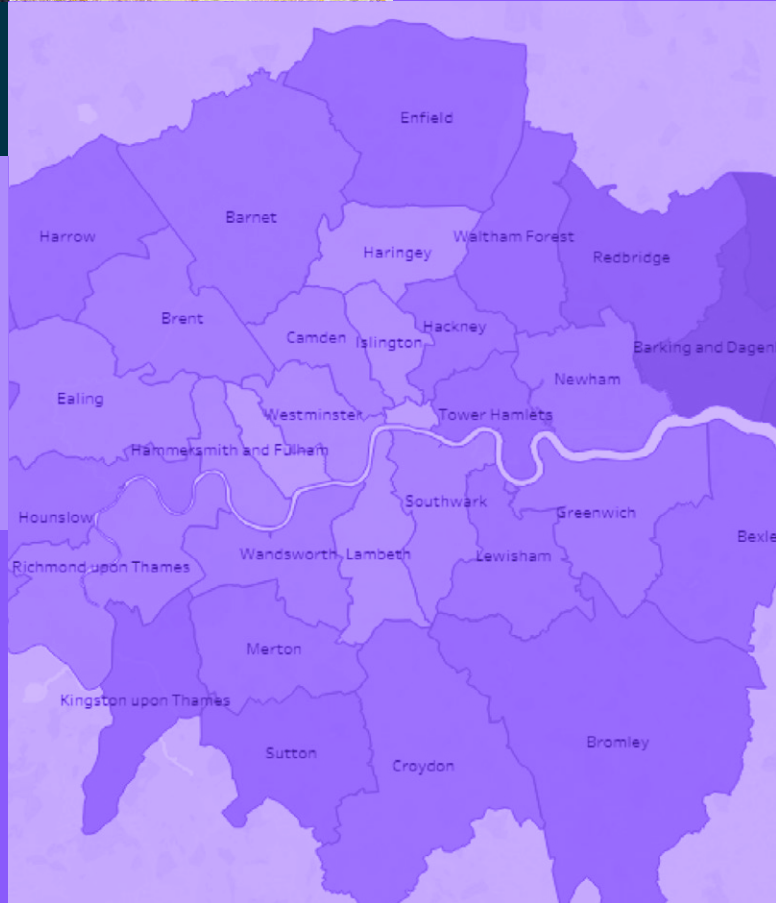




# Place Strategy



**A.N.D**  
A new direction for arts,  
culture and young london

# Introduction

# Why a strategy about 'place'?



Image: Comber Grove School, photographed by Roger Brown for A New Direction

**A New Direction** is passionate about enabling all young Londoners to reach their potential through creativity, regardless of wealth, geography or luck.

Each borough, ward and street in London has its own identity and set of dynamics. When we talk about 'place' we mean focussing our work on specific localities, which allows us to start from young people's lived experience in an area and consider the multiple factors that might affect their capacity to be creative.

There is always change happening in the physical fabric of London, and with an ongoing picture of growth, we are seeing shifts in the identity of local areas and creation of new communities. This strategy will help us respond to these changes.

Over the last three years, A New Direction (AND) has increased its connection with place-based initiatives. This includes our work on the national evaluation for Creative People and Places and with Cultural Education Partnerships. Our research *Caring for Cultural Freedom* with King's College London explored ideas of ecology and helped us build our understanding of the vitality of a locally focussed cultural and creative learning system.

Cover page images: Bottom left: Comber Grove School, photographed by Roger Brown for A New Direction  
Top: Roger Brown for A New Direction

# Why a strategy about 'place'?

In developing a Place Strategy, we hope to bring together and present information about our context in London, and share some of our ideas for approaching place-based work.

In the context section, we present information on some of the dynamics, such as population growth, which we think are important, dovetailing this with information about physical growth and building development in different parts of the city.

There are some city-wide stories that emerge from the borough-level data. However, we are aware of the limitations here. Each borough has a myriad of stories to tell, and hyper-local dynamics that are vital to local planning.

We have started this project within the frame of our programme at AND, and the various mechanisms we have to support local programmes, but hope the information included will be useful and interesting for partners too in considering their own work.

We have been supported by BOP Consulting in the development of this strategy – both in providing contextual information as referenced in the following slides, and enabling conversations at AND about our approach to building and shaping our thinking and future strategy.

“  
**Each borough has a myriad of stories to tell, and hyper-local dynamics that are vital to local planning**  
”

# Caring for Cultural Freedom

Our research with King's College London, exploring the nature of Cultural Learning Ecologies, introduced a number of considerations that we have taken into our practice and planning for locally-focussed work.

The methodology used by King's College London started from experience, asking participants about the activities in which they regularly engage and with whom they take part. The report is significant here both for its findings and this approach, and also for the emerging sense it contains of what a 'successful' place looks like in terms of cultural learning. We're working over the coming year to build our understanding of this picture of a local cultural learning system as an interconnected web, building a child-centred approach.

Dr Nick Wilson & Dr Jonathan Gross, London: Caring for Cultural Freedom: An Ecological Approach to Supporting Young People's Cultural Learning, A New Direction & Kings College London, 2017: <https://www.anewdirection.org.uk/research/cultural-ecology>

# Wellbeing

The What Works Centre for Wellbeing recently undertook a scoping process of local indicators of community wellbeing. The resulting framework layers a number of indicators including employment, life satisfaction and democratic activity.

The outcomes against the framework are publicly available. London's 32 boroughs performed well against the national average in voter turnout and the number of people on employed contracts, but over two thirds performed poorly against the national average in self-reported levels of anxiety. Most boroughs also had lower than mean levels of child life satisfaction.

The study is interesting for the information it can share with us about London, and also for the approach to combining a range of indicators.

<https://www.whatworkswellbeing.org/product/indicator-dataset/>

# Representation

“  
**Young people  
have concerns  
around how  
they can access  
the support  
they need**  
”

London Youth's 2016 report, *Young People's Capital of the World?* shared how acutely aware young Londoners are of changes in our city, including population shifts, growth and regeneration of communities, but showed that they don't always feel connected to these changes. Young people have concerns around how they can access the support they need, and how the shifts will affect their ability to stay living in the communities in which they've grown up.

Much has been done in recent years to amplify young people's voices in decisions that affect them. But we support the report's recommendation that more could be done to truly make sure young people and their concerns are consistently represented in decision-making in our city.

London Youth, 2017, *Young People's Capital of the World*, <http://londonyouth.org/wp-content/uploads/2017/03/Young-peoples-capital-of-the-world-Understanding-and-responding-to-young-Londoners-changing-needs.pdf>

**Context**

In the next few slides we present some data on dynamics we believe to be important in considering place-based working with a focus on supporting children and young people.

# 1 Population Growth

## 2 Wealth

### 3 Funding Culture

#### 4 Education

##### 5 Building development and regeneration



# Population Growth

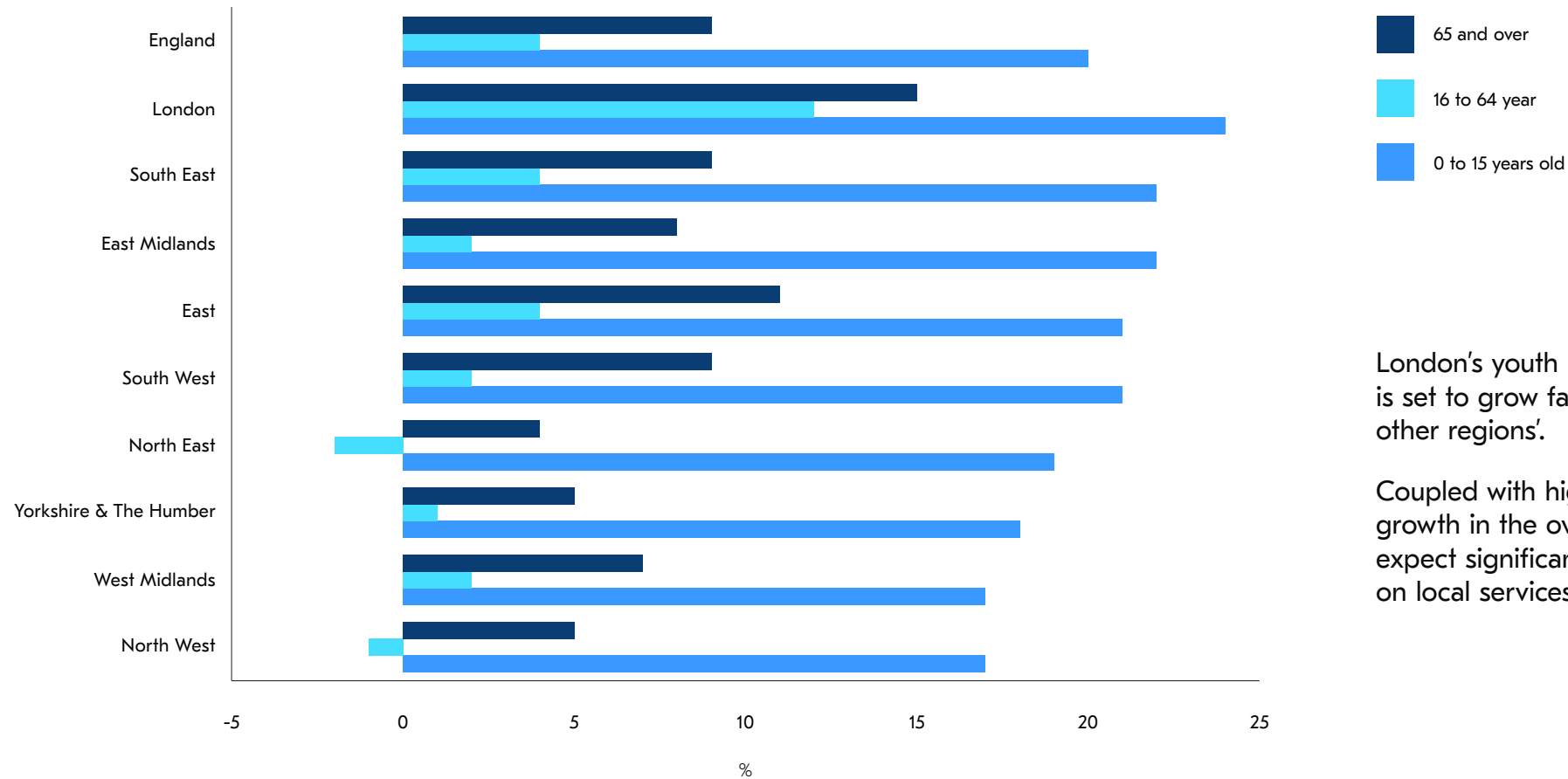
The under-16 population is projected to grow faster in London than in other regions of England.

Growth in the young population is especially pronounced in outer London boroughs, particularly in the east and north of the city.

Population growth brings pressures on services, new housing and changes to local infrastructure.



# Percentage population change in English regions by age groups, mid-2014 to mid-2024

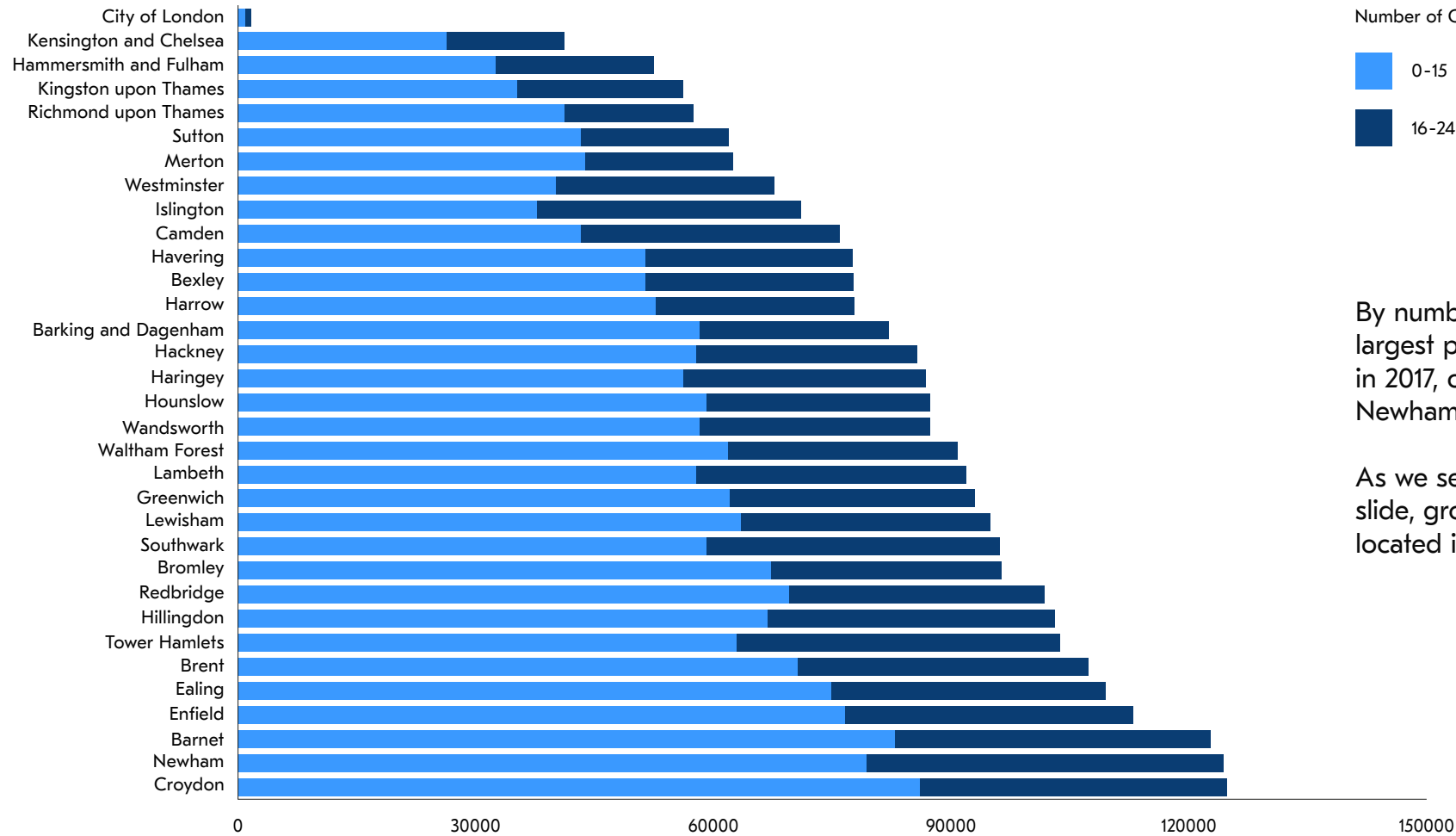


London's youth population is set to grow faster than other regions'.

Coupled with high levels of growth in the over 65s we can expect significant pressures on local services.

Source: Office for National Statistics

# Number of children and young people by borough 2017

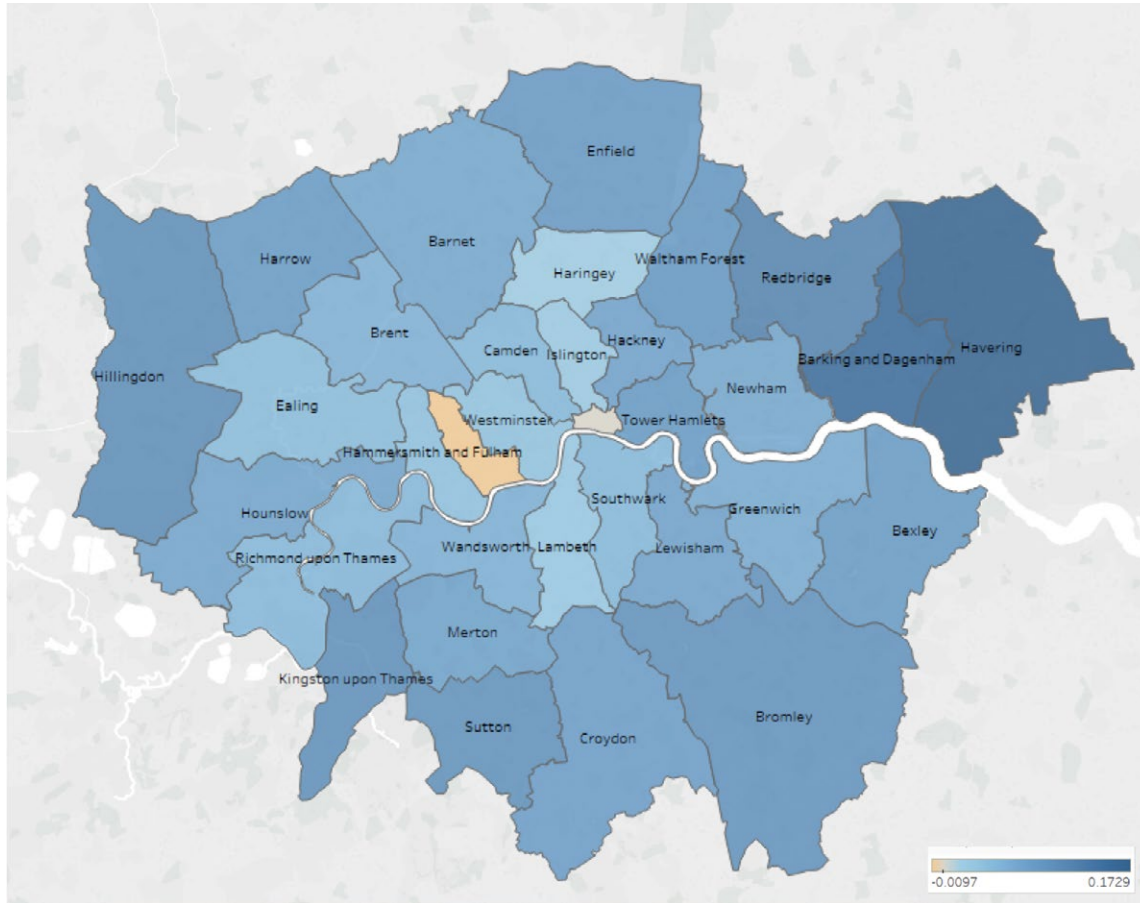


By number, Croydon had the largest population under 25 in 2017, closely followed by Newham and Barnet.

As we see in the following slide, growth is predominantly located in outer London.

Source: GLA Population Projections

# Children and young population (0-24) predicted growth by borough, 2017 - 2027



## Top 10 boroughs for children and young population (0-24) growth, 2017 - 2027

Havering	77,500	90,900	+17%
Barking and Dagenham	82,100	95,100	+16%
Redbridge	101,700	114,000	+12%
Hillingdon	103,200	114,400	+11%
Kingston upon Thames	56,200	62,100	+10%
Sutton	62,000	68,400	+10%
Bromley	96,400	106,300	+10%
Waltham Forest	90,700	99,300	+9%
Enfield	112,900	123,300	+9%
Tower Hamlets	103,600	112,900	+9%
London	2,782,700	2,995,100	+8%
Inner London	1,080,500	1,136,700	+5%
Outer London	1,702,200	1,858,400	+9%

Source: data GLA Population Projections, London Datastore, 2017; BOP Consulting, 2018



# Wealth

In most outer London boroughs, the number of households earning less than 60% of median income after housing costs rose between 2001 and 2011. In most inner London boroughs, it fell.

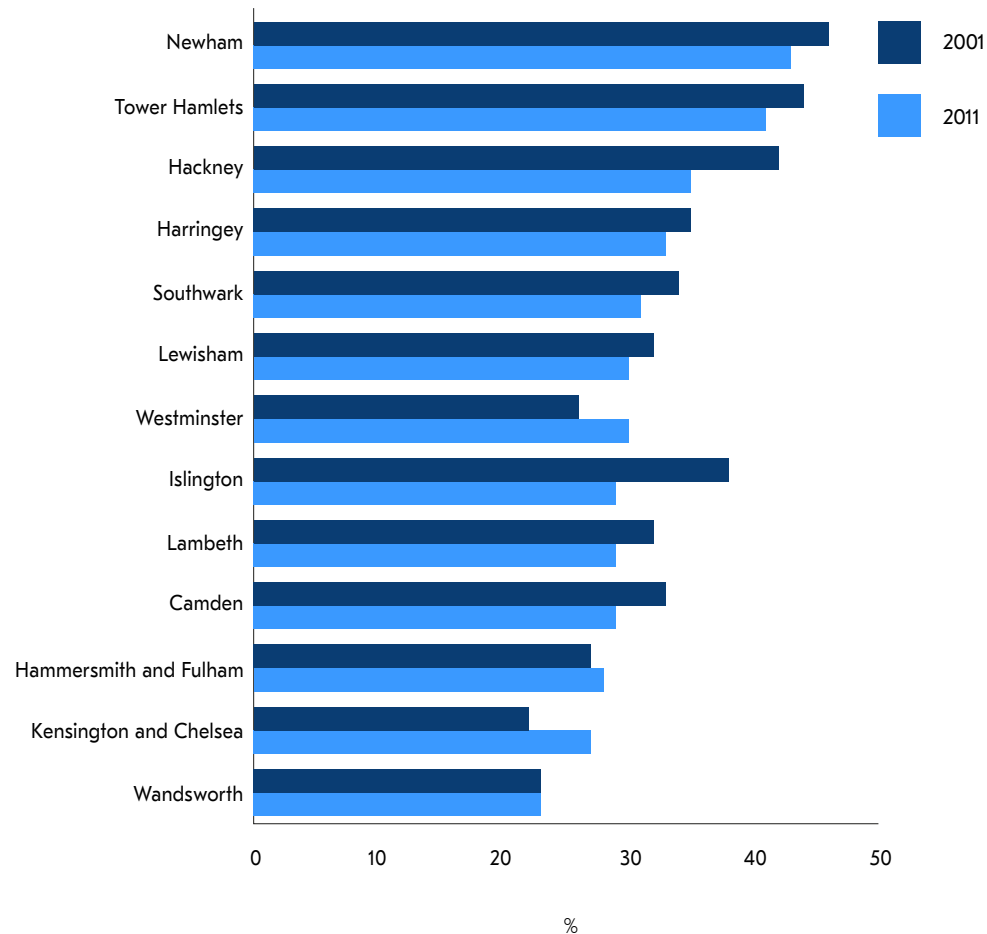
However, the proportion of children entitled to free school meals remains highest in certain central London boroughs.

We know that wealthier households are more likely to take part in the arts (Taking Part, 2017). In London's Poverty Profile we see that 58% of Londoners in poverty live in working families. This equates to 1.3 million people – a 50% increase over the last decade.

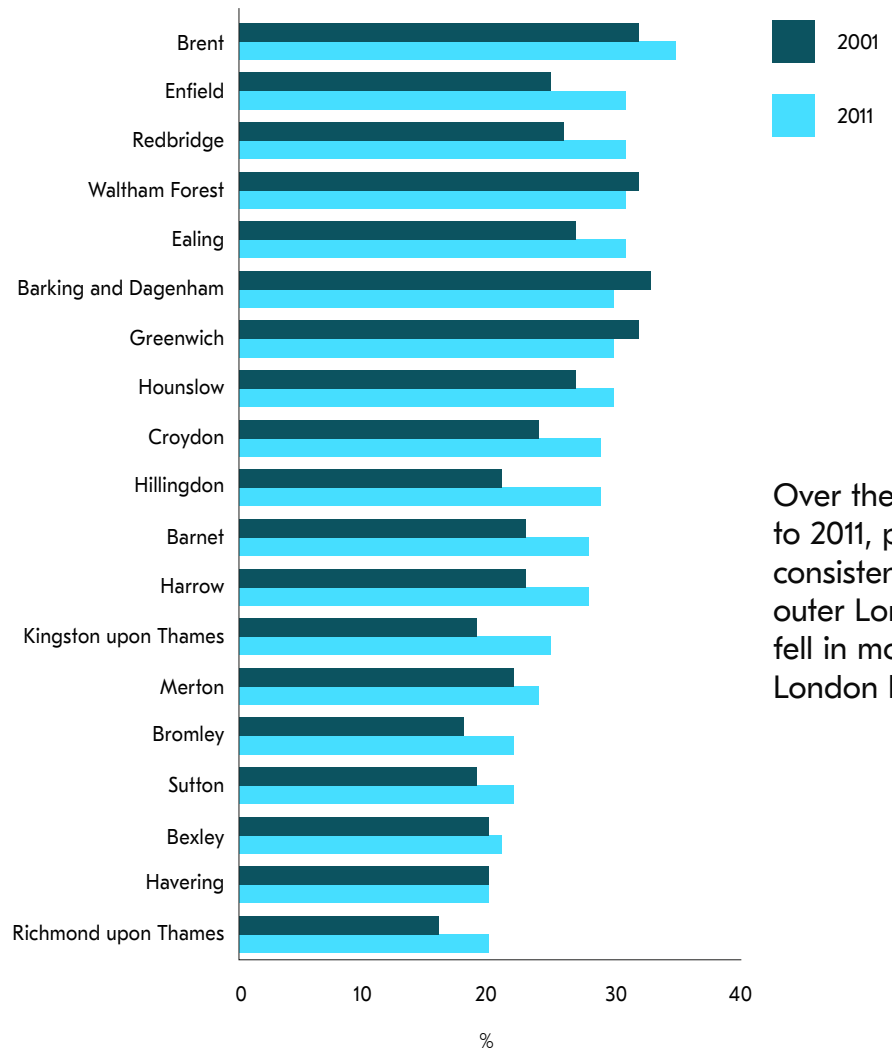
Source: Taking Part, 2017, <https://www.gov.uk/government/statistics/taking-part-201617-quarter-4-statistical-release>  
Source: London's Poverty Profile, 2017, <https://www.trustforlondon.org.uk/data/>

# Poverty rates by borough divided by inner and outer London

Proportion of households earning less than 60% of national median income after housing costs, 2001 and 2011, inner London



Proportion of households earning less than 60% of national median income after housing costs, 2001 and 2011, outer London

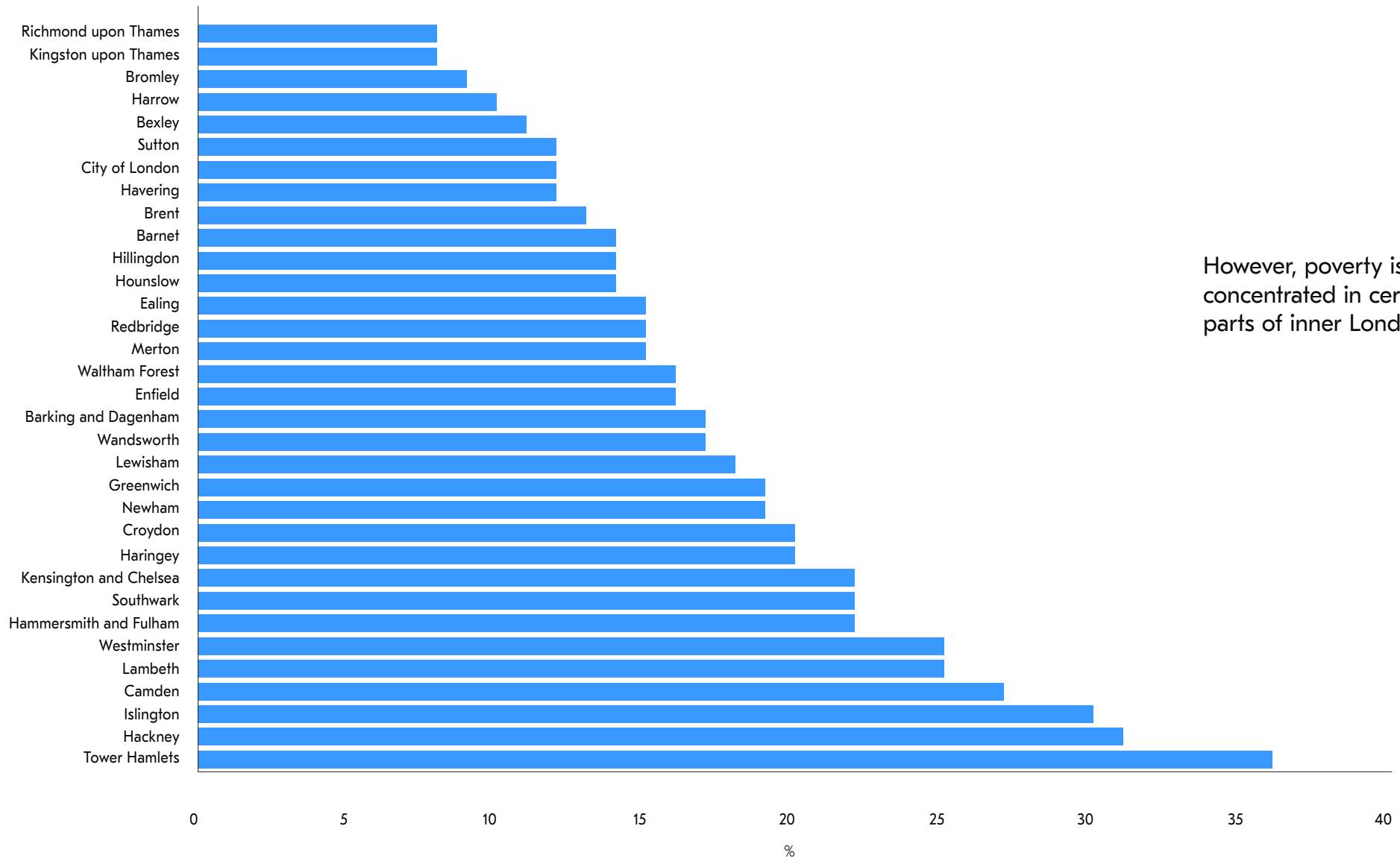


Over the 10 years to 2011, poverty consistently grew in outer London and fell in most inner London boroughs.

Source: ONS, HBAI Survey as cited in Centre for London, Inside Out: The New Geography of Wealth & Poverty in London (December 2015)

# Proportion of children on free school meals by borough

Pupils in state funded primaries, secondaries, special schools and pupil referral units eligible for free school meals based on Performance Tables:



However, poverty is still concentrated in certain parts of inner London.

Source: DfE 'Schools, Pupils and their characteristics' (Jan 2017)



# Funding Culture

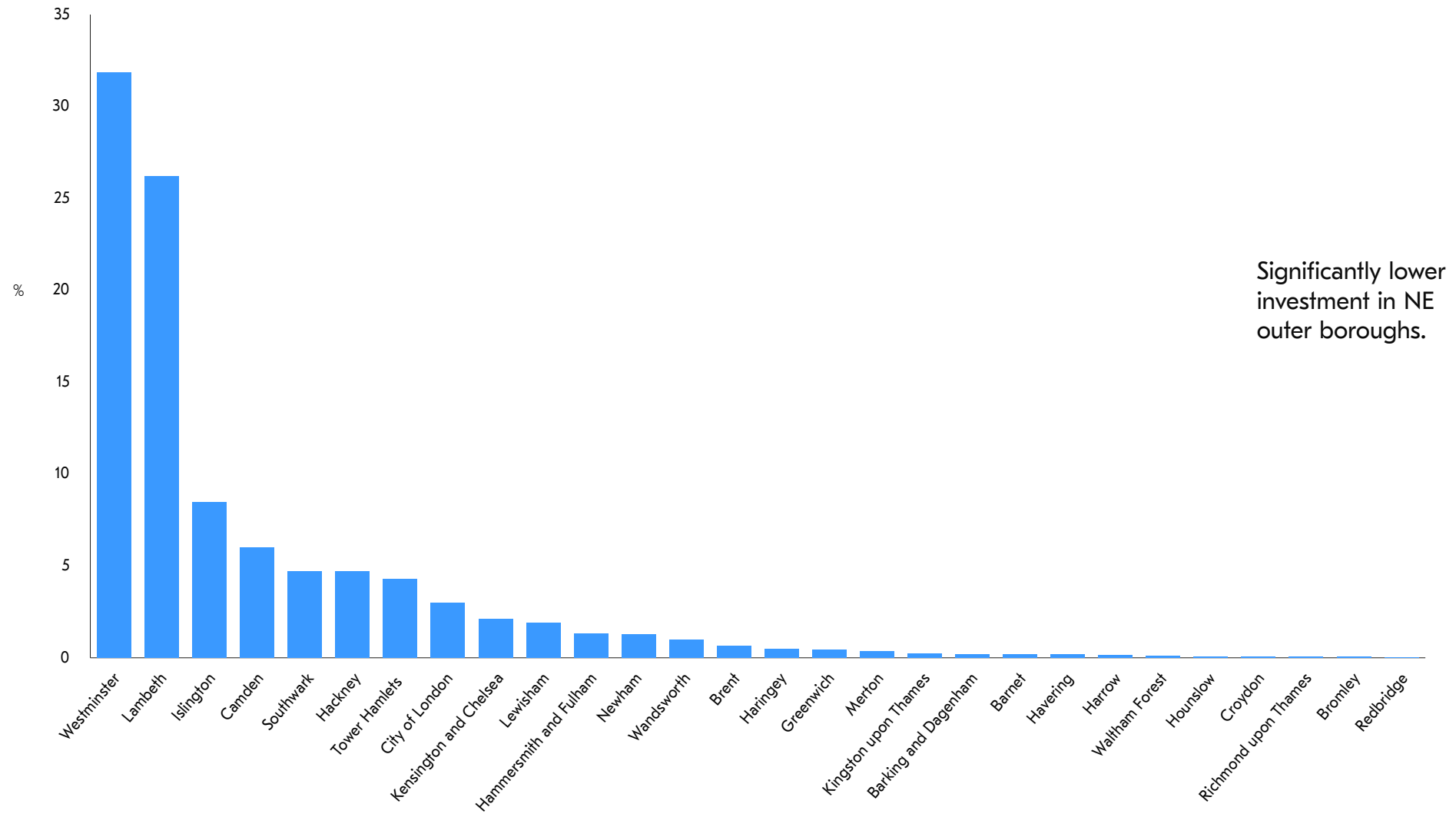
Arts Council England's National Portfolio investment is significantly lower in outer London.

Central and central east boroughs see a higher number of projects funded than other areas of London.

Our research indicates that capacity to fundraise for culture varies from place to place. This could be related to staff capacity or strong local evidence and understanding of local need and opportunities. Here we've considered National Portfolio investment from Arts Council England, and eight other funders.

# Arts Council England (ACE) National Portfolio funding by borough

Distribution of ACE NPO funding (Portfolio Grant 2018/22), calculated as % of total in London

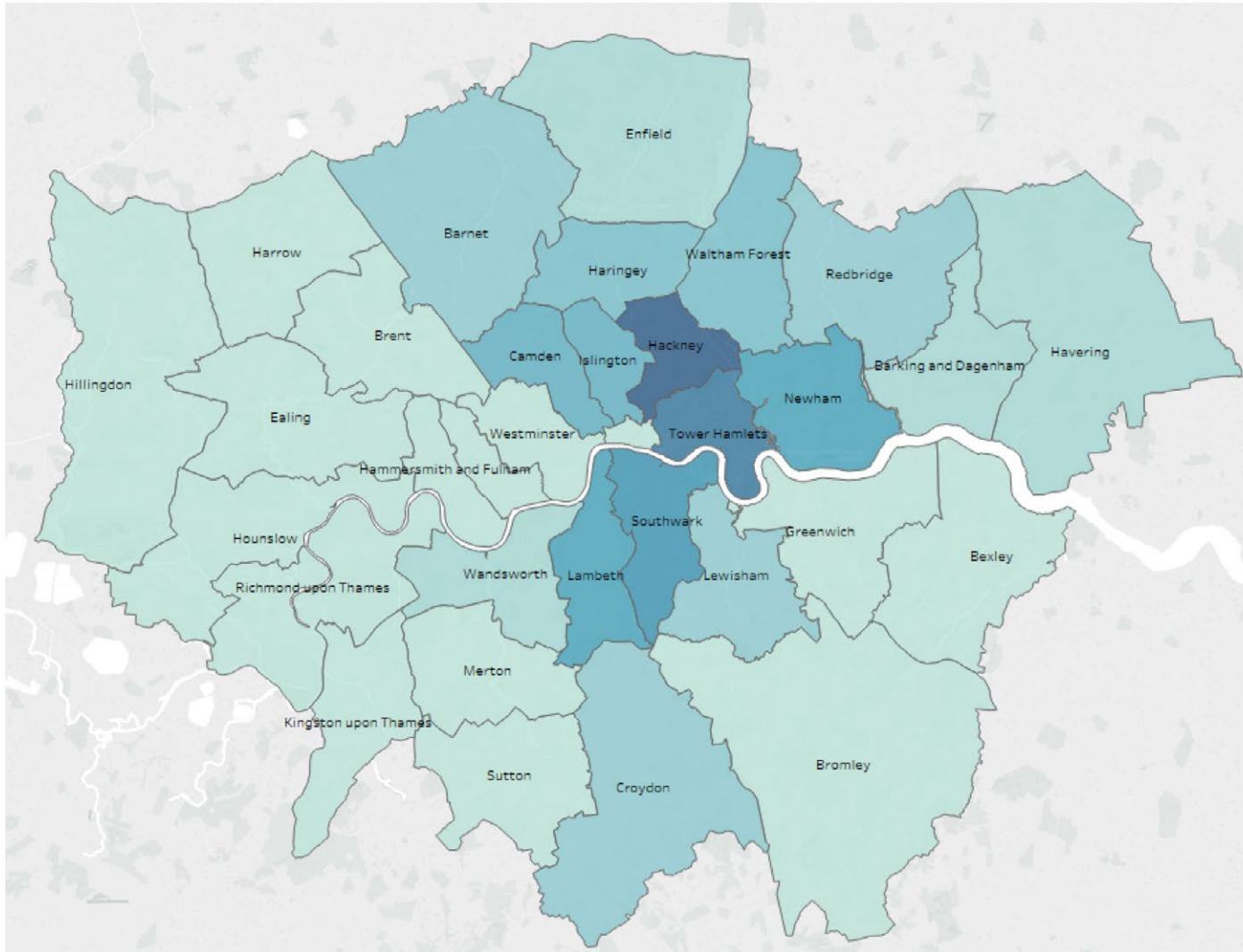


Source: ACE, NPO database; BOP Consulting, 2017



## Where funding from further sources is targeted

Concentration of projects and programmes funded in 2016-2017 by eight selected funders by borough



Source: BOP Consulting, 2017; Number of grants based on 59 observations. Funders analysed: ACE Great Places, Big Lottery Fund, City Bridge Trust, Heritage Lottery Fund, John Lyon's Charity, London Community Foundation, Paul Hamlyn Foundation, Trust for London

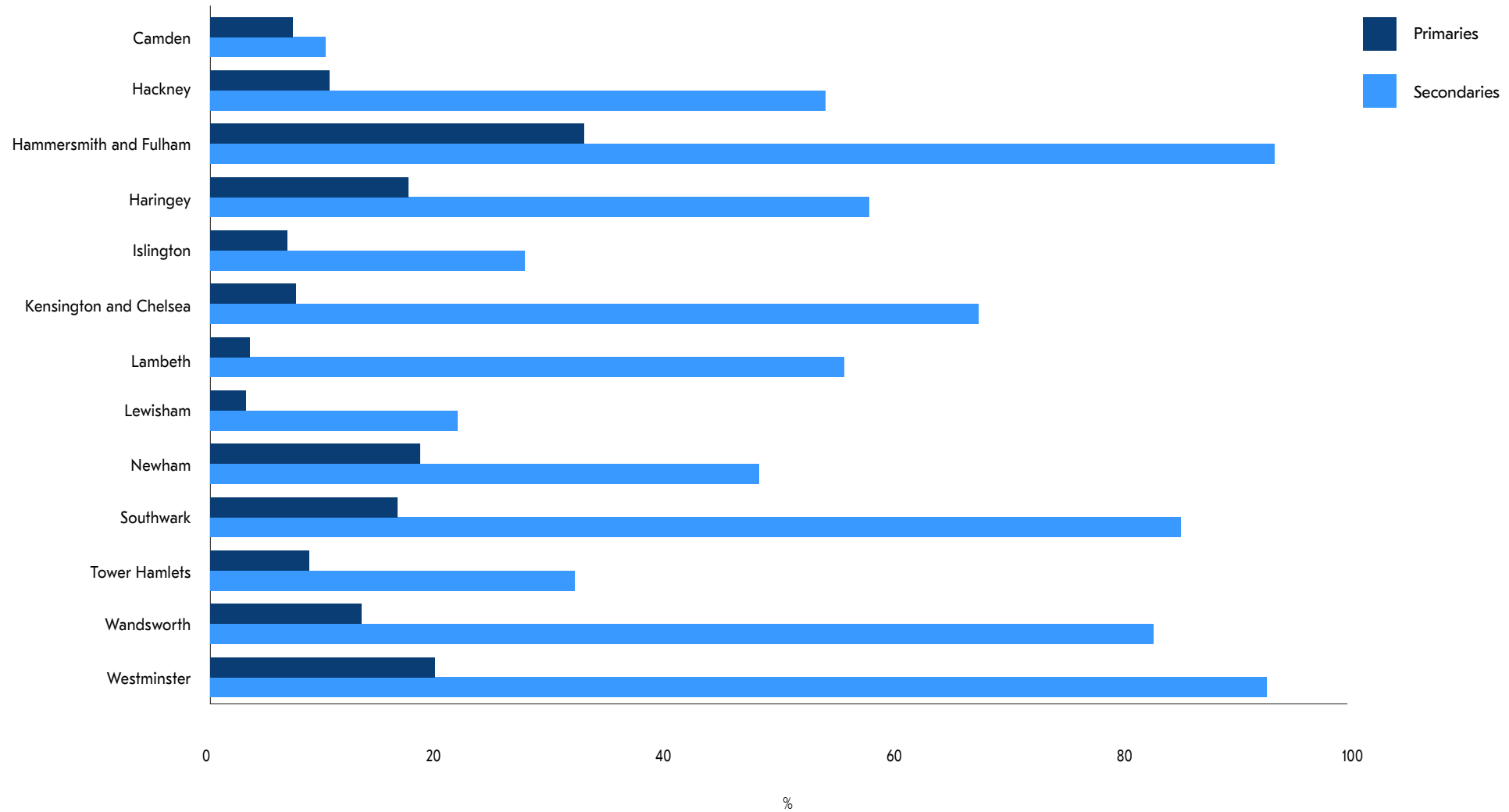


# Education

Fragmentation continues in the education system, including shifts to academisation.

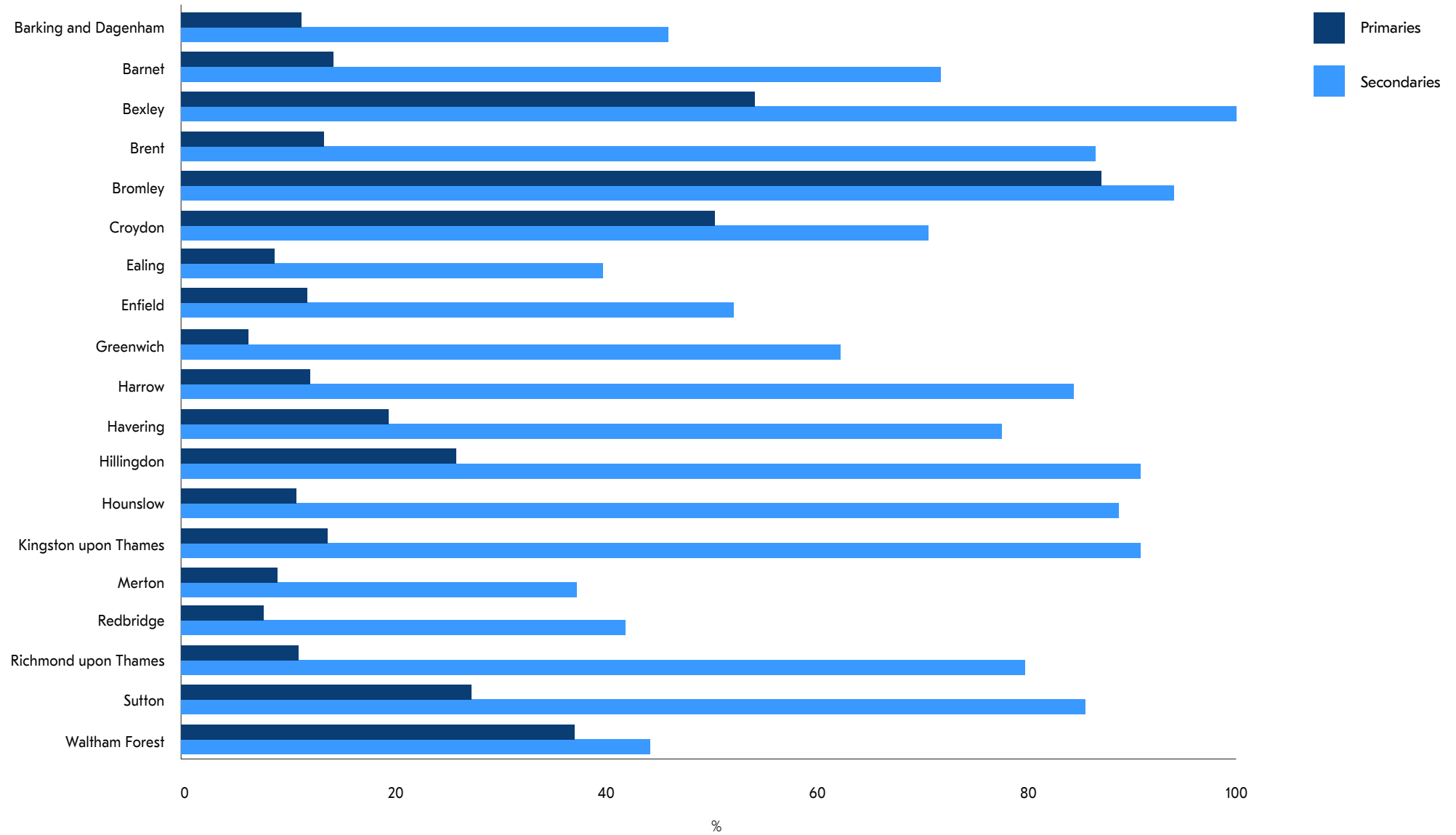
School is a key influence in young people's experience of their place. Teachers are often under considerable pressure and under-resourced, with issues such as teacher retention still present for schools. However, new models for school improvement and new types of local alliances offer opportunities to trial new ways of supporting creativity across local education structures, and to support teachers and schools.

## Proportion of primary & secondary schools with academy status: inner London



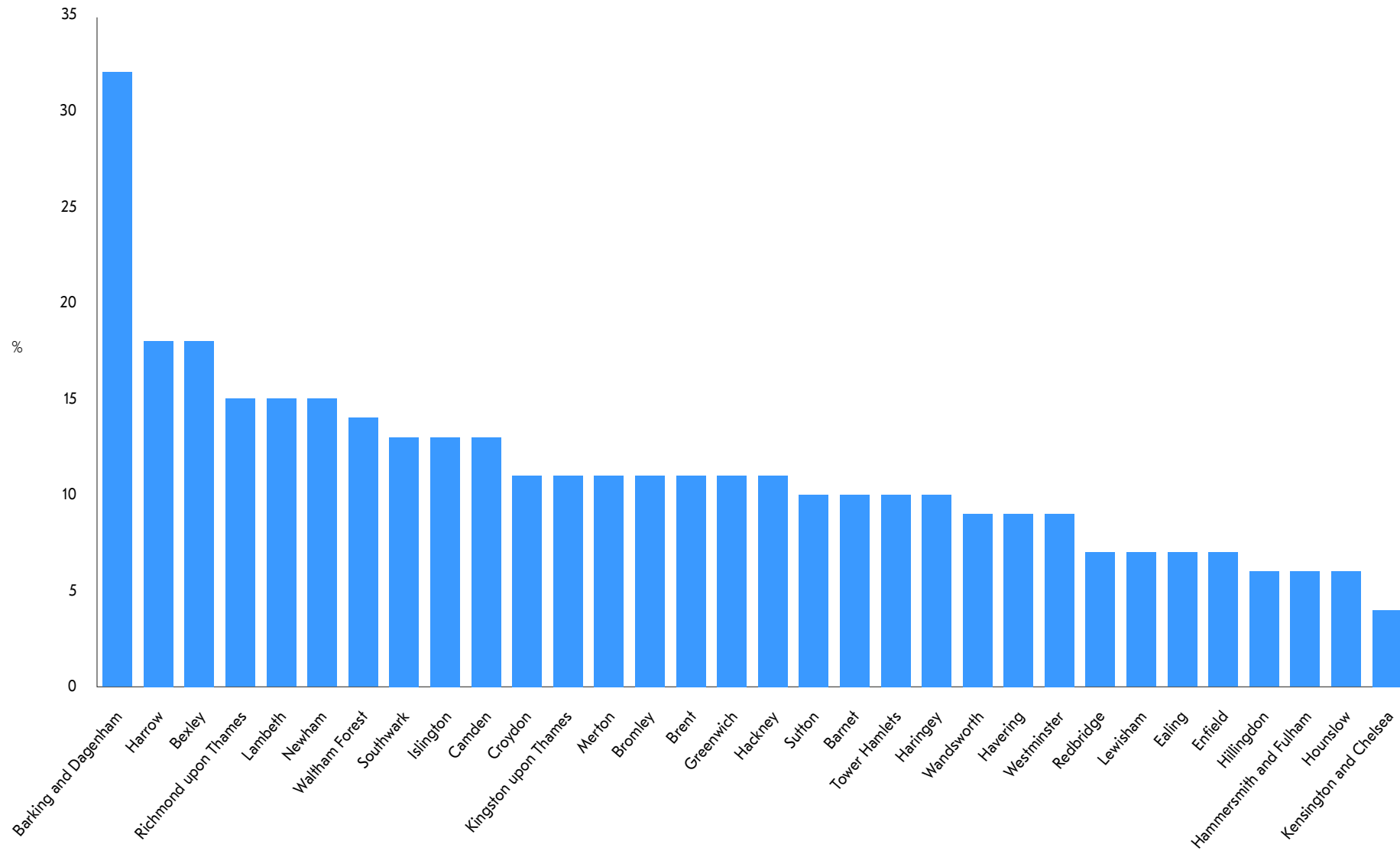
Source: DfE 'Schools, Pupils and their characteristics' (Jan 2017)

## Proportion of primary & secondary schools with academy status: outer London



Source: DfE 'Schools, Pupils and their characteristics' (Jan 2017)

# Proportion of schools registered for Artsmark



Source: Arts Council England, 2017



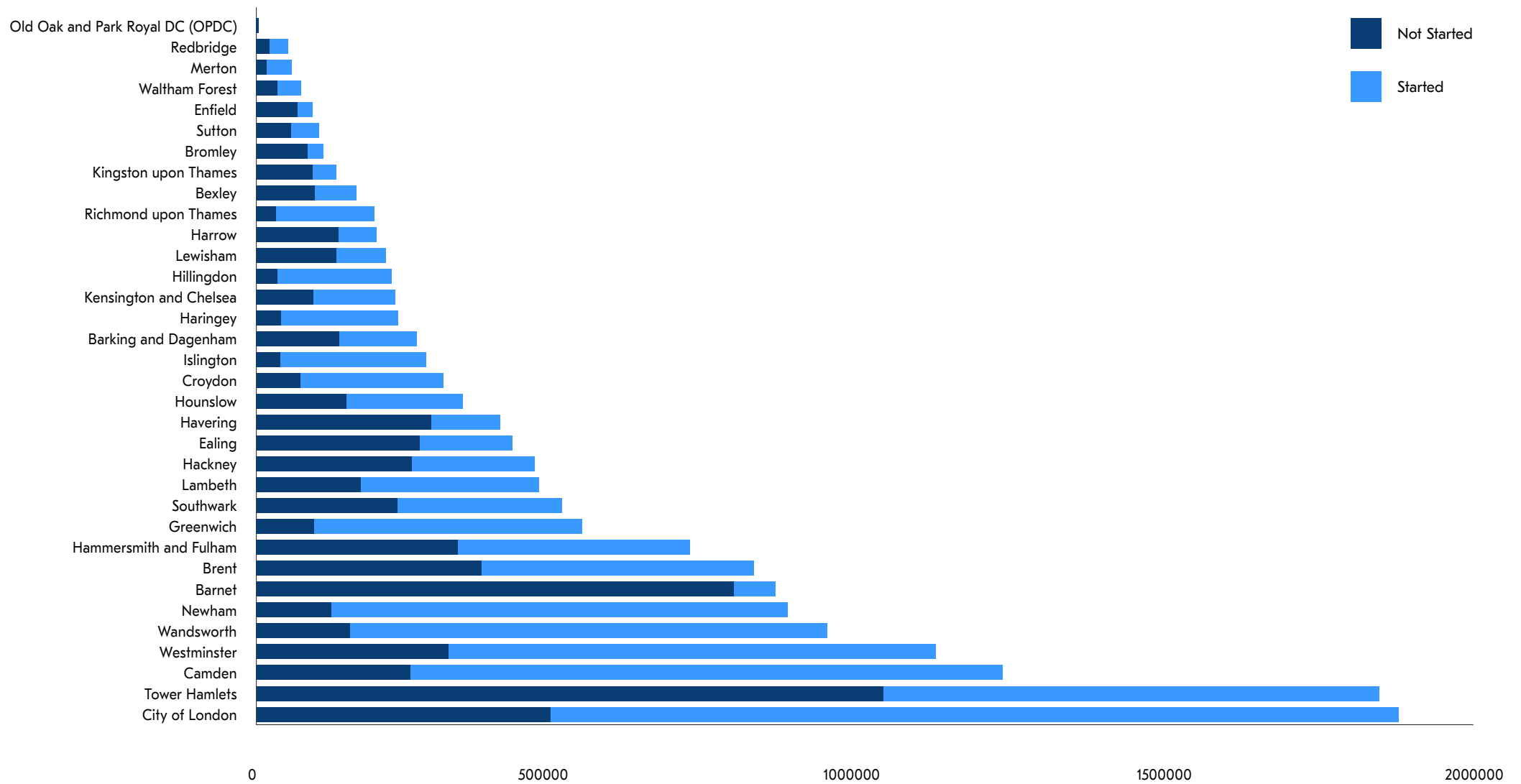
# Building Development and Regeneration

London continues to build and grow.

A significant number of new developments have an express intention to support creative communities or skills development, and a number also include Cultural Quarters.

We know young people feel disconnected to changes in their places. How can the cultural education sector work together with organisations playing a role in the changing nature of places, to make sure they work for young people and support creativity?

# Future development in London - Developments with planning permission - Total sq. m



Source: BOP Consulting, 2017; London Development Database, GLA London Data Store (October 2017)

## Major developments with explicit culture / creative industries (CI) focus

### Twenty largest developments with explicit focus on culture and the creative industries

Scheme	Borough	Postcode	Status	Sq.m
Kings Cross Central	Camden	NW1	Started	647,356
Silvertown Quays	Newham	E16	Started	518,600
Wood Wharf	Tower Hamlets	E14 9SF	Not started	426,064
Riverside South 1	Tower Hamlets	E14	Started	341,924
Battersea Power Station	Wandsworth	SW8 5BN	Started	336,803
Greenwich Peninsula	Greenwich	SE10	Started	210,404
Earls Court 2	H&F	SW6 1TR	Not started	170,243
Wembley City	Brent	HA9	Started	147,100
West India Dock	Tower Hamlets	E14 4HJ	Not started	125,027
Wood Wharf	Tower Hamlets	E14 9SF	Started	105,353
Elizabeth House	Lambeth	SE1 7NQ	Not started	90,281
Shell Centre	Lambeth	SE1 7NA	Started	84,916
Principal Place	Hackney	EC2A 3B	Started	83,993
Southall Gas Works	Ealing	UB1 1QZ	Not started	65,725
Royal Albert Dock	Newham	E16	Started	63,116
Convoys Wharf	Lewisham	SE8 3JH	Not started	61,530
Imperial West	H&F	W12 0TT	Started	54,360
The Printworks	Southwark	SE16 7ND	Not started	53,200
Barking Riverside	B&D	IG11 0XF	Started	53,190
Surrey Canal	Lewisham	SE14	Not started	47,100

**42%**

of London's 50 largest developments due to complete have focus on culture / CI

**0.3%**

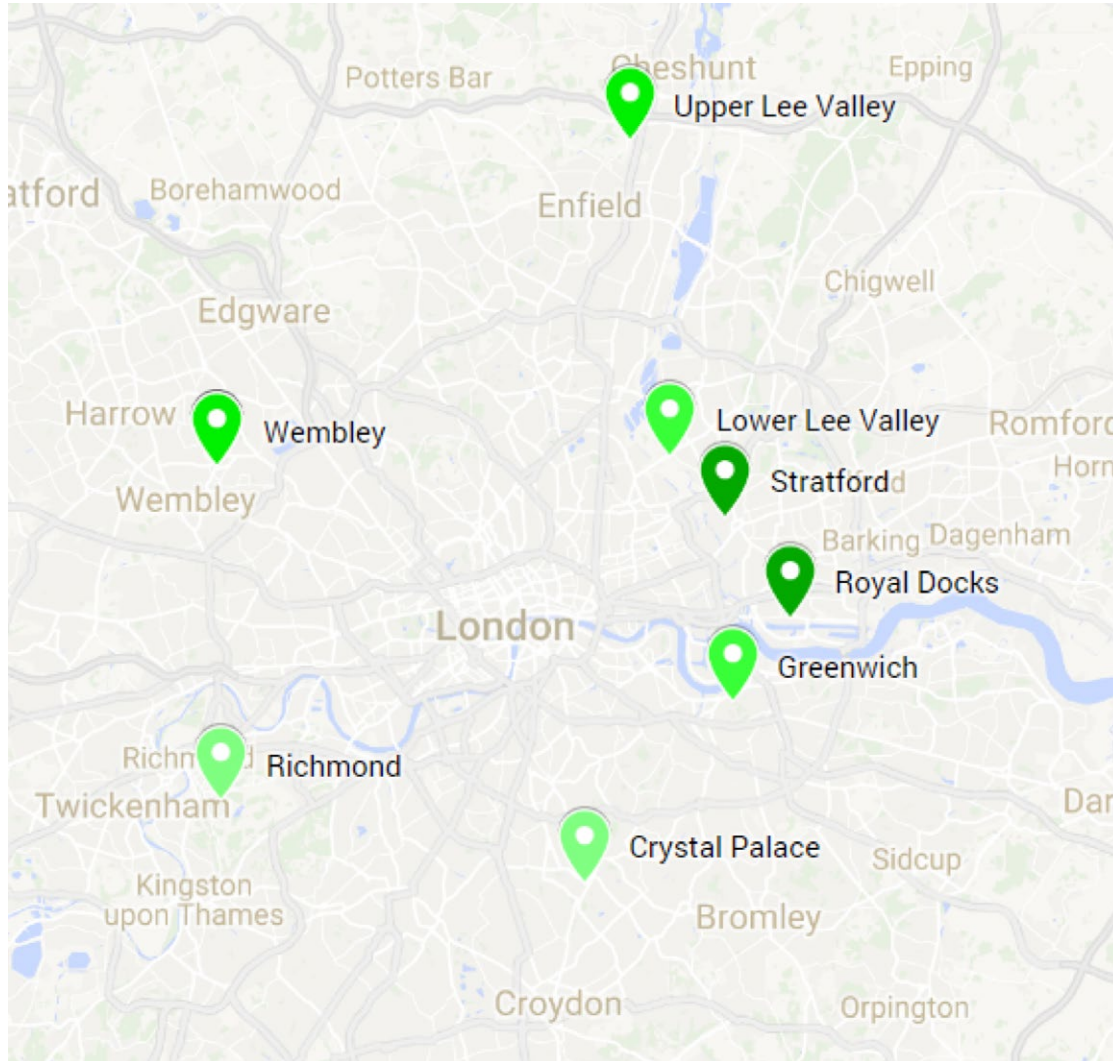
of all project descriptions mention creativity, culture, art

Source: BOP Consulting, 2017 and ONS (Lond Source: BOP Consulting, 2017 analysis of London Development on Development Database)



# London Plan Opportunity Areas with a strategic focus on culture, skills and education

Potential strategic areas and their focus on Culture and Skills & Education



Area	Focus on Culture	Focus on Skills and Education
Stratford	High	High
Royal Docks	High	High
Hillingdon	High	Medium
Upper Lee Valley	High	Medium
Greenwich	Medium	Medium
Lower Lee Valley	Medium	Medium
Wembley	Medium	Low
Richmond	Low	Medium
Crystal Palace	Medium	Low

Source: London Plan 2016; individual publicly available Opportunity Area Strategies analysed by BOP Consulting, 2017

## London Plan Opportunity Areas and key policy priorities

Area	Other key policy points
Stratford	Housing, transportation, safety and crime reduction, reduce deprivation, encourage diversity
Royal Docks	Housing, transportation, safety and crime reduction, reduce deprivation
Hillingdon	Housing, transportation, health
Upper Lee Valley	Environment
Greenwich	Housing, transportation, environment, safety and crime reduction, reduce deprivation, encourage diversity
Lower Lee Valley	Transportation, environment
Wembley	Retail, housing, sports
Richmond	Tourism, parks, heritage conservation
Crystal Palace	Heritage

Source: London Plan 2016; individual publicly available Opportunity Area Strategies analysed by BOP Consulting, 2017

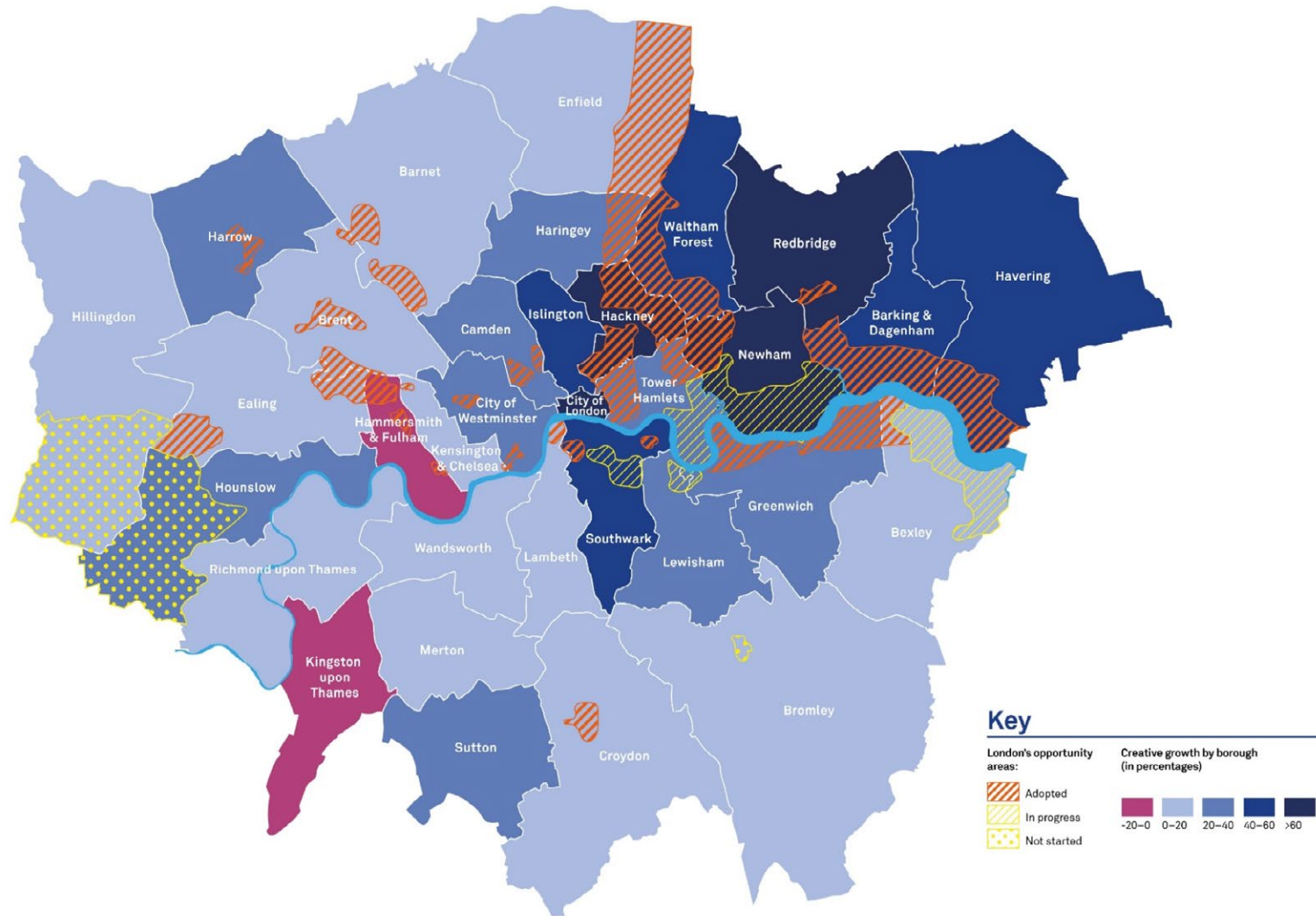
## Key opportunities in the Draft 2017 London Plan

Opportunity	Detail
Opportunity Areas	"seek to ensure that Opportunity Areas and large-scale mixed-use developments include new cultural venues and/or facilities and spaces for outdoor cultural events."
Cultural Quarters	"Boroughs should aim to: "maximise opportunities for developing Cultural Quarters in Opportunity Areas, other Areas for Regeneration and large-scale developments."  ... "boroughs should use Cultural Quarters to seek synergies between cultural provision, schools, and higher and further education which can be used to nurture volunteering, new talent and audiences."
Creative Enterprise Zones	"Creative Enterprise Zones will put culture at the heart of local regeneration and involve collaboration with local communities and community-led cultural groups achieving increased skills, educational opportunities and job creation." (GLA, Creative Enterprise Zones Prospectus 2017)

Source: London Plan 2016; individual publicly available Opportunity Area Strategies analysed by BOP Consulting, 2017

# London's creative ecology

London's creative ecology: Opportunity Areas and creative growth by borough



Growth in creative employment since 2009 is concentrated in the north east of London.

This is also where the Opportunity Areas outlined in the London Plan have been adopted and are being developed, with particularly high levels of activity across the Lea Basin and Thames Gateway.

Source: BOP Consulting, 2017; London Plan (GLA) 2011, ONS BRES data

## 5.2 Business Improvement District (BID) programming focus on culture/creative industries

### BIDs with evident cultural involvement (Programming)

Baker Street Quarter Partnership	Ilford
Better Bankside	inmidtown (previously inholborn)
Bexleyheath	inStreattham
Blue Bermondsey	Kingston First
Brixton	Marble Arch London
Bromley	New Addington
Camden Town Unlimited	Northbank
Cheapside Business Alliance	Orpington 1st
Clapham Business Community	Paddington Now
Croydon	Purley BID
Cross River Partnership	South Bank BID
Love Wimbledon	Stratford Original
E11	Successful Sutton
Ealing Broadway	Team London Bridge
HammersmithLondon	Try Twickenham
Harrow Town Centre	Vauxhall One
Heart of London Business Alliance	Victoria
HOLBA	We Are Waterloo

**72%**  
of London BIDs use  
culture in marketing

Source: BOP Consulting, 2017 and web search and analysis of BID programmes

# Analysis

The data here gives an overall impression of pressure on the infrastructure that supports cultural education in London. We see this in population growth and implied pressure on services within a context of existing pressure on local budgets; transitions in education systems; the changing nature of some parts of our city; and family budgets absorbing high levels of housing costs.

One area of impact might be in the number of spaces in which young people can be part of cultural and creative development. For example, we might see impact through reduction in youth service capacity (either in terms of physical spaces being closed or staffing capacity reduced) and an increase in housing density.

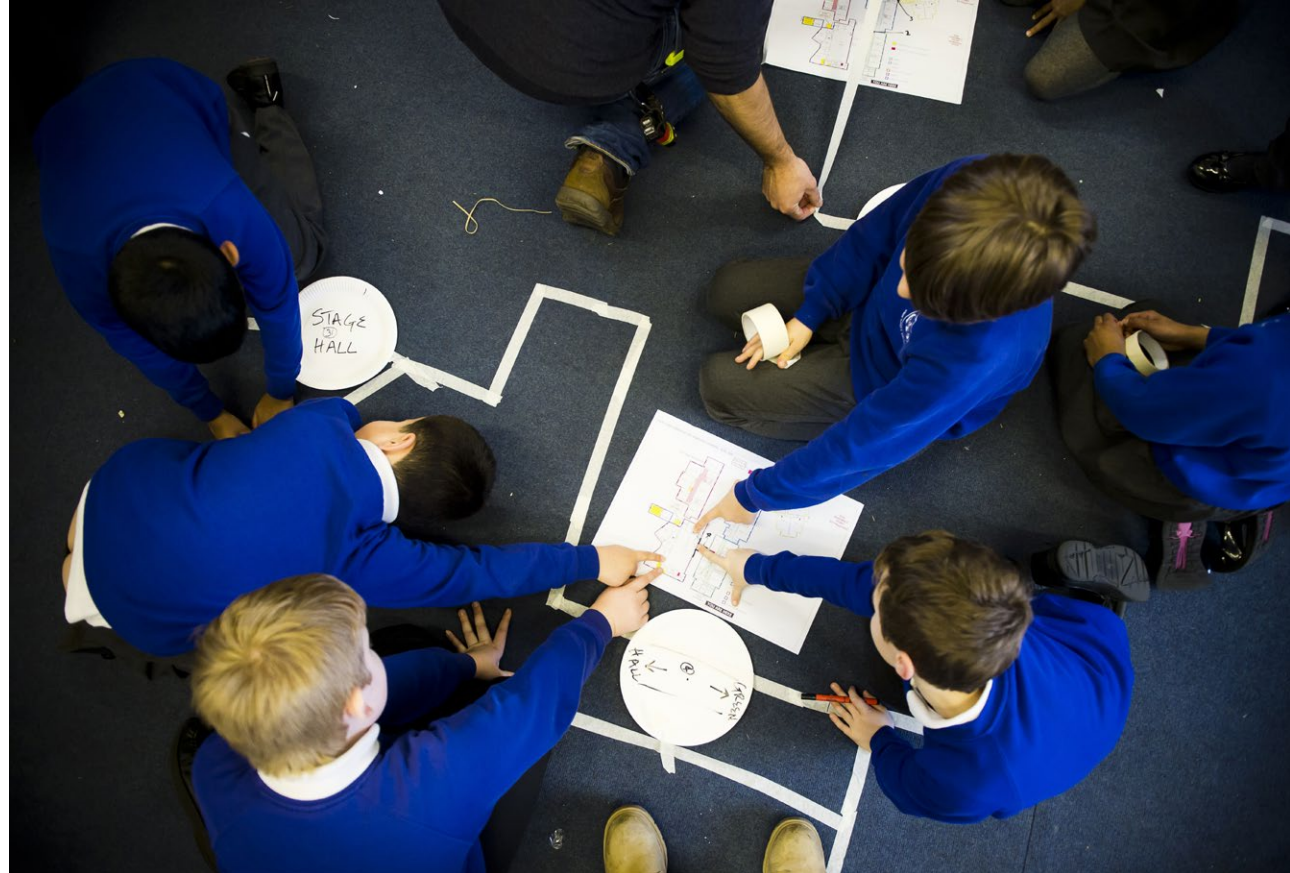


Image: Our Lady Immaculate Catholic Primary School, photographed by Roger Brown for A New Direction

We can see significant proportions of schools, particularly at secondary level, now holding academy status. These schools might operate independently or within a chain reaching across a wide geography. Local school improvement infrastructure in London is also changing, and new models are emerging to support schools. This is a significant shift in an education system within which local collaboration and support has been a strong feature.



Image: Roger Brown for A New Direction

“  
**We’re interested in how we can build strong cross-sector partnerships**  
”

In the data around building and property development, a number of partners are mentioned whose ambitions overlap with our own, particularly around the skills agenda, progression into work, building engagement and audiences, and celebrating places through and with arts and culture. We’re interested in how we can build strong cross-sector partnerships to help young people feel more connected to changes in their places.



# **Our Work**



Comber Grove School, photographed by Roger Brown for A New Direction

## A.N.D

### A New Direction works with local areas through a number of programmes

- Our joint-investment framework, Challenge London
- Our continued work with a number of local Cultural Education Partnerships in the city
- Our research work informing and underpinning our practice

### In addition, programmes across AND speak to the dynamics discussed above, for example

- Our city-wide work with schools and teachers
- Our direct support for young people to contribute to the creative and cultural life of London including through Create Jobs and our work supporting Arts Award

# Priorities

# Local Capacity for Arts, Culture and Creativity



Image: Emilie Dubois for A New Direction

Children and young people have greater need for localised services. We have worked with a number of local areas over the past three years towards strong Cultural Education Partnerships operating at a local level. Through the next phase of this work we will shape a tiered approach in order to offer the most appropriate support for local leaders and partners.

**We have identified five primary areas of focus within this priority**

## Focus 1

# Understanding local dynamics and opportunities

Understanding specific local dynamics, challenges and opportunities is essential to plan for cultural learning and in developing new opportunities.

Drawing on our research, principles of cultural learning ecologies and experience, we will work with partners to grow our understanding of what makes a 'successful place' in terms of arts, cultural and creative opportunity for children and young people, and develop a consistent approach to exploring and understanding local dynamics and opportunities.

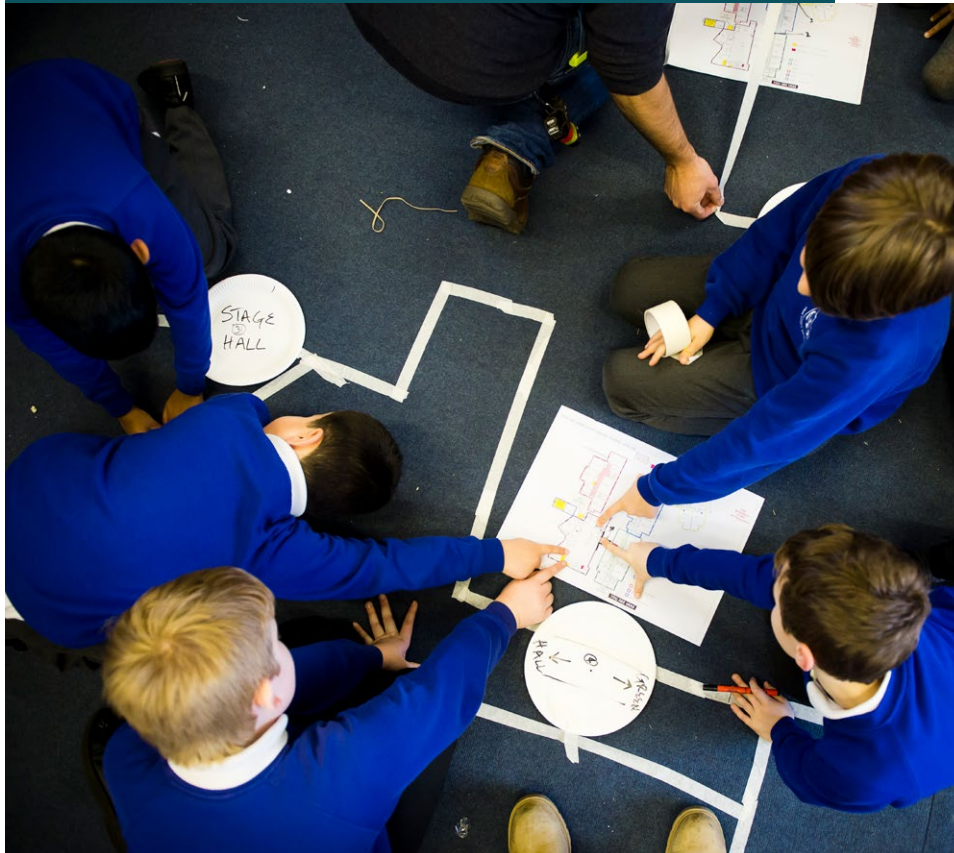
“

**Understanding specific local dynamics, challenges and opportunities is essential**

”

## Focus 2

# New partnership opportunities that are right for places



Our Lady Immaculate Catholic Primary School, photographed by Roger Brown for A New Direction

We can see a great deal of opportunity for alignment of priorities and ambitions across a number of arts and non-arts partners. The types and nature of cross-sector partnerships that will be successful in each place will depend on the priorities of key stakeholders, the history of cross-sector working, and local capacity to drive new work forwards.

We will build on our work with BOP Consulting to understand how cross-sector partnerships can generate value for cultural and creative work in local areas.

## Focus 3

# Spaces for culture

Our research, *Caring for Cultural Freedom* with King's College London suggests that spaces of 'supported autonomy' are essential, and we know that spaces for culture are at risk.

In all our partnership working, we will support consideration of local 'free' and 'open' spaces in which young people can create, alongside more tightly programmed opportunities. We will advocate for continued consideration of spaces for play, creativity and culture in new developments and endeavour to work with local development partners to realise this

“  
**Our research, *Caring for Cultural Freedom* with King's College London suggests that spaces of 'supported autonomy' are essential**  
”

## Focus 4

# Artsmark



Our Lady Immaculate Catholic Primary School, photographed by Roger Brown for A New Direction

School is a critical place in most young people's experience of their local area. We are seeing a school system under immense pressure with curriculum and funding changes, and fragmentation of organising systems. Support for teachers and schools is crucial.

In light of this we will work to build connections with new and emerging school improvement structures to consider how arts and culture connects with their plans. We will work through Artsmark to support schools embed sustainable planning for arts and culture across curricula.





## Focus 5

# Representation at the heart of decision-making

We know that the factors affecting a young person's capacity to be creative are multi-faceted, individual and complex. The views and opinions of trusted people - parents, family, community members and teachers - are important.

We're interested to continue to seek out new and challenging practice enabling representation in decision-making, including young people's voices.

“  
**The views and opinions of trusted people - parents, family, community members and teachers - are important**  
”

## Supporting local leaders



Image: Roger Browns for A New Direction

In our work we have seen the power of strong local leadership, and the complex role that local managers, convenors and facilitators of strategic partnership programmes take on.

We will continue to support local leaders driving this work forward across London, with peer learning opportunities, briefings, networking opportunities and through publicly sharing resources and tools we're finding valuable in our work.

“

**We will continue to support local leaders driving this work forward across London**

”

## Galvanizing support

Some of the stories emerging from our research into the context are significant on a pan-London level, for example, relating to the new London Plan. We are seeing significant support for arts and culture in our city through initiatives such as London Borough of Culture.

Over the coming years, AND will continue to develop strategic pan-London relationships that work to realise the potential to support children and young people with a joined up, strategic approach.

“

**We are seeing significant support for arts and culture in our city through initiatives such as London Borough of Culture**

”

We will work with regional and national partners on innovative new programme ideas that have the potential to be replicated at scale and make a step-change for children and young people across our city.

We will explore how young people can be represented in pan-London initiatives and decision making.

## Next steps...

Over the summer term, we hope to work with our existing partners in this work to review the findings from this process and discuss what next steps might be together.

Concurrently to this strategy, we announce our Challenge London framework for the next four years. We hope this will be one of the mechanisms we can use to support this work, and local areas.

We are interested to hear feedback on this document, and to hear from partners who would like to talk more about any of the ideas within this strategy.

Please contact Corinne Bass,  
**[corinne.bass@anewdirection.org.uk](mailto:corinne.bass@anewdirection.org.uk)**

**A.N.D**

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culture and young london

[anewdirection.org.uk/placestrategy](https://anewdirection.org.uk/placestrategy)