

THE CARRIAGEWORKS CULTURAL PLAN

The Cultural Plan should be a beginning, not an end or a single point in time.

Vision

The Carriageworks development will make a positive contribution to the economy, culture and environment of Stokes Croft and surrounding area. It will be a mixed use development that is home to many activities, businesses and people. It will be a buzzing, vibrant, safe place for people from the local communities and from further afield.

What is a Cultural Plan?

Not many developments have a cultural plan, so this is rather ground-breaking. The Cultural Plan is a requirement of the 2015 planning permission and will reflect the ambitions of the original Community Vision (2011) to ensure that the Carriageworks is not an island but instead plays an important and full part in contributing to the thriving and vibrant surrounding communities. The Plan will identify the important cultural aspects of the surrounding area, how the site and its residents and businesses will relate to the surrounding communities, and how the heritage of the site will be remembered and celebrated.

What are the component parts of the Plan and what do they do?

The Cultural Plan establishes broad principles and objectives for the ground floor and open spaces at the Carriageworks. It has three parts that inter-relate with each other and set out how those principles are delivered:

- The Site Management Ethos Plan
- The Arts Plan
- The Community Benefit Plan.

Together the parts of this Cultural Plan give clarity to the communities surrounding the Carriageworks, and new residents, about what they can expect to happen on the site and how the development aims to have a wide and long lasting benefit.

Site Management Ethos Plan

The management of the site will have a bearing on how people use the site and how it relates to the surrounding communities. The management ethos plan sets out the principles that will apply to the site's management.

Arts Plan

The planning permission requires the developer to have a public art plan.

Community Benefit Plan

Initiatives on the site that will seek to deliver benefit to the local communities including people living on the site.

Whose Cultural Plan is this?

The plan has been prepared by the PG Group (the Carriageworks owner and developer) and the Carriageworks Action Group (which wrote the 2011 Community Vision and has been campaigning for community benefit from the redevelopment of the site).

The PG Group, any subsequent owners and the site management company will be responsible for delivering this plan.

The plan will be publicly available to help inform local communities, including Carriageworks residents and tenants, of what they can expect.

The Existing Local Culture

The Carriageworks sits at the junction of four communities (St Pauls, Montpelier, Cotham and Kingsdown) containing huge diversity, energy and vitality. The homes of the local residents include everything from Georgian townhouses to high rise flats. The neighbourhoods include areas with some of the lowest deprivation levels in the country, to some of the highest. The area has historically welcomed people from other places with now established communities arriving from the Caribbean, Ireland, Poland and Somalia to name but a few. There are long standing residents whose families have lived here for generations, students who stay for a year or two, professionals, homeless people in hostels and tourists. Together they form this vibrant community.

The area is also a hub of creativity and independence. It forms a connection between the city centre and the beginning of Cheltenham Road and Gloucester Road - the longest street of

independent shops in the UK. Many artists live and have studios in the area. The local food culture is well established with rich influences from across the globe. Musicians, both famous and emerging, live and work locally. Street art has transformed many buildings and structures and the night economy attracts people from across the city and beyond.

History and Heritage of the Carriageworks site

The Carriageworks site itself has its own story. In the seventeenth century it was included in the city's earthwork defences built during the civil war. In the eighteenth century the area was laid out as garden nurseries and by the nineteenth century the first buildings had appeared. The Carriageworks was established by T&J Perry in 1804 but after a fire EW Godwin, an important Victorian architect, was commissioned to design the building that occupies part of the site today. In 1960 the site was taken over by the Regional Pools Company which built the adjoining Westmorland House for its own use (one of its staff members being Dave Prowse who went on to play the part of Darth Vader). The Regional Pools closed in the early 1980s and, despite the Carriageworks being listed Grade II*, the buildings lay vacant and increasingly derelict until their purchase by the PG Group in 2017 and their redevelopment from 2019 onwards.

EW Godwin was one of Bristol's most eminent Victorians; archaeologist, architect, designer of highly original furniture and creator of theatre sets and costumes. He was influential in the Aesthetic Movement that created the "look" of Victorian England, designed houses for Oscar Wilde and James Whistler, and influenced Charles Rennie Mackintosh. He was passionate about Bristol and its architectural legacy, setting up the city's first Conservation Society.

Long Term Objectives for the Carriageworks

- The Carriageworks will provide a safe environment for all
- The Carriageworks will provide a broad range of compatible uses that are accessible to the surrounding communities and which contribute to the vitality and character of the local area
- The Carriageworks will provide and connect open spaces that can contribute to a vibrant local culture, encouraging people into the site both from the local area and further afield
- The ground floor of the Carriageworks will provide units in a range of sizes, suitable for local enterprises and, subject to appropriate planning permissions, a mix of active uses both on its external frontages and inside the site
- The Carriageworks will seek to minimise its environmental footprint and emissions both through its own activities and by encouraging its residents and tenants

- The Carriageworks will create and provide social (including cultural), economic and environmental opportunities for its residents and people in the surrounding communities to achieve the objectives above

Values and Ethos

The objectives are underpinned by a set of values that will inform everything we, the owners and managers of the site, do:

- We will be inclusive of and accessible to all, and will not discriminate by characteristic or community
- We will welcome to the site people from all the surrounding communities and further afield
- We will seek to benefit and support the local communities (including / especially){by generating footfall and helping sustain the viability of businesses in the area}
- We will strive to ensure the Carriageworks is creative, stimulating, exciting and vibrant
- We will seek to create a long lasting legacy for the area

Definitions

When we say 'local community' we mean the adjacent residential areas of St Pauls, Kingsdown, Montpelier, Cotham and the bordering city centre areas, all roughly within 0.5 mile. We include businesses and their workers in the area. Importantly we also mean new residents living on the Carriageworks site.

1. MANAGEMENT ETHOS PLAN

Who owns the site?

The site has been developed by PG Carriageworks LLP, a subsidiary of the PG Group based in Bristol.

A company will be formed to own the freehold of the completed development. The initial directors will be drawn from the PG Group but these may change with time e.g. if and when the company is sold.

Who manages the site?

The site is managed by a specialist property management company. Bloq Management Services, who are based in Bristol, have been appointed to the role from 2022.

Bloq's role is to ensure that the building is managed in a safe manner and that the scheme complies with all regulatory matters such as insurance, refuse collection and other matters such as window cleaning.

Who is responsible day to day?

Bloq management is responsible for day-to-day management issues. Bloq do not have an on-site manager. Instead Carriageworks residents are provided with access to an online reporting system for any maintenance issues. There is a 24-hour emergency line for the residents/ traders to use if there are other problems.

Activities in the Market Square will be managed by BUOY Events (see below). A representative of BUOY will be available during the trading hours and also to set up/ remove stalls.

What parts of the site are open to the public?

All of the site is privately owned but the Market Square and the approaches from Stokes Croft and Ashley Road will be open to the public.

Who opens the site?

An agent from the management company will open-up. On other schemes the management company, Bloq Management Services, has 'employed' one of the residents of the scheme and paid them to take responsibility for this.

Business tenants

In line with the Cultural Plan objectives, the site owners and managers will seek to achieve a broad range of compatible tenants that add to the vitality and character of the local area.

Prospective tenants that are being targeted are local independent businesses that will bring a vibrant use to the site. Flexible terms are offered including options to buy or lease units, assistance with fitout and other practical help.

Over time occupiers of the business units will come and go. Their replacements will have to comply with planning and other regulations in force when changes are made and take into account market trends and conditions. It is not possible to legally tie future owners of the site to the objectives of this Cultural Plan but the community will obviously hope and push for uses that continue to contribute to the vitality and character of the area.

Who makes decisions on business tenants?

The site owner, currently PG Group, will be responsible for making decisions regarding business tenants. There will not be any opportunity for community input unless changes that require planning permission are required.

How will residents contribute to major management decisions?

Management decisions will be restricted to those directly affecting the property as defined by the leases granted, the law and various regulations. They cannot address wider community benefit or interactions. Residential tenants will be consulted on decisions that affect their service charges e.g. repair and maintenance of common parts. There will not be any scope for residents in the wider community to contribute unless the decision requires planning permission.

Market Square

Along with the Carriageworks facade, the Market Square is a key feature of the development. To succeed as a place that contributes to the overall objectives it will need to be carefully and actively managed with a range of activities and events for residents and visitors. By establishing the reputation of the Carriageworks as a place to visit the success of the business tenants will be supported and the popularity of the site as somewhere to live will grow.

Amongst the activities will be a programme of site-specific markets aiming to support home-grown traders, with ancillary events planned both alongside the markets and at other times to provide entertainment and community engagement. These will all be programmed and managed by BUOY Events.

{ PG says: We have invested in power for the market square but would welcome thoughts on what else could happen there} Live entertainment? Performance? Cafe seating? Pop-ups.

Market

Changing shopping habits since COVID mean that people are looking for more offers in their local neighbourhood and are less reliant on city centre offerings. This is a great opportunity for the Carriageworks.

- BUOY Events will be the market manager. They currently operate a number of Bristol's independent markets. They will source stall holders, plan and run the markets.
- Initially there will be one food market and one mixed use market per week. This will be developed over time.
- How many stalls?
- How will deliveries work?
- Services for the traders/market manager will include stalls, electrics, storage and a WC.

Commercial Unit

There is potential for one commercial unit facing Ashley Road to be used rent free as part of the Cultural Plan. More discussion needed, in context of budget.

Commissioning / Delivery

to be confirmed

2. ARTS PLAN

In line with the City Council's Public Art Guidance, the Carriageworks Arts Plan is underpinned by five principles that put cultural experience, creative practice and artist commissioning at the heart of:

- Social engagement - creatively engaging, informing and empowering
- Vibrant place making - imagining and contributing to liveable, loved, unique places to live, work and move through
- Sustainability - supporting a programme of work that contributes to an environmentally and socially sustainable city
- Quality urban design - embedding public art and culture into schemes to maximise economic and social value for developers, residents and users
- Cultural ecology - nurturing Bristol's cultural creative ecology by commissioning artists and producers and providing space to allow their vision and ideas to thrive.

'Public Art' can be defined as 'a diversity of creative practice and cultural experience that takes place in the public realm'. Public art does not have to be confined to 'plunk art' e.g. static sculptures plunked down in public spaces. Instead a wider interpretation can be taken to include:

- Providing space, assets or infrastructure to enable ongoing cultural and community activity and experiences such as artist studios, access to nature, community resources
- Commissioning cultural 'happenings' and public realm animation e.g. performance, street art, creative interventions and installations
- Creative commissioning to support functional requirements such as lighting, wayfinding, colour schemes, landscaping and green space
- Commissioning temporary or permanent artworks.

Public art and its creative process can and should be a mechanism for engaging with stakeholders, exploring and communicating complex issues, and enabling local people to contribute to vision and place.

Along with the creative process, public art should place equal value on social impact by reducing poverty and inequality; enhancing community, economic and social wellbeing; and increasing the city's resilience and environmental sustainability.

Opportunities

A number of locations and opportunities have been identified at the Carriageworks - some permanent and some temporary:

- Locations identified on Blocks A, B and C
- The Market Square
- The commercial unit
- Public art supporting and developing the community of residents on the site and with the surrounding communities
- Offsite / outreach

Budget

£80,000 to include commissioned artists, materials, design, access, insurance etc.

The cost of maintenance and renewal will be included in the site management charge.

Commissioning

With such a strong tradition of street art in Stokes Croft it is highly likely to feature in any public art commissions.

- A brief that defines the opportunities will be prepared by PG Group (*in consultation with?*)
- PG Group will issue a call for proposals based on the brief - particularly aimed at artists familiar with the site
- A shortlist will be drawn up from the received proposals
- Final submissions will be invited
- A selection process will choose the commission

3. COMMUNITY BENEFITS PLAN

The Carriageworks site sits at the junction of diverse communities. With its business units and market square the site offers great potential for residents, local businesses and the local economy. But it will be important to ensure that this potential is available to everyone in the area and does not inadvertently exclude those who already experience exclusion from the socio-economic mainstream. It can do this by consciously creating and promoting opportunities to those people in the local community who can most benefit from them. In this way the Carriageworks site can play a full part in the local community and avoid becoming an isolated inward looking island with little relationship to its setting.

Opportunities

CAG point: Short term need to reach out and engage with local orgs to best understand local opportunities

Space

- Market - pro-actively attract local traders to market stalls. Support for those who are new to market trading
- The 'reserved' commercial unit - 3 years rent free {depending upon budget}
- Performance space in the Market Square

People

- Residents and site visitors = potential customers and service users
- Opportunities for local enterprises to get products / services in front of new customers through the market stalls or by renting a business unit
- Apprenticeships / training / employment opportunities provided by business tenants
- A diverse offer on the site that reflects the diverse local communities and in turn raises horizons and creates unforeseen opportunities for local people

Communications

- A 'welcome' pack / leaflet / book for new residents - could even be distributed in the wider community - part of an art commission?
- The residential and commercial management companies (may just be one operator) will be encouraged to develop communications with the local communities
- There will be noticeboards for residents within the buildings
- PG will look at providing a public display area to promote events

- The Market operator will promote the markets and entertainment opportunities in the Market Square.

Charity fundraising

There could be opportunities for local community groups / charities to fundraise e.g. shaking a tin in the market on Saturday mornings.

Commissioning / Delivery

CAG question: Who will be responsible for sorting this out and making it a success?

- *Contract with a local organisation to deliver to a brief and set of targets?*

How to keep communication with local communities going to check on success and respond to opportunities?

- *As above, contract with a local organisation?*
- *An annual celebration / event / meeting for the site managers to check in with the surrounding communities?*

4. DECISION MAKING AND DELIVERY

PG Group, and any subsequent owner of the site, will have ultimate responsibility for decision making regarding the Cultural Plan and its component parts.

Delivery of some elements of the plan will be contracted out e.g. commissioned art works, management of the market etc.

If parts of the Cultural Plan are not delivered Bristol City Council Planning Enforcement will be able to take action.

Timescale

Cultural Plan writing

Week beginning	Action
29 Nov	CAG PG meeting Scoping of timetable of actions
13 Dec	CAG PG meeting
10 Jan	CAG PG meeting
24 Jan	CAG PG meeting
31 Jan	Community meeting
28 Mar	Finalisation of Cultural Plan

Delivery

Date	Action
Nov	Residents are already living in Block D
Mid Dec	First residents move in to Block B
April / May	Fit out of the four Block A commercial units by anchor tenant (subject to planning)
June	Market square will be operational by the middle of the year.
June/July 2022	All residential units will be complete and ready for occupation.