

Sir John Maxwell School Trust Meanwhile Use & Awareness Raising Campaign 2021

New Practice

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1.0 New Practice

About New Practice

New Practice is an architecture practice. We exist to develop the creative capacity of places and to connect people with the decision making processes that underpin their lived experience.

We work at the forefront of place-based practice, ensuring that community-led briefs and shared decision making shape the future of our built environment. The practice is led by Becca Thomas (ARB) and Marc Cairns.

New Practice builds confidence in public and private settings and enables shared participation through public consultation, creative engagement, temporary intervention and strategic long-term design across the built environment. We are delivering work from London to Orkney at a range of scales - from community-led development programmes promoting active community participation, to meanwhile use programmes and the transformative adaptive reuse of civic buildings.

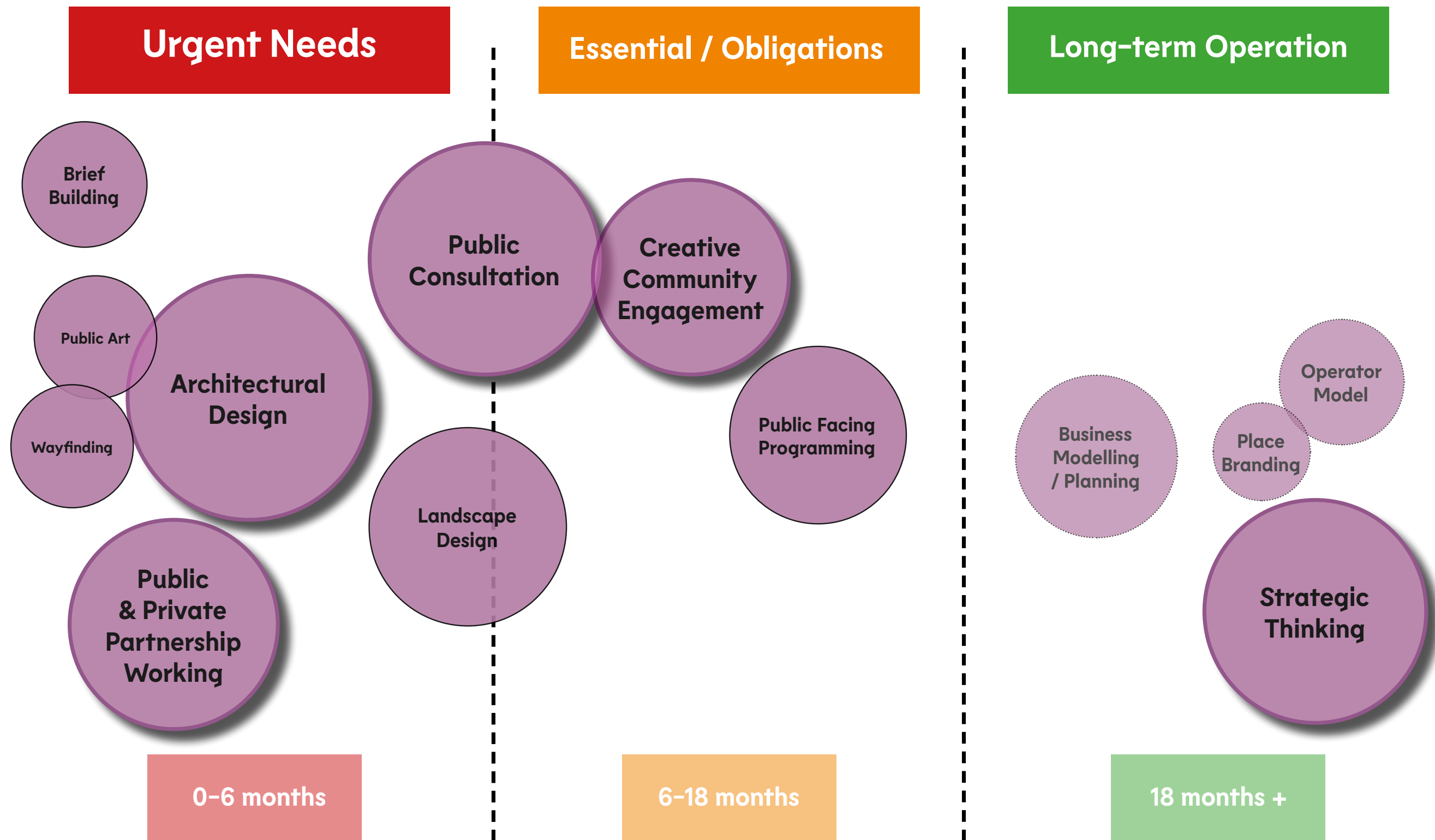
New Practice develops thoughtful designs and crafts clever responses to unique briefs using a multidisciplinary and collaborative local-first approach. In addition to our portfolio of architectural work, over the past decade Becca Thomas and Marc Cairns have contributed critical research, delivered best practice community engagement and provided leadership for built environment policy across the UK.

New Practice champions creativity and openness through a number of senior appointments, including: Mayor of London's Architecture, Design and Urbanism Panel; Glasgow Urban Design Panel; Associate Advisor for Design Council; Chapter Lead for ArchitectureLGBT+; and, the British Council UK Hubs Advisory Board.



Skills and Experience

How can we apply our skills and experience to your project, the potential of the opportunity and your story?



2.0
Meanwhile Use
& Awareness Raising

Meanwhile Use

- What is meanwhile use?

Meanwhile Use projects set the tone for future approaches to place-based activity and provide a platform for local innovation and early stage community building. These projects are a quick and low-cost way to prototype and pilot ideas. Often these projects introduce new and unexpected activity onto a site to raise awareness of a cause and opportunity and have the potential to establish new perceptions of place, local identities and set plans in motion for the future.

These projects provide an instant impact, a direct way to engage local audiences in decision-making processes and build partnerships between the neighbours, community, stakeholders, combined local and national government and private investors.

Ultimately, this approach for the school would provide a temporary solution of creative activity to the benefit of the local community whilst decisions are made about the future of the building.

- Our experience

Case studies for each of these projects follow:

- Subtle Shifts
- The Agora
- A Corner for Johnstone





Subtle Shifts

Mar - July 18 [5 months]

£18k

Client: Get Living

Funding: Private

Collaborators: London Festival of Architecture, Tenement Design

Design and building of temporary pavilion for the former London Olympics 2012 Athletes Village.

Subtle Shifts was a month long spatial intervention, and series of events, designed and delivered by New Practice, that took place at East Village as part of the London Festival of Architecture 2018. We collaborated with Glasgow based

designer, Tenement Design, to create a temporary intervention within East Village. The design was developed through a close creative relationship. We led a week long on-site build, drawing the curiosity of residents and passers-by. Originally designed to stand for the month long duration of the festival, the structure proved incredibly popular with local residents and remained in place for eight months. During that time it was used for a wide range of community events, and even a wedding ceremony.



The Agora, TEDx Glasgow Scenography

May - Jun 19 [6 weeks]

£25k

Client: TED

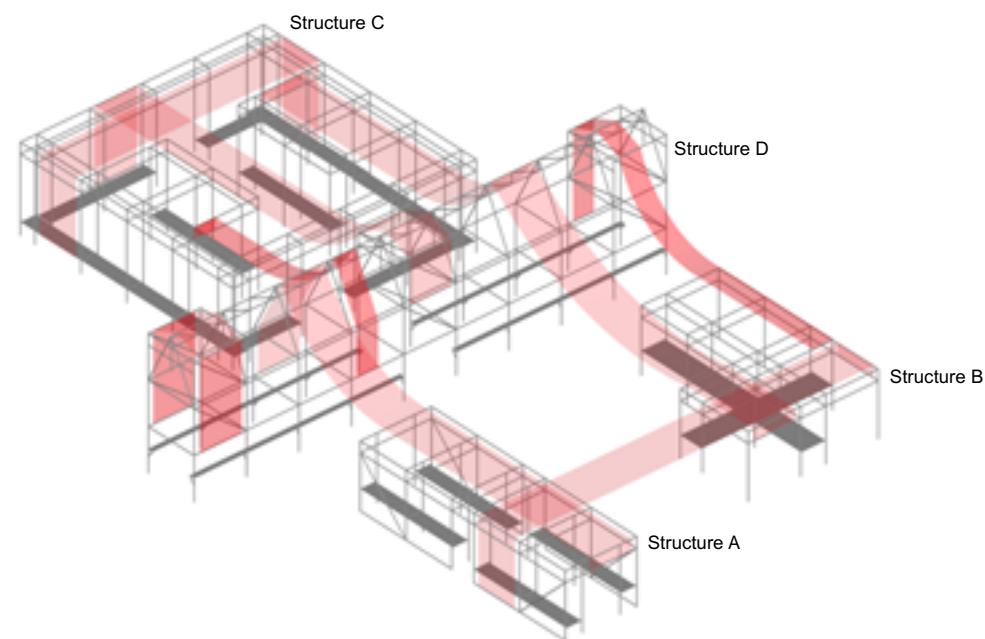
Funding: Private

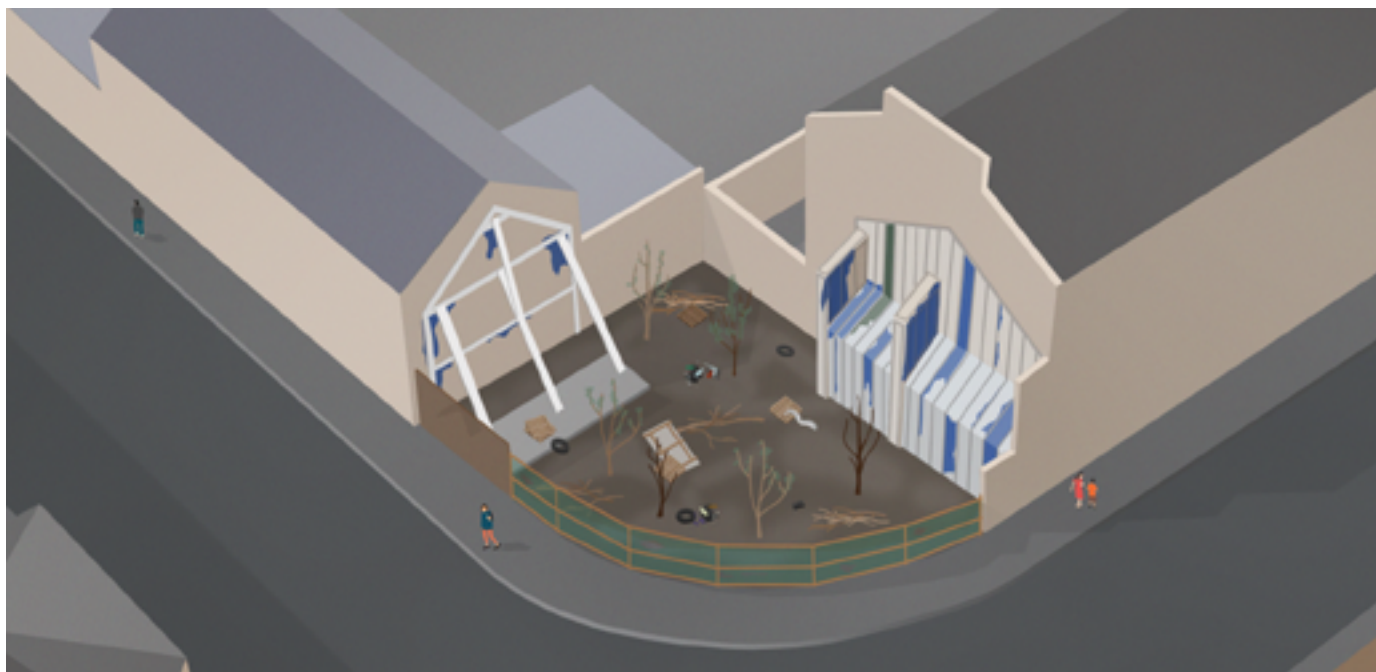
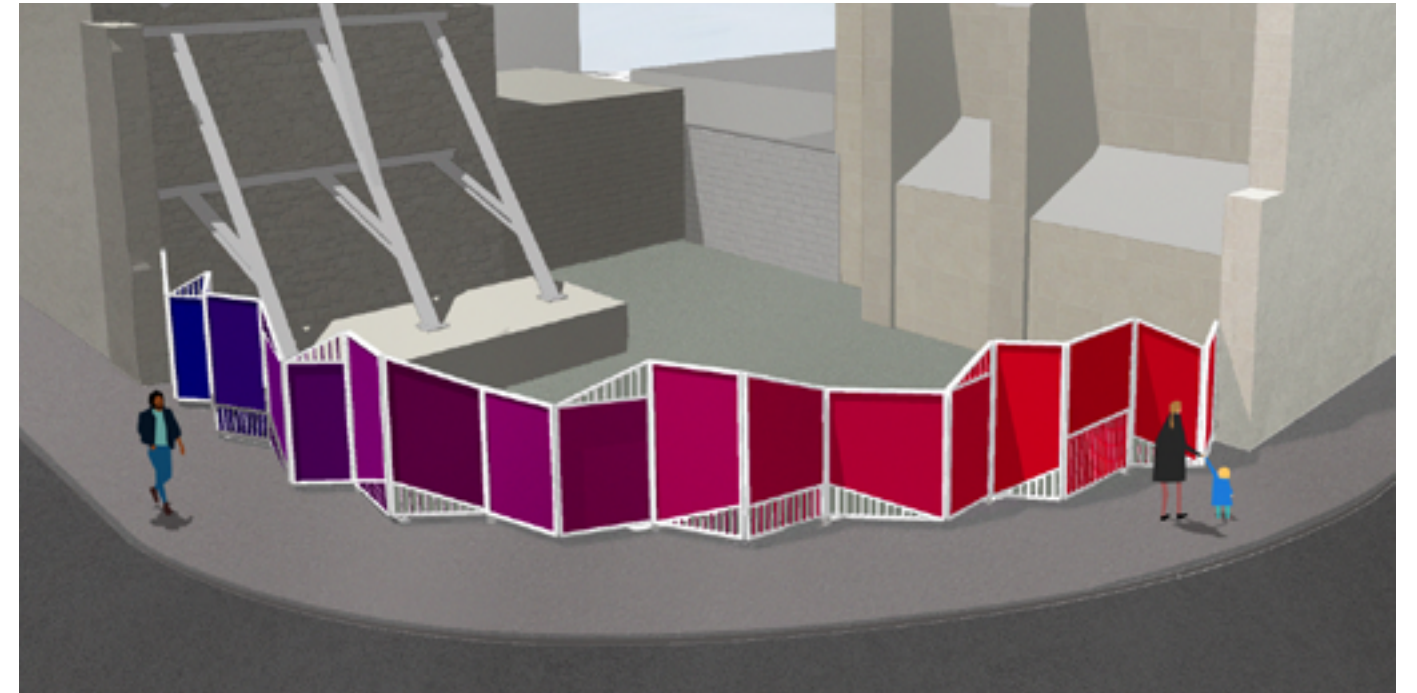
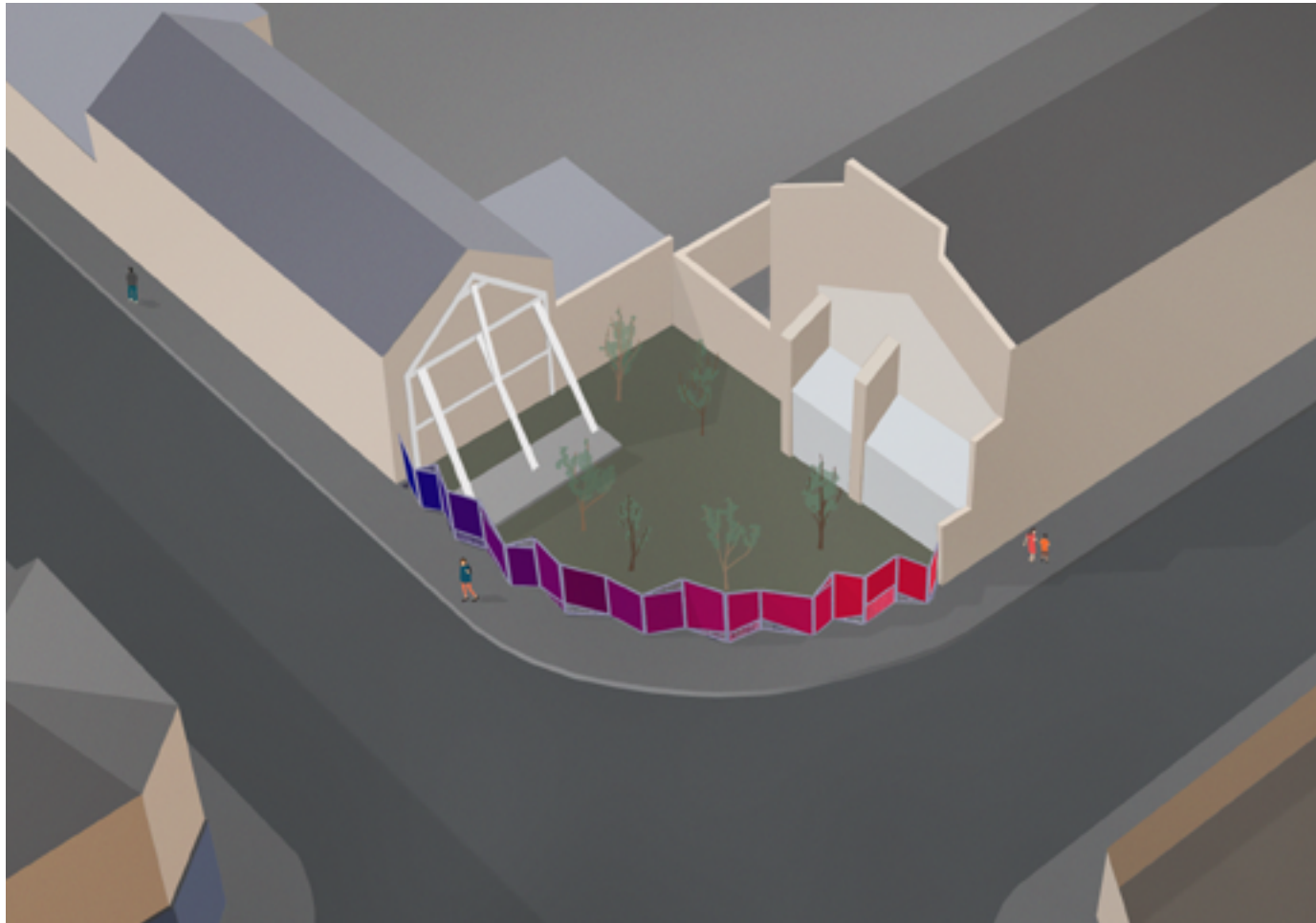
Collaborators: Joe Reeves

Low carbon conference-hall scale installation and scenography for global brand event

TED commissioned us to create a unique space within the Scottish Exhibition Centre (SEC), one of the largest exhibition centres in the UK. Our design and scenography formed a series of spaces for gathering. With a rapid turnaround needed we required a clever, fast solution

that would fit the brief – to create an inspiring space for lunch and informal networking – and more. We were determined that this should not be a ‘build and burn’ approach. We needed a solution that was quick to install, modular and safe, that would have a life beyond the event. Using scaffolding – the perfect zero waste solution – we created the scale and structure needed. To bring added local flair we commissioned local artists to contribute vibrant patterns to be digitally printed out onto metres and metres of fabric draped across the structure to bring it to life.





A Corner for Johnstone

Feb 20 - Ongoing [18 months]
£25k

Client: Renfrewshire Council

Funding: Scottish Government Town
Centre Partnership Fund

Collaborators: Design Engineering
Workshop, Tenement Design

Bringing colour to Johnstone through a new lightweight meanwhile use installation

The corner of High Street and
Maddow Street is a space in need
of some TLC. New Practice were
commissioned by Renfrewshire
Council to develop a meanwhile
use installation to improve the site

while plans for its redevelopment are
worked on. As part of our process we
worked with local stakeholders and
young people to develop ideas for
the site through a digital engagement
process including a Sketch-Up Jam.
The resulting design is a lightweight
and robust timber wrap for the site
that brings new geometry and colour
to the streetscape and a welcome -
Instagramable - addition to the High
Street.

Initial Idea

At current, the poor condition of the school has a significant negative visual impact on the perception of the area as somewhere in transition and not cared for, despite the millions of pounds of investment over the past decade. The building is literally crumbling away before the eyes of the community and serves to provide another example of local history being slowly eroded as per the fate of the former Swimming Baths across the street.

More recently, there has been an influx of visitors to the community who are moving through on their way to Pollok Park with the new restrictions on vehicular access to the park due to the Covid-19 pandemic. For many people, their first - and perhaps lasting - impression of the area is of a place in decline due to the overwhelming presence of the building in the community.

The public facing narrative of the building needs to be drastically altered. Even when in disrepair the building can still act as an icon for the community and symbol of local action and pride.

Phase 1 February - April 2021

With the understanding of the likely limited opportunity to intervene with the fabric of the building for reasons of permission, health and safety and cost, we propose to engage with the local community through dialogue with local residents and business to make a visual artwork. Using the ground floor windows as our canvas to tell a story representing the buildings past and what its place might be in the future.

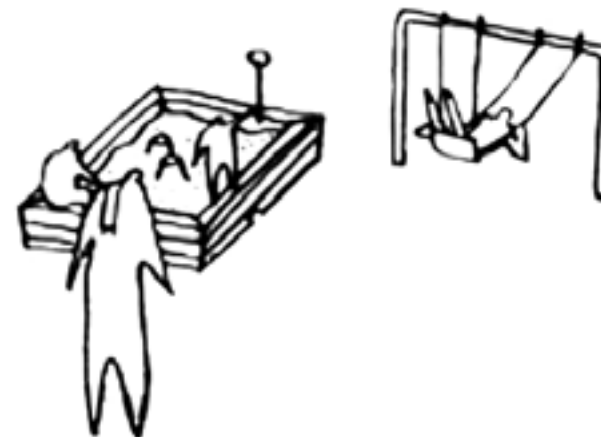
The window panels will be formed of marine-plywood. This is a low-cost but high-impact technique to create a bold graphic language around the building that will spark attention and curiosity, this approach could also direct people towards an online space, website or campaign page.

This visual artwork will also express itself across parts of the playground railings in the form of printed waterproof banners that can be securely fixed using simple cable-ties and again can be fabricated and installed for a relatively modest cost.

Phase 2 May - July 2021

Following the initial 'rebranding' of the building through the visual artwork across the ground floor window panels and part of the railings there will be a further intervention to subtly begin occupation of the site and embed SJMST.

The bold graphic language already established will then continue as a floor based artwork across the playground using hardwearing outdoor landscape paint. This intervention will have an additional purpose in that it will mark out the areas of the playground that are deemed 'safe to use' and not likely to be subject to any falling detritus from the building that might cause injury.



Phase 3 July - September 2021

During the summer months of 2021, New Practice suggest that further occupation of the site is then carried out in partnership with established local groups and organisations in order to build support and evidence of the opportunity the building presents as a future creative, cultural and civic platform/asset for Pollokshaws.

An idea could be to collaborate with the adjacent Community Garden to create a Summer Growing programme for local young people to introduce them to important green principles. Importantly, as the project begins to occupy the site with more tectonic and physical structures issues around non-solicited use of the site will need to be considered and mitigated to avoid issues of liability which would be an assumed block to the project progressing from City Property's perspective.

Awareness Raising Campaign

- What is an Awareness Raising Campaign?

Awareness raising campaigns can be defined as organised communication activities which aim to create awareness on particular topics, behavioural change among the general population and to improve the focus on better outcomes.

They often take the form of mass media campaigns where messages can be conveyed through many different channels, such as television, radio, social media, public relations, events, talks, demonstrations, tours and leaflets. Awareness raising campaigns are recognised as the most efficient and effective means of communicating information especially to wide ranging audiences.

Still, not all of them are effective in terms of influencing people's beliefs and changing their behaviour.

Ultimately, an awareness raising campaign for the school is needed to engender a community sense of value and renewed importance of the building as an asset. Other projects locally such as Govanhill Baths have been successful in rolling out such awareness raising campaigns and this has resulted in community

buy-in both in terms of vocal support and finance. However, it should be noted that the Baths brings with it a history of activism and community action which is an easier base to build on.



- Our experience

New Practice has developed significant experience over the past decade in developing comprehensive communications programmes to support complex and challenging projects. Telling the stories of complex community-led development processes is central to much of the work that New Practice delivers. We have significant experience in developing engaging and legible project narratives, accompanied by visual identities that help people of all ages and backgrounds to participate. This includes the creation of bespoke websites, social media content, blogs, traditional print media and interactive installations and experiences.

Our inspirations, across meanwhile use and awareness raising, include:

- Old Thornhill School
- Kelburn Castle
- Morag Moyerscough
- Alex Brewer



Awareness Raising: Initial Idea

Firstly, New Practice would liaise with SJMST to develop a robust communications strategy, including the production of visual identity and branding materials for the project. We strongly believe that a carefully considered visual identity can help tell the story of a process in a way that is accessible to a wide audience.

The Awareness Raising Campaign will begin with the purpose of generating content for Phase 1 of the Meanwhile Use approach to create a new bold graphic language for the building.

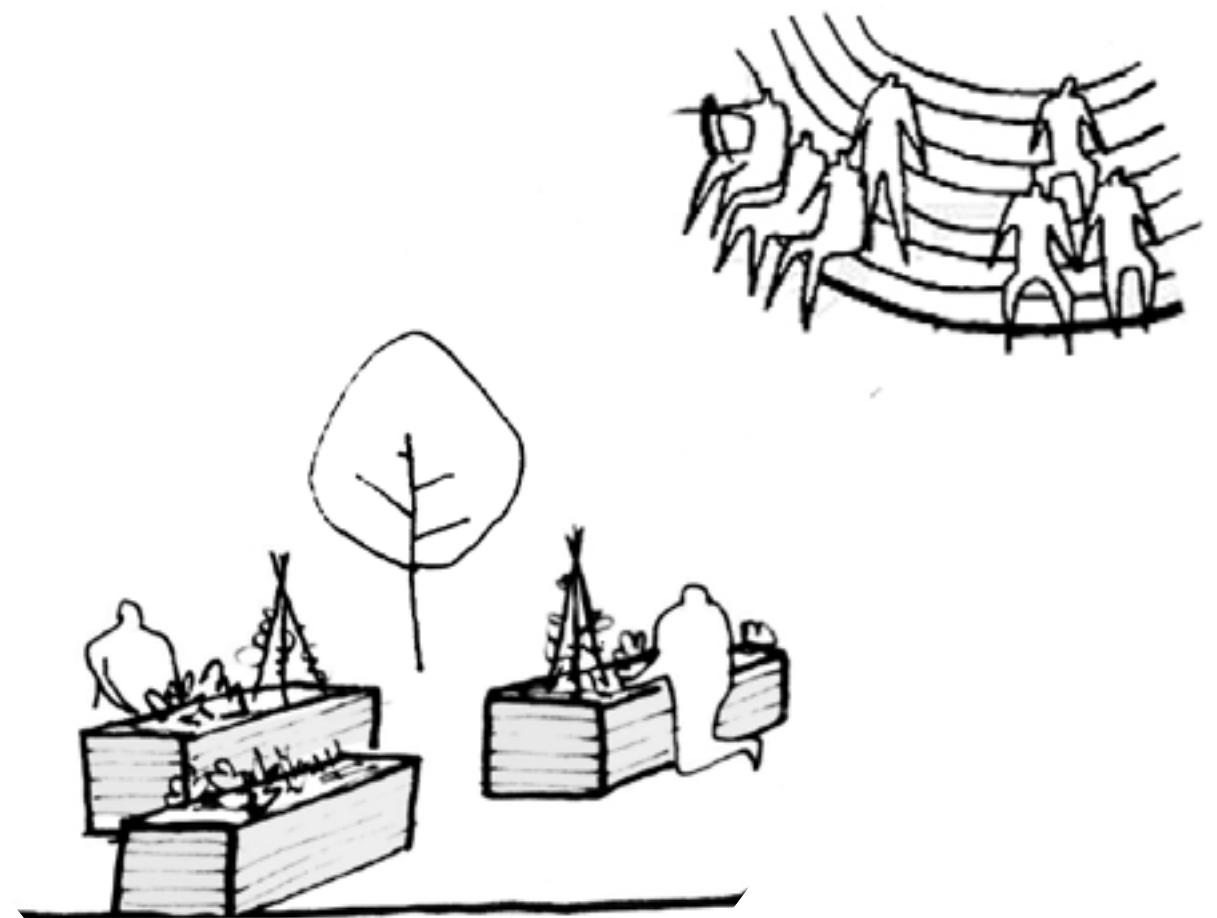
To root the campaign in personal histories of the building, we would like to contact ex-pupils and discuss their time in the school. Particularly, we would like to talk about the playground, the use of the space and popular games played.

New Practice would then gather the conversations and select games explanations and playground chants to translate into a visual identity. Inspired by the element of youthfulness and playfulness New Practice would create a bright and fun visual identity that would reflect the energy and movement of young people playing.

Once translated visually, we would map the games and chants onto the playground floor in the locations in which they were played. This would bring attention to and celebrate the historical use of the play space and be an opportunity for young people to learn about games and chants that were popular through the decades.

As a further opportunity for interactivity, small QR Codes could be cut from acrylic or wood and be attached to railings that passers-by would be able to scan to learn about the game and chant the chants!

Ice cream soda
Lemonade punch
Tell me the name
of my Honey-bunch
A. B, C, D, E, F, F, G...



3.0

Fundraising & Retrofit First

Fundraising

Fundraising, at all scales, will be ultimately very important to bring together the resources to help secure a resilient future for the building. In order to author any form of Meanwhile Use project for the building resources will be required. If a strong argument can be made then it may be possible for SJMST to obtain financial support through the TRA, GHA or Glasgow City Council Ward to commission the project.

Regardless, it is important during the early stages of the project that fundraising forms part of the agenda and public facing communications. The year long programme across 2021 could be a year long 'soft crowdfunding' campaign that allows for local people, businesses and other citywide and national organisations to support SJMST with financial contributions - no matter how small.

There are many competing agendas locally and nationally, with numerous community-led development projects hunting for capital development investment. The projects which

are most successful in their fundraising are those which are either a) providing urgent social (work) outcomes for the local community or b) have galvanised community-wide support for an agreed future vision.

It is important to think outside the box when it comes to fundraising for projects such as this one.

In Dalston in 2014 a group of local organisers came together to form Dalston Bridge as a group fundraising to support local causes and charities. Instead of taking the usual route of applying for competitive public funding they ran an initiative, the first of its kind in the area, in partnership with the many trendy places popping up in the local area to serve the 'Dalston Thing', a golden rum and melon liqueur cocktail, with £1 from every drink sold going to the Dalston Bridge to then disperse across other local charities. Could this work in Pollokshaws and nearby Shawlands? What would the 'Sir John Maxwell' taste like and where might you find it?

Retrofitting First & COP26

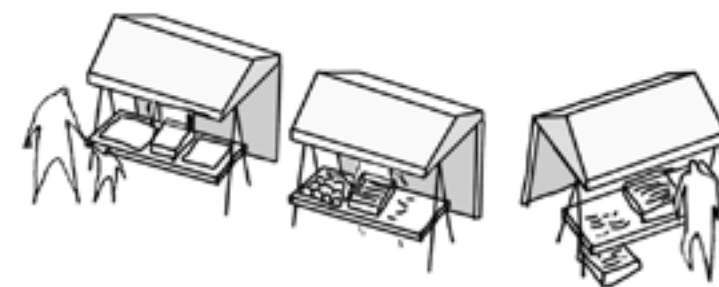
Amid the escalating climate crisis, there is a swell of groups and businesses campaigning to prioritise retrofitting existing buildings over demolition and rebuild.

Worldwide, the construction industry consumes almost all the planet's cement, 26 percent of aluminium output, 50 percent of steel production and 25 percent of all plastics. Because of the way it gobbles up energy and resources, the industry's carbon emissions are sky-high. While the UK construction industry has much to be proud of, it produces no less than 35-40 percent of the country's total emissions.

It is essential that duty-bearers think carefully and seriously about reusing first, and building new secondly.

The arrival of the COP26 conference to Glasgow in November 2021 presents a once in a generation opportunity for SJMST to advocate strongly, in front of the world's media on a global stage, for the adaptive reuse of the building.

The organising of an event, be it a roundtable discussion or more 'aggressive' Extinction Rebellion like protest, on site during the conference would create strategic leverage to commit City Property to a retrofitting first approach to the building, regardless of the future prescribed function for the site.



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