

CULTURE-LED REGENERATION: ANALYSIS OF LEGACY GOALS IN WALTHAM FOREST

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METHODOLOGY

- A case study by a qualitative approach.
 - Document review
 - Semi-structured/unstructured interviews
 - Field observation (photos, videos)
 - Archive research, statistics collection
 - Literature review

DOCUMENT REVIEW

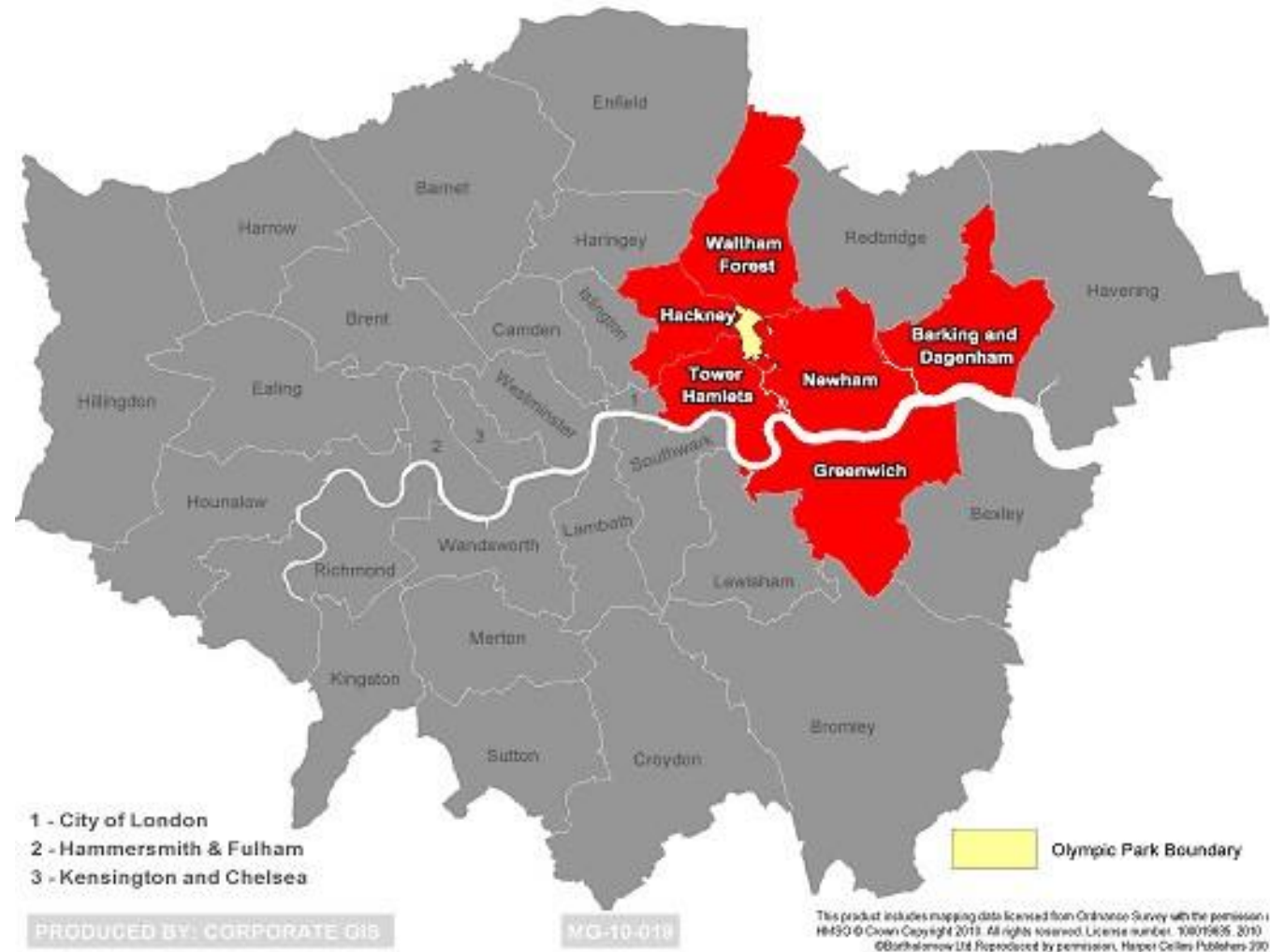
- Activity reports of the borough
- Strategy documents of the borough
- Archive of Vestry House Museum (a local history museum)
 - Local newspapers, journals
 - Brochures of the Olympics
 - Local papers

INTERVIEWS

- 16 interviewees
- 6 women, 10 men
- 6 online, 9 face to face, 1 in writing

NAMES (FALSE)	POSITION
Lucy	A head from cultural team of the borough
Zara	A head from regeneration team of the borough
Steven	Creative director of the year of borough of cultural
Saylor	An employee of local museum and resident
Joseph	An author of a book about local people history and resident
Miller	The chairman of a local society and resident
Jayden	Director and founder of a cultural community and resident
Jolene	Local history walker and resident
Marlee	A local society volunteer and resident
Raul	A local businessman and resident
Gustavo	Professor on East London
Salem	A local shopkeeper and resident
Casen	A local shopkeeper
Moses	A local businessman and resident
Amir	Resident
Anya	A manager of a zonal NGO

OLYMPICS, THE CULTURAL OLYMPIAD AND THE GROWTH BOROUGHES





London's Growth Boroughs

**About the
growth
boroughs**

Convergence

**Creating wealth and
reducing poverty**

**Supporting
healthier
lifestyles**

**Developing successful
neighbourhoods**

The Growth Boroughs – Barking and Dagenham, Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest – synonymous with the successful 2012 Olympic Games, make up the UK's strongest potential growth area, providing the launch-pad for Britain to move out of economic depression. Having delivered the Games, we have now moved on to delivering what the Games was really about – a lasting legacy of renewal for what has traditionally been London's and the UK's poorest area and a major boost for UK plc.

-
- «the UK's strongest potential growth area, providing the launch-pad for Britain to move out of economic depression»
 - «a lasting legacy of renewal for what has traditionally been London's and the UK's poorest area»

CREATIVE OPPORTUNITIES FOR THE HOST BOROUGHES

- Culture and creativity
- "The area is rich in diverse creative industries, including art and design, fashion and film, the performing arts and music."





WALTHAM FOREST

- seem to have accepted the goals of renewal legacy on cultural aspect

Taking Our Place in London
Waltham Forest's Culture Strategy
2010 - 2030



WALTHAM FOREST'S CULTURE STRATEGY 2010 - 2030

The goal of creating wealth through culture



THE REFURBISHMENT OF THE WILLIAM MORRIS GALLERY

- A strategic start?

NEWS

Olympic-themed arts

The nature of new artistic commissions in the borough is expected to be known shortly as applications for 2012-related arts projects closed on 23 January.

Councillor Chris Robbins, leader of Waltham Forest Council, said: "The council supports hundreds of arts and cultural groups...with funding grants. Waltham Forest is fortunate to have a large, thriving artistic community and [we] will continue to support and celebrate them throughout 2012 and beyond."

Despite the borough not having a cinema, theatre, arts or dance centre, the council has invested £15,000 in a feasibility study for the Waltham Forest Cinema Trust's business plan.

Council support has been provided for both the E11 and E17 Art Trails, and it has assisted with the establishment of the Stone Space in E11. Around £1.5m has been invested in the redevelopment of the William Morris Gallery and £1m towards six large scale cultural events (the Big 6) to help residents celebrate London 2012 are being organised.

Waltham Forest Council added that the William Morris Gallery and Lloyd Park will reopen in time for the London 2012 Games with special events planned at both venues.

www.e17arttrail.co.uk
<http://www.leytonstoneartstrail.org/>

Waltham Forest Council

London 2012 Games

Transport vox pop

What are your concerns regarding local travel during the London 2012 Games?

Stephanie Smith
20, Walthamstow



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Waltham Forest Voices

will double during the Olympics."

Sharon Boulwood



Around £1.5m has been invested in the William Morris Gallery, which will reopen in time for the London 2012 Games.
Picture courtesy of Waltham Forest Council

WALTHAM FOREST VOICES - ISSUE 1 3

TO TIE THE TIMING TO THE OLYMPICS

- «I think some of it was around the Olympics and the cultural Olympiad. So Waltham Forest was one of the five Olympic boroughs... I was involved in the renovation of the William Morris Gallery... But it was in need of a lot of investment... But what we did is we tied the timing of that to the Olympics to give it some sort of head of steam... But what that did is it did a number of things... But that, in a way, I think, with a catalyst to culture-led regeneration. So regenerating the William Morris Gallery and the park at the same time will raise the profile of the borough, someone that delivers great things, but it also helped to regenerate the whole area around it. It just lifted the whole area in addition to these two... So it was planned to be part of something that happened in 2012, intentionally planned, and I think that was a very positive thing.» Lucy

THEN WHAT HAPPENED?

- The value of investing in culture

The Council continues to make improvements to the borough. Here we bring you the latest news on how we are creating a better place for our residents.

Better leisure

William Morris Gallery

The William Morris Gallery is now open after a £5million redevelopment. The transformation includes fully-refurbished exhibition spaces with three new galleries and the chance for previously unseen work to be displayed.

The new displays tell Morris's story, beginning with his early days in Walthamstow, his use of traditional craft techniques, the success of his business as well as his campaigns for social equality and the environment.

You can also go for a stroll in the newly restored Lloyd Park, have a well-earned break in the new tea room or enjoy one of the numerous creative family activities. Come down for a visit, there's something for everyone.

Abbotts Park tennis courts open

The courts in Abbotts Park have received a major makeover thanks to funding from the Lawn Tennis Association (LTA) and money from a Waltham Forest Council deal which sees land temporarily loaned to the Olympic Delivery Authority.

The new-look courts have been improved, re-surfaced and made easier to get to, while two new mini courts have been created to help hone the skills of youngsters.

The View

The View, the visitor centre next to the Queen Elizabeth Hunting Lodge, was officially opened by HRH The Duke of Gloucester, the official Ranger of Epping Forest, last week. The Heritage Lottery Fund awarded the Corporation of London £4.75million to build the new visitor centre, a café situated in a restored 18th century barn and attractive new landscaping.

Better streets

High Road Leyton, High Road Leytonstone and Wood Street have been transformed making our borough's streets safer and more attractive. Junctions have been improved, pedestrian-friendly kerbs and crossings installed, new pavements and roads laid, and attractive lighting, trees and flowers now help to enhance the areas.

Come along and check out the changes to Wood Street at an afternoon dance event on Saturday 11 August.

Creating a better place to live

Better shopping

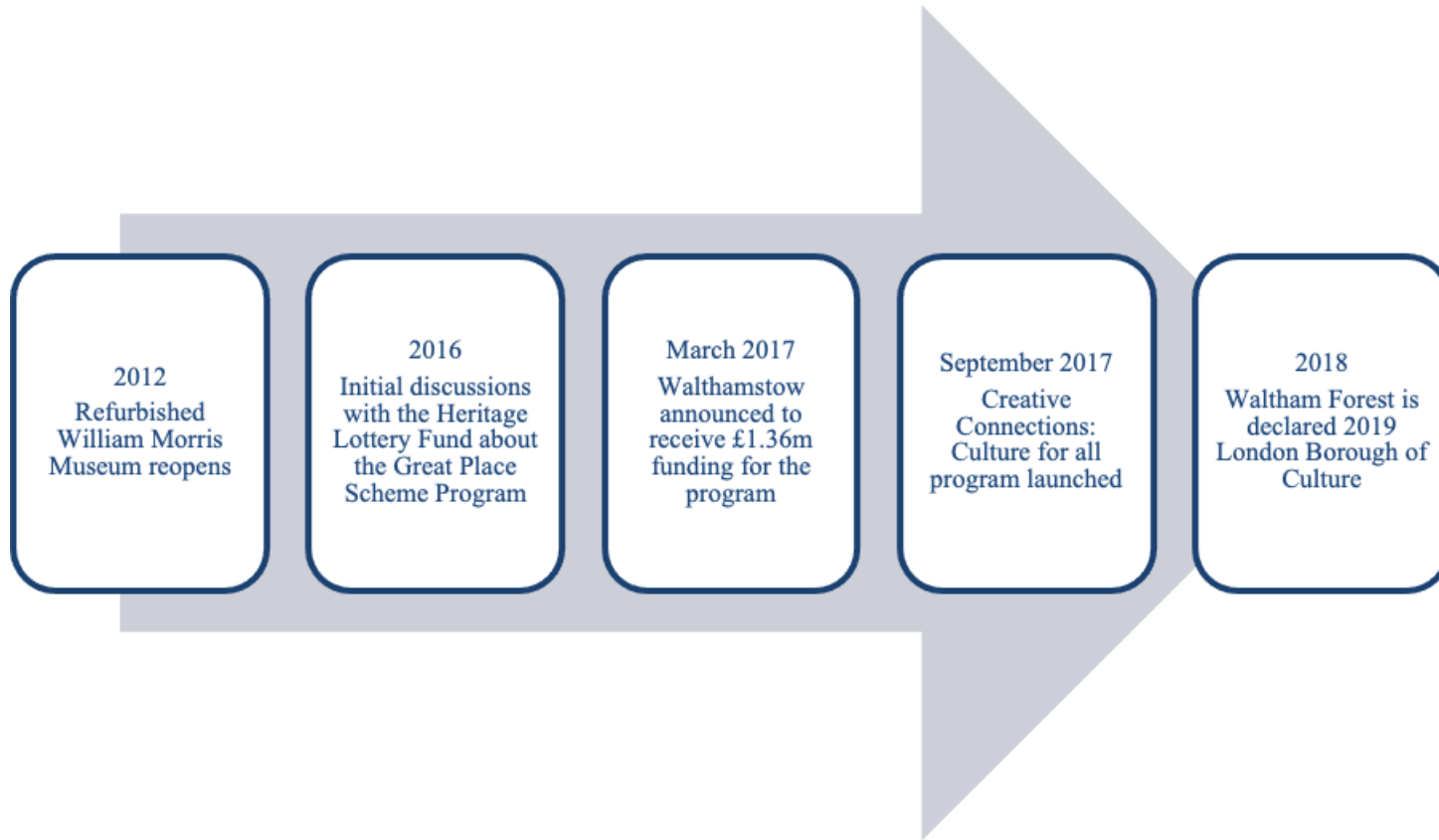
An additional 21 shop fronts on High Road Leyton have benefitted from a makeover in time for the Games. The shop fronts have been restored with some construction work, a lick of paint, new awnings and signage.

Work continues on the shop fronts in Walthamstow to complement and enhance the proposed empire cinema, restaurant and residential development planned. The shop front work will be complete by the end of summer 2012.

We will continue to keep you up to date on this and other regeneration news through Waltham Forest News and online.

For more information visit www.walthamforest.gov.uk/betterplace

Waltham Forest



THEN?

- 2012: the reopening the Gallery
- 2014: the fund to the Wetlands
- 2017: the fund from the Great Place Scheme
- 2019: the first London Borough of Culture

THE HOME OF PEOPLE WHO MAKE AND CREATE

Waltham Forest:
The Mayor's First London Borough of Culture 2019
**The Story of our Year: Evaluation, Impact
and Learning**



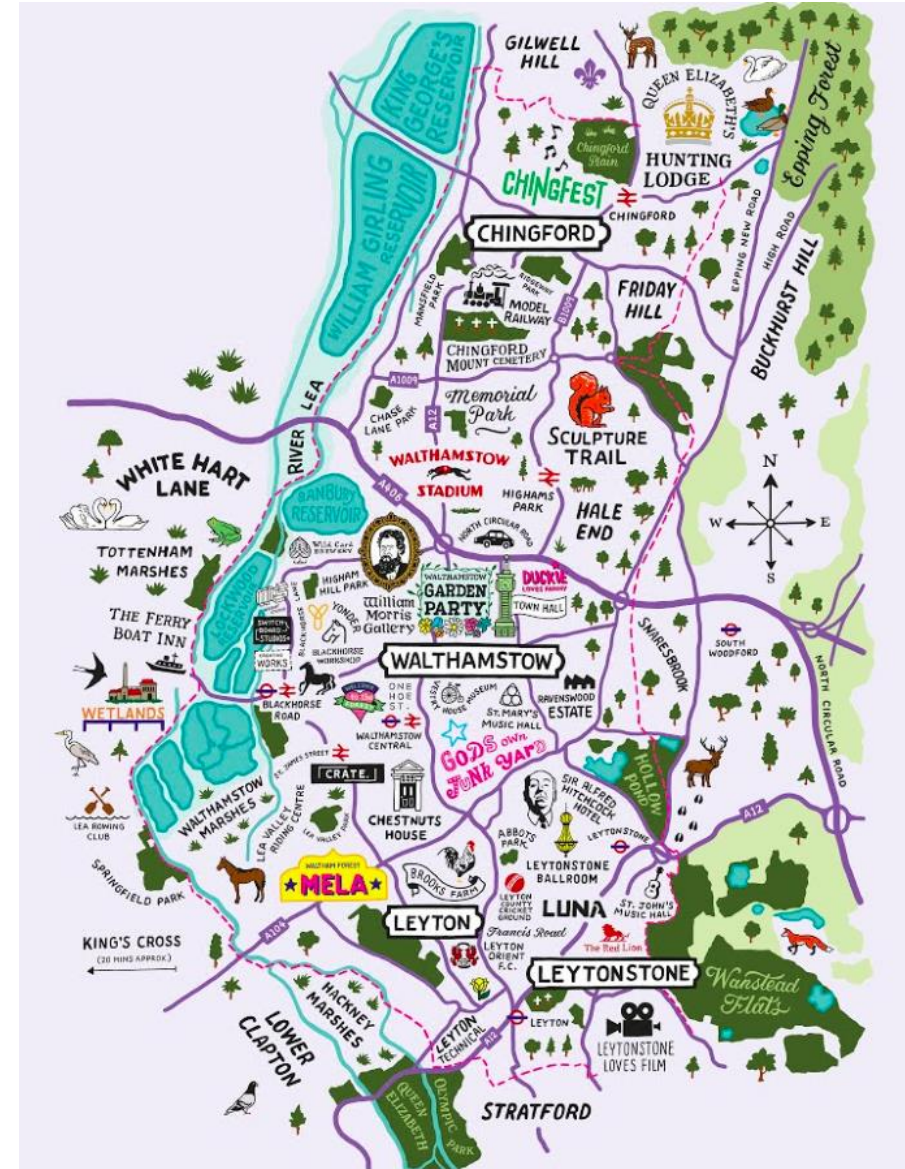
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- «To be honest, as far as I know, the cultural activity, especially overall in London, is full of culture, all different cultures from all around the world. But Waltham Forest is one of them, really, and I think maybe one of the highest, maybe in Waltham Forest because it's all different types of people living in Waltham Forest. And as far as I remember, it's been increased maybe from 2012 onwards.» Casen

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- «And then around the year around 2000, we had an Olympic legacy as well, didn't we? Yeah, we did do well out of the Olympics because that brought a lot of investment into the area, particularly in Leyton near Stratford to the South Borough. So I think because of that, the borough was reenergized.» Miller
 - «The Olympics were mainly not in this borough. They were more in the borough of Newham, which is to the south and the east of the here. But we had a little parcel of land, a very small piece of land that was on the site of the Olympics, and it meant we got a little bit of investment there. So definitely investment led lots of different ways of things.» Raul

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- «Actually, around about the time that we had the Olympics. So 2012 (cultural activities increased). So when it was announced that we had the Olympics, that's when a lot of money started coming into the borough, because we were one of the Olympic boroughs, and we had some events in this borough as well. I think that's really when things start to change and to be fair, I think there's been a lot of investment since then. I can see the money has been spent there's a velodrome for the bikes and all sorts of activities. So I think at that point, that's when the borough started to get more money in and started to expand.» Saylor

AS A RESULT

- Culture has been designated as an actor at Waltham Forest in concordance with the Olympic's goal to leave a lasting legacy in east London
- The council found strategic ways to use these opportunities



THANK YOU...

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