



Proposal:  
Heathfield House  
Art & Ecology Centre

TURF

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# A thorny problem

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**1/4 of London's  
artist studios are  
at risk of closure  
by 2023...**

**...yet the creative  
sector accounts  
for 1/6 of jobs in  
the capital.**

**45 Council owned  
properties in  
Croydon are listed  
as vacant.**

**Many, including  
Heathfield House,  
fall into disrepair  
without viable  
uses.**

**Heritage  
space is at  
risk in  
Croydon.**

**15 of Croydon's listed  
heritage spaces are  
currently on Historic  
England's 'at risk'  
register.**

# Croydon's culture, heritage & assets need creative, long-term solutions...



*Image: Turf's artist-designed crazy golf course,  
Ruskin Square, East Croydon Station*

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# ...to create long term impact.

A stable space for artists & **long-term commitment by Croydon Council to culture** in the borough

Publicly owned spaces remaining **engaged with & valued** by the public

**A new generation of creative caretakers** for our borough's unique heritage

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# How? Heathfield House

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- **Artist studios, targeted to local undersupported, disabled & emerging artists.** Operated on a licence membership model - as Turf is a registered charity, income is non-profit.
- Ground floor; Flexible use will allow the space to be used for **events for a stable model, plus a public programme of projects**, and activities from the longstanding Croydon Ecology Centre.
- Potential to introduce **sculpture & art trails** in the grounds, subject to Council agreement.



# How? Heathfield House

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- **Rent offered** after an initial rent-free period.
- **Space improvements** fundraised & organised by Turf.
- **Studio members to help to care for grounds** in exchange for low studio fees, in collaboration with the Ecology Centre.
- Additional income from **events hire**.

# Why Turf?

Our free exhibitions  
& workshops in  
Croydon attracted over

**14,000**

members of the  
public since  
2019

Registered  
charity working  
with **artists at all  
ages, stages &  
abilities**

**Over 500**  
artists supported  
with **paid  
commissions**  
since 2013



Artist studio  
waiting list of  
**400+**  
**artists**

**Proven  
delivery;**  
40 artist studios  
across two  
Croydon  
sites





**Locally rooted**  
- founded & led  
by local artists



**National  
reputation**  
as innovators  
in the sector



**The New York Times**

**The INDEPENDENT**



**Royal College of Art**

# Turf also run:

## **MOSS**

collective of disabled artists

## **Art Press**

collective of local artists aged 12-18

**Families & schools workshops**

**Artist development workshops**

**Free community creative project space**



# Precedent...

Yorkshire  
Sculpture  
Park



The Sculpture  
Park & Hannah  
Peschar Sculpture  
Garden, Surrey

Grisedale Arts,  
Lake District



# Team



- **Female-led** team of 7.
- **30+ years shared sector experience** - public programming, facilities management, fundraising & working with diverse audiences.
- **Board of trustees & advisory board**, including expertise in structural engineering for heritage buildings & the British Council
- **Lived experience** - artists & Croydon locals.
- **Previously proposed uses** for Tamworth Annex, Ashburton Hall, Socco Cheta.

**Publicly-owned spaces** are disappearing at alarming rates, with Councils under legislative & financial pressures to dispose of 'underused' assets, an approach that is short-termist, unpopular & disempowering for communities.

**Land is finite, and these spaces once lost are lost for good.**



# This usage: ---

- **Preserves** one of the borough's most important public assets, enhancing public engagement with the heritage building & grounds.
- **Makes space** for undersupported, disabled, young & emerging artists in the borough.
- **Honours** Raymond Riesco's interest in art.
- **Would demonstrate long-term vision & innovation** by Croydon council for Croydon's culture, heritage & assets.

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# Find us

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