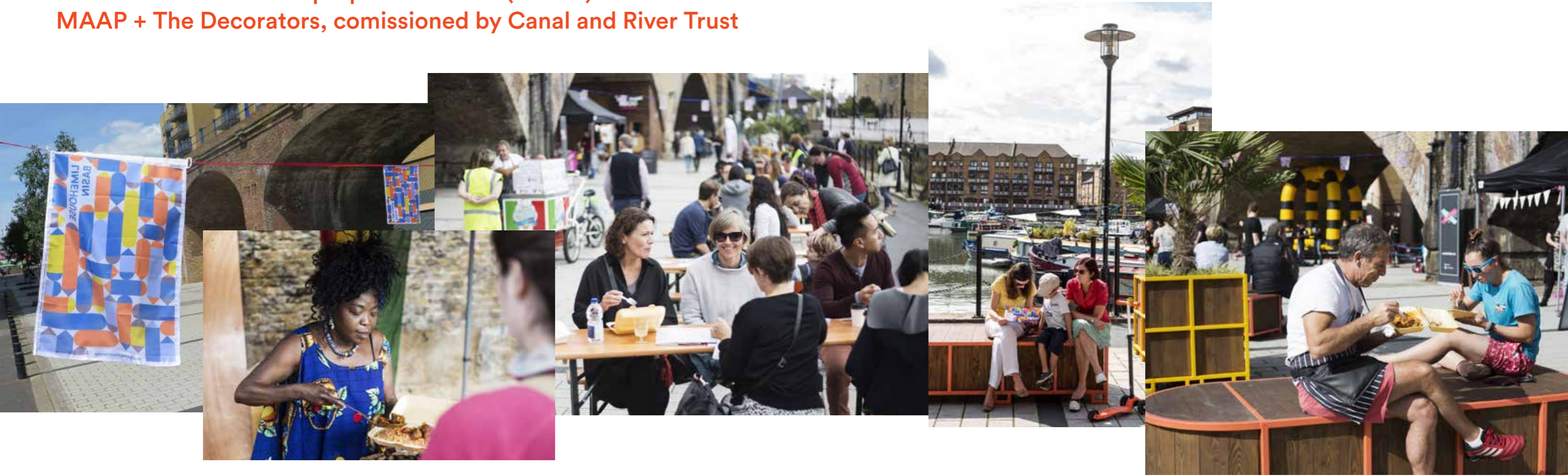


LIMEHOUSE BASIN CULTURAL ANIMATION PROGRAMME

Review Document with proposed actions (PHASE 3) Nov. 2015
MAAP + The Decorators, commissioned by Canal and River Trust



PHASE 1 BRIEF SETTING Sept 2014 – March 2015

Stakeholder engagement, objective setting, co-design and planning of programme as temporary interventions at LB to market test and for public engagement & consultation.

PHASE 2 PROTOTYPING April – October 2015

Prototyped and tested the concept; secured match partnership funding; commissioned designer for identity and marketing collateral; programmed and run 3 Limehouse Social events with 1000 people attending; commissioned, designed and built new benches and planters for public use; commissioned independent market with 10 stall holders, music and cultural activities to attract local people and families; consulted with 230 people; developed partnerships with local business; organised and lead a de-brief workshop 27/10/2015.

PHASE 3 TRANSITIONING Nov 2015 – March 2016 TBC

Maintain positive momentum; strengthen local governance in partnership with Canal and River Trust; develop (social) enterprise opportunities; identify and introduce investment and funding partnerships in joint ventures; Limehouse Basin programme 2016 in place led by coalition of agencies with independent Market launch (Easter 2016).

DATA AND FINDINGS

PUBLIC CONSULTATION

230 people

DEBRIEF WORKSHOP

20 stakeholder

IDENTITY

Build a unique identity through design and shared values

75% of attendees lived less than 1 mile
 69% like the waterside location
 54% interested in shaping the future of LB
 37% felt unconnected to their community

The identity highly popular
 It is an identity not a brand; it represents the values of the project – public, open and collaborative
 Designed as flags, it was flown from boats and balconies around the Basin
 Website + social media in place

EVENTS

Test demand and footfall
 Test type of offer in-situ
 Work with a market manager and independent food traders
 Build local partnerships with businesses and cultural agencies

98% of attendees rated it highly
 33% were repeat attenders
 76% rated the food highly
 64% rated the music highly
 34% liked is family friendly
 70% wanted regular events

Approach BITE Market for 2016
 Invite farmers market stall holders
 Undertake a Feasibility Study for Market development
 Encourage local businesses to support or use the site
 Who will programme the cultural activities and maintain quality?

AMENITIES

Bring new public amenities to LB
 Explore what makes convivial and shared public space.
 Bring future projects into public view

33% wanted more seating
 26% wanted more amenities such as a café
 25% wanted to see the Island opened up and landscaped

The seating will remain until Dec and then again 2016
 Third party investment identified for enterprise sheds
 Trusts and charity identified for The Island development

GOVERNANCE & PROJECT MANAGEMENT

Successful delivery team (CRT/MAAP + Decorators/ local stakeholders)
 Bring together assenting and dissenting voices
 Generated 50% additional match funding to core budget
 Proactive stakeholder group in place
 Successful casestudy delivering CRT regeneration and community engagement outcomes

Over 50 people left their contact details to be part of the 'future of LB'
 Limehouse West held their annual Tenants Party as part of the Social

Elements of the programme could be run by separate agencies
 Limehouse Community Forum will be constituted to extend its functionality
 The collaboration between land and water based residents should be preserved
 The project team of MAAP + The Decorators will step back but will hand-over and provide skills exchange to support local governance and funding opportunities

MOVING FORWARD THROUGH LOCAL GOVERNANCE, + THE DEVELOPMENT OF ENTERPRISE, + INVESTMENT PARTNERSHIP

DELIVERABLES

IDENTITY
Communicating

EVENTS
Re-launching

AMENITY
Renegotiated and
extended

**LOCAL
GOVERNANCE**
Strengthened

Maintain momentum
Strengthen local
governance + partnership
with CRT (Property,
Strategy + Volunteer 'Adopt
a Canal' scheme staff)
Explore investment
opportunities
Produce business case
Bring forward other LB
projects

Support the emergent LB Working
Group to develop its role in the local
governance of future programmes (with
stakeholders from land and water)

Produce a Feasibility Study on procuring
a Market for LB, led by the LB Workshop
Group in partnership with CRT

Identify and invite investment opportuni-
ties from third parties who add value to the
scheme in the short and long term. Meet with
interested investor for outline discussion

Petition CRT to consider options for en-
couraging investors and funding partners to
realise and maintain projects that support
social enterprise and new amenity

**Proactive local
governance group**

**Market relaunched
and run on regular basis**

**Benches and
planters reinstated**

**Projects are live
(enterprise sheds,
The Island and other)**

APPENDIX

Appendix 1: Survey questionnaire produced for stakeholders debrief workshop (27/10/2015) including visuals + project context

Appendix 2 : Debrief consultation findings

Appendix 3: Media article