

What's art got to do with it? Creativity in housing and public realm development

Conference & Master Classes
June 15th 2010

ACE Centre, Cross Street, Nelson, Lancashire BB9 7NN

Presented by Regenerate Pennine Lancashire
Funded by Arts Council England

Register at <http://whatsart.eventbrite.com>

What does contemporary art have to do with sustainable, well-designed housing and the public realm?

A series of visionary but practical case studies contrasting housing regeneration arts programmes from across the country. Each region has developed a different approach to embedding creative practice in the mainstream regeneration of some of England's most challenging and characterful neighbourhoods.

The conference will explore and exchange these accrued areas of expertise in the morning presentations. Afternoon master classes will bring delegates and speakers together to discuss in depth how to apply and carry forward insights gained. If you design, plan, develop or build houses, if you are an artist or a commissioner of artists, this conference is for you.

Programme

09.15 Coffee and registration

09.45 Conference Welcome: Max Steinberg, Chief Executive, Regenerate Pennine Lancashire

10.00 Tom Lonsdale, NW Design Review, Places Matter!

Landscape Architect and member of the NW Design Review Panel, Tom Lonsdale, will discuss the importance of creating environments that enhance housing developments and make them feel more like homes.

10.20 Terri Farrow, Cumbria and Lancashire Area Manager, The Homes and Communities Agency

The Homes and Communities Agency (HCA) is the single, national housing and regeneration delivery agency for England. It creates opportunities for people to live in high-quality, sustainable places. It provides funding for affordable housing, brings land back into productive use and improves quality of life by raising standards for the physical and social environment.

10.40 Anthony Preston, North West Senior Manager, Regional Planning, Arts Council England

Arts Council England has been a key investor in Pathfinder Creative Community Engagement programmes in a number of regions, including the North West. Anthony will outline some key successes to date and the likelihood of carry forward in the Arts Council's new 10 year plan, 'Great Art for Everyone'.

11.00 Coffee break

11.20 Claire Tymon, Creative Community Engagement Manager, Regenerate Pennine Lancashire and Fiona Sullivan, Director, Right Angle Management Ltd.

Evaluating Regenerate's Creative Community Engagement Programme – lessons learned. Regenerate is the first of the Arts Council-funded creative engagement programmes to complete its three year programme. Claire Tymon and Fiona Sullivan, evaluation specialist, consider its achievements and impacts.

11.40 Richard Hollinshead, Director, Grit & Pearl, consultants to Barrow Regeneration and Britain's Energy Coast West Cumbria

Grit & Pearl manage the 'Regeneration by Design' programme for Barrow Regeneration and Britain's Energy Coast West Cumbria, which seeks to improve the quality of design in major public realm and architectural schemes. Their projects aim to bring much needed creativity to public realm design, re-establishing the link between the physical and social aspects of regeneration and providing clients with an oblique approach to common regeneration issues.

12.00 Clare McManus, Director, Eventus, HMR Sheffield Creative Places

Arts integration leads to community building. Eventus has been successful in integrating the creative agenda within mainstream regeneration thinking and resources. Clare explains how integration opens doors to non-arts funding for creative projects.

12.20 Paul Kelly, HMR Public Realm Project Manager Liverpool Biennial

Based in the Biennial organisation, the Liverpool Programme has hosted an enviable portfolio of international artists in temporary and event based work that has led to ambitious plans for capital projects. Paul will discuss the opportunities and constraints of bringing an international perspective to the intensely local business of regeneration.

12.40 Questions

12.55 Lunch and networking

14.00 Master Classes

The international perspective. **Paul Kelly.**
Working with architects and the design-led approach. **Richard Hollinshead.**
Training housing staff to integrate creative projects as core activity. **Clare McManus.**
Evaluation made easy. **Claire Tymon and Fiona Sullivan.**

15.00 Closing remarks

15.15 End

Speaker biographies

Max Steinberg OBE, FRSA

Max is Chief Executive of Regenerate Pennine Lancashire, a new economic development company that delivers housing regeneration, economic development, and commercial and residential projects on behalf of its local authority partners. The company also promotes the image and brand for Pennine Lancashire.

Max is Chair of the European Institute for Urban Affairs, Liverpool John Moores University, and helped found the Career Opportunities for Ethnic Minorities project.

He is a member of the Board of the National Housing and Planning Advice Unit, which provides independent advice to the Government on improving housing market affordability. He is Chair of Governors of the King David High School Liverpool where he is currently overseeing the £25 million new campus project. Max is also a Vice-Chair of the Riverside Group.

Max will shortly be leaving Regenerate to take up the post of Chief Executive of Liverpool Vision.

Tom Lonsdale

Tom helped establish the Places Matter! Design Review Service and chaired the Panel for its inaugural two years. He remains on the Panel as an ordinary member and has recently been appointed as Vice Chair of the new Yorkshire and Humber Regional Panel and chairs the Humber and Barnsley local Panels. He trained as a landscape architect and has worked at a senior level for over 30 years diversifying into urban design, master-planning and urban regeneration. Now freelance and trading as PLACECRAFT, Tom works extensively as an Enabler for CABE, Transform South Yorkshire and others, as a competition judge for RIBA and LI, and as Design Champion in a range of mainly housing regeneration projects. He is constant and energetic in promoting the role of Art in place-making and has completed numerous strategic Arts-led initiatives solo or in collaboration with artists and arts consultants.

Places Matter! is devoted to generating a strong sense of place in living, working and learning environments throughout the North West. Places Matter! is an Architecture and Built Environment Centre and a member of the Architecture Centre Network. It is delivered with partner organisations including RIBA North West, NWDA, CABE and English Heritage.

Terri Farrow

Terri is the Area Manager for Cumbria and Pennine Lancashire at the Homes and Communities Agency. Over the past twenty years, she has worked for the Housing Corporation, National Housing Federation, Crisis and in both second-tier advice and direct service provision for some of the most vulnerable in our communities.

Anthony Preston

Anthony worked in youth theatre, community engagement and Local authority arts development for 12 years before joining the Arts Council in 1998. Previous roles at Arts Council England include Local Authorities Officer, Head of Communications and Resource Development and Acting Director for External Relations and Development for the North West.

Speaker biographies continued

Claire Tymon

Claire is the Creative Community Engagement Manager at development company Regenerate Pennine Lancashire. The Creative Community Engagement programme is funded by Arts Council England North West, Lancashire County Council and Regenerate Pennine Lancashire. With ten years' experience working with creative practitioners in the context of regeneration, Claire supports the local authority delivery teams to creatively engage the communities affected by regeneration across Pennine Lancashire.

Fiona Sullivan

Fiona is a project and programme manager with significant commercial and public sector experience. She has particular interests in evaluation and research, specialising in cross-sector partnership working and stakeholder engagement. A director of Right Angle Management, she has been involved in a wide range of regeneration, creative and health-based projects at national, regional and local level.

Richard Hollinshead

As Director, Richard's specialism within Grit & Pearl is creative projects for public space, including public art, applied bespoke design and lighting schemes. As first post-holder for the INSPIRE Public Art and Design Initiative he developed adopted policies and commissioned and project managed 30 projects over a two year period.

Clare McManus

Clare has been instrumental in developing an arts based approach to regeneration in North East Sheffield since 2000. Her Creative Futures Cultural Action Plan led to Cultural Pathfinder status for Sheffield from 2007–2009. This was rolled out to form The Creative Places partnership between Eventus (where Clare is Director), Arts Council England Yorkshire and Sheffield City Council.

Paul Kelly

Paul has been working in the field of community development for over twenty years and has a particular interest in how the arts can help communities to embrace change at a neighbourhood level. Paul worked for ten years as Community Development Manager with Liverpool Housing Action Trust (HAT) where arts projects were placed as the heart of its regeneration work e.g. Up in the Air, Tenantspin and the public artwork Outhouse by Vong Phaophanit and Claire Oboussier. Since then Paul has managed the community engagement programme for the Big Art project in St. Helens. As the New Heartlands Public Realm Project Manager his base with the Liverpool Biennial gives unprecedented access to international visiting artists.

The Ace Centre is an Arts, Culture and Enterprise Centre in Nelson. It presents a range of activities designed to attract people of all cultures, ages and backgrounds into the town centre. It is one of Lancashire's leading venues – a bright modern space for people of all ages and interests.

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By car

From the M65, Exit at Junction 13 and take the third exit, at the second roundabout take the second exit onto Scotland Road, at the mini roundabout turn right, at the next roundabout take the first exit. Welcome to the ACE Centre, Nelson. Short stay parking can be found directly outside the ACE Centre. The Nelson car parks map shows free long-stay parking in the town centre.

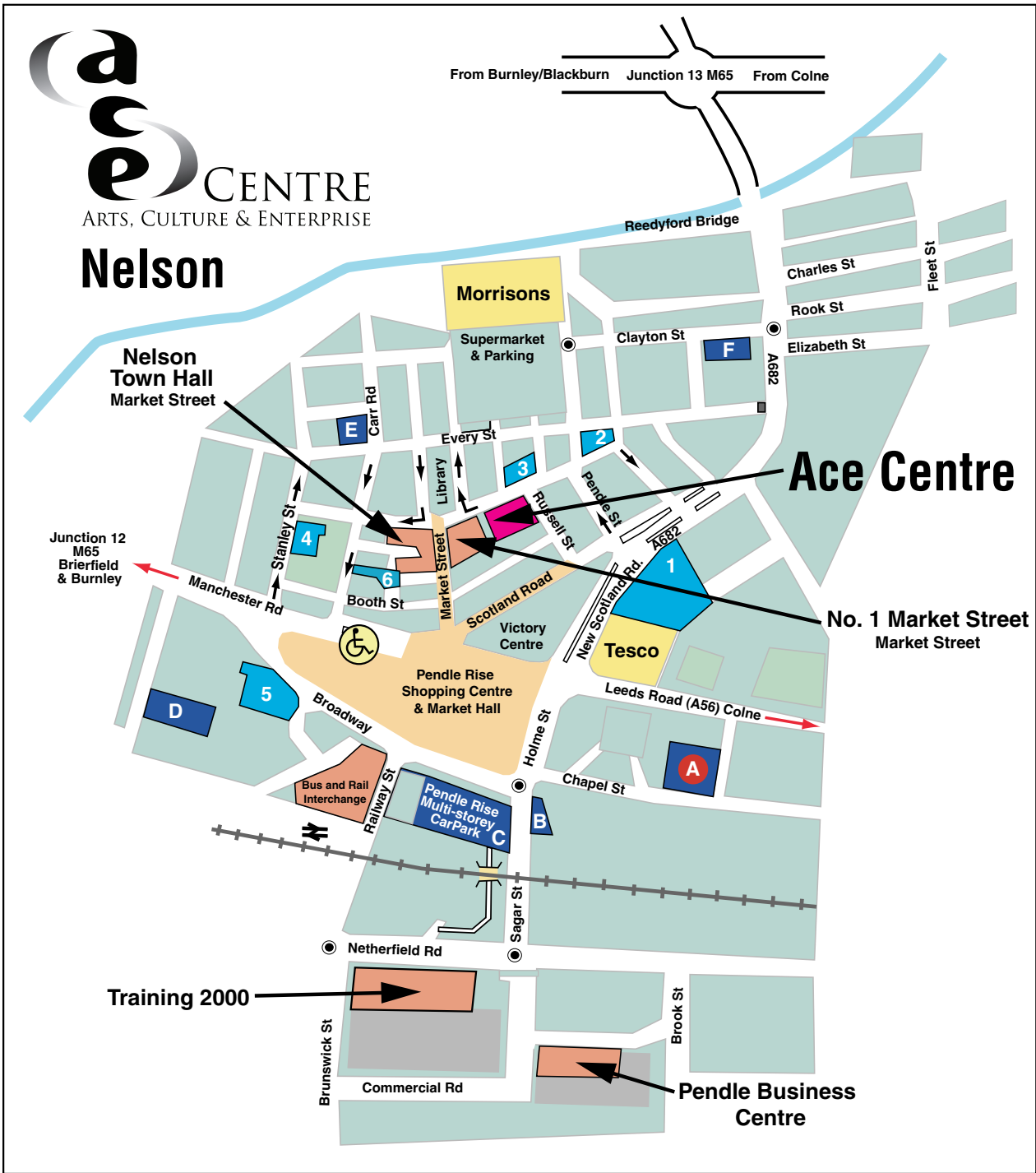
By train






There is a direct connection from Preston to Nelson Train Station. From there cross to Nelson Bus Station and head towards the town centre, you will find Pendle Rise Shopping Centre in front of you. Keeping it on your right, walk towards the town clock and head down Market Street. When you reach Nelson Library turn right. The ACE Centre is the second building on your right.

By bus

Catch the X43 (The Witch Way) from Chorlton Street or Deansgate, Manchester direct to Nelson Bus Station. From there proceed as above.

Nelson car parks



 Long Stay Parking	A. Chapel Street	C. Multi-storey	E. Cuba Street
 Short Stay Parking (2 ½ hour disc parking)	B. Sagar Street	D. Rigby Street	F. Calder Street
 Pedestrianised Area	1. Goitside / Tesco	4. Civic Theatre	Disc parking scheme in operation. Discs available from Council Offices and some local shops
 Disabled parking area: Manchester Road. Spaces are marked for disabled drivers on all short stay car parks.	2. Every Street	5. Broadway	 You are here
	3. Cross Street	6. Booth Street	