

Goldsmiths propose to locate the University's established and internationally renowned post-graduate Art courses solely at the redeveloped Playtower site, in a dedicated and purpose-built centre for the growing Masters programme on offer.

Primarily this would see the sensitive restoration of the main pool hall, and the reinstatement of the part-demolished rear pool over two storeys, to provide three large flexible studio spaces. This model would replicate the under graduate facilities currently provided from the similarly constructed Grade II listed Laurie Grove Baths at the Goldsmiths main campus in New Cross.

It is proposed that the MA courses that would be provided would see around 200 students based in Ladywell; with options for future growth built into the design. It would be programmed to complete the first phase of construction works by the Summer of 2019, and to begin occupation shortly afterwards.

The proposed redevelopment of the site by Goldsmiths will provide a sustainable future for the historic property, and the existing building can be adapted to create functional accommodation with minimal risk to the Playtower's architectural heritage. Significant investment is required; however, it is believed that there is a proven business model for the University to adhere to, and a proven demand for the Art Department – the Playtower's unique heritage and location can provide an attractive offer to students which will preserve the properties' future and boost the local community and amenities.

The Playtower will allow Goldsmiths to develop an unprecedented range of public engagement programmes. This will include, in association with the Goldsmiths Centre for Contemporary Art (CCA) in New Cross, an outstanding art education programme for local primary and secondary schools. The art education programme will be managed by Goldsmiths CCA as part of its ambition to become an ACE National Portfolio Organisation. The Art Department will also provide a range of accessible short courses and training programmes in art related subjects, such as drawing classes, casting, ceramics, digital animation and curating. These courses will offer local residents and people across South London affordable interaction with some of the leading artists, art educators and art technicians in the world.

In addition to the extensive public engagement programme, Goldsmiths will seek to explore the opportunity to partner with Outset/Studio Makers to provide subsidised studio space for professional artists. Current feasibility work has identified around 20 studios, with the potential for 40, which will create a unique community of students, art educators and professional artists in Ladywell. The studio residents will help teach on the course and also have access to technical facilities, creating an entirely new kind of educational/professional community.

Goldsmiths have a proud and proven record of collaborating with the local community and with the London Borough of Lewisham; the University would welcome the opportunity to continue to develop this unique association via the restoration of this unique property; and by providing a long-term future to a significant historical asset.