

# THE HEMINGWAYDESIGN APPROACH TO HERITAGE LED REGENERATION



# WHO ARE HEMINGWAYDESIGN?

## AN OVERVIEW

HemingwayDesign is a multi-disciplinary design agency led by two generations of the Hemingway family and a wider team of talented designers. We create, we transform and we care about the detail as much as the big stuff, cutting through the ordinary and the expected with powerful, visionary design. Our work takes us across culture-led regeneration, affordable housing, urban design, landscape planning, interiors, large-scale design-led events, exhibitions, products and fashion – and we do it all with a community-focused and ethical conscience.

## OUR MISSION

At HemingwayDesign, we have a firm philosophy that “design is about improving things that matter in life”. It is this mantra that continually ensures our brave creative thinking and method for delivering positive, socially-responsible place branding and place making. We believe in the power of culture-led regeneration and achieve this with an inclusive process that we call like to call ‘co-design’.

## THE TEAM

Our team is a unique blend of old and new, so to speak. Founders Wayne and Gerardine Hemingway bring four decades’ worth of award-winning design and entrepreneurial experience to the table, which works in harmony with the bounty of fresh, invigorating ideas from the next generation of HemingwayDesign partners, who all innately understand the desires and needs of ‘millennials’. Together, we’re a highly motivated, responsive and creative team, and are never afraid to challenge and collaborate with the client and end users – or to have fun whilst doing so.

# OUR TRACK RECORD IN HERITAGE LED REGENERATION



# OUR HERITAGE LED REGENERATION PROJECTS

## PORTSMOUTH GUILDHALL

[CLICK FOR MORE DETAIL](#)

HemingwayDesign has produced a vision for the renaissance of Portsmouth Guildhall as a vibrant concert hall, ambitious multi-artform cultural venue and dynamic social space. The revitalised venue will provide a year-round engaging, accessible and eclectic programme of national and international music and performance activity alongside education and conferencing and business facilities, creative studio space and hotel accommodation. The project's mission is to reinvigorate a regionally significant building so that is once again becomes an architectural landmark and the home of cultural activities for Portsmouth. We have been engaged by the Portsmouth Guildhall Trust to start to bring the vision to life in 2018.

"We commissioned HemingwayDesign to create a visioning document for the refurbishment of Portsmouth Guildhall ... they worked with our Client Team including architects and the senior management to produce an excellent document. The Visioning Document is now the main reference point when presenting the design concept to all parties. Aligned to this work HD produced a set of visuals which portrayed several areas of the project. These stunning visuals have been used for press and public consultation as well as project visioning ... whilst they



present strong and thoughtful concepts they are alert to our ideas and therefore very receptive. I would commend their work to prospective clients who are considering an ambitious design led project." - Andy Grays, Chief Executive

# OUR HERITAGE LED REGENERATION PROJECTS

## THE HARRIS, PRESTON

[CLICK FOR MORE DETAIL](#)

The Harris in Preston is the jewel in the crown of the city's historic public buildings and HemingwayDesign were chosen, along with Purcell architects to "design its future". Our work focuses on re-imagining and future proofing a historic museum/library/art gallery/city social space.

The Harris will lead a county wide cultural offer that is uniquely Lancastrian with a 21st century relevance. With personality, drive and innovation that characterises the city. The Harris will provide an fantastic and innovative visitor experience that will animate the city centre, drawing people in during the day and into the evening.

Local people will help create this cultural offer and the Harris will be a reflection of the wonderful diversity of Preston's identity. The Harris will provide opportunities to learn and acquire knowledge, acting as a hub for all people to gather, meet and participate. A home for the production of cultural content of the highest quality, raising the profile of Lancashire nationally and internationally.



# OUR HERITAGE LED REGENERATION PROJECTS

## DREAMLAND, MARGATE

[CLICK FOR MORE DETAIL](#)

HemingwayDesign were appointed by The Dreamland Trust in 2011 to develop a vision, create a brand, tone of voice, and lead on the full design proposition for a re-imagined Dreamland - one of the UK's most high profile 21st century regeneration schemes. Dreamland is the oldest amusement park in the United Kingdom, with the Grade II listed Scenic Railway rollercoaster, and Grade II listed cinema.

Following the re-opening in 2015, Dreamland Margate is the world's first amusement park of thrilling historic rides and classic side shows, eateries and evocative spaces, set within a landscape capable of hosting national festivals, major events and visiting attractions. The new Dreamland is a visual and sensual delight, created by forward-thinkers and creative designers – a concept not only evocative of Dreamland's past, but with an eye firmly on the future. “You are bringing real clarity to the project. It was like trying to plait fog till HemingwayDesign came along” - Jan Leandro, The Dreamland Trust.

Dreamland was nominated for a Designs of The Year Award with an installation at the newly re-opened Design Museum, and won in the Brand & Identity category at the Design Week Awards 2016.



# OUR HERITAGE LED REGENERATION PROJECTS

## TROPICANA, WESTON- SUPER-MARE

[CLICK FOR MORE DETAIL](#)

In 2016 Banksy's Dismaland brought Weston-super-Mare and the 1937-built Tropicana to the attention of a worldwide audience. At HemingwayDesign we didn't need our arms forced up our backs to get involved in helping to create a vision for Tropicana's future.

We led a gathering of creative minds at Tropicana on 9th March 2016 to discuss possibilities for Tropicana's future uses. Over 100 creative thinkers turned up from Weston-super-Mare, Bristol and points south. There were senior representatives from the festivals and events industries, senior folk from the arts and creative industries including theatre producers, practicing artists, musicians, designers and representatives from regional arts and cultural bodies as well as representatives from local government. The discussions were lively and productive and it became immediately clear that there is a love for Tropicana and no shortage of ideas.

We are now part of a team developing these ideas and things are becoming very interesting indeed!



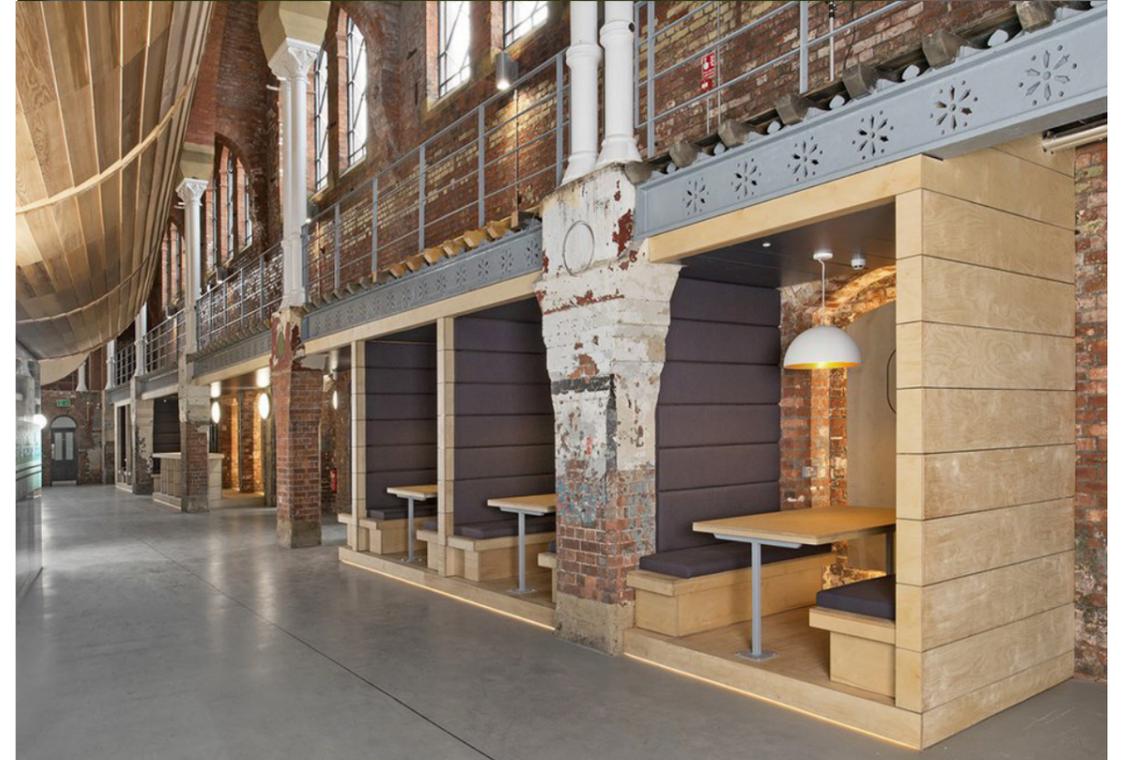
# OUR HERITAGE LED REGENERATION PROJECTS

## ASHTON OLD BATHS

[CLICK FOR MORE DETAIL](#)

In 2016 we worked on the interior fit out of Ashton Old Baths in Greater Manchester - a Victorian built, Grade II\* listed building and one of the first ever municipal swimming pools to be built in the UK. It has been transformed into a new digital, creative & media hub, offering flexible office accommodation, SME incubator services designed to accelerate growth and an event space for staff, clients and guests of the building.

The new structure has been designed to minimise physical impacts on the original building's structure, and to preserve the spatial quality of the main bathing hall, one of the largest in the country and second largest in Europe when the baths opened in 1870.



# MAKING IT HAPPEN



# MAKING IT HAPPEN

## OUR AIMS

The HemingwayDesign approach to heritage led regeneration is straight-forward – we’re not ones for messing around. First and foremost, we want to significantly improve the everyday lives of those using the venue, and the wider community. Secondly, careful spending is at the core of our plans; we utilise budgets wisely and make every last penny work as hard as we do. And finally, our improvements must stand the test of time and enact real, positive social change.

## CO-DESIGN AND ENGAGEMENT

We know that the key to a successful regeneration strategy is to strip back the layers and get to the heart of how the venue wants, and needs, to be defined and utilised.

And that means getting out from behind our desks and heading into the community to gather the detail and stories that inspire. We’ll actively engage with the people of the town or city – from business owners to families and students – to hear about how they really want the venue to develop. Then we’ll set about making it happen. Only through this high level of engagement will it be possible to capture the unique spirit and

opportunities that the site presents, and craft a message and tone of voice that all facets of the local community can embrace. It’s also an ideal vehicle to inspire a shift in mindset and inspire new confidence in the region.

The answers to the following four questions will extract the key messages that will unite the community, raise aspirations and become a springboard for our regeneration plans:

What does the venue do?

Who is it for?

What makes it unique?

What is its future?

# MAKING IT HAPPEN

## PRINCIPLES

First and foremost, the project must deliver in terms of attracting positive attention, excitement, intrigue from of residents, businesses and visitors. Regeneration affords a place a completely new and community-led identity, then communicates that story to its target markets. We hope to achieve:

- Widening the cultural offer and new levels of community engagement with the venue and its programmes
- Improved internal and external perceptions.
- Increased business inquiries and investment.
- Increased visitor numbers.
- Empowering local makers, artists and creative industries to make the venue a place of creativity and innovation.
- Platform for future development.
- Springboard for marketing activity that will help the place to achieve its goals.
- Empower people and raise aspirations – espouse opportunity and big thinking.
- Enabling local people to tell their stories, celebrate their heritage and identities, releasing their creativity, the venue will become a place of stories,

experiences and memories.

Undertaking an honest assessment of its challenges and opportunities, and understanding what is and what isn't working is vital. Therefore all the engagement we undertake is non-attributed, which allows everyone the freedom to be open and honest. We are here to help present the venue in all its glory, but we also believe that if a venue is strengthening its positive messages it should also acknowledge its problems.

We've found co-designing to be the most inclusive way of making sure the community have a say in what they want and need from the final solution.

## STEERING GROUP

To drive momentum and keep the program on-message at every turn, we recommend forming a Steering Group. This team will meet at key stages of the program's implementation, and will pinpoint the focus from the outset.

# THE HEMINGWAY DESIGN METHODOLOGY



**OUR APPROACH TO HERITAGE LED  
REGENERATION IS BASED ON A METHODOICAL  
FIVE-PHASE PROCESS THAT INCLUDES,  
INFORMS AND INSPIRES.**

# THE HD METHODOLOGY

## PHASE 1: DISCOVERY, LISTENING AND GATHERING

We will discuss current targets, the challenges and ambitions within the council, the stakeholders and all sectors of the community. This will enable and inspire people internally and externally, and help define and inform the creative process. We aim to understand of the venue's actual and perceived character and characteristics by:

- a) Reviewing and considering all relevant existing primary and secondary research, economic, local strategies, recent consultancy reports, local materials, suppliers etc.
- b) Working with your project team, we will look at what has and hasn't worked.
- c) Understanding the end user by creating pen portraits of the target visitor. We'll do this by observing and assessing social media to evaluate what the current 'noise' is about and assembling focus groups.
- d) Immersing ourselves in the area and analysing the 'touch points' where visitors interact with the place.
- e) Engaging with both private sector and public forums to add depth and meaning to any existing evidence.
- f) Holding one-to-one conversations with local business,

residents and the visitor economy.

- g) Designing focus groups with local business, residents and the visitor economy.
- h) Generating online questionnaires and surveys.

The output of this stage will be a detailed evidence base to develop the regeneration's key themes and drive the creative direction for the design.

## PHASE 2: INSIGHT AND RESEARCH

We will undertake a full review and analysis of all of the evidence gathered in Phase 1 and pick out the key values, themes and points of distinction which form the course of the regeneration. We will then compare this against relevant projects from around the world and take note of any precedents that have already been made.

# THE HD METHODOLOGY

## PHASE 3: DEVELOPING THE REGENERATION DESIGN

In this stage, we will collaborate with the creative team/engineers to capture the essence and identity of the area in a first draft of the design. Various creative ideas will be presented to the Steering Group for discussion and comment, and we will seek your suggestions to refine the options to the one which gives the best strategic direction. We will then demonstrate how this design will satisfy all corners of the community and address their needs.

- a) Creative recommendations and design development.
- b) Visuals that showcase the regeneration plans and immediate environment.
- c) Analysis and critique of the creative recommendations with Steering Group.
- d) Analyse the feedback and refine the design until a single direction is agreed.

## PHASE 4: BUILDING WORKS AND IMPLEMENTATION

We see all of our projects through to completion. We will be on hand for the duration of the build, and will keep our beady eyes on every aspect of the build out till it reaches the finish line.

## PHASE 5: BRAND AMBASSADORS IN THE LOCALE

As a bonus promotional resource, HemingwayDesign will become high profile ambassadors for the area and media-savvy guardians of the regeneration, with a spokesperson in Wayne Hemingway who is in demand from print, radio, TV and online media.

**WE WOULD LOVE TO WORK  
ON YOUR HERITAGE LED  
REGENERATION PROJECT**

**GET IN TOUCH:**

**EMAIL:** [info@hemingwaydesign.co.uk](mailto:info@hemingwaydesign.co.uk)

**TEL:** 02089031074

**ADDRESS:** 15 Wembley Park Drive,  
Wembley, Middx, HA9 8HD