands opened

A free to visit nature reserve spanning 11 Hectares. Spring Park was also opened in this year



2004

Beis Chinuch Lebanos Jewish Orthodox Girls School was relocated to its current site

2009

Woodberry Down Masterplan was granted planning

The scheme is set to deliver 5,500 new homes over 8 phases

2010

Skinner's Academy Opened



2041

Woodberry Down Regeneration will be completed



3.3 Natural Environment

The Stoke Newington East Reservoir reservoir was originally built in 1833 to supply drinking water to London. Inaccessible for many years, the lack of human activity created a haven for wildlife. In 1992 Thames Water put the reservoirs up for sale, with the view for them to be filled and built over. The community successfully launched the Save The Reservoirs Campaign to save the reservoirs, leading to them being transformed into wildlife reservoirs.

Now an established wildlife oasis in the heart of London, Woodberry Wetlands are the result of a proposal by the Wildlife Trust to enhance the reservoir for wildlife and open it publicly so people can access a high quality, natural space in a densely built-up environment and was opened by Sir David Attenborough in 2016.

The site is owned by Thames Water and managed by London Wildlife Trust including a volunteering team who help monitor wildlife and maintain reedbeds, grassland and hedgerows through regular conservation volunteering workdays.

Nature

The wetlands are home to the UK's largest species of bat, the noctule, and many types of birds, including five species of warbler, as well as siskins, fieldfares, swallows, house martins and the occasional arctic tern. In the summer months butterflies and moths including skip-pers, holly blues, purple hairstreaks and common blues frequent the wildflower meadow.

Activities

A walking route around the east reservoir traverses a number of different habitats and begins at the Grade II listed Coal House Café and crosses the New River where it feeds the reservoir.

On the west reservoir, visitors can partake in water-based activities such as sailing, windsurfing and cold water swimming.



3.4 Culture & Community

Culture in Hackney

Hackney has a wide ranging and vibrant cultural offer across the borough. However, most provision is clustered away from the north side of borough and centred in town centres to the south or in Haringey to the north.

The nearest creative hub is the Haringey Warehouse District, however the New River acts as a barrier and otherwise, there are very few immediately local arts organisations providing creative community activity and no known

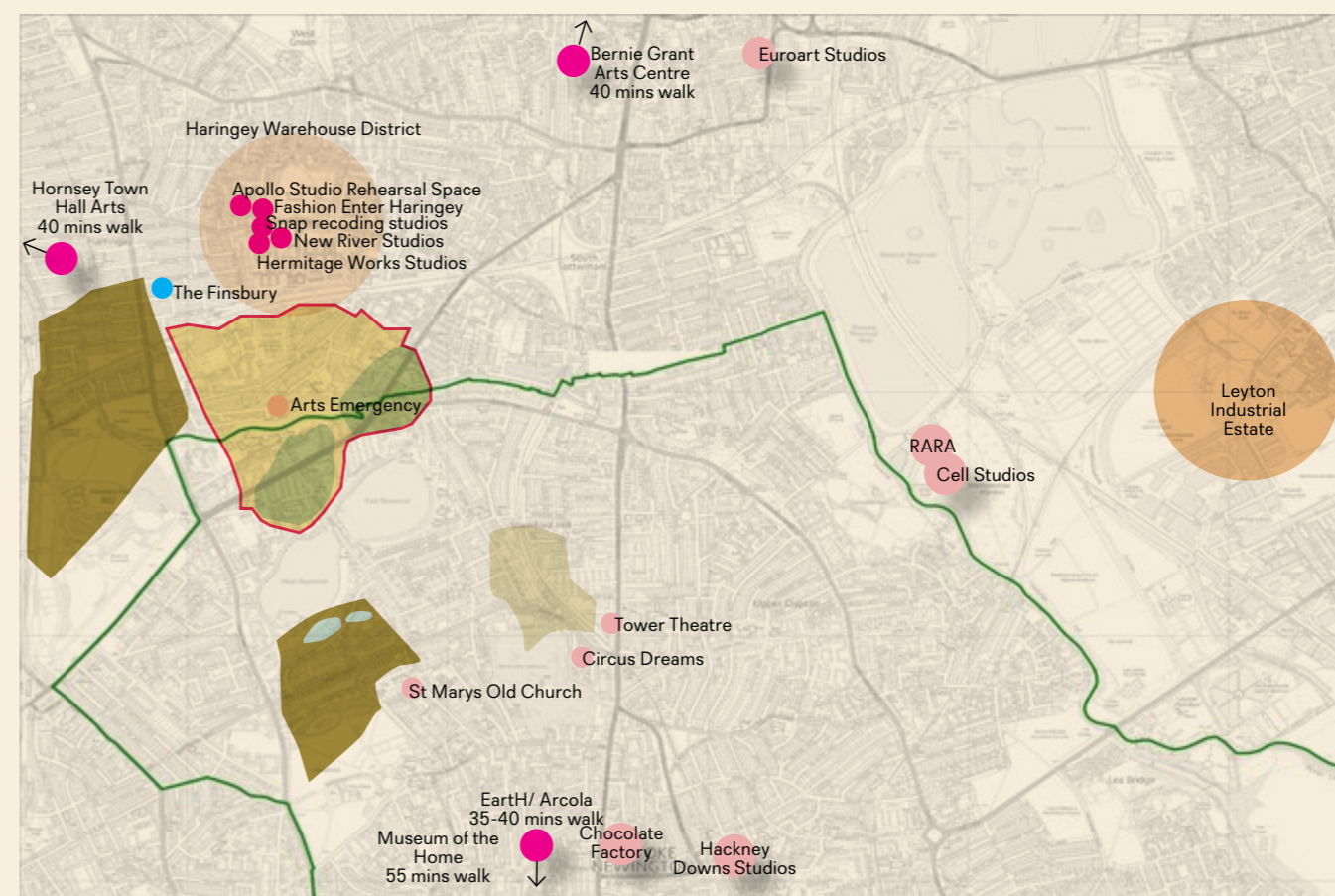
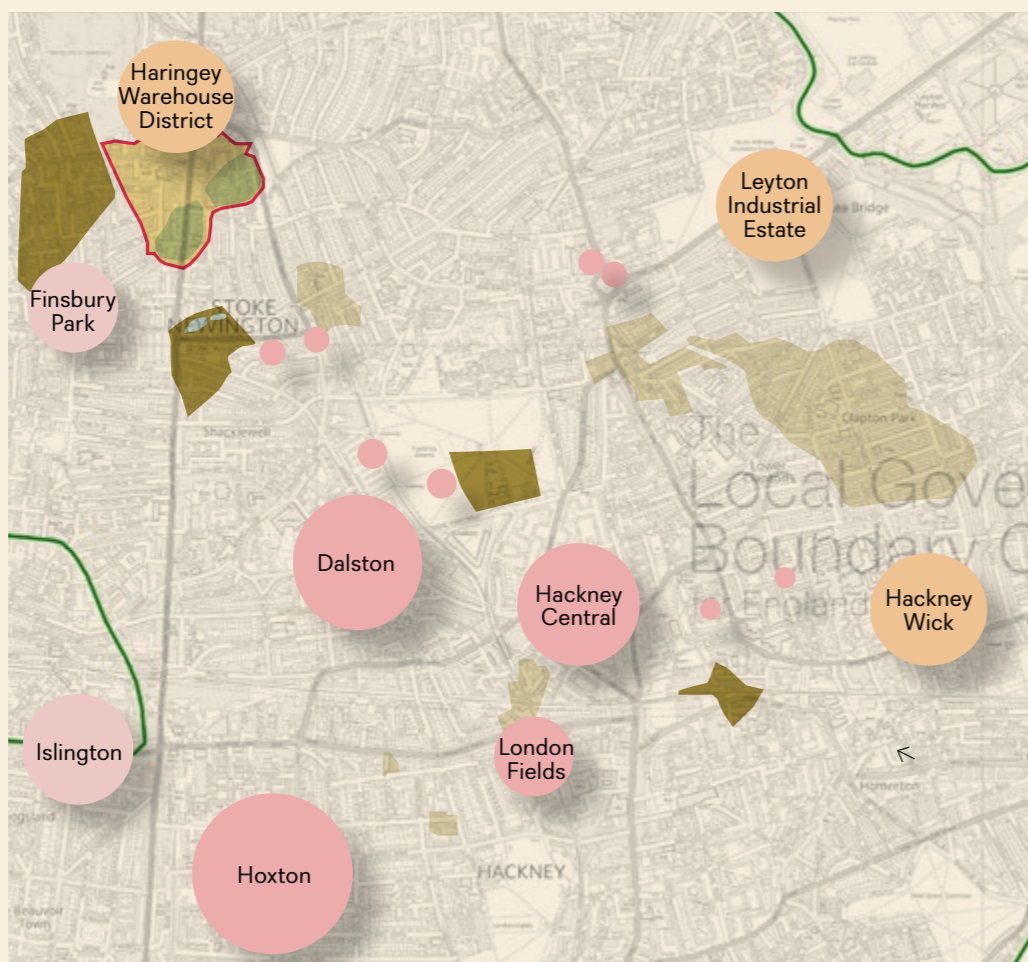
creative workspace in the local area including artist studios.

Culture in Woodberry Down

The main creative offer for the community in Woodberry Down is via local organisations such as at the Manor House Development Trust through the Redmond Centre where a range of courses and workshops take place each year including regular meetings of the Woodberry Warblers choir.

Activities specifically for young people are provided through Famestar, a non-profit organisation that uses the visual arts and media to showcase and develop

local youth talent as well as activities provided through The Edge youth club or in local schools.



3.4 Culture & Community

- ① Redmond Centre / Library
- ② The Edge
- ③ Block D
- ④ Post Office & Shops
- ⑤ St Olave's Church
- ⑥ Gym and Business Centre
- ⑦ Coalhouse Cafe
- ⑧ Skinners Academy
- ⑨ Woodberry Down Primary School
- ⑩ Beis Chinuch Lebonos Girls' School
- ⑪ Community Club (closed)
- ⑫ Woodberry Wetlands Wildlife Trust
- ⑬ East Reservoir
- ⑭ West Reservoir
- ⑮ Spring Park Play area
- ⑯ Rowley Gardens Play area
- ⑰ Rose Garden
- ⑱ MUGA
- ⑲ Artificial pitch

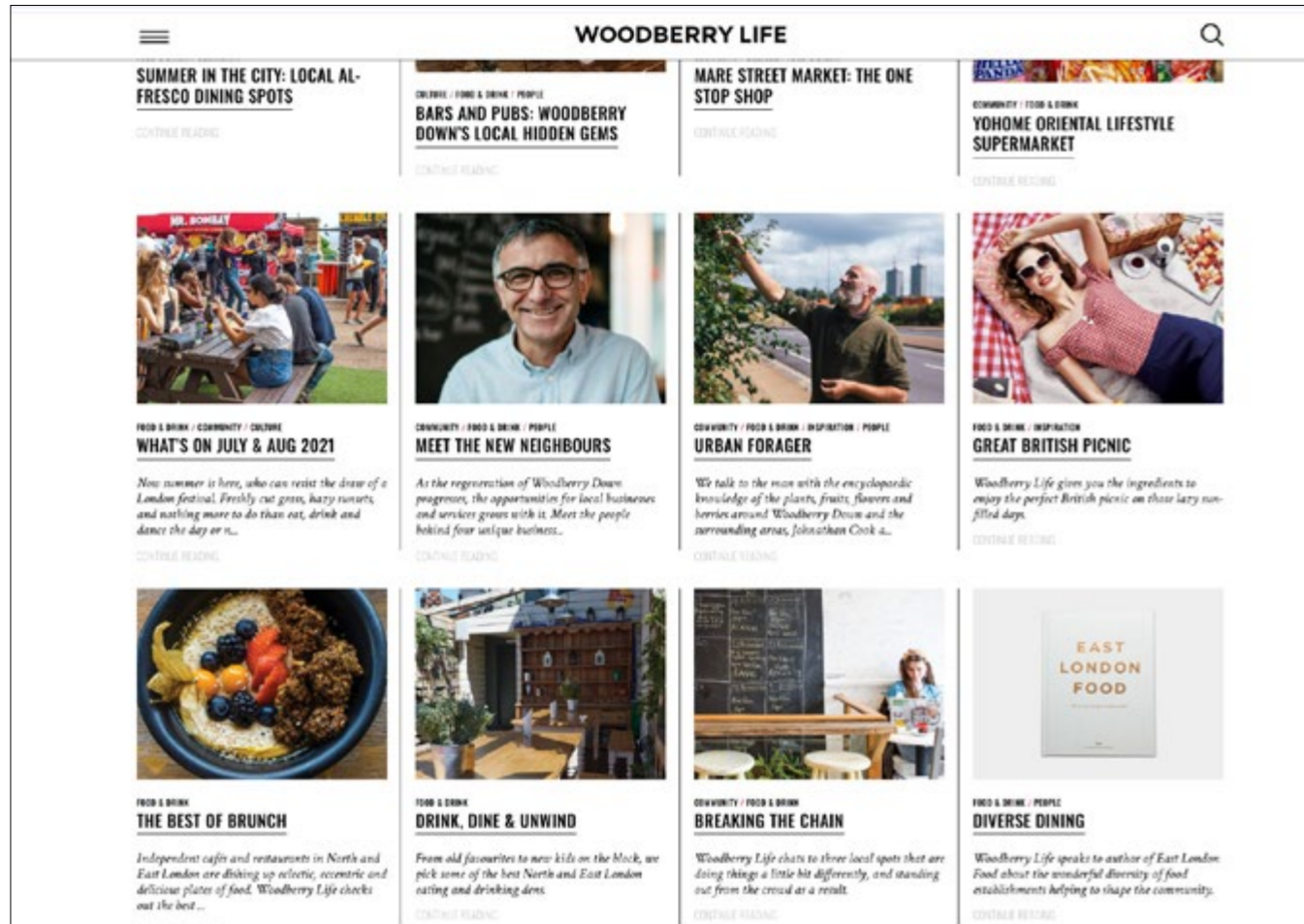


3.4 Culture & Community

Locally in the public realm, the Hidden River festival is an annual cultural highlight bringing together local arts, culture, music and food with the community. Other events and activities include those provided through the redevelopment programme such as outdoor screenings and seasonal community events, such as the Winter Light event in 2021. Local community gardens and the presence of the London Wildlife Trust at Woodberry Wetlands, and the Coal House Café venue, raises strong potential for a wider range of activities to connect the local community more actively to the unique natural setting.

Much of Woodberry Down’s culture comes through the diverse local community, through food and through the outdoors where programme such as Active Within run by Notting Hill Genesis offer free physical activity for the community.

Local groups such as the Friends of Woodberry Down, Famestar, Woodberry Aid and others generate a range of events such as Inter-Gen, annual event bringing together older and younger residents for food and performances.



3.5 Existing Public Art

There is currently little in the way of public art within Woodberry Down. Some heritage and place interpretation can be found in Manor House underground station, at the northern entrance to Spring Park, the Rose Garden and within the East Reservoir.

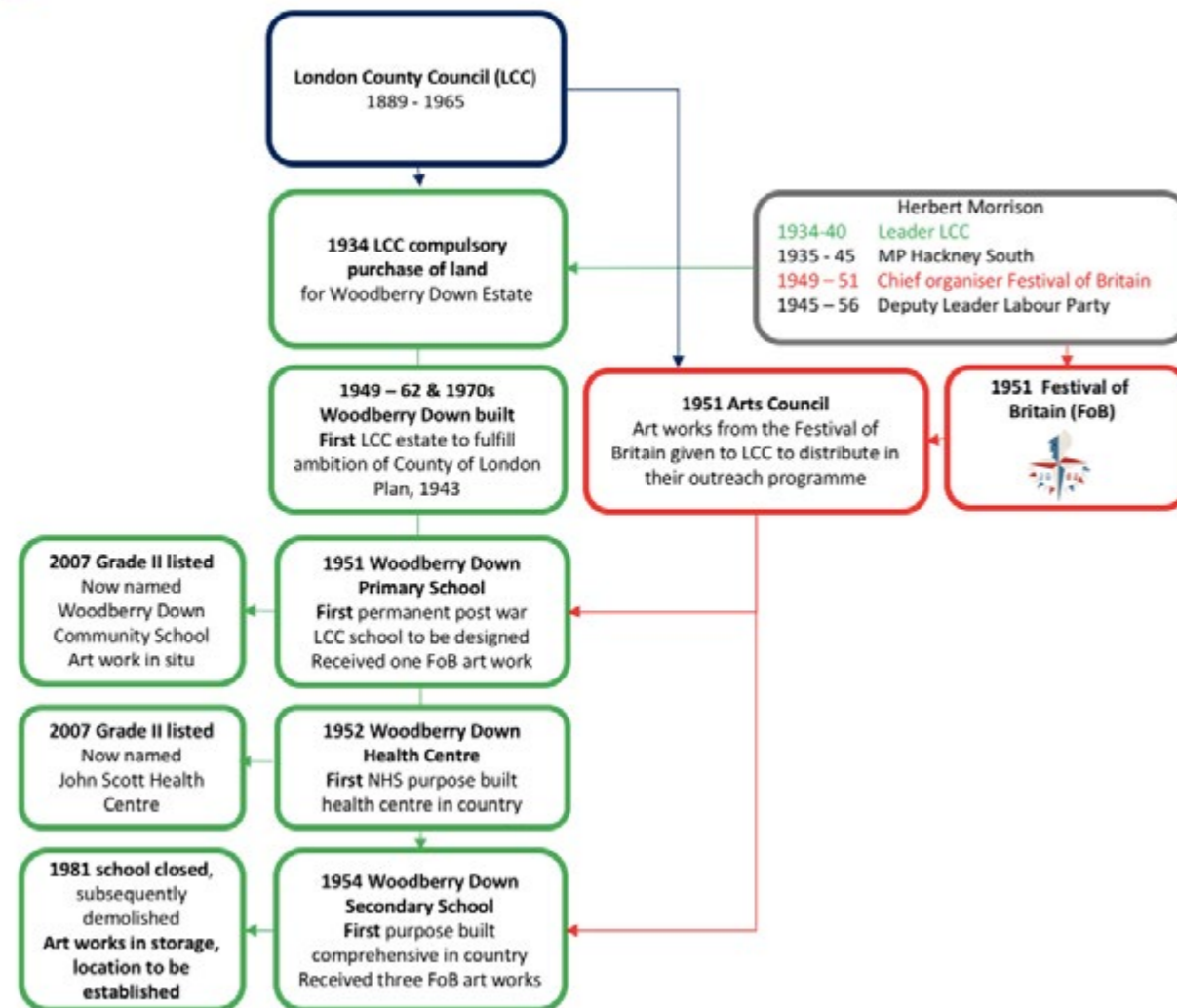
However Woodberry Down was gifted several historic artworks after the festival of Britain, to be distributed within the estate's public and civic buildings, of which one is still displayed within Woodberry Down Primary School.

Art work 'Scaffitto' mural painting

Artist Augustus Lunn (1905 – 1986) Augustus Lunn is regarded as one of the leading figures in the revival of tempera painting in Britain. His sgraffito mural paintings are his best-known works. Among these is the cement and plaster mural entitled Sgraffitto, depicting a collage of industrial youth engaging in woodworking and reading at desks with the central theme of a bee above a microscope and violin, at Woodberry Down Community JMI School. The mural was salvaged from the Festival of Britain's South Bank 'Seaside' exhibition (1951).



LUNN Augustus (1905-1986) 'Sketch design for Scaffitto / Woodberry Down Primary'.



4 Engagement

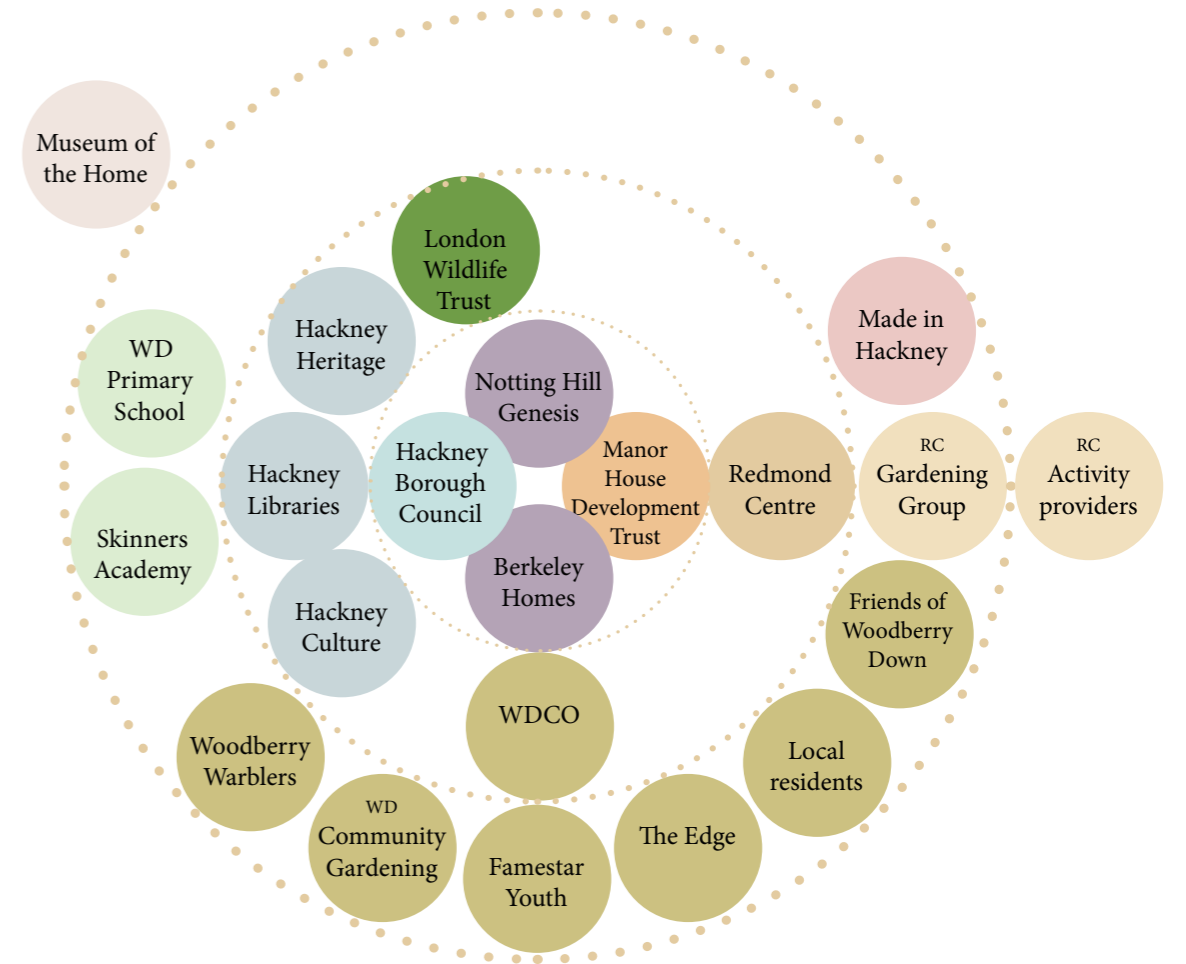
Consultation and engagement has helped understand priorities, aspirations and opportunities from the perspective of those living and working in Woodberry Down. A combination of Design Committee Meetings, one-to-one stakeholder meetings, public consultation and creative workshops has helped to generate local insight and feedback to shape and guide this cultural strategy.

All public consultation at Woodberry Down since July 2021 has included information and questions on culture and asked what people would like to see delivered. In addition, a series of creative engagement activities since winter 2021 continue to take place with

the local community. These have sought to strengthen feelings of community and offer additional opportunities for residents to feed into the emerging cultural plan through conversations that took place whilst undertaking creative activities. Learnings built up from consultation over time has confirmed key findings that have shaped the plan.

In addition to statutory consultation and design committee workshop, other engagement has included:

- Lantern Project
- Creative Engagement
- Youth Engagement
- Heritage Workshop
- Community Workshops



4.1 Lantern Project

In winter 2021, Hackney based artist Emily Tracy was commissioned to lead a creative lantern making project at Woodberry Down. The aim of the engagement was to generate creative activity amongst the Woodberry Down community and enable informal conversations to generate views to feed into the development of the Cultural Plan.

Workshops took place with local groups and for the wider public to create lanterns that were displayed at the community Winter Light event in December 2021. Lanterns were then carried by local community members as part of an illuminated procession to the Redmond Centre where the artworks were exhibited in the windows through to the New Year.

See appendix for consultation report

Key Feedback

- Creativity; A strong appetite for creative community activity
- Natural Setting; The desire to connect people to nature on their doorstep
- Affordability; Increased access to affordable spaces & activity
- Events & Belonging; More communal activity to encourage connection
- Public Spaces & Play; Varied flexible playful public spaces

4.2 Creative Engagement

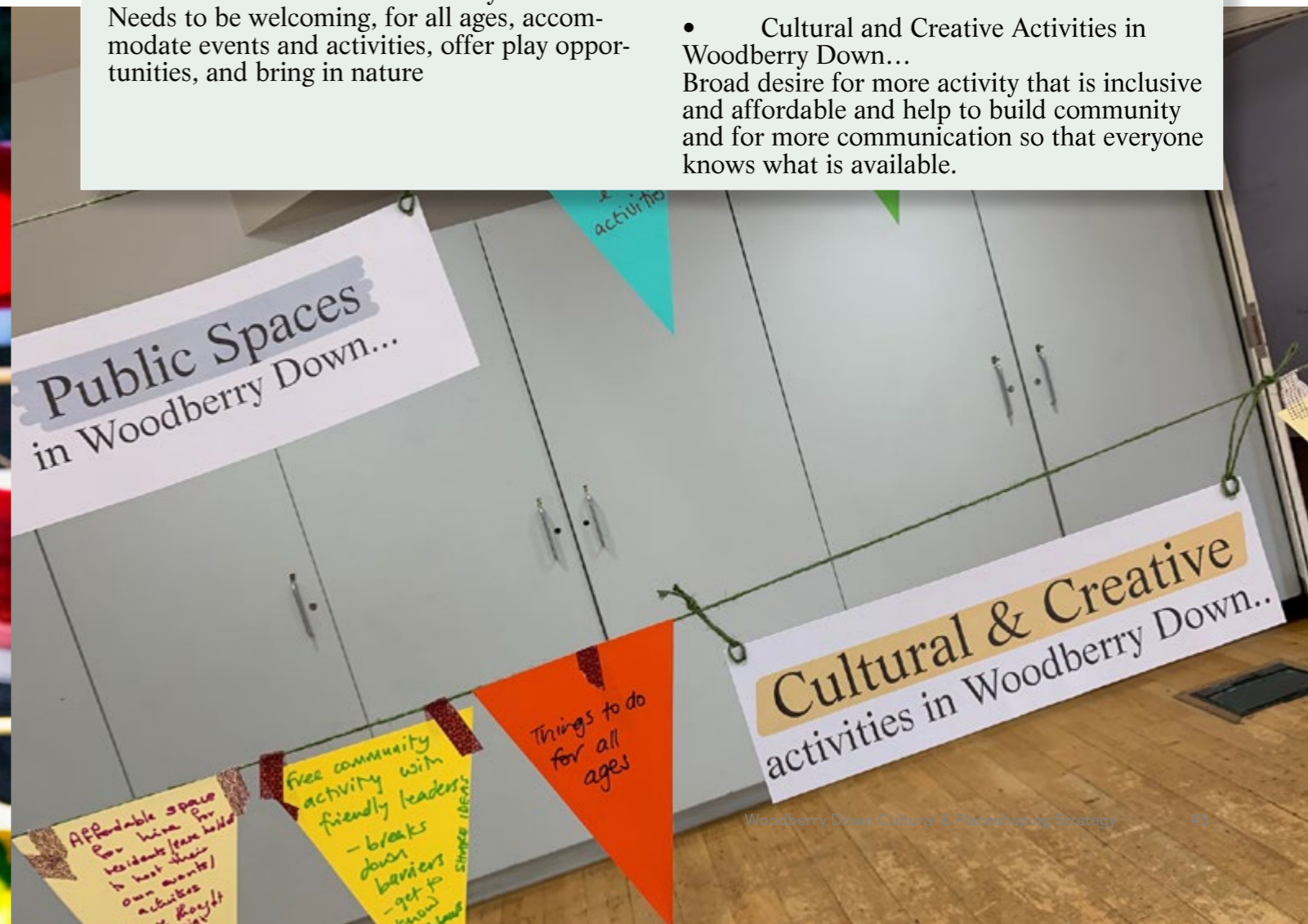
During public consultation for Phase 4 we supplemented statutory information with creative activities designed to draw out thoughts and aspirations around existing public art, public spaces, cultural and creative activities and ground floor uses across the whole regeneration site.

See appendix for consultation report.

Key Feedback

- What does Woodberry Down mean to you?
Mixed: positive about the location, natural setting and diverse community, and some less positive about how the area is changing.
- Public Art in Woodberry Down...
People expressed wanting public art to be bespoke, site specific and speak about the area/community.
- Public Realm in Woodberry Down....
Needs to be welcoming, for all ages, accommodate events and activities, offer play opportunities, and bring in nature

- Ground Floor Uses in Woodberry Down...
Strong desire for a community/civic/cultural focal use in Phase 4 which is accessible and affordable for all ages and which enables people across the community to come together. Varied additional suggestions including more early years nursery provision, play and well-being focused offers and places for people to meet and socialise, as well as affordable space for community uses. The library was highlighted as an opportunity for Phase 4 bringing a range of benefits.
- Cultural and Creative Activities in Woodberry Down...
Broad desire for more activity that is inclusive and affordable and help to build community and for more communication so that everyone knows what is available.



4.3 Youth Engagement

In winter 2022, we delivered a series of creative workshops for young people. Held at Skinners Academy, The Edge, Woodberry Down and St Thomas Abney primary schools, the aim was to give young people the opportunity to contribute thoughts toward the design of their changing environment through creative workshops.

The workshops were structured to give the students an insight into the design process and its application in real life. The session was divided into two parts: 1. Mapping, critically assessing the site, 2. Design and making; developing a brief and design for a user of the site.

See appendix for consultation report

Key Feedback

- Focus on play, primary children: activity trail, teens: games, table tennis or basketball.
- Swings for all ages - an active & dynamic element to sitting with friends.
- Tree houses/ playful shelters with existing mature trees on site.
- Better lighting to increase the feeling of safety.
- Focus activity; traditional bench seating did not provide enough of a reason to dwell - make it playful.
- Bring the community together, - community planters, tables & performance spaces.
- Environmentally conscious, suggesting greening, growing and solar panels in their design proposals.
- Inclusive and accessible to everybody.



4.4 Heritage Workshop

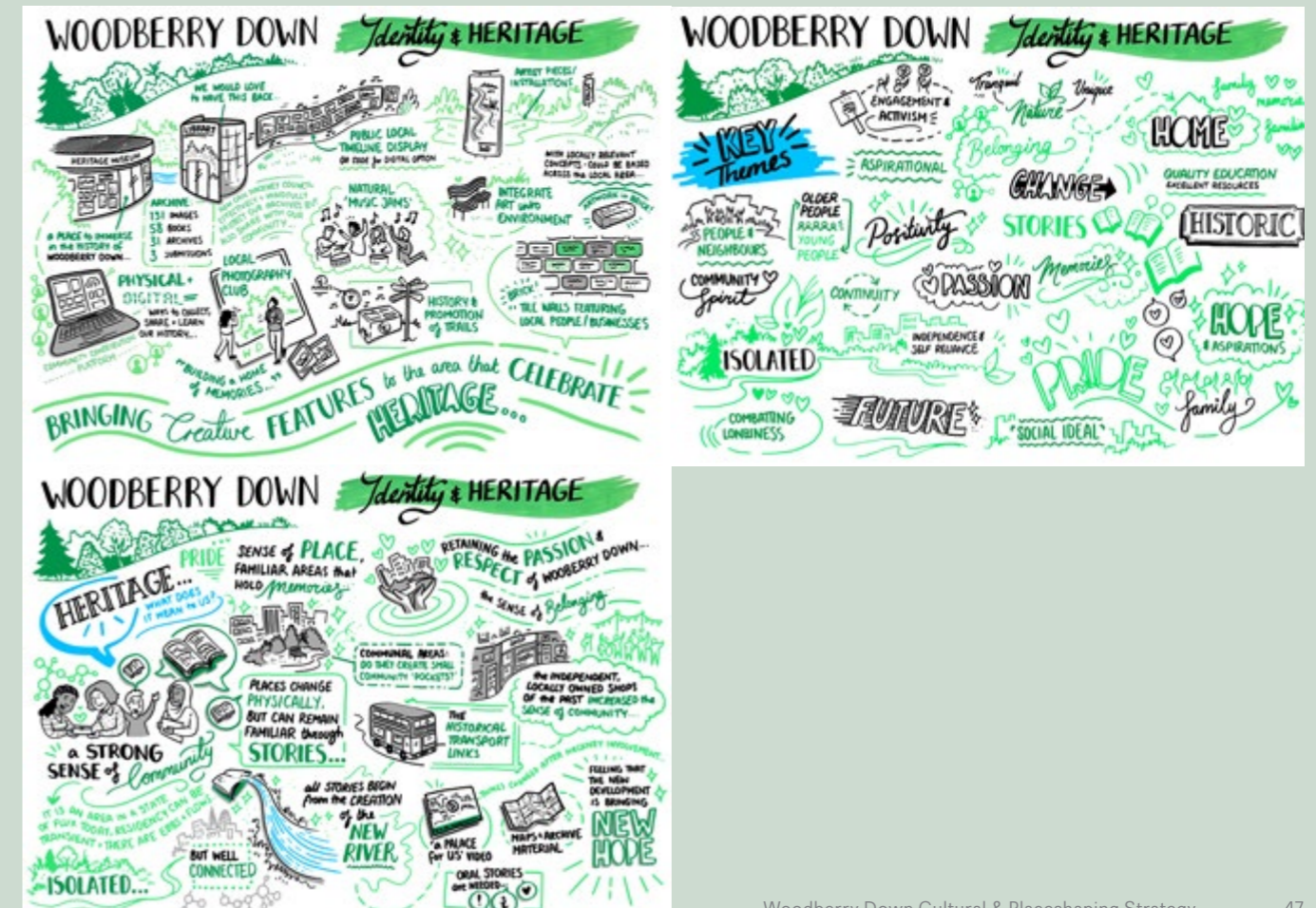
4.4

A Community Heritage Workshop took place in November 2022 to take an overview and capture the key strands of the area's heritage, with input from local residents and stakeholders.

Annotated by a scribe, this further evidenced how Woodberry Down's heritage is multifaceted, providing a rich source of ideas and stories to inform cultural projects including public art commissions. There are stories of urban planning and social housing, culturally diverse communities, post war optimism, campaigning and protest, and the evolution of the natural environment.

Key Feedback

- New River is key to Woodberry Down's Identity
- Sense of community spirit, activism and independence.
- A physical and online repository of heritage assets and stories would help conserve and celebrate the estate's history.
- Bringing creative features to the area to celebrate heritage - ie heritage trails and public art could lead people through the estate and tell its story.
- A timeline embedded in the public realm.
- Recurring events and activities to offer creative experiences and strengthen the community



4.4 Community Workshops

The aim of the Community Workshops was to encourage engagement with a wide and diverse audience, who had been underrepresented in public consultation to date, creating opportunities for them to provide feedback on specific topics that can help inform the Masterplan design process. The workshops sought to gain the view of the residents' 'lived experience' of Woodberry Down through questions about how they live, play, work and travel in, and through, Woodberry Down.

The workshops provided alternative views from the local community then presented to the Design Committee and WDCO Board, to ensure anything implemented within the design process reflects the views of a wide and diverse range of demographic groups that live at and use Woodberry Down in advance of recommencing design work on the Masterplan.

A range of groups were consulted including:

- Families
- SEN and disabilities
- Youths (junior and senior)
- Residents Associations (TRAs)
- Religion (Friday prayers).

The workshops, held throughout April and May 2023, were built around the following themes:

- Movement and destination
- Public spaces
- Wayfinding
- Community cohesion
- Lived experience

Whilst these workshop did not consult on the evolving cultural strategy, feedback on lived experience of existing public spaces and community cohesion were relevant to the cultural strategy focus areas.

Key feedback on Public Realm and Community Cohesion

- Generally, consultees responded favourably to the wetlands and reservoir areas.
- Spring Park was identified by a number of consultees as a great place to spend time in the day. Comments portrayed the area as family-friendly with lots of things to do.
- Private communal spaces were lacking in activity but visually appealing and enjoyable.
- Lighting would help encourage feelings of safety
- The majority of consultees feel welcome and accepted at Woodberry Down; however, there were lots of suggestions on how that can be improved further. These include more events, festivals, street parties and clubs that celebrate particular cultures and cultural landmarks. The 'Friday prayers' group, for example, said Eid could be given more focus. For the 'SEN and disability' group, activities that are more accessible for people with specific needs was posited as a way to help this demo-

graphic feel more included.

- The 'SEN and disability' group suggested that more emphasis should be given to the history and legacy of Woodberry Down. A model of the old estate displayed in a prominent place was mentioned as a possible way to do this.
- Many of the 'senior' youth group members admitted that they only visit Woodberry Down to use The Edge but did say they feel welcome there and that the people are nice.
- Other interesting ideas included food workshops, independent cinema screenings, educational lectures, carnivals, live music and, as pointed out by the 'Friday prayers' group, more activities for people over 65.
- It was mentioned by a number of consultees that more needs to be done to engage private tenants who tend not to get involved with events at the estate.
- Some also felt that enough is already being done to celebrate the different cultures that make up the population of Woodberry Down.



5 Vision, Principles, Drivers & Focus Areas

5.1 Vision

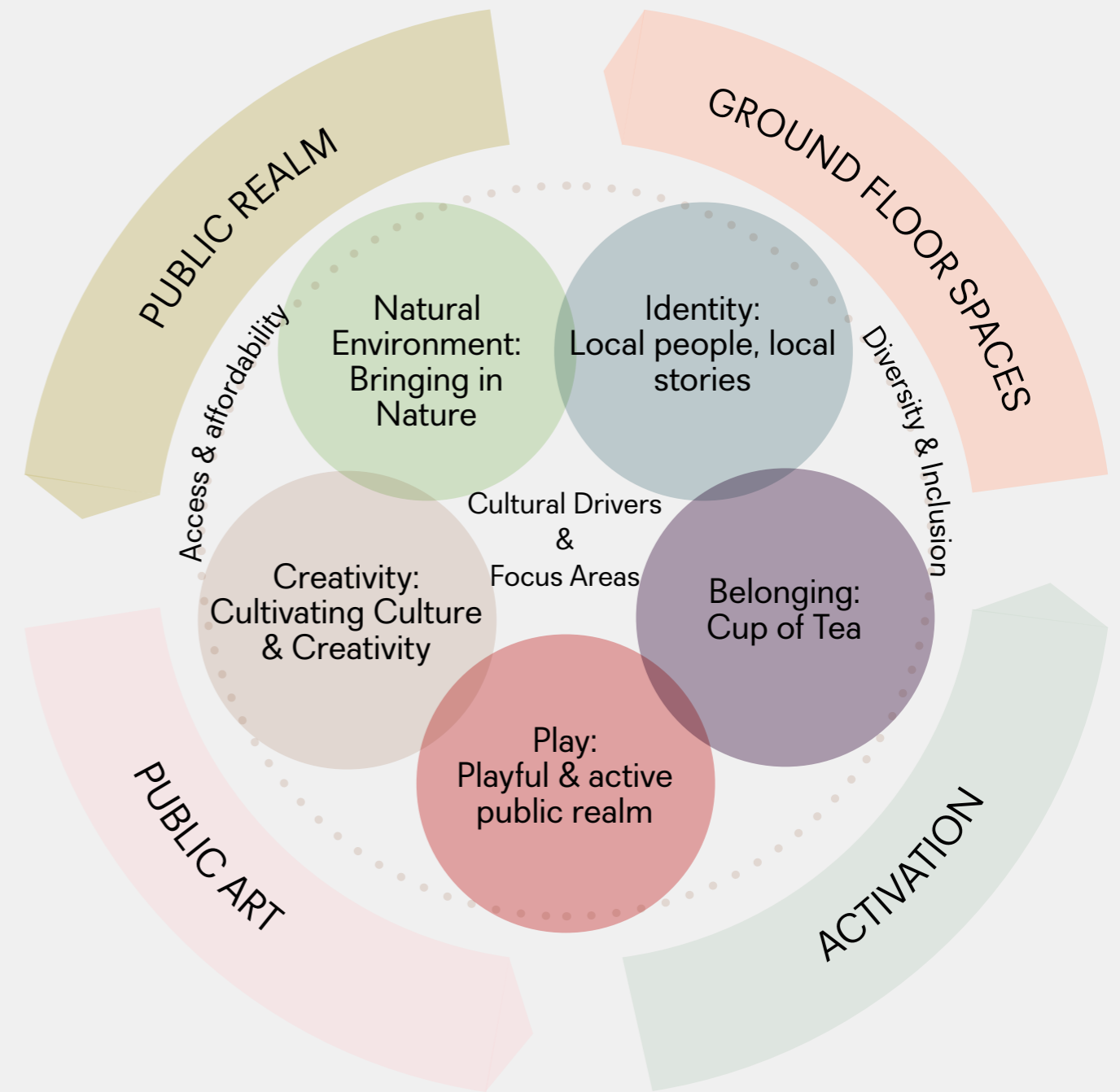
Our Culture & Placemaking Vision is to involve the community in the creation of site-wide opportunities for play and creativity, to connect to nature, strengthen local identity and cultivate a sense of belonging for all residents of Woodberry Down.

This vision has evolved through our engagement with the community and stakeholders.

When asked during recent consultation 'What does Woodberry Down mean to you?' and 'What do you most value about the local area?', many people have referenced the community as being at the core of Woodberry Down and how it has evolved over the years.

Within this, the role of community involvement is central to the ambition of the strategy, and within this strategy we have set out opportunities for community involvement within the delivery phases.

As stated in Woodberry Down The People's Story - 'the story of a building, sustaining and refreshing of a community'[1], Woodberry Down represented a 'spirit of togetherness' and that this 'neighbourhood spirit' is still in evidence.



Cultural Drivers & Focus Areas

5.1 Priorities

Access & Affordability

Access and affordability ensures that resources, activities, and experiences are readily available and financially feasible for all residents. Access includes physical access to spaces, digital access, affordability of cultural and creative workshops, and addressing barriers that might prevent certain groups from participating in cultural activities. Ensuring access and affordability is essential for promoting social cohesion, fostering creativity and innovation, and enriching the lives of individuals across diverse individuals and groups that make up Woodberry Down.

Diversity & Inclusion

In tandem, the provision of access will help to foster inclusivity and understanding among residents. Efforts should be made to promote cultural diversity in programming, exhibitions, performances, and other cultural activities to cater to the interests and reflect the many demographic groups that call Woodberry Down home. Collaboration with schools, community organizations and groups can increase awareness of cultural and creative opportunities and facilitate participation among underrepresented groups

5.3 Drivers

1. Bringing in nature, Woodberry Down's treasured asset

3. Deepening a sense of belonging and neighbourliness

5. Cultivating Culture & Creativity

2. Celebrating local identity through local people, local stories

4. Creating a playful and active public realm

5.2 Focus Areas

Public Realm

Accommodating varied uses

- Public realm shall encourage people to come together
- Public realm shall offer something for all generations
- Public realm shall play a key part of people's lives
- Public realm shall actively seek to bring in nature

Public Art

Reflecting WD Identity, Uplifting, with Community

- Public art shall respond to the place, community & build local identity
- Public art shall perform a civic role & can be functional
- Public art shall invite participation
- Public art shall be commissioned through a best practice approach, with community involvement

Ground Floor Space

Vibrant Civic Hub, retail

- Amongst other offers, ie commercial, ground floor uses shall provide a cultural/community offer that is friendly, welcoming & active
- This will offer spaces to enjoy without the need to spend money
- This will be open and accessible to all people
- This will offer opportunities to participate in cultural, creative and educational activities

Activation

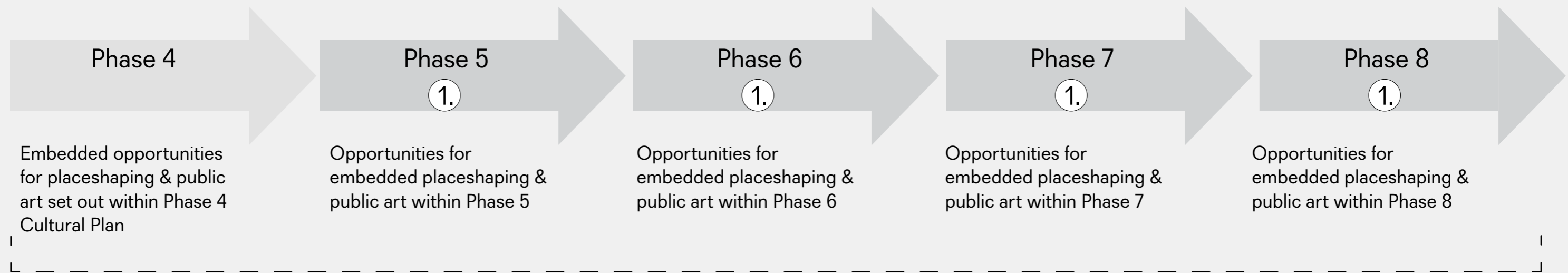
Events, programming, partnership

- The design of public realm and community spaces shall accommodate community activity and gatherings
- Programming opportunities shall include events, performances & temporary installations
- The design of public realm and community spaces shall include elements that provide shelter, a platform or play

6 Harnessing Cultural & Placeshaping Opportunities

Within the timeframe of the remaining Woodberry Down estate regeneration, we have identified the following opportunities to develop and grow Woodberry Down's cultural life.

- ① Opportunities to embed within each phase
- ② Opportunities activate through temporary projects
- ③ Opportunities to connect & give a platform



Embedded opportunities for placeshaping & public art set out within Phase 4 Cultural Plan

Opportunities for embedded placeshaping & public art within Phase 5

Opportunities for embedded placeshaping & public art within Phase 6

Opportunities for embedded placeshaping & public art within Phase 7

Opportunities for embedded placeshaping & public art within Phase 8

- ②
- ③

Opportunities to activate temporary projects, to connect & give a platform to local people across all development phases prior, during and after construction phases.

6.1 Opportunities to embed within each Phase



Public Art & Trails

Currently Seven Sisters road creates a major division between north and south Woodberry Down. A key proposal of the landscape design is the creation of a series of green links, to better connect all parts of Woodberry Down, with the addition of new pedestrian crossings to better connect north and south.

The creation of significant new green spaces, including new parks, informal pathways, planting and pocket parks together with opportunities for play present an opportunity to tell the story of Woodberry Down through a series of waymarkers, gateways and public art commissions.

Trails

Trails could further help to weave together different parts of the estate. Their location may serve to highlight locations of heritage significance, or to help unite all phases of the development.

The trail themes could vary, celebrating the story of prior residents, of Woodberry Down's architectural history of innovation and evolution, or 'Did you know' heritage facts that prompt a sense of curiosity and discovery.

Alternatively, trails may use Woodberry Down's biodiversity and connection to water as a key theme, with trails picking out local species, or telling the story of the New River, its route and history.

Local timeline

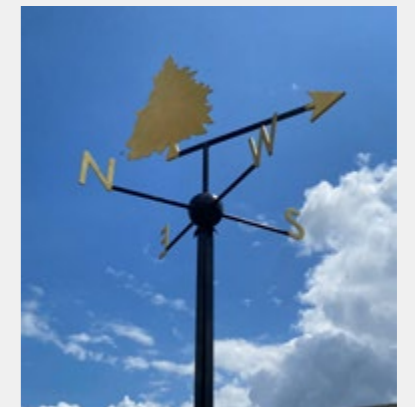
The story of Woodberry Down's people, place and architecture could be brought together in a timeline artwork. This could include archive images and text and QR codes to link to and audio content or reference website for further information.

A timeline would celebrate recent 'remembered past', together with the story of Woodberry Down in the pre-war years and give older residents a focus for local pride, whilst serving as an introduction to the estate for newer residents.

Gateway pieces/ Art integrated in the environment

Where new public art is commissioned, the preference is to embed this within the new built environment. This could manifest as sculptural pieces that function as gateways, murals on walls that face on to key public spaces, or artwork that is embedded within the ground surface, seating or other street furniture.

The opportunity is to create a family of artworks that together help to strengthen and communicate the unique identity of Woodberry Down.



6.1 Opportunities to embed within each Phase



Gathering Spaces

Sport, creative play and playful landscapes

A common theme with young people was the lack of provision of play within some public spaces within Woodberry Down. Creating spaces with a focus on play helps to give young people a reason for spending time outdoors and socialising with friends.

The provision of playful seating, hammocks, swings, seats and steps of differing heights, with tables and loungers can create the opportunity for people of all ages to gather and connect.

Tables can encourage face to face conversations and their surface an opportunity to encourage further uses, such as chess or backgammon boards.

Opportunities to encourage physical activity could include bespoke multi use sports surfaces, ping pong tables, climbing walls or smooth surfaces for rollerskating and scootering.

The opportunity is to procure these facilities in part collaboration or as a complete artist commission. This could help create a bespoke look and feel, unique to Woodberry Down, with playful colours and design to encourage their use, particularly amongst teenage girls who often report feeling intimidated and less likely to enter or participate.

Access, lighting, passive and active surveillance are important factors to promote feelings of safety and create spaces that are well used by all parts of the community, and lighting could create a further opportunity for injecting colour or for an artist commission.

Teen/ SEN shelter

Particular for young people, semi private spaces that overlook or are connected to key routes through Woodberry Down would create safe spaces to spend time with friends.

Similarly, quiet spaces situated slightly apart from activity hubs can respond to the needs of people seeking calmer spaces with less stimulation. Locating these near trees and using

natural materials could help to create a connection with nature.

Public spaces to accommodate events

Where new spaces are able to accommodate a minimum number of attendees, provision for temporary events could be considered. The design of these spaces could consider diverse layouts for differing events. In-ground power, watersources and pre-laid data cables for A/V, together with the design of these spaces to include loading bays and planning for set-up and breakdown could greatly help facilitate future events, lowering their set-up costs and thus improving access. In ground anchors could also help secure temporary shelters without the need for ballast.



6.1 Opportunities to embed within each Phase

Growing Opportunities

Community planting

The opportunity is for areas of community planting to be located within easy access of all residents of Woodberry Down. Community planting offers numerous benefits to individuals and the community as a whole. In addition to providing local access to fresh produce, promoting health & well-being through physical exercise and opportunities to socialise, planting a variety of plants can help to support biodiversity and provide an educational opportunity for skill development.

Edible planting

Whilst community planting denotes areas of planting cared for by the community, opportunities for edible planting can be much more widespread, and incorporated within easily accessible areas for the enjoyment of all residents.

Edible planting can include herbs in raised borders near entrances to residents' buildings, or fruiting trees planted within the streets.

Design of planters and tree grilles

The design of planters and planting structures such as tree grilles can also provide an opportunity to integrate public artwork, imagery patterns or motifs, using consistent materials and colours to create a coherent look and feel, unique to Woodberry Down.

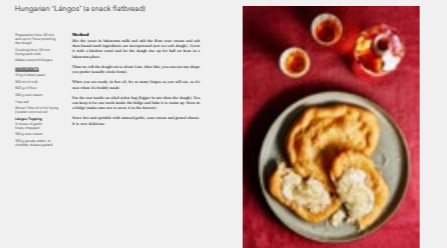
Planting interpretation

The opportunity is to use signage and plant tags to inform and educate visitors and residents as to the diversity of planting, native and imported flourishing within Woodberry Down.

QR codes could link to external websites to provide further information as to the plants provenance or for example detailing care instructions or, if edible, suggested recipes.

Celebrating culture through plants

The opportunity is to recognise and celebrate the multicultural make up of Woodberry Down's community through the use of diverse plants, fruits and vegetables in different cultures. Physical interpretation such as recipe labels or an online or hardcopy Woodberry Down cookbook could capture recipes and stories and give a glimpse as to the diverse demographics and promote sharing of cultural traditions.





6.2 Opportunities to activate through temporary projects

Temporary Projects

The flexibility and temporal nature of these projects means that they can be commissioned in between the usual sequence of construction phases, and thus help to establish on going thread of activity throughout the remaining regeneration period, linking completed phases with periods immediately before or after when construction is ongoing or not yet commenced.



6.3 Opportunities to connect & give a platform

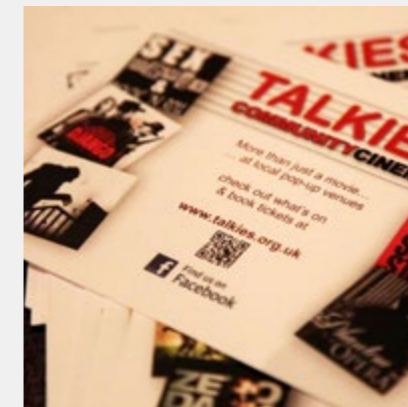
Connect & give a platform

Within the regeneration site, locations for the display of artworks could be considered. These may include hoarding, empty shop-front windows, commissioning of street art on buildings to be demolished, community noticeboards or participatory projects such as a community cookbook, or a regular local poetry, film or photography club.

Alternatively an online gallery could be established to accept submissions from local residents.

Existing events within the annual calendar could be augmented with further opportunities for displaying local talent - either performances, artwork exhibits, or screenings of photography and film.

It is envisioned that this opportunity could connect with and highlight the existing community- focused groups and organisations. This includes the Manor House Development Trust (Redmond Centre), the London Wildlife Trust (Woodberry Wetlands), The Edge (youth centre) and Famestar (young people's performing arts), and voluntary groups, such as the Friends of Woodberry Down and the Woodberry Down Community Organisation, raising their profile in the public realm and creating opportunity to highlight and develop skills of their members.



7 Delivery Approach

7.1 Cultural Strategy Review

Earlier Phases

In order to plan effectively for the delivery of the Masterplan Outline Cultural Strategy, it is useful to provide some critical reflection and to look back over the approach to date for earlier arts and cultural strategy delivery at Woodberry Down.

In earlier stages of the estate regeneration, there were two initial Art Strategies for Woodberry Down, the most recent in 2017. Although these set out useful ambitions and examples, the lack of a specified delivery mechanism and transparent funding allocation meant that few creative projects resulted. Certainly, there was no ongoing continuity of visible activity or leadership.

Phase 4

The development and adoption of the Phase 4 Cultural Strategy has provided the opportunity and the shared ambition to appoint a Lead Culture Role at Woodberry Down that has commenced in early 2024. With a minimum three-year funding commitment, there is the chance for a determined focus on convening the community and stakeholders to ensure the delivery of the Phase 4 Strategy commitments. Alongside the intention to implement specific public art commissions as part of Phase 4, this takes a wider wrap-around vision for a more connected and visible community development approach.

Key to the Phase 4 Cultural Strategy consultation engagement activities, were opportunities for conversations with a wide variety of the local community during the varied creative and

heritage workshops that took place between 2021-2023. Community feedback established a clear appetite for more activity for all ages and all parts of the community to take part in and as a vehicle for gathering and building a sense of belonging. There is a broad acknowledged interest in the identity and history of Woodberry Down and seeing that this is not lost through development but can be reflected in the new phases.

An ongoing galvanising of local stakeholders including those in the local community, can work to build a more cohesive communal sense of belonging, with a more robust framework for activation and improved ways to communicate across the whole area.

7.2 Masterplan Outline Cultural Strategy Approach

A Wrap-Around Offer

The Outline Cultural Strategy is an opportunity to take a step back and consider how to contribute to a continuous approach to cultural activation, as well as to ensure a parallel focus on implementing cultural projects - socially-engaged public art - that form a part of physical place shaping.

Following stakeholder and community consultation, this strategy focuses on the latter and identifies specific areas where artists and communities can work together to devise positive and exciting public art and design interventions that will ensure a characterful and interactive public realm that will work for everyone and reflect local interests and heritage.

Follow-through to implementation is key, to ensure trust is grown and retained between the community and the regeneration partnership and so that the consultation and engagement process is seen to deliver positive results.

Meanwhile Activation

To date there has been little by way of meanwhile activity during construction phases. There is scope for projects such as artist led hoarding designs created with the community that provide a more bespoke community-focused backdrop to construction.

Whole Estate

There have been regeneration-led seasonal events such as outdoor summer film screenings and winter light events. These would benefit from a more joined-up approach, treating these as part of an area-wide community and cultural programme.

There may also be scope to instigate public art, both temporary and permanent, within earlier completed estate phases where none was included initially. This would allow for a more cohesive feel to the public realm as a whole.

Activity such as the Hidden River Festival is hugely popular and more whole-community focused activity that allow people to meet with friends, family and neighbours would help to create the community sense of belonging that is desirable and mitigate the perception of separate parts of the estate divided by the Seven Sisters Road that crosses through the centre.

An Agreed Approach

A clear agreed delivery approach will ensure the realisation of the Outline Cultural Strategy. The approach should have appropriate leadership capacity and built-in opportunities for review, and where necessary the chance to refresh the approach in response to learning from Phase 4 cultural projects, assessing for example how the diverse community has been reflected and involved and the success and perception of earlier recent creative commissions.

7.3 Ensuring Implementation

Implementation

This strategy provides an over-arching direction of travel for phases 5-8 of the Woodberry Down estate regeneration. Each phase plan will review and respond to the outline strategy and specify the projects and approach to be delivered.

Planning for Culture

Like most ambitious regeneration projects, the reshaping of Woodberry Down has extended timelines, and any cultural projects form a small part of a large programme. It's critical that cultural projects for each phase are considered within the wider regeneration programme, to ensure timely implementation and for community engagement to form a meaningful role. It will be important to enable sufficient timelines for all the public art commissioning process stages and to ensure that cultural commissions can be effectively integrated with, for example, public realm design evolution. (Some public art commissions may be delivered across multiple phases, for example, wayfinding measures, seating or elements integrated within buildings).

7.4 Governance and Community Involvement

From early 2024, the delivery of cultural work at Woodberry Down is being led through a new appointment within Hackney borough Council, working across the council's cultural and regeneration teams and with the Woodberry Down stakeholders and community.

As set out in the Phase 4 Cultural Strategy, a Woodberry Down Strategic Cultural Steering Group (WDSCSG) will be created in 2024. This is envisaged to play a joined-up leadership and governance role across all phases, and for this masterplan Outline Cultural Strategy.

The group will provide a vehicle for stakeholder collaboration and leadership for culture in Woodberry Down beyond the completion of the regeneration (when core development partners will have moved on). The membership and the terms of reference of the group should evolve to reflect the changing cultural ecology, stakeholders and needs of the cultural strategy and the community, as the masterplan progresses - and in response to ongoing evaluation.

It is envisaged that cultural organisations and community cultural groups that are working, based in or developed in Woodberry Down will join the SCSG. Initially cultural stakeholders such as Manor House Development Trust and Mill Co (Block D leaseholders) will form part of the group in Phase 4. Some members may step away and others may join over time as is applicable.

There are current gaps in cultural expertise, skills and capacity which new members can help to bridge to support the Phase 4 work and onwards. Overtime there is the opportunity for new cultural and leadership skills to be developed and for newly experienced cultural leadership to be embedded in Woodberry Down as the phases of development are undertaken, to aid community cohesion and support the delivery of this strategy.

The SCSG will be critical to the implementation of the Cultural Plan for Phase 4 and for each of the Phases 5-8.

The implementation of the Cultural Plan for each phase should be evaluated at regular intervals, to ensure delivery meets the stated ambitions, and especially in the case that governing structures and frameworks for development oversight may change over time.

7.5 Governance and Community Involvement

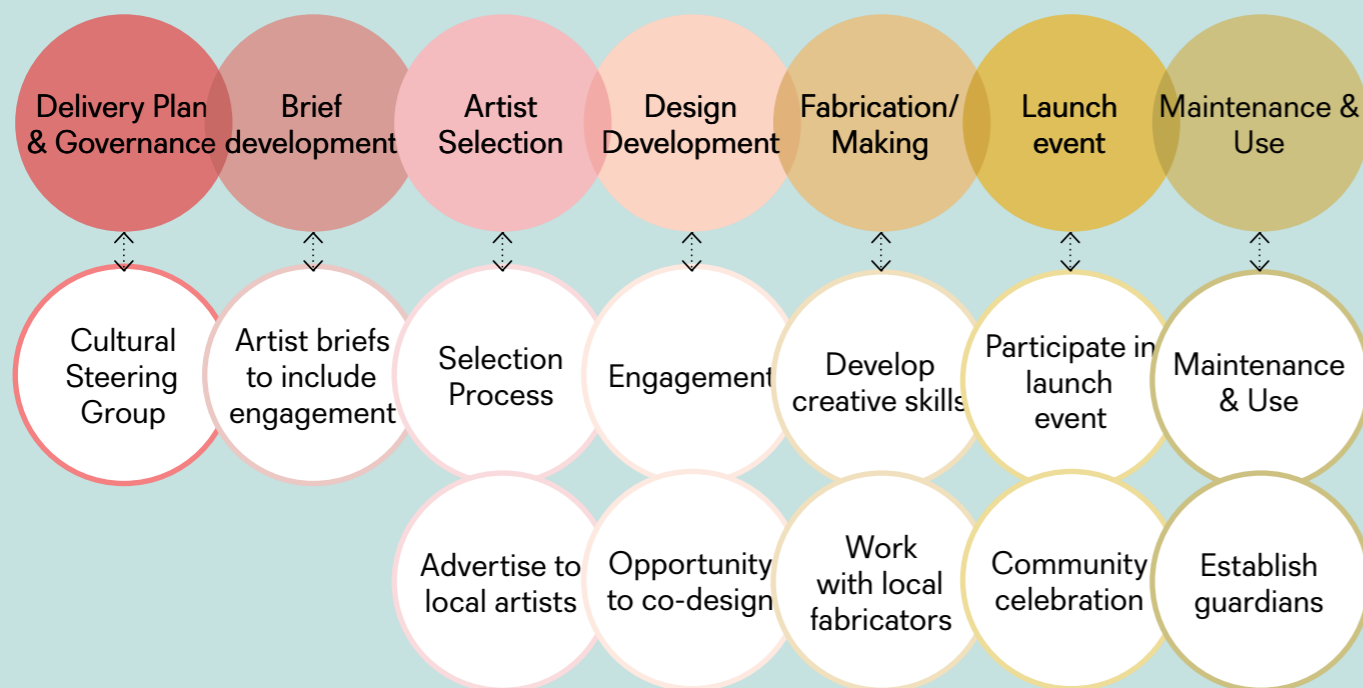
It is expected that the Cultural Lead role may commission others to manage projects or commissions to extend capacity or work in partnership with other organisations to diversify programme delivery.

Beyond the SCSG, as with Phase 4, it is central to the Cultural Strategy approach to facilitate opportunities for community engagement with cultural projects.

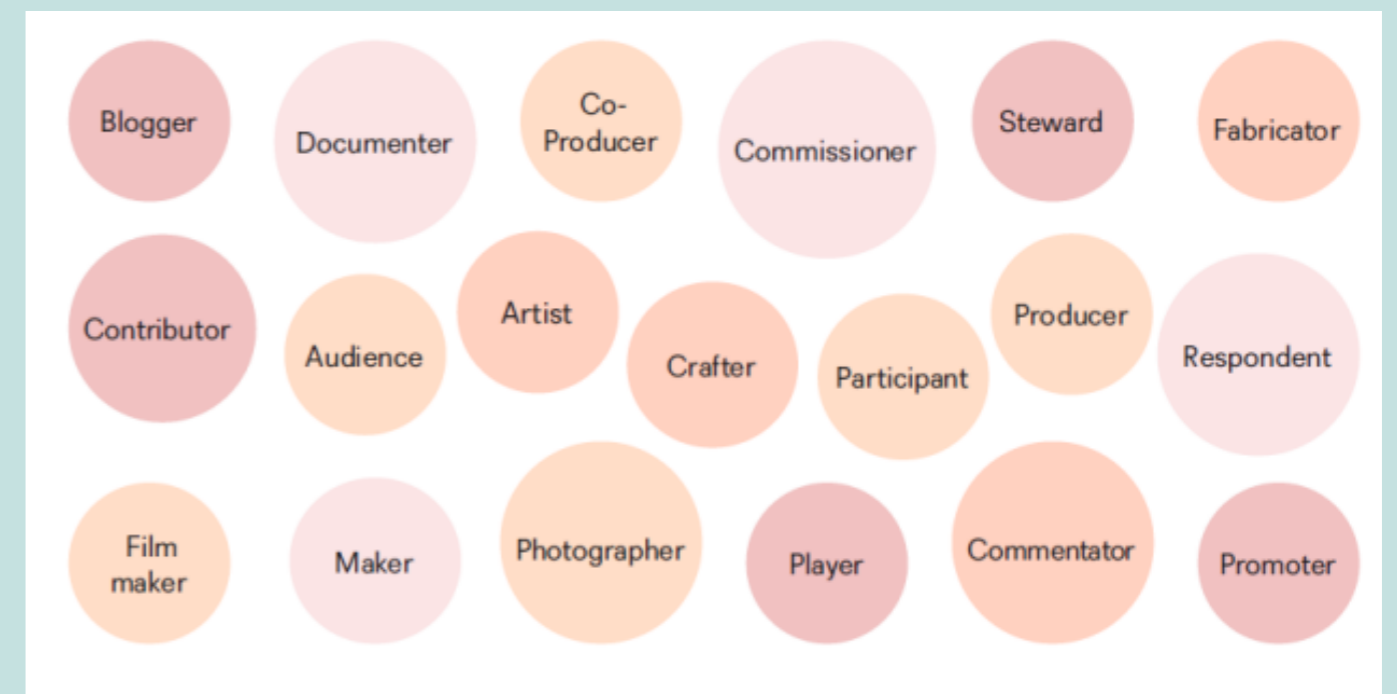
7.6 Strategy Adoption

The Delivery Plan will guide implementation of the Phase 4 Cultural Plan. It is expected that the Delivery Plan will also govern the delivery of the outline Cultural Strategy that will form part of the Master Plan for Phases 5-8. It will therefore guide cultural development at Woodberry Down for the remaining life of the redevelopment albeit with scope for review and refresh. Projects will be shown by phase, whilst seeking to help to build longer term cultural capacity in the community.

Opportunities for Community Involvement in the Commissioning Process



Roles the community may have in projects



7.7 Measuring Success

Success indicators will vary per project and how these are measured should be developed with each opportunity to capture qualitative and quantitative data.

The overriding priority of this strategy is to work with the local community to devise, deliver and participate in cultural and placeshaping initiatives that are truly reflective of the Woodberry Down's people and place and the data collected from our consultation can be used as a baseline to assess the impact of future phases

A centralised 'What's On' website, which displays all the local events within Woodberry Down can help to assess the number of events that are delivered per year, enabling tracking and analysis.

Public surveys can also assist and give an indication of how many events people access and what they most enjoy.

7.8 Next Steps

Working in tandem with the detailed design development of each forthcoming phase 5-8 of the Masterplan, ensure that the following actions are implemented:

- Ensure there is flexible public open space within the Masterplan to allow community events to come together
- Progress content development of cultural themes identified through previous community projects and implement trails/walks within the future phases to reflect this
- Work with the local community to identify opportunities for public art/ heritage markers
- Build on the cultural strategy outlined in this document at each Reserved Matters Application

About Dallas-Pierce-Quintero

We're passionate about using art and design to enrich people's lives. We enliven public spaces, craft beautiful architecture, create meaningful public art and envisage cultural strategies for places experiencing change.

Our experience in delivering art and architecture projects gives us a unique advantage in working with local government, developers and cultural organisations to develop cultural strategies for places undergoing transformation.

We have successfully delivered placeshaping, arts and cultural strategies for developments across the UK, each with their own unique challenges and aspirations.

This work is highly site-specific; exploring places, spaces and engaging the people that inhabit them through on-going dialogue to highlight existing cultural assets and define a foundation from which to build a vision for the future.

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