

PUBLIC AND COMMUNITY ART STRATEGY

Glossary of Terms

Public Art: The term public art refers to art that is in the public realm, regardless of whether it is situated on public or private property or whether it has been purchased with public or private money.

Public and Community Art Strategy: A Public and Community Art Strategy sets out a strategic framework for a series of temporary and/or permanent public art commissions to activate the selected project area.

Wayfinding: Wayfinding features are physical elements like signage, architectural designs and art interventions that help people navigate through a place, create vibrant public spaces and encourage people to explore and engage with their local environment.

CONTENTS		
Visions for Northolt	4	
About this Report	5	
1.0 CONTEXT	6	
Introduction	7	
Key Themes	8	
Key Ideas	10	
Character Areas	12	
2.0 PILOT PROJECTS	14	
Art Stops and High Street Signage	15	
Community Engagement	16	
Artwork Proposals	17	
Project Outcomes	19	
		3.0 PUBLIC AND COMMUNITY ART, AND WAYFINDING
		20
		Overview
		21
		Types of Interventions
		22
		Area Wide Strategy
		24
		Art and Wayfinding Opportunities
		30
		The Boulevard
		31
		The Village Green
		34
		The Laneway
		35
		Public Realm Signage
		36
		4.0 DELIVERY
		38
		Process
		39
		Case Studies
		42
		Next Steps
		44
		Focus Session: Art Stops Artists
		45

VISIONS FOR NORTHOLT

Visions for Northolt is putting local people in the driving seat of change. It is all about ensuring that future investment reflects the priorities, needs and aspirations of the local community. Northolt is a great place but we know it can be better.

In 2021, over 300 local residents and businesses helped to develop a community-led vision for the future of the area. Across 2022, 2023 and beyond, we have been working with local people to deliver this vision and there will be plenty more opportunities to have your say.

Ealing Council and Transport for London have secured over £7.2m to deliver against this vision and improve Church, Mandeville, Ealing and Kensington Roads. This funding is for active travel, highways and public realm improvements that will make a genuine difference to all road users, including pedestrians and cyclists. Works are expected to be completed by Summer 2024 and will include:

- New and improved pedestrian and cyclist crossings
- New road markings
- Signage and public art
- Seating, bins and cycle storage
- Trees and greening
- New and upgraded lighting
- Widening existing cycle and footways
- Creating new cycle lanes to connect fragmented routes
- Accessibility improvements to existing bus stops

In 2022, two further Visions for Northolt projects were launched to pilot new ideas for community-led artworks in Northolt. The projects aim to build capacity amongst local creatives, residents, businesses and encourage young people to participate in the process of creating public art.

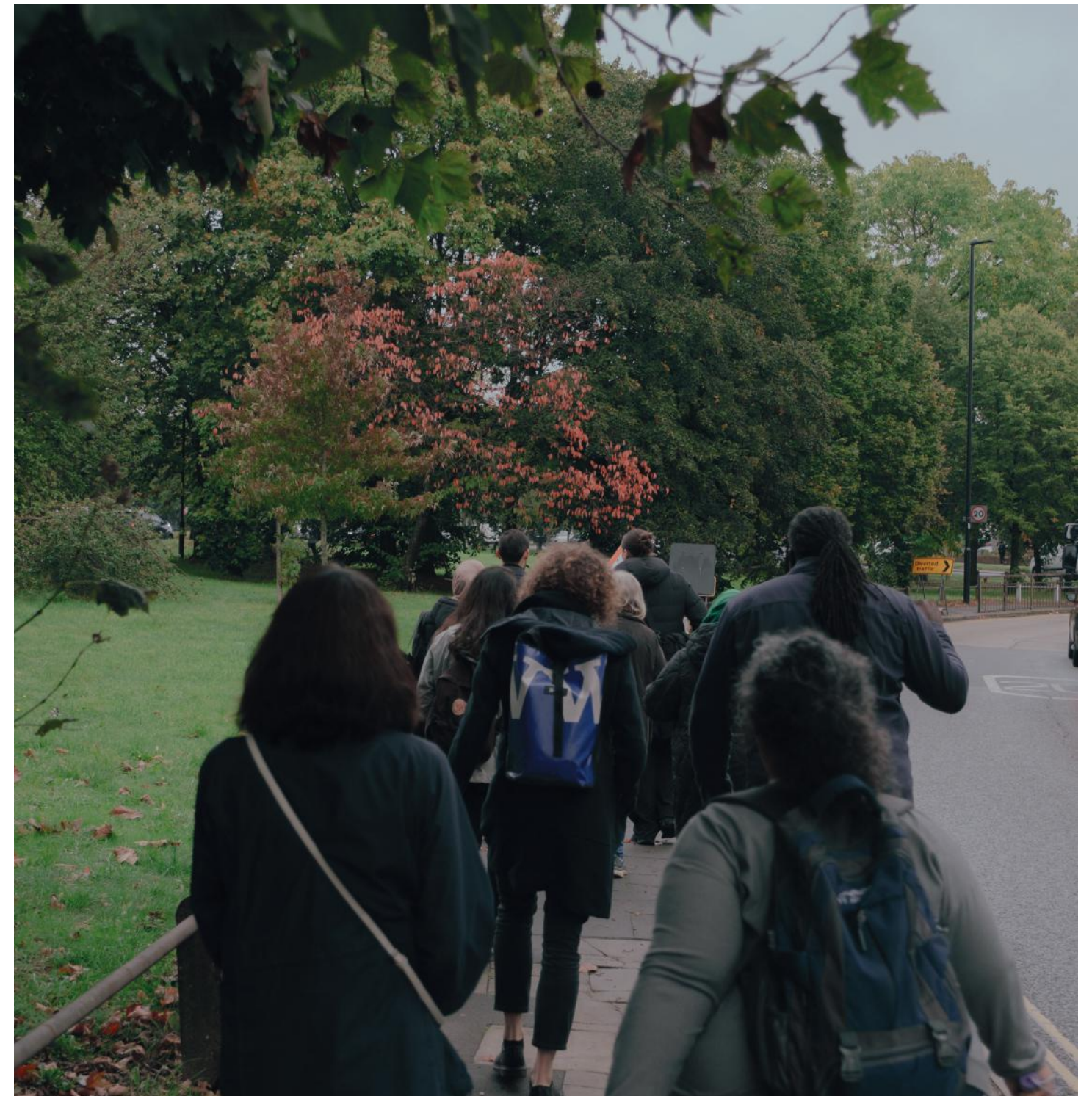
Art Stops

The first project is Art Stops, where local creatives were invited to submit their ideas to temporarily activate and celebrate public spaces across Northolt through a series of art installations. Four local creatives were awarded funding and support to develop and implement their proposals, which were installed in summer 2023.

High Street Signage Competition

The second project is the High Street Signage competition, where young people and schools across Northolt were invited to submit their ideas for temporary signage and wayfinding on Northolt's streets. A local creative, Alaa Alsaraji then developed the selected designs into poster artworks.

In addition to these projects, a broader framework has been developed to investigate how Northolt's Town Centres could evolve to better serve the local community. This framework is based on the '20-minute neighbourhood model,' which encourages us to envision vibrant local centres that offer job opportunities, everyday services, and amenities within walking distance of our homes. It considers longer term opportunities that fall outside of the current funding and scope, forming an evidence base to ensure Northolt is well placed to access further funding for future projects.



Artist-led walking tour, Art Stops

ABOUT THIS REPORT

About this report

This report considers how community-led public art could be brought forward as part of active travel improvements to Church, Mandeville, Ealing and Kensington Roads.

It also considers how we can build upon and learn from the pilot projects, Art Stops and High Street Signage, to pave the way for the longer term project ideas set out in the [20-minute Neighbourhood Framework](#).

It also documents locations outside of this area that were suggested by residents, to help inform future projects (Northolt High School + Mandeville Park to be shown)

The Aims of this Report:

- Draw on previous engagement feedback and conversations to identify key themes for art interventions that celebrate Northolt's local identity and history
- Learn from Art stops and the High Street Signage pilot projects for commissioning art in Northolt
- Identify opportunities for public and community art to enhance the character and identity of valued assets in Northolt
- Set out a delivery process for delivering public art
- Highlight best-practice case studies for commissioning public art
- Identify a small number of priority projects that could be progressed with the current funding for Church, Mandeville, Ealing and Kensington Roads.
- Create long list of potential ideas which are subject to funding being secured and further exploration with the local community.

1.0 Context

The first section of this report 'Context' explains the Visions for Northolt project and how feedback from multiple community engagement activities through 2021-2023 have informed the development of this strategy.

This section summarises previous engagement feedback, and highlights key themes that arose from previous conversations with the community.

Nine key ideas were developed as part of the Visions for Northolt project narrative to understand the existing character of Northolt and extract key design opportunities. This section references these ideas and uses them as a basis for analysis to demonstrate how, on a practical level, art interventions can help resolve some of the physical issues identified in the previous stages of community engagement.

This chapter concludes with the three character areas proposed in the Visions for Northolt public realm design development. These three character areas depict the nature and quality of the future public realm proposals, which will inform the character of future art and wayfinding proposals.

2.0 Pilot Projects

The second section of the report showcases the pilot projects; Art Stops and High Street Signage, as exemplars of interventions successfully carried out in Northolt, in close partnership with the local creatives and the community.

3.0 Public and Community Art, and Wayfinding

The third section identifies spatial opportunities for new art installations and bespoke wayfinding throughout the Visions for Northolt character areas. This serves as a foundation to be further developed in future public and community art projects in Northolt.

4.0 Delivery

The final chapter of this strategy details the process of delivering art and wayfinding projects in Northolt through eight key steps.

1.0 UNDERSTANDING NORTHOLT

INTRODUCTION

Public and Community Art Strategy

The Public and Community Art Strategy is an initiative by the London Borough of Ealing aimed at identifying opportunities for art and creative projects in Northolt that align with the Visions for Northolt project.

This strategy explores how public and community art can embed the aspirations of local people and draw on the creative talent of emerging and established art practitioners, while delivering on the guiding principles developed for the wider Visions for Northolt project.

As part of Visions for Northolt engagement events we understood through conversations with local artists, that there is a growing local community of around 70 artists and arts practitioners. In addition, local residents workers and visitors identified Northolt's many cultural and creative assets, as well as an abundance of green spaces and community services that are highly-valued by local residents.

Aims of the Strategy & Ealing's Cultural Manifesto

This strategy aims to identify opportunities for art and creative projects that celebrate local creativity and highlight existing assets in Northolt. Its aim is to empower local individuals and community groups, enabling them to shape the creative identity of Northolt. Public and community art interventions can significantly contribute to Northolt and its identity, reflecting the needs and aspirations of the local community.

The strategy will support and deliver against the aims of [Ealing's Cultural Manifesto](#), which has been developed to ensure culture is weaved through everything we do based on localised decision-making.

It will deliver against the 'WE WANT' layers of the manifesto including:

1. More access – diverse, inclusive, relevant

a. Projects will reflect the diversity of Ealing and act as a catalyst for creativity in Ealing's diverse communities by providing opportunities for community engagement, development and partnerships. The Race and Equality Commission was set up by the GLA in January 2021 to address the impact of inequality on residents' wellbeing and life chances. We will learn from this commission to ensure that equality and inclusivity underpin public art within Northolt.

b. We will ensure that the project is accessible to a wide cross section of Northolt's community by ensuring we responding to different needs throughout the consultation and co-creation process.

c. Delivery and selection is done through an open and fair public art process

d. The project will increase access to art and cultural experiences in Northolt

2. More places – art on people's doorsteps

a. Public art will be delivered across a range of sites to improve the Northolt local area, with interventions making identified locations within Northolt feel safer and more attractive for walking and cycling

b. Projects will be site responsive and relate to a specific place, for example a wall, park, high street or neighbourhood

3. More support – advocate, communicate, celebrate

a. Celebrate local arts and culture and promote and support local talent, creativity and innovation.

b. Create opportunities for emerging and established art practitioners.

c. Benefit local people by creating an opportunity to gain new creative and leadership skills.

d. Improve the sense of ownership and pride in Northolt for local residents, workers and visitors and give people the opportunity to change and shape their local environment.

4. More collaboration – connect, galvanise and collaborate

a. Deliver the project with genuine community collaboration, offering residents the opportunity to creatively participate, feedback on designs or take part in creative decision making processes.

b. Provide opportunities to grow creative capacity, such as professional development for an Ealing-based artist or creative or skills development opportunities for participants including young people through workshops and artists talks.

c. Create a catalyst for a collective / network of local creatives in the area

d. Create opportunities for the local community to come together

e. Act as a catalyst for creativity in Ealing's diverse communities by providing opportunities for community engagement, development and partnerships

5. More sustainability – good growth, resilience, happy and healthy communities

a. Enhance peoples' general well-being through creating pleasant streets and spaces.

b. Addressing sustainability and circularity through doing more with less, using recycled, using local materials to reduce deliveries and travel and reducing harmful chemicals. Build towards the councils aim is to become carbon neutral, as a borough and organisation by 2030.

6. More ambition – innovative, inspiring, authentic

a. Demonstrating excellence, quality and innovation

b. Contributing to the borough's character and is demonstrating the significance of art in community life.

KEY THEMES

This report builds on extensive engagement and consultation across 2021-23, as part of the wider Visions for Northolt process. This process began in early 2021 with a series of community engagement activities, shaped to better understand the ambitions of local people and their key priorities for future investment. Subsequent engagement was carried out to support the delivery of a community-led 20 minute neighbourhood framework, outlining a range of proposals focusing on economic, environmental, and social growth in new and enhanced commercial centres.

To inform this strategy, the findings from these earlier stages of engagement have been considered, and key learning has been used as a basis to shape a number of high level themes and ideas.

Throughout the initial stages of engagement, several significant outcomes and aspirations were identified and incorporated into the Vision for Northolt document—a community-led vision for the future of Northolt, published in 2021. The report encompassed a diverse range of outcomes and recommendations, which have since served as guiding principles for various projects implemented in the area.

From the key outcomes and ambitions identified in the Visions for Northolt document, a selection of the most relevant to this strategy have been summarised below. These selected outcomes serve as the foundation for developing high-level themes and ideas that support this strategy.

Key outcomes/ ambitions of Visions for Northolt engagement:

Celebrate local assets, forgotten history and positive community initiatives to foster a strong and positive local identity.

Local people told us about Northolt's rich and long history, as well as diverse contemporary communities. This heritage and identity is something that people want to celebrate and see represented in the built environment of the neighbourhood.

Protect and celebrate green spaces and greening initiatives, making sure these are safe and accessible to all.

Northolt is a neighbourhood rich in green spaces, including Northala Fields, Islip Manor Park, and Lime Tree Park, amongst many others. People told us that these spaces are vital to the identity and enjoyment of Northolt, and should be celebrated and made more accessible.

Support young people through activities and spaces that encourage a sense of responsibility and pride in the area and community.

The ideas, imagination and creativity of young people lacks an outlet in Northolt, and engagement with school students revealed that young people in the neighbourhood have poor access to culture and the arts. Engaging young people in creative projects can help link them to culture and ensure they feel represented in public space.

Create meaningful opportunities for local people to take part in decision-making and lead change. Create dedicated opportunities for young people to influence change.

As well as young people, local people of all ages and backgrounds should be supported to lead change and influence the development of the built environment. Through pilot projects like Art Stops, community art projects can foster a wealth of creativity to shape the future of Northolt's public realm. The delivery of this strategy will create opportunities for local people and support this ambition.

Address the feeling of 'disconnect' across Northolt through improved wayfinding and signage.

People told us that insufficient and unappealing wayfinding and signage contributed to a sense of disconnection and lack of cohesion across parts of the neighbourhood. Improved and creative wayfinding initiatives and installations may help to address this.

Across this diverse range of ideas, feedback and conversations, a set of four key themes has emerged. These themes form the core of this strategy, shaping the analysis of Northolt, the generation of ideas, and the implementation of future initiatives:



The diagram on the following page highlights the four key themes. Each theme is accompanied by a range of illustrative ideas that propose ways in which these key themes can be implemented. These themes have been explored throughout this strategy.



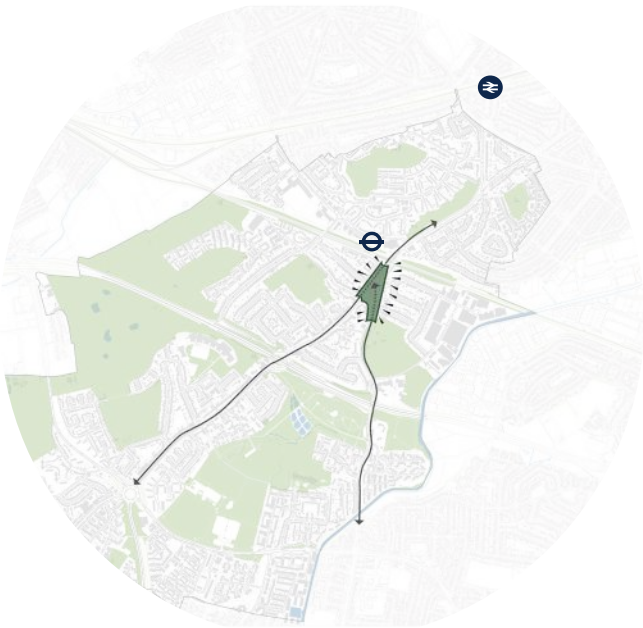
KEY IDEAS

This strategy compliments ongoing work as part of the public realm proposals to upgrade and improve a series of key corridors in Northolt.

The key ideas summarise the objectives for the wider redevelopment work, that will inform strategic decision making and place-based outcomes.

These key ideas have been instrumental in guiding the strategy, particularly in identifying opportunities for artwork and wayfinding initiatives.

Connecting Corridors



Green Routes & Gateways



Revealing Northolt's Green Spaces



Common Threads



Connecting Northolt's Communities



Support a Thriving Local Economy



Activating Northolt's Streets



Celebrating Northolt's Heritage



Creating a Beautiful, Green and Safe Public Realm



Right: Diagrams by London Borough of Ealing and Project Centre

KEY IDEAS

For each key idea, a series of complementary ideas centred around art, creativity, and wayfinding have been developed. Some of the key ideas have been grouped together as they can be effectively addressed through similar interventions. These ideas are supported by findings from previous public engagement, which are presented on this page.

Connecting Corridors

Celebrate the Village Green as a central space for connecting the wider community, use heritage inspired materials and art work features.

Green Routes & Gateways

Revealing Northolt's Green Spaces

Highlight and signpost routes through art and wayfinding interventions that connect the network of parks and green spaces in Northolt. Ensure all interventions are accessible and legible for all users.

Common Threads

Connecting Northolt's Communities

Through public and community art, highlight key crossing points on Mandeville Road and Church Road Corridor and celebrate connections to valued community spaces across the area, through the use of public art.



"Preserve Northolt village area as a distinctive feature which defines the character of the surrounding area."

"The station is looking better than it used to but when you leave the station the view is really uninspiring. Some community art and flower boxes would be a quick fix."

Support a Thriving Economy

Activating Northolt's Streets

Activate streets and spaces, as well as highlighting wider walking routes such as Grand Union Canal. Through the use of art and public realm interventions, improve the appearance of retail parades. Propose artwork features that make the streets and spaces around local businesses more pleasant to spend time in.

Celebrate Northolt's Heritage

Celebrate existing heritage features such as the Village Green Clock Tower, as well as propose new art features that celebrate local stories, landmarks and history through public art.

Creating a Beautiful, Green and Safe Public Realm

Activate public spaces through public art, in particular addressing the underpasses and tunnels at the Target and White Hart Roundabouts, and on Kensington Road under the A40.

Ask local schools to provide murals or art to brighten up the subways and encourage local kids to be part of the improvements in the area

"Provide a more welcoming aesthetic, can bring opportunities for community engagement activities and ingrain a sense of belonging to the space"

Create Youth activities that encourage sense of responsibility and pride in the area & community.

"Would be lovely to introduce a food market, promote local crafts and artists. Northala fields has space for that and would bring a community together from different ethnicity."

CHARACTER AREAS

As part of the Visions for Northolt public realm improvements, three key character areas have been developed to shape the design proposals for the streets and spaces around Church Road, Mandeville Road, Ealing Road and Kensington Road.

The three character areas demonstrate the look and feel of the future public realm improvements and will inform the aesthetic of future public and community art interventions.

1 The Boulevard: Mandeville & Church Road

A multi-modal urban travel corridor with pockets of community and retail uses. The main urban artery between Northolt Station and White Hart roundabout.

"The station is looking better than it used to but when you leave the station the view is really uninspiring. Some community art and flower boxes would be a quick fix."

2 The Village Green

A public green where the two travel corridors meet, a central and active space for events and gathering. Proposal should focus on improving cohesion and connections with the adjacent shopping parades and retail uses to activate the green.

"Preserve Northolt village area as a distinctive feature which defines the character of the surrounding area."

3 The Laneway: Ealing Road & Kensington Road

New quiet active travel route winding through The Village Green, conservation area and adjacent parks. Quieter in nature with walking and cycling improvements, green interventions and linking in with existing green spaces along the route.



- Character Areas by London Borough of Ealing**
- ① The Boulevard: Mandeville Road / Church Road Corridor / Target Roundabout
 - ② The Village Green
 - ③ The Laneway: Ealing Road / Kensington Road

- Local landmarks
- Local shops



① The Boulevard: Mandeville & Church Road



② The Village Green



③ The Laneway: Ealing Road & Kensington Road



(Left) Public realm precedents that characterise the look and feel of the three character areas, such as the planting, materiality and street furniture being proposed.

2.0 PILOT PROJECTS

2.0 PILOT PROJECTS

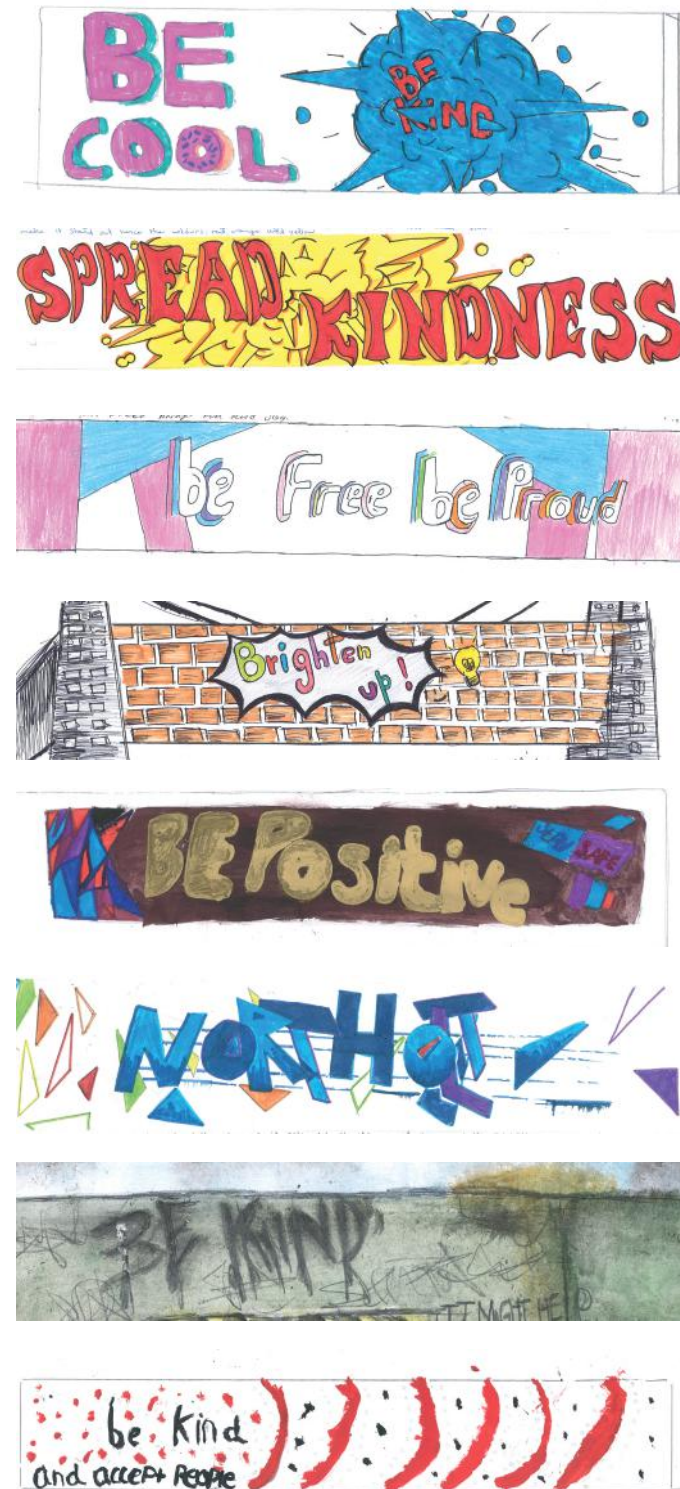
ART STOPS AND HIGH STREET SIGNAGE

In 2023, Art stops and High Street Signage, were launched to temporarily activate and celebrate public spaces across Northolt through a series of art installations.

The aim of these two projects was to generate ideas and interest in local spaces before wider investment and permanent projects come forward. The projects also aimed to build capacity amongst local creatives, residents, businesses and young people to participate in the creative identity of Northolt.

Ealing Council invited local creatives to submit their ideas to temporarily activate and celebrate public spaces across Northolt. Submissions could be artworks of mixed media for example murals applied to blank walls, floors, ceilings, windows, shop fronts, street furniture or shutters.

For the Art Stops project four local artists were selected to develop their individual art submissions into final installations. For the High Street Signage project, young people and schools across Northolt were invited to submit their ideas for signage and wayfinding on Northolt's streets, the designs submitted by the young people were then developed by a local creative into temporary signage installed in Northolt.



High Street Signage: Artwork proposals for signage and wayfinding created by young people and school pupils in the area.



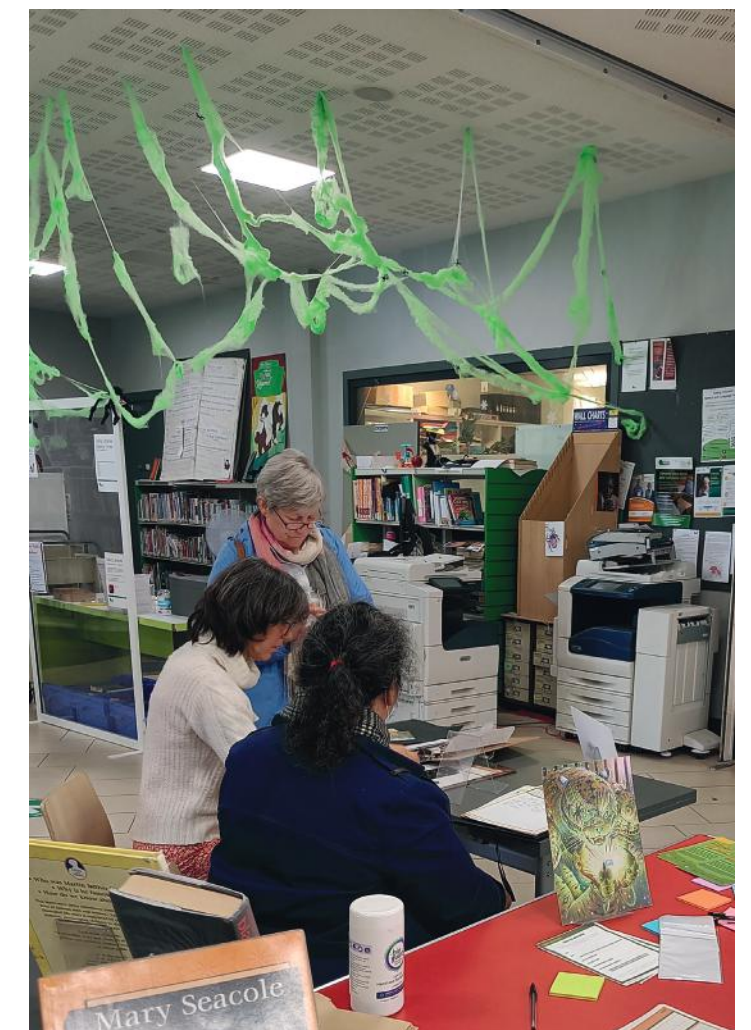
Art Stops: Artist workshops with London Borough of Ealing and New Practice



Art Stops: Developing mock ups of the public art proposals



Art Stops: Artists attending a Northolt LUF engagement session presenting their ideas to local people and discussing potential locations for art in Northolt.



COMMUNITY ENGAGEMENT

Community Engagement

As part of Church Road and Kensington Road drop in engagement sessions in October 2022 officers from the London Borough of Ealing, the project team and the local artists discussed the opportunities for public art with local people to understand the aspirations for art in Northolt.

Using a large map of the area, local residents engaged in discussions about the creative community in Northolt. They expressed their preferences for the types of interventions they would like to see, and indicated specific locations within Northolt where they would like them. Local residents had the opportunity to preview initial concepts for the artworks proposed as part of the Art Stops project, which were received positively.

(Below) The comments from local people shared across two drop-in engagement sessions held at Northolt Leisure Centre and Library. Local people shared their aspirations for art interventions, as well as giving useful feedback on the art interventions proposed as part of the Art Stops project.

(Right) The locations identified by the local artists working on the Art Stops project during workshops with London Borough of Ealing and New Practice. Local People also made suggestions to where they would like to see public and community art in Northolt, such as Target underpass and the A40 underpass.

Give **emerging artists** more opportunities

The [public and community art] proposals should represent each smaller community within the larger Northolt area

Target underpass needs attention

Parks and streets currently feel neglected, would benefit from **more cleaning**

Low-cost / **affordable art interventions** would be preferable

Brightening old blank walls was positively received

Mural on the A40 underpass

It would be nice to have a **large mural** that creates a lot of impact

Create spaces for artists to meet and be creative

Not enough **community events**, difficult to know what's happening in the community

Is there an opportunity to **change art regularly**, for example with seasons?

Community & Public Art interventions should not negatively impact **accessibility and legibility** of the streets

Shop fronts/parades would benefit from public art



- Opportunity for artwork, within project boundary

Opportunity for artwork, outside of the project boundary

 - A. Northolt Station Bridge brick wall
 - B. Entrance to Islip Manor Park
 - C. Co-op Food Church Road (Islip Manor Park)
 - D. Bridge under the A40
 - E. Target Roundabout underpass
 - F. Target Roundabout overpass/ bridge
 - G. Vacant print shop shutters, Church Road
- H. Northala Park Entrance from Target Roundabout
 - I. Make Peace Road (entrance to Rectory park)
 - J. Parkfield Road (entrance to Rectory park)
 - K. Lime Tree Park trees
 - L. Rectory Park entrance blank wall
 - M. Parade of shops on Church Rd
 - N. White Hart Roundabout underpasses
 - O. White Hart Roundabout centre
 - P. Co-op Food blank wall, Oak Tree Court

ARTWORK PROPOSALS

The artwork interventions for Art Stops were installed in summer 2023, as a pilot project to temporarily activate community assets across Northolt.

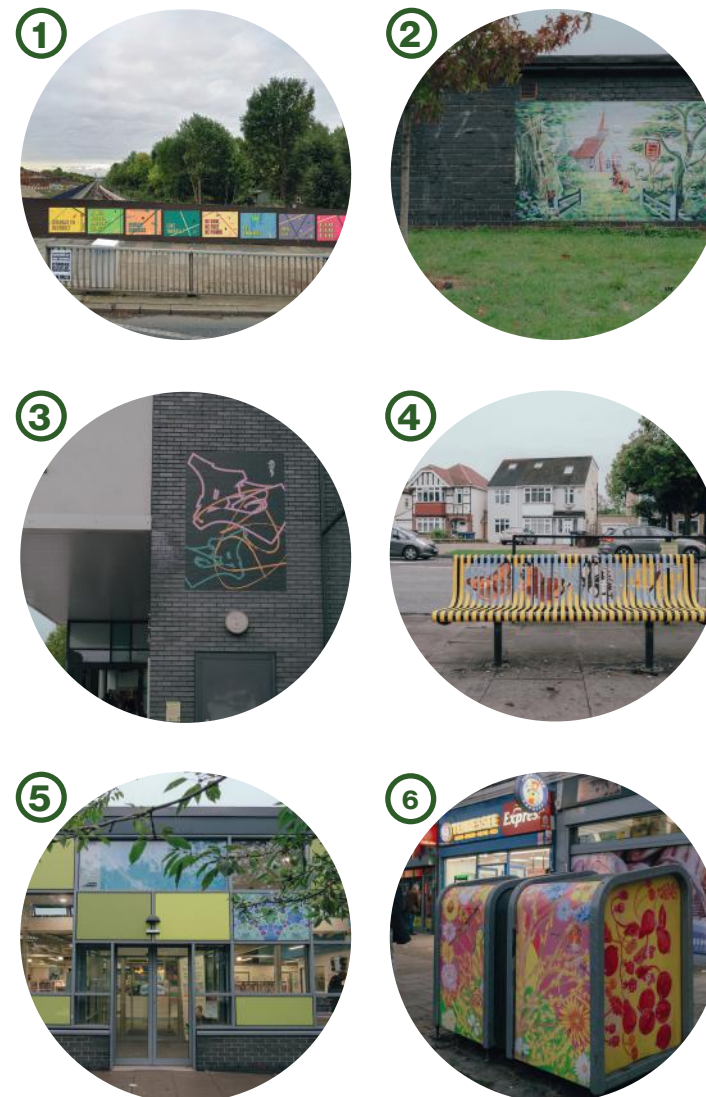
Art Stops

The four artists working on the Art Stops project, Errol Donald, Levi Richards, Jane Ruhland and Samira Mian, have proposed artworks across numerous locations in Northolt at key locations and well-used community assets, such as the Northolt Library.

High Street Signage

A local creative Alaa Alsaraji developed 8 individual poster murals, from designs submitted by young people and local school pupils in Northolt, the artworks will be installed outside Northolt station on the bridge as a welcome to residents, workers and visitors.

Below: The eight poster designs developed by Alaa Alsaraji



1. Northolt Station bridge, High Street Signage Bridge Banners by Alaa Alsaraji and Young People in Northolt
2. Eastcote Lane garages Mural by Levi Richards
3. Northolt Leisure Centre and Library Mural by Errol Donald
4. Church Road / Islip Manor Park entrance bench by Jane Ruhland
5. Northolt Library Mural by Samira Mian
6. White hart Roundabout bin by Jane Ruhland

ARTWORK PROPOSALS

Art Stops Artworks



Samira Mian

Samira Mian is an artist and educator specialising in Islamic geometric patterns. Samira breathes new life into the centuries-old technique of using straight edge and compasses rigorous geometry to recreate geometric patterns from the Islamic world in a contemporary style, utilising watercolours, gouache, and metallic paints.

Having lived in Northolt her entire life, Samira has had a long-standing connection with the library; weekly visits to the library during her primary school years, borrowing CDs as a teenager, and reading numerous novels as a commuter. Later, as a maths teacher, she provided tutoring in the library's study area, as well as voting in the library as a polling station.

The artwork created by Samira harmonises with the library, with emerald, sapphire, and ruby colours. It also carries a personal connection to Samira's heritage through the pattern choice, drawing inspiration from the jaali screens and carved stone walls found in Mughal architecture from the Indian Subcontinent. Samira's family is from Lahore, a city that was once a Mughal capital as well. These intricate patterns were typically found in architectural settings, something Samira could only dream of creating herself. So, the opportunity to see these patterns decorating the façade of a cherished contemporary building is a dream come true for her.



Levi Richards

I wanted to create an artwork focused on showcasing the beauty of the local area of Northolt, as some local people had expressed a desire for it. The artwork I have created is a mural concept with the main emphasis on St Mary's Church, which is located not far from Northolt Village.

My inspiration came from a personal and spiritual walk through Northolt Village and into Countryside Park, where one can find an abundance of greenery, trees, a small stream, and informative signs about the area's history. Feeling inspired by this, I walked towards the nearby St Mary's Church and Memorial Hall, where the natural beauty and surroundings of the area completely captivated me. I took numerous reference photos and painted the church itself, incorporating imaginative and fantastical elements into the composition. Instead of gravestones, I depicted an open grassy area with a horse, symbolising the historical significance of horses in Northolt. In addition, I included the Middlesex coat of arms, which is displayed as a sign in Northolt Village.

To maintain the area's traditional and rural character, I used watercolour and gouache as mediums on an A4 watercolour board.



Jane Ruhland

The purpose of this artwork is to bring colour and interest to two ordinary pieces of street furniture located within Northolt's main shopping mall, near the entrance to Islip Manor Park and by the White Hart Roundabout.

In the summer of 2022, along with four other artists, I was delighted to be invited to participate in the Art Stops Project, which is part of the broader Visions for Northolt initiative. Our work included attending engagement events with local residents, which was a very enjoyable experience as it allowed me to discuss ideas for the artwork with them. Their suggestions played a significant role in shaping the final designs.

Working with New Practice and Ealing Council on this project has been a supportive experience, and their professionalism has greatly contributed to the realisation of my visualisations. The theme of my artwork is centred around a celebration of the local parks and open spaces, which greatly contribute to the character of Northolt. I have chosen to incorporate images of birds, butterflies, trees, and flowers that I have personally photographed in the area. By focusing on warm colours and using simple and bold designs, I have utilised a bench, and a street bin as the canvas for my Art Stops project.



Errol Donald

'Errol Donald is an artist, curator, and consultant. Acknowledged as a pioneer and central figure in the development of UK graffiti art, Errol (also known as 'Pride') was among the first wave of British artists to explore the creative potential of this art form within the realms of traditional arts and commercial spaces.

Emerging in the early 1980s as a founding member of 'The Chrome Angelz' (TCA) while studying at London's Camberwell School of Arts, Errol integrated graphic design, sculpture, and printmaking into his work to explore the rich creative possibilities of graffiti.

His career has since spanned a diverse range of sectors, including international law, commercial real estate, education, therapeutic wellbeing, and cultural heritage. He has provided support to clients such as Hogan Lovells, Talawa Theatre, The Mulberry Bush, Historic England, Clore Leadership, Somerset House, and The Black Cultural Archives.'

PROJECT OUTCOMES

Project Outcomes

Art Stops and High Street Signage were launched with the aim of activating and celebrating public spaces across Northolt through a series of temporary art installations. The projects served as a testing ground for commissioning artists through an open call process and developing a supportive working process with them. Additionally, the projects facilitated discussions in community engagement sessions, allowing local people to share their ideas for artwork and explore perceptions of public art.

As the art installations are experienced by the local community, ongoing conversations and feedback will develop throughout the duration of the project. The combination of the open call for artist submissions through Art Stops and the engagement with both artists and the local community has fostered the formation of a small network of artists. Moreover, this process has contributed to mapping local community assets and identifying opportunities for art within the area.

The key achievements of the pilot projects were:

- Temporarily activating and celebrating public spaces across Northolt
- Designing and delivering art in collaboration with local community groups and organisations in Northolt
- Generating ideas and interest in local spaces before wider investment and projects come forward
- Supporting local creatives and organisations
- Investing in Northolt's public spaces
- Supporting community cohesion
- Increasing the community's access to arts and culture
- Giving young people the power to transform their local area and celebrate their favourite areas

The four key themes that were developed through previous community engagement were explored in a number of ways through the project:

Celebrating Heritage

- Introduce interventions that compliment the atmosphere of the Village Green and Heritage in the North
- Identify lesser-known heritage assets across Northolt, that contribute to local knowledge or culture

Northolt's People & Diversity

- Open conversations around culture in Northolt, that is sometimes hidden in plain sight
- Artwork interventions that celebrate local people and culture
- Inviting young people into more creative opportunities
- Improve access to art and creative projects, that are inclusive

Identity & History

- Celebrate local assets and forgotten history
- Link proposed interventions to stories about the history of Northolt and it's communities
- Opportunities for the local community to define the creative identity of Northolt
- Signposting to unseen and undiscovered spaces

Green Space Heritage

- Celebrate and link the abundance of green assets across Northolt



3.0 PUBLIC AND COMMUNITY ART, AND WAYFINDING

This section provides a summary of the spatial opportunities for art and wayfinding across Northolt. It serves as a foundation for future public and community art projects.

Types of Interventions

Through conversations with the local community and artists, seven types of art and wayfinding interventions have been identified. These interventions have been categorised as Sculpture, Murals and 2D Imagery, Lighting, Street Furniture and Architectural Features, Landscape and Greenery, Bespoke Wayfinding, and Information and Interpretation. In some cases, multiple types of interventions have been recommended for certain locations, creating unique and interesting opportunities for each artwork brief.

Area Wide Strategies

The area wide strategy highlights the art and wayfinding opportunities across Northolt on a map. While each intervention can be executed independently by different artists or creative practitioners, three themes have been identified that offer the potential to create a network of interventions. These themes include connecting to the 'Green Ring', the 'Northolt Town Centre's Historic Walk', and implementing lighting artworks to establish an enjoyable evening and night-time route.

Art and Wayfinding Opportunities

Each art and wayfinding opportunity is summarised, providing information about the location, potential interventions, and precedents of relevant art projects that have been successfully implemented.

Public Realm Signage & Wayfinding

In addition to the opportunities outlined in this strategy—particularly for 'Bespoke Wayfinding'—signage and wayfinding features will be delivered as part of the public realm improvements. These features are categorised into three types: Standard, Heritage and Urban signage and wayfinding. In combination with the 'Bespoke Wayfinding', these three categories will provide clear and intuitive guidance to all users, ensuring efficient, safe, and enjoyable navigation throughout the area. Both the existing signage and wayfinding have been mapped across Northolt to show where pedestrian, cycle, heritage and landmark signs will be delivered as part of the public realm improvements.

Inclusivity

All art and wayfinding projects delivered following the launch of the Public and Community Art Strategy, will need to meet key criteria of quality, access and inclusion. An inclusive public realm consists of safe and accessible streets, public spaces, and signage.

All interventions will need to adhere to inclusive design standards. Thoughtful design and effective management will minimise or eliminate potential negative impacts and create equitable spaces.

Design guidance such as 'PAS 6463:2022,' provides recommendations for creating a built environment that caters to the needs of our neurodiverse society. It covers elements such as lighting, decor, flooring, wayfinding, clarity, and comfort, ensuring everybody can access and enjoy the built environment. In addition art and wayfinding interventions shouldn't impact the accessibility of the public realm, and should maintain 2000mm minimum footway width for wheelchair users and people with reduced mobility.

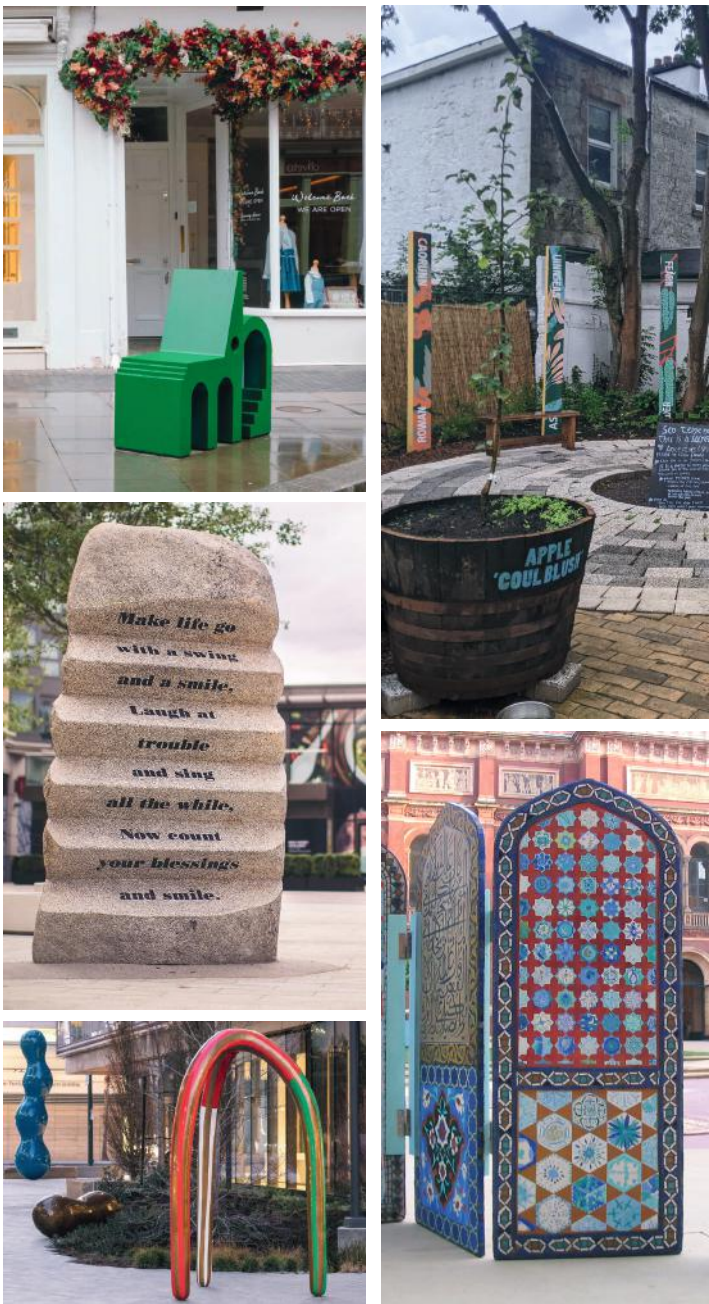
TYPES OF INTERVENTIONS

The following pages highlight seven types of art and wayfinding interventions that have been identified through conversations with local artists, residents and workers. The examples over the following pages indicate the types of interventions that could be delivered following the launch of this strategy.

Local stories and narratives will inform the types of art and wayfinding delivered in Northolt, that could be inspired by the four key themes:

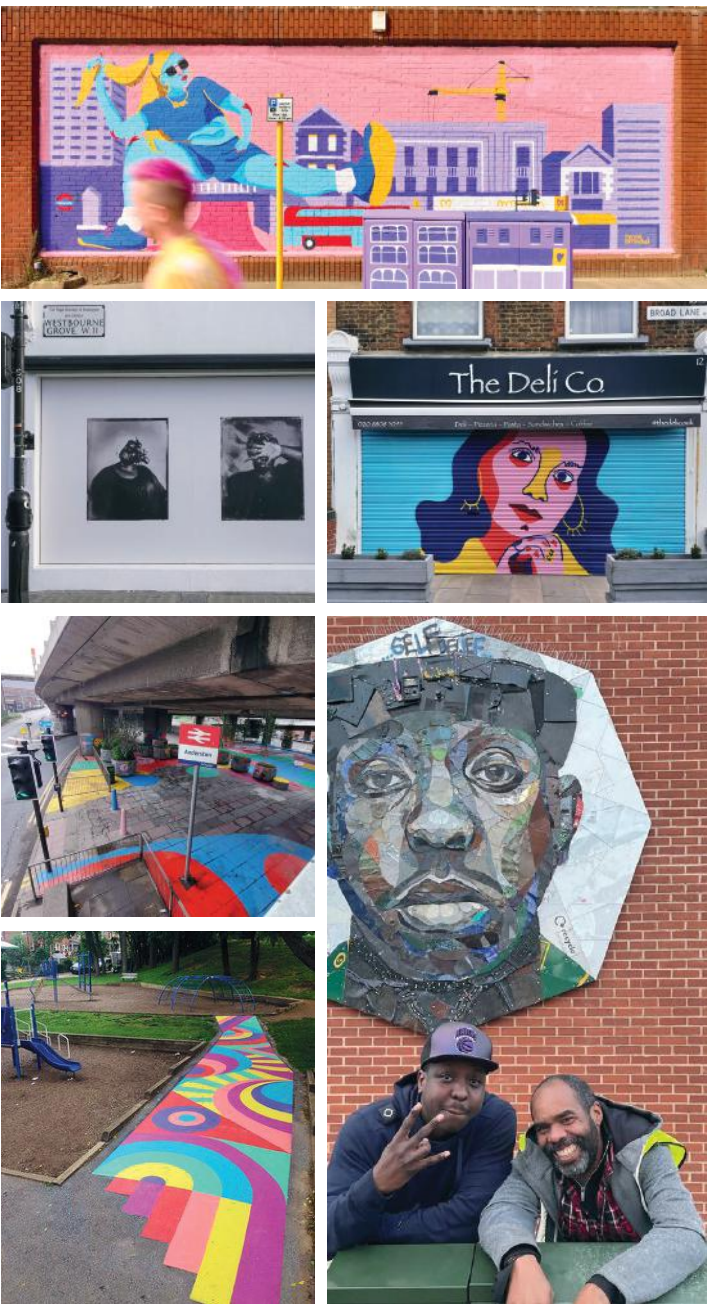
- **Identity and history** - to remember or celebrate key cultural and historical events in the area
- **Celebrating heritage** - to enhance or reference existing built heritage
- **Green space heritage** - to celebrate and better connect parks and green spaces in the area
- **Northolt's people and diversity** - to celebrate and share stories about the people living, working and coming to visit Northolt

Sculpture



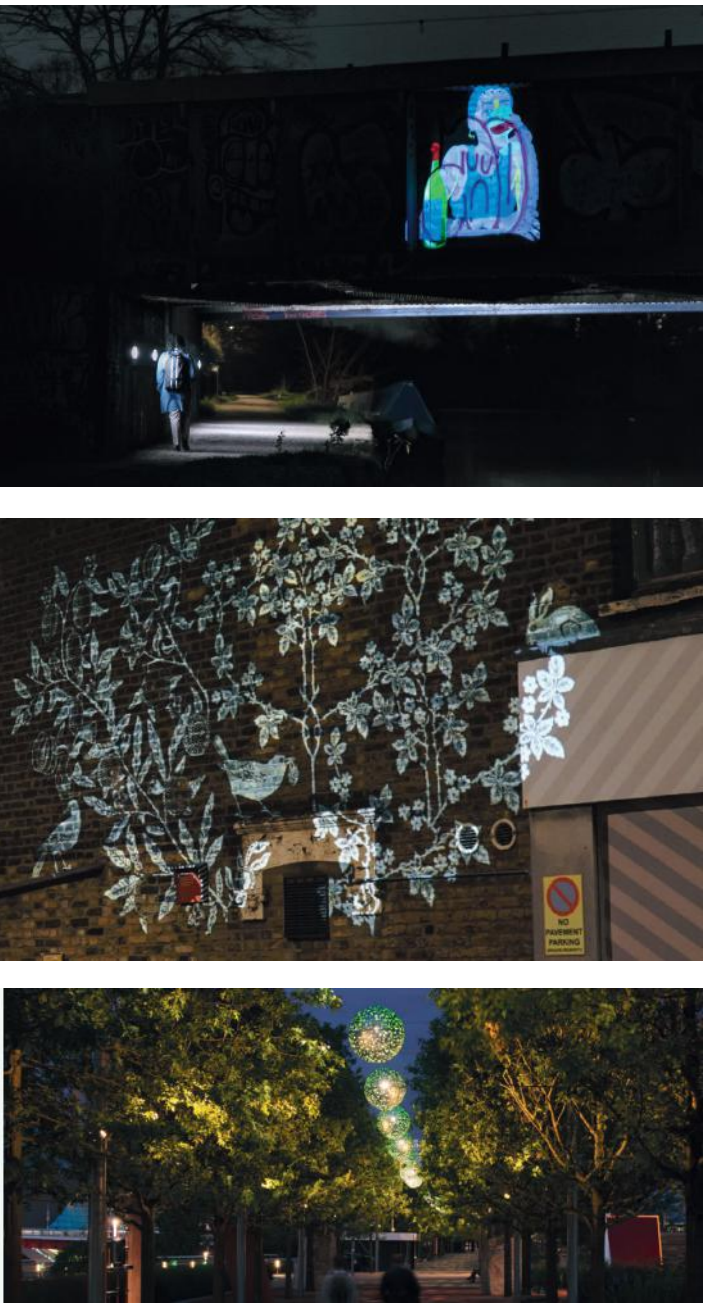
Sculptures and 3D artworks could act as landmarks across Northolt that add moments of delight to the streets and public spaces. Proposals could include playable features that local people can interact with.

Murals & 2D Imagery



Murals across Northolt could celebrate local identity and storytelling. Murals could be applied to blank building façades, shop shutters, bridges and tunnels as well as to the floor.

Lighting



In addition to the functional street lighting that will be delivered as part of the public realm improvements, lighting features could be integrated across Northolt in the form of art projections, colourful lighting and bespoke lights features.

Shop fronts/ parades would benefit from public art

Mural on the A40 underpass

It would be nice to have a **large mural** that creates a lot of impact

Target underpass needs attention

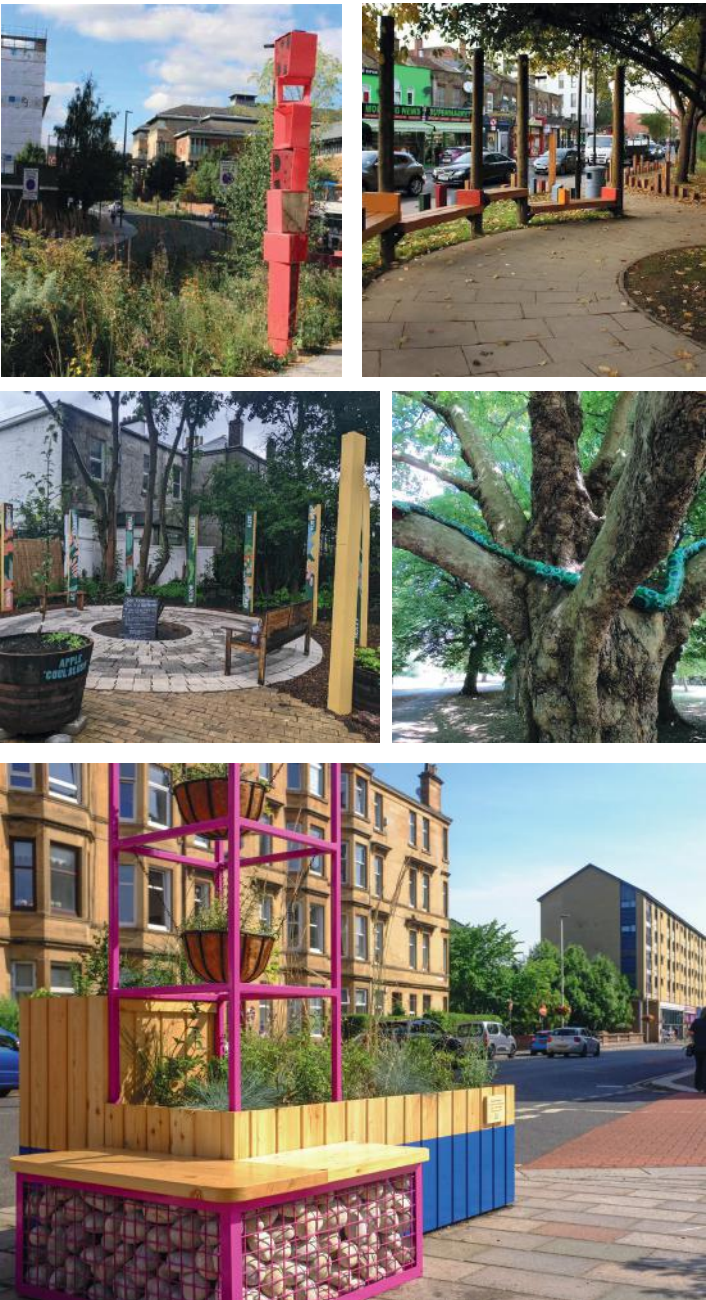
Street Furniture & Architectural Features



Everyday street furniture could become bespoke artwork interventions, like cycle racks, seating, bins, planters and lamp posts, as well as surfaces like façades and flooring.

Brightening old blank walls would be positive

Landscape & Greenery



Landscape features could create moments of delight in the green spaces and parks across Northolt, through creating additional planting, spaces for natural habitats or places to sit and spend time.

Parks and streets currently feel neglected, would benefit from **more cleaning**

Bespoke Wayfinding



In addition to the traditional forms of wayfinding such as cycle, street and Legible London signage that will be delivered as part of the public realm improvements, bespoke wayfinding creates a layer of intuitive wayfinding for walking routes that connect parks, the canal or shopping parades.

Community & Public Art interventions should not negatively impact **accessibility and legibility** of the streets

Information & Interpretation



Information about the area could be displayed through the form of bespoke display boards or signposts that explain the history of particular heritage features.

It's difficult to know whats happening in the community

Low-cost / **affordable art interventions** would be preferable

AREA WIDE STRATEGY

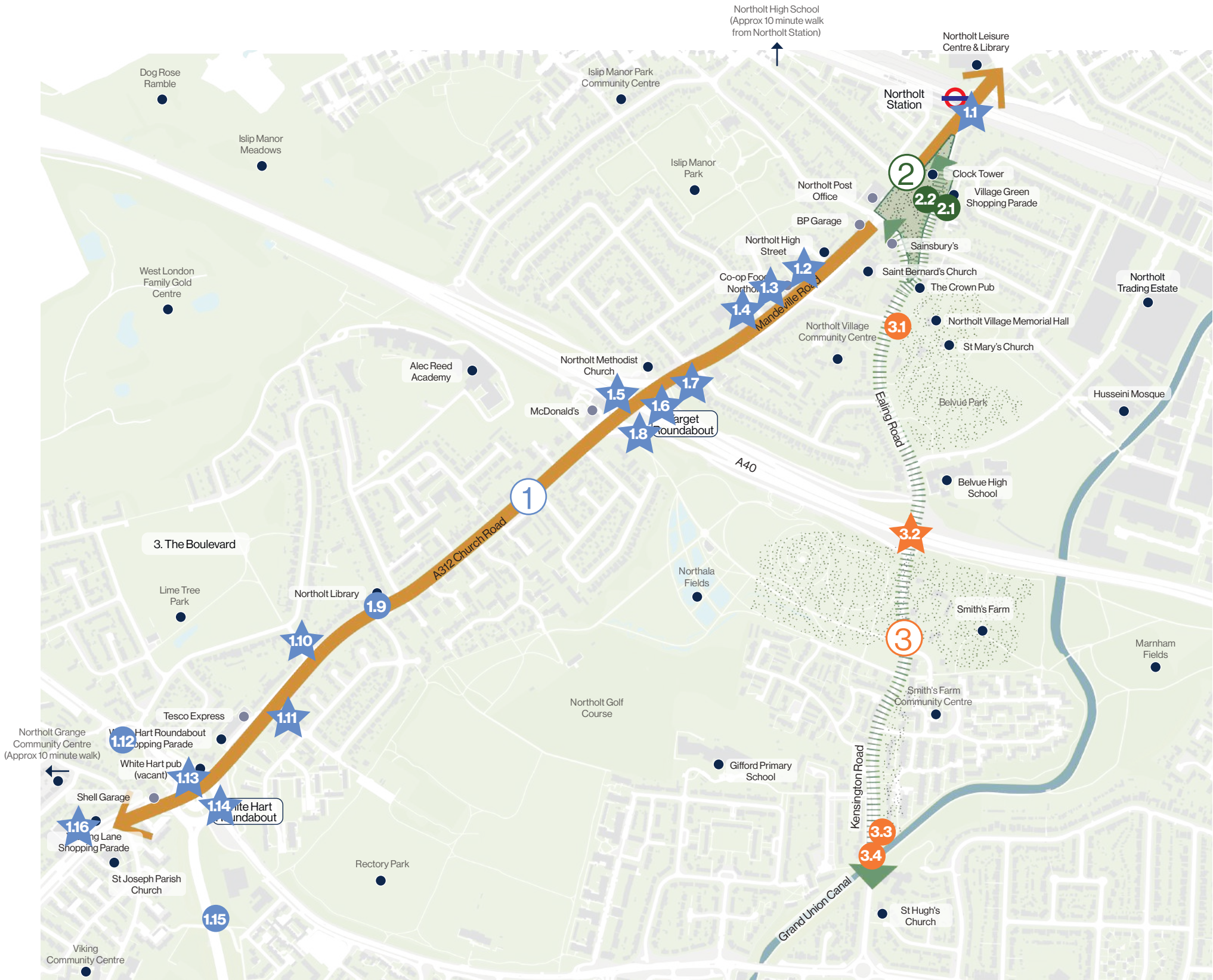
As part of the Art Stops project, attendees of the engagement sessions provided feedback on their preferred locations for public and community art in Northolt. Additionally, in workshops with London Borough of Ealing and New Practice, the four artists involved in the Art Stops project mapped out the areas where they see opportunities for artwork in Northolt. The plan showcases the locations that have been identified based on this feedback.

The plan also includes locations that have been identified as part of the strategy, that present exciting opportunities for artwork interventions that cover the entire project area and increase accessibility to art for the community of Northolt. Furthermore, additional sites identified through the strategy were selected to align with emerging opportunities from the public realm designs and to highlight lesser-known or overlooked assets in the area.

Character Areas by London Borough of Ealing

- ① The Boulevard: Mandeville Road / Church Road Corridor / Target Roundabout
- ② The Village Green
- ③ The Laneway: Ealing Road / Kensington Road

- ★ Sites identified by artists and local people
- ⓧ Sites identified as part of the strategy



Character Areas by London Borough of Ealing

- ① The Boulevard: Mandeville Road / Church Road Corridor / Target Roundabout
- ② The Village Green
- ③ The Laneway: Ealing Road / Kensington Road

- Local landmarks
- Local shops



AREA WIDE STRATEGY

The four themes—Celebrating Heritage, Northolt's People and Diversity, Identity and History, and Green Space Heritage—are pivotal to this strategy as they encompass a wide range of ideas, feedback, and conversations. These themes serve as an initial source of inspiration to guide artists and creatives in their artwork interventions.



For the locations identified in this strategy, the most relevant themes have been highlighted, suggesting that these themes could be taken into account in future commissions.

1. The Boulevard: Mandeville & Church Road

- 1.1 Northolt Station Bridge
- 1.2 Islip Manor Park Entrance
- 1.3 Alderney Gardens
- 1.4 Church Road Retail Parade
- 1.5 Target Roundabout Underpasses (3no)
- 1.6 Target Roundabout Overpass/ Bridge
- 1.7 Target Roundabout Retail Parade
- 1.8 Northala Fields Entrance
- 1.9 Northolt Library
- 1.10 Lime Tree Park Entrance(s)
- 1.11 Rectory Park Entrance (Parkfield Road)
- 1.12 Lime Tree Park (Ruislip Road)
- 1.13 White Hart Roundabout Underpasses (5no)
- 1.14 White Hart Roundabout Central Plaza
- 1.15 The Parkway Underpass
- 1.16 Yeading Lane Retail Parade

2. The Village Green

- 2.1 Village Green Retail Parade
- 2.2 Village Green

3. The Laneway: Ealing Road & Kensington Road

- 3.1 Belvue Park
- 3.2 Western Avenue (A40) Underpass
- 3.3. Grand Union Canal Bridge
- 3.4. Grand Union Canal Path

	Northolt's People & Diversity	Identity and history	Celebrating Heritage	Green Space and Heritage
1	●	●	●	○
2	○	●	○	●
3	●	●	○	○
4	●	●	●	○
5	●	●	●	○
6	●	●	●	○
7	○	○	○	●
8	●	●	●	●
9	○	●	○	●
10	○	●	○	●
11	○	●	○	●
12	○	●	○	●
13	○	●	○	●
14	○	●	○	○
15	○	●	○	○
16	○	●	○	○
17	○	●	○	○
18	○	●	○	○
19	○	●	○	○
20	○	●	○	○
21	○	●	○	○
22	○	●	○	○
23	○	●	○	○
24	○	●	○	○
25	○	●	○	○
26	○	●	○	○
27	○	●	○	○
28	○	●	○	○
29	○	●	○	○
30	○	●	○	○
31	○	●	○	○
32	○	●	○	○
33	○	●	○	○
34	○	●	○	○
35	○	●	○	○
36	○	●	○	○
37	○	●	○	○
38	○	●	○	○
39	○	●	○	○
40	○	●	○	○
41	○	●	○	○
42	○	●	○	○
43	○	●	○	○
44	○	●	○	○
45	○	●	○	○
46	○	●	○	○
47	○	●	○	○
48	○	●	○	○
49	○	●	○	○
50	○	●	○	○
51	○	●	○	○
52	○	●	○	○
53	○	●	○	○
54	○	●	○	○
55	○	●	○	○
56	○	●	○	○
57	○	●	○	○
58	○	●	○	○
59	○	●	○	○
60	○	●	○	○
61	○	●	○	○
62	○	●	○	○
63	○	●	○	○
64	○	●	○	○
65	○	●	○	○
66	○	●	○	○
67	○	●	○	○
68	○	●	○	○
69	○	●	○	○
70	○	●	○	○
71	○	●	○	○
72	○	●	○	○
73	○	●	○	○
74	○	●	○	○
75	○	●	○	○
76	○	●	○	○
77	○	●	○	○
78	○	●	○	○
79	○	●	○	○
80	○	●	○	○
81	○	●	○	○
82	○	●	○	○
83	○	●	○	○
84	○	●	○	○
85	○	●	○	○
86	○	●	○	○
87	○	●	○	○
88	○	●	○	○
89	○	●	○	○
90	○	●	○	○
91	○	●	○	○
92	○	●	○	○
93	○	●	○	○
94	○	●	○	○
95	○	●	○	○
96	○	●	○	○
97	○	●	○	○
98	○	●	○	○
99	○	●	○	○
100	○	●	○	○

AREA WIDE STRATEGY

Green Ring

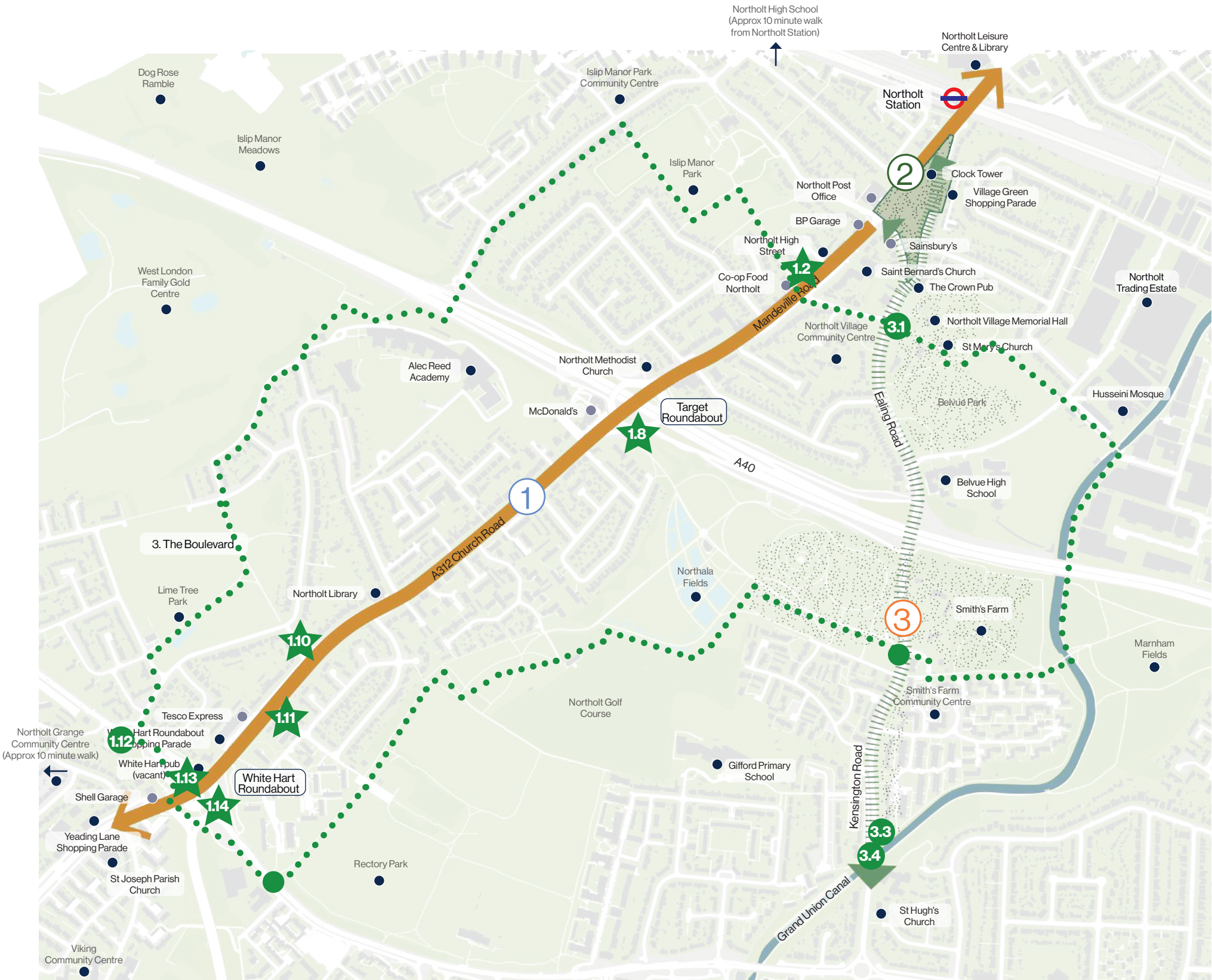
As part of this strategy, there is an opportunity to create a series of artworks that connect key green spaces in Northolt through a designated green walking route. This would encourage residents and visitors to explore and enjoy the parks and green spaces in the area. Furthermore, there is an additional opportunity to install signposts that guide individuals to access the parks and the Grand Union Canal from Church Road and Kensington Road. This would enhance wayfinding and make it easier for people to navigate and discover these recreational spaces.

Character Areas by London Borough of Ealing

- ① The Boulevard: Mandeville Road / Church Road Corridor / Target Roundabout
- ② The Village Green
- ③ The Laneway: Ealing Road / Kensington Road

- ★ Sites identified by artists and local people
- Sites identified as part of the strategy

- ... Green Ring walking route
- 1.2 Islip Manor Park Entrance
- 1.8 Northala Fields Entrance
- 1.10 Lime Tree Park Entrance(s)
- 1.11 Rectory Park Entrance (Parkfield Road)
- 1.12 Lime Tree Park (Ruislip Road)
- 1.13 White Hart Roundabout Underpasses (5no)
- 1.14 White Hart Roundabout Central Plaza
- 3.1 Belvue Park
- 3.3 Grand Union Canal Bridge
- 3.4 Grand Union Canal Path



Character Areas by London Borough of Ealing

- ① The Boulevard: Mandeville Road / Church Road Corridor / Target Roundabout
- ② The Village Green
- ③ The Laneway: Ealing Road / Kensington Road

- Local landmarks
- Local shops



AREA WIDE STRATEGY

Green Ring

The nine locations identified on the previous page have the opportunity to overlap with the wayfinding interventions being delivered as part of the wider Green Ring.

Developing a branding and graphic identity alongside the physical interventions will play an important role in the delivery of the Green Ring. In particular, creating promotional materials like a guide map could expand the project's reach and visibility.

A unique and distinctive identity would be developed in collaboration with the local community, aligning with the Visions for Northolt brand and existing signage and infrastructure found in Northolt's parks. Where appropriate, heritage-style features will be incorporated, especially within the conservation area. This branding effort will serve to celebrate and promote Northolt.

The established brand will guide the wayfinding strategy and interventions across the Green Ring, encompassing signage, crossings, maps and information points, as well as furniture. Planting and greening initiatives will be employed to support and enhance this branding guide, utilising specific species of blossoming trees and flowers along the route to maintain a sense of visual continuity.

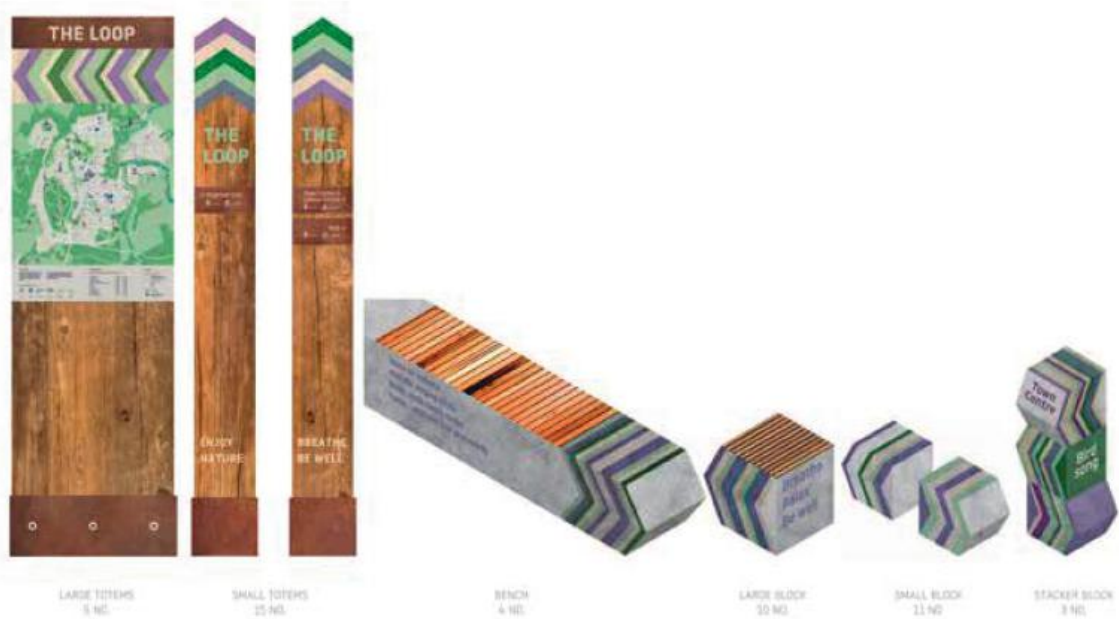


NORTHOLT PUBLIC ART STRATEGY



Existing palette:

- | | | | |
|-----------------------|-----------------------|----------------------|-------------------------|
| Parks | Canal tow path | Parks and wild-space | Parks |
| Sand and gravel paths | Steel bridges & water | Woodland trees | Long grasses and shrubs |



Case study: Wayfinding design palette - Whitehill & Bordon Green Ring

AREA WIDE STRATEGY

Northolt Town Centre's Historic Walk

As part of this strategy and through conversations with local residents, a few locations have been identified that coincide with **Northolt Town Centre's Historic Walk**. This presents an opportunity for the artworks in these locations to reference the area's rich heritage and seamlessly connect with the walking route.

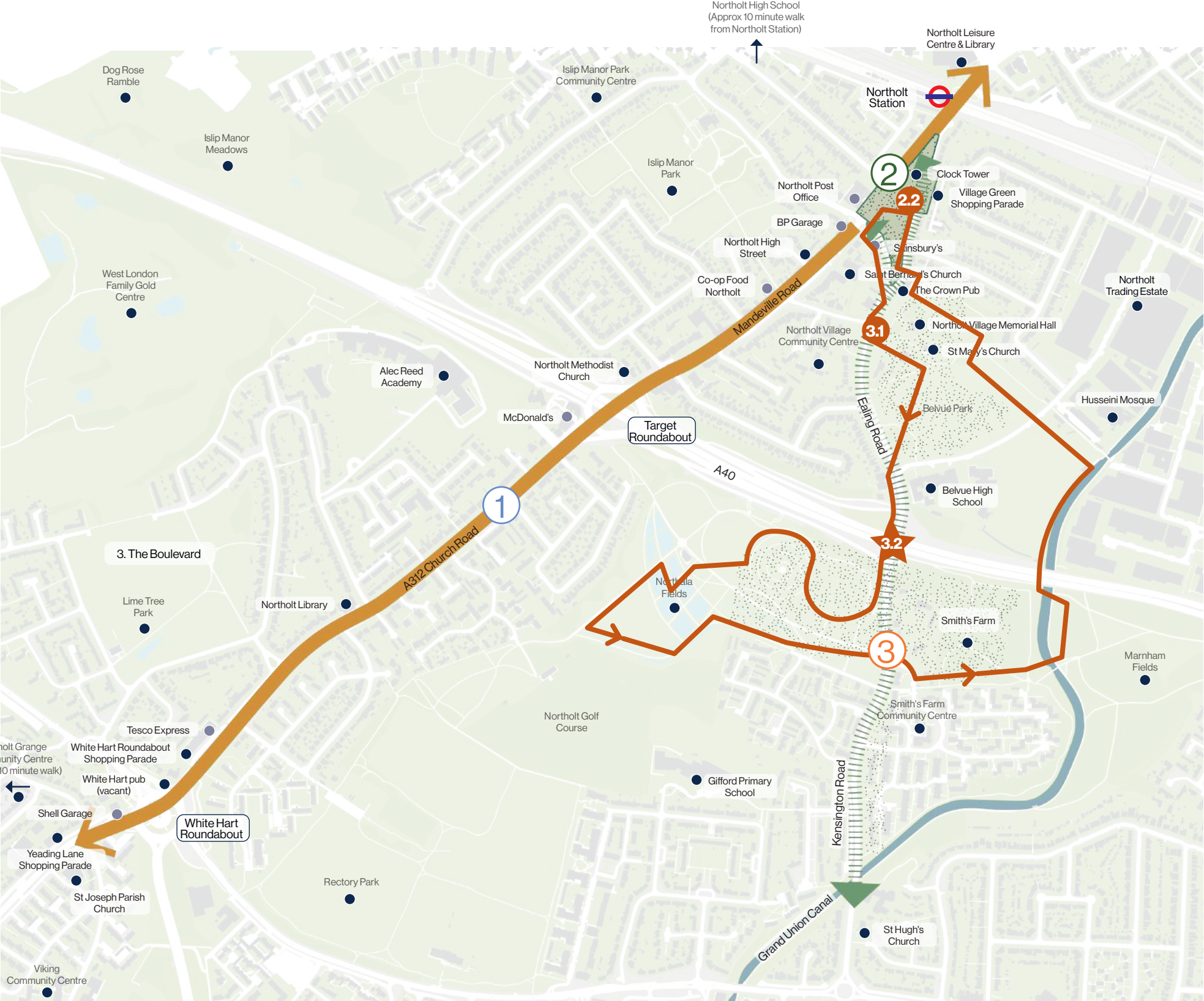
These interventions could have the same visual style and tell a story across Northolt, about it's heritage assets and key monuments.

Character Areas by London Borough of Ealing

- ① The Boulevard: Mandeville Road / Church Road Corridor / Target Roundabout
- ② The Village Green
- ③ The Laneway: Ealing Road / Kensington Road

- ★ Sites identified by artists and local people
- ⓧ Sites identified as part of the strategy

- ➡ Historic walking route
- 2.2 Village Green
- 3.1 Belvue Park
- 3.2 Western Avenue (A40) Underpass



Character Areas by London Borough of Ealing

- ① The Boulevard: Mandeville Road / Church Road Corridor / Target Roundabout
- ② The Village Green
- ③ The Laneway: Ealing Road / Kensington Road

- Local landmarks
- Local shops



AREA WIDE STRATEGY

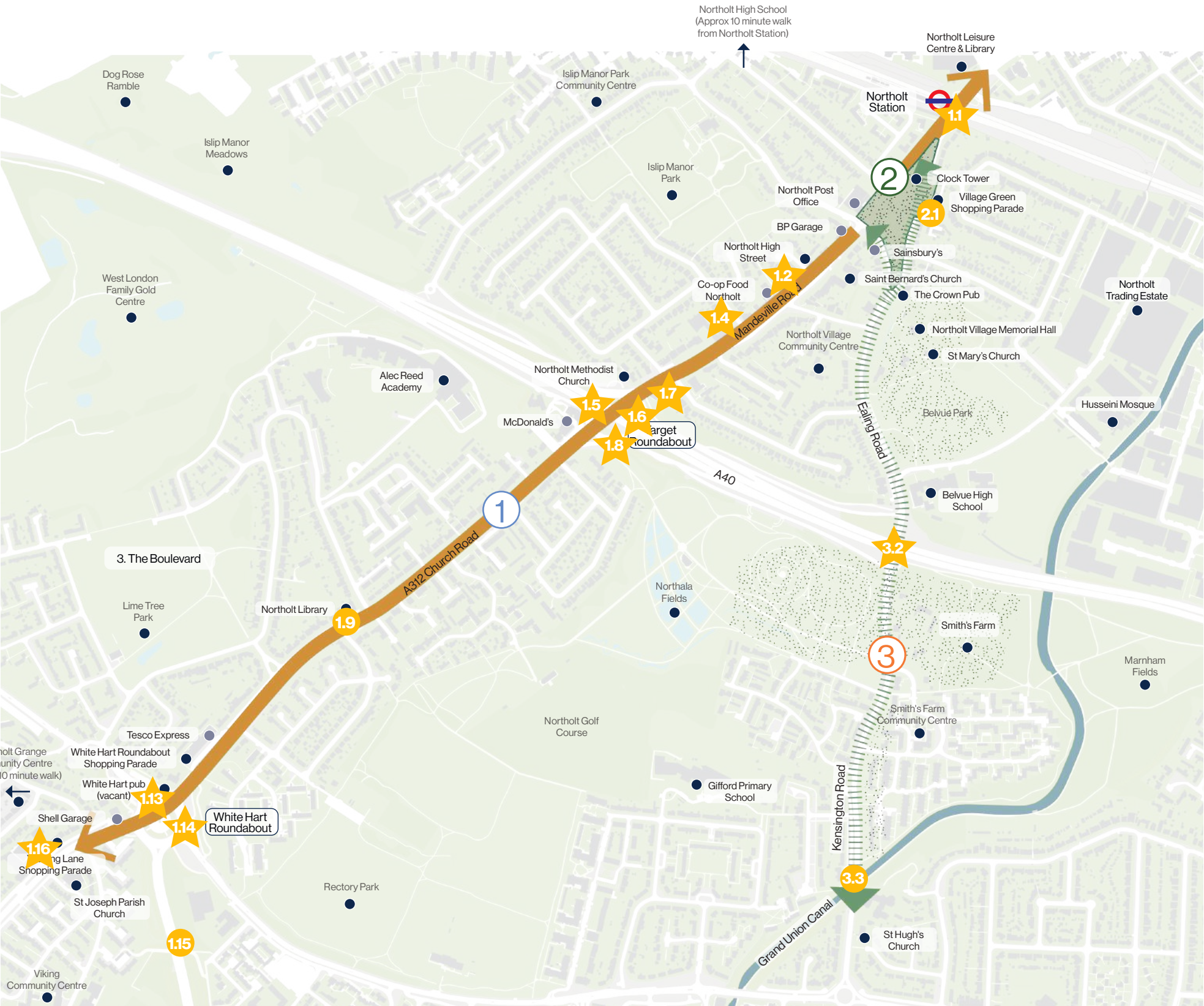
Lighting

Lighting can be used as an effective wayfinding feature, serving to guide individuals and highlight specific spaces. For instance, artworks can be projected onto key buildings or onto the ground to indicate clear paths and direct people where to go. During previous engagement activities, local residents identified specific locations that present opportunities for lighting interventions. These include the Target Roundabout, White Hart Roundabout, and the Western Avenue Underpass. Delivering lighting features in these areas can enhance visibility, create visual interest, and contribute to the overall wayfinding across the area.

Character Areas by London Borough of Ealing

- ① The Boulevard: Mandeville Road / Church Road Corridor / Target Roundabout
- ② The Village Green
- ③ The Laneway: Ealing Road / Kensington Road
- ★ Sites identified by artists and local people
- ✖ Sites identified as part of the strategy

- 1.1 Northolt Station Bridge
- 1.2 Islip Manor Park Entrance
- 1.4 Church Road Retail Parade
- 1.5 Target Roundabout Underpasses (3no)
- 1.6 Target Roundabout Overpass/ Bridge
- 1.7 Target Roundabout Retail Parade
- 1.8 Northala Fields Entrance
- 1.9 Northolt Library
- 1.13 White Hart Roundabout Underpasses (5no)
- 1.14 White Hart Roundabout Central Plaza
- 1.15 The Parkway Underpass
- 1.16 Yeading Lane Retail Parade
- 2.1 Village Green Retail Parade
- 3.2 Western Avenue (A40) Underpass
- 3.3 Grand Union Canal Bridge



Character Areas by London Borough of Ealing

- ① The Boulevard: Mandeville Road / Church Road Corridor / Target Roundabout
- ② The Village Green
- ③ The Laneway: Ealing Road / Kensington Road

- Local landmarks
- Local shops

ART AND WAYFINDING OPPORTUNITIES

The following pages provide a summary of the art and wayfinding opportunities identified throughout Northolt.

Each location is accompanied by an image depicting the potential intervention's placement, along with the opportunities that have been identified for the interventions.

Additionally, each intervention references some of the seven types of interventions that could be explored in that particular location. The precedents provided for each location offer examples and insights into the kinds of artworks that could be implemented.

1. The Boulevard: Mandeville & Church Road

- 1.1 Northolt Station Bridge
- 1.2 Islip Manor Park Entrance
- 1.3 Alderney Gardens
- 1.4 Church Road Retail Parade
- 1.5 Target Roundabout Underpasses (3no)
- 1.6 Target Roundabout Overpass/ Bridge
- 1.7 Target Roundabout Retail Parade
- 1.8 Northala Fields Entrance
- 1.9 Northolt Library
- 1.10 Lime Tree Park Entrance(s)
- 1.11 Rectory Park Entrance (Parkfield Road)
- 1.12 Lime Tree Park (Ruislip Road)
- 1.13. White Hart Roundabout Underpasses (5no)
- 1.14 White Hart Roundabout Central Plaza
- 1.15 The Parkway Underpass
- 1.16 Yeading Lane Retail Parade

2. The Village Green

- 2.1 Village Green Retail Parade
- 2.2 Village Green

3. The Laneway: Ealing Road & Kensington Road

- 3.1 Belvue Park
- 3.2 Western Avenue (A40) Underpass
- 3.3. Grand Union Canal Bridge
- 3.4. Grand Union Canal Path

1.1 NORTHOLT STATION BRIDGE



Opportunities for Artwork

- To create a 'welcome' point of arrival to Northolt
- To signpost the history and heritage of the Village Green and the conservation area
- Demarcate the crossing points on the pavement

Potential intervention(s):

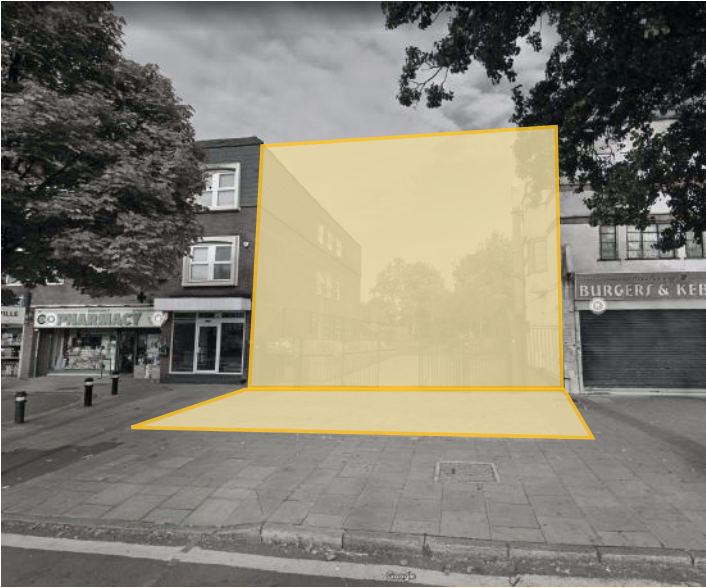
- Murals & 2D imagery
- Lighting
- Bespoke wayfinding

Precedents



Mural above St John's Station, Deptford (Alma Tischlerwood)

1.2 ISLIP MANOR PARK ENTRANCE



Opportunities for Artwork

- To create an impressive entrance and gateway to Islip Manor Park

Potential intervention(s):

- Bespoke Wayfinding
- Murals & 2D imagery
- Lighting
- Landscape & Greenery

Proposals would require coordination with wider public realm and highways improvements

Precedents



The Barras entranceway, Glasgow

THE BOULEVARD

1.3 ALDERNEY GARDENS



Opportunities for Artwork

- To improve the appearance of the flank walls and the identity of the parade of shops

Potential intervention(s):

- Murals & 2D imagery

1.4 CHURCH ROAD RETAIL PARADE



Opportunities for Artwork

- To improve the character of the shopping parade.

Potential intervention(s)

- Murals & 2D imagery
- Lighting

1.5 TARGET ROUNDABOUT UNDERPASSES (3no)



Opportunities for Artwork

- To improve signage and wayfinding
- To improve the experience and the feeling of safety

Potential intervention(s)

- Murals & 2D imagery
- Lighting

1.6 TARGET ROUNDABOUT OVERPASS/ BRIDGE



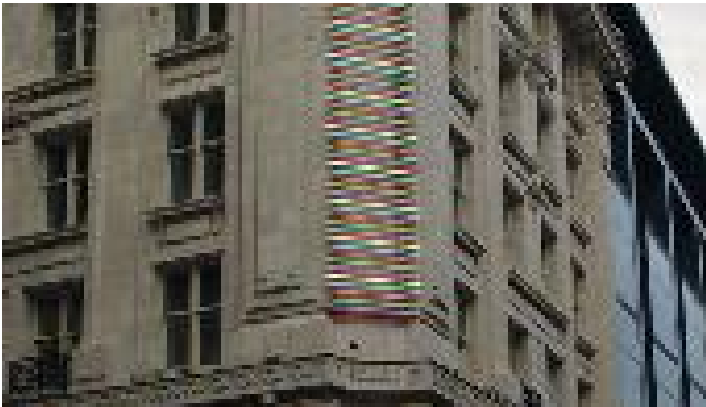
Opportunities for Artwork

- To improve signage and wayfinding
- To improve the experience and the feeling of safety

Potential intervention(s)

- Murals & 2D imagery
- Lighting

Precedents



Vital Signs light sculpture, London (Spencer Finch)



Mural , Shoreditch (David Shillinglaws)



Battersea Power Station underpass (Morag Myerscough)



Bridge 'Rug' mural, Baltimore USA (Jessie and Katy)

THE BOULEVARD

1.7 TARGET ROUNDABOUT RETAIL PARADE



Opportunities for Artwork

- To improve the character of the shopping parade.

Potential intervention(s):

- Murals & 2D imagery
- Lighting
- Street Furniture & Architectural Features

Precedents



Colour application to shop fronts, Leyton (Jan-Kattein)

1.8 NORTHALA FIELDS ENTRANCE



Opportunities for Artwork

- To celebrate the entrance to the park
- To improve the character and identity of the park entrance

Potential intervention(s):

- Bespoke wayfinding
- Lighting
- Sculpture
- Information & interpretation



Light Rail sculpture, USA

1.9 NORTHOLT LIBRARY



Opportunities for Artwork

- To highlight and celebrate a key community asset

Potential intervention(s):

- Murals & 2D imagery
- Lighting
- Bespoke wayfinding
- Information & interpretation

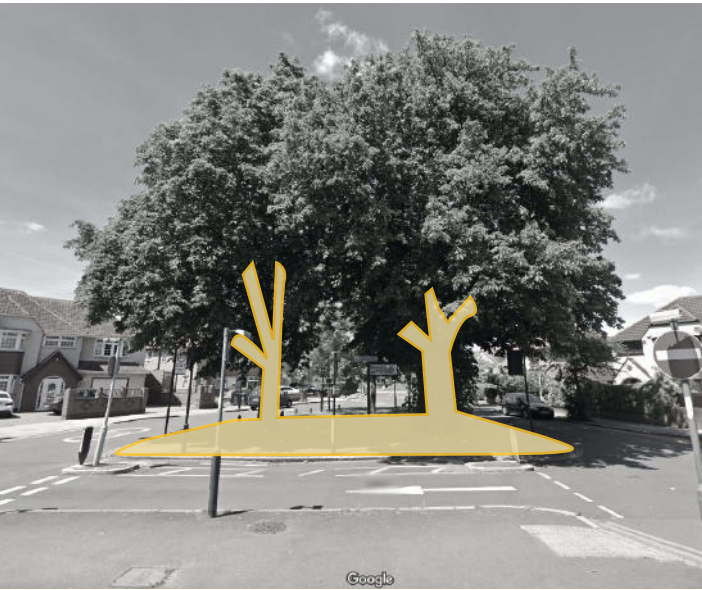
Proposals would require coordination with wider public realm and highways improvements

Precedents



Footway 'Rug' mural, Miami (Jessie and Katy)

1.10 LIME TREE PARK ENTRANCE(S)



Opportunities for Artwork

- To signpost to Lime Tree Park, and connect to green spaces in the wider area
- To highlight the mature trees

Potential intervention(s):

- Landscape & Greenery
- Bespoke wayfinding
- Sculpture

Proposals would require coordination with wider public realm and highways improvements

Precedents



CityClub signage, Milton Keynes (Gareth Jones, Nils Norman, 6a)
NORTHOLT PUBLIC ART STRATEGY

THE BOULEVARD

1.11 RECTORY PARK ENTRANCE
(PARKFIELD ROAD)



Opportunities for Artwork

- To highlight the entrance to Rectory Park, and connect to green spaces in the wider area

Potential intervention(s):

- Landscape & Greenery
- Bespoke wayfinding
- Sculpture

1.12 LIME TREE PARK (RUISLIP ROAD)



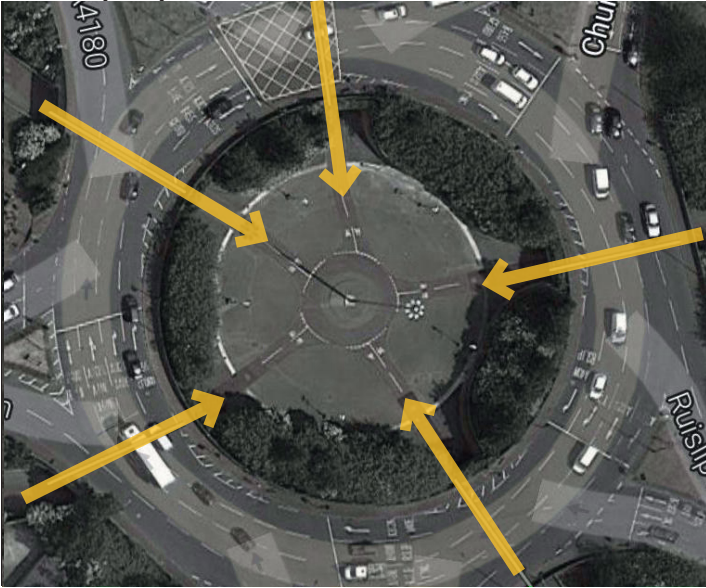
Opportunities for Artwork

- To highlight the entrance to Lime Tree Park, and connect to green spaces in the wider area

Potential intervention(s):

- Landscape & Greenery
- Bespoke wayfinding
- Sculpture

1.13 WHITE HART ROUNDABOUT UNDERPASSES
(5no)



Opportunities for Artwork:

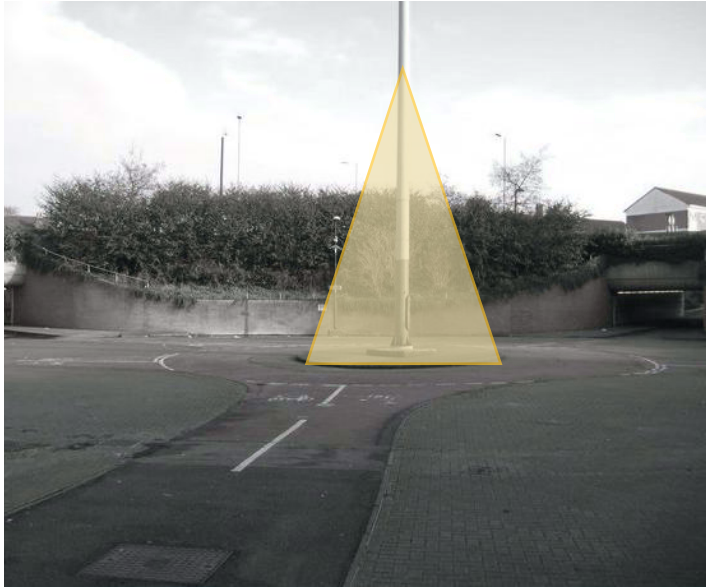
- To improve wayfinding around the roundabout

Potential intervention(s):

- Murals & 2D imagery
- Bespoke wayfinding
- Landscape & Greenery
- Lighting

Proposals would require coordination with wider public realm and highways improvements

1.14 WHITE HART ROUNDABOUT CENTRAL PLAZA



Opportunities for Artwork

- To improve the character of the central plaza

Potential intervention(s):

- Lighting
- Landscape & Greenery

Proposals would require coordination with wider public realm and highways improvements

Precedents



Wayfinding from tube to Brent Cross Town (Fieldwork Facility)
NORTHOLT PUBLIC ART STRATEGY

Precedents



Port Marine Art Trail, Portishead (Rick Kirby)

Precedents



Claremount underpass, Australia (Jennie Nayton)

Precedents



Tower Lighting, location unknown

THE VILLAGE GREEN

1.15

THE PARKWAY UNDERPASS



Opportunities for Artwork

- To improve signage and wayfinding
- To improve the experience and the feeling of safety

Potential intervention(s):

- Murals & 2D imagery
- Lighting

1.16

YEADING LANE RETAIL PARADE



Opportunities for Artwork

- To improve the character of the shopping parade.

Potential intervention(s):

- Murals & 2D imagery
- Lighting
- Street Furniture & Architectural Features

2.1

VILLAGE GREEN STATION PARADE



Opportunities for Artwork

- To improve the character of the shopping parade.
- To celebrate the heritage character of the conservation area

Potential intervention(s):

- Lighting
- Street Furniture & Architectural Features
- Bespoke wayfinding
- Sculpture

Proposals would require coordination with wider public realm and highways improvements

2.2

VILLAGE GREEN



Opportunities for Artwork

- To celebrate an important heritage asset in Northolt

Potential intervention(s):

- Sculpture
- Bespoke wayfinding
- Information & interpretation

Proposals would require coordination with wider public realm and highways improvements

Precedents



Battersea Power Station underpass (Morag Myerscough)



Camille Walala, Leyton



Ealing Rock, London (Gordon Young)



Pavement Inlays, Inverness City Centre

3.1 BELVUE PARK



Opportunities for Artwork

- To celebrate the heritage character of Belvue Park

Potential intervention(s):

- Landscape & Greenery
- Bespoke wayfinding
- Information & interpretation

3.2 WESTERN AVENUE (A40) UNDERPASS



Opportunities for Artwork

- To improve signage and wayfinding
- To improve the experience and the feeling of safety

Potential intervention(s):

- Murals & 2D imagery
- Bespoke wayfinding
- Information & interpretation
- Lighting

3.3 GRAND UNION CANAL BRIDGE



Opportunities for Artwork

- To celebrate the Grand Union Canal and its history
- To highlight walking routes or views along the river

Potential intervention(s):

- Landscape & Greenery
- Lighting
- Bespoke wayfinding
- Information & interpretation

Proposals would require coordination with wider public realm and highways improvements

3.4 GRAND UNION CANAL PATH



Opportunities for Artwork

- To highlight the entrance to the canal, and the walking routes along it.
- Share historical stories of the canal

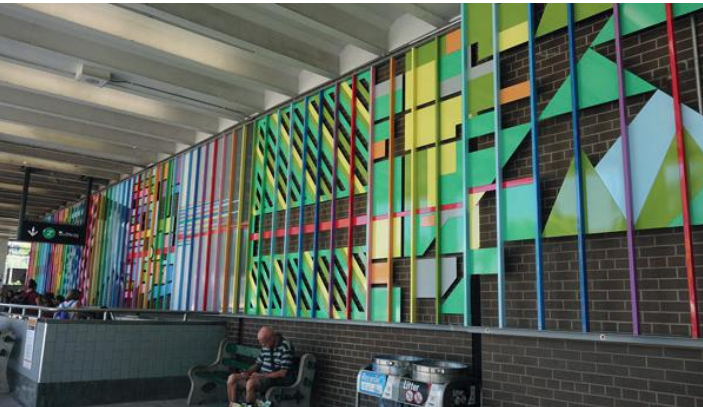
Potential intervention(s):

- Landscape & Greenery
- Information & interpretation
- Sculpture

Precedents



Jubilee Walk Inset Paving, Green Park



Woodbine Station Installation, Toronto (Marman & Borins)



Northwood Hills enamel cladding, Hillingdon (Gordon Collett)

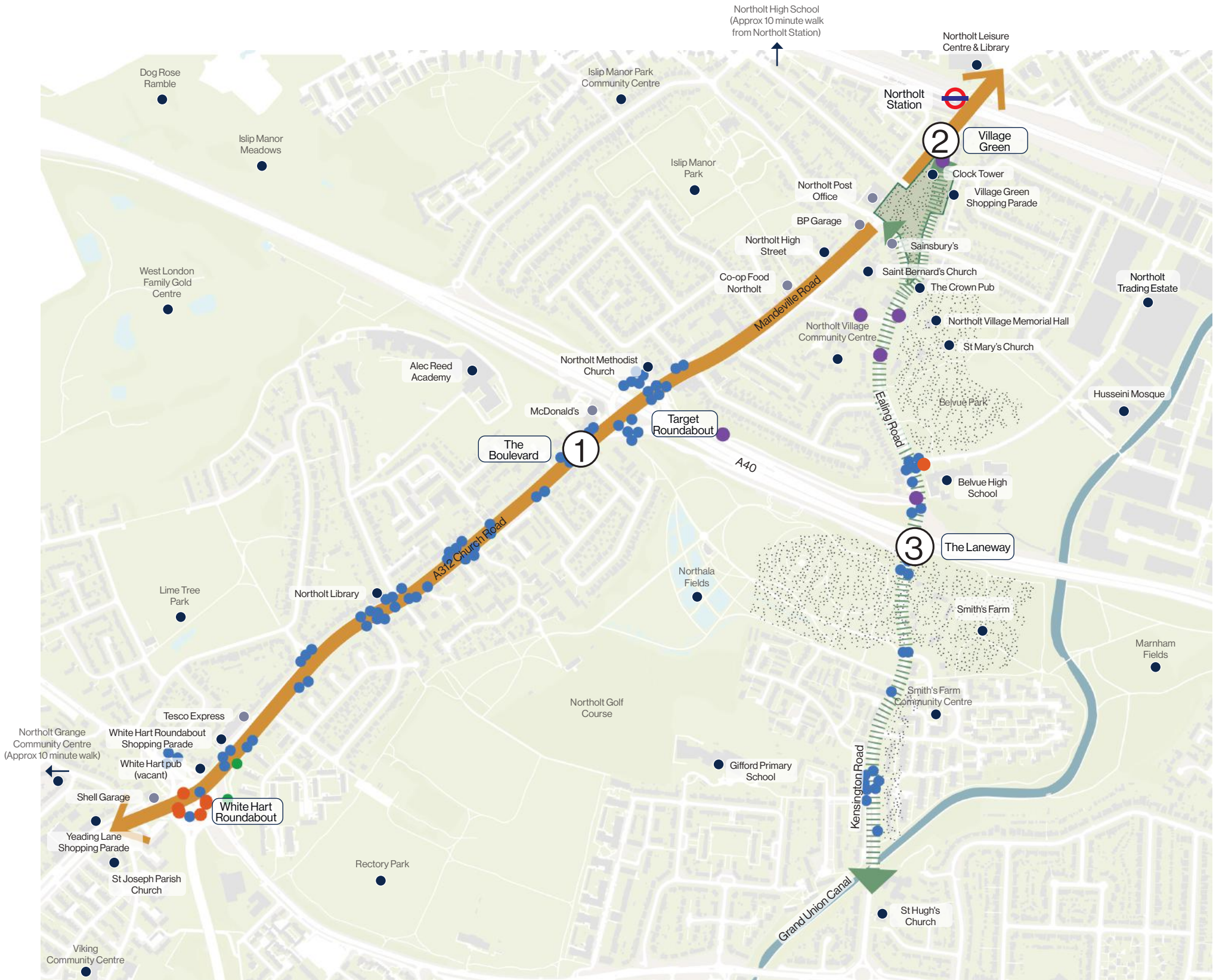


Grey to Green walking tour, Sheffield (Robert Bray)

PUBLIC REALM SIGNAGE

Existing

Existing pedestrian, cycle and heritage signage and wayfinding has been mapped across Northolt to understand where these types of signage exist in the area already.



- Character Areas by London Borough of Ealing**
- ① The Boulevard: Mandeville Road / Church Road Corridor / Target Roundabout
 - ② The Village Green
 - ③ The Laneway: Ealing Road / Kensington Road

- Local landmarks
- Local shops
- Pedestrian Sign
- Cycle sign/ Pedestrian Sign
- Cycle sign
- Heritage Wayfinding Signs



PUBLIC REALM SIGNAGE

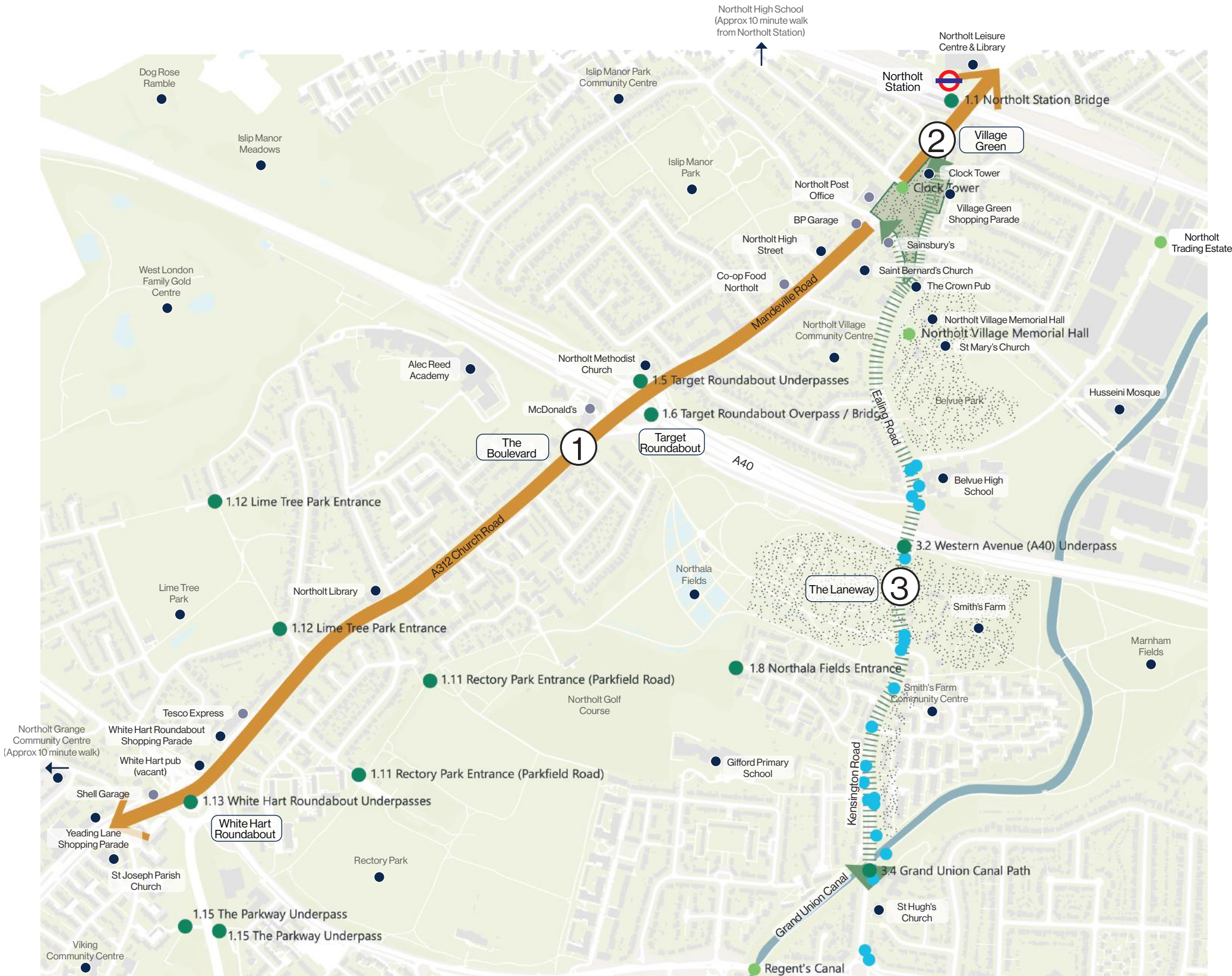
Proposed

As part of the public realm improvements signage & wayfinding features will be incorporated in a number of ways:

- 1. Standard signage & wayfinding: This will include pedestrian and cycle signage, for example along Kensington Road
- 2. Heritage signage & wayfinding: This will include signage for heritage attractions, in particular in the Village Green, Kensington Road and Ealing Road
- 3. Urban signage & wayfinding: This will include signposts and maps similar to the Legible London signage, along Church road and Mandeville road

As part of this strategy a fourth type of wayfinding is being explored called 'Bespoke Wayfinding', which will focus on art features and interventions.

Bespoke wayfinding will create intuitive wayfinding, that compliments formal street signage. For example; creating a number of gateways to parks; designing art for walking routes or adding art interventions to the roundabout underpasses.



Character Areas by London Borough of Ealing

- ① The Boulevard: Mandeville Road / Church Road Corridor / Target Roundabout
- ② The Village Green
- ③ The Laneway: Ealing Road / Kensington Road

- Local landmarks
- Local shops

- Proposed Pedestrian Wayfinding
- Landmark Signs
- Proposed Cycle Signage



4.0 DELIVERY

4.0 DELIVERY

Objectives

The Public and Community Art Strategy aims to commission art that engages local people and enriches the environment in Northolt.

The strategy highlights a number of locations within Northolt where local artists and community can collaborate to create new pieces of public art to celebrate Northolt. This section of the document outlines the next steps in delivering the strategy in Northolt.

The primary objective of this strategy is to enhance the cultural vibrancy and creative community in Northolt through public art. By commissioning artworks, our aims are to:

- Reflect the rich heritage and identity of Northolt in commissioned artworks.
- Improve the Northolt local area, with public art interventions making identified locations within Northolt feel safer and more attractive for walking and cycling
- Celebrate and promote local artists, fostering a thriving creative community.
- Benefit local people by creating an opportunity to gain new creative and leadership skills
- Give people the opportunity to change and shape their local environment.
- Create a catalyst for a collective/network of local creatives in the area.
- Create visual landmarks that instil a sense of pride and ownership among local people.

Roles

Artist

Local artists will be sought for their skills, talent, local knowledge and experience. Where possible it is expected that there is as much collaboration with the community as possible to deliver the arts project, this could result in artists being involved with activities such as running community workshops, community consultation or working with a school as both part of the design and installation of the piece.

Community

Community involvement will be a crucial part of delivering the strategy. Working with the community will unlock local knowledge and foster a sense of community ownership.

Ways to involve the community include:

- Starting early conversations through public consultation, with businesses, communities, schools and residents to understand their perspectives and develop the themes in the strategy further.
- Inviting the community to share ideas
- Offering participation in outreach and mentorship programs, allowing community members to work with artists and contribute to the project's design and creation.
- Where commissions are running as 'Open Call' community representation should be included on the selection panel.
- Conducting exhibition-based consultations, displaying artwork designs publicly to inform and engage the community.

Delivery Partner & Project Manager

It is recommended to commission a local creative consultant or arts agency to carefully manage the public art programme. A delivery partner will bring their expert knowledge of implementing public art, in particular around the commissioning process, community engagement, seeking permissions, managing risks and overseeing maintenance, insurance and ownership issues.

Budget

The budget for each artwork intervention will be defined by various factors, including the scale and complexity of the desired intervention, the materials required and installation and maintenance costs. Research and cost estimation exercises will be conducted to ensure and realistic budget is allocated for each artwork. The goal is to allocate funds responsibly, to maximise the impact and value of each commission.

Contracts

The contract is what the artist and commissioner have agreed to deliver. The nature of each public art commission could depend on the specific requirements of the artist, client, funding body, or other involved parties. The contract will outline essential elements that should be agreed upon, for example aspects such as fees, fabrication, installation, maintenance and ownership.

Ongoing Ownership and Decommissioning

Ownership and decommissioning of artworks are important considerations. The specific arrangements for ownership will depend on the agreements reached between the relevant parties involved, such as the artist, client, and funding body. Clear documentation, should be created to establish ownership.

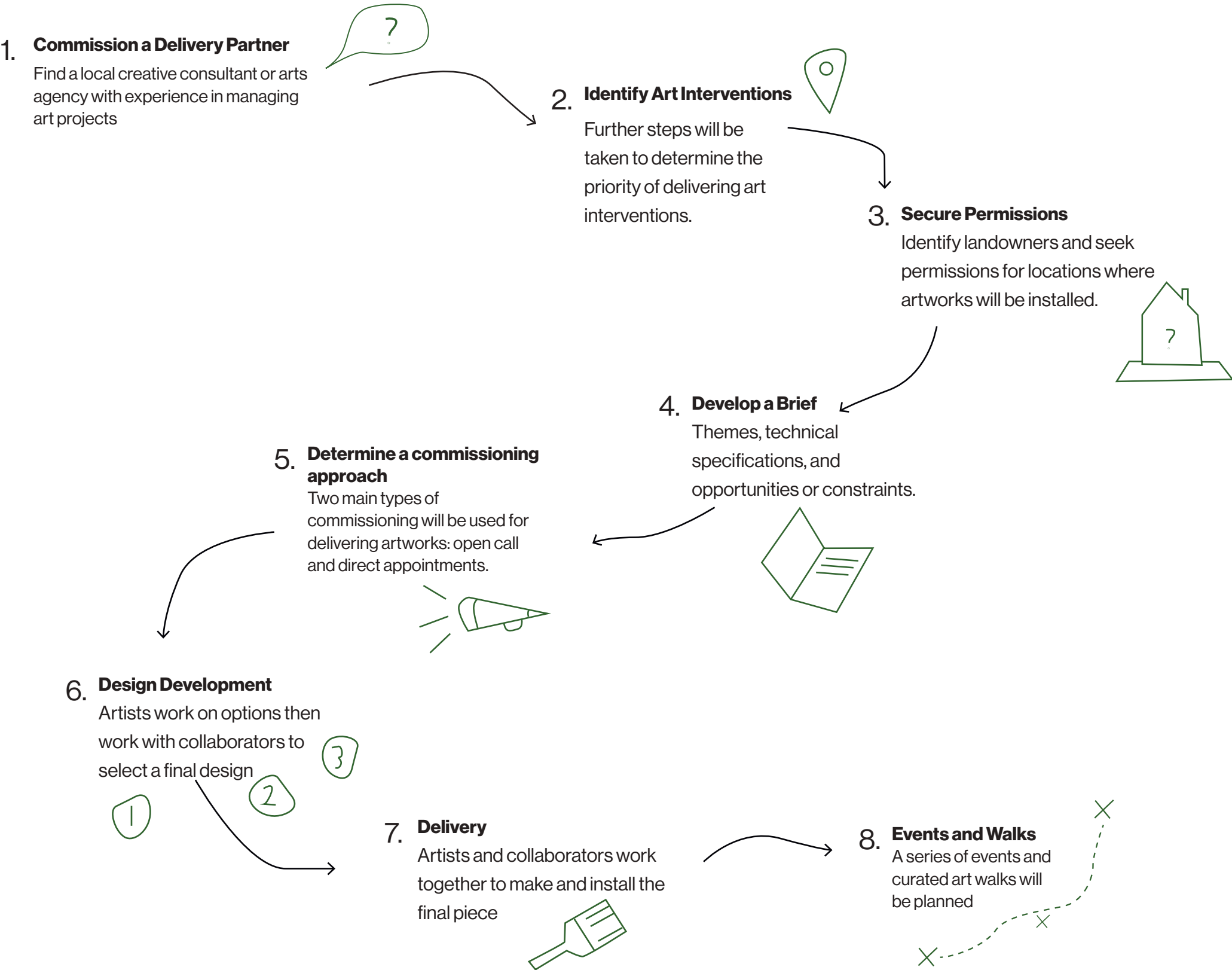
Likewise, the decommissioning of artworks, which refers to their removal or discontinuation, will be guided by predetermined terms and conditions. These aspects require careful deliberation and negotiation to ensure clarity and mutual understanding among all stakeholders.

PROCESS

Ealing Council would like to deliver the strategy in a way that benefits local people. Visions for Northolt engagement showed that lots of local people would like to see investment in public art and cultural projects in Northolt as well as creating new opportunities for young people.

The aims of the project are to:

- Improve the Northolt local area, with public art interventions making identified locations within Northolt feel safer and more attractive for walking and cycling
- Give people the opportunity to change and shape their local environment
- Benefit local people by creating an opportunity to gain new creative and leadership skills
- Create a catalyst for a collective / network of local creatives in the area



1. Commission a Delivery Partner

To commission a delivery partner for the public art programme, the process involves finding a local creative consultant or arts agency with experience in managing art projects. The aim is to find a partner who can successfully manage the program and work with local artists and the local community.

2. Identify Art Interventions

This strategy has identified potential sites and themes for future art interventions at a high level. Following the launch of the strategy and subsequent community consultation, additional steps will be taken to determine the priorities for delivering art interventions in Northolt. This will consider factors such as cost, visibility, securing permissions, accessibility, and relevance to the community. A budget will be determined for art interventions to cover the cost of the design development, installation, fabrication, and maintenance. As part of this process London Borough of Ealing will identify funding opportunities to support the delivery of the strategy.

3. Secure Permissions

The process of obtaining landowner permission involves firstly identifying the owner of the land, street furniture or building where the artwork will be installed. Once identified, communication with the owner is necessary to get their consent for the artwork installation. This may involve presenting the details of the proposed artwork, its significance, and the potential benefits to the community.

In addition there are certain statutory approvals that need to be obtained. These approvals ensure compliance with legal regulations and standards. The specific approvals required may include obtaining planning permission, adhering to design regulations, and potentially addressing any restrictions related to listed buildings or conservation areas.

4. Develop a Brief

Once one or a number of opportunities have been identified, a brief will be developed. The brief will identify opportunities that will deliver on the guiding principles for the Visions for Northolt project and will embed the aspirations of local people. The brief will likely include high-level themes for the artworks, the scope of the project, technical specifications, and any additional opportunities or constraints.

5. Determine a commissioning approach

Two primary types of commissioning will be used for delivering future artworks across Northolt: open call and direct appointments. Open calls advertise the projects to broader group of artists and local people, to submit their work, fostering inclusivity and discovering new talent. Direct appointments involve working with artists known to London Borough of Ealing, which is based on relevant expertise for specific projects, as well as promoting collaboration.

Open Call:

The process would involve London Borough of Ealing publicising an Open Call for artists and creatives, providing a high-level brief and budget for the artwork. Artists would be required to submit a high-level concept design. London Borough of Ealing would then short-list the applications and select the successful artist based on specific selection criteria.

Opportunities

- An inclusive approach giving the opportunity for smaller or lesser-known artists
- Ability to fix a budget for each artwork commission
- Can be advertised with the local community and organisations
- An opportunity to diversify ideas and the scales of interventions

Challenges

- Requires administration of the process
- The process could take longer to ensure that there is enough time to advertise the commission, prepare and submit an application in addition to short-listing applicants
- Lesser-known quality when working with new artists or collaborators

Direct Appointment

The process involves identifying an artist to work on a specific artwork brief and making a direct appointment. The artist is provided with a high-level brief and a budget, the artist then develops a concept design that needs approval from the London Borough of Ealing.

Opportunities:

- Quick artist appointment
- Reduced administrative effort in publicising the open call
- Possibility to build on past projects and collaborations
- Ability to identify and invite a diverse range of artists

Challenges:

- Difficulty to gauge rates and fees, if selecting new collaborators
- Limited opportunity to include emerging and lesser-known local artists
- Less transparency for the general public regarding the appointment process

6. Design Development

The design development process will involve a collaboration between the council, artists and the community. Once artists are selected, they will work closely with stakeholders to refine their initial proposals. This process will allow for feedback and input from the community, ensuring that the artworks reflect the aspirations and identity of Northolt.

7. Delivery

After the design development process, the artists will arrange the fabrication and installation of their artworks, with the guidance and support of the council and wider team.

8. Events and Walks:

A series of events and curated art walks will be planned to enable local people to interact with the artworks, meet the artists, and learn about the inspirations and stories behind each piece.

All procurement processes follow Ealing Council's Contract Procedure Rules.

CASE STUDIES

Making Places, Waltham Forest

Making Places is an initiative by Waltham Forest Council to deliver creative projects across the borough, which will have a lasting impact on communities and neighbourhoods.

Waltham Forest residents nominated sites across the borough that they wanted to see transformed. Twenty of the nominated sites, one in each ward, are now set to become the locations for exciting new arts and culture projects.

Creative practitioners including architects, designers, landscape gardeners and artists submit their ideas through a formal tender process through an Open Call

The first Open Call ran from 23 August to 8 October 2017 and projects were commissioned in phases from autumn 2017. A second Open Call ran in October 2019 and projects were commissioned in 2020.

Successful proposals from artists, architects, and practitioners of all backgrounds will receive up to £40,000 for each site to develop and deliver their projects.



The Highams Park Gates, Merrett Houmøller and Colin Priest



Lark, Insight Lighting



The Makers of Leyton, Phillips Walmsley



Linear Park: Plot Lines, Lucy Harrison and Matter Architecture

MyMural, Acton

Acton pioneered the MyMural scheme, in 2018/2019, supported by the GLA, Stik, London Community Foundation and hosted between Artification, University of the Arts London and friends. It piloted a new form of matchmaking scheme between urban artists and residents, to enable great new artworks to happen in the everyday locations, which surround us.

It was set up to help enable new collaborations between artists as makers and residents as co-curators and 'canvas hosts'. The scheme eases the process for new artworks to be made on resident or community-run buildings which would not normally be accessible for art.

Thanks to support from the Mayor of London (GLA), Stik and London Community Foundation, the initiative has some resources and some in-kind support, to ensure successful implementation, the initiative has some resources and in-kind support, to support implementation, including a fixed-fee available for the selected artists who collaborate.



MyMural trail map, Acton

NEXT STEPS

Following the launch of the The Public and Community Art Strategy, several medium to long-term actions will be undertaken.

Short/Medium Term:

- Lead a focus session with the Art Stops artists, to present the document and receive feedback on the strategy
- Promote the strategy to the wider community and stakeholders
- Launch the pilot project Art Stops and High Street Signage
- Engage the community through events and exhibitions to celebrate artwork being delivered across Northolt
- Commission a delivery partner

Medium/Long Term:

- Identify and secure funding opportunities to support the delivery and maintenance of the strategy
- Identify artworks to commission in locations throughout Northolt
- Commission and deliver artworks across Northolt
- Gather iterative feedback to evaluate the impact of the strategy and make necessary adjustments

Developing an Artwork

FOUR KEY THEMES

Celebrating Heritage, Northolt's People & Diversity, Identity & History, Green Space Heritage

ARTWORK INTERVENTIONS

Sculpture, Murals & 2D imagery, Lighting, Street furniture & architectural features, Landscape & greenery, Bespoke wayfinding, Information & interpretation

PRIORITY SITES

Station Bridge Wall Mural	Islip Park Entrance Gateway, Greenery & Pavement Inlay
Village Green Paving inlays	Western Rd Underpass Lighting/Mural
Target Roundabout Underpasses Lighting/Mural	Northala Fields Entrance Feature paving
Alderney Gardens Flank Walls Mural	White Hart Roundabout Lighting/Mural

The process of developing the concept and design for an artwork would consider three key steps, identifying any of the four themes that could be delivered on, identifying the type of artwork intervention that is appropriate, as well as the site and its context.



Shisoka by Findac, Acton Mural Trail 2022

FOCUS SESSION: ART STOPS ARTISTS

The London Borough of Ealing and New Practice led a focus session with local artists that worked on the Art Stops project. The ninety minute long session began with a page-turn through the strategy, followed by a more in-depth conversation delving into specific topics. The conversation and questions focused particularly on the identified locations, the four key themes, the proposed interventions, and the delivery chapter.

During the session, the group raised questions seeking more information on specific elements of the strategy and about the next steps of the project.

What will be the duration of the art installations? Will they be short-term or permanent?

The art installations will have varying durations. Some will be permanent, while others may be short-term. The budget allocation will determine the size and time scale of the projects.

Are there any limitations on the types of artwork that can be delivered?

Each art intervention will have a brief that outlines the scope and cost of the artwork, indicating the specific criteria and guidelines within which the artists can work.

Is the Green Ring project, mentioned in the strategy, happening separately from this project?

Yes, the Green Ring project, is happening separately from this project. Funding has already been identified to deliver the Green Ring project independently.

What is the intended life cycle of the art works and overall project? Will there be a defined period of activity over, say, 5, 10, or 20 years?

Each artworks' intended life cycle will be determined by the brief for each art intervention, which will indicate how long the artworks should last and what materials will be used. Maintenance will also play a role in the artworks' life cycle. The overall strategy has been written to be used, referenced and built upon for at least the next five years.

They emphasised the significance of engaging local people and artists, while also creating opportunities for more individuals to participate in art in Northolt.

The focus session was a valuable exchange of ideas and insights. Their participation and feedback has been summarised below through particular questions and conversations that were had, in addition to some key pieces of feedback that they gave.

Will all future art need to be focused on the theme of Northolt, or will it be open to other themes?

Future art projects can draw inspiration from four identified themes: Celebrating Heritage, Northolt's People & Diversity, Identity & History, and Green Space Heritage. These themes serve as starting points for artists, but there is flexibility for other creative ideas as well.

Will there be an art trail in Northolt, similar to the Acton Art Trail? Art Trails are an excellent way to get to know a place, and they have been seen in many locations like Wembley High Street, or in situations where shopfronts are not being used.

Events and walks will be organised to promote new projects after the launch of art and wayfinding interventions in Northolt.

What methods will be used to advertise future art projects and engage with the community and local artists? It is important to consider that not everyone can be reached through social media.

A mix of communication methods will be used to advertise future art projects and engage with the community and local artists. These methods include using the London Borough of Ealing website, in person meetings, social media, and distributing local flyers, posters, and banners.

"Community spaces, where people can come together to discuss things happening in the area, are essential. These spaces would be a great place to have conversations with people about public art."

"Desire for a group specifically for artists to network with each other"

"Creating opportunities to work with local community groups or schools would be good."

It would be great if the project could consider the practicalities of enabling people to engage with art, such as providing them with the correct equipment.

"Public art is not prevalent in Northolt. There is an interesting challenge about communicating elements of the project broadly while also making some elements of the project hyper-local."

"A budget or financial commitment as an outcome of this project, to start a monthly artists meet up, where the library could be our base. Something that could evolve and become a community outcome of the project's legacy"

"I think it's brilliant to see the level of detail that has gone into the strategy, even though it's only a draft. It's clear that a lot of work has gone into it."

"It's a big opportunity to communicate with school networks, as they have significant outreach in the community"

"It's great to see funding going into this area. It would be good to see funding benefit neglected spaces like the White Hart Roundabout and the pub, which have so much potential"

"Desire for a community group – of both artists and non artists – where people can meet up in the library once a month for talking or creativity"

"Communications on a smaller scale, like even door-to-door leafleting, are worthwhile and engage people on a very personable level. Also, social media doesn't reach everyone"



Focus session page-turn with the artists working on the Art Stops project