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\(^1\) 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

\(^1\)STEAM stands for Science, Technology, Engineering, the Arts and Mathematics