

The Cultural (Re)Generation

# Building Creative Places for Young London



**A.N.D**

A new direction for arts,  
culture and young london



## RECOMMENDATIONS

**For London to be competitive and successful for all communities, it needs to be a city where creativity can flourish. This means building opportunities for children, young people and families to play, learn and create.**

### THE BENEFITS OF BUILDING CREATIVE PLACES

- *For London:* making sure that the right skills and abilities are nurtured in London's young people and that new housing developments become flourishing neighbourhoods.
- *For local communities:* helping improve children and young people's wellbeing and mental health.
- *For children and young people:* increased confidence, wellbeing, a better education and skills and experiences that enable them to thrive as adults.
- *For housing developers:* supporting long-term stability of local areas by building strong social relationships, attracting families by creating good facilities for children and young people, and providing positive activities for people of all ages.

### WHAT SHOULD THOSE WORKING IN THE DEVELOPMENT SECTOR DO TO MAKE THIS HAPPEN?

- *Understand:* find out about the existing artistic and cultural resources with and for children and young people in the area, they might not be in the obvious places.
- *Plan:* at the earliest stage, think about places and space to play, learn and create.
- *Engage:* co-produce with children, young people and families.
- *Integrate:* identify how art and culture can reinforce other initiatives to address economic, social and physical challenges.
- *Resource:* secure on-going investment in creative programmes and places.
- *Inspire:* be a leader, creative ideas and places galvanise people into action.



## WHAT DO INVESTMENTS IN CREATIVITY LOOK LIKE?

### [ PLAY ]

- integrate play, discovery and adventure throughout the public realm and not limit children to designated play spaces
- provide play spaces for different age groups of children and spaces for young people to hang out
- co-design playgrounds with children and parents
- allow young people to design and build their own spaces
- use temporary, 'meanwhile uses' for projects with longer time scales to provide creative, child- and young people-friendly spaces and provision

### [ LEARN ]

- when building new schools, attract schools with STEAM<sup>1</sup> programmes or schools that put creative learning at the centre of their curriculum
- support partnerships between schools, universities, creative industries and councils
- develop an apprenticeship and training programme so local young people can shadow an employee, find a mentor or a work placement in a creative business located around the site

### [ CREATE ]

- provide spaces to use for free or at subsidised rents for arts organisations that offer art outreach projects for young people
- support partnerships between arts and cultural organisations and youth projects/organisations that work with local children and families
- organise events that open up opportunities for participation in performance and arts for local young people
- make links between local artists, makers and creative professionals and youth organisations
- attract tenants that can resource new partnerships to support creative provision and creative job opportunities

<sup>1</sup>STEAM stands for Science, Technology, Engineering, the Arts and Mathematics



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**SOCIAL  
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