

# NINE ELMS COMMUNITY CORNER



## OVERVIEW

As part of a scheme in London on Plot A07, Nine Elms Lane, Dominvs engaged with two key community partners - Matt's Gallery and Nine Elms Arts Ministry (NEAM) - to deliver a meanwhile use project on the corner of the site placed next to the US Embassy. Together they created an innovative and engaging space for the local community and visitors to experience and enjoy arts and culture.

## THE CASE STUDY

The partnership with Matt's Gallery providing them with 'an opportunity that no one else would', by allocating a space on site for an installation of an art exhibition called 'Swete Brethe' by artist Phil Coy, that local residents and visitors could engage with between October and November. The art exhibition streamed a musical composition by jazz trumpeter, Byron Wallen, modulated by local wind speed, accessible through a QR code. This initiative also created a platform and exposure for Matt's Gallery ahead of their new gallery opening in the Cultural Quarter.

Over a 24-hour period, skills in planning and relationships with supply chain was used to turn the site around and get it ready for the NEAM Advent Calendar Trail 2021. This involved 24 artists utilising areas of various spaces and venues to celebrate and represent 'Peace on Earth'. It launched in the evening of 1 Dec with members of the local community, journalists and Battersea Power Station Community Choir. A 52.7m<sup>2</sup> piece of hoarding was handed over to local artist, Laura Goossens, as a canvas to display her unique vintage collage artwork. The local community were involved in workshops and some of their work printed onto the final design. The revealing of the hoarding ran as a community event that saw the launch of window no.1 of the Advent Calendar that will remain on our site until September 2022.

Read in full [HERE](#)

## KEY FIGURES

- £83,617.75 of social value created
- 60+ organisations/artists involved
- 24 locations and unique installations
- 500k impressions across social media
- 257 QR code scans
- 2,100 unique website visits



### HOW DID YOU WORK WITH THE PRINCIPLES OF SOCIAL VALUE?

By involving our community partners from the beginning of the project, we were able to collect data to inform what to measure using the National TOMS and HACT Social Value Bank. This enabled us to assign financial proxies' representative of the wellbeing outcomes experienced by Laura Goossens, NEAM, Matt's Gallery and the other 24 local artists. We strived to adhere to Principles 1, 2 and 3 by involving our stakeholders, understanding what change was created through evidence gathered and assigning financial proxies the outcomes, endorsed by HM Treasury Green Book. As the project only ran for a total of three months, we concluded that including all of the information and evidence was important to give a true and fair picture of impact, adhering to Principle 4 Including what is material.

When using the National TOMS, we applied an attribution rate of 100% to Dominvs based exclusively on the measures set out in the table for which we were responsible for (including financial and material donations, hours of volunteering provided, and number of staff expert hours provided). When using HACT, we applied an attribution rate of 70% for Dominvs involvement in project, since we were not solely responsible for the wellbeing outcomes experienced by the stakeholders. These actions and measures ensured we adhered to Principle 5 Do not overclaim.

The impact sheet created off the back of this programme included an explanation around methodology and shared with our community partners and the Council. Any questions were answered in relation to sources and method of information collection, adhering to Principle 6 Be transparent. The length of this programme and type of impact reporting does not require the inclusion of Principle 7 Verify the result. However, our Social Value Associate and Social Value and Community Investment Director who reported on the impact, have achieved Associate Practitioner and Advanced Practitioner qualifications with Social Value International.

### WHAT NEXT?

Dominvs are currently running a pilot programme with NEAM, called Creative Soul. The aim of this is to improve individual wellbeing by offering Nine Elms and Battersea residents, of all demographics, free access to creative art and wellbeing workshops. These are being run by local professional creatives, who have been trained as Mental Health First Aiders and Champions. They will be able to share this expertise with the residents and highlight the importance of caring for individual emotional, mental, physical and spiritual health.



"The trust I have felt...I was left with a huge canvas and felt trusted by both Dominvs and NEAM. This felt very reassuring. I had the freedom to fully create what fits my style and felt very valued as an artist"

**Laura Goossens, Local Artist**