

EBBSFLEET GARDEN CITY

Cultural Infrastructure Prospectus



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4 Ø **WE ARE WORKING WITH** RESIDENTS, PARTNERS AND STAKEHOLDERS TO HELP FACILITATE **CREATIVITY AT EVERY** LEVEL"

Simon Dudley

Chair of Ebbsfleet Development Corporation

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"As Chair of EDC, I am committed to ensuring that Ebbsfleet Garden City is a great place to live, work and visit, offering a variety of things to do and places to go for our residents from the early stages of development. We have been delighted to work with our partners at DCMS, Arts Council England, and Creative Estuary to explore opportunities for arts and culture to contribute to our ambitions for the Garden City to be a forward looking, inclusive place, and a focus for creative industries within the Thames Estuary Production Corridor.

We are working with residents, partners and stakeholders to help facilitate creativity at every level: through provision of community infrastructure; supporting community projects and events; and creating the right conditions, including workspace, for cultural and creative businesses to thrive here. We welcome the cultural and creative industries to Ebbsfleet to help us shape the identity of a 21st Century sustainable and vibrant Garden City."

φ Simon Dudley Chair of Ebbsfleet Development Corporation

Arts Council supported th

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"Arts Council England has long supported the focus of Ebbsfleet Development Corporation on creative and cultural development within their plans for the new town. Ebbsfleet Garden City presents an exciting opportunity at the heart of the Thames Estuary Production Corridor, and we are pleased to welcome the approach of this infrastructure report with its emphasis on both community-led collaboration and global ambition."

Ø Sir Nicholas Serota CH Chair, Arts Council England

Ray Mia Private sector Board Lead for The Digital Estuary & The Production Corridor - Thames Estuary Growth Board

"It's easy to see the vision behind the Ebbsfleet Cultural prospectus, it's about aspiration and realising a place where individuals and families can live and thrive – it clearly offers unique advantages to businesses, its proximity to London, excellent transport links, and the River Thames itself – a hub for the import and export of the raw material for creative output... Ideas."



"We are very proud to have supported the development of the cultural and creative sectors in both Ebbsfleet and the wider Thames Estuary region through the Cultural Development Fund. We know that a vibrant cultural offer can boost local growth, increase visitor numbers, foster talent, and attract investment, and this prospectus sets out how Ebbsfleet will excel in all of these ways."

arphi Emma Squire CBE

Director for Arts, Heritage and Tourism, Department for Digital, Culture, Media and Sport

Introduction

Ebbsfleet Garden City is the ideal place to establish or expand your creative business. A sustainable community set within a rich and varied landscape, Ebbsfleet Garden City is a smaller, greener, healthier, and walkable place that is no less connected – both physically and digitally – to some of Europe's largest markets for content, capital, and creative talent. We have the space, infrastructure, and support services to suit creative businesses of any scale - from the freelancer and start-up to established businesses looking for new or additional premises in an exciting environment. Ebbsfleet has an ambitious vision and a long term landlord that appreciates the value of creativity. We are inviting cultural organisations, creative businesses, artists, and freelancers to join a fast-growing community of experiential and digital innovators.



£4.6 million government investment in Thames Estuary creative industries





High-speed connections to London and Europe



Integrated cultural offer encouraging active, creative citizenship



Seven city parks



Join a fast-growing creative community



Backed by **Creative Estuary** and the **Thames Estuary Growth Board**



Physical and digital reach for organisations of any size



Reclaiming green spaces and community growing projects



Four development areas with new and re-purposed cultural facilities

> *(*) 7



Ebbsfleet Garden City will be the first new Garden City for 100 years.

Up to 15,000 new homes, a vibrant mixed-use city centre, two secondary and eight primary schools, seven city parks and a range of community and leisure facilities are planned across four new urban districts by 2035.

Building on a striking, post-industrial landscape of riverbanks and chalk cliffs, Ebbsfleet Garden City will be a healthy and dynamic place of active citizenship, inclusive growth, and seamless connection to green space and nature.

The Ebbsfleet Development Corporation (EDC) was established in 2015 to deliver the Garden City, which brings together the four development areas of Ebbsfleet Central, Swanscombe Peninsula, Northfleet Riverfront, and Whitecliffe, as well as embracing the existing communities of Swanscombe and Northfleet. EDC is backed by government to forward fund the infrastructure and invest in growing communities. Ebbsfleet Garden City assets will eventually find a home with Ebbsfleet Garden City Trust, a charitable landlord with a vision for long-term stewardship of land and facilities which will support the growth of engaged, empowered, and cohesive communities.

Residents, workers, and visitors will enjoy a rich arts, culture and leisure scene that is co-created with partners and participants – a place of things to do, as much as things to see. A place in which culture is conceived, produced, and shared with communities on-site, off-site, and online.

Development Timeline



* Excluding The London Resor ** Numbers are approximate

me	rcial &	
ire	(sqm) *	

8,586

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37,000

Community & Schools (sgm)

9,500 40,000 Residents (numbers of) **

> 5,500 12,000 31,000

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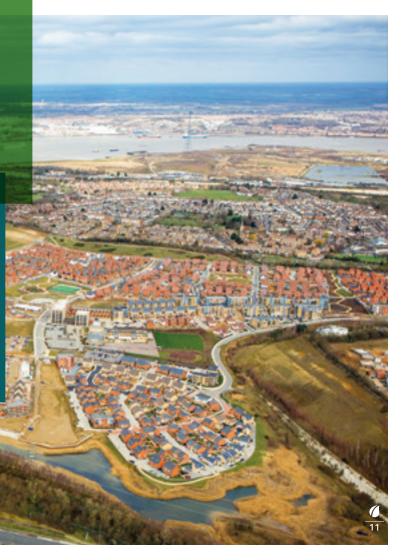
The potential for arts and culture in Ebbsfleet is extraordinary.

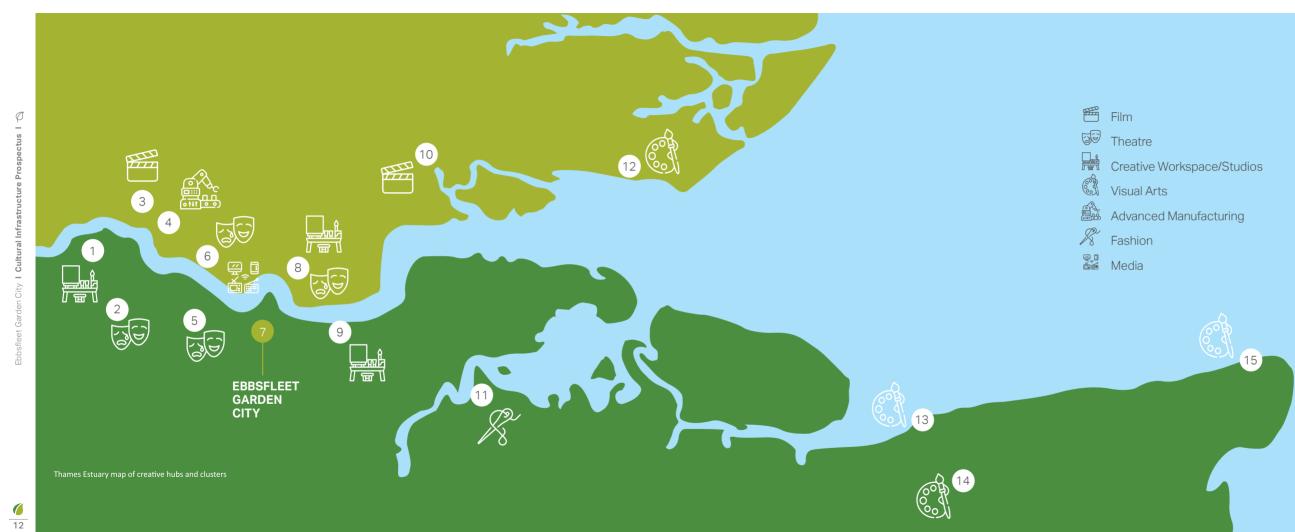
It is a strong location, with easy connectivity to London and Europe, ambitious partners, and a supportive funding, planning and development climate, surrounded by a backdrop of chalk cliffs sloping toward wide open riverbanks.

Ebbsfleet Garden City sits at the heart of the Thames Estuary Production Corridor, a regional partnership – stretching from East London through the Kent and Essex coasts – that promotes investment in creative and cultural production.

With the support of Creative Estuary, a consortium of public sector and cultural organisations dedicated to delivering the Production Corridor vision, the region will be transformed into one of the world's most exciting cultural production hubs. A strong network of anchoring facilities exists in places such as Chatham, Thurrock, Purfleet, and Dagenham spanning film, artists and makers, digital and creative media, theatre and dance, with additional sites and opportunities being developed. Ebbsfleet is positioned to deliver significant new production facilities within the estuary while joining a growing ecosystem which will create opportunities across the creative industries.







1	Thamesmead
2	Bexley
3	Dagenham
4	Rainham
5	Dartford
6	Purfleet
7	Ebbsfleet
8	Grays, Tilbury and Corringham
9	Gravesend
10	Basildon
11	Chatham
12	Southend
13	Whitstable
14	Canterbury
15	Margate

Cultural organisations and creative individuals have easy access to large markets in London, Europe, and the rest of Kent. It is just 19-minutes by High Speed Rail to London St. Pancras International from Ebbsfleet International Station, which also has direct connections to Paris, Brussels, Bruges, and Amsterdam.

Ebbsfleet is the ideal environment to accommodate organisations of any size to operate in different ways, at multiple levels - the chance to be hyperlocal and purpose-led, while still accessing a global market. It is a place that allows collaborative innovation with local communities that can still reach audiences at a regional, even international scale - a place where product and programming is cocreated with the community, refined through experiment and collaboration, and promoted worldwide through physical experiences and digital reach.





The vision for culture in Ebbsfleet is backed by the Ebbsfleet Garden City Trust, which ensures long-term community involvement in the stewardship of land and assets and universal access to facilities, guided by cultural and community development outcomes and accountability measures. Ebbsfleet Development Corporation and Ebbsfleet Garden City Trust are together creating a place for people to fully engage with arts and culture - where every plan and policy is geared to support 'active Ebbsfleeters' who are encouraged and enabled to connect with cultural programming as active participants.



*♥*THE EBBSFLEET GARDEN CITY TRUST ENSURES LONG TERM COMMUNITY INVOLVEMENT IN THE STEWARDSHIP OF ASSETS AND UNIVERSAL ACCESS TO FACILITIES

Image: Puppets with Guts at Cloud9 Festival 2021

Ebbsfleet has always been a crossroads.

It is the gateway between London and Kent, between Great Britain and Continental Europe. between city and country, industry, and ecology.



Ø **A GATEWAY** BETWEEN THE REAL AND THE VIRTUAL

This crossroads identity has defined the history and heritage of Ebbsfleet, as well as its current form and function. That story is written into the archaeology of Anglo Saxon settlements and Roman roads, in tales of travelling saints and Norman conquest, from Elizabethan harbours and Georgian villages all the way through the Industrial Revolution and the modern marvel of High Speed One. It is distinguished by the confluence of road, river and rail and the changing relationship between people, nature,

and technology. Ebbsfleet Garden City is the next chapter of that story.

Through investment in next-generation production and data infrastructure, and the co-location of cultural creative and technical talent. Ebbsfleet will connect the local and global, physical product and digital reach, personal experience, and mass participation.

It has the scope, the creative energy and technical skill to be a gateway between the real and the virtual - a coming-together of access and engagement in physical and digital space, finding new forms and expressions to enrich our physical-digital hybrid lives. This is a role that has become increasingly important since the Covid-19 pandemic, where culture, civic engagement, and active participation is carried out in equal measures on- and off-line. Even the slowest adaptors have reckoned with the need for both digital and physical programming – where each is different, but of equal importance.

Ebbsfleet is a place of soul and inspiration. A proud industrial heritage of open guarries and man-made canyons is the canvas for re-wilding projects and a playground for exploration of history, landscape, and the natural environment. Lush green fields and tidal waters are punctuated by docklands, shipping cranes, disused kilns, and cliffside tunnels. Artists find inspiration in this flourishing scenery and rich heritage. Children have space to roam and play. Everyone is able and encouraged to participate in its planning, design, and stewardship.

For cultural organisations that have made a priority of people and community, health, and environment. Ebbsfleet is the ideal location. It is - as it has always been - a gateway and a crossroads, connecting people, places, and ideas.



EBBSFLEET WILL





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"We as an organisation have grown since moving to Ebbsfleet three years ago and are so excited about the future and opportunity here. I had an inkling that Ebbsfleet would be a fantastic place to establish Blueprint Arts and develop new projects with the existing and emerging communities. I have now worked with Ebbsfleet Development Corporation on a number of projects - they are an incredibly supportive organisation, both concerned with our organisational needs and the needs and desires of the local community. All of our contacts in the local creative network - community centres, schools, artists, cultural organisations - are friendly, approachable and many go above and beyond to support the communities they work with."

Laura Kavanagh Artistic Director, Blueprint Arts





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Now is the time for investment in Ebbsfleet.

The pandemic has revolutionised the ways in which people engage with and participate in cultural activities. It has accelerated consumer trends that combine the intimate. visceral experience of 'the real', with the convenience and connectivity of the digital world. Digital identities are more important than ever to participate in civic life and join new communities through social media platforms and virtual worlds.

From theatres and cinemas, through museums and galleries, to yoga studios and teaching kitchens, workplaces and schools. we have learned that it is possible to engage people at a familiar, community scale in physical space, while reaching a limitless audience online. It is the dance company launching a digital education platform, the music venue that makes every gig a streaming event, or the explosive growth of artists producing content in their homes for distribution and sale through social media.

Ebbsfleet is the place for cultural organisation of all types to push the boundaries of a new paradigm, defining a new model of engagement. A place in which the borders between arts and culture and new technology are eroded by putting artists, creatives, and technologists in a shared environment, confronting common problems and finding new opportunities.

\square THE PLACE FOR CULTURAL **ORGANISATIONS OF ALL** TYPES TO PUSH THE **BOUNDARIES, DEFINING** A NEW MODEL OF ENGAGEMENT

It has the spaces and places, the people and skills, the hardware and software, and – most important - stakeholders with the appetite and drive to realise this vision. Ebbsfleet Development Corporation is delivering the cultural and community facilities that will support and empower residents and workers, creating the interdisciplinary environment that encourages collaboration between different artforms and industries.

Ebbsfleet can be an exciting next-generation cultural production base, with Creative Estuary driving the vision for a Production Corridor and the Thames Estuary Growth Board backing regional development and infrastructure plans. Together with our pipeline of co-produced programmes and co-designed spaces, this coordinated approach sets the scene for a cultural hub of substance, scale, and quality.

We welcome the participation of partners that share this ambition.

We want to work with creative talent and cultural operators who thrive in a collaborative and innovative environment - leaders in the principles of co-creation who take inspiration from the input and involvement of their neighbours, stakeholders, and communities.

Cohesion Plus

φ "We are very excited about the new opportunities available for creatives and cultural organisations in Ebbsfleet. If you consider the geographical location, the diversity of the area and the support on offer from not just EDC, but also community and local authority partners it is an ideal location for organisations like ours to develop and thrive."

Gurvinder Sandher Artistic Director, Cohesion Plus

Images: Cohesion Plus

NEW OPPORTUNITIES

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Ebbsfleet is a healthy and dynamic place, with seven major parks and green corridors that will run throughout the Garden City, combining by a network of walking and cycling routes. along with a vibrant city centre, with Ebbsfleet International Station as a focal point. A fast track shuttle gives every neighbourhood easy access to Ebbsfleet International. Bluewater. other residential villages and business centres,

is already in development.

The civic and cultural infrastructure

while high-speed fibre broadband and wireless networks throughout keep businesses and

Residents are diverse and talented, attracted by Ebbsfleet's promise of equal access to urban amenities and natural environment. With a

already reclaiming green spaces and getting and taking an active role in the stewardship of

committed to bring joy and inspiration to their residents' lives through participation in 'everyday arts and culture', seeding cultural and establishing a creative partnership to lead affordable and inclusive spaces for culture.

provides flexibility and adaptability to local uses in community facilities. This brings together diverse but complementary co-working space and studios.

Cultural facilities will support creative building on a local network of skilled

Ebbsfleet neighbourhoods are built around [collaborators in <u>co-located business</u> hubs, allowing for planned and different disciplines, artforms, uses and users. Our spaces will foster a collegial, silo-busting environment that invites people with complementary skills to that is finely tuned - as needed - for loca

of creative individuals, businesses, and

A COLLEGIAL, SILO-**BUSTING ENVIRONMENT** THAT INVITES PEOPLE WITH COMPLEMENTARY SKILLS TO CONCEIVE **NEW PRODUCTS**

studios, who are accustomed to working with each other, their stakeholders, and the community. It is a multi-disciplinary environment, that is not defined by artform or industry, but unified by a collaborative culture. Traditional art forms like music, dance and visual art inventively combining with coders, filmmakers, and technologists to continuously experiment with new forms of engagement and



Cement Fields

WELCOMING, SUPPORTIVE AND OPEN TO COLLABORATION

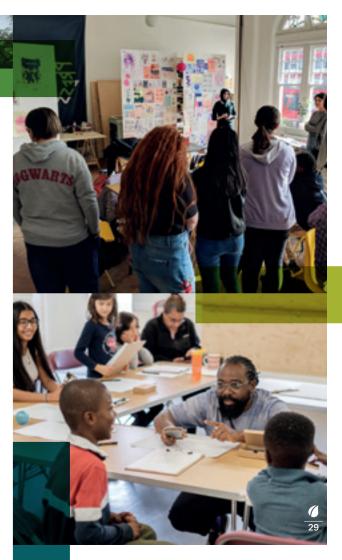
"Cement Fields was drawn to Ebbsfleet Garden City to explore the particular histories and the pioneering, utopian spirit of the Garden City movement as a context for our work with artists. There's a great deal for artists to explore in Ebbsfleet - the extraordinary landscape and the rich, layered industrial and social histories. All of our partners have been extremely welcoming, supportive, and open to collaboration and it has been an excellent place to make things happen!"

Sue Jones Director, Cement Fields

Left image: Ania Bas, A New Career In A New Town, 2018. Photo: Nathania Hartley

Top right image: Ania Bas, Gen Z trip to OOMK, 2019. Photo: Jane Packham

Bottom right image: Shepherd Manyika, Do you have Snapchat? Mapping The Fleet, 2021. Photo: Samuel Taylor



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GET IN TOUCH TO FIND OUT MORE ABOUT OPPORTUNITIES AT EBBSFLEET GARDEN CITY, AND HELP SHAPE THE FUTURE **OF THE FIRST NEW GARDEN CITY IN A CENTURY.**

Contact the placemaking team on: contactebbsfleetdc@ebbsfleetdc.org.uk







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23 Department for Digital, Culture, Media & Sport



CREATIVE ESTUARY

ARTS COUNCIL ENGLAND



Ø EBBSFLEET IS COMMITTED TO BRINGING JOY AND INSPIRATION TO PEOPLE'S LIVES THROUGH PARTICIPATION

Peace Poem light installation by Emergency Exit Arts at Ebbsfleet Winter Gathering, 2020.

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