



CAMDEN GREEN LOOP TOOLKIT

CONTENTS

01

INTRODUCTION

A NEW APPROACH TO NEIGHBOURHOOD DESIGN
FOOTWAYS: MAPPING THE GREEN LOOP
FLAGSHIP PROJECTS
MISSIONS

02

PARTICIPATION

CAMDEN GREEN LOOP ROLES
UNDERTAKING SITE VISITS
CO-DESIGN WORKSHOP OUTLINE

03

PROJECT DESIGN

IMAGINATION & CREATIVE EXPRESSION
PROJECT IDEAS AND INVENTION
TESTING VIABILITY

04

PROJECT DELIVERY

SUBMITTING IDEAS
FUNDING PROJECTS
PARTNERSHIPS
ONGOING NEIGHBOURHOOD DESIGNER ROLES
MEASURING SUCCESS

INTRODUCTION

A NEW APPROACH TO DESIGNING NEIGHBOURHOODS

The Camden Green Loop is a new approach to how our neighbourhoods, public spaces and walking routes are designed. We have built a framework which values the input of people with lived experience, just as highly as those with professional expertise in urban design and planning.

By designing a platform on which the people who use a space can work in partnership with design professionals, we believe we can create spaces that better serve local communities (both residents and businesses) and robustly respond to specific local issues, requirements and circumstances.

A by-product of this process is breaking down social, economic and academic barriers to local people having a genuine influence over the direction of their neighbourhoods. Whilst offering their own expertise of using these neighbourhoods on a daily basis, they are also taken on a professional design journey.

Starting with imaginative concept designs, to considering studios and contractors, to observing the planning application and implementation stages. We hope to end up with a growing community of Neighbourhood Designers who are empowered, knowledgeable ambassadors for a bright future for their neighbourhoods.



FOOTWAYS MAP

Footways were commissioned by Camden Town Unlimited to create a map that illustrates the neighbourhoods of the Green Loop and highlights the walking and active travel routes between cultural organisations, green spaces and places of local significance.

This map illustrates roughly the neighbourhoods included in the Camden Green Loop. It highlights walking and active travel routes between cultural organisations, green spaces and places of local significance. In order to map out the places that represent the cultural offer of Camden Town and Euston, we invited local people with lived expertise to help us design what should be featured. This included a creative workshop, engagement sessions, meetings with organisations and dropping in to community events.

Use this map to explore different routes around the neighbourhoods as you start to scope out the focus of your Neighbourhood Design project.

As you walk the routes, consider what interventions could make it even more appealing to walk or cycle. More greenery, better evening lighting, seating or shade could create an environment that changes how you perceive the route.

FLAGSHIP PROJECTS



CAMDEN HIGHLINE

A proposed park in the sky on disused railway connecting Camden Town to Kings Cross.



CAMDEN INSPIRE

An annual celebration of culture and creativity, turning Buck Street in to a community festival.



CAMDEN COLLECTIVE

A scheme taking over vacant units and refurbishing them in to free or subsidized workspace for creative startups.



DRUMMOND STREET

A multi-pronged strategy to support a community of independent businesses including new shop fronts, decorative festoon lighting and events.

GREEN LOOP TOOLKIT

**A workbook to guide your
experience as a Neighbourhood
Designer.**

This toolkit enables you to embark on your new venture of being a Camden Green Loop Neighbourhood Designer. Whether using this whilst taking part in a Green Loop workshop, or using it to design interventions for a local space you care about, you have the framework to meaningfully contribute ideas to a strategy for building a neighbourhood that works better for you.

NEIGHBOURHOOD DESIGN ROLES

Neighbourhood Designers

Local people with lived experience who actively contribute to the urban design of the Green Loop.

Camden Town Unlimited/Euston Town BIDs

CGL founders who implement public realm projects to uplift the environment as a place to live, work and visit.

Lead Architects

Most CGL projects will have appointed lead architects who have an overall vision for the outcome.

Urban Planners

Helping to develop land use plans that create communities and meet local needs.

Local Authority: Planning Officer

Working for the Local Authority to assess proposed projects in the context of local ambitions and policy.

Local Authority: Highways

The dept responsible for roads and footways.

Local Authority: High Streets

The team looking after our high streets to create diverse community hubs.

Local Authority: Regeneration

Directing how and where resources should be allocated

Landscape Architects

Designing outdoor spaces such as parks and gardens.

Graphic Designers

The art of using images, typeface and graphics to create a design such as a place brand.

Contractors

The professionals we appoint to implement project designs such as builders, engineers, surveyors.

1

PREPARATION

1. SELECTING AN AREA

Select a public space in your neighbourhood that you are familiar with, care about and want to help realise its potential.

Consider the context of your chosen location.

What cultural venues and institutions exist?

Is it a site that connects two places or communities?

Is it somewhere that has seen a lot of change and development in recent years?

Are there known issues of antisocial behaviour or crime?

Is it characterised by independent businesses, chains, or greenery?

2. BUILDING A GROUP

If not taking part in a workshop, consider getting a group together to carry out your own session. You could do it alone, but having others in the group may give you new perspectives and ways to bounce around and refine ideas.

3. CREATIVE ACTIVITIES

We've outlined some ideas for creative activities which are designed to get you thinking imaginatively about what the area means to you and how your sense of identity and heritage can be reflected. It is not an exhaustive list, lots of creative outlets can help draw out your stories!

4. DEVELOPING CONCEPTS

Translate your creative discussions or outputs in to a set of project ideas. Use this section to think through the details of your interventions, how they meet the challenges of the space and what the intended outcome will be.

5. SUBMITTING IDEAS

Fill out this section and send it to hello@camdengreenloop to be featured on the Notion site. When we start to look to projects in your chosen area you will be invited to join workshops. Alternatively we could meet to discuss your ideas further, or you can leave it at that, safe in the knowledge that your suggestions and work will be incorporated in to the discussions.

WORKSHOPS

Camden Green Loop workshops are attended by 'Neighbourhood Designers'. These are people with a local connection who apply to take part in a session or series of workshops that will have a specific location or project focus.

Camden Town Unlimited identifies the public space or theme (usually guided by feedback from businesses or residents) and advertises for Neighbourhood Designers to attend. They are paid for their time. Design experts are also appointed to lead discussions. They are briefed to facilitate exciting, engaging ideas sessions which are ambitious and inspired by real-life examples.

A workshop will start with a site visit to contextualise, followed by creative brainstorming and activities which naturally create a flow of project ideas. These ideas can be refined by experts in the room. It is important to note that lived experience is valued as highly as academic or technical expertise; this is an opportunity to marry together invaluable areas of knowledge.

Participants effectively co-author a brief or set of briefs for the multiple project ideas that are agreed to by the group. Whilst CTU continues to project manage the appointment of contractors and implementation, the workshop attendees are taken on the project journey and if they like, are invited to be kept up to date with matters such as planning applications and engagement with key stakeholders.

In this way, being a Neighbourhood Designer is a professional experience, and an opportunity to be immersed in different fields of expertise that traditionally shape the future of our public spaces.

2 SITE VISIT

DATE:

DESIGNERS:

ACCOMPANYING

DOCUMENTS/

LOCATION:

IMAGES:

LIST WHAT IS PRESENT ON SITE:

(buildings, street furniture, greenery, art, vehicles, signage etc)

HOW IS THE SPACE BEING USED BY THE PUBLIC? WHAT
ACTIVITIES ARE OBSERVED?

HOW DOES THIS SPACE MAKE YOU FEEL? HOW WOULD YOU CURRENTLY USE IT?

POTENTIAL CHANGES TO THE SPACE THAT WOULD ALTER HOW YOU MIGHT USE OR PERCEIEVE IT:

NOTE OR DOODLE IDEAS FOR YOUR VISION OR AMBITION
FOR THIS SPACE.

WORKSHOP BRAINSTORM

Reflect on your assessment of the public space you just visited, and the photos. Start to formulate your ideal solutions to the issues or challenges you found, and ways you would like to see the space fulfil its potential.

How does colour play a part in this space? What colours stood out?

What atmosphere did you sense?

What aspects felt particularly relevant to the character of Camden?

In an ideal world, how would this space be used?

How could it best meet the needs of the local communities you know?

Choose three words to describe your experience there, and three words to describe the space's potential.

KEYWORDS & PROMPTS

PUBLIC ART

PERFORMANCE

HERITAGE

LIGHTING

CHARACTERS

BUSINESSES

COMMUNITY SPACES

VIBE

OLD BUILDINGS

LANDMARKS

REGENERATION

ARCHITECTURE

ATMOSPHERE

COLOUR

VACANT SPACES

POTENTIAL

VENUES

GREEN SPACES

CANAL

NEW DEVELOPMENT

GENTRIFICATION

WHAT HAVE YOUR CONVERSATIONS TOLD YOU ABOUT YOUR PRIORITIES FOR THIS SPACE? SELECT THREE THAT YOU VALUE OVER ANY OTHER. (Such as green space, walkability, a curated high streets, places to socialise, addressing antisocial behaviour).

What therefore are your priority outcomes? (Consider themes such as a sense of identity, social mobility, facilities for celebrations, busy independent businesses, increased biodiversity).

3 IMAGINATION & CREATION

Some ideas for creative activities to spark ideas for projects:

1. Find an object from home or your site visit that you use to tell a story, feeling or truth about Camden. Write down or tell the group.
2. Think of one intervention you think could transform this space and model it using any materials - card, plasticine, blue tak.
3. Use a collection of old newspapers and magazines to find imagery, colours, textures or words that reflect how you feel about this space and your ambitions for it. Have in mind the story you are telling with this collage, as abstract as it may be.
4. Create a moodboard (on paper, pinterest, platforms like Notion or Miro) which explores inspiring case studies of the types of projects you would like to see in this space. Be as ambitious as you can be - find incredible demonstrations that your ideas are viable!
 - a. You could also include inspiration for colour palettes, graphic design and typeface that you feel capture your aims too.

SPACE FOR DOODLES & IDEAS

YOUR PROJECT PROPOSALS

PROJECT & OUTPUTS:	
PROJECT DETAILS:	
PROJECT INSPIRATION/ REFERENCE:	
PROJECT OUTCOMES:	
ISSUES ADDRESSED:	
IDEAL PARTNERS:	
IDEAS FOR COMMS WITH COMMUNITIES:	

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PROJECT OUTCOMES:	
ISSUES ADDRESSED:	
IDEAL PARTNERS:	
IDEAS FOR COMMS WITH COMMUNITIES:	

4 DELIVERY

FUNDING

Once we have decided that a project is viable and something we will take forward, we identify potential sources of funding and match them to relevant project streams.

See the project matrix on the next page for an example.

PARTNERSHIPS IN DELIVERY

We seek partners for every project. They will bring diverse perspectives, new networks, community links and expertise. It is important for local credibility that a project is considered to be the product of a partnership rather than a single entity.

ONGOING ROLES OF NEIGHBOURHOOD DESIGNERS

The Neighbourhood Designers have an ongoing role in the delivery of a project. They can be involved in matters such as selecting designers who fit the brief and designing a communications strategy that engages local communities.

As we are committed to the process being a valid and valuable professional experience, if a Neighbourhood Designer would like to be kept up to date on a certain matter then we will absolutely do that.

MEASURING SUCCESS

It is important before implementing a project that we have a clear idea of what success looks like - this will help shape the form and direction of the project.

5 NEXT STEPS

If completing this remotely, please send your booklet (either physical or digital) to **hello@camdengreenloop.com**.

We will come back to you either to confirm that your project proposals are being uploaded to the project Notion page, or to invite you to discuss further and expand on your proposals.