Wales Regeneration Fringe : 22nd October 2014

CREW held the first ever Regeneration Fringe event to the Wales Regeneration Summit on October 22nd 2014 in Swansea High Street. The programme was complementary to this year’s Summit focus on town centres and aimed to celebrate Wales’ achievements in this area by hosting a full day event of activities and workshops using vacant spaces in Swansea’s High Street. Starting with the exciting re-launch of our Welsh Towns Network, the afternoon provided an opportunity to find out more about the networks hosted by CREW for new and current members to get involved in shaping their future focus. A number of simultaneous workshops ran in to the early evening across the venues followed by a film showing of *Requiem for Detroit*.

We are very grateful to our partners at Coastal Housing Association for letting us use their vacant spaces. Coast Café (formerly Mosaic) and the ex-Iceland Superstore were transformed into temporary venues to host the Fringe events and activities. The generosity of local businesses and partner organisations made this event possible, by gifting us venues, refreshments, support, artistic minds and volunteers to make the Fringe a hugely successful and positive event. To view a copy of the full Regeneration Fringe Programme, please visit: [http://www.regenwales.org/resource_77_Wales-Regeneration-Summit-2014-Fringe](http://www.regenwales.org/resource_77_Wales-Regeneration-Summit-2014-Fringe)

#RegenSummit14

Look up the hashtag on Twitter or view the Storify from both the Regeneration Fringe and the Main Summit here: [https://storify.com/Beth_CHC/regeneration-fringe-and-summit-2014](https://storify.com/Beth_CHC/regeneration-fringe-and-summit-2014)
**Welsh Towns Network**

The development of town and city centres featured strongly in Welsh Government policy, and formed the basis of the Wales Regeneration Summit 2014, held in Swansea in October. The Welsh Towns Network (WTN) was officially launched at the Summit fringe, introduced by Andrew Dakin from CREW Regeneration Wales. A series of interactive workshops facilitated by three members of the Welsh Towns Network, Chris Jones ([www.chrisjonesregeneration.co.uk](http://www.chrisjonesregeneration.co.uk)), Owen Davies ([www.owendavesconsulting.co.uk](http://www.owendavesconsulting.co.uk)) and Andrew Dakin took place, which focused on the future role of town centres.

The full report on the WTN launch and associated workshops can be found in the resources section of the CREW website ([www.regenwales.org/resources.php](http://www.regenwales.org/resources.php)).

For more information on the Welsh Towns Network please visit: [http://www.regenwales.org/network_3_Welsh-Towns-Network](http://www.regenwales.org/network_3_Welsh-Towns-Network)

Email: alan.southall@regenwales.org / Twitter: @alansouthall

**Housing-led Regeneration Network**

The CREW and CHC Housing-led Regeneration Network held a workshop session at the CREW Regeneration Fringe event to identify what themes would be discussed in the 2015 network events. Representatives from local authorities, housing associations, architects and design consultancies took part in a workshop to identify the regeneration issues worth exploring which would be the focus of future events. The delegates identified 11 themes and voted for the following four for next year’s events:

- Transforming spaces into new uses
- Regenerating and sustaining hard to reach areas
- Tackling poverty through improving both physical and mental health and wellbeing
- Has austerity led to innovation in community regeneration?

The date of the next Housing-led Regeneration network event will be announced shortly. If you would like to become a member of the network you can join here: [http://www.regenwales.org/network_5_Housing-Led-Regeneration-Network](http://www.regenwales.org/network_5_Housing-Led-Regeneration-Network)

Email: hayley-macnamara@chcymru.org.uk / Twitter: @Hayley_CHC

**RSCW (Regeneration Skills Collective Wales)**

The Regeneration Skills Collective Wales was established in November 2003 as an informal network of professional institutions in Wales committed to the promotion of an integrated and sustainable regeneration agenda in Wales. RSCW sponsored the City region debate and the film showing for this years Regeneration Fringe. To find out more about the network, please visit: [http://www.regenwales.org/network_7_Regeneration-Skills-Collective-Wales--RSCW--Networ](http://www.regenwales.org/network_7_Regeneration-Skills-Collective-Wales--RSCW--Networ)

**One Word, One Picture, One Vision – Our Future Town Centres**

What’s the future personality of our town centres? What types of uses and activities will there be? What’s going to be future appeal? To continue the momentum of the Welsh Government’s High Street campaign at the end of September, we asked everyone to contribute to the vision of our future towns in Wales by tweeting with the hashtag: #supporthighstreets / #helpurstrydfawr These ‘visions’ were used as the backdrop to the Welsh Towns Network discussions at the Fringe and the results were displayed at the Summit the following day.
Workshop 1: City Region Debate

Professor Calvin Jones, University of Cardiff & Robert Chapman, Robert Chapman & Co. Chaired by; Geraint Talfan Davies

Professor Calvin Jones, Professor of Economics at Cardiff Business School & Rob Chapman, Director of Rob Chapman & Co, Commercial Property Consultant and Member of the Institute for Economic Development debated the concept of the proposed Capital City Region in South Wales. The debate was chaired by Geraint Talfan Davies OBE DL, Chairman & co-founder of the Institute of Welsh Affairs.

Calvin Jones: Twitter: @WelshEcon
Rob Chapman: www.rchapmanandco.com / Twitter: @RobChapman_Co

Workshop 2: The Role of Arts in Urban Regeneration

Paul Davies (Director Volcano), Claudine (Volcano) and Noel Isherwood (Architect)

Urbanist and architect Noel Isherwood on the contribution of the arts to the regeneration of the high street. Picking up on last years Tate Debate of the same title, the workshop took local experience from Volcano Theatre Company and International examples in a Welsh context. Paul began the workshop by outlining the current triangular societal model with culture balanced atop and the economic base ‘broken’. He proposes an improved theoretical model of a square with economy and industry as columns and culture a ‘beam’ balanced between them. The question was posed – without arts, what do we have and where is the meaning? – unlike many other activities, it was suggested that culture has the potential to give meaning.

Cultural issues and initiatives are coming to the surface due to dissatisfaction with current economic consumption models. Artists have a role of subverting and challenging systems for change, something that Volcano themselves feel they are responsive to. One powerful reason that arts and cultural activity are good for places is that they are people-based and people-scaled and people-related in a more meaningful way than cars, buildings, roads or other ‘harder’ regeneration initiatives.

There followed a Swansea High Street slide show and background to the ‘Ideas, People, Places’ recent Phase 1 bid to the Arts Council for Wales.

Noel Isherwood: www.niaarchitects.com / Twitter: @isherwoodn
Volcano Theatre: www.volcanoteatre.co.uk / Twitter: @Volcano229
**Workshop 3: Deep Place Study Seminar**

**Professor Dave Adamson OBE, Publicani Consulting, Former CE of CREW Regeneration Wales**

The Deep Place Study, launched earlier this year is the result of a year long study at CREW by Prof. Dave Adamson and Dr. Mark Lang. The key question posed by the study is: What type of economy and society do we need to create to achieve economic, social, cultural and environmental sustainability by 2030? This question forms the basis of the research which endeavours to address potential solutions and apply them in a specific place, the town of Tredegar in Blaenau Gwent. The study grounds itself in the merging of three theoretical concepts; Transition theory, the Total Place approach and the Foundational Economy. Using case study examples from across the world throughout, the report focuses on four key sectors: Food production, Energy conservation and generation, Social Care and E-commerce and Employment. The Deep Place approach seeks to address the challenges—and potential opportunities—to shape a sustainable future. Further breaking down these challenges, the report delves into Health, Education, Housing and Transport. Recommendations from the study include actions on local, regional and national authorities to overcome present barriers to creating localised economies and more vibrant and resilient communities. The study is not limited by current practice, policy or contemporary austerity constraints, but does instead aim to explore cutting-edge opportunities that could help lift the community out of poverty to become a fully sustainable location by 2030.

**Professor Dave Adamson:** Twitter: [@ProfDaveAdamson](http://twitter.com/ProfDaveAdamson)

The full Deep Place Study is available to download here: [http://www.regenwales.org/project_9_The--Deep-Place--Study](http://www.regenwales.org/project_9_The--Deep-Place--Study)

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**Workshop 4: Swansea Bay Tidal Lagoon**

**Oriel Price, Public Affairs Manager, Tidal Lagoon Power (Swansea Bay)**

An opportunity to harness indigenous, low carbon electricity that is both affordable and sustainable long-term.

The Severn Estuary holds the second highest tidal range in the world and within this Swansea Bay benefits from an average tidal range during spring tides of 8.5m. The construction of a tidal lagoon to harness this natural resource would help the UK transition a low carbon future with greater energy security and lower electricity costs, while providing regenerative economic and recreational benefits to the local community. The vision of Tidal Lagoon Power is to pioneer a large-scale source of indigenous, low carbon electricity that is both affordable and sustainable long-term for the Swansea Bay region.

**Website:** [www.tidallagoonswanseabay.com](http://www.tidallagoonswanseabay.com) / Twitter: [@TidalLagoon](http://twitter.com/TidalLagoon)

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**Film Showing:**

**Requiem For Detroit**

The fringe event ended with a film showing of ‘Requiem for Detroit’ - A documentary about the decay and industrial collapse of America’s fourth largest city. “Julien Temple’s documentary is a vivid evocation of an apocalyptic vision – Detroit, once America’s fourth largest city became a truly a dystopic post-industrial city, in which 40 per cent of the land in the centre returned to prairie. Despite going bust, it is now a source of hope in terms of the ‘alternative economy’ and new life styles. Does Detroit’s experience have any lessons for cities and communities in Wales? As a follow up to the Film Showing at the Fringe, RSCW / CREW / Innovation & Engagement Unit have organised a presentation by Tamsin Stirling on her current study tour of Detroit. Detroit – Requiem or Resurrection? Will be on 8th December, 17.30 for 18.00 at the Committee Rooms, Glamorgan Building, Planning & Geography Department, Cathays Park. FREE. Bookings: [http://www.cardiff.ac.uk/cplan/events/requiem-or-resurrection](http://www.cardiff.ac.uk/cplan/events/requiem-or-resurrection)

**Regeneration Fringe 2014**

Swansea – 22 October 2014
Workshop 5: Sustainable Development for Town Centres

Rhodri Thomas, Cynnal Cymru

Rhodri Thomas from Cynnal Cymru led a discussion session on ‘Sustainable Development for Town Centres – What makes your favourite town?’ Delegates were introduced to the principles of the Future Generation Bill which will require all public bodies to contribute towards sustainable development. The issue of ‘what makes a sustainable town’ was then discussed amongst delegates, with those attending reflecting on their favourite Welsh towns including Presteigne, Abergavenny and Carmarthen and the aspects that made them sustainable.

This small group came to the following conclusions:

1. There is no stand-out town in Wales in terms of its sustainable development credentials but Cardigan and Mold were referenced as good practice.
2. A town which is geographically (relatively) isolated is required to be more sustainable by its isolation.
3. Dependence on imported fossil fuels undermines any town’s attempt to be sustainable.
4. The concept of the Foundational Economy is important
5. Arts use of empty shops and the work of Tidy Towns - the principle that a clean, tidy, active place gives people confidence to believe that their town is worth it and can be good
6. Theming regeneration around food (Mold) or tourism or activity (Blaenau Ffestiniog) or festivals (Brecon) or heritage.
7. Dependence on transport undermines sustainability but loops back to the discussion around isolation and self-sufficiency in energy and food
8. Waste is a resource and income stream - see Norton and Presteigne
9. Unitary authorities need to work better with community and town councils and the latter needs resourcing and training
10. Transfer of assets is badly thought-out and more like "dumping a problem on someone else" when this someone else doesn’t have the capacity or expertise to manage the asset. Sort it out however and it’s a way of enlivening communities.

Website: www.cynnalcymru.com /Twitter: @CynnalCymru

19 Lessons learned for organising events in Meanwhile Spaces

1. Empty spaces may not stay empty! Be prepared to change your plans at the last minute. Have a ‘back-up’ space if possible.
2. Support and good communication with the landlord is essential.
3. Large spaces are harder to fill / partition—be aware of sound issues.
4. Double check the electric.
5. Double check your insurance.
7. Tables and chairs may have to be hired in at cost.
8. It takes more time and effort than the usual events—be prepared to sweat!
9. Be aware that any installations will also need to be disposed of / given a new home after the event.
10. Make good links with local businesses or community organisations early on in the proceedings.
11. Get the keys well in advance.
12. You can never have enough extension leads ...or blu tac.
13. Know the location: Visit nearby café’s and businesses so you’re knowledgeable about what they can offer to delegates.
14. Check if you need a licence/ permission from the local authority for the event.
15. It is highly likely that wi-fi will not be available in a vacant property, paperless may not be an option.
16. Engage with local artists and art organisations and exhibitors
17. Creating the space will usually be a more last minute arrangement, check if there’s anyone else using the space. What equipment do they have?
18. Be creative.
19. It’s worth it!
Regeneration Fringe 2014 Feedback

“Coastal Housing as a company display imagination and entrepreneurship to produce excellent results”

“Very high quality of presentations and speakers, all absolutely relevant to the theme of the conference, good venues and smooth organisation”

99% of delegates said that they supported at least one local business.

33% of those said that they supported 2 or more.

“I loved the whole event and thought the FEEL of it was special - being in a temp use venue said it all. This was a really exciting, ‘edgy’ day”

70% of respondents has said that the Fringe event made them more interested in the concept of Meanwhile Use

“Thank you all as it was definitely my best working day out of the office for ages. It all had such a positive feel”.

Over 78% of Fringe attendees would definitely recommend a CREW conference to others

85% would recommend the use of Meanwhile spaces for events in the future

“Way above the average of the usual conference or seminar in both content and organisation. The (shortish) time allowed for presentations, the relevance of presentations to the theme, the expertise of the speakers and the time allowed for networking was all very good”

“I like the concept of mixing technical with social activities”
CREW Regeneration Wales would like to thank:
All of the artists, creators, network members, workshop facilitators and staff for their contributions into this first-time event and everyone who has gifted us with refreshments, equipment and positivity! Chris Jones Regeneration Ltd, Owen Davies & Chris Wade for their support of the Welsh Towns Network. Community Housing Cymru for their help with booking and comms support as always. Blue Stag for their design work and considerable patience! And of course a massive thankyou to all the delegates for coming along and contributing to our events.

Coastal Housing Group
220 High St, Swansea High Street, SA1 1PE
A massive thankyou to our main partners for their support, use of the venues and accommodating us with all aspects of our organising!
Website: http://www.urbanvillageswansea.com/ Twitter: @UrbanVillageSA1

Volcano Theatre Company
Currently at 229 High St, Swansea, Volcano will soon be moving into the Iceland store. Massive thankyou to everyone at Volcano for their support for the Fringe events, their creative solutions and willing volunteers. Do check them out.
Website: www.volcanotheatre.co.uk Twitter: @Volcano229

Buon Apetito
209 The High Street, Swansea
Buon Apetito is a new café on Swansea High Street. We are very grateful to them for agreeing to provide refreshments for the fringe events at no cost. Please do pay them a visit and show your support. Visit their website to read Tyrone’s story: http://www.buonappetitoswansea.com/

Trilein
2 Princess Way, Swansea,
Trilein is a creative regeneration agency, based in Swansea. Many Thanks to Gordon Gibson and Ben Reynolds for leading the “Our Swansea” tour and for their continuing support of the Fringe.
Website: http://www.trilein.com/ Twitter: @Trilein

Elysium
16 College St, Swansea
Elysium gallery is an artist led, self sustaining enterprise. Elysium provided the Fringe with various support for the creative sets for our temporary transformation of the Iceland superstore and are the organisers of the current Beep Exhibition on the ground floor of the Iceland building. exhibition, bringing painting out of traditional gallery spaces and into unused retail spaces in Swansea City centre. Website: www.elysiumgallery.com Twitter: @ElysiumGallery

Owen Davies Consulting
Twitter: @itsODC
Website: www.owendaviesconsulting.co.uk

Owen Davies Regeneration (UK) Ltd.
Website: www.chrisjonesregeneration.co.uk Twitter: @chrisjonesrengen

The Raspberry Cakery
212 High Street, Swansea.
The beautiful cakery based in Coastal Housing’s Urban Village in Swansea High Street. Delicious freshly baked, gourmet cupcakes and lots of other yummy goodness! Many thanks for their wonderfully tasty donation. Open 10am – 4pm. Website: http://www.theraspberrybakery.co.uk/ Twitter: @raspberrybakery

Chris Jones Regeneration (UK) Ltd.
Website: www.chrisjonesregeneration.co.uk Twitter: @chrisjonesrengen

Coast Café
218 High St, Swansea
Coast Café are an existing independent café and wine bar business situated by Swansea Marina. They will be taking over the café on 218 High Street in the first week of November. Many thanks to them for stepping in to cater for our event a couple of weeks earlier than they may have planned for! Website: http://www.coast-cafe.co.uk/ Twitter: @CoastCafeMarina
‘Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.’

Jane Jacobs (Author of ‘The Death & Life of Great American Cities’)

"Growth is inevitable and desirable, but destruction of community character is not. The question is not whether your part of the world is going to change. The question is how."

Edward T McMahon (E. Fraser Chair on Sustainable Development at the Urban Land Institute in Washington, D.C.)

All our resources are available free to download on our website:

www.regenwales.org

Follow us on Twitter:

@CREWRegenWales

Email us:

enquiries@regenwales.org

"You can never solve a problem on the level on which it was created."

Albert Einstein