

ANNEX 3

Cultural Strategy Commitments

- Programme of temporary and permanent cultural interventions and education projects on the Jetty Park.
- Work with Visit London and others to attract visitors to Deptford.
- Destination strategy.
- Riverside "promenade experience".
- Spaces for start ups, incubators, creative industries, offices and studios in Phase 1.
- Work with universities and colleges to provide affordable creative industry units as part of a commitment to provide 8,000 square metres of cultural space.
- "Creative Deptford" programme.
- A "meanwhile programme" of temporary uses that will encourage ideas for projects that promote, celebrate and interpret the Site's history, including ideas for the hoardings, live events, festivals, skills and education that may include:
 - Providing a forum for receiving ideas and proposals that appeal to the community.
 - Establishing a meanwhile ideas competition and provide a website to hold the best ideas.
 - Appointing a co-ordinator developer to manage the programme.
 - Providing logistical management support.
 - Actively engaging and encouraging the participation of local people, schools, business organisations, the cultural sector and other parties.
 - Providing a programme of available spaces.
- Encourage design team to reference the Site's ecology, history and heritage in their proposals.
- Work with available historical archives and local experts to develop history and heritage principles to assist the project team and create a commissioning programme.
- Develop a series of cultural projects that celebrate the key archaeological sites and other heritage assets.
- Appoint curators and artists to work alongside the architects, engineers and landscape architects on the public spaces, buildings, river edge and foreshore.
- Promote a naming strategy for squares, streets and buildings.
- Develop communication materials on Convoys Wharf including a publication on the history and heritage of the site and its archaeology.

- Seek to use surviving historic artefacts and materials on site or in situ within constraints of the Convoys Wharf masterplan.
- Explore planting schemes that will be inspired by the legacy of John Evelyn and his original gardens at Sayes Court.
- Create a youth forum to explore ideas of how young people can get involved in their neighbourhood.
- Directed play and activity strategy including art led commissions and developing play activities for all ages.
- Arts and crafts in public.
- Set up an estate management structure to run the leisure and recreation offer and maintain the public realm.
- Use local and specialist knowledge to inform project briefs and creative ideas.
- Develop a commissioning bible and project toolkit for the project team offering advice and guidance on commissioning process.
- Specialised event and cultural management for the Olympia building.
- Lead artists, project artists and lead curator.