

# CULTURE MILE LOOK AND FEEL STRATEGY

Public Consultation Report  
22 November - 4 February 2018





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# Introduction

This report documents and summarises the feedback received for the public consultation for the Culture Mile Look and Feel Strategy, which took place from 22nd November 2017 to 4th February 2018.

The purpose of the consultation was to gather feedback on the draft Strategy, and to understand the issues and aspirations for the Culture Mile project.

A series of public drop-in sessions were held in several locations across Culture Mile: Golden Lane Estate, the Barbican Centre, an event at the Museum of London, Guildhall School, West Smithfield, Moor House and Charterhouse, Smithfield Market, St Giles' Church, St Bartholomew's Hospital, 2 London Wall Place, all hosted sessions. Thank you to all who hosted these sessions for us.

In addition, the Strategy was available to be downloaded from the City website ([www.cityoflondon.gov.uk/lookandfeel](http://www.cityoflondon.gov.uk/lookandfeel)), and a survey that could be filled in online. The consultation was also advertised through print and online media as well as via local contacts and posters.





## Summary of key findings

The consultation provided officers with some clear feedback to enable the City to develop the Strategy for Culture Mile. This document sets out what this feedback was in detail, with the main points being:

- The four aims of the Strategy are generally agreed with.
- Major changes and improvements to Beech Street are supported.
- Residents and local businesses would like to be more involved and kept better informed
- Residents in general are very supportive of community led projects and better community facilities in the area.
- The maintenance of the listed building is a key priority for Barbican Estate residents, along with ensuring that peaceful areas in the estate are maintained.
- Wayfinding improvements are a high priority.
- An ambition to support independent retail/food offer and spaces for creative and/or small businesses in Culture Mile was positively received.





# What is Culture Mile?

In July 2017, 5 core partners – the City of London Corporation, Barbican, Guildhall School of Music & Drama, London Symphony Orchestra and Museum of London – announced the ambition to create a major destination for culture, creativity and learning in the heart of London's financial district.

It is a 10 to 15-year project to transform the area, that includes major capital projects such as the relocation of the Museum of London to Smithfield, as well as changes to the way the partners engage people, and we work together.

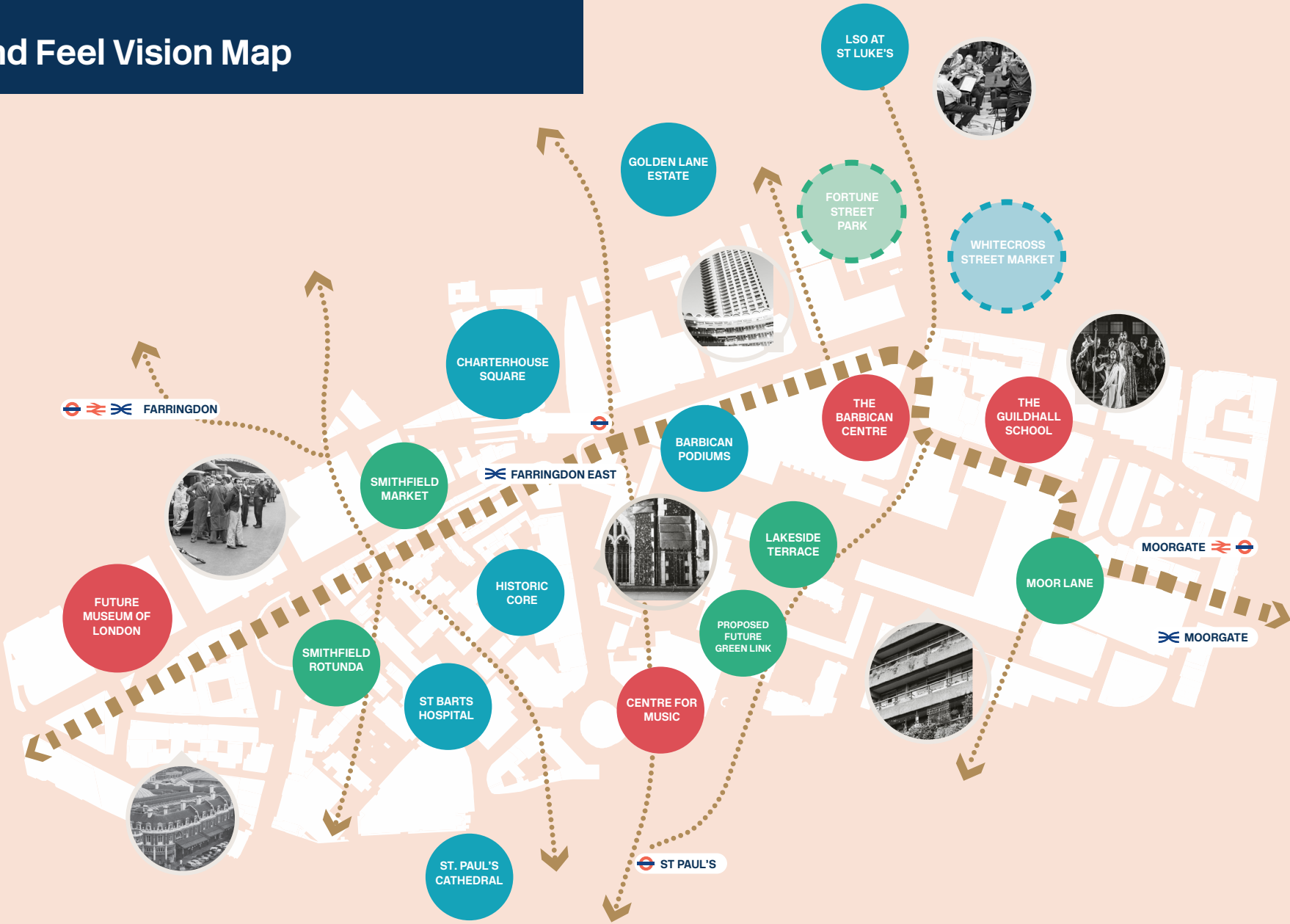
## What is the Look and Feel Strategy?

The Culture Mile vision aims to create a vibrant and welcoming cultural and learning destination for all – residents, workers and visitors. The Look and Feel Strategy is a first step in doing this, by:

- setting out a series of recommendations for physical changes to the outdoor and public spaces in Culture Mile
- stating ambitions for public art programming in the area
- exploring ways to make Culture Mile different to other areas in the City in the way that it creates space for culture and creative industries
- creating means of community engagement and increased access to the amazing assets in Culture Mile



# Look and Feel Vision Map



## KEY

FORM A CULTURE SPINE	TAKE THE INSIDE OUT	DISCOVER AND EXPLORE	BE RECOGNISABLE AND BE DIFFERENT
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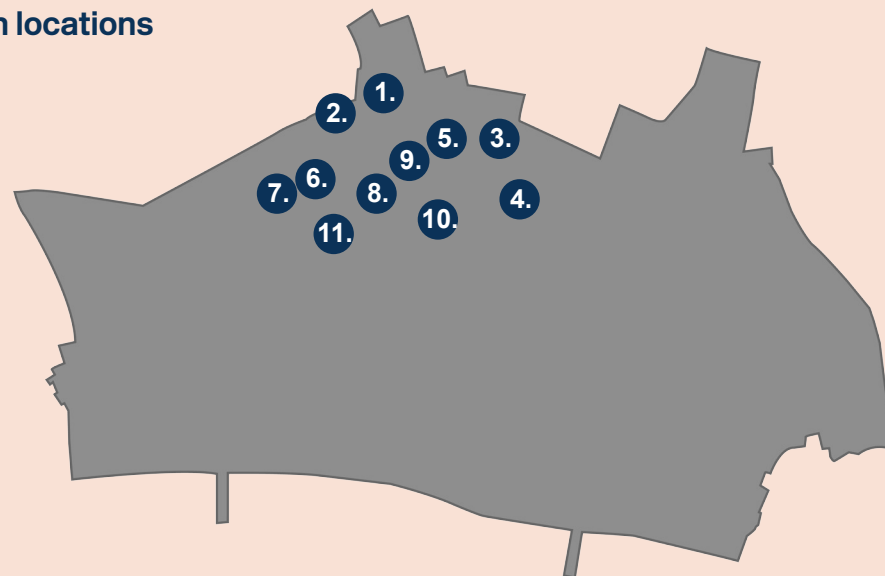
# Methodology

The public consultation was conducted through various methods, which include: user surveys, drop-in sessions, online surveys, emails and stakeholder meetings. The surveys posed the following seven questions:

1. What do you most value about the area?
2. What changes would you most like to see in the area?
3. How do you think we should increase public amenities in Culture Mile? (e.g. signage, seating, green spaces, facilities for families etc.)
4. Do you agree with the 4 key aims in the strategy?
5. What sorts of public arts/events would you like to see?
6. Do you have any suggestions for venues/spaces for possible events in the area?
7. How would you like to be more involved with this initiative in the future?

The feedback received was collected and documented by City officers. The key points from each question were analysed by theme to consider the issues and aspirations across the Culture Mile

## Drop-in locations



1. Golden Lane Estate x2
2. Charterhouse Square
3. Guildhall School
4. Moor House
5. Barbican Centre

6. West Smithfield
7. Smithfield Market
8. Museum of London
9. St Giles' Church
10. 2 London Wall Place
11. St. Bartholomew's Hospital



St. Bartholomew's Hospital, 1 Feb 2018



St Giles' Church, 30 Jan 2018

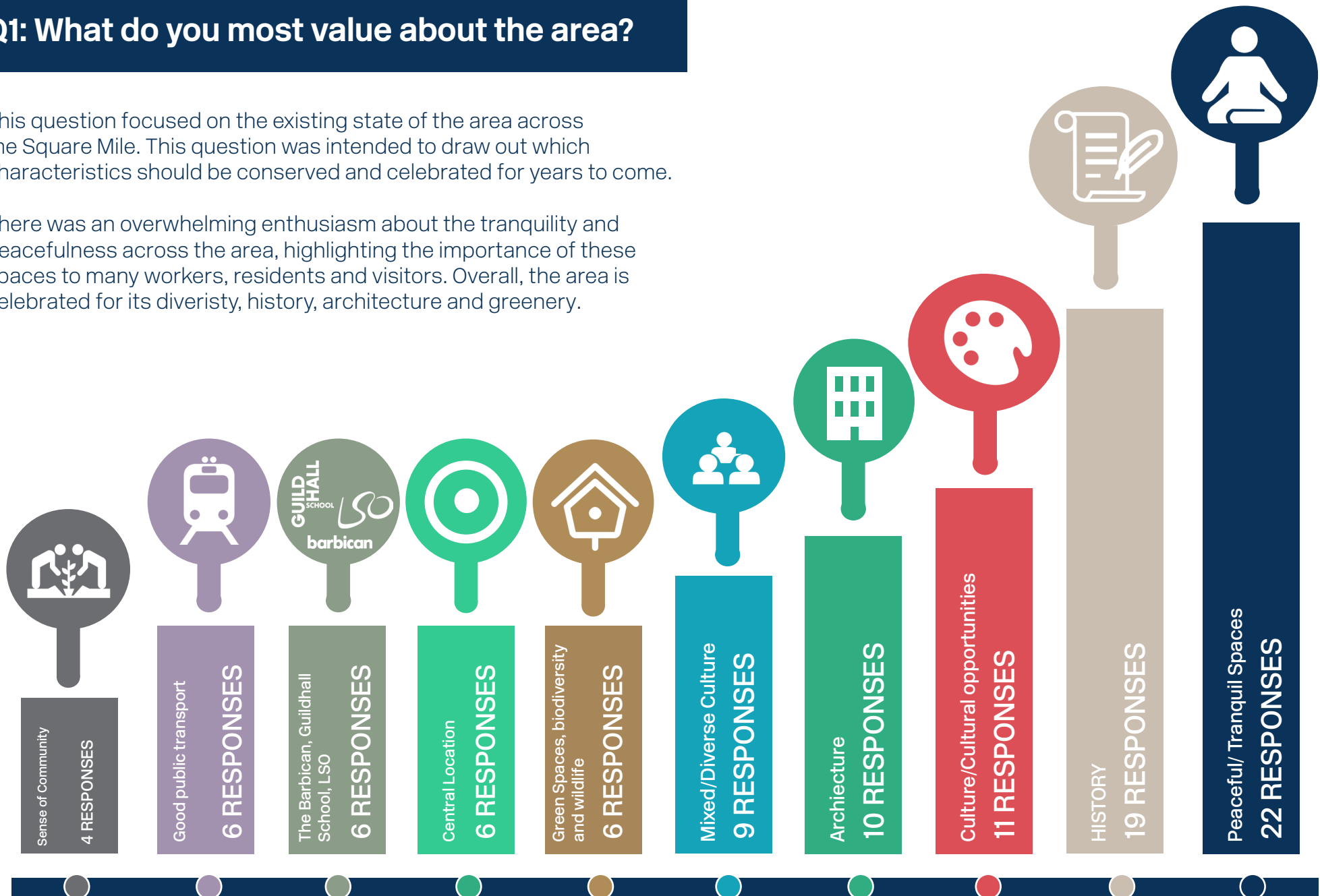
# Feedback Overview



## Q1: What do you most value about the area?

This question focused on the existing state of the area across the Square Mile. This question was intended to draw out which characteristics should be conserved and celebrated for years to come.

There was an overwhelming enthusiasm about the tranquility and peacefulness across the area, highlighting the importance of these spaces to many workers, residents and visitors. Overall, the area is celebrated for its diversity, history, architecture and greenery.





“ Greenspaces and cultural areas such as the summer events in the rotunda ”



“ juxtaposition of old and new buildings, history, Christian heritage, multi-cultural ”



“ Green oasis in the heart of the City ”

“ The urban environment and ease of getting everywhere ”

“ Its noisy busy ancient and grubby character. It's my home ”

“ Barbican, history, society, vision and rebirth ”

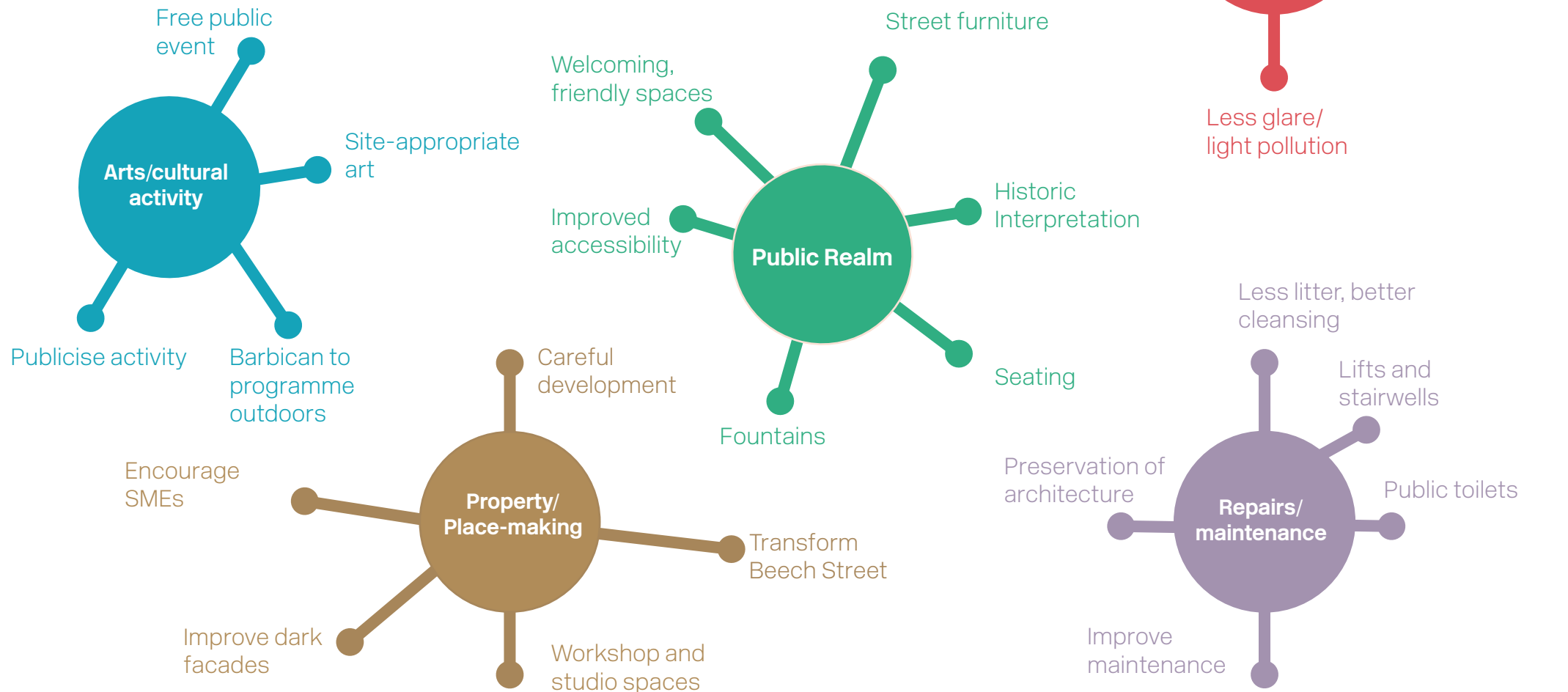
“ The history and rich and collective mix of arts and architecture ”

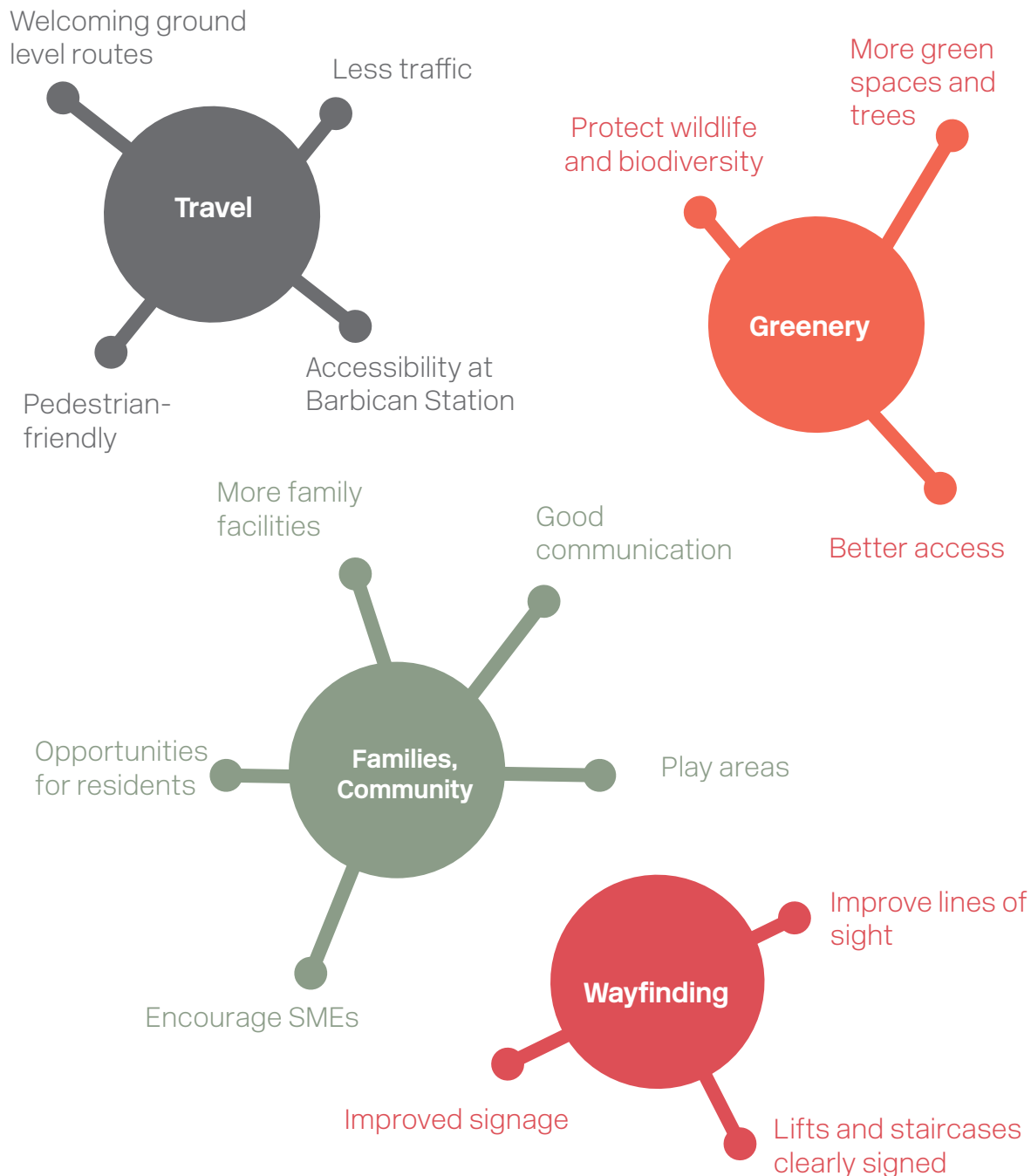
“ The green spaces provide peace & tranquillity and a haven for wildlife in the urban environment ”



## Q2 : What changes would you like to see in the area? + Q3: How do you think we should increase public amenity in Culture Mile?

Respondents were then asked which elements of the area that could be changed for the better, to inform priorities for future enhancements and to identify key areas for improvement across the Culture Mile. They are given here grouped into themes.





## Process

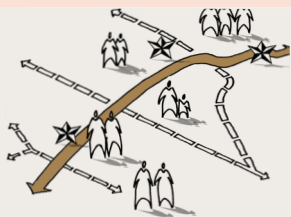
A number of the consultation respondents made comments not only relating to the changes that were being proposed, but also about the way in which changes might take place. These comments have been categorised as ‘process’ comments, and have been summarised below. Key recurring themes included a desire for continuing consultation; in the Barbican, a desire to ensure that the listed building is conserved; and for processes to include noise management, traffic management, and conservation of biodiversity in the area

- Maintain the quality and character of Listed buildings and conservation areas; work to management guidance
- Care taken with development of buildings to respect neighbourhood amenity
- Protect resident’s privacy and peaceful areas
- Noise and nuisance to be carefully managed
- Work with local communities
- Protect wildlife and biodiversity, e.g. Bats in green spaces
- Create opportunities for employment
- Work with LB Islington
- Plan transport changes carefully
- Make the plans inclusive and accessible
- Consider maintenance, security and enforcement to prevent anti-social activity



## Q4 : Do you agree with the 4 key aims in the Strategy? Form a culture spine, Take the inside out, Discover and explore, Be recognisable and different.

### FORM A CULTURE SPINE



An intuitive ground level connection with a strong, pedestrian focused, identity.

It is a key wayfinding principle that will provide visitors with the confidence to wander and explore. Vibrant cultural activity will take place along its length.

### TAKE THE INSIDE OUT



Externalising world-class cultural activity by dissolving barriers and embedding content into the streets.

Using vacant or under-utilised space to create a destination known for both generating and consuming culture.

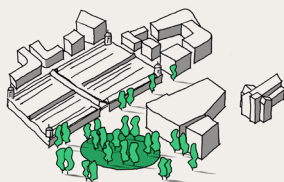
### OPPORTUNITY TO DISCOVER & EXPLORE



Celebrating the area's rich and diverse story – reaching out to the audiences of the future.

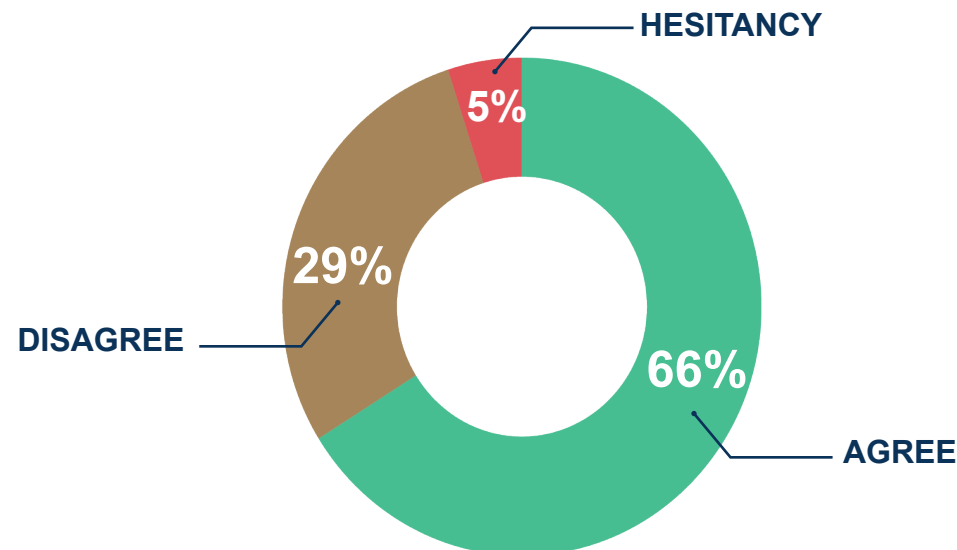
Generating cultural programming that reveals the area's social, cultural and architectural history. An environment that people want to discover and explore.

### BE RECOGNISED & DIFFERENT



A place that is recognised for its distinction and difference. Rejecting mediocrity and challenging the ordinary.

Safeguarding the area's character as an urban oasis in a forward-looking and experimental manner



**66%** Respondents agree with the above four key aims

**29%** Respondents do not agree with the four key aims

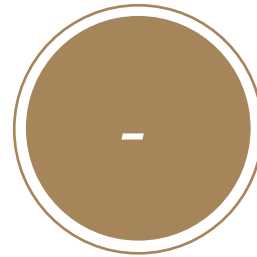
**5%** Respondents agree but with hesitation

## Q5 : What would your suggestions be for key aims?



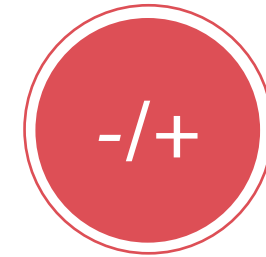
### POSTIVE

- Make it accessible to locals
- Reduce air pollution
- More emphasis on community rather than visitors
- Inside out – about time
- Include consulting and listening
- Needs to include maintenance and upkeep
- Make sure it does not gentrify the area, and it doesn't lose its historic character
- Make it inclusive
- No through traffic- make Culture Spine just for culture
- Welcome pedestrian focus
- Wonderful proposals, will enhance enjoyment of the area
- Be real about timing and priority – don't spread yourselves too thin
- Discover and explore are good
- Like the idea of inside out – abolish the barricade look of the Barbican



### NEGATIVE

- Spine too thin/ not 3D; include areas off it
- Do not feel regeneration is needed
- Less public art; keep events indoors
- No need to 'activate' streets
- Do not want a 'Disney'-like environment



### HESITANCY

- Will increasing 'vibrancy' have a negative effect on wildlife/ biodiversity?
- Need to maintain quality of life for residents
- Need management of cyclists' behaviour
- Need more clear consideration of accessibility for all
- Should not be limited to within the boundary of the City

## Q6 : What sort of public arts/events would you like to see?

This question focused on what local people and institutions in the area would like to see in Culture Mile, to allow the City to understand what additional provision is desired by local people in the building of this new cultural initiative. Responses were wide-ranging with a diverse sense of activity being recommended.

### Greenery and Parks



- Events to educate families; events about greenery and sustainability
- Garden and plant knowledge talks; London wildlife walks
- Music in gardens and open spaces
- Pop up gardens

### Placemaking



- Artworks to help with wayfinding
- Take best of ideas from Southbank, South Kensington, Covent Garden, Kings Cross
- More access to historical sites
- Interactive displays

### Facilities



- Food markets
- Signposts for tourists
- Keep the library
- Opportunities to watch sports events on a big screen
- Consider religion as public art
- Idea of healthy living

### Education



- Workshops and lectures open to the community
- Stimulate discussion
- Community to develop arts programme and local audiences

### Community



- Focus on housing estates
- Inclusive
- Connected to local charities
- Enable those not normally involved to have access
- Include adults and teenagers
- Give the young a voice

### Negative Comments



- Smithfield to be left as it is
- Remove art
- Galleries, concert halls, theatres should be inside
- What we have is more than enough



# Cultural activity

- Visitor talks and tours
- Summer music
- Volunteers to help with maintenance and gardening
- Public art installations
- High quality
- Food vs around Smithfield
- Use churches and private buildings
- Music for all the family
- Similar to activities of LSO St Luke's
- Free events, summer outdoor events – like
- Joy and Peace week
- Tasteful arts/ events
- Rolling displays of art
- Ad hoc music performances
- Dance and open air theatre
- Mix of popular and obscure
- Installations
- Performances
- Art made by locals
- Classical music, brass bands, contemporary music
- Outdoor cinema
- Mega graphics and hyper sculptures
- Exhibitions
- Lots of art and sculpture, permanent and changing
- Permanent space for the exhibitions at the Barbican about architecture

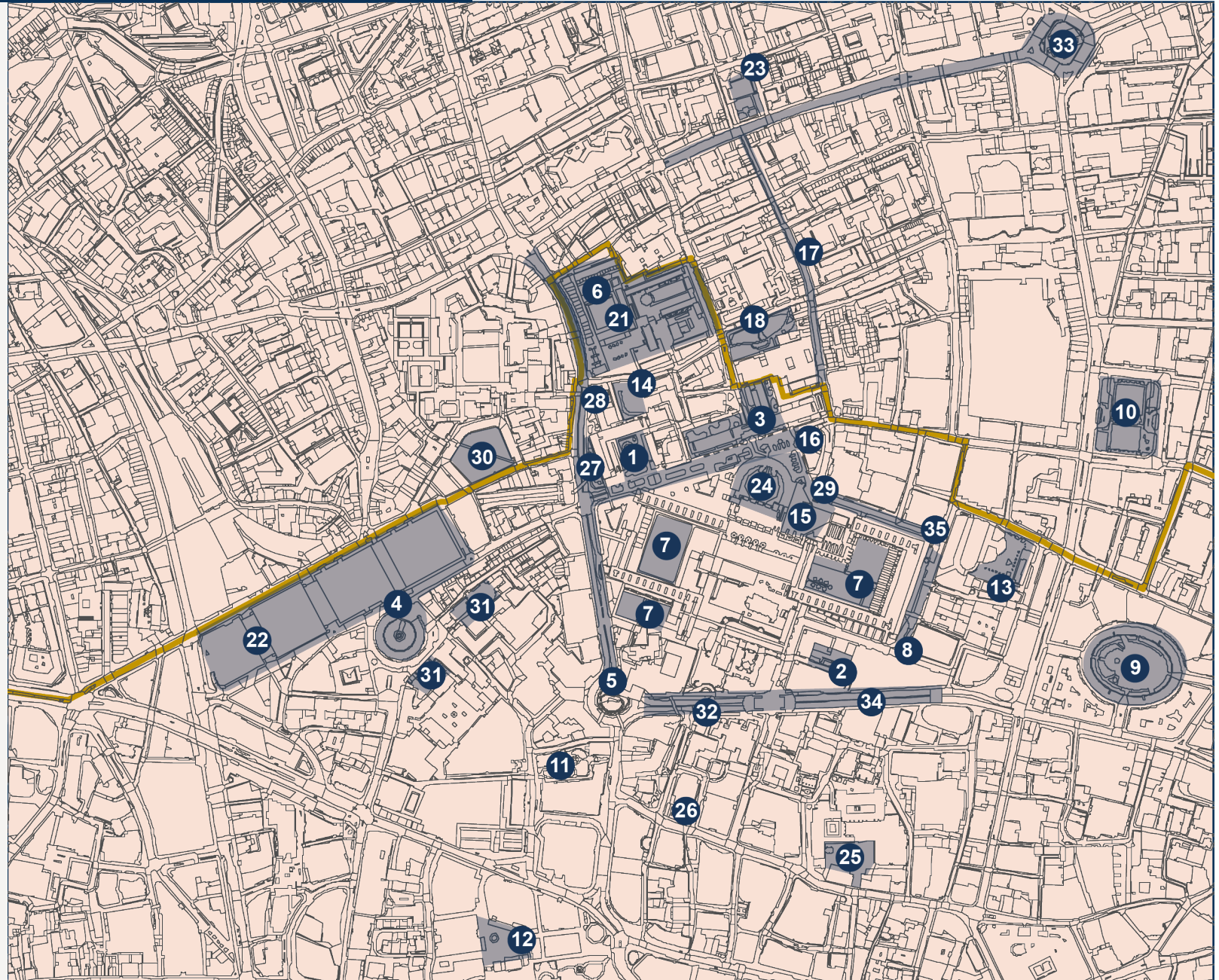




## Q7 : Do you have any suggestions for venues/ spaces for possible events in the area?

1. Beech Gardens
2. Salters Hall
3. Exhibition Halls
4. Smithfield Market
5. Aldersgate Street/ Goswell Road
6. Golden Lane Community Centre
7. Barbican resident gardens
8. Moor Lane
9. Finsbury Circus
10. Finsbury Square
11. Postman's Park
12. Paternoster Square
13. Piazzas outside skyscrapers
14. Fann Street
15. Barbican conservatory
16. Beech Street
17. Whitecross Street
18. Fortune Street Park
19. Broadgate Circus
20. Bank Junction
21. Golden Lane Estate
22. The new museum
23. St. Lukes
24. Barbican centre
25. Guildhall Yard
26. St Anne and St Agnes
27. Goswell Road
28. Western facade of Barbican
29. Barbican highwalks
30. Charterhouse Square
31. St Bart's and its Churchyard
32. London Wall carpark
33. Old Street
34. London Wall
35. Silk Street

\*All city gardens and libraries  
\*Bars and public spaces





## Q8 : How would you like to be more involved with this initiative in the future?

Of the people who responded to the survey, 41 expressed interest to be involved with the initiative in various ways.

Of these, 20 expressed a specific interest in further consultation activities/ opportunities .

Residents associations/ representatives (e.g. the BA, Willoughby and Speed House Groups, City of London Access Group, Milton Court) and other groups have expressed the wish that the Culture Mile team continue to update them, consult with them, and publicise activities with them.

The Culture Mile champions network of local businesses have expressed interest in being involved with public realm projects.



“To contribute to what is going to happen to the Smithfield area ”

“Idea development,”

“ happy to volunteer ”

“ Choosing public art, being involved with green spaces/ planting projects ”

“ I would be happy to be part of a consultation group asking for parent's input ”

“Would like to be on your email list ”

“ Attend lectures ”

“I would like to participate in performance/ writing/ art workshops ”

“ Conversations in particular on wayfinding and routes ”

“ Having resident representatives [people who live in] of each Ward involved in future conversations to do with future plans would be a good move ”





# Museum of London Culture Mile Active Travel event

The Museum of London event took place Wednesday, 22 November 2017.

The Look and Feel Strategy was represented at the Active Travel conference at the Museum, where local residents, businesses and stakeholders including TfL were in attendance. People engaged with the Strategy by voting for their 'priority' projects to be undertaken: changes to Beech Street and ensuring pedestrian and cycle priority in the area were the two most popular initiatives.

## WHAT WOULD YOU PRIORITISE ?

1

### West Smithfield

#### CURRENT

Wide roads, underused public spaces and slightly hidden greenery



3 positive  
1 negative

#### POTENTIAL

New public spaces in West Smithfield reflecting the history of the area



6 positive  
4 negative

2

### Beech Street

#### CURRENT

Heavy traffic and poor air quality



1 positive  
6 negative

#### POTENTIAL

Reduce traffic, add retail, improve air quality



17 positive

3

### Moor Lane

#### CURRENT

Vehicle dominated servicing areas



2 positive  
3 negative

#### POTENTIAL

A long linear park. A place where people can pause and enjoy greenery



6 positive  
1 negative

4

### Pedestrian and Cycle Priority

#### CURRENT

Narrow pavements and vehicle dominated streets



2 positive

#### POTENTIAL

Make streets within Culture Mile pedestrian-friendly



25 positive

5

### Transform junctions

#### CURRENT

Congested junctions and cluttered public realm



1 positive  
1 negative

#### POTENTIAL

More colorful pedestrian crossings and safer junctions to reduce traffic



5 positive  
3 negative

6

### Wayfinding

#### CURRENT

Confusing or missing signage, lots of people get lost



4 negative

#### POTENTIAL

Better wayfinding, easier navigation and legible maps



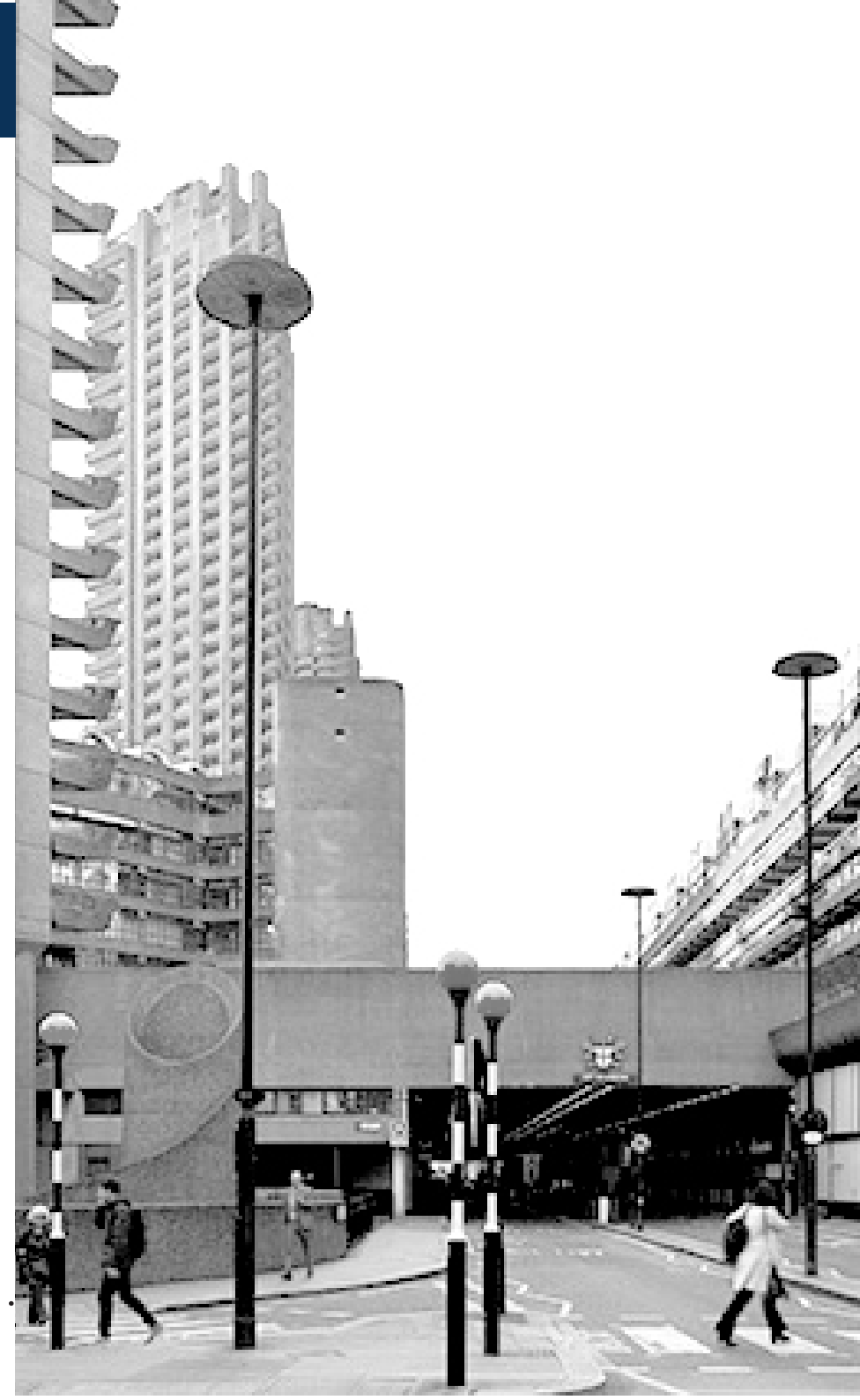
12 positive  
1 negative



# Summary Findings

In response to the consultation results that have been outlined here, the Look and Feel Strategy has been amended, in a 'you said, we did' approach. A full summary is given in the table in the appendix, whilst a summary of the changes is as follows:

- A section on greening has been developed further and called 'Urban Oasis' to give emphasis to the parts of Culture Mile that has a calm, quiet or oasis-like character
- New section called 'Sustain, maintain and enhance' to reflect the desire of respondents to see a greater emphasis on maintenance, cleansing, and the protection of the listed buildings and conservation areas in Culture Mile
- New section on 'Creative enterprise' to reflect the aim to enable SMEs, local independent businesses, and creative start-ups to work in the area
- References to changing the use of car parks have been removed
- A much greater emphasis on accessibility has been made, strengthening accessible spaces as a key principle in the strategy
- Greater emphasis on reduction of traffic and improving air quality
- A new section relating to north-south links off the main 'spine', to ensure that these areas are also given importance
- More explicit references to working with Culture Mile partners, which has emerged through engagement with many of the partners through the drafting and consultation periods of the Strategy
- More reference to the 'how' process issues, including working with Culture Mile partners, putting together curatorial strategies and technical manuals, and being clear about processes for event management and resident communications.





# Appendix

## **Consultation material:**

- Poster/ Leaflet
- Exhibition stand
- Paper questionnaire



## CULTURE MILE LOOK AND FEEL STRATEGY

Join us for a public consultation on the new Culture Mile 'Look and Feel' Strategy, which sets out aspirations for the transformation of this area into a major cultural and creative destination.



The City of London has developed this strategy over the past year with Culture Mile partners through several workshops, consultation with local stakeholders, and public engagement events during the summer. The Strategy identifies key projects such as the essential improvement of Beech Street, new public space around the new Museum of London at Smithfield, better signage and wayfinding, new street furniture, public art, greening, and measures to improve air quality.

This public consultation, hosted by the City of London Corporation, is a chance for you to share your views on the draft Strategy, as well as the long-term plans for the area. Whether you are a local resident, a City worker, or an occasional visitor we would love to hear from you.

Please visit our website, where you can access the strategy, give your feedback, and find out details of consultation events: [www.cityoflondon.gov.uk/lookandfeel](http://www.cityoflondon.gov.uk/lookandfeel).

The consultation will be open from **Wednesday 22nd November 2017 until Sunday 4th February 2018**, and drop-in sessions will be held at the following locations:

24th Nov	Golden Lane Estate Ralph Perrin Centre	15.00 - 20.00	5th Dec	Moor House, 120 London Wall	12.00 - 14.00
28th Nov	The Charterhouse, Charterhouse Square	12.00 - 14.00	6th Dec	Barbican Centre	18.00 - 20.00
30th Nov	Guildhall School, Silk Street	18.00 - 20.00	7th Dec	West Smithfield	17.00 - 20.00

Additional events will be organised in January 2018, please check the website for details.

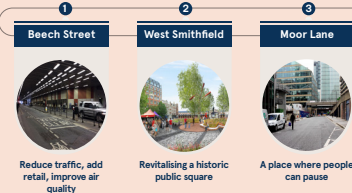


## CULTURE MILE LOOK AND FEEL STRATEGY

### WHAT CHANGES MIGHT YOU SEE ACROSS THE AREA:



### THE PLACES WE ARE LOOKING TO IMPROVE:

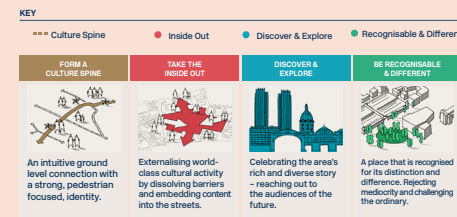
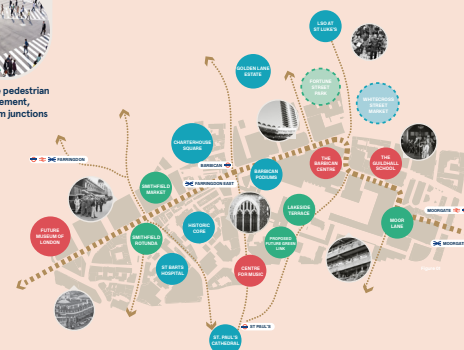


### HOW WE MIGHT DELIVER THIS:

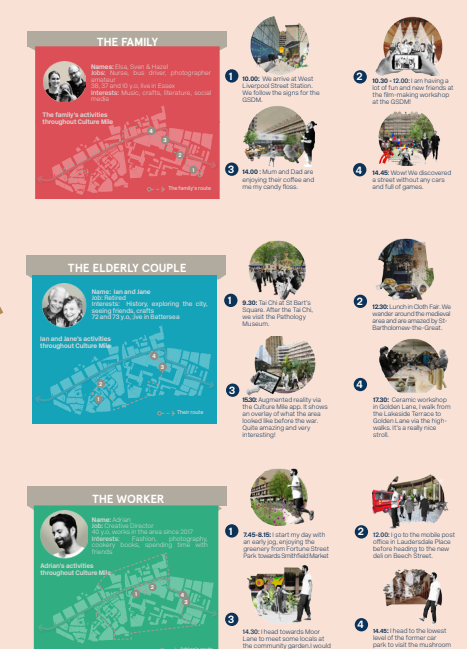


### THE VISION

Transform Culture Mile into a vibrant, distinct and welcoming new destination



### HOW CULTURE MILE WILL BE EXPERIENCED



Appendix 1 - Poster/leaflet

Appendix 2 - Exhibition stand

CULTURE

mile

CULTURE MILE  
LOOK AND FEEL STRATEGY

In order to develop projects that address the issues, priorities and needs of the community, we want to hear your views:

- What do you most value about the area?  
.....  
.....
- What changes would you most like to see in the area?  
.....  
.....
- How do you think we should increase public amenity in Culture Mile (e.g. signage, seating, green spaces, facilities for families etc.)?  
.....  
.....
- Do you agree with the 4 key aims in the Strategy? Form a culture spine, Take the inside out, Discover and explore, Be recognisable and be different  
And if not, what would your suggestions for key aims be?  
.....  
.....  
.....
- What sorts of public arts/ events would you like to see?  
.....  
.....  
.....

Appendix 3 - Paper questionnaire, page 1

- Do you have any suggestions for venues/ spaces for possible events in the area?  
.....  
.....  
.....
- How would you like to be more involved with this initiative in the future?  
.....  
.....  
.....

Would you like to be contacted about future events? If so please leave your email address, and let us know if you have any specific interests (e.g. art installations, performances, exhibitions, collaborations with others in Culture Mile etc.)

NAME: \_\_\_\_\_


EMAIL: \_\_\_\_\_


Any particular interest? \_\_\_\_\_


The City of London will not forward your email to any third party without your consent.

barbican

LSO

CITY OF LONDON

GUILDHALL

RUSKIN MUSEUM

Look and Feel Strategy  
developed with you

FLUID  
ARCHITECTURE  
URBANISM  
PARTICIPATION

Appendix 3 - Paper questionnaire, page 2