

Big Drops in Small Ponds

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A Small Town in England



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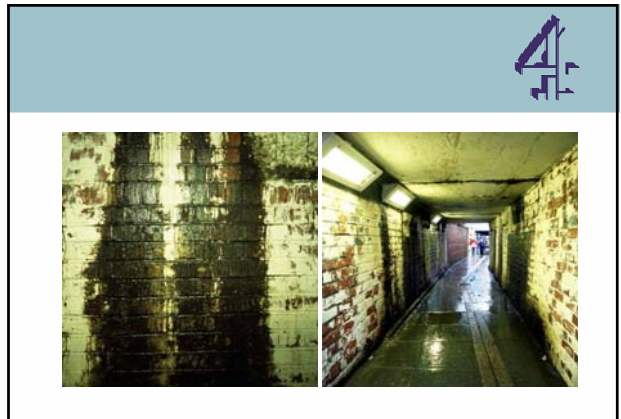
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Principals

- Don't sacrifice local for national
- Encourage self-determination and expression
- Avoid "analysis paralysis"
- Deliver product not master-plans
- Create a movement for local culture

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Initial Expert Team

- Regeneration (Igloo)
- Project Management (Mace)
- Cost Management (Gleeds)
- Design Management (AZ Urban Studio)
- Business Planning (ABROS)
- Community Engagement (Nick Wates Associates)
- Technical Advisor (Stanhope plc)
- Project Delivery (Alison Nimmo, London 2012)

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Local leadership



Alison Drake
 Chair, Castleford Heritage Group
 Former Primary School Teacher

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Wendy Rayner
 Vice-chair, Castleford
 Riverside Group
 Former cook in old
 people's home

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Rheta Davison
 Secretary, Custyke
 Community Group
 Former cleaner

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Community Events



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Local Partnership

- Wakefield Council
- English Partnerships
- Yorkshire Forward
- Channel 4 Television
- Commission for Architecture & the Built Environment
- Groundwork Wakefield
- Coalfields Regeneration Trust
- Arts Council
- British Waterways
- Edinburgh House Estates Ltd.
- Waste Recycling Group

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Events Programme



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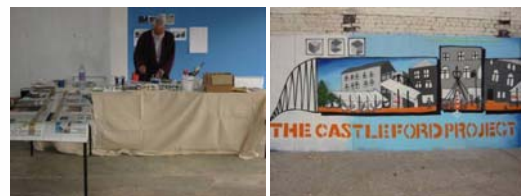
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Art



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Media



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Beliefs

- “Let the customer impale himself”
- Federated support structure
- Project is advocate
- Enable “emergence”
- Encourage self-organisation

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Benefits

- Create positive investment climate
- Connect regeneration with consumer economy & popular culture
- Create a God of momentum
- Self-realisation = Connected people = spirit of inclusion = new identity

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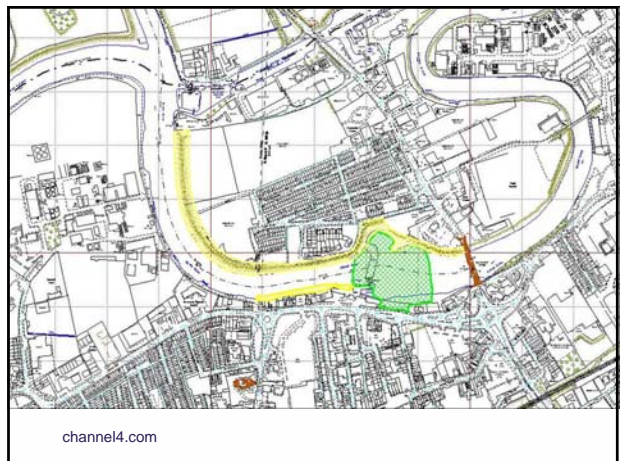
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Outcomes

- £13m (HK\$173m/CNY180m) raised for capital works and revenue programme after initial seed grant of £100k (HK\$1.3m/CNY 1.4m) from Channel 4
- Plans for £150m (HK\$2bn/CNY2bn) private sector investment in retail and residential development
- Plans for £22m (HK\$293m/CNY305) ancillary investment in new local museum and transport interchange
- 5 neighbourhood public realm projects complete in just over two years (3ha/520homes)
- 3 new community groups & 2 business associations formed
- 8000+ people involved in events/1000+ young people
- 7 learning opportunities in project management
- Coverage in national & international press

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Timeline



- March 2003: Project Start
- July 2003: First community involvement
- Autumn 2003: Design Competition
- 2004: Design Development/Fund-raising/Contracting
- March 2005: First project completes
- Summer 2005: Open space projects complete
- Autumn 2005: Town square works commence
- Summer 2006: Bridge construction commences
- Autumn 2006: TV series broadcast
- Mid 2007: Bridge and nine/eleven projects complete
- Autumn 2007: Update TV series broadcast

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“The real voyage of discovery consists in not seeking new landscapes but in having new eyes.”

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