

**Project Profile: Northstowe**

**Client: English Partnerships( now HCA) and Gallaghers**

**Services - Research, Consultation, Strategy Development, Commissioning Plan, Ongoing Advice**

**Duration: December 2007 – Ongoing**

**Project Aims**

To set out a social, cultural and physical environment agenda for a new settlement of 25,000 people North of Cambridge. To explore and make the case for art and creative process as a valuable tool in enabling a healthy and cohesive community to grow in Northstowe.

**Objectives**

- To develop a public art strategy for the whole settlement
- For the strategy to become a component of the planning application for the overall development
- To ensure that the impact of art on all stages of the development are fully explored and justified
- That art's intersection and integration with all other disciplines working on the development is fully rationalised, articulated and accepted
- To secure planning consent for the development and agree the terms under which the Public Art Programme is to be realised

**Outcomes**

- A comprehensive strategy addressing art integration throughout the development
- An outline document setting out the Partners' proposals as part of a suite of planning submission documents
- Consensus among the partners and the Joint Planning Authorities
- Resource levels agreed in principle
- Match funding from A&B and the Client Partners for the appointment of a Lead Artist
- Appointment of the Lead Artist, Dan Dubowitz

**Project Overview**

Northstowe is one of the key growth areas around Cambridge and has been an important testing ground for an enlightened and responsible approach to building new communities. Whilst not formally part of the Eco-Towns programme, Northstowe seeks to engage best practice principles in sustainability and the development of a cohesive community.

Working pArts were appointed to collaborate with a wide range of other professional disciplines, each of whom were charged with bringing best practice knowledge to bear on the development.

Working pArts collected the views of all the key players, including all those who form the arts infrastructure around Cambridge, and developed a progressive approach to art integration identifying all the areas that the Partners are responsible for delivering where artists will be given significant influence, broken down into 4 areas of focus:

- Infrastructure
- New Build Projects
- Involving People
- History and Social History

Each area was broken down into its key components and recommendations identified. So the infrastructure includes addressing the highways, and the waterways. New build includes the local centres that will be developed, the formal open spaces, the sports buildings and spaces, the play spaces and buildings and the leisure spaces.

Involving people includes developing a living archive, a Northstowe Sustainability Series of events and activities, and also walking routes.

History and Social History draws in the unique aspects of the Fenland landscape.

Working pArts also identified those areas where Third parties will be expected to contribute a major art input, by negotiation with the partners and the Joint Planning Authorities. These included the Guided Busway, Education Spaces and the links between schools and community facilities, new build residential areas, retail streets, commercial spaces, hotel and other commercial spaces and buildings.

The strategy also made outline recommendations for the provision of studios and other creative and media industry spaces.

No actual designs have yet been commissioned and so no imagery has been included in this profile.