

Foreword

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It has been a year since Peckham Space opened and, for me, its success so far is an inspiring example of how a great idea can become a reality through commitment, hard work and clarity of vision.

Peckham Space is an important Camberwell College of Arts project which I have been passionately committed to since my arrival as Dean of the College in 2008. Therefore I'm delighted that our commissioned Impact Study convincingly demonstrates that, after just one year of operation, Peckham Space has achieved high levels of local impact. It is important to us to be able to look at who is benefitting from our work, and how. We will build on this information to ensure that visitors, especially young local people, keep coming back, and that our artistic programme remains one of the most exciting commissioning models in London.

During these times of changing government policy and the implications this has for funding, Camberwell College of Arts and University of the Arts London must clearly show our commitment to widening access to higher education. Peckham Space is an essential part of this work, and working in a climate in which funding is typically being either reduced or completely removed requires that we are constantly looking at ways to be innovative.

With this in mind, it has been exciting to watch the evolution of Peckham Space's work bringing artists together with local groups and schools. It has proven the importance of reflecting, reviewing and evaluating each of our projects in response to the feedback from our local community and participants. Furthermore, I feel that this Impact Study from our first year confirms that the decisions we have taken so far have been the right ones, and the findings will positively inform the decisions we need to make for the future. I look forward to ensuring that this pioneering project continues to deliver its unique programme of exhibitions, events and workshops that, as this study demonstrates, play a key role within the Peckham community. Because above all, this impact report confirms one thing for me – that Peckham Space is here to stay.



Artist David Cotterrell's 'hexacopter' hovers over a crowd in Peckham Square during the launch of Slipstream, May 2011.

Introduction

Matthew Taylor

Chief Executive, Royal Society of Arts

Even before seeing its impressive work there is a strong case for supporting an initiative like Peckham Space. For a community experiencing serious social and economic pressures and rapid change, there is value in having opportunities to stand back and consider their lives and their community from the original and challenging perspective offered by art.

Writing as Chief Executive of the RSA, I would also make a more general connection between today's challenging times and the work of Peckham Space. Put simply, we can't go on like this. There is a growing gap between our aspirations for ourselves as citizens, and our society, and the trajectory set by current ways of thinking and behaving. We need to become more engaged, more resourceful and more pro-social.

This is why artists should embrace social engagement. Art – especially publicly subsidised art – should not be shy of claiming a social role as well as intrinsic merit. This purpose lies not in the narrow, quantitative objectives of many public services but in the deeper need for a new consciousness and idea of citizenship for the twenty-first century.

These were just the kind of ideas which surfaced in a recent event hosted jointly by Peckham Space and the RSA Fellowship. A conversation with David Cotterrell about his commission Slipstream reflected so much of the public value of Peckham Space in creating bridges between ideas, and overcoming prejudices and predispositions.

That evening, academics, art enthusiasts and local social activists talked about memory, community, and engagement. Responding to their questions, David explained that his experience of engagement with local people was remarkably free of the populist antipathy to modern art too often shown by the media, and challenged the equally misconceived notion that the Black and Ethnic Minority (BAME) community was uninterested in contemporary art.

The diversity of the Space's work, its partners and audiences speak to its mission of increasing participation, and in years to come many artists will cite their formative time working with it. Positive media coverage in national, local, specialist and general publications has chipped away at lazy assumptions and disturbing connections about this part of London, helping instead to link Peckham with words like art, creativity and collaboration.

The project has held its practice to proper scrutiny in the form of statistical measures, external assessment and community satisfaction, metrics used in this Impact Report as the basis for committing to new challenges and ambitions. Beyond the statistics, though, there have been the magic moments when Peckham Space has made something happen which no one could have predicted or planned.

After talking to a packed room flanked by screens showing his work, David and Peckham Space Director Emily Druiff took us on a walk to the site from where David had filmed with a miniature helicopter. Local residents watched with amusement as a crocodile of fifty people walked slowly across the North Peckham estate, many of them sharing reminiscences about their own connections with the area.

Finally, we stopped by two water towers, virtually the only physical reminders of the tarnished idealism of the old estate with its walkways in the sky. As David spoke about how the estate would have looked and the views and perspectives he had tried to rediscover from his flying camera, a cloud burst. The talk continued as we huddled under an array of colourful umbrellas.

I wondered if someone in the surrounding flats was taking a photograph of this strange scene. For this is Peckham Space, deepening a sense of place and community, bringing the past into the present in unexpected and challenging ways, but more than that: creating tomorrow's memories for a part of London that keeps changing its face but need never lose its heart.

Impact Study

Brigid Howarth and Tony Buckley

1.0 Executive Summary

This report examines the impact of Peckham Space and highlights its successes after its first year of operation. It quantifies the measurable outputs connected with visitors, profile and activities; and explores the wider benefits achieved by a new public gallery and project space dedicated to partnerships with the local community in Peckham.

Peckham Space was launched in June 2010 with the original aim of delivering commissioned artworks made in partnership with the local community. Located within the London Borough of Southwark at Peckham Square, London SE15 and part of Camberwell College of Arts, University of the Arts London, Peckham Space seeks to increase access to and participation in contemporary art by individuals and groups not traditionally associated with such activity.

The mission and programme for Peckham Space had been in development since 2008. This report was commissioned immediately prior to the opening of the building in Peckham in May 2010, and the process of building up a body of evidence has been continuous over 12 months of operation. The consultants have worked closely with Peckham Space during this period. The impact measuring process was designed to ensure that Peckham Space would be able to demonstrate how it had delivered public value, justifying the level of investment it received from the University, Southwark Council and the Arts Council England. It is also designed to provide the staff of Peckham Space and their managers with a body of knowledge about what has worked and what future opportunities there may be. Furthermore, it aimed to capture the development of the unique identity of the Space and show how its work contributes to the achievement of wider social objectives contained in public policy. A broader long term goal is to influence debate and developments about how the Higher Education sector engages with regeneration policy and social inclusion in an urban area such as Peckham.

1.1 Stepping beyond the original vision

This section presents the themes that have emerged during Year One, supported by the results of the consultants' research. These stretch beyond the original aspirations for the Space and provide a rich context for future considerations about Widening Participation as well as the role and direction of Peckham Space, whilst still delivering on the original mission and vision.

Peckham Space has, at the end of Year One:

- A presence in the daily lives of a range of Peckham residents
- Stimulated considerations about the identity of the area and the contribution of the Arts to this debate
- Delivered a set of projects where individuals and communities have been active creators and participants, as well as working with significant creative practitioners
- Delivered access and social inclusion opportunities in line with the Widening Participation ambitions of the University of the Arts

The activities of Peckham Space have had a positive impact on the people and groups it has engaged with and is having a welcome impact on the cultural life of the area. The consultants have gathered quantitative, qualitative and anecdotal evidence to support this assertion and evidence that identifies the reach and effect of the initiative. The University of the Arts website states that it 'believes that widening participation to art and design higher education is essential to realising the University's vision, and values, of innovating and stimulating creativity, and valuing diversity and respecting individuality. We are committed to developing strong links with schools and FE colleges within Greater London, whilst recognising our national and international leadership role in widening participation to the creative arts sector.' As this report demonstrates, this overarching mission has also been achieved.

1.2 Linking to National Policy

The Peckham Space initiative has particularly demonstrated an impact on Regeneration in the area as well as affecting Education and Learning.

a) Regeneration: Peckham Space is a new, high quality architect designed cultural space in a prominent location in an area that has previously suffered from neglect. High unemployment, low skills levels and a poor environment are factors long associated with Peckham and it can be claimed that the Space addresses all these issues through its activities.

It has generated pride in Peckham Square from local businesses and public opinion perceives that it is part of the local community rather than an initiative that has been imposed 'from above'. It has also delivered a public space where a range of groups can explore and develop their ownership of Peckham as well as exploring the rich cultural identity of the area. This has happened both through the delivery of a new building as well as its activity in commissioning projects about Peckham in partnership with local networks and groups. The recent implementation by the local authority of a regeneration strategy for this area of the Borough is very timely and Peckham Space compliments such an initiative.

i) Peckham has emerged as a significant new creative quarter, and the assertion has been repeated by all interviewees that Peckham Space has been one of the leaders of this renaissance and is a key player. In turn, this renaissance, alongside the economic cycle changes, will attract private and public investment. Indeed, Peckham Space has attracted £63,200 of additional cash funding to the area over 12 months. Another effect of this has been the possibility of an increase in cultural tourism to the area from outside of the borough. In Year One, Peckham Space has achieved £115,868 worth of media coverage.

ii) The arrival and physical presence of the Peckham Space building has been consistently welcomed by all interviewees. It also presents a range of opportunities to invite additional activity outside of the building, and to increase the impact of this capital asset on Peckham Square. Peckham Space has clearly contributed to enabling Peckham Square to be a social, exuberant space.

iii) Peckham Space has helped people engage in the life of Peckham, educated, generated new skills and confidence, made new connections and networks between people, and is well on the way to cementing partnerships with other institutions and organisations including Harris Academy Peckham (HAP), Leaders of Tomorrow (LoT) and a range of independent galleries in the area.

b) Education and Learning: Peckham Space has concentrated on working with young people as well as postgraduates through its graduate internship programme and, to a lesser degree, undergraduates who have worked with the lead artists on all the projects. This work has happened within a formal education setting as well as with groups outside of formal settings. This has led to these groups making a positive contribution to Peckham, enjoying the arts and achieving a range of outputs. These outputs have included:

- Contributing to the goals of the Widening Participation programme at the university
- Increasing the employability of the graduate interns
- Enabling undergraduates from UAL to present their work to a range of audiences in a public setting
- Increasing the skills and confidence of community partner participants

The relationship between Peckham Space and HAP is key to delivering this impact and demonstrates the possibilities for a school of entering into a sustained partnership with the HE sector.

1.3 Specific Themes for Peckham Space

Underlying the two key policy areas Regeneration and Education and Learning, the following themes have emerged that describe the development of Peckham Space in its first year.

Commitment to engaging with communities, new ways of connecting with communities: by working with members of the public and sections of Peckham's communities not traditionally engaged in or by the Arts, especially young people, Peckham Space is a 'stage' for the community. It is a force for social progress in the area. It has created new links between UAL and its immediate surroundings, promoting mutual working between a renowned HE institution and an urban environment where well-documented social, economic and environmental challenges exist.

Peckham Space has contributed to BAME communities by improving their skills and aspirations through their engagement with the initiative. It has also developed networks for UAL with local businesses and residents for the first time. The engagement of these communities in the Arts should not be underestimated.

Deepening links and common agendas with appropriate stakeholders so that the three aims of Peckham Space (as outlined below) can be achieved, embedded and sustained within the local area. It is now featured in some UAL business plans for the future so as to ensure that University resources are targeted in this location.

Peckham Space is credited with being a champion of Peckham, changing perceptions and securing significant media coverage. It is also the lead for the South London Art Map for Peckham and hosts that network. This has achieved real success and is an active network of civic entrepreneurs. This role also delivers a link across Southwark, from the Tate Modern into the heart of Peckham. This contributes to one of the local authority's strategic aims in drawing increased arts activities into the south of the Borough.

The venue is a welcome new facility on Peckham Square – a building with open doors onto a well-used public square and thoroughfare. Its activities contribute to positive debate about the Square and what it could and should be used for.

Everyday innovation: creatives have had an opportunity to conduct action research and use technology for a range of new community focused usage so as to gain pragmatic experience in this aspect of urbanism.

Civic entrepreneurship: a positive capital addition to the public space that has harvested good reactions from local businesses. The staff of Peckham Space have actively sought to contribute to the community and have increasingly done so. The Space supports and works with local community leaders and provides the opportunity for emerging leaders to publicly articulate their aspirations.



Southwark Mayor Tayo Situ and Cllr Cleo Soanes meet with young people from Leaders of Tomorrow at the opening of Harold Offeh's Futurama, September 2010

1.4 Peckham Space outputs, Year One

This section presents the key statistics that were gathered during this reporting period.

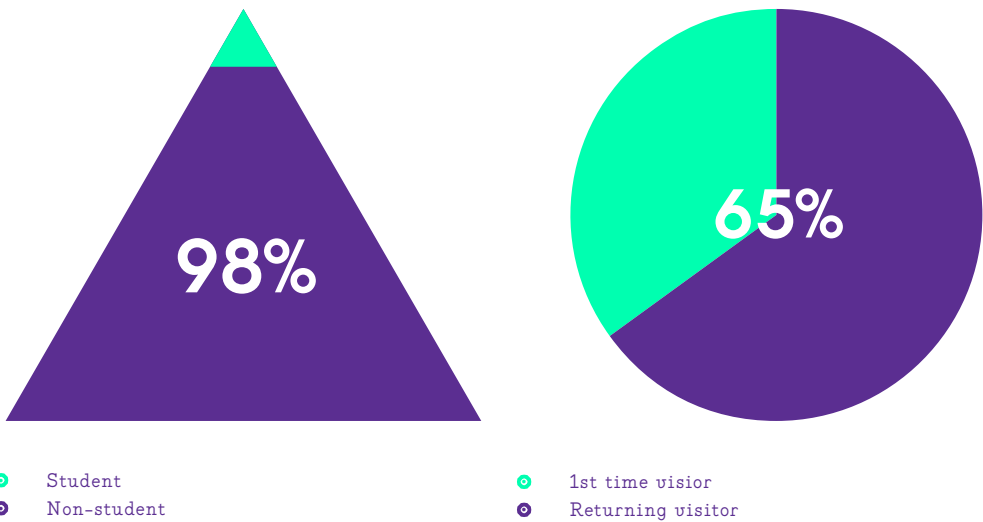
a) Quarterly reports from beginning April 2010 – end June 2011
Five quarterly reports were provided to support the findings of this study. The full set of statistics is available on request.

Study results;

8,778 people visited Peckham Space 42 events took place with 3,107 attendees	27.4 million, the approximate readership/viewers/listeners for this media coverage	98% were not students
28 workshops with Community Partners with 65 individual participants. Of these, 66% were male (34% female), 92% were under 25 (8% over 25), 73% were Asian, Black Caribbean, Black African or mixed (27% White British or White Other)	65% were first time visitors, although the proportion lessened as the year went on.	48% were employed full time; 15% (the second highest proportion) were self employed
325,513 visits were made to the website.	63% lived in Southwark, with 42% of visitors from SE15. The second most common location of visitors was SE22 (Dulwich) The most common ways of finding out about the Space was a passer by or by word of mouth	82% considered that the initiative was definitely or probably 'a good idea'
£115,868 – the value of editorial coverage, based on advertising costs.	60% of interviewees were not aware that it is an initiative of UAL prior to their visit	20% had not visited any other museum or gallery in the previous year; 20 had visited museums and galleries on 6-10 occasions
		87% of visitors were over 25
		The visitors were evenly spread between male and female, 40% of interviewees were BAME



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b) Audience surveys

Four audience surveys took place at varying times of the year and on different days of the week. The full set of results is available on request, but key observations are included here. These are samples and should not be read as a full and accurate reflection of the profile of visitors. The most interesting aspects of these samples are that the make-up of the participants in the Community Partner projects is not carried over in the visitor profile in terms of age and ethnicity. It is also interesting to note that visitors are mostly local, so successfully meeting one of Peckham Space's key aims.

Audience Questionnaire Results

Total number of visitors: 257
Total number of questionnaires: 80 (31%)

2.0 Delivery against three aims

There are three aims in Peckham Space's Terms of Reference, each of which is outlined below followed by a summary of the evidence of how these have been delivered.

2.1 Develop sustainable partnerships between University of the Arts London and London Borough Southwark, local community groups and cultural organisations

During all the interviews with representatives from organisations involved in the initiative, one of the common themes to emerge was a commitment to develop a long-term sustainable relationship between the partners involved in Peckham Space. There was an acknowledgement that much had already been achieved in cementing relationships but also that more could be done to embed the partnership in the longer term. Such partnerships are hard won, and opportunities should not be missed. Comments related to both the partnership generally and between individual organisations. Attendance at steering groups has been consistently high. Local cultural organisations expressed a high level of support for the Space and see it as the network leader for the area.

2.2 Increase access to and engagement in the arts for residents and young people within SE15 and Peckham

As outlined in section 1.4, a range of new activities have taken place that have particularly targeted people under 25. The staff have engaged in regular dialogue/communications with young people's representatives and organisations, particularly via the relationship with HAP and LoT. The Arts Clubs are also vital to this mix, delivering free art sessions. The focus on young people has been particularly welcomed by the Arts Council England.

2.3 Provide professional development opportunities for students for creative and educational activity

The graduate internship programme has had a significant impact on those taking part, enabling them to obtain practical experience in developing their portfolios within an urban cultural setting. The type of opportunities that this has led to include gaining practical experience in an urban setting so as to enhance both their portfolios and thus their employment prospects, obtaining face to face experience of dealing with members of the public and both time and organisational management.

A number of undergraduates, including from Central St Martins and Goldsmiths have been involved in projects with the lead artists and these have led to specific skills development. However, of the three aims, this is the one that could require further development over the coming year as the work that has been required to build community partnerships has meant that links to the student corps require some more effort.



Artist Jessica Voorsanger films a member of the public at the launch of her exhibition Peckham Heroes, January 2011

Concluding comments

Emily Druiff, Director
Peckham Space

It has been a momentous first year in our new venue on Peckham Square, and it has been heartening to review the findings that comprise this Impact Study. I would like to take this opportunity to thank all of our supporters, project partners, artists and visitors who have made working in this location so meaningful and rewarding. I look forward to building on the great work that has started here, and to developing and strengthening the future programme to maintain and exceed the fantastic public response that we have received so far.

For more information about Peckham Space, further details about the Impact Study or an outline of our artistic programme for the coming year, please get in touch via our contact details below. We look forward to welcoming you to Peckham Space in the future.

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Peckham Space
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