

## **Regent's Place Phase 2 Landscaping**

Application: 2019/5154/P

### **Submitted in discharge of condition 9**

Prior to the public space first coming into use, details of a public art plan, prepared in consultation with the Local Planning Authority, shall be submitted to and approved in writing by the local planning authority. The public art plan shall provide a comprehensive plan for a rolling programme of ephemeral, temporary and semi-permanent artworks that are responsive to the site, location and the communities which use Regent's Place. The plan shall include proposals for engagement with residents, communities and users of the space in the Public Art commissioning process.

### **Public Art Plan**



## **1. Introduction**

This document sets out a Plan to deliver a series of artworks to complement the recent transformation of British Land's Regents Place campus. The Plan sets out commitments in relation to a rolling one-year programme of ephemeral, temporary and semi-permanent art works that connect to, involve and engage local residents, communities and users of the space at all stages, from design concept through to planning and delivery.

The Plan is built upon British Land's Social Sustainability strategy, and the art works will be responsive to the site and its various communities, and will support British Land's existing engagement and activities, looking to embed the new artwork programme and enhance Regents Place as a vibrant, connected and relevant site for people who live in, work at, and visit the site and its environs.

## **2. Background**

### **Regents Place**

Regent's Place is a 13 acre, fully managed campus, with over 20,000 workers and residents. Comprising a lively mix of retail, leisure and public spaces, the site is undergoing a period of real transformation, helping it to attract a broader mix of occupier.

At the heart of the campus is Regent's Place Plaza, a place to meet, relax and be entertained. The campus has two residential buildings and the old and new Diorama theatres and has close ties to the local community through the Regent's Place Community Fund and a number of other long-term partnerships and relationships.

### **Recent development**

The recent improvements to the public realm space at Regents Place have included increasing the size of the plaza, improving accessibility, providing additional walkways and creating new places to meet and socialise. New timber pavilions provide semi-sheltered seating areas and increased soft landscaping and the introduction of a new green space and London's largest living wall, with a natural environment aimed at encouraging a sense of wellbeing for the whole community to enjoy.

### **Public Art at Regents Place**

British Land has long recognised the value of culture in place-making by investing significantly in public art and related activities across our sites, guided by and in collaboration with local people. We have a strong track record of delivering high quality, inclusive public art in the places where we operate, as part of delivering on our Local Charter and creating Places People Prefer.

At Regents Place as far back as 2003 an award-winning public art programme was developed which included works by Michael Craig Martin, Liam Gillick, Antony Gormley, Sarah Morris and Fiona Rae.

British Land have worked with a number of high-profile artists to develop a series of art works and installations on site. They have also worked with high profile institutions such as Chelsea College of Arts to develop programmes that engage communities. They also have an ongoing programme of events and activities that connect local people to the arts engaging with local communities to enable Regent's Place to act as a conduit for art and culture at a hyper local level. Partner organisations and embedded programmes include:

- New Diorama Theatre
- Old Diorama Arts Centre
- Young Camden Youth Theatre
- Camden Mela
- Black History Month
- Open City
- Black History Month
- Regents Place Pride

## Our Policies

British Land has a series of policies that support this Plan including:

- Our **2030 Sustainability Strategy** seeks ‘partnering to grow social value and wellbeing in the communities where we operate’.<sup>1</sup>
- Our **Local Charter** builds on British Lands long standing engagement with local communities and impactful programmes, setting out five key areas of concentration: Connect; Education; Employment; Business and Wellbeing.<sup>2</sup>
- Our **Place Based Approach** to social impact where our social contribution means understanding the most important issues and opportunities in the communities around each of our places and focusing our efforts collaboratively, to make the biggest impact.<sup>3</sup>

This Plan builds upon those strategies.

### 3. The New Public Art Plan

The aim of this plan is to build upon the existing assets – the site, the new landscaping, the existing public art installations and assets, and the ongoing programme of activities and events – to really engage all those who reside, work at and visit Regents Place, enhancing their experience and where appropriate enhancing their understanding and aspirations.

#### Case Studies

At our Elk Mill Retail Park in Oldham local resident and sculptor Emma Hunter involved local children, former mill workers, the local children’s ward, local poet Cathy Crabb and other local residents in creating a collection of artworks linked to the site and area’s cotton-spinning history.

<sup>1</sup> [Sustainability strategy | British Land](#)

<sup>2</sup> [BL Local Charter.pdf \(britishland.com\)](#)

<sup>3</sup> [Place Based approach | British Land](#)





Our Wheatley Shopping Park site in Doncaster is situated opposite the site of locally much loved but closed international tractor factory. Local Sculptor Chris Campbell worked with ex workers at the site and local school children to develop a sculpture that reflected the history and heritage of the site and the workers.



At our Southgate Bath shopping venue we worked with the Bath Holburne Museum and local schools to develop an art work that reflect the local pupils' ideas of what Bath meant to them, creating an imaginative and locally relevant art work.



#### **4. Consultation**

There has been significant consultation to date on this plan through work done by Future City including with New Diorama Theatre, Old Diorama, West Euston Partnership, Euston Town BID and other agencies and organisation. Key findings from the consultation pointed to concerns and aspirations as follows:

- Connection
- Cohesion
- Opportunity
- Affordability
- A place to 'show and tell'
- Temporary exhibitions
- Inter-generational gatherings
- Importance of wayfinding
- Commitment through investment

These points will be picked up in this plan, and/or in the development of more detailed delivery plans. There will be further consultation on an ongoing basis with communities and organisations, who will have the opportunity to influence the plan delivery at all stages.

#### **5. Vision and principles**

The Vision for the next phase of public art at Regents Place is that this plan will root the works, activities and events in the local communities, that they will feel connected to the space and the works, and that it will enhance Regents Place as a vibrant, welcoming and accessible space. We will abide by the following principles in delivery of this plan:

- We will look to commission high quality, relevant art works that connect local and engage local communities.
- We will engage those communities at all stages of the work.
- We will review, evaluate and improve our work on an ongoing basis.

We will also embed this work into the ongoing events and activities at Regents Place, looking in particular to include this into our Place Based Business Plan on an ongoing basis.

#### **6. Commitments: Commissioning and Delivery**

We have set a series of commitments that will be further developed during the year in consultation with the local community and local partners and organisations.

We will:

- A. Undertake 2 event based (ephemeral) activities. Each of these events will be new and additional to the existing offer at Regents Place, but we will look in some instances to link them to existing activities.

- B. We will develop a temporary exhibition, based on site and working with local people. This will involve working with a professional artist or arts organisation and work with local residents and pupils to develop a lasting legacy of this work.
- C. We will develop one semi-permanent artwork, commissioning a professional artist/and or organisation to work with the local community to create a piece that reflects the history and heritage of Regents Place. We are looking to develop a similar piece to our previous work with the Architecture Foundation that created a 'local cultural atlas' working with local school(s), leaving a legacy (the atlas). [A Marylebone Atlas.pdf \(britishlandreports.com\)](#)