

SINCE 1974

CAMDEN MARKET

LOCK

Camden Lock Market

West Yard, East Vaults & Dead Dog Basin

Cultural Plan
August 2022

1.0 Introduction

This Cultural Plan has been prepared by LabTech on behalf of Camden Lock Market Limited ('the Applicant') in support of an application for full planning permission and listed building consent at Camden Lock Market ('the Site') was within the London Borough of Camden ('LBC').

The Site, known as Camden Lock Market measures 0.43 hectares and is bounded by the Regent's Canal and towpath to the south, Camden High Street/Chalk Farm Road to the east and Camden Lock Place to the north and the East Vaults to the west.

The proposed development will provide a mix of Commercial (Class E), Market retail (Sui Generis) and exhibition/events (Class F1) uses and will provide a temporary observation wheel for five years.

The description of development is as follows:

"Introduction of new exhibition space, flexible events and market uses through a change of use of the existing East Vaults, installation of new retail shopfronts within West Yard; creation of a new jetty within Dead Dog Basin and erection of a temporary observation wheel together with ancillary works and alterations to existing structures, surfaces and other public realm improvements and associated works."

There is a separate description of development for Listed Building Consent which is as follows:

"internal and external alterations to the East Vaults to facilitate new exhibition, events and market uses together with ancillary uses"

Planning Permission and Listed Building Consent was approved in 2016 under the references 2015/4774/P and 2015/4812/L. This extant permission is due to expire in June 2022 and was granted prior to the London Plan, therefore a new permission is sought. The 2016 Approved Scheme Description is as follows:

"Demolition of existing timber Pavilion building, Middle Yard buildings and canopy structures and internal floors in East Yard. Construction of new Middle Yard building comprising basement and part three, part five storeys; single storey Pavilion building; bridge over the canal basin; deck area over Dead Dog Basin; and double pitched roof structure over East Yard. Change of use of existing East Vaults for flexible market uses (Classes A) and exhibition/events use (Classes D1 and D2); use of Middle Yard basement as exhibition/events venue (Classes D1 and D2); and use of the rest of the site for market uses (Classes A and B1). Ancillary works and alterations to existing structures and surfaces and other public realm improvements."

Full details and scope of the planning application is described in the submitted Town Planning Statement, prepared by Gerald Eve LLP.

2.0 Site Context

Since its inception in 1972 Camden Lock Market has developed from a locally based market to an iconic London destination venue of national and international cultural importance. The Applicant's ambition is to sustain the independent traders and retail community, augmenting this with an integrated cultural offer that a 21st Century customer and the local community has come to expect and will include high quality events, creative and leisure experiences. The existing market represents Camden's first arts and craft market which opened in 1972. The Site comprises a number of industrial and commercial buildings of varying sizes and ages. Generally, the market can be grouped into five distinct character areas:

Camden Lock Place: the northern boundary of the site, bordered by the Gilgamesh building. An historic towpath which once circumnavigated the old wharves, now a pedestrianised market street which provides a number of access points to the following areas.

Market Hall: This building was built in the 1990's in a mock Victorian style. The internal layouts are compromised by the varying levels making it a challenging environment for trading, accessibility, and wayfinding.

Middle Yard: this area was originally used as the Dingwalls timber yard and the site's built form and open spaces reflect its industrial past. Today, this space is predominantly used for craft products. The original Dingwalls building comprises a multitude of poor-quality extensions, stalls and light weight buildings to the west of the building. To the east of the Dingwalls building lies the market hall building.

West Yard: this space predominantly houses food stalls. This area was formerly known as Purfleet Wharf which used the canal basin to receive and transport goods.

East Vaults: situated beneath the grade II listed 1900s Interchange Building at the western end of the site, the vaults provide access to the area of water known as 'Dead Dog Basin'. The East Vaults are currently used as storage space for the market and are inaccessible to the public.

The market contains a mix of permanent units and stalls uses flexibly within Use Class E and sui generis.

In terms of its role and function within this part of the

Borough, the Site forms an integral part of the wider Camden Market, being one of five popular markets including the Stables Market to the north, Hawley Wharf, Inverness Street and Buck Street Market. The Applicant owns four of these markets.

The Applicant aims to trigger a Camden Market revival, moving away from the current local perception that the Market has faded from its former glory by updating and improving the offer for the modern customer and the local Camden community. As part of this, and in line with the postponed Regent's Canal Bicentenary celebration, Camden Market is planning a cultural renaissance by opening up 'Dead Dog Basin' and 'East Vaults' to the public for the first time, allowing the opportunity for heritage interpretation exhibitions and learning activities for community groups and cultural institutions in the London Borough of Camden (LBC).

3.0 Cultural and heritage proposals

The cultural and heritage proposals consists of 4 key elements:

1. East Vaults flexible exhibition space
2. Permanent cultural exhibition space
3. Temporary observation wheel
4. Dead Dog Basin

3.1 Consultation

As shown in Section 4 of the Statement of Community Involvement report, prepared by London Communications Agency, engagement was carried out in the early months of 2022 and included key partners such as: Camden Town and Primrose Hill ward councillors, Canal and River Trust (CRT), Haverstock Secondary School, Regent High School, Primrose Hill Primary School, Hawley Primary School, Castlehaven Community Association (CCA), Queen's Crescent Community Association (QCCA), Canal Museum, the Pirate Castle, Camden Community Centres' Consortium (C4), Camden Town Unlimited (CTU), Camden Railway Heritage Trust (CRHT), Regent's Canal Conservation Area Advisory Committee (RCCAAC)

During July and August 2022 additional consultation sessions have taken place with the following key partners:

- London Borough of Camden – 4 separate meetings with following key Council partners:
 1. Chair of Cultural Camden (CC) – Cllr. Jonathan Simpson
 2. Camden Council's Cabinet Member for Young People and Culture – Cllr. Sabrina Francis
 3. Local Studies and Archives Services – Borough Archivist
 4. Camden Council's Director of Community Services and Manager for Arts and Cultural services.
- Central St Martins – Co-Director of the Design Against Crime Research Centre (DACRC).
- Greater London Industrial Archaeology Society (GLIAS)
- Camden Railway Heritage Trust (CHRT)
- British Library (BL) – Head of Culture and Learning
- British Museum (BM) –
 1. Public Affairs Manager
 2. Head of Learning and National Partnerships
- London Irish Centre (LIC)– CEO

A detailed delivery work plan will be developed subject to planning approval and a further consultation with cultural, education and community partners will be carried out.

3.2 Exhibition Spaces

The opening of the East Vaults and Dead Dog Basin for the first time will provide a public exhibition on the history of the Regent's Canal, aspects of the railway Goods Yard and Camden Market interpreting their impact on the development of Camden and showcasing a diverse cultural programme. It will include flexible exhibition space and a permanent cultural exhibition space for community groups and key stakeholders.

The Applicant recognises that the exhibition spaces are an important way to bring communities and local artists closer together. They create a sense of belonging, providing a platform for individuals and groups to showcase their artistic and cultural talents within the wider community, promote community cohesion and mental and social wellbeing. The Applicant will promote the exhibition spaces through the Camden Market website and social media, regular mailshots to a variety of stakeholders including Camden Learning, Camden Science, Technology,

Engineering, Arts and Maths (STEAM), Camden’s Cultural Education Partnership (SPARK), CC, Knowledge Quarter(KQ) partners, community partners, Camden Summer University, Integrated Youth Services and ‘Love Camden’ website.

3.3 East Vaults Flexible Exhibition Spaces

The vaults are situated beneath the Grade II Listed Interchange Building to the west of the site and adjacent to Dead Dog Basin with access via the ‘dead end’ of Camden Lock Place or via West Yard. This area is currently used as storage for the market and is inaccessible to the public.

The Applicant will work closely with the Canal & River Trust to host an exhibition celebrating the many aspects of canal life. This will begin with an initial exhibition on the 200-year anniversary of the Canal, as this celebration was postponed in 2020 due to Covid-19 restrictions. Previous initial consultative discussions in 2019 took place with the Head of Libraries Arts and Tourism of the London Borough of Camden and the Canal & River Trust to celebrate this anniversary. Both initial discussions led to positive feedback.

The East Vaults are an important heritage asset with significant potential for learning which will be accessible and form part of the exhibition space for public access. The flexible exhibition space (see image below) in the East Vaults would be light, airy and bright, highlighting and accentuating the renovation. The flexible exhibition space also aims to have interpretation displays showcasing how the temporary observation wheel was constructed and designed.



Indicative image of the East Vaults Flexible Exhibition Space

3.4 Permanent Cultural Exhibition Space

The permanent exhibition space would be shaped by working in collaboration with the key partners such as; Camden Council’s Local Studies and Archives Service and Arts and Cultural services; GLIAS; CHRT, schools, CRT, Canal Museum, Central St Martins; arts and cultural institutions in Camden for learning and appreciation of

diverse cultural programmes. The space will create an environment that nurtures and promotes heritage, arts and culture in all its forms.

Further discussions will be made to coordinate with CC partners on how to increase access to the arts heritage and cultural sector from disadvantaged communities to the proposed exhibition and heritage spaces.

The cultural plan will contribute towards the Camden Local Plan Policy C3 cultural and leisure facilities by enhancing Camden Town as an internationally recognised destination for cultural activities, providing opportunities to protected groups (under the Equality Act 2010), enhancing vibrancy of the town centre and opportunities for youth and community groups to benefit from.

The exhibition space will be open to the public free of charge and have the following key aims:

- To tell the story about Camden Market in context of the history of the Regents Canal, aspect of the Railway Goods Yard and surrounding areas through exhibition displays. Partners would include organisations such as: Camden Council's Libraries, Arts, Tourism and Archives Services, Canal Museum, CHRT, the BM, BL, Jewish Museum, GLIAS and RCCAAC
- To highlight equality, diversity and inclusion by interpreting the contemporary multicultural makeup of Camden through working with key partners to focus on the largest ethnic groups in Camden. This would look to include exhibitions on arts and performance relevant to those communities recognising the contributions of Black, Asian and other ethnic groups by offering them a platform to showcase their talents. The Applicant would seek to work with Camden Black Creatives, the Roundhouse, Camden SPARK, Camden People's Theatre, Camden Music Trust, Akademi (South Asian dance group), ActionSpace (visual arts organisation which promotes artists with learning disabilities), Wac Arts and Camden Arts Centre to explore visual, performing and street arts.
- To promote local artists to respond to the heritage of Camden Market / local area. The Applicant will have ongoing dialogues and planning meetings with organisations including; C4, QCCA, the Pirate Castle, Primrose Hill Community Association (PHCA), Somers Town Community Centre (STCC), CRHT, GLIAS, Camden Arts, Library and Tourism and Archives Services and RCCAAC.
- To work with Camden Learning and Camden STEAM to develop a learning resource for pupils by exploring the history of the Canal, Camden Market and the local area. This will include schools developing a local curriculum based on the local history of the area.
- Collaborate with University of the Arts - London Central Saint Martins, with the aim of working with MA Design students to design the layout of the exhibition spaces. This will provide the added benefit of giving local design students real life applications for their courses.
- Family visitors learning through journey trails including virtual reality headsets exploring the Canal and the market from early days. This will be explored and developed in partnership with organisations such as; BL, BM, Canal Museum, Knowledge Quarter partners, CRHT, GLIAS, CC, Canal & River Trust, RCCAAC and the London Borough of Camden Heritage and Archives Service. Initial discussions have taken place with the BL and BM with the aim of involving their outreach programmes to enhance the design and interpretation of this space. Further discussions will be programmed with the BL and BM to identify commitments to this initiative.

- To showcase the story of the construction of the temporary observation wheel through photographs, virtual reality headsets, and the possibility of augmented reality technology to make this more interactive for visitors.

The Applicant is already a co-member of the KQ (a membership of over 100 organisations) Steering Group along with the BM, Central St Martins and the London Borough of Camden and the aim will be to connect relevant organisations of the KQ to support the development of the exhibition spaces.

The Applicant will ensure an allocation of time/tickets for the temporary observation wheel and the temporary flexible exhibition is offered to local schools as well as youth and community organisations at heavily discounted rates on a limited basis. There would also be free and heavily discounted tickets to a limited cohort of local school students from disadvantaged communities. A detailed pricing structure, opening hours and a disposal policy will be set out in the operational management plan subject to planning approval.

3.5 The Flexible Space Functions Longer Term

The Applicant intends to link the flexible space to the temporary observation wheel in the first instance. In order to establish the flexible exhibition, the Applicant will work with key educational and heritage partners to curate the space including temporary interpretation displays for the temporary observation wheel. Once the temporary observation wheel is removed, the intention is for this unique space to be converted into a flexible events space for meeting the needs of diverse groups and stakeholders with initiatives such as:

- Showcasing London Fashion week.
- Key festivals, local, national and international events such as: Black History Season, South Asian Heritage Month, Pride Month and Holocaust Memorial Day.

Festivals would be delivered working with high quality performing arts professionals and organisations partnering with the local community. Examples might include working with Lumiere to create inspiring light festivals or similarly high level immersive interventions such as those production qualities of the Van Gough Immersive Experience. The aim is to ensure quality is the preeminent driver in providing cultural experiences and whilst every community festival may not be covered each year a rolling programme over a number of years would be introduced to ensure representation.

- Wedding receptions to cater for the local diverse communities – the venue will be registered with LBC Register Office.
- Private hire.

3.6 Temporary Observation Wheel

The Applicant plans to install a new temporary observation wheel for five years which would capture the imagination of a wider London visitor experience, attracting people of all ages and diversifying the markets' audience in an attempt to drive footfall into the markets and Camden High Street in a post pandemic world.



Indicative View of the Observation Wheel – West Yard, Camden Lock Market

These proposals seek to re-establish Camden Town as a leading destination for culture, leisure and heritage learning in London, with new entertainment spaces and cultural events throughout the year that are suited to all ages. The plan aims to reveal the site’s historic fabric and reconnect the Market with its arts and crafts heritage.

The proposed temporary observation wheel will allow for an unbridled view of the Regent’s Canal and the landscape of London, from Paddington in the West to Limehouse in the East. The cultural plan for the proposed development is an inclusive programme which celebrates the rich cultural makeup of Camden’s diverse communities. The Applicant has met a number of local schools to discuss the proposals and ways in which schools could benefit in terms of enhancing their educational experience of the local area.

3.7 Dead Dog Basin

Dead Dog Basin is a unique opportunity to create a high quality destination experience. The aim is to restore this underground heritage asset to provide:

- Embarkation and disembarkation for the passenger water boats.
- An inspiring ‘cavass’ to showcase:
 - Light and street artists
 - Local Sound Sculpture and projection artists
 - Heritage exhibition projections to interpret the historical functions

To establish Camden Market as an international destination venue for the arts, Dead Dog Basin and the East Vaults could be established as a location for an Annual Arts award or prize for light and sound artist commissions using the similar principles as the Turner Prize or the 4th Plinth in Trafalgar Square.

4.0 Responding to Cultural Needs

4.1 Context

The London Borough of Camden (LBC) is a place of immense contrast and diversity, it is home to a quarter of a million people, from many different cultures and communities. Over 30% of Camden's population are Black Asian and other ethnic groups, with upwards of 160 languages spoken in Camden.

Camden is one of the most thriving areas for arts and culture in Europe and is home to many world renowned institutions such as the BM, the Roundhouse and the BL. LBC's unique creative character draws people into the borough with over 3,700 creative industry companies and approximately 900 film related businesses. Cultural tourism is a substantial contributor to the economy of Camden. The arts, culture and creativity are integral to the local, national, and international identity of Camden which makes the borough unique.

Camden has the second highest number of visitors (17.7 million) in London, worth approximately £2.4 billion (4th highest in London - figures apply before the pandemic). It is estimated that cultural tourism makes up 40% of all European tourism. Camden is a gateway to London as its three main terminal rail stations receive people from across the UK and Europe. It is a business hub with an economy worth £32 billion, employing over 360,000 people. It is an international place of learning with 11 higher education institutions, and home to London's largest student population.

4.2 Identified Need

Despite the many creative institutions that make the LBC such a dynamic and engaging place to live, work and visit, there is a distinct need to address the low levels of access for some disadvantaged local communities to the creative and cultural opportunities in Camden. The cultural plan will identify actions to work in partnership with CC to develop clear pathways to the cultural offer of the temporary observation wheel, East Vaults and Dead Dog Basin. Post-Brexit and Covid-19, it will be a challenge to retain the visitor numbers. This cultural plan will develop creative innovations to support the local economy by promoting the market's historical landscape for learning, appreciation and enjoyment for present and future generations.

4.3 Delivery of The Cultural Offer

Responding to identified need, the Applicant would develop and embrace a greater connection with the local community through a strong, all year events and cultural programme, including social and community initiatives. LabTech is a partner of the KQ which aims to increase the area's profile through stakeholder engagement, advocacy, knowledge exchange, people and place.

4.4 Schools and Young People

As a partner of Camden Council STEAM, the Applicant is committed to the 21st Century Talent Pledge. Through the cultural plan, the Applicant will work in partnership with Camden's schools and youth organisations to support the implementation of the Talent Pledge offering workplace visits, mentoring and work experiences where possible to the new heritage and exhibition spaces. As part of the community aspect of the temporary observation

wheel the Applicant would be committed to a pricing policy to offer heavily discounted rates for local Camden School children and some limited free tickets to local school children from disadvantaged communities. Subject to approval more detailed information will be set out in the operational management plan.

4.5 Visitor Experience and Local Communities

The Applicant will work in collaboration with KQ partners, Camden STEAM, community organisations, cultural and arts institutions and educational bodies to develop a comprehensive programme for learning, celebrating and encourage the appreciation of all forms of arts and culture within the proposed exhibition/events space in the East Vaults.



Indicative view looking west along Camden Lock Place towards the main exhibition entrances

By fostering inclusion and open community exhibition spaces in the East Vaults and the temporary observation wheel, the Applicant would encourage interaction and engagement between local diverse communities and visitors, to build a cohesive and tolerant destination heritage centre within the heart of Camden Market. The Applicant will champion measures to drive the inclusion of Black, Asian and other ethnic and equality groups to ensure that their creative talents are utilised by unleashing their full potential to thrive. The Applicant would achieve this by:

- Engaging with established local Black and Asian community groups such as Camden Black Creatives, Hopscotch and other Black and Minority Ethnic entities as well as Tenants and Residents Associations. The proposed educational programmes would ensure the exhibition spaces and observation wheel reflect the cultural and heritage needs of the diverse communities of the borough.

- Engaging with C4 which is an alliance of 19 Community organisations who are key strategic partners of the Council and the Applicant would consult to ensure the proposals aligned with local diverse community needs.
- Developing educational activities in consultation with Camden STEAM to facilitate how the exhibition and observation wheel could be connected to the local curriculum and where local school childrens' different community backgrounds are reflected in the interpretation of the exhibits.

5.0 Links to Camden's Cultural Framework and 'We Make Camden'

The proposed scheme supports and contributes towards Camden Council's Cultural Framework (Adopted by Camden Council in 2018) and Camden's four key themes in the following ways:

- I. **Camden-ness'**: what makes Camden, Camden. Camden offers, not just nostalgic recollections, but thoughtful, critical, challenging reflections on the complex interplay between history, culture and identity, migration and immigration; revealing the diverse narratives of Camden's residents and continual emergence, evolution and export of sub-cultures.

Link: Through the regeneration of the East Vaults and Dead Dog Basin as interpretation exhibition spaces, the cultural plan will foster a rich heritage addition to the 'Camden-ness' theme of the Cultural Framework for Camden. The Applicant is committed to working with local schools to provide learning opportunities, focussing on the history of the canal as part of a permanent exhibition within the East Vaults and the local geography which can be appreciated at the top of the temporary observation wheel.

- II. **Connected/international borough:** framing and pioneering the borough and its residents as an open door to the world, "looking outwards and welcoming in".

Link: The development of the exhibition spaces and temporary observation wheel would promote both the international make up of Camden's diverse communities as well as look to promote international creative connectivity through music performances and visual arts.

- III. **Culture Everywhere:** Everyone should feel that they have access to and opportunity to contribute to the culture of Camden. The Cultural Framework will focus particular attention on the cultural offer and how it meets the creative needs of people with disabilities and vulnerable members of our communities.

Link: In collaboration with CC and the KQ, the cultural plan will develop actions to promote the new heritage initiatives to disadvantage communities. The Applicant would achieve this by attending KQ Steering Group meetings to set the scene of the proposals and develop joint working with cultural and educational sector of KQ partners.

- IV. **Cultural Economic Development:** Support the prosperity of the borough, including the night time economy ensuring that Camden continues to provide the right environment for the creative and cultural economy and enabling our residents, particularly young people through apprenticeships and work experience.

Link: Redeveloping the existing unused heritage spaces and installing the temporary observation wheel would attract a wider more diverse audience from Greater London and beyond which in turn would contribute to the local economy by providing increased footfall and spending within Camden High Street

and the Borough. Work experience offers will be promoted in the new heritage spaces and could be secured via a S106 agreement.

The Council has published a document called 'We Make Camden', which builds on a refreshed Camden 2025 Plan and provides a framework for what the Council wants to achieve in partnership with the community and key stakeholders where everyone has a role to play. The Applicant's cultural plan would contribute to key themes of 'We Make Camden' as shown in para. 6.1 with an overall aim to make Camden a better place for everyone to live, visit and work.

5.1 Table Showing Response of The Applicants to the 'We Make Camden' Key Themes.

The table below shows how the Applicant links to key relevant themes of the 'We Make Camden' plan of the London Borough of Camden.

We Make Camden Theme	Applicant response
Camden is a Borough where every child has the best start in life.	The proposal will provide family educational opportunities and ensure there would be a local cultural and heritage curriculum developed about the Camden Lock Market and Regents Canal for Camden teachers to use as a learning resource.
Camden's local economy should be strong, sustainable, and inclusive – everyone should have a secure livelihood to support themselves to live a prosperous life.	The proposal seeks to increase footfall, increase dwell time and would drive inward investment elsewhere within Camden Town and other parts of the borough.
Camden actively tackles injustice and inequality, creating safe, strong and open communities where everyone is able to contribute.	The proposal seeks to install accessibility enhancements, fully accessible toilet facilities, discounted and some free tickets for schools and local residents to enjoy the temporary observation wheel.
Camden communities support good health, wellbeing and connections for everyone so that they can start well, live well, and age well.	The provisions and facilities will enable arts and culture to promote mental health and well-being. The space would empower communities to connect with others and address social isolation.

6.0 Summary

The proposals laid out in this Cultural Plan not only seek to augment the iconic cultural offer at the heart of Camden but demonstrate a capital commitment to invest in the internationally important heritage infrastructure of Camden.

The essence of the exhibition spaces and the temporary observation wheel is to make education and learning as the centre piece of the proposals whilst at the same time provide a high quality destination activity to attract a more diverse and family orientated audience. This, in turn, will draw inward investment in to the wider local economy and keep Camden as one of London's most significant cultural centres for local people, Londoners as well as national and international visitors.

Linking the exhibitions and the temporary observation wheel to the local curriculum as a local resource for teachers, school students and the community is one of the overriding objectives of the proposals. Subject to approval the Applicant would be committed to a wide-ranging level of engagement and consultation with key partners including CC, KQ, the BL, the Roundhouse and the BM as part on an ongoing strategy to ensure the proposals are embedded into the fabric of the local community.