

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



Regents Place 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 from across the local diasporic 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 Lands existing engagement and activities, looking to embed the new artwork programme and enhance Regents Place as a diverse, 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** – the Remix Dance Programme uses dance as a tool to support personal development and social cohesion, working mainly with local children and families from the Regents Park Estate and neighbouring areas,
- **Young Camden Youth Theatre**
- **Camden Bangladesh Mela** - held annually to celebrate and share Camden's diverse cultures. It is a feast of sights, sounds, smells and tastes featuring bazaars, folk troupes, traditional and contemporary British, Bangladeshi, and other ethnic music and dance.
- **Open City** – The Accelerate pioneering education and mentoring programme is aimed at increasing diversity in the built environment professions, giving students the confidence and skills needed to make strong university applications.
- **Proud to Be Programme** designs fun, educational and cultural resources for secondary school students with spoken word workshops
- We celebrate South Asian Heritage Month in collaboration with occupiers, community partners and British Land networks
- **Young Readers Programme** – In partnership with National Literacy Trust we run nationally-recognised, locally-targeted programme that supports the economic impact of reading for pleasure, working with local children from underserved communities to read outside of school and boost their life chances.

We are also engaged with Regent's Place Pride, Global Generation, Black History Month, and a series of employment and employability programmes, working with Hopscotch, Career Ready, Insight into Property Management, and our bespoke Regent's Place Employment programme – A Two -week tailored employment training programme designed to empower local people to secure jobs at Regent's Place.

We will continue to work with all of these partners and others in the delivery of this plan, including undertaking consultation in programme development.

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'.¹
- 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; and Wellbeing.²

¹ [Sustainability strategy | British Land](#)

² [BL Local Charter.pdf \(britishland.com\)](#)

- 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.³

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. We aim to enhance their experience and where appropriate enhancing their understanding and aspirations whilst reflecting the diversity of the local area both in term so the artists we work with and the artforms we develop.

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 and the engagement of diverse communities in that history.



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.

³ [Place Based approach | British Land](#)



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 the diverse communities and organisations of the local area who will have the opportunity to influence the plan delivery at all stages. This will include all of the organisations we already work with mentioned above, and new partnerships and relationships, looking to strengthen our social impact through the delivery of this plan.

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 including those that reflect local diasporic communities and artists.
- 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 specific elements of this Vision in our Regents Place annual planning process led by the campus Community Manager.

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) arts 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 on an ongoing basis we will work with diverse groups of 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 \(britishlandreports.com\)](#)

Where possible and appropriate in all of these commitments we will look to work with Camden based artists, including global majority artists and those from the diasporic communities in the local areas, and with students studying art at local schools and colleges including Central Saint Martins University of the Arts and The Slade School of Fine Art.

We will also look to create mentoring and pathway opportunities for emerging local artists throughout these 3 commitments, and on an ongoing basis in the delivery of the plan.

7. Monitoring and Reporting

We will liaise with the local authority on the delivery of this Plan, and will monitor, evaluate and report against the 3 commitments on an ongoing basis.