

# SEEDS PARTNER MEETING

EMILY BERWYN & AFRA QUINTANAS

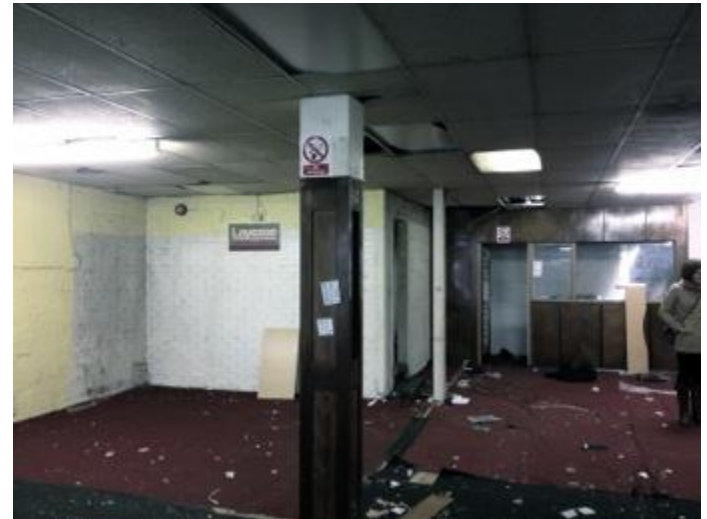
4 JUNE 2014

SHEFFIELD



# INTRODUCING MEANWHILE

- EXPERTISE IN ACTIVATING EMPTY SPACE
- BEYOND POPUPS TO USE WASTED RESOURCES FOR LONGEST PERIOD POSSIBLE
- PLACEMAKING AND CITY REVITALISATION AT A HUMAN SCALE
- SUPPORT STARTUP ENTERPRISE AND TEST NEW USES
- BRING DIVERSITY & IMPROVE LOCAL ENVIRONMENT



# MEANWHILE PROJECT 2009-10

FOUNDED BY MEANWHILE SPACE CIC (EMILY BERWYN & EDDIE BRIDGEMAN) IN 2009 WITH DEVELOPMENT TRUSTS ASSOCIATION

- GOVERNMENT'S 'REVITALISING TOWN CENTRES' POLICY
- CREATION OF MEANWHILE LEASES FOR LAND – INDUSTRY STANDARD TEMPLATE LEASES FOR MEANWHILE USE. HYBRID COMMERCIAL AND RESIDENTIAL LEASE
- DIRECTLY FUNDED 24 PROJECTS IN 17 PLACES INC BRADFORD, MARGATE, HASTINGS, CAMBRIDGE & BRIXTON
- DEVELOPED GUIDES, TOOLKITS, ADVICE TO SUPPORT ACTIVITY
- CREATED NETWORK TO SHARE KNOWLEDGE, NOW 1600 MEMBERS
- 15 SHOWCASES TO SHARE KNOWLEDGE AND WAYS AROUND THE BARRIERS - £1000 PER PROJECT



# MEANWHILE SPACE CIC



- CIC ESTABLISHED IN 2009
- MISSION TO DISRUPT PROPERTY INDUSTRY TO MAKE UNUSED SPACE AVAILABLE TO AS MANY PEOPLE AS POSSIBLE - EMPTY SPACE IS WRONG!
- DELIVER PROJECTS IN LUTON, HASTINGS, LEWES, NORTHERN IRELAND AND LONDON (HOXTON, WHITECHAPEL, KILBURN, EXMOUTH MARKET, WILLESSEN, WEMBLEY, SUTTON, BRIXTON)
- CARVING A NEW 'MEANWHILE' INDUSTRY, DEVELOPING SERVICES IN ENHANCED PROJECT DELIVERY, CONSULTANCY, PLACEMAKING, BRANDING & PROMOTION, TRAINING, EMPLOYMENT AND SKILLS, COMMUNITY ENGAGEMENT, RESEARCH & POLICY
- THROUGH WORD OF MOUTH ALONE, BUILT 1600 INTERNATIONAL MEMBER NETWORK OF PROJECTS, LANDLORDS, LOCAL AUTHORITIES, ADVISERS AND PROPERTY INDUSTRY EXPERTS.
- WORK TO INFLUENCE GOVERNMENT AND PROPERTY INDUSTRY TO MAKE 'MEANWHILE' MAINSTREAM



# EXPERIENCE & IMPACT

## EMPLOYABILITY

DIRECTLY SUPPORTED OVER **300**  
**STARTUP OCCUPANTS**

**CREATED 105 JOBS**

**1133 PEOPLE** GAINED  
EMPLOYABILITY & SKILLS  
TRAINING

## SUSTAINABILITY

**20 PARTNERSHIPS** AND TOWN  
TEAMS CREATED

**1600 MEMBERS** OF MEANWHILE  
COMMUNITY INC PUBLIC  
SECTOR, PROJECTS, ADVISORS  
AND LANDLORDS

## PLACEMAKING

**33 SPACES** OCCUPIED IN  
PREDOMINANTLY DEPRIVED  
NEIGHBOURHOODS

**13 CREATIVE HUBS** AND  
COMMUNITY SPACES

**11 HUBS** FOR STARTUPS

## EXPERIENCE

CLIENTS HAVE INCLUDED **12**  
LONDON BOROUGHs AND **13**  
NATIONAL LOCAL AUTHORITIES

WORKED WITH DEVELOPMENT  
AGENCIES, REAL ESTATE,  
GOVERNMENT, CREATIVE  
INDUSTRIES

## AWARDS

SE100 GROWTH AWARD (2013)  
RUNNER UP  
REGENERATION & RENEWAL  
AWARD FOR BOOSTING HIGH  
STREET VITALITY (2012) WINNER  
LUTON'S BEST COMMUNITY  
AWARD (2009) WINNER

## SE100 INDEX CURRENTLY

RANKED 17 IN THE WHOLE OF UK  
SOCIAL ENTERPRISES (2<sup>ND</sup> IN  
LONDON)





# WILLESDEN GREEN



New  
Windows  
On  
Willesden  
Green

meanwhile  
SPACE

# PHASE 1-25



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# LOCAL PEOPLE WANTED



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# QUEENS PARADE



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# LANDLORD FEARS



- TOO MUCH HASSLE
- WILL I BE LIABLE IF SOMETHING GOES WRONG?
- WHAT IF I NEED MY PROPERTY BACK
- WHAT IF THE PROJECT TRASHES THE PLACE?

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Green

meanwhile  
**SPACE**

# PROPOSAL WORKSHOPS



## PANEL ASSESMENT

30% THE IDEA

30% COMMUNITY GIVE-BACK

20% SUSTAINABILITY

10% RELEVANCE TO BRENT

10% PASSION & COMMITMENT

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# RENOVATIONS



25 TRAINEES FROM COLLEGE OF NORTH WEST LONDON

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# LAUNCH



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# TENANTS



**Art Lobby** Contemporary art gallery  
**Jardins D'Eden** Handmade natural beauty products  
**Paint Mine** Website hosting & graphics studio  
**Roses & String** Hand-crafted gifts & accessories  
**Vintage Green** Vintage fashion & photography  
**My Pop Up Design Shop** Homewares, interiors styling consultations  
**The Unlimited Printshop** Screenprinting retail & studio  
**Indikidual** Kids' clothing & play  
**Ariane Prin Design** products from upcycled local waste  
**The Wise Owl** Venue Events & workshops  
**Punch & Juicy** Fresh health juices & events

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# PROMOTION

**TimeOut**  
**London**

## **Willesden Windows**

Willesden Green has never been the coolest of areas, but a brand new group of short-term arts and crafts shops have taken over a former textile factory and made an instant impression. 'It's created a lovely destination in something of a grotty area,' reports Rob Gore.

1-12 Queens Parade, Willesden Lane, NW6 ([www.willesdenwindows.com](http://www.willesdenwindows.com)).

## **101 things to do in London: the people's choice**

*Discover the best things to do in the capital as recommended by real Londoners*



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# WEMBLEY: THE ISSUE



- WEMBLEY RESIDENTS ALREADY WITNESSED SIGNIFICANT CHANGE & DISRUPTION
- SET TO CONTINUE WITH A 30 YEAR REDEVELOPMENT PROGRAMME BY DEVELOPERS QUITAIN
- RESIDENTS FEEL OVER-CONSULTED AND APATHETIC TO THE CHANGE, THAT IT BEARS LITTLE RELEVANCE TO THEM
- EVERYTHING HAPPENS ON A LARGE SCALE, IN THE SHADOWS OF DOMINANT BUILDINGS
- BUT LOTS OF VACANT SPACE, ENTREPRENEURIAL PEOPLE. CHALLENGE IS HOW TO INSPIRE PEOPLE TO USE SPACE.

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# COMING SOON CLUB



- SUPPORT AND MENTOR PEOPLE AND BUILD INTRIGUE AND INTEREST IN SPACE
- STIMULATE HUMAN SCALE ACTIVITY TO BRING WEMBLEY TRIANGLE TO LIFE
- BUILD MEANWHILE KNOW-HOW BY SHOWING LOCAL PEOPLE HOW TO ACCESS AND ACTIVATE SPACE
- WORK WITH THE LONG TERM REDEVELOPMENT PLANS –ABOUT TODAY NOT JUST TOMORROW
- ENSURE LOCAL INVOLVEMENT THROUGH PROVIDING SPACE FOR ENTERPRISE CREATION, CULTURAL ACTIVITY OR COMMUNITY PROJECTS

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# COMING SOON CLUB



- AREA ACTION PLAN FOR MEANWHILE USE, STRATEGIC OPPORTUNITIES FOR ECONOMIC AND SOCIAL GAIN
- 20 SPACES IDENTIFIED (EXISTING & VACANT) FOR POTENTIAL MEANWHILE ACTIVITY
- 600+ INDIVIDUAL CLUB MEMBERS JOIN AND RECEIVE SUPPORT AND MENTORING FOR THEIR PROJECT, USE OF THE CLUB HQ AND TO TRIAL THEIR PROJECT FOR FREE
- 40 PROJECTS DELIVERED IN HQ FROM PERIODS OF A DAY TO A MONTH, 30 SMALL SCALE EVENTS ACTIVITIES AND WORKSHOPS
- 3 MOVED ONTO OTHER SPACES IN WEMBLEY
- COMPETITION TO OCCUPY A TEMPORARY STRUCTURE
- STRATEGY WORKSHOPS FOR 40 PEOPLE TO BUILD CAPACITY
- ANCHOR FLAGSHIP SHOP LAUNCHED
- 25 PEOPLE MENTORED IN THE DELIVERY OF MEANWHILE ACTIVITY

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# COTTRELL HOUSE



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# COTTRELL HOUSE



- CO-DESIGNED STUDIO, FIXED DESK AND CAFÉ SPACE (34 BUSINESSES IN 10 MONTHS)
- CO-WORKING & EXHIBITION SPACE
- NETWORKING, EVENTS AND TRAINING
- WORLD WOMEN WEMBLEY NETWORK
- MONTHLY CRAFT MARKET
- FRINGE PROJECT SPIN OFF
- CAVE: HYPNOTIK DANCE, THEATRE PERFORMANCES, CIVIC UNIVERSITY

See more at

[www.meanwhilespace.com](http://www.meanwhilespace.com)

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# UNLIMITED MEANWHILE

- UNLIMITED MEANWHILE LAUNCHED IN 2013 BY DIRECTORS OF MEANWHILE SPACE CIC AND AFRA QUINTANAS VALLS
- TO CAPTURE OPPORTUNITIES & SCALE MEANWHILE SPACE CIC'S ACTIVITIES BEYOND LONDON, SE ENGLAND AND EUROPE
- **WHAT WE DO** WE WORK ON THE GROUND UNDER THE MEANWHILE METHOD TO CONCEPTUALISE THE RE-USE OF A CITY'S VACANT ASSETS TO DELIVER INNOVATIVE PROJECTS THAT BRING POSITIVE SOCIAL AND ECONOMIC IMPACTS FOR THE LOCAL COMMUNITY.
- **WE WORK ON PLACE-BASED CITY REVITALISATION**



# SERVICES & THEMATIC AREAS



- DELIVERY OF BESPOKE CONSULTANCY AND TRAINING PROGRAMMES, PROJECT TOOLKITS AND LEGAL SUPPORT
- THEMATIC AREAS: CITY & PLACEMAKING, BUILDINGS, COMMUNITY ENGAGEMENT, CREATIVE HUBS, ENTERPRISE & ENTREPRENEURS, PROPERTY SEARCH & NEGOTIATION
- CURRENT PROJECTS INCLUDE MENTRESTANT IN BARCELONA, AYLESBURY, ANNUAL WORKSHOPS



# BARCELONA MENTRESTANT

- COMMISSIONED BY 3 DEPARTMENTS: CULTURAL, CREATIVITY & INNOVATION, COMMERCE & PLANNING
- MENTRESTANT PARTNERSHIP WITH DESIGN COLLECTIVE CAPIPOTA PRODUCTIONS
- RAVAL – DEPRIVED INNER CITY AREA
- 3 SPACES FOR CREATIVES
- 42 APPLICATIONS





# USEFUL INFO AND RESOURCES

[www.meanwhitespace.com](http://www.meanwhitespace.com)

[www.comingsoonclub.c.uk](http://www.comingsoonclub.c.uk)

[www.mentrestant.com](http://www.mentrestant.com)

[www.queensparade.org](http://www.queensparade.org)

[www.facebook.com/meanwhitespace](https://www.facebook.com/meanwhitespace)

[www.facebook.com/mentrestant](https://www.facebook.com/mentrestant)

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# UNLIMITED MEANWHILE WORKSHOP

## PART 1

### DISCUSSION ON MEANWHILE CITIES

#### 3 GROUPS DISCUSSION:

1. **People and partnerships:** Roles of partners, strengths, difficulties, type of partnerships, community benefit
2. **Paradigms and policy:** Regeneration and sustainability (legacy, long-term benefits)  
Barriers and opportunities on policy in different countries
3. **Practice and finance:** sources of finance, business models, collaborative tenders

## SIMILARITIES, DIFFERENCES, DIFFICULTIES



# SIMILARITIES?

- DEFINING PROJECTS, PARTNERS AND GETTING STARTED
- PLACE-BASED REGENERATION AT A HUMAN SCALE
- LOTS OF ENERGY, ENTHUSIASM AND FLEXIBILITY
- PARTNERSHIPS TO BRING DIFFERENT SKILLS & EXPERIENCE





# DIFFERENCES?

- LOCAL LAWS ARE DIFFERENT IN EVERY CITY IN UK AND EU
- COUNCIL RESTRAINTS - TYPES OF USES AND RESTRICTIONS ON USES
- URBAN PLANNERS AND HOW THEY PLAN STREETS
- POLICY INSTRUMENTS SHOULD BE FLEXIBLE
- RISK AVERSE POLITICIANS/LOCAL AUTHORITIES
- SOCIAL/POLITICAL PRIORITIES
- WORK ETHICS



# DIFFICULTIES?

- MANY PLACES DON'T WANT TO TAKE RISKS AT A HIGH LEVEL SO FLEXIBLE, INNOVATIVE PROJECTS NOT APPRECIATED
- PEOPLE BASED REGENERATION CAN BE RISKY – NICE IDEA BUT NEEDS FIRM DELIVERER TO MAKE IT HAPPEN
- WE WONT DO IT FOR YOU BUT WE WILL HELP YOU DO IT!



# UNLIMITED MEANWHILE WORKSHOP

## PART 2

### MEANWHILE CITIES FORUM (KNOWLEDGE SHARING)

WRITE ON YOUR POST-ITS:  
HOW WORKING TOGETHER COULD HELP YOU?  
HOW WOULD YOU USE THE FORUM?  
FUNCTIONALITIES?  
DISCUSSION GROUPS





# SEEDS - HOW CAN WE WORK TOGETHER?

- MEANWHILE FORUM  
DISCUSSIONS, KNOWLEDGE  
SHARING
- 2015 PEER-TO-PEER  
MEANWHILE CITIES WORKSHOP  
Sign up!
- JOINT APPLICATION FOR NORTH  
SEA EU FUNDING



# UNLIMITED MEANWHILE LTD.

## CONTACT US!

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