

# Space to Grow

A development brief for North  
Woolwich/Silvertown.

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**EXECUTIVE  
SUMMARY**

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North Woolwich/Silvertown is in a state of relative stasis. Compared to the investment and development in the surrounding areas, the area seems to have been forgotten. Opinions differ on the future of the area, whether it is destined for managed decline leading to redevelopment or whether the area will turn a corner for people centred development, improving the quality of life for the people already living there.

The analysis shows an area passed over by the grand narrative of London. Transport infrastructure transgresses without servicing the area, people must leave the area to find work and leisure activities, no one is visibly investing in the area's future.

Situated within the 'golden arc' of opportunity, North Woolwich/Silvertown has the attention of many a politician and developer, keen to glean value from the valuable East London site. But these conceived visions are out of synch with the lived reality of local residents and there is a failing on behalf of politicians and planners to acknowledge and understand the every-day lived reality of the area. This lack of a shared, honest understanding of the area's future breeds stasis and ill-feeling.

The area is diverse, has an abundance of open and green spaces, has clean air, is navigable by foot and bike and has easy access to the Thames. These are assets that can be activated to create space that people value, that brings people together and celebrates diversity and

inclusivity.

Space to Grow is a shared vision which unites all actors in a desirable, feasible and viable future for North Woolwich/Silvertown. It is a phased community growing project which aims to build a thriving local economy and create much needed every-day amenities on the doorstep. It uses food as a device that cuts across cultures and has a low barrier-to-access. There are secondary benefits of improving health, encouraging self-sufficiency, reducing household costs and bringing new people to the area.

The design strategy consists of three interrelated interventions in specific locations throughout the area and will be implemented in three phases, each expanding the initial model further whilst remaining complete in itself. It is built on the principles of; enhancing the area's natural assets, rediscovering the area's histories as a foundation for its future and finding new local narratives through food.

The scheme is designed and administered by local residents working in partnership with local industry. It works across the scales from individual households, to neighbourhoods, to London and engages each actor on the issues that they most care about, ensuring the scheme's longevity.

Through this intervention we seek to conflate the gap between conceived, perceived and lived experience and in doing so, find neater, better fitting solutions for the area's problems.

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# 1. INTRODUCTION

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Royal Docks has always been an area in transition and is closely related to the Thames. It has been in continuous transformation since its establishment in the 1850s. Throughout the century new infrastructure was built to maintain the docks, great pieces of the waterfront were taken by industry, and new people moved into the area, encouraging its expansion. This part of London boomed until its rapid decline in the 1960s. The closure of the Docks created unemployment and made people leave the area causing its decay. To tackle this situation, the London Docklands Development Corporation (LDDC) was introduced and various regeneration projects such as London City Airports, DLR and Crossrail, were implemented. Greater developments happened around Royal Docks, but North Woolwich/Silvertown remained in decline.

Across the area, the land has different uses, including residential and industrial activities. Nevertheless, there is an obvious shortage of local commercial activities. Changing that will help local residents with their daily routines and tackle segregation, isolation problems, together with improving the quality and

the use of public and open spaces in North Woolwich/Silvertown.

Connecting the reality with what is planned for the area is a challenge for bringing the community of North Woolwich together and making it liveable. This area of Newham holds high potential for becoming convenient and revitalised. Now is the right moment for planners and local authorities to recognise that corresponding the needs of the local residents instead of giving a priority to the ambitious and expensive development projects will create a fertile ground for the area's regeneration. Planning should be done for people and their everyday life. What is critical for them has to be reflected in the area's future redevelopments.

Around the globe people are trying to find new opportunities to obtain empty land in the city and turn it into growing parcels even though resources are limited. The city-gardening movement is widespread in Britain. Tired of solid city landscape and missing the green freshness of the nature, eco-oriented city-planters are expropriating any available space to grow fresh food. In this sense, London is a pioneer. The initiative of Mayor Boris Johnson

in collaboration with the London Food Board called Capital Growth network, London's food-growing network, supports city-planters who have their small gardens at home, alone or as a part of a community group. There are other initiatives, such as Hackney farmer markets, for example. Gardening is not just a hobby. It could benefit the life of city dwellers improving their nutrition and benefit the environment in the city. Even the smallest piece of a leftover space can become a productive green parcel.

We came up with the strategy that will help reunite North Woolwich and create new identity of the place.

What we find essential for North Woolwich is the promotion of city-gardening, city agricultural and food production activities that will incentive everyone in the community to gather. Through promotion of agricultural initiatives a variety of actors from local residents to London authorities will have the forum to negotiate and come together. These initiatives will also include creating strategies for confronting the existing depressed situation associated with housing, segregation, and infrastructural connectivity. By implementing city-agriculture initiatives the problems of commercial activity will be tackled, encouraging the creation of local retail. The strategy will be implemented with the participation of the Council as facilitator of providing necessary

educational and training activities throughout the area that will create a productive commercial environment, which will boost regeneration of North Woolwich.

## 2. METHODOLOGY

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This development brief takes into consideration the experiences and conclusions acquired from previously conducted urban analyses.

As a part of our research, we conducted urban analysis and explored the area of North Woolwich/Silvertown through the theoretical framework of Lefebvre's (1991) "perceived, conceived and lived" space

Guiding our development brief have been our conclusion from our previous analysis, summarised by the idea that the "conceived" reality of North Woolwich/Silvertown, created by policy-makers and planners must be more closely aligned with the "perceived" and "lived" reality of local residents and their everyday lives. At the moment there is a large gap between these three dimensions.

In our design brief we propose a new vision for a connected and lively North Woolwich, one which focuses on making everyday tasks cheap, easy and desirable. We intend to rationalise the course of future development of the area and associate it with the real needs of local residents based on their ethnicity, gen-

der and age.

Our design is underpinned by a set of principles taken from our analysis, planning for everyday life, build on what's good, erasing the borders between residential and industrial and creating a shared identity. With the design principles in mind, we recognised key opportunities and weaknesses of the area and analysed them through the conceived, perceived and lived lens.

When we were devising our interventions, we tried to situate our thinking within IDEO's triad of 'valuable design'. Their theory suggests that for design to be useful it should take into account desirability, feasibility and viability. We didn't want each intervention to sit squarely in the middle of the model, rather we have tried to achieve a fairly even spread in order to maximise the usefulness of our interventions to the local residents of North Woolwich/Silvertown.

[SKETCH]

Our design intervention draws on ideas put forward by several existing urbanisms. We've sought to situate our inter-



Figure 1. Situating our idea within existing urbanisms.

vention in the area where these urbanisms overlap in order to make them fit the particular socio-spatial distributions of North Woolwich/Silvertown.

We've drawn on the ideas of 'sustainable' urbanism put forward by David Harvey, Saskia Sassen and Wulf Daeskin along with the policy frameworks of Rio +20, COP21 in Paris, the SDG's and the emerging texts of Habitat III. We've also looked at the 'Liveable Cities' rhetoric, especially that of Boris Johnson and Ken

Livingstone in relation to transport and accessibility.

The current campaign for London to become a recognised national park speaks to the cities status as a 'green' and 'healthy' city, itself a legacy of Sir Ebenezer Howards' 'garden cities' of the late 1900's. Finally our idea also draws on Schumacher's concepts of sustainable localism - of local economies, a skill based value system, resilient community networks and egalitarianism.



# 3. CONTEXT AND URBAN ANALYSIS

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Future development should involve the community to ensure community benefits and create partnerships and build relationships with developers. Another valuable solution would be low-rise affordable housing and commercial spaces. The area has the potential to become a unique “island” community with its social mix and diverse landscape. The site’s prime location by the river is an area of opportunity to build on the waterfront, integrate the area along the Thames and attract visitors to the area. It is easier to improve existing transportation modes before constructing new ones to aid mobility. Transport is an opportunity to enhance the public space and people’s quality of life. In this section we synthesise the analysis reports completed by our colleagues through our methodological lens of Lefebvre’s spatial triad. We have selected and prioritised the information most relevant to our framework for intervention.

## 3.1 SYNTHESIS

The synthesis is based on six urban analysis reports conducted, according to the framework of Housing and Dwelling,



Figure 2. Residential open spaces

Urban Fabric and Landmarks, Open and Public Space, Leftovers and Thresholds, Cultures and Economics, Infrastructure and Spaces of Mobility analysis. It provides an overview of the main urban trends discovered in North Woolwich.

### A - Housing and Dwelling

The housing situation in the area is uncertain. From the analysis it is clear that existing development plans show no tangible propositions for housing advancement or new housing provision. In contrast, there are plans for high-end landmark construction and esthetical transformation projects. These measures will lead to house prices in the Royal Docks rising.



Figure 3. North Woolwich and Silvertown

### **B - Urban Fabric and Landmarks**

Several landmarks in the Royal Docks have resisted change over the areas development and as such now hold historical importance, prolonging their life. Contemporary landmarks, such as Crossrail and City Airport however appear to be placed in the area due to city-wide expansive projects rather than local value.

### **C - Open and Public Spaces**

There is an abundance of open and public space but it is generally of low quality. There is a lack of commercial activities and entertainment, causing people to leave the area to find these activities elsewhere. This results in a disconnect between people and their open/public space. The study area is a rigid place there is a perception amongst some places and people that this place is where people live but do not experience living.

### **D - Leftovers and Thresholds**

The leftover spaces and thresholds in North Woolwich/Silvertown hold potential for the future development of the area. The leftover spaces, as well as abandoned old buildings hold historical and cultural importance for locals. Their renovation and reclamation are necessary for the area's regeneration. Thresholds have a potential to become "bridges" between the two contrasting environments of industry and residential. This is important to consider while planning the future reunification of the area.

### **E - Cultures and Economies**

In terms of economy and culture the area is in decline. Even though it is surrounded by big industries and immense cultural mix amongst local residents, the area does not benefit from it. A major problem for residents is the disparity between planning proposals and locals needs. High-end expensive commercial development



Figure 4. Mobility infrastructures.

would not serve the needs of residents and will lead to high-priced housing and other services that will in turn worsen the economic situation of local residents.

### F - Infrastructures and Spaces of

Mobility / Immobility

North Woolwich is neglected by the surrounding development and regeneration. The sense of social isolation and disintegration is emphasized by the location and disproportionate size of transport facilities such as the airport, the railroad and the river. These spaces lack universal accessibility and fail to meet the needs of people of diverse abilities.

### 3.2 MAIN TRENDS

Examining the area through six lenses of analysis gave us the understanding of the main challenges for North Woolwich/Silvertown.

Segregation



Figure 5. Barriers and physical borders.

Isolation

Hegemonic nature of residential

land and presence of industry

Inaccessibility and remoteness

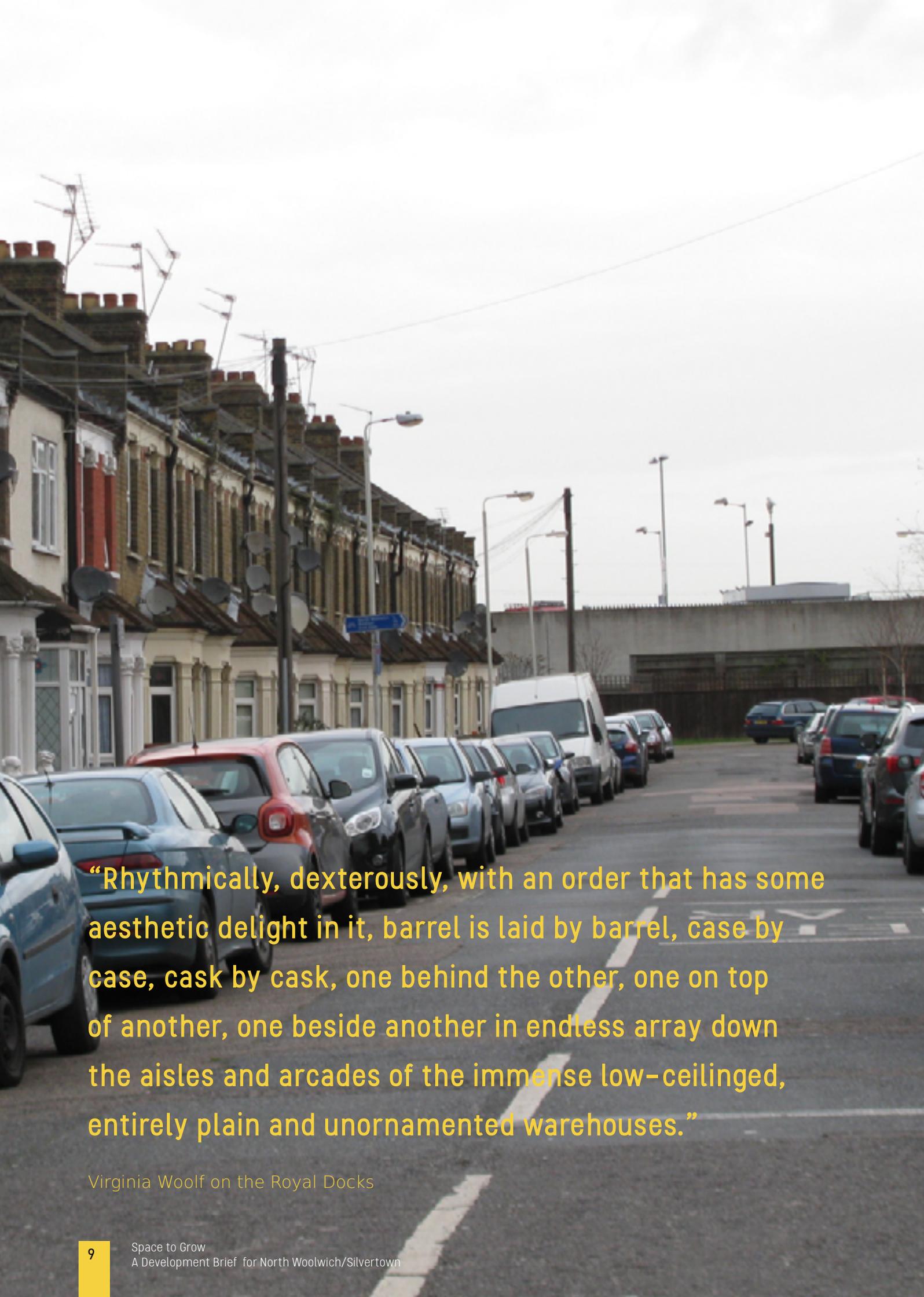
Quality of space

Lack of amenities

Diversity

Physical borders

The area is unique for creating equilibrium between commercial activity and local needs by incorporating green commerce into the daily life of the residents. Contemporary development plans for Royal Docks do not take local needs into consideration. In turn, local residents do not value the place where they live and have little interest in improving it. There is a need to create diverse businesses and activities within North Woolwich allowing for people to stay in the area and spend money here helping to generate the economy and build community.



“Rhythmically, dexterously, with an order that has some aesthetic delight in it, barrel is laid by barrel, case by case, cask by cask, one behind the other, one on top of another, one beside another in endless array down the aisles and arcades of the immense low-ceilinged, entirely plain and unornamented warehouses.”

Virginia Woolf on the Royal Docks

# 4. OPPORTUNITIES AND WEAKNESSES

In these diagrams we summarise the themes that have emerged from the analysis reports, through the lens of Lefebvre's spatial triad. We've used this as a starting point from which

to begin designing our interventions, problematizing the reality in order to ensure our solution is feasible, viable and desirable.

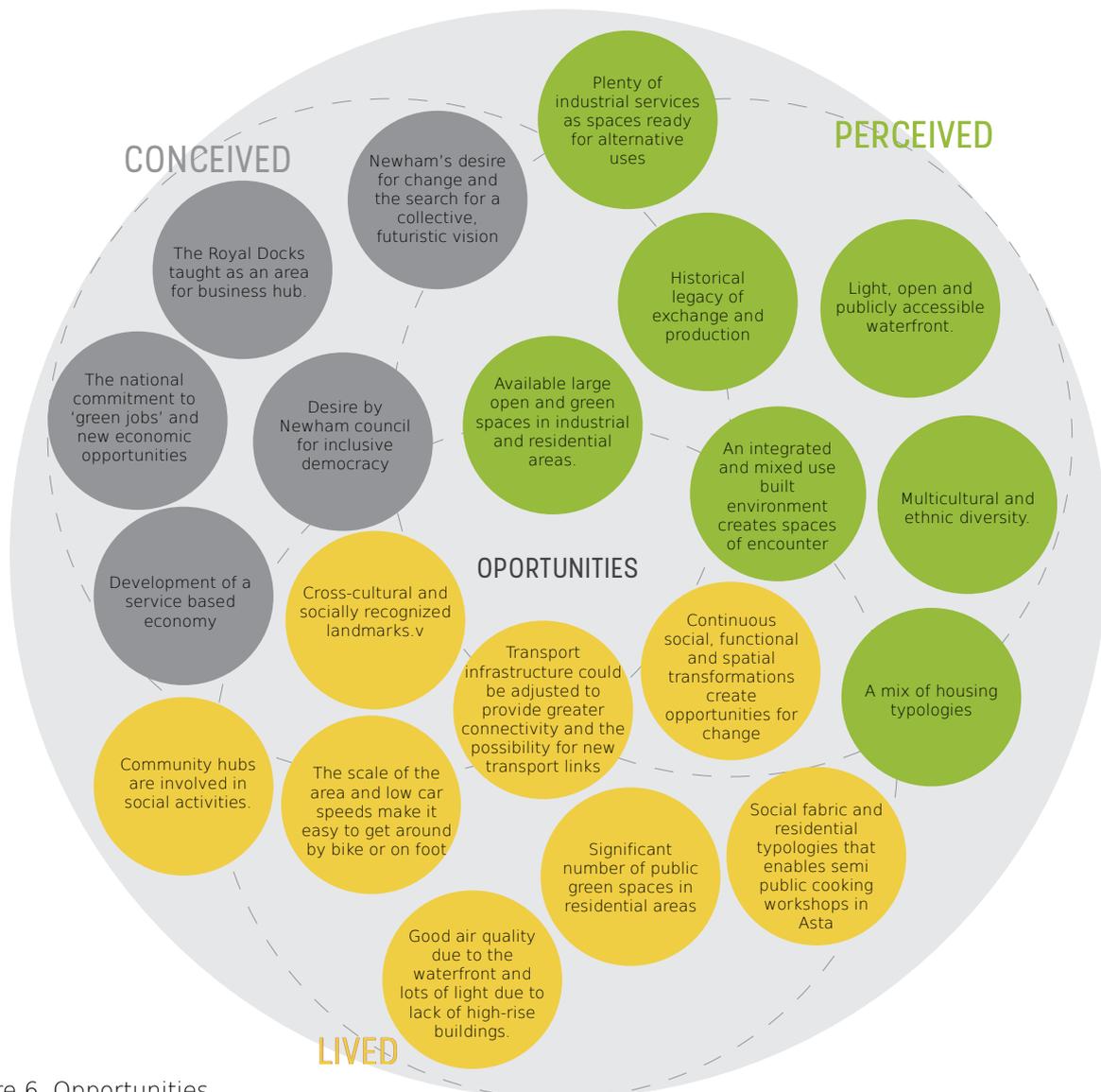


Figure 6. Opportunities

Lived: spatial representations which ordinary people make in living their lives, the mental constructs with which they approach the physical world

Perceived: the idea of social practice and space as a social product

Conceived: Representations which dominant groups in society produce to define space

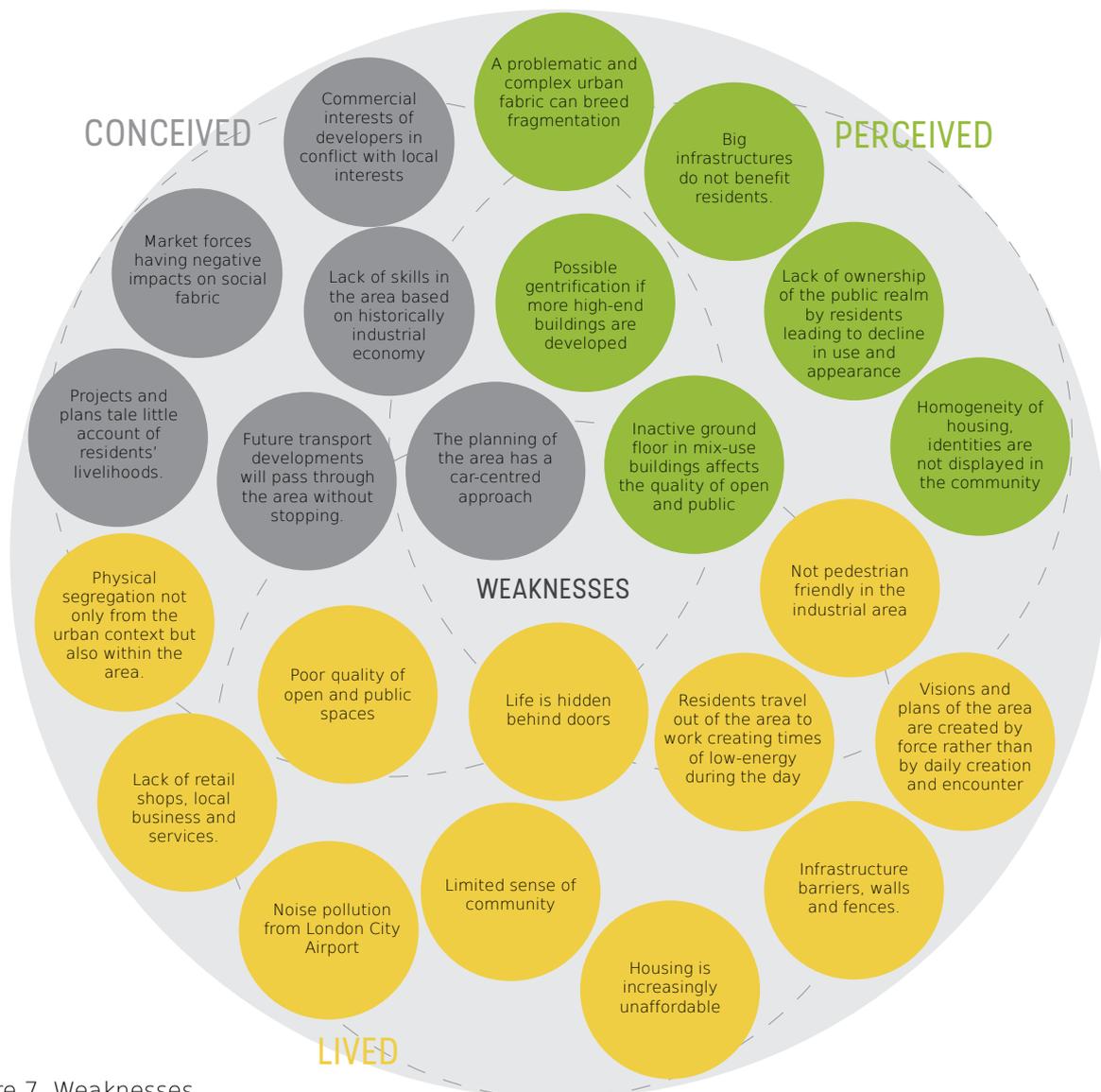


Figure 7. Weaknesses

### 4.3 STRATEGIC CONCLUSIONS

The green space, the presence of industry and the lack of places to buy food in the area creates a unique opportunity for food commerce to improve the daily lives of residents. Contemporary development plans for Royal Docks do not make much effort to take local needs into consideration. In turn, many local residents do not value the place where they live and have little interest in improving it.

There is a need to create diverse businesses activities within North Woolwich/Silvertown allowing people to stay in the area and spend money here helping to generate the economy and build community. Future development should involve the community to ensure community benefits and to create partnerships with developers. Another valuable solution would be low-rise affordable housing and commercial spaces. The site's prime location by the river is an area of opportunity, opening up the waterfront and integrating the area could attract visitors.

It is easier to improve existing transportation modes before constructing new ones to aid mobility. Transport is an opportunity to enhance the public space and people's quality of life.

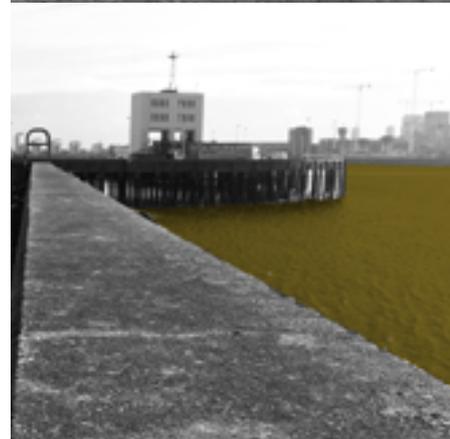


Figure 8. Strategic Conclusions

# NORTH WOOLWICH AND SILVERTOWN



# 5. VISION

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## Aligning the Conceived, Perceived and Lived space of North Woolwich/Silvertown.

Our vision for North Woolwich/Silvertown is one of shared realities and aspirations. We want to close the gap between the 'grand plans' and 'big ideas' destined for the area by outsiders and the reality of everyday life for residents to create elegant solutions that catalyse socially just development. There is an opaqueness to the future of North Woolwich /Silvertown, a perceived tipping point between development and managed decline. Our vision is one of commitment to the area, of enthusiasm and meaningful gestures – activating the space to give residents and investors alike the confidence that the area has a bright future worth investing in.

Our vision recognises the reality of the space - what's good, what's not and what are arbitrary features, ripe for reappropriation. Through honest interpretation we seek to use the

spatial reality as leverage to design to make everyday life cheap, easy, and enjoyable, recognise and build on what's good: diversity, open space, island nature of the site & the Thames, blurring the border between residential and industrial spaces and practices to foster a stronger sense of 'one community', and creating a shared understanding and appreciation for past, present and future realities amongst all actors.

Our vision sees the ways different groups use the same spaces - based on age, gender, ethnicity – and designs to celebrate rather than erase this difference.

Our vision begins with an honest and shared understanding of what the area is and could be. It builds a participatory action plan and a robust support network for achieving it. Our vision creates a collective, aspiration but attainable future for North Woolwich/Silvertown.

# 6. DESIGN PRINCIPLES AND GUIDELINES

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## 1. Design to make everyday life cheap, easy and enjoyable.

- Develop North Woolwich/Silvertown as a self-sustained food hub where good food is grown, traded, enjoyed and understood locally.
- Use abundance of open space (private and public) for urban agriculture.
- Generate training programmes with community centres to help people understand how they can make each meal cheaper, healthier and tastier.
- Promote initiative at the London scale, making it part of the overall city narrative.
- Secure affordable housing to create certainties and sense of community.
- Generate retail activity attended by local residents, to generate local sources of work and serve the community and develop a local economy based on the skills and needs of the area.
- Partner with council to secure affordable commercial space that reactivates inactive commercial spaces.
- Reduce the amount of time used traveling in and out of the area for basic needs.



## 2. Recognise and build on what's good: diversity, open space, island nature of the site & the Thames.

- Use food and growing to 'activate' public space and bring aspects of indoor life to the exterior to create 'sticky' spaces that make people want to linger and enjoy.
- Identify "waiting" spots to create interaction spaces over the existing dynamics.
- Create new shared experiences through food and growing.
- Design for different groups within the community, using public space to recognise and accommodate for difference in how groups gather.
- Regenerate the waterfront into its own centre of gravity.
- Make walking and cycling more enjoyable.
- Design to keep traffic speeds low.
- Create an equitable and democratic transport system based on people having multiple options and not relying on any one mode of transport to future proof for changing transport provision in the area.
- Distribute space and funding based on how many people use that mode of transport.



### 3. Blurring the border between residential and industrial spaces and practices to foster a stronger sense of ‘one community’.

- Invert the logic of physical walls through using them as an attractive feature to display information and encourage interaction.
- “Windows” in crossrail walls
- Use open space in industrial areas for urban agriculture
- Recognise industry activity at waterfront as London’s heritage and a site of cultural interest.
- Establish industrial Thames as an attraction with viewing platforms and events.
- Use plot size and temporality of industrial area as an asset for prototyping new projects and growing space.



### 4. Creating a shared understanding and appreciation for past, present and future realities amongst all actors.

- Creating different spaces for actors to interact: forum for residents, developers, local authorities.
- Creating participatory processes.
- Visualising history of the area and how it has shaped the built environment and population





# 7. INTERVENTIONS AND DESIGN RESPONSES

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## SPACE TO GROW Cheap, easy and good food, on your doorstep.

### **What's it all about?**

Space to grow is a design intervention tailored to the North Woolwich/Silvertown area of the Royal Docks. It builds on the areas natural assets to address the areas problems, seeking to rediscover the areas histories as a foundation for its future and finding new local narratives through food and using food culture to activate space.

Our analysis has identified the area as a 'island' space, devoid of amenities and as such residents spend a great deal of time travelling in and out of the area for basic needs, a drain on time and money. Our analysis also identified potential for a stronger local economy and upskilling of local residents.

The local residents of North Woolwich/Silvertown have limited money, time and choice. Choice in where they live, where they work, where they buy food, where they socialise within the local area. Limited time and disposable income further reduce their options.

Sitting at the intersection of localism, the Liveable Cities movement and the debate on what constitutes a sustainable city, Space to Grow seeks to find a slot for North Woolwich/Silvertown in the grand narrative of London.

The time spent travelling to buy food and the lack of good quality food close by was a common themes across all the urban analysis reports. We've chosen food and food culture as a metric to activate spaces within North Woolwich/Silvertown and to build a local economy around. Food has low barriers to access and spans the many different cultures within the area. We all got to eat.

There are some common myths attached to 'good' food – that organic is expensive, that you need to be an expert to grow it, that foodie culture is just for hipsters or the middle class. Our challenge is to design interventions that use food to improve the specific locality of North Woolwich/Silvertown. Our interventions work to the principles of cost and convenience, showing locals that good food can not only be cheap, easy and delicious but also useful in helping them secure a brighter future for them and their neighbours, crossing cultures and

creating space for exchange.

We've decided to concentrate our resource on four key sites so as not to spread resource too thinly across the borough. By creating a few vibrant areas and establishing them as places of value in the eyes of all actors, we would expect the concept to have more longevity. We have separated our strategy into three phases, each building the concept further whilst remaining complete in itself. This is to make our strategy resilient to unpredictable political or economic changes.

### **What does it aim to do?**

**Individual:** Local people spend less time travelling to Tesco's and have more choice for buying good food close to home. There are more opportunities to meet other local residents and socialise within the community. Their shopping bills are reduced and their diets healthier.

**Block:** Small groups of neighbours work together to cultivate plots of land in and around their houses. They choose what to grow and share the harvest. Together, they are improving the aesthetics of their houses and immediate locality.

**Neighbourhood:** There are more people on the street in nicer surroundings. More journeys are taken by foot or bike and children can play outside. The larger plots of land and the Space to Grow HQ and Start-up hub provide volunteer and training opportunities for

local residents to learn about growing, nutrition, horticulture and the business of food expanding their employment opportunities.

**London:** A centre of gravity is established, like-minded businesses are encouraged to relocate to the area to be part of the ecosystem and benefit from the skilled and engaged local community. Londoners recognise the area as a great place to spend a sunny Saturday or attend workshops and talks. In turn, these people become allies, they understand the value the area holds for all and are investing emotionally, politically and financially in its future.

## Space 1: Space to Grow HQ

The stretch of Connaught St, from Whytes Rd on the East to the footpath leading to Drew Rd in the West has a row of buildings with up to ten commercial spaces and is the closest the area has to a high Street. Six are currently occupied and open with three appearing to be used regularly.

The location has a relatively high pedestrian foot fall due to its proximity the footbridge to Factory Rd, the DLR station, the Crossrail works entrance, the bus stop, the school and the shops themselves. There is a high density of housing close by.

At the West end of this stretch is an apartment building with an office space on the first two-floors with glass frontage onto the street, currently unused. At the East end is an empty building which used to be a pub.



Figure 9. Intervention: Space to Grow



Figure 10. Intervention: Workshop flyer

## Space 2: The Waterfront

Londoners love the water. Industrial sites along the Thames, the River Lea and the Regents Canal have been transformed into vibrant spots for families and friends to enjoy on sunny weekends and evenings.

The 400m stretch of waterfront running parallel with Pier Rd is sheltered yet sunny and has a great deal of open space, currently taken up with overgrown vegetation and parking space. To the South of this stretch is a 300m<sup>2</sup> of leftover space, destined for future development but empty for the foreseeable future.



Figure 11. Intervention: The Waterfront

## Space 3: The School Gates

Wythes Rd bends in a right angle at the gates of Drew Primary School on the way to the London City Airport DLR station. The area is a naturally sticky space as children are dropped off and collected from school and commuters pass to and from the station. The bend in the road means traffic moves slowly and pedestrians move on and off the road and pavement. This is not a through rd and is a residential area.



Figure 12. Intervention: The School Gates



# INTERVENTIONS

## PHASE 1

### **SPACE 1: Creating an interest and activating the space.**

The Space to Grow HQ is established in the empty office space. Local residents and advisors form a core project team and use the space to plan, map and display information and idea on the project for passers by to see. A programme of talks, events, workshops and feasts bring local residents together around food. A 'People's Kitchen' starts on Sundays.

### **SPACE 2: Relationship Building/ Dissolving barriers between residential and industrial.**

Bought together under Space to Grow, local residents and industry representatives create a vision and a plan for the area – for medium scale intensive urban agriculture as a way to build local skills, grow food and create medium-term uses for leftover land. They reach out to established food businesses and organisations to establish a network of advisors and advocates on a London scale.

### **SPACE 3: Recognizing the sticky nature of the space and intervening to enhance it.**

Pedestrianisation of the street improves safety and increases the quality of the time spent in the space. Planters double up as benches and shelter for parents chatting and children playing.

**INTERVENTIONS MAP  
PHASE 1**



- Initial strategic interventions
  - Hard floor open space
  - Green growing areas
- N  
1:5,000

# INTERVENTIONS

## PHASE 2

### **SPACE 1: Shaping the programme for local residents with local residents.**

By now, the HQ has a number of regulars, local residents who love food and love being part of Space to Grow. Together, and with help from expert advisors they design a growing programme for North Woolwich/Silvertown – they design business and funding models, volunteer schemes, marketing and community strategies, stakeholder engagement and the day to day running and facilitation. They map the space, find potential areas for growing, recruit volunteers and engage the local community. They create posters, run events and write press releases for the local paper. The skills and understanding of the group go up and up with this valuable experience.

### **SPACE 2: Growing and prototyping new business models for locally sourced, reasonably priced food for the local area.**

Interested local residents and industry work together to clear space and install medium-term flexible infrastructure for growing. They experiment with business models such as a veg-box scheme, community shop, community supported agriculture and volunteer schemes with local community based organisations.

### **SPACE 3: Interesting the next generation.**

The school curriculum includes content on food, growing and the local areas history within the food trade. The children maintain the beds.

INTERVENTIONS MAP  
PHASE 2



**Space to grow**

- Initial strategic interventions
  - Hard floor open space
  - Green growing areas
- N  
1:5,000

**Space to grow**

**Waterfront**

**Space to grow**

# INTERVENTIONS

## PHASE 3

### **SPACE 1: A self-sustaining, decentralised economy**

The HQ is now a busy space, staffed by volunteers (in return for money of their shopping), a busy community shop and café sell cheap, mostly locally produced food. An information display shows visitors to the area a map of the many different growing beds and what fruit and veg are in season that month. Upstairs there is an event space, bringing in revenue and providing a lively calendar of events, workshops and talks open to local residents. An area of office space is hired out at below-market-rate to start up food businesses on condition of them meeting a quote for employment and traineeships for local people..

### **SPACE 2: A destination for London and a financially stable amenity for local residents.**

The waterfront is a food and drink destination for London. A bar and café opens on the waterfront throughout summer with the growing project as a backdrop. Information boards show visitors what's going on that week and they can also be guided round the site by volunteers. The profits from the bar are reinvested into maintaining equipment and paying staff on the growing project so that crucially, the produce stays cheap for local residents.

### **SPACE 3: Bringing history to life.**

The children and local residents create a living exhibition of the areas history in relation to food and trade. The beds grow heritage seeds from the former colonies and pictures show how food has shaped the physical space.

INTERVENTIONS MAP  
PHASE 3



Space to grow



School gates



Space to grow



Waterfront



● Initial strategic interventions

● Hard floor open space

● Green growing areas



# 8. FINAL REFLECTIONS

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Through working to align the conceived, perceived and lived space of North Woolwich/Silvertown we feel we have created a concept which is scalable, sustainable and replicable.

Using food and growing our plan aims to create spaces of encounter and new networks. From our best understanding and analysis food is the best metric within the current socio-spatial situation but as the situation – political, social and economic – changes, new metrics could be used to propagate the same outcomes. It is scalable and morphable.

But ideas do not exist in a vacuum and a solution proposed, is unlikely to be delivered in the same conditions as to which it was conceived. As reflexive, critical practitioners we must be aware of limitations so as to best mitigate against them.

- Market forces are a powerful shaper of London and history shows that when competing face to face with social needs, the market normally trumps. Equally with mayoral elections, the changing whims of politicians can be just as harmful to projects.

- 'Foodie' culture is synonymous with the middle classes, a hobby for those that can

afford it. Our intervention is not this – its goal is cost and convenience but there is a danger that it would be perceived as the former by some local residents and therefore not applicable to them.

- We have devised this approach from our best understanding of the area, its inhabitants and the forces that shape it. But none of us live in the area and we've only had limited time to understand the issues. We have taken this into account in our methodology but future plans should be adaptable to community reaction, including a lack of interest and therefore resource in upkeep of the project. A phased approach needs to recognise that even if the project halts at phase 1, short-term successes have been gained and new networks created.

- A major issue, perhaps the most important issue in the area is affordable housing. Whilst our idea does not directly seek to address this issue, the re-activation of space and the community cohesion seeks to rebuild value in the area, encourage a collective sense of pride and secure a future for the area. In doing so we hope to encourage residents' self-sufficiency – to take pride in their neighbourhoods, invest in the built environment and engage in local civic processes. In this way we hope to give

them the tools they need to fully participate in the future of their neighbourhood.

By recognising the reality of the location and designing specifically for it, focussing on the most immediate needs we hope to create a unique environment that gives North Woolwich/Silvertown its own identity and centre of gravity, without disconnecting it from the wider city of London.

# 10. REFERENCES

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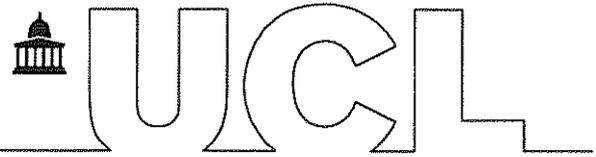
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Candidate Number: LF2R1

Module: B41, MSc Course: B4DD

Tick the relevant box below

Coursework 1 , Coursework 2 , Term Essay , Others

**DPU MODULE COURSEWORK/ESSAY  
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I confirm that I have read and understood the guidelines on plagiarism, that I understand the meaning of plagiarism and that I may be penalised for submitting work that has plagiarised.

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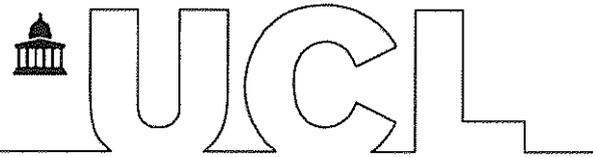
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Date: 10.3.16

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Candidate Number: JHMx8 .....

Module: Bu1 ....., MSc Course: DAP .....

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Coursework 1 , Coursework 2 , Term Essay , Others ..... ,

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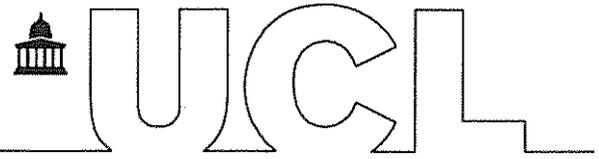
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Signature: A. Faneus .....

Date: 10.3.16 .....

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Candidate Number: JZHP3

Module: Bu1, MSc Course: BUDD

Tick the relevant box below

Coursework 1 , Coursework 2 , Term Essay , Others

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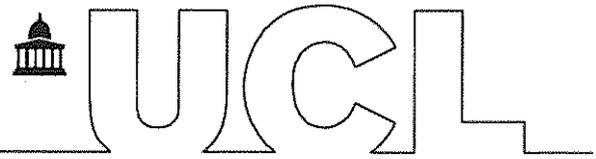
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Signature: Natalia Vergara Granda

Date: 10.3.16

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Candidate Number: LHPL5 .....

Module: BUI ....., MSc Course: B4DD .....

Tick the relevant box below

Coursework 1 , Coursework 2 , Term Essay , Others ..... ,

**DPU MODULE COURSEWORK/ESSAY  
DECLARATION OF OWNERSHIP FORM**

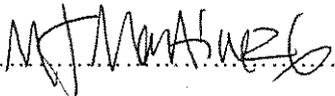
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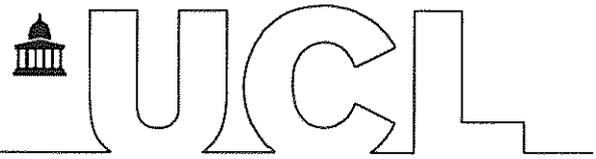
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Candidate Number: KYNX 9

Module: Bu1, MSc Course: BUDD

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Coursework 1 , Coursework 2 , Term Essay , Others ..... ,

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Signature: 

Date: 10.3.16

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