

Breathing life into commercial developments

Creative Placemaking at Royal Albert Wharf

Bow Arts Trust Impact Study

March 2024





Bow Arts Trust

Bow Arts Trust is a charity, social enterprise and leading UK provider of affordable studio spaces for artists, designers and makers. We currently provide over 700 spaces for more than 800 creatives in 16 locations across London. Bow Arts has established and supported communities of creative businesses in neighbourhoods, leveraging their presence to make a social impact and strengthen the fabric of community life since 1994.

Contents

Creative Placemaking at Royal Albert Wharf..	1
Introduction and key stakeholders.....	2
Achievements at Royal Albert Wharf	5
The Creative Placemaking model	6
The Bow Arts / NHG partnership at Royal Albert Wharf.....	7
Bow Arts' commission.....	8
Creative Placemaking in action	9
Stories of creativity and enterprise.....	14
Royal Docks cultural collaborations.....	16
Bringing national attention to the development.....	18
The value of Creative Placemaking: Positive outcomes at Royal Albert Wharf	20
Recommendations	32

Appendices

1. Creative Placemaking income and expenditure.....	34
2. Creative Placemaking digital marketing reach and media coverage	36
3. Audience numbers created by Creative Placemaking	38
4. Royal Albert Wharf in context.....	40
5. Strategic policy: Newham Council and Royal Docks	41
6. Mayors' strategic objectives	42
7. Royal Albert Wharf development phases ..	43
8. Royal Albert Wharf partners	44

Bow Arts Trust Creative Placemaking at Royal Albert Wharf

Occupying new commercial space in housing-led mixed-use developments can be challenging, especially outside an established location. Traditional approaches too often result in empty, boarded-up spaces; asset valuation or 'book values' that are never achieved; an ongoing estate management liability; a lack of both amenities and employment for local people with space that contributes nothing to the life of the neighbourhood and its residents. At Royal Albert Wharf (RAW), a successful, experimental partnership between Notting Hill Genesis (NHG) and Bow Arts Trust (Bow Arts) demonstrates a vision for a positive alternative strategy: **Creative Placemaking**.

The purpose of this report

In 2016, Bow Arts was engaged by housing association and lead developer NHG to attract commercial tenants and businesses into the Royal Albert Wharf development. The partnership formed a long-term working relationship to establish the market for both broader commercial uses and to bring art and creativity to the neighbourhood. As part of the agreement, Bow Arts secured a proportion of the space from NHG, at a peppercorn rent, to let to artists, designers and makers at affordable rates of rent on flexible terms.

The upper floors of each building had been developed by NHG with a mixture of affordable and private homes for sale, however, with a vacant ground floor, residents felt no 'sense of place' or belonging. Boarded-up, unlet commercial units would de-value the living environment for residents and prove unattractive to potential business occupiers. Creative Placemaking breathes life into an area through engaging activities that animate the public realm, establish a 'sense of place', and create lasting social impact that helps to strengthen the fabric of community life.

This report intends to share the lessons learned and sets out the steps taken and a catalogue of initiatives to activate ground floor uses and realise the collective 'value' of **Creative Placemaking**.

Setting the scene

Notting Hill Genesis (NHG) is one of the largest housing associations in London and the southeast, owning and managing more than 66,000 homes across a range of tenures; NHG is committed to delivering housing that is affordable to all. NHG wants all its residents to enjoy life in safe, comfortable homes and great places.

The Royal Docks is London's only enterprise zone. It covers 125 hectares, includes strategically important land owned by the Mayor of London, and is delivered in partnership with the Royal Docks Team. Money raised from business rates is reinvested, and in June 2018, a £212m investment package was approved to further accelerate the regeneration of the Royal Docks. The Royal Docks and Becton Riverside Opportunity Area show that 55,000 jobs and 36,000 new homes can be delivered in the wider area.

Royal Albert Wharf (RAW) is a housing-led, mixed-use development at the eastern end of the Royal Docks. As a relatively risky investment delivering 1,850 homes, it forms a pioneering new local neighbourhood and community, in a former dockland. It was vital for RAW to contribute toward the social economic regeneration in an area of social need and deprivation, and avoid creation of an isolated island suburb, distant from more urban places in Newham and London. Planning obligations for the new development required replacement of pre-existing employment use, industrial units and a warehouse, with a viable alternative to provide local jobs and ground floor activation.

Introduction by Lizzie Stevens

Managing Director, Places & Estates, Notting Hill Genesis

Royal Albert Wharf is a major regeneration project for Notting Hill Genesis. The scheme at the east end of the Royal Albert Dock in Newham is set to deliver over 1,850 homes and commercial spaces. The award-winning phase one, designed by Maccreanor Lavington Architects and constructed by Galliford Try, was completed in 2017, delivering 350 new high-quality mixed-tenure homes within three blocks.

At that time the market for the ground-floor commercial spaces was untested, and we were anxious to avoid voids. The planning obligations required us to offer a viable alternative to the employment use. In partnership we chose to promote a proportion of the workspace at affordable rates for creative occupiers. We entered a dialogue with Bow Arts and agreed we would work together to establish and fill affordable artists' studios very quickly. We leveraged the presence of the new creative community and worked with Bow Arts to build an arts and events programme.

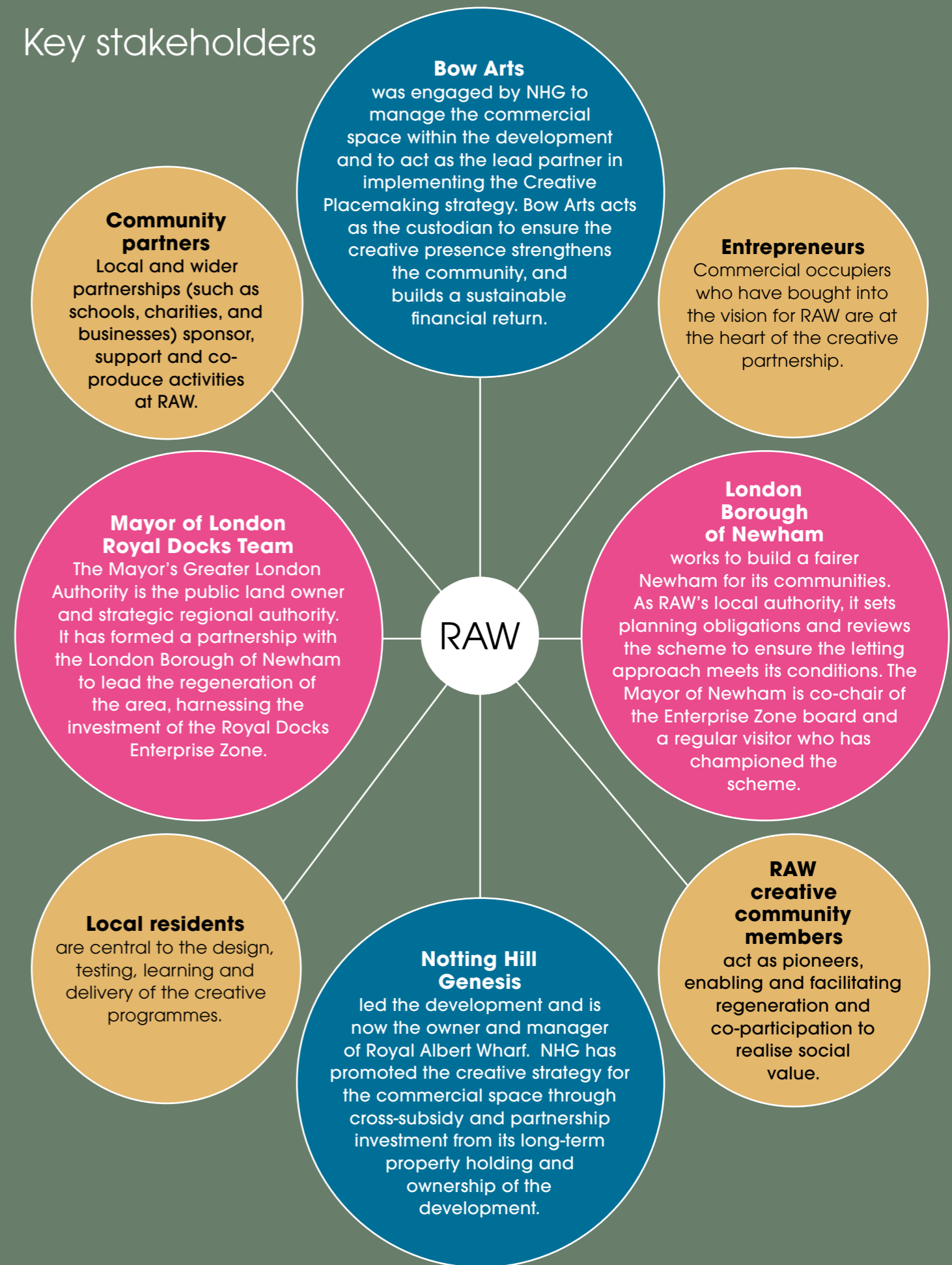
Our agents reported that the presence of a creative community in the studios and the arts and events programmes supported residential sales and lettings. Importantly, the immediate occupation of studio spaces by Bow Arts eliminated voids and secured an income stream from the outset. Over time, we began to gain commercial occupiers attracted by the creative ambience.

Bow Arts were invaluable, helping us attract entrepreneurs who have bought into what we are trying to achieve at RAW. Residents, artists and businesses are all part of the community. We wouldn't have anticipated that a place so far at the eastern end of the Royal Docks would establish itself as an inviting and liveable place so quickly.

The experience of Creative Placemaking at RAW has helped NHG rethink its approach to neighbourhood development. We have removed some of the artificial lines between former business departments, and we are now more experienced and confident in how to work with an external stakeholder like Bow Arts, bringing specialist expertise that strengthens our sales, lettings and estate management. I feel that we have been ambitious at RAW, but we have managed the risks of establishing a new market and building a new community. We have a model that can be replicated in further phases at Royal Albert Wharf. Creative Placemaking is now a viable option in our toolbox for future developments.



Key stakeholders





“What you’ve done is impressive and essential. It’s meant we haven’t had vacant commercial units. That is more positive than any single event – speaking to more human interaction”

NHG HEAD OF SALES

Fit-out to full occupation was achieved in three months; occupation has since remained at 92% +

Bow Arts Creative Placemaking achievements at Royal Albert Wharf

Established vibrant community amenities

The immediate launch of a café and community hub established the neighbourhood’s welcoming character. The café achieved commercial viability and was passed to a business operator in the third year.

Attracted a diverse, responsible, skilled and qualified community of creative tenants

Over 90% of artists in Bow Arts studios are qualified to a degree or higher level. 44% of RAW artists live in Newham and 75% in east London. An outward-facing relationship between artists and the community was encouraged and sustained.

Secured early occupation of otherwise hard-to-let commercial space

9,000 square feet of newly fitted affordable studio spaces at RAW were filled within three months. Occupancy remained over 92% throughout the next five years.

‘Creative ambience’ attracted business to RAW’s commercial units at market rents

Bow Arts worked proactively with NHG to build the market incrementally for the remaining 21,000 square feet space. The creative presence established RAW as an attractive place to live and work. Over time, we attracted occupants for commercial units at more profitable rents than had we simply engaged estate agents to fill vacant units. All commercial space at RAW Phase 1 had been filled by year three.

Attracted and encouraged sustainable enterprises

By offsetting an initial short-term loss of rental income (from flexible lettings at affordable prices for artists, designers and makers), we were able to attract companies who added to the creative ambience. Geared to environmental sustainability, all RAW’s public-facing businesses share values of creativity and ambition.

Fostered a creative community committed to working with residents

NHG and Bow Arts collaborated to establish a socially inclusive and sustainable long-term arts and events-based community-facing programme. Residents have been supported to develop their projects and co-produce arts and events at RAW.

Secured a healthy financial return for the residential development

Our dynamic Creative Placemaking programme contributed tangible value to all aspects of the scheme, improving property sales and rentals (see pages 24-26).

Proved Bow Arts business model to be a viable option for developers to consider

RAW has shown Creative Placemaking to be a catalyst for sustainable investment: attaining resident satisfaction, providing extra tools for effective estate management, and generating influential PR and marketing (see page 28).

Met strategic objectives of the Mayor of London and the Mayor of Newham

RAW is a catalyst for sustainable economic growth, fostering a new creative economy to replace lost traditional sectors; RAW had created 83 new jobs by 2021 and secured linked education, training and business development through innovative programmes with positive effects for existing and new residents in the wider area. RAW strengthened community ties and resilience, engaging residents in economic development and cultural activities.

The Creative Placemaking model

Creative Placemaking leverages the power of the arts, culture and creativity to serve a community's interest, build character and quality of place, whilst driving a broader agenda for change, growth and transformation. Requiring cross-sector partnerships and collaboration, Creative Placemaking establishes a creative community that works with the local community to help advance local economic, physical and social change that strengthens community bonds.

Creative Placemaking at RAW

NHG embraced a flexible approach to the management of RAW which successfully encouraged creative responses to bring interaction between commercial and residential uses. This creative presence has built trust within the community, delivering social value over time, ensuring the sustainability of the neighbourhood, and building community resilience to respond to social and economic challenges.

Bow Arts and NHG adopted a strategy of learning, testing and doing. This approach has built a reputation and grown market confidence in the area; significantly increasing the levels of occupancy with a diverse mix of commercial tenants. By continually reviewing the programme and learning from what has worked, Bow Arts were able to attract additional commercial occupiers and further improve community participation with a clear strategy:

- Bow Arts' Creative Placemaking model was predicated on attracting and filling a proportion of the commercial space as affordable studios with artists, designers and makers, in return, leveraging investment through their active participation with the neighbourhood. This creative community has attracted residents and has driven interest and secured a market value in the remaining commercial spaces.
- Bow Arts enrolled a diverse mix of vocationally trained, or formally qualified, innovative and entrepreneurial occupiers from the creative industry. They have established their own businesses and developed a brand through physical presence, community participation, relationships with residents, and interaction on social media. The activation of the ground floor uses at RAW brought people together and created community ties between occupiers of commercial uses and the residential units above.
- Bow Arts supported the life of the creative community and leveraged its presence to build its skills to establish community programmes. Studio occupiers progressively responded to local opportunities and extended their involvement with the local community, strengthening their practice and contributing to neighbourhood life. In this way, RAW offered the conditions for an inclusive development, bringing about creative energy to inform the participation, events and programming for the new community.
- Bow Arts worked with NHG and their property lettings agents to fill the commercial space with occupiers attracted by the emerging place with an inspiring creative ambience. It offered practical support and advice to secure the occupation of the commercial space, bringing sectoral and local expertise to supplement the work of NHG's commercial lettings agents. Importantly, Bow Arts could build the creative 'cachet' of the place that could, over time, create a market demand for commercial space.

The Bow Arts / NHG partnership at Royal Albert Wharf

Bow Arts partnered with NHG in 2016. The initial contract for five years was extended for a further five years in 2021. Our remit:

- build the market for both the broader commercial uses and affordable studios;
- bring art and creativity to the neighbourhood and community life;
- implement our integrated **Creative Placemaking** programme within restricted budgets to be part-subsidised from the rental income of lettings to artists.



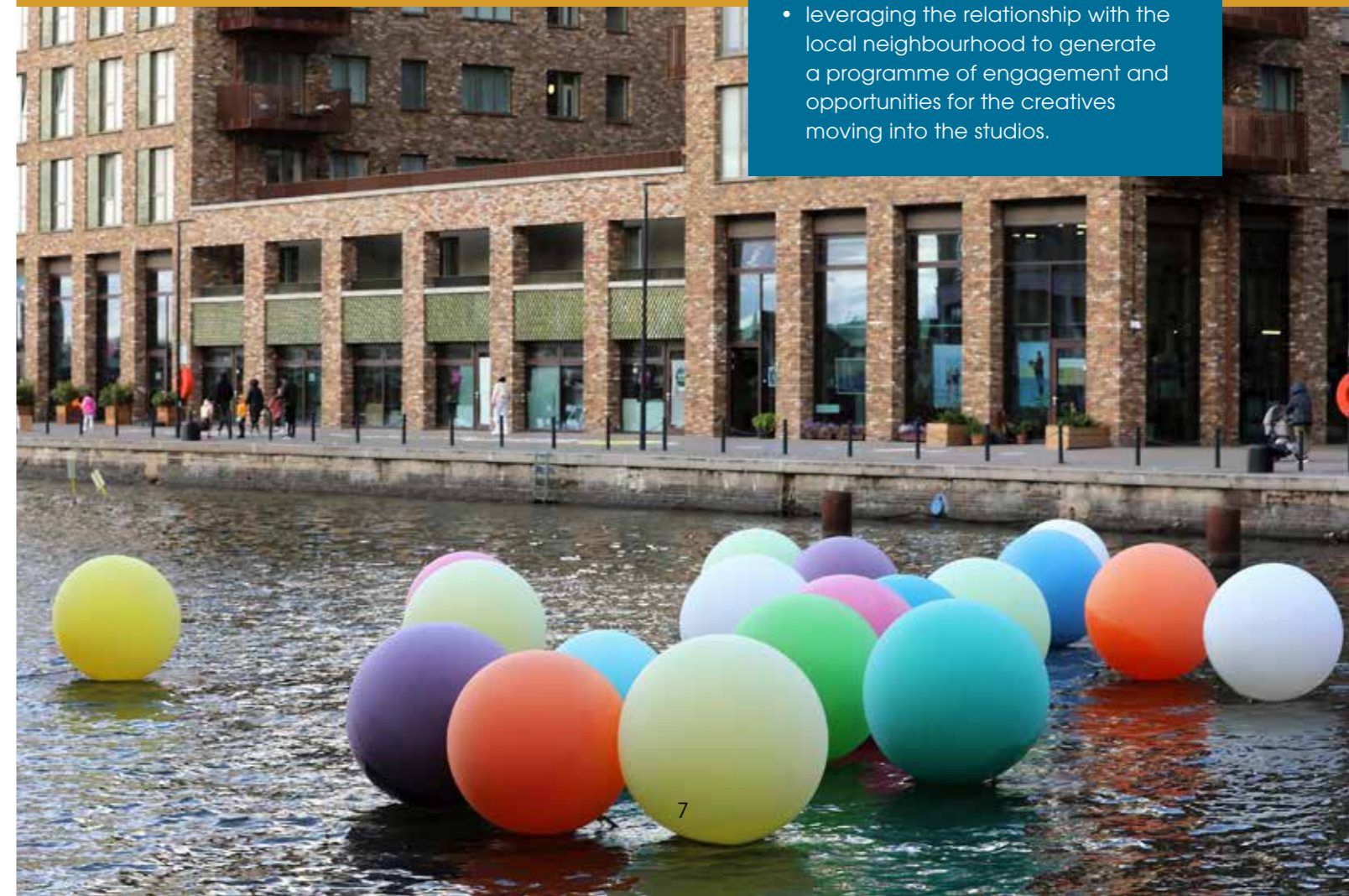
Bow Arts' skills and experience in making affordable creative spaces made us the ideal partner for NHG.

The location presented challenges:

- RAW was unknown territory for Bow Arts' target client group;
- the absence of an established local community indicated that commercial opportunities would need to be created to attract creatives to the development.

Our Creative Placemaking model was predicated on:

- securing suitable buildings and filling them with creative businesses;
- leveraging the relationship with the local neighbourhood to generate a programme of engagement and opportunities for the creatives moving into the studios.



The three elements of Bow Arts' commission

1. Studios:

Develop a proven and viable strategy for the commercial space, offering a suite of affordable studios for artists and creatives (satisfying the planning obligation).

- Bow Arts converted one-third of the commercial space at RAW into affordable studio space, subdivided into 36 studios, supporting 40 jobs for artists, designers and makers. At around £14 per square foot, exclusive of utility bills, the initial inclusive rent compared favourably with rents across London's affordable studio sector, with a gross internal area of 788 m² converted to create a net internal area of 700 m².

2. Facilities Management:

Bow Arts received agency fees for property management of the overall combined affordable studios and remaining commercial space within the first phase of the RAW development at Great Eastern Quays, meeting NHG's commercial lettings targets.

- Bow Arts provided an onsite presence within the development, delivering a service which was approachable for existing tenants and enabled lettings as part of this custodial role. This income also supported operational costs as the proceeds were reinvested into resourcing the project.

3. Placemaking Partner:

The establishment of RAW Labs café as a central hub for the arts and events programme, funded by NHG's placemaking budget and managed by Bow Arts. Part of the commercial letting strategy was to support the local economy by offering new spaces compatible with the mixed-use residential scheme, applying the principles of Newham's Community Wealth Building policy.

- Overall, this project aimed to attract new economic and cultural activities to an area that, to date, had been home to industrial and warehousing occupiers. As a mixed-use residential and commercial development, RAW offered an opportunity to establish a market for creative businesses in the local area.
- To succeed, the development would need to offer tangible benefits in support of a deprived and under-served existing population. This would aim to encourage social integration as part of establishing a diverse community with a mix of income level and demographic.
- Employing use of social capital and a well-integrated community, the development at RAW could be better equipped to overcome the risk of becoming sterile, isolated and insular, that is segregated from existing neighbourhoods.
- The development was also in an unestablished location with limited footfall to support commercial uses – in comparison to higher-value mixed-use schemes 4 km further east at the western end of the Royal Docks and would need to offer a programme of activities to create a destination.
- London Borough of Newham's planning obligations, set via a Section 106 planning agreement, insisted on no net loss of floorspace and stipulated that the developer target creative industries and provide incentives, such as rent-free periods if no occupiers could be found. Given the uncertainties of the commercial market, NHG decided to retain and manage the commercial space rather than dispose and relinquish control of it. NHG also retain a long-term interest in ownership of affordable housing at RAW and has a vested interest in the successful placemaking and asset management of the development.



White box concept
Photo: Alberto Romano

Creative Placemaking in action

Initiative 1

Fitting Out the Spaces: The White Box Concept

Bow Arts and NHG engaged Delvendahl Martin, a specialist workspace architect, who designed a cost-effective internal fit-out of a portion of the ground-floor shell and core commercial space. The sustainable design supports low-cost ongoing maintenance, such as natural ventilation. Basic shared facilities include accessible WCs, sinks and kitchenettes.

A timber screen and shelving system act as a spatial divider between spaces, maximizing usable floor space and creating individual units. Artists make use of shelving behind non-reflective external glass windows, showcasing the work, tools and providing an insight into the activity in the studios, enlivening the street scene. In the summer, doors are often opened, increasing the interaction between artists and passers-by. Activities are curated to bring a creative presence to life in the public spaces supporting the links between commercial occupiers and local communities.

Initiative 1: positive effect

Within weeks of completing a cost-effective fit-out, Bow Arts had filled the affordable studio spaces with diverse and skilled creative tenants, either vocation-ally trained or formally qualified. Bow Arts, formed in 1994, has a long-established role in the sector and manages extensive demand from artists, designers and makers looking for affordable creative work-space, which is in high demand in London.

Occupancy rates were high from the outset, and the target of 95% occupancy was consistently exceeded. The occupiers of creative studios reflect the diversity and innovation of London's contemporary creative economy, with fashion, contemporary fine art, sculpture, theatre set design, animation and textiles.

Creative Placemaking in action

Initiative 2

The RAW Labs café – a creative hub to promote commercial activity

Bow Arts established a café and flexible community space at the outset to be a highly visible 'landing pad' at the entrance to the development. RAW Labs café, conceived and managed by Bow Arts for NHG, provided a central space for residents to meet and a cost-effective 'activation space' – the primary area for arts and community programmes in the early stages of the development. RAW Labs café became the focal point for the social programme of crafts and activities geared towards residents. It provided an insight into what would flourish across the site over time.

The café was not initially economically viable, but NHG and Bow Arts understood that its presence would be central to the life and spirit of the project: open, welcoming, dynamic, visible, a place for residents, artists and visitors to meet and a home for community activities. RAW Labs café opened for two, then three days a week, recording 1,200 customers in the first year. Despite Covid restrictions, visitors increased ten-fold to over 12,000 customers in 2021.

RAW Labs café was developed with funding from NHG and subsidised by Bow Arts' income from studio lettings. The subsidy continued through the pandemic and, strictest lockdown periods aside, the café opened seven days a week. Progressively, Bow Arts attracted people into the space, growing its visibility and local presence with activities at the café. With the café established as a viable business opportunity, the Well Bean Café company was able to step in and take over running the café within the community space: evidence of the organic approach to business and enterprise development.



RAW Labs café
Photo: Orlando Myxx

Initiative 3

Positive effect – commercial tenants secured

Well Bean Café/Charlie's Chocolate Factory

Organic chocolate maker Charlie Claydon first rented space within the café under the brand Charlie's Chocolate Factory. Once established, he took over management of the RAW Labs café, rebranding as the Well Bean Café, and expanded his chocolate-making operation. This enterprise has removed the liability from NHG and Bow Arts whilst maintaining and growing the all-important community hub.

Bow Arts and NHG took a flexible approach, experimenting with lease terms and Charlie took over the café based on a profit share agreement. This reduced the running-cost liability of the café on the wider placemaking programme. Charlie's business survived the pandemic, and the subsidy from the placemaking programme diminished. In the immediate period after the pandemic, the café part of the business looked set to recover and exceed sales from its pre-pandemic levels: the café had generated £3,780 worth of sales in one month before the pandemic.



Above: Charlie, Well Bean Café
Photo: Orlando Myxx

Right: Café Spice
Photos: Nitin Kapoor

Cyrus Todiwala: Café Spice Namaste

By 2021, a watershed moment had been reached. Celebrity chef Cyrus Todiwala made a bold move to relocate his headquarters and excellent restaurant to RAW from central London. His business includes a restaurant, a supply service to his network of outlets, and a training kitchen. As companies emerge from lockdown, local commercial partners support over 40 direct jobs in 2022, with the potential to double these figures by 2023.



"I wouldn't want to be anywhere else other than RAW Labs, it's undoubtedly been key to our success. There are so many benefits! Bow Arts has provided a beautiful space that we can actually afford, and with that comes the amazing artists in residents and the wonderful people that walk into the café every week. We are part of a family and community here, which beats being isolated in a tiny shed any day!"

**Charlie Claydon,
Founder of the
Well Bean Company**

Creative Placemaking in action

Initiative 4

Affordable studios for artists and creatives

Demand for affordable studios in London far outstrips supply. Spaces at RAW are offered to selected creative individuals who can get the most out of the area and contribute to the creative community. Bow Arts invites prospective artists to register and complete an application.

Artists, designers and makers benefit, and suffer, from the unique nature of the creative sector's 'gig economy' structure. The studios' occupants have established their own community and support networks: borrowing tools, sharing skills, collaborating on commissions, and simply being there for each other in what is otherwise an isolating practice. The group established 'Art in the Docks', opening an art gallery and mounting exhibitions. It has recently attracted attention from the prestigious Contemporary Art Society in the West End.



Christine Patchett
Yuliya V Krylova
Charlie Tymms
Photos: Andrew Hendry



Initiative 5

Letting the commercial spaces

Two-thirds of the commercial space was retained for commercial occupiers at market rents. Initially there was no demand for commercial space at RAW and the traditional estate agent strategy generated over-ambitious proposals.

To ensure the spaces didn't remain empty, adding no value to the area, Bow Arts and NHG supported and managed interim activities in unlet spaces - local arts community 'Art in the Docks' established a gallery in one of these spaces.

Over time, our Creative Placemaking strategy enhanced the neighbourhood and, accordingly, the market for the commercial units - RAW began to attract occupiers at full commercial rates.

Stories of creativity and enterprise

Events and public art:

Arts residencies

We commissioned an artist to take a residency at RAW every three months. The residency programme supported workshops with local schools and residents, and public art initiatives run from the RAW Labs community café. Stephen Guy, the first artist-in-residence at RAW Labs, exemplifies the journey from artist-in-residence to permanent studio occupier. Stephen is a designer-maker-artist specialising in mechanical art. Working as 'Fire the Inventor', he runs workshops and events, produces educational resources, and builds interactive automata for exhibitions, science festivals, and schools in the UK and worldwide.

Royal Albert Wharf illustrated hoardings project

In the early stages of the development, NHG and Bow Arts created a hoarding project featuring the artworks of local resident and local artist Anna Gibb. Her 28 illustrations of east London's history and development, displayed across 120m of hoarding for a later phase of development, set the creative tone for new visitors to the area. This local artist commission is a departure from glossy illustrations that unwittingly create a sterile imaginary for new developments.

Campaign for Empathy: public art

The 'Campaign for Empathy' sculpture is a public art piece, the culmination of the seven-month residency of artist Enni-Kukka Tuomala, during which she worked with local communities as part of RAW Labs' residency programme and sponsored by the Royal Docks Team with funding of the Enterprise Zone.

Parallel Collective: seating at Royal Albert Wharf

In 2019, Royal Albert Wharf participated in the Royal Docks Team's 'Pews and Perches' design competition, as part of the London Festival of Architecture. Several artistic seats were placed on various sites around the docks. At RAW, Parallel Collective established stone seating outside RAW Labs. The colourful benches are inspired by the nautical flags that ships used to communicate. Made from natural terrazzo, even the material draws on the aggregates of the Thames' riverbed.

Art in the Docks public art programme

The Royal Docks Team has invested significantly in the public realm, and in public art initiatives, to support the area to become much more inclusive, accessible and attractive. Artists at RAW were an important part of the Royal Docks public art ambitions, creating public artworks and exemplifying what would increasingly be rolled out across the Royal Docks. Creative studio occupiers formed a body, 'Art in the Docks' and established a gallery in a meanwhile space. They mounted a lively programme of arts and events, increasing in scale and ambition. They illustrate the point that once established, a creative community becomes self-sustaining.



Clockwise:
Stephen Guy
Photo: Andrew Hendry

Newham for Empathy, Enni-Kukka Tuomala
Photo: Liz Seabrook

London Festival of Architecture Parallel
Collective seating
Photo: Luke O'Donovan

Family workshop
Photo: Art in the Dock



Stories of creativity and enterprise

Art in the Docks

Art in the Docks (AiTD) is a community interest Company set up by a group of artists with studios at RAW. This dynamic organisation has increasingly mounted high-profile creative programmes with residents. In 2023, Notting Hill Genesis awarded a grant of £10k to support a programme of activity led by AiTD, delivered over nine months in 2023. The programme included artist-led community workshops providing people access to the therapeutic benefits of engaging in creative activity.

"This is a knock-on effect of our creative placemaking approach. It shows the evolution of the place into the next step as local artists have taken up some of the reins to organise and lead community events."

GEORGE CLARKE, HEAD OF COMMUNITIES AND COMMERCIAL PROPERTIES, NOTTING HILL GENESIS

Highlights of the evaluation report for the 2023 Programme:

Phase 1

A summer programme of 12 workshops and events designed to engage family audiences. These events attracted 303 people, the majority of them local residents.

Phase 2

The delivery, promotion, management and maintenance of the 'Community Beach at Gallions Reach'. This quickly became a significant community asset in the heart of an NHG residential community and at the height of summer engaged, at minimum, 1,300 people (50 people per day, over 26 days). The audience was predominantly families and young children, many of whom used the facility on a daily basis.

Phase 3

AiTD engaged 370 people through a combination of a Winter Evenings programme targeting an older age group of people, many of whom live in various degrees of social isolation, and a new programme of activities aimed at children and young families (Saturday Kids Club). By the end of December, the Winter Evenings programme delivered 14 workshops and experiences to 310 people, many of whom are now regular returners to this much valued community activity. Meanwhile, the Saturday Kids Club attracted over 60 people through Saturday morning events and activities aimed at parents and young children. The audience for both programmes is overwhelmingly drawn from the local NHG resident community. On most Saturdays, AiTD now sees large numbers of local people attending the sessions. This number is growing.

AiTD engaged audiences of all ages and from a wide range of socioeconomic backgrounds. The primary common denominator was NHG residency. In summary, the project provided 26 individual wellbeing-oriented creative workshops, the delivery and management of a month-long community asset and the engagement of 1,973 people, mainly local NHG residents. Over 60% of attendees were Newham residents.

Feedback from AiTD event attendees

Community Beach at Gallions Reach

"It's initiatives like the Family beach that bring the people together and help build a sense of community... it also helps to bring an otherwise redundant space and turn it into a little 'town square.'"

"The beach was an amazing idea. We enjoyed it a lot. My little one was looking forward to playing in the sandpit every day. He met wonderful friends and made so many memories with them. Bring it back again!"

Winter Evening Workshops

"All workshops hosted by Dylan are absolutely fantastic to attend. He is inclusive, attentive, a very good teacher and the quality of the materials he makes available for us to use is very good."

"A good variety of materials and tools has been made available for our use. It is nice to be able to try materials and tools required for all these skills before committing to costs."

Saturday Morning Kids Club

"I enjoyed spending quality time with my child being creative and meeting other people in the community"

"It's such a wonderful local event for kids and parents"

A Resident's Perspective

Blossom has lived at Royal Albert Wharf since 2006 in housing adjacent to the Notting Hill Genesis development and Bow Arts studios. She has seen Royal Albert Wharf develop and all the opportunities it brought. She remembers a time before the factory on the RAW estate was demolished, and a small local shop was the only local facility. There wasn't even a post box. The circular road cut off the neighbourhood. The DLR station and a bus stop offered a route out. Before the artist studios and creative businesses opened, there was nothing much to speak of in the immediate area.

"You might think life in the dock was all new when RAW was developed. But for those of us who have lived here for over ten years and more, we thought: hang on a minute, this area wasn't razed to the ground; there's a community already here, beyond the RAW boundary lines. And the artists at RAW are alive to this: programmes are open to everyone."

I remember quite early on, when Bow Arts came, walking around and looking in the studio windows. Some artists encouraged people to come in. When the café first opened, it began just with a coffee machine. It was mostly used for rotating three-month artist residencies. I had a whale of a time going along and getting involved in creative practice. Steven Guy was probably the first one. Goodness! Weekend afternoons creating automatons: wonderful! Then I remember doing photography with Melanie King. She did some amazing evening workshops. I remember one looking at the night sky, photographing the moon.

Now, the artists work together as Art in the Docks. I love having different artists around. I have been in their studios and engaged in public spaces as well. They take the art, which could be behind closed doors, and bring it out into the community: examples are the kids' club on a Saturday morning and the drawing and painting workshops on Thursdays. I love that it is being led by local artists in the community. Artists don't just come in and go away again. This is something grounded in the place. Many artists and businesses put their contact details on the windows and links to their Instagram or QR codes or information about events. Some artists keep their doors open. Christopher Mike puts chairs and benches outside his studio, with some planting. It just becomes this inviting thing, you know, come and see and then come in and join in the conversation.

'I think Bow Arts has created a platform, and now lots of the artists and the entrepreneurs: Art in the Docks, Café Spice, Well Bean, they are powerful in their own right. You visit for one thing, and you encounter something else. You might think you're coming to have a nice meal at Cafe Spice if you do, but then you're wandering around the corner and encountering art, or you might have a coffee and a vegan bagel over the road. There is a sense of different businesses collaborating, creating something more than the sum of the parts.

People aren't naturally inclined to visit RAW. Maybe they come for one thing: the Open Studios or an Art in the Docks event, to eat at the Café Spice Namaste Restaurant, for coffee at Well Bean after a Docklands walk, or to visit a resident. But then they notice the other places are interesting: they walk around the dock and come back for something else. It's changing, and people from the wider area are coming to RAW. It has broken down barriers between the new housing and wider east London.

Cultural funding programmes could learn many lessons from what's happening here. The artists' work is not all local. Some of them connect to city-wide and even international markets. But they are also committed to working in the local community, which is interesting."

BLOSSOM, RAW RESIDENT

Royal Docks cultural collaborations

Bow Arts and the artist community at RAW, Art in the Docks, are valuable and trusted partners and co-producers for the Mayor of London's Royal Docks Team's creative programming at RAW. Here we give examples of arts and events funded and supported by the Royal Docks Team.

2019 – 2020

Pews and Perches seating competition

The London Festival of Architecture and the Royal Docks Team invited emerging architects and designers to design and deliver a playful new take on street furniture that celebrates the Royal Docks' distinct waterfront.

At RAW, Parallel Collective established stone seating outside RAW Labs. The colourful benches are inspired by the nautical flags that ships once used to communicate. Made from natural terrazzo, the material draws on the aggregates of the Thames' riverbed.

2019

Newham for Empathy artwork by Enni-Kukka Tuomala

The 'Campaign for Empathy' sculpture is a public art piece that was displayed in Royal Albert Wharf, outside RAW Labs. The piece was the culmination of a seven-month residency of artist Enni-Kukka Tuomala, during which she worked with local communities as part of RAW Labs' residency programme.

Dock the Halls

For the winter season the Royal Docks Team collaborated with RAW Labs to deliver a programme of screenings, live music and creative workshops, aimed at families. All activities were free of charge.



The Boys are Back in Town
Photo: Luke O'Donovan

2020

Dock Lands People by Michele Turriani and Trinity Art

The exhibition, funded by the Royal Docks Team, featured images and stories of people who call this area their home, including a selection of Bow Arts Artists in a collection named London's Artist Quarter.

Living Histories: glass plate portraits by Selina Mayer

Using an antique glass plate camera manufactured in 1880, the same year Albert Dock was first built, RAW studios' visual artist and photographer Selina Mayer created a series of photographic portraits of local people from the waterfront.

2021

Shadow Play

The Royal Docks Team commissioned twelve Royal Wharf artists to create a unique Shadow Play of pictures in their studio windows, forming a cinematic journey along the waterside. The windows created by Charlie Tymms and other local artists, came together to tell stories that celebrate London's diverse communities, including moments from the dock's history.

Artist Enni-Kukka Tuomala at RAW Labs
Photo: Liz Seabrook



Dock the Halls community hub
Photo: Royal Docks Team

2022

Family Weekender

Royal Albert Wharf was home to the Royal Docks Originals Family Weekender. The area around Bow Arts Studios hosted a programme of live music, dance, storytelling, art and games. This free event was attended by those living in the area as well as attracting new visitors to site.

RAW Christmas market

To add spectacle to RAW's Christmas market, Royal Docks Team programmed additional walkabout acts to perform throughout the event helping to boost the offer, and make the Christmas market a real destination for those living in the area.

One Christmas Wish

This was a magical touring show that Royal Docks Team funded to enhance the Christmas community offer across the docks. The Royal Docks Team collaborated with Royal Albert Wharf to deliver the attraction alongside the Christmas market in Pumping House Square, which enhanced the festive offer, attracting a more diverse audience.

Shadow Play

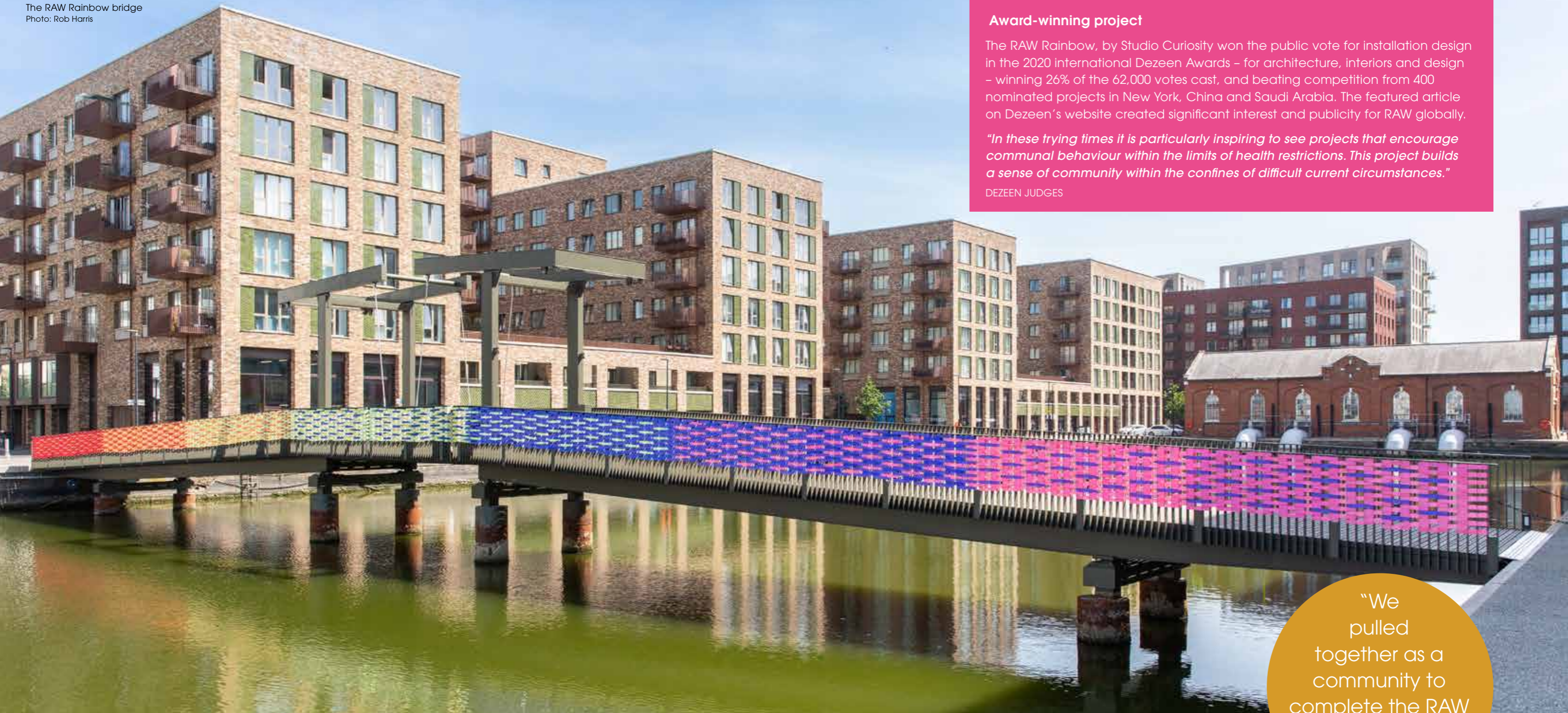
Building on the success of last year's event, the Royal Docks Team commissioned twelve Royal Albert Wharf artists to create a unique Shadow Play picture in their studio window. Windows were lit up together, to showcase twelve stories along the waterside.

2023

The People's Beach at Gallions Reach

This is the name affectionately given by residents of Gallions Reach to the 'urban' beach that they adopted in summer 2023. The sand pits formed part of Royal Docks Summer Splash, a pop-up lido throughout August in Royal Victoria Dock.

To extend the benefits of the activity, the sand pits and infrastructure were set up in Pumping House Square to enliven the area and provide a space for the community to enjoy. The project was funded by NHG and managed by Art in the Docks and Bow Arts.



Award-winning project

The RAW Rainbow, by Studio Curiosity won the public vote for installation design in the 2020 international Dezeen Awards – for architecture, interiors and design – winning 26% of the 62,000 votes cast, and beating competition from 400 nominated projects in New York, China and Saudi Arabia. The featured article on Dezeen’s website created significant interest and publicity for RAW globally.

“In these trying times it is particularly inspiring to see projects that encourage communal behaviour within the limits of health restrictions. This project builds a sense of community within the confines of difficult current circumstances.”

DEZEEN JUDGES

“We pulled together as a community to complete the RAW Rainbow in seven days”

Bringing national attention to the development

The story of the RAW Rainbow

Commissioned by NHG and Bow Arts, local resident and artist Andrew Morris and Studio Curiosity created the RAW Rainbow – a community project that became a prominent and well-publicised landmark. Inspired by the hand-made rainbows displayed in Newham homes and schools during the pandemic in support of the NHS, the Royal Albert Wharf Rainbow transformed the footbridge into a stunning and emotive public artwork at the height of the pandemic.

The art installation was formed of 5,000 metres of coloured ribbon, cut and woven by residents into the structure of the footbridge. A community of over 50 local residents came together over the May Day Bank Holiday to create the Rainbow as a landmark symbolic of hope, and gratitude for essential workers, amid the fears and uncertainty of the pandemic.

The response to the project was phenomenal. News of the community arts project spread from RAW residents to the wider Royal Docks community until it was known London-wide, nationally, and globally. The RAW Rainbow ‘went viral’ with images and the hashtag #RAWRainbow shared on hundreds of posts. The Mayor of Newham visited and added it to her recommendations of things to do by bike during the easing of lockdown measures. The decorated bridge has become the iconic image of the RAW development.

The installation secured extensive national TV and press coverage and featured on digital billboards across the capital: JCDecaux placed the RAW Rainbow across 11 billboards in London for 24 hours to thank NHS workers.

The value of Creative Placemaking

Positive outcomes of Bow Arts' Creative Placemaking programme in partnership with NHG

Creative Placemaking delivered through the partnership between Bow Arts and NHG was an effective solution to the challenges NHG faced at RAW. It established the area's personality, generated attention and publicity and created demand for the commercial units.

The valuation of the commercial space grew from around £4.2m in 2016 to £5.3m in 2021

RAW demonstrates the value of Local and London plan policies to promote affordable workspace

Creative Placemaking added overall financial value to the RAW development

Activating commercial ground floor space for creative uses added value to the broader development, both as a place to live and financially. The strategy directly built the market for commercial space, steadily attracting occupiers in otherwise sluggish market conditions.

Creative Land Trust research¹ indicates Bow Arts' role as an activator was fundamental to the scheme's success – sales and rental values at Royal Albert Wharf have largely matched values across the E16 2 postcode, including the western end of the Royal Docks. The area is now established, and it is possible to secure occupiers at improved rental rates in the future phases of the development.

Although the financial valuation and book value of NHG's entire portfolio of commercial spaces fell between 2020 and 2021 by 11% – reflecting the impact of Covid, increase of online shopping etc. – in contrast, the overall book value of RAW units remained slightly increased over the two years. This increase in valuation is a mark of the success of the Creative Placemaking commercial strategy, creating resilience not seen in many similar locations.

¹ Creative Land Trust et al. (2021) *The Impact of Creative Workspace on Local Residential Property*. www.creativelandtrust.org/creative-places-create-value



The value of Creative Placemaking

1 Residential sales and lettings

We conducted interviews with NHG staff involved in sales and lettings at RAW. Their assessments support the conclusion that Bow Arts' programmes and creative presence have had a positive impact:

Shared ownership sales

RAW has become a progressively more attractive neighbourhood, driven by NHG's investment in the Creative Placemaking programme. Rates of shared ownership sales at RAW have improved, rising from approximately 1 per month in 2016 and 2017 to 4.5 per month in 2023.

NHG compared sales at Royal Albert Wharf with a similar scheme at Woolwich Reach. Woolwich Reach is a shared ownership scheme launched in October 2021. Many units at Woolwich enjoy very attractive views of a park and the river, but the scheme does not benefit from the same placemaking programme mounted at Royal Albert Wharf. Sales rates of 1.8 per month were achieved at Woolwich; at RAW, shared ownership sales rates were 2.25 per month in 2022, rising to 4.5 per month in 2023. NHG sales team assert that had the Woolwich Reach product been located in RAW; it would likely have sold far more quickly, the critical difference given by the Creative Placemaking programme at RAW.

Private sales

Similar improvements can be seen in private sales at RAW. Reasonable sales rates were achieved at the scheme launch in 2016 (3.5 per month), but these tailed off to less than 1 per month in 2018. The latest phase has secured 5.3 sales per month in 2023. NHG officers consider the Creative Placemaking programme to be a significant factor in establishing the qualities of the neighbourhood and driving private sales.

Residential lettings

NHG officers report that RAW is a popular scheme in high demand. The demographic profile of the occupiers comprises young professionals, couples, and sharers. RAW attracts those seeking easy work access to Canary Wharf and the City. The most common age group is 25-35. It is reasonable to infer that the Creative Placemaking programme adds to the attractiveness of the neighbourhood for this demographic.

NHG reviewed rental income performance at RAW to assess the impact of Creative Placemaking on rental trends.

The comparison between 2022 and 2023 demonstrates a progressive improvement:

- a monthly rent roll increase of 14% (combination of re-lets and renewals).
- an average rent increase of £206.00 per month.
- an average re-let turnaround improved by 21 days per re-let.

By the end of 2023, the position was:

- 100% occupancy of market rental units at RAW.
- average rent increase in 2023 of 15%.

Residential property available to rent at Royal Albert Wharf
Photographer: Folio London



The value of Creative Placemaking

1 Residential sales and lettings – continued

Bow Arts Impact Study assessed the Creative Placemaking strategy's impact on residential sales and lettings. We conducted interviews with NHG staff to gain qualitative evidence. Their assessments support the conclusion that the Bow Arts work and creative presence had a positive impact on sales and lettings.

"Prospective buyers were encouraged to walk around, over the bridge and all the way around, then go and have a coffee at the RAW Café; to go in and see the place, just to interact with it. Buyers could see public art and artwork in the studio windows. It was possible to chat with artists and even go in and say hello."

NHG HEAD OF SALES

"In hindsight, it's not about the money, but rather doing more with what you've got. We now wish we had, for previous developments, looked at the marketing budgets and invested in the experiments in the use of the commercial space: having a stimulus package for new businesses and for short-term programmes in the commercial space. Schemes elsewhere in London, like Elephant Park, for example, demonstrate there's such an appetite. Many small businesses would happily latch onto a project with some initial financial relief; you need to subsidise the commercial uses early on to generate the dynamic. It would be a good use of small amounts of money, already available in the marketing budgets, in ways that animate the place. That would generate consistency, build the confidence of people thinking of buying, and give us more positive press."

NHG HEAD OF FOLIO

Charlie Tymms' Dinosaur
Photo: Joss Taylor



Almacantar Residency Show
Photo: Henry Jones

2 Commercial lettings

One-third of all commercial space within the scheme – 36 affordable spaces – were occupied and filled by Bow Arts in just three months. Bow Arts also animated the additional unfilled commercial spaces with interim uses as they became available, creating a dramatic positive shift in the perception of the neighbourhood that helped NHG secure further lets.

Demand for commercial space was low at the outset, several unviable enquiries were rejected and the traditional approach was unproductive and unresponsive. The Creative Placemaking programme delivered an interim programme of events that used commercial space that otherwise would have lain empty.

Bow Arts and NHG worked closely to create demand for commercial space over time. The Bow Arts' slow-but-measured strategy addressed a real challenge to fill mixed developments, experienced across London. The strategy developed the area's image and established its 'creative identity' to attract enterprises who identify with those values. The success in attracting Cyrus Todiwala's group to RAW speaks to the success of that organic strategy

3 Supporting estate management

The Creative Placemaking programme eased the pressures of estate management as custodians of the place by establishing a safe, friendly, highly visible creative community committed to the care of the area and supportive of community ties: artists chat with local teenagers, and volunteers are drawn into community programmes.

Family day
Photo: Don Blandford



The value of Creative Placemaking

4 Marketing and promotion: multiplying the development's visibility

a) Marketing through creative presence

The value of positive press on the perception of potential buyers, renters, other commercial occupiers, and next-phase investors is considerable but hard to quantify. By building a creative identity for the RAW development, Bow Arts Creative Placemaking programme offered an alternative to standard estate agents' methods of marketing and promoting commercial spaces. In parallel, Bow Arts worked flexibly to grow and test commercial opportunities to make the area attractive for companies who identify with the creative ethos. Many regular programmes and one-off events occur in the café, in the gallery established by the artists, in public spaces around the water's edge, and between the buildings. In 2020-21 our RAW Rainbow public arts project success at the International Dezeen awards attracted interest, and the cross-London billboard campaign featuring the Rainbow was an exceptional success, securing an estimated 3.5m views on social media.

b) Press and social media*

RAW's core marketing strategy, of establishing a place identity to support sales and letting activity, was aided by extensive print media coverage of Bow Arts and NHG collaborations in local papers including the Newham Recorder, East London Advertiser and Time Out. While core marketing messaging was highly controlled and directed, the Bow Arts' creative community's diverse platforms offered a low-risk way to leverage informal networks.

Postings from RAW's creative community carry an authenticity not available to corporates and serves to extend the reach of publicity about the development with little financial outlay. Bow Arts built a social media presence around its brand RAW Labs, attracting 3,000 followers on Instagram. The artists, designers and makers in the studios significantly increased RAW's social media reach through their own social media accounts.

c) Cost efficiency and organic marketing

The Creative Placemaking budget of £30,000 per annum is a small proportion of the marketing costs for the Great Eastern Quays development scheme - Phase 1 and Phase 2 - £1.94m and £3.19m, respectively. As a capital cost, marketing can be best compared against the entire cost of building the commercial in the first two phases. Marketing for the whole scheme represents approximately two-thirds of the total commercial build cost (to shell and core) - they are similar in scale, and arguably both have significantly impacted the scheme's success.

* See Appendix 2 for detailed figures on social media marketing efficacy.

5 Economic impact

The economic impact of the NHG/Bow Arts partnership is addressed in a report by PRD Consulting Ltd*. Its key findings are:

- The scheme represents a remarkable shift in the nature and quality of jobs in the immediate area, 60% of the 83 jobs currently on site are in the creative sector.
- In its creative and social focus, the Creative Placemaking programme represents an exciting 'kernel' of activity and a potential 'spark' for aspirations for long-term growth and evolution in the local economy.
- The creative community and the institutional framework at RAW provide the basis for linking community development, school education and career development.
- The success of highly skilled, early-career makers in the RAW studios such as Christine Elizabeth and Hafza Yusuf prove that the creative sectors offer valid routes into employment and business. The Art in the Docks Gallery provides work experience for University of East London students.
- The RAW creative community is a strong presence in London's creative sectors, providing goods and services particularly in fashion and film for larger corporations' prosperity. The networks of mutual support and collaboration, established by Bow Arts and, significantly, by artists and makers themselves, provide a structure for resilience in the tenuous gig economy of highly skilled, specialised workers critical to the creative sector's economic success†.

* Development strategists PRD work with the Royal Docks Team - a partnership between the Greater London Authority and London Borough of Newham - to set out a Theory of Change for regeneration. This includes detailing practical monitoring and evaluation criteria to track the evolution of the area and understand progress towards the success indicators/outcomes.

† Most of RAW's creative occupants are not VAT-registered and thereby do not feature in government data on business presence based on VAT registrations.

prd





The value of Creative Placemaking

6 Social impacts

The positive impact of apprenticeships and training on individuals' skills and employment outcomes, identified in the PRD report.

- The report estimates a Gross Value Added of £4.2m in 2021 (£15.7m over the lifetime of the scheme) and a Gross Salary Value supported by the employment of £2m (£7.2m over the lifetime of the project).
- The development has already delivered a £0.3m estimated social value of training, and significant training schemes, notably at Café Spice Namaste, are in the pipeline.
- The PRD report asserts that these figures, based on our "minimal but exemplary" Creative Placemaking programme at the outset of the much larger development programme, indicate the scope for a radical increase in the creative presence in the area with the right policy incentives and partner.
- Bow Arts provides arts education in local primary and secondary schools. The Bow Arts Learning Team has delivered learning programmes in three schools in the immediate and adjacent neighbourhoods: Gallions Primary School, Calverton Primary School, and Oasis Academy at Silvertown. The Learning Team worked with 12 schools across Newham from 2020–2021.

Diversity and inclusion

- RAW-based training provider Caramel Rock is reaching out to young people in local areas of deprivation offering fashion design training.
- There is a notable presence of entrepreneurs from black and ethnic minority backgrounds within the affordable studio community, several of whom are residents of Newham and its neighbouring boroughs.
- The creative community at RAW is committed to reaching out to the local neighbourhoods and involving residents through voluntary arts and events programmes at RAW and informal on-site activity.
- RAW Labs/Well Bean Café collaborated with the charity 'Nemiteas' to secure subsidies for hiring and training refugees, thereby ensuring a contribution towards staffing costs. Other partners (Greggs and Hotel School) guarantee jobs at the end of a three-month training programme for participants.
- The attraction of a new and more diverse population is a potentially positive outcome. That said, it also reinforces the need for continuous focus on building connections and integration across communities.

Supporting the Royal Docks Team's Cultural Placemaking Strategy

- The size, situation and significance of the Royal Docks, combined with cultural developments in its surrounding area, have the potential to make the greatest shift in London's cultural gravitational pull since the transformation of the South Bank in the 1950s. RAW has added a new place for cultural production in the Royal Docks.



Recommendations for future Creative Placemaking

Bow Arts Creative Placemaking strategy implemented at RAW represents a valid cost-effective method to bring a new development to life. Our 'learning, testing, doing' method of working leads us to recommend for future developments:

- Consider embedding Creative Placemaking at the core of strategic governance, putting in place cross-cutting management and delivery arrangements.
- Review appraisal tools that assess investment in developments to ensure the appraisal of placemaking investment is appropriately directed at its corporate impact.
- Cross-cutting funding for Creative Placemaking contributes to residential sales, lettings and commercial lettings. This arrangement should be incorporated into any future development agreements with third-party developers.
- Funding for Creative Placemaking could be linked to long-term estate management:
 - Fund placemaking via long-term management charges.
 - The model can become self-financing and sustainable without ongoing subsidy when a long-term arts framework is created at the outset.
- Build and embed a place brand and identity for the wider area including the development, supported by a wayfinding and signage strategy, cultural programmes and community work.



appendices





Almacantar Residency Show
Photo: Henry Jones

Appendix 1

Creative Placemaking annual income and expenditure

NHG granted a 10-year lease on the affordable studio space based on a 5-year peppercorn rent followed by a 5-year profit share agreement. Profits from rents are reinvested into the Creative Placemaking programme, delivering social benefits in line with Bow Arts' charitable objectives.

For example, in 2019-20, Bow Arts set a budget based on charging artists £14 per square foot to occupy the space while paying no rent to NHG, generating nearly £32,000 cross subsidy investment into the Creative Placemaking programme.

By 2019, and before the pandemic, Bow Arts partnership with NHG had leveraged additional investment into the Creative Placemaking programme at approximately 1:3. £30k of NHG investment was matched by nearly £30k of earned income and another £30k from grants and Bow Arts investment.

Although the commercial space and placemaking programme is a relatively modest part of the overall development scheme – less than 5% of capital expenditure and a negligible 1.5% of the ongoing more comprehensive management costs – they have had a disproportionately large impact on the success of the place, community and development outcomes.

	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Income						
Grants direct		£5,000.00	£5,255.00		£5,000.00	
Grants indirect				£12,500.00		£39,000.00
Donations from artists		£3,030.00	£3,200.00	£3,200.00	£3,200.00	£3,200.00
Bow Arts	£3,200.00	£7,200.00	£7,200.00	£7,416.00	£7,638.48	£7,867.63
In kind		£20,000.00	£20,600.00	£21,218.00		
NHG fees	£26,000.00	£31,192.00	£30,000.00	£26,000.00	£25,000.00	£25,000.00
Earned income		£11,184.00	£23,700.00	£28,691.00	£3,420.00	£5,632.00
Sub Total	£29,200.00	£77,606.00	£89,955.00	£99,025.00	£44,258.48	£80,699.63
Expenditure						
Project costs including café	£27,200.00	£47,635.00	£60,692.00	£76,771.00	£20,396.00	£66,869.00
Facilities management overheads	£2,000.00	£19,180.00	£20,873.00	£18,234.00	£18,578.48	£9,059.63
Sub Total	£29,200.00	£66,815.00	£81,565.00	£95,005.00	£38,974.48	£75,928.63
Restricted Reserve		£10,791.00	£19,181.00	£23,201.00	£28,485.00	£33,256.00



Appendix 2:

Creative Placemaking digital marketing reach

These statistics demonstrate how Creative Placemaking at RAW resulted in a groundswell of social media posts that combined to achieve an extensive, diverse, lively and engaging social media presence which helped to strengthen the overall identity of the Royal Docks as a destination. Artists and entrepreneurs posted on social media platforms to promote their activities and events, building authenticity and trust with audiences in an organic way.

Bow Arts built a social media presence around its brand RAW Labs – @rawlabs_ – attracting 3,000 followers on Instagram in three years, with our creative tenants adding to the RAW story via their own social media accounts. Bow Arts estimates this community has followers of 55,000. Social media postings featuring RAW grew from an estimated 138,000 in 2017, the year of the launch, to 250,000 in 2019.

The possibilities for creating an impact via Social Media are vividly illustrated by the 2020 RAW Rainbow project which went viral on social media.

	2017-18 no. of social media posts	2018-19 no. of social media postss
RAW Labs	100	1,400
RAW artists	3,000 10 artists x 300 average shares	15,000 25 artists x 600 average shares
Partner organisations London Festival of Architecture, Open House London, Bow Arts, London Design Week	135,000	191,000
Total coverage	138,100	207,400

	2019-20 no. of social media posts	2020-21 no. of social media posts	2021-22 no. of social media posts
	2,200.00	3,000	3,000
	45,000 30 artists x 1,500 average shares	45,000 30 artists x 1,500 average shares	54,000 36 artists x 1,500 average shares
	205,000	3,500,000	65,000
	252,200	3,548,000	122,000

Press and media coverage

Highlights of TV, press and online media coverage of Bow Arts Creative Placemaking activities and events are listed here.

Each year from 2018-22, Homes and Property, Evening Standard and Metro newspapers featured Notting Hill Genesis development, drawing on NHG/Bow Arts marketing output.

The press and media coverage generated by the cultural programmes represents a huge saving. For example, the billboards in 2020/2021 would have cost over £300,000 had they been directly funded.

2018-19 media highlights
Yeti Press Coverage
London Live
Time Out: What's On (life drawing)
London Docks Week
Newham Recorder
East London Advertiser
Newham Magazine

2019-20 media highlights
Open House London
London Festival of Architecture
Time Out listing
London Design Week: Steuart Padwick
Newham Recorder
East London Advertiser
Newham Mag

2020-21 media highlights
Evening Standard, Creative Quarter
10 x London-wide billboards
Dezeen International Award winner
Newham Recorder
Wharf Life (Front page "Creating a Place")
London Festival of Architecture website and social media
Time Out
East London Advertiser
Cyrus Todiwala – Caterers magazine / Radio 4

2021-22 media highlights
Art in the Docks website
London Live TV
Newham Recorder

Appendix 3:

Audience numbers created by Creative Placemaking

Events at RAW built audiences, attracting visitors from across London into the neighbourhood.

In 2016, 12 events attracted nearly 3,000 new visitors. 17 events were held in 2017-18, with audience numbers rising to 6,200. Post-pandemic re-opening, visitor numbers have risen again and are dramatically exceeding pre-pandemic levels.

2017-18		2018-19		2019-20	
Café individual iZettle transactions	1,200	Café individual iZettle transactions	3,180	Café individual iZettle transactions	4,800
Anna Gibb hoarding	2,000	London Festival of Architecture	600 (est.)	Website building skills: online course	25
London Festival of Architecture	250	Promotional arts event	650	Open Studios (summer celebration)	500
Open House London (Pump House Square)	37	Open House London	100	London Festival of Architecture Perches and Pews launch	75
Open Studios (summer celebration)	250	Royal Docks: Join the Docks	325	Artist in residence workshops	475
Marketing event to promote sales and lettings by NHG	400	The Royal College of Arts exhibition	350	Artist in residence exhibition	35
Greater London Authority staff event: introduction to the area	40	RAW presence at Croatia MIPIM international property event	500	Resident courses: drawing, art club, film club	370
Artist in residence	214	Resident photography exhibition	150	Royal Docks Originals: arts installation	125
Almudena R art installation: project participants	25	NHG staff team away day	100	University of East London: architecture event	45
Design Week: Yinka Ilori, playground Installation	227	Resident courses: life drawing, yoga, art club	430	London Design Festival: Steuart Padwick installation	50
Resident courses: life drawing, yoga, art club	347	Newham Mayor's Meal Creative Businesses	35	Empathy sculpture	3,000
		Artist in residence workshops	185	Dock the Halls: free festival event	120
		Artist in residence exhibitions	248	Armada 3 project marketing event	200
		Greenwich Co-operative Development Agency café restaurant training programme	9		

Transactions at the café increased sixfold over four years, as the population grew and the café provided a space for arts and events.

Core funding for arts and events came from Bow Arts and NHG, complemented by major sponsorship from the Royal Docks Team and voluntary efforts of the artists in the studios.

Bow Arts leveraged funding from many sources to extend the arts and events programme, reflected in the diverse activities listed here.

2020-21		2021-22		2022-23	
Café individual iZettle transactions	3,000	Café individual iZettle transactions	12,000	Family Weekender	400
London Festival of Architecture seating installation	500 (est.)	Art in the Docks	450	One Christmas Wish	100
RAW Rainbow Bridge: installation visitors	700	Charlie Tymms Dinosaur Walk /art event	45	Shadow Play	3,000 (est.)
RAW Rainbow Bridge: participants	65	Royal Docks Originals Weekender	400	RAW Christmas Market	350
Art in Docks pop-up small test space exhibitions	310	Open Studios (limited due to Covid)	67		
Art in Docks pop-up small workshops	42	Art in Docks Residency programme	300		
Online courses: cookalong, art clubs	478	Winter Window installation	200		
NHG senior management team meeting	10	Cyrus Todiwala Launch (Dosa on Docks)	174		
Docklands People exhibition	300	Royal Docks Team site meeting	45		
University of East London event	45	Living Histories: Selina Mayer	100		
		Shadow Play	2,000 (est.)		

2023-2024	
The People's Beach	500

Appendix 4

Royal Albert Wharf in context

Local economy

The Royal Albert Basin and Beckton Riverside area is an important component of the Royal Docks and wider Newham economy. There are currently approximately 8,000 jobs and 350 businesses in Royal Albert Basin and Beckton Riverside LSOA*. Whilst this is a relatively small economy it is not insignificant in the context of the Royal Docks, accounting for 28% of jobs and 12% of businesses in the area.

The economy continues to be dominated by 'lower productivity' activities. Industrial and retail activities contribute a large proportion of jobs locally, with higher productivity 'creative' and 'knowledge-intensive' sectors at a relatively small scale and a nascent stage in their development.

The local economy has been growing at a faster rate than Newham and London in recent years. However, growth has been slower than that seen across the Royal Docks more widely, reflecting the strong momentum in recent years further to the west.

Demography

Population growth across the Royal Docks has greatly exceeded the borough and London in the past decade. This is projected to continue – with Beckton and Royal Docks wards modelled to grow by a further 55% to 2031. Currently, Royal Albert Basin and Beckton Riverside has a population of 8,500, accounting for around 15% of the population of the Royal Docks.

Social deprivation

There are deep-rooted socio-economic challenges within the local population. Across the Royal Docks there are particular challenges around income, employment, crime, health and education. The area immediately around Royal Albert Wharf includes particular pockets of deprivation. Albert Basin and Beckton Riverside LSOA ranks amongst the 30% most deprived nationally. Historically the local population has been characterised by relatively low levels of economic activity and below average skills levels; today, the area has a relatively high rate of claimants (residents who are unemployed or in low hours or low pay) and relatively low levels of household income. The local population has fewer residents reported to be in 'higher value' occupations compared to the Royal Docks and London, and the population is relatively challenged in terms of qualifications and skills.

* Lower Layer Super Output Areas (LSOA): a geographical unit, used by the Census, for statistical collection and analysis. The LSOA includes Becton Retail Park, which imoacts on the data reported here.

Appendix 5

Strategic policy: Newham Council and Royal Docks

The past five years have seen the development of a clear strategic narrative and ambition for the Royal Docks.

Newham strategic policy focus

Six overarching drivers shape the Newham political and strategic context:

- Building a Fairer Newham Corporate Plan (2022-2026): The borough's Corporate Plan sets out eight priorities which focuses on how Newham Council will help resi-dents through tough times and live happy, healthy and well.
- Community Wealth Building (CWB): The borough's CWB Strategy (2019) focuses on principles of economic, social and environmental justice to enable long-term prosperity, well-being and fairness for all residents in the borough.
- London Living Wage Place: In 2022, the Royal Docks be-came one of the first Living Wage Places in the UK with aspirations of making the Docks a bastion of community wealth building and inclusive growth. Newham has been promoting and leading the way in encouraging local busi-nesses to pay the real Living Wage.
- Community Wealth Building (CWB): The borough's CWB Strategy (2019) focuses on principles of economic, social and environmental justice to enable long-term prosperity, well-being and fairness for all residents in the borough.
- Racial injustice: The policy recognises there is racial injustice in the borough and that those from Black and ethnic minority communities are more likely to be disadvantaged by the challenges ahead.
- Public health: Focuses on health and resident well-being (physical and mental), recognising Newham's high death rate from Covid 19, alongside existing issues of life-limiting conditions and obesity.
- Climate emergency: Newham has declared a climate emergency and resolved that, in considering success, the positive and negative impact upon climate and the environment must be considered.

Royal Docks Team strategic policy focus

The Royal Docks Economic Purpose (2020) identifies four key economic roles for the area:

- A global enterprise and innovation district – building on international connections, access to knowledge, demand from London's creative and innovation economy, and Newham's commitment to responding to environmental and social challenges.
- London's home for social and environmentally minded companies with growth positioned in response to social and environmental outcomes.
- A culture and leisure hub for London – culture and leisure playing a key role in 'placemaking' and supporting inclusive, productive and sustainable growth.
- An economic and social resource for Newham and East London's residents – supporting residents and businesses to benefit through access to high quality local services, amenities and helping local residents and businesses to access opportunities (jobs, workspace).

Appendix 6

Mayors' strategic objectives

The Royal Albert Wharf scheme meets the strategic objectives of the Mayors of London and Newham. Focusing on the commercial elements of the scheme, there are five main aspects of alignment which have all made a positive contribution locally and which also have the potential to drive benefit more broadly via inspiring change and leadership:

1. Supporting growth

The scheme has delivered new jobs and economic activity in a part of the Docks which has historically lagged behind. While the scale of the project is relatively small from a commercial perspective, there is a positive story to tell in terms of take-up and activation of space, which, if scaled up more broadly across the Docks, can help support the achievement of the significant growth targets being pursued (over 30,000 new jobs).

2. Diversifying the economy

The type of on-site jobs also marks a divergence from the historic economic context of the area, with over 60% of employment being 'creative'. It aligns strongly with long-term aspirations for a more diverse and resilient economy. It is unlikely that this degree of creative activity would have taken root without a proactive and interventionist lettings strategy. In absolute terms, the impact is comparatively small, but it provides a potential 'spark' in supporting longer-term economic change, helping to alter perceptions and create new interest and energy.

3. Creative Placemaking

The approach provides a more exciting and inspiring mix of uses than might typically be the case. The ability to build a network of inspiring and community-focused places is a central tenet of the Royal Docks Teams' aspirations, and RAW provides an excellent local illustration of how this might be achieved.

4. Social impact

A focus on social responsibility is embedded across the strategic aspirations for both the Royal Docks and Newham. The scheme has delivered with five RAW commercial tenants delivering employment and skills initiatives, providing 19 apprenticeships and 170 training outcomes.

5. Leadership

Cutting across all of the above, the RAW scheme demonstrates at a micro-scale good leadership in how individual developments can contribute towards overarching objectives for the Royal Docks and Newham. This is a significant and positive outcome given the integral role that the product will play in delivering the long-term growth objectives for the Royal Docks. It also performs well against Newham's 'Pillar 8' objective for 'fairer' forms of investment and development in the borough.

Appendix 7

RAW development phases

NHG and Bow Arts established the Creative Placemaking programme in the first phase of a broader development programme for Royal Albert Wharf. Overall, the Royal Albert Wharf scheme will deliver 1,856 homes in a phased development:

- **Great Eastern Quays Phase 1**
Led by Notting Hill Genesis, the contract between NHG and Bow Arts was linked to this phase, with an aspiration to extend.
- **Great Eastern Quays Phase 2**
Led by Notting Hill Genesis and completed in 2021.
- **Gallions Quarter**
Mayor of London and Greater London Authority Land and Property Ltd (GLAP) via a Development Agreement with Notting Hill Genesis for the overall scheme, split into three phases:
 - **Phase 1 (Armada 1 South)**
Completed July 2020 (NHG joint venture with Telford Homes)
 - **Phase 2A**
Completed February 2023 (NHG joint venture with Vistry Partnerships)
 - **Phase 2B**
Due to complete on-site in March 2024 (NHG joint venture with Telford Homes)
- **Gallions 3B (a separate development)**
Mayor of London and Greater London Authority Land and Property Ltd (GLAP) via a Development Agreement with Notting Hill Genesis.

Aerial view of Royal Albert Wharf
Photo: Commission Air Ltd, December 2022



Appendix 8

Partners

As the scheme unfolded, Bow Arts engaged on a local level in partnerships and collaborations. Partnership initiatives at RAW range from major strategic sponsorship from the Royal Docks Team with funding from the Royal Docks Enterprise Zone to acts of goodwill between local communities and citizens. The Creative Placemaking programme created the conditions within which partners could experiment, learn, test and grow their own initiatives.

Artists, designers and makers

The artists, designers and makers in the affordable studios established their own organisation, 'Art in the Docks'. That group now plays a leading role in establishing arts and events in the area. Art in the Docks has set up an art gallery in a vacant commercial space, mounted a busy programme of talks and events, and has ambitious plans for the future.

London Festival of Architecture + Royal Docks Originals – corporate festivals

London Festival of Architecture (LFA) was a vital sponsor for events in 2017. The events announced the project to a London-wide audience very early. At RAW, a dinner debate, architectural workshops and other programmes brought senior representatives from the worlds of architecture, education, design, planning and development to the area. LFA's annual programme would continue to feature prominently in the RAW calendar in subsequent years

Royal Docks Team

The Royal Docks Team commissioned and supported major public realm programmes and installations at RAW and consistently featured the development in its marketing and publicity, lending the joint authority of the Mayor of London's and Mayor of Newham to the story.

Mayor of London and the Greater London Authority

The Mayor of London is responsible for the delivery of affordable homes across RAW, with 42% of homes genuinely affordable homes funded by the Affordable Housing

Programme and delivered on public land via development agreements.

Mayor of Newham and Newham Council

The Mayor of Newham has been a prominent attendee and supporter of arts and has commissioned several events for the borough at RAW.

Commercial tenants

Commercial occupiers have been welcomed as partners and members of the community. Celebrity chef Cyrus Todiwala opened his restaurant at RAW in 2021 and, with his family, quickly became a significant stakeholder in the community's life with plans to open a training kitchen and several linked commercial developments.

Local residents

Residents played a leading role in organising or supporting community programmes and animating the community space at the RAW Labs café.

Informal civic ties

Informal collaborations at the local level are evidence of the growing civic ties at RAW. Artists chat with local teenagers; volunteers are drawn into community programmes. The open approach to initiative and partnerships unlocked social and commercial enterprise and local participation, for example, entrepreneur-designer Jamsheed Todiwala has established a recycling enterprise in one of the commercial units.

Creative Placemaking at RAW has so far added £15.7m gross value to the local economy and £7.2m in salaries supported

PRD study, 2021





“I’m pleased that Royal Albert Wharf is being celebrated as an exemplar development that meets the highest standards of creative placemaking and urban regeneration.

In the space of five years, this development has transformed the Royal Docks into a thriving neighbourhood boasting over 800 new homes, 34 high-quality affordable artist studios, and commercial space, creating new skills and employment opportunities, and supporting community-building in the local area. This supports our mission to build a better, more prosperous London for all.”

**JULES PIPE CBE, THE DEPUTY MAYOR
OF LONDON FOR PLANNING,
SKILLS AND REGENERATION**

Bow Arts Trust, 183 Bow Road, E3 2SJ
media@bowarts.com
020 8980 7774

Registered Charity No. 1046958
Registered Company No. 03031923



MAYOR OF LONDON

