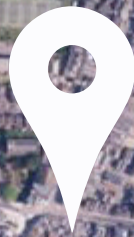


An aerial photograph of a coastal town, likely Brighton, showing a dense residential area with many small houses and green spaces. A long pier extends from the town into the sea. The sky is blue with some light clouds.

# Packs Building

Feasibility Report 01.04.2021



**shade  
makers**

Turner.Works



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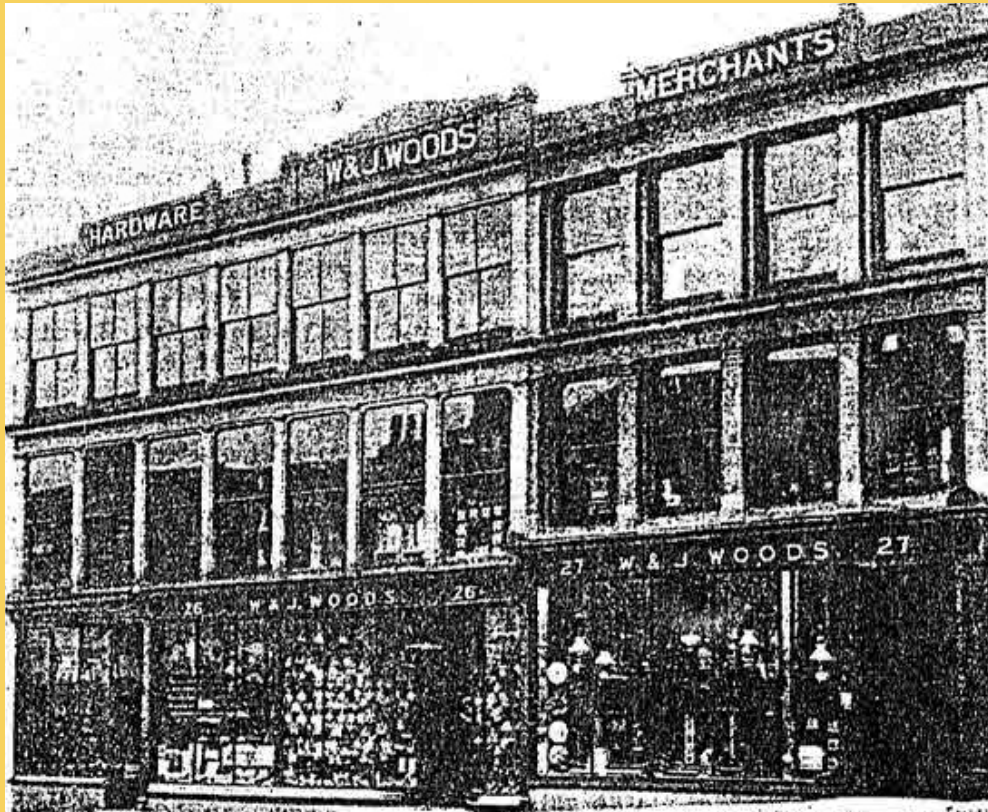
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X



Making a difference at Packs!

Turner Works' mission is to help communities thrive. We are a group of optimistic, curious and responsive architects, designers, thinkers and makers.

We love working with ambitious people and feel there is a great synergy between the Shademakers vision and how we work. Both Turner Works and Shademakers pride themselves on their ability to turn the simple into the special, and Packs presents a perfect opportunity to do that together .

We are thrilled to help Shademakers maximise the potential of the the Packs building.





**Shademakers – Direct Client**

Sharon George, Paul McLaren & Martin Sheaff

**What Do They Do?**

– They design, construct & build large scale kinetic installations, carnival costumes & outdoor theatrical pieces which are presented worldwide.

**What Did They Say?**

- They will be the player/ coach on the team, both using and curating the overall operation of the building.
- They require a place to call their own. They have moved between borrowed space over the last 30 years and have changed the way they work to suit the space available.
- Packs will provide their new home for creating, planning, collaborating and engaging with the public.
- The building shall also offer up greater opportunities for the local creative community and general public to interact. Like a mixing chamber for creativity.
- They want to create a platform for fringe arts and an incubator to help the DIY creative thrive.
- Space for events, studios, workshops, audio booths, community facilities, cafe, retail and more.
- They have bags of DIY energy and are looking forward to using it to make this transformation happen.

**Ryde Arts**

Abi Wheeler & Carol Jaye

**What Do They Do?**

– A community organisation set up in 2001, running the annual Ryde Arts Festival with funding support from Arts Council England and voluntary support from the Ryde community.

**What Did They Say?**

- They would love to use the building for potential events, meetings and desk space when needed.
- They’ve applied for funding to test month long residencies for the windows – use them as public facing studio spaces.
- They would like to explore the potential to use the Packs building for smaller business opportunities/ low risk/ pop up/ trial space for local makers.
- A place for acquiring skills and displaying talent.
- Create a space where generations can mix together.
- Create an inclusive, welcoming space that everyone will use not just people who are already included in arts world.



**Ryde Business Association**

Zoe Thompson

**What Do They Do?**

– They support businesses, creative’s, organisations and events in Ryde

**What Did They Say?**

- They would love to use the building for potential events, meetings and desk space when needed.
- Ryde doesn’t have a market space, an opportunity for people making high quality products – like textiles, craft, art – to test out their products / gain audience in a central high street space is vital.
- Arts and culture are good ways of getting kids involved but there is a gap for creative teenagers / young adults to develop and to coordinate with more experienced artists. It would be great to provide opportunities for this group to prevent them being lost to the mainland.
- There should be opportunities for the public to understand / meet who is behind the artwork.
- A testbed for creative commercial opportunities.

**Ryde Heritage Action Zone**

Zoe Thompson

**What Do They Do?**

– Encouraging heritage-led regeneration and co-ordinating the successful delivery of a range of schemes, including shopfront and historic building improvements, together with improvement of the public realm in Ryde.

**What Did They Say?**

- They would love to use the building for potential events, meetings and desk space when needed.
- A great opportunity to expand on the historic identity of a key building in the centre of Ryde.

**Ian Boyd**

Arc Consulting, Artecology, The Common Space

**What Do They Do?**

– Specialties: sustainability, ecology, environmental management; community development, environmental education and public realm.

**What Did They Say?**

- It’s key that building is being brought back to life for community use.
- Ryde’s proximity to the mainland is in its favour. The building has the opportunity to play a key role in further strengthening the cultural connection.



Key moments in the history of ride, it’s creative community and the Packs building.

TIME LINE

1705

Henry Player, a Hampshire brewer, bought the Manor of Ashey and Ryde for £3,000. The subsequent generations of the Player family initiated the growth of Ryde by allowing houses to be built between the farms of Upper Ryde and building a chapel.



1800s

By the early 19th century Ryde was beginning to grow in popularity for wealthy visitors in search of the Picturesque and for travellers who were denied their customary continental visits during the Napoleonic Wars. Keats’ famous first line “A thing of beauty is a joy for ever” helped publicise the island as a beautiful holiday destination.



1340s

‘La Ryde’, or Lower Ryde, was recorded as a fishing village, with one of the three ports by which you could access the island. It was burnt by the French in the reign of Edward II and remained relatively insignificant until the 18th century.



1780

Upper and Lower Ryde hamlets were joined by the introduction of Union Street, and land was aside for the building of Church Lane, Union Road, George Street and Cross Street by William Player.



1814

The Ryde Pier is opened, the first of the great pleasure piers to be built in the UK, costing £12,000 and extending 1740 feet. The pier instigated steady development in Ryde and the rapid growth of the Isle of Wight’s tourism industry due to it being accessible at all tides. From the pier you could regularly travel to Portsmouth or Southampton, or take excursions to Lymington, Bournemouth or Brighton.



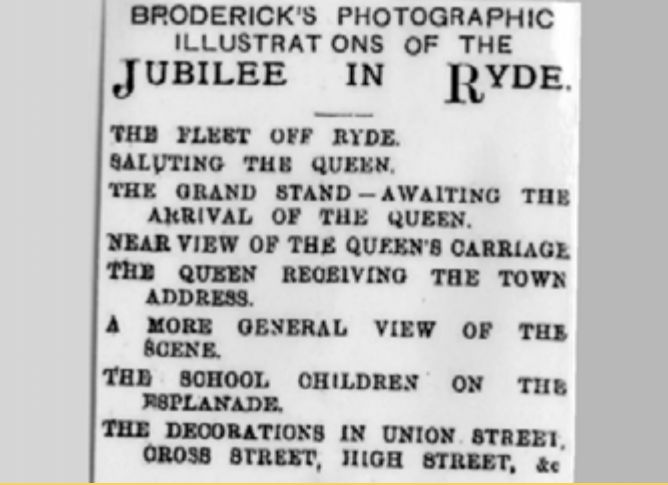
1856

Ryde Esplanade was constructed, welcoming a constant and busy flow of promenading passengers arriving daily. Subsequently, Ryde became a popular bathing resort, largely as a result of Queen Victoria’s regular presence and fondness for the island. She is noted to have said: “It is impossible to imagine a prettier spot”.



1887

On 28th July, the first Ryde Carnival is held in honour of Queen Victoria’s Diamond Jubilee, which she herself attended. It was the first carnival to take place in the UK and set in motion the long-standing tradition on the island.



1934

In 1906 carnivals were temporarily stopped due to the popularity of regattas and the First World War, restarting in 1934. Over 5000 people watched the firework display in the recreation ground, which included a set piece depicting a naval battle.



1859

William and James Woods are listed in William White’s Isle of Wight directory as a commercial blacksmiths and ironmonger at the Cross Street address, with a hatter, tailor and boot maker next door.



1890s

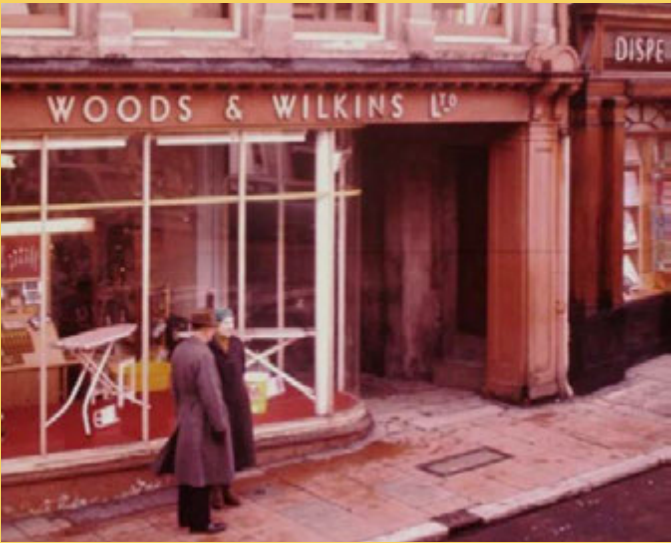
Early records of the Packs building suggest that it was operating for nearly 100 years as a manufacturing and furnishing ironmongers, W. & J. Woods. The premises were enlarged over time to accommodate attractive window displays, “spacious saloons” exhibiting useful and ornamental ironmongery, from baths and toilets to lamps and candelabra. Behind the showrooms were extensive works for the production of goods, a suite of offices and a stables.





1940s

The Packs building became Woods & Wilkins Ltd., an expansion of the ironmongers into a tool and garden, farm and dairy equipment stockist, and general repairs shop.



http://img.scribble.com/content/uploads/2019/07/2019-July-Magazine-2nd-draft.pdf

1950s

Winifred Guy, mother of Elizabeth Barrow, takes over Packs, a valuable clothes shop in Ryde.



1987

Elizabeth Barrow opens Packs on 29-30 Cross Street as a department store, carrying on the fashion business of her parents. She was asked to take on the large building because it needed to remain as one shop for planning purposes.



https://historicalengland.org.uk/finding-the-lie/lat-sect/034892

2001

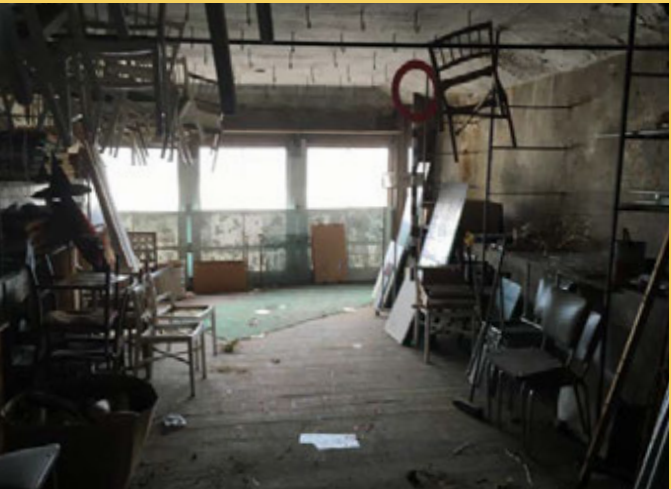
Ryde Arts is established by Carol Jaye to run the annual Ryde Arts Festival.



https://www.facebook.com/rydearts.org/photos/2648028893227

2021

Shademakers approach Turner Works with a vision to turn the Packs building into a new cultural centre for making, learning, sharing, interacting, performing and celebrating.



Attachment from Shademakers first email to Turner Works.

So...What's Next?



A New Identity



Historic Character:

- Ambition
- A conduit between the Island and the mainland
- Retail
- Making
- Displaying and showcasing

Vision:

- A space to dream big
- A space to connect the Island and the mainland
- A space to connect local makers with the public
- A space for the local community to thrive
- A space to create
- A space to display and perform
- A space to learn and exchange skills
- A space to feel welcome in. Whether your passing through, attending an event or basing your business there.



Aspirational References

Reclaim, Repurpose and Reactivate!

- DIY energy
- A backdrop for creativity and community
- Honesty to material, process and story
- A place to make, display and celebrate



Hanger 21



South London Gallery



Kunsthaus Tacheles



Goldsmiths Centre for Contemporary Arts



La Machine Company Nantes



Caravanserai



FRAC Dunkerque



Spike Island Studios Bristol



Jam Factory Oxford



Kanal Brussels



Palais de Tokyo



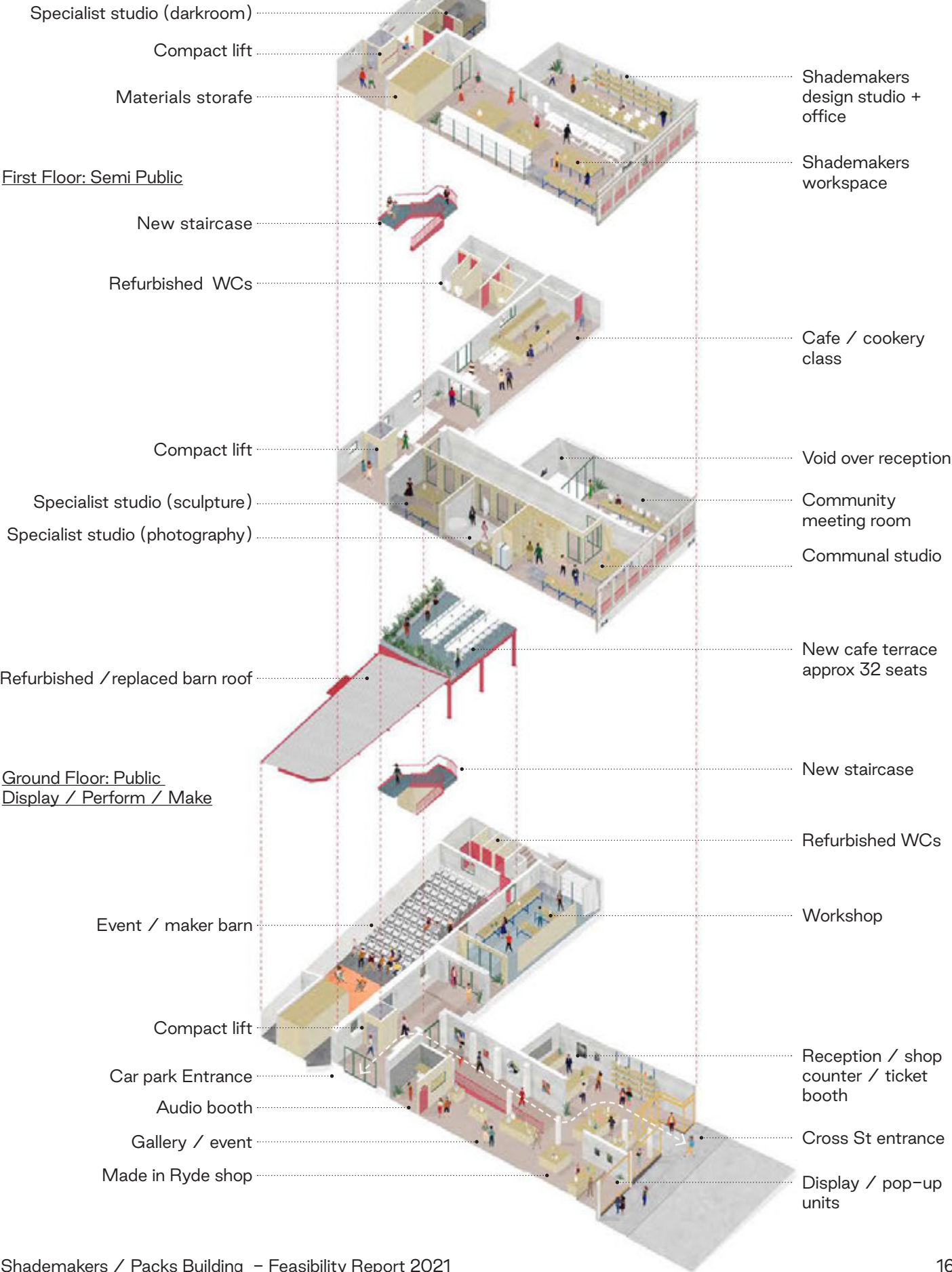
Artists Unlimited Bielefeld



Utopiastadt Mirke Bahnhof



Second Floor: Shademakers



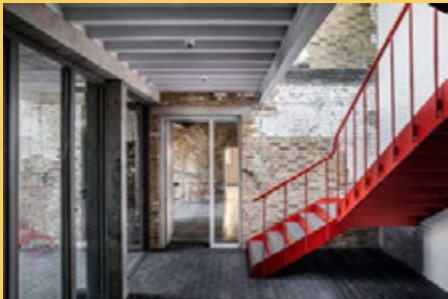
Spatial References



Darkroom



Communal studio



Painted metalwork + found surfaces



Creative studios



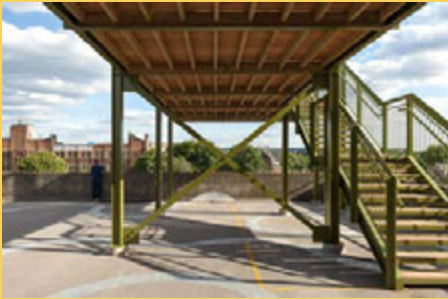
Photography studio



Cookery class



Events barn



Terrace platform



Workshop



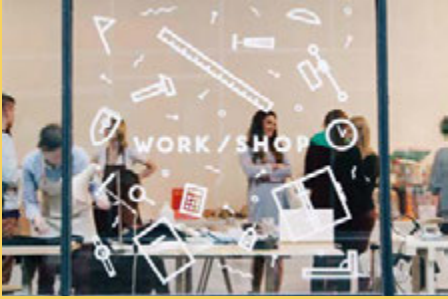
Audio booth



Gallery / event space



Gallery ramp



Visual permeability



Rent a shelf maker shop



Active window display









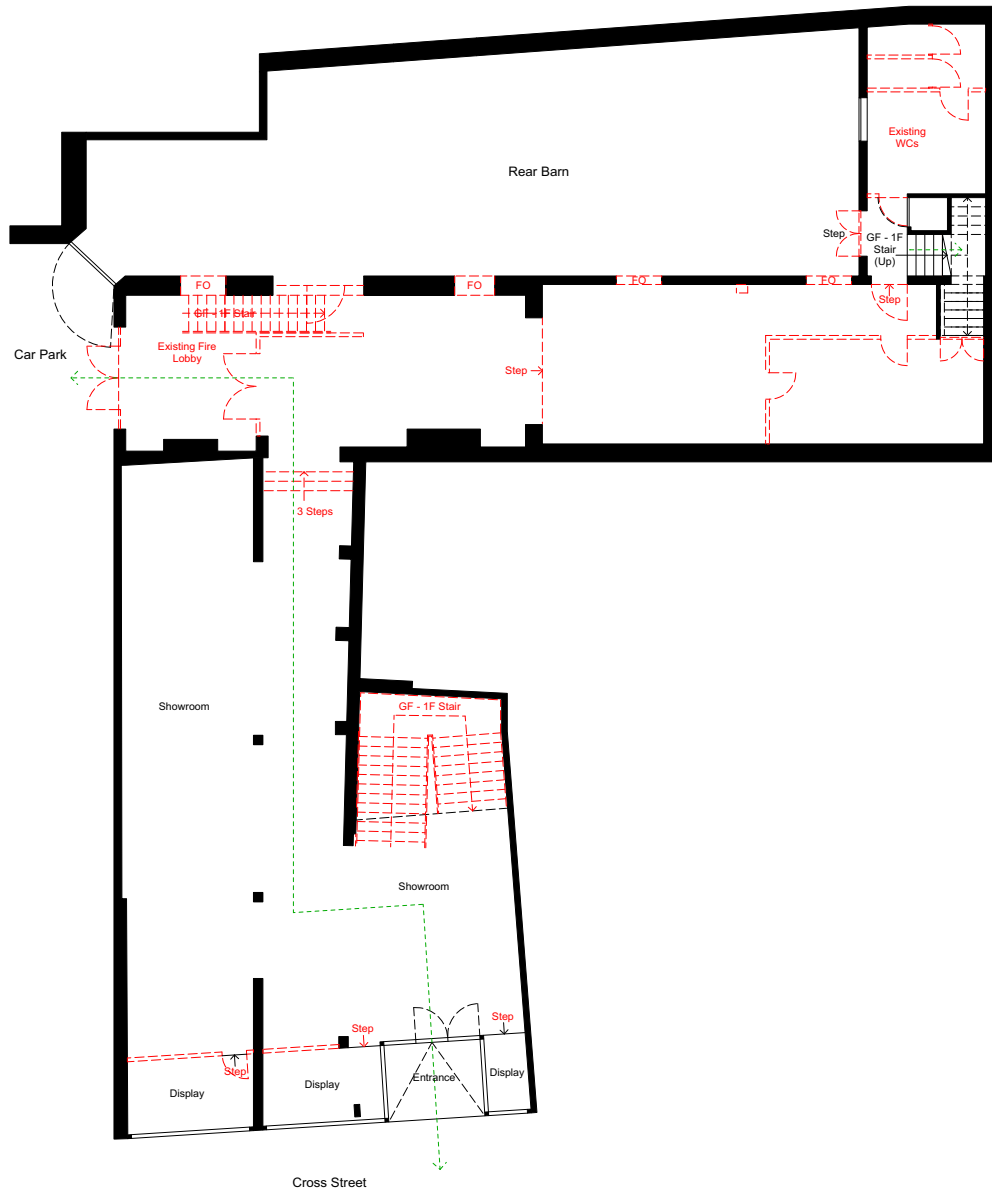






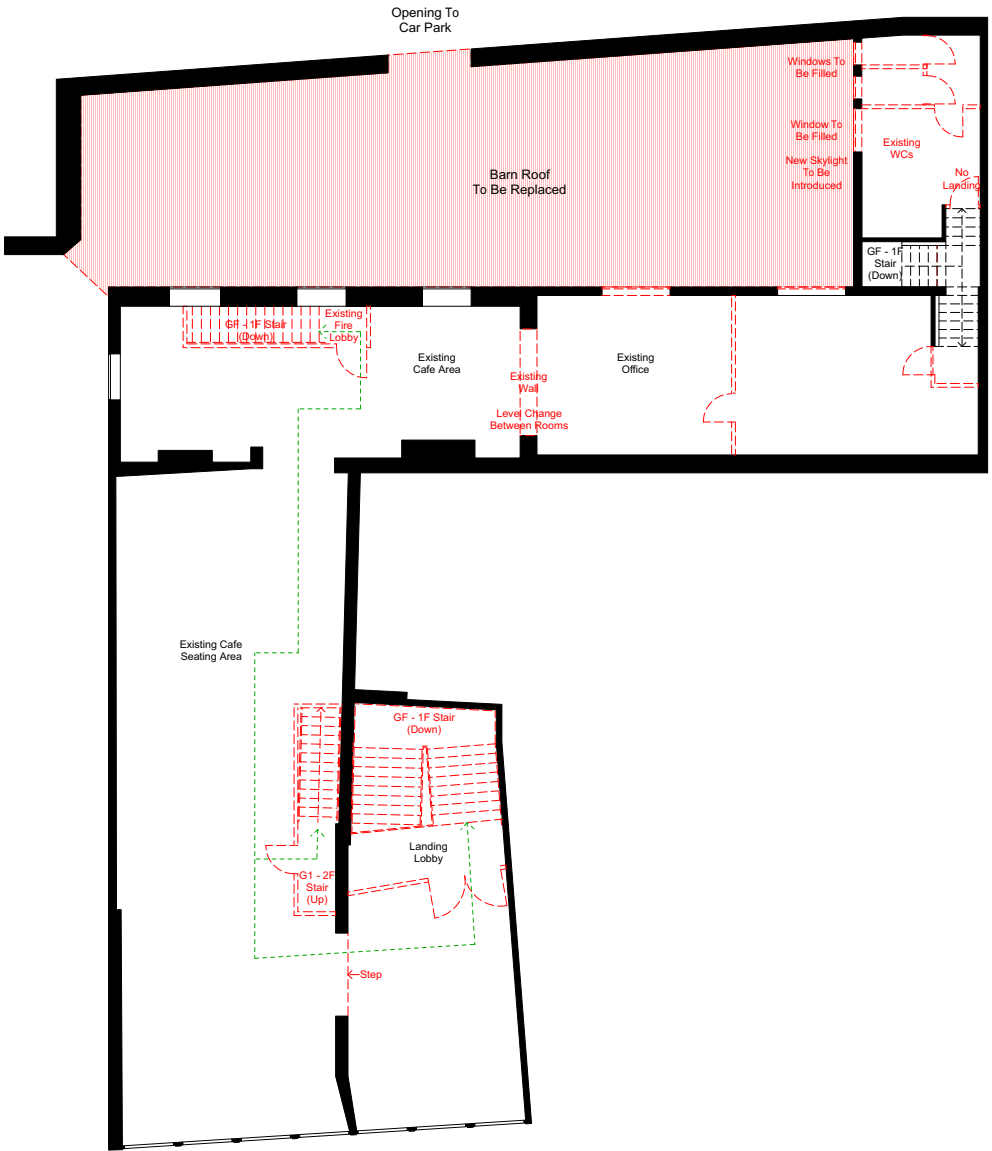
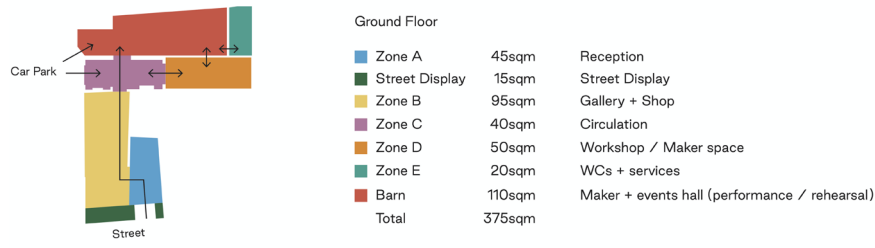




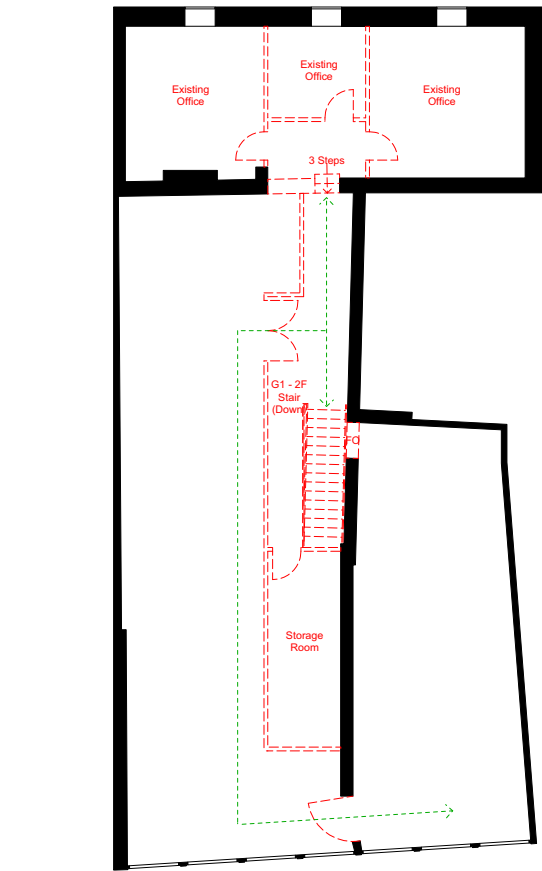
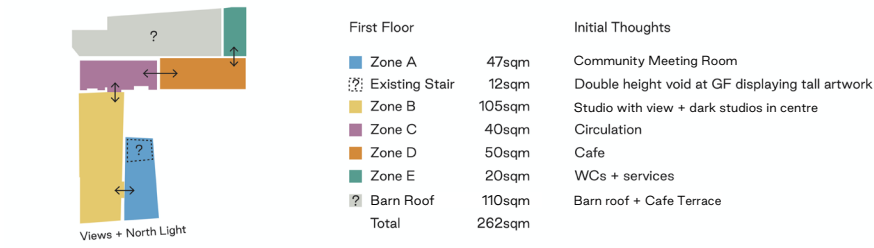


1 Existing Ground Floor Plan  
Scale: 1:100

Note:  
FO = Filled Opening



2 Existing First Floor Plan  
Scale: 1:100



3 Existing Second Floor Plan  
Scale: 1:100

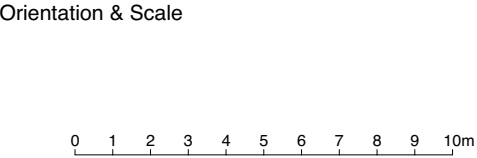
Note:  
FO = Filled Opening



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Revision History		
Rev	Date	Description
1	11/03/21	Revision

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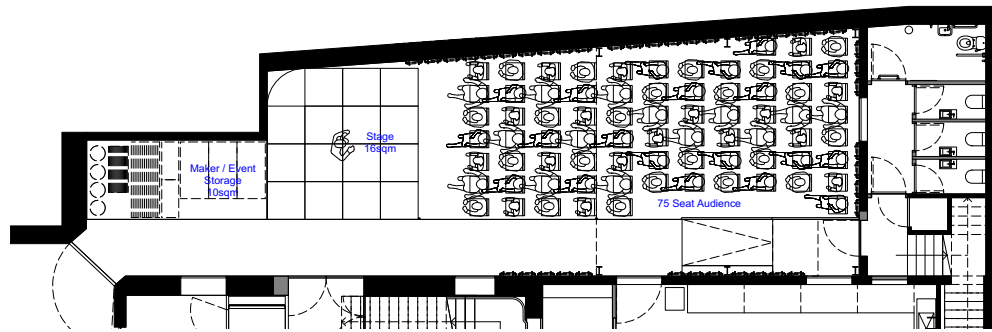


Project	21PAC Packs Building Ryde	Drawn by SC Date 11/03/2021
Drawing Title	Sketch Demolition Plan	Scale 1:100 @ A1 1:200 @ A3
Drawing No.	SK-003	Rev. 1 Status Sketch

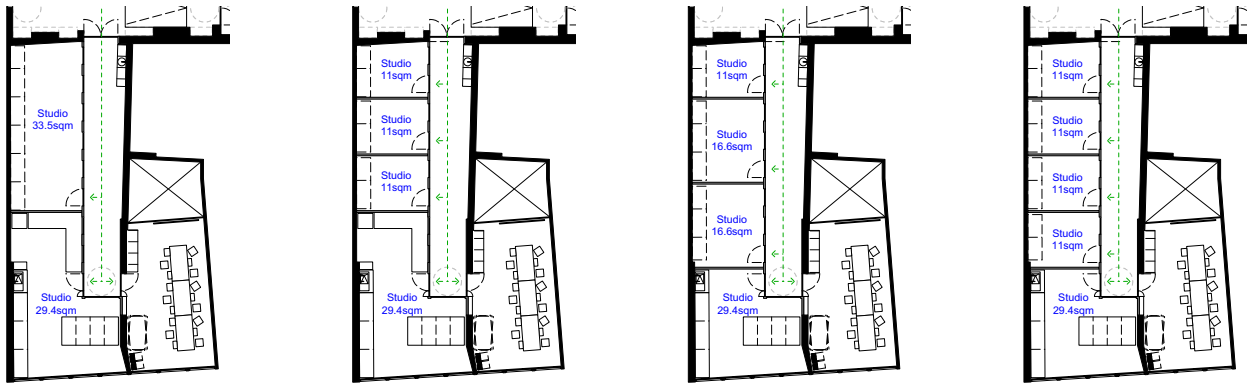


Sketch Proposed Plans

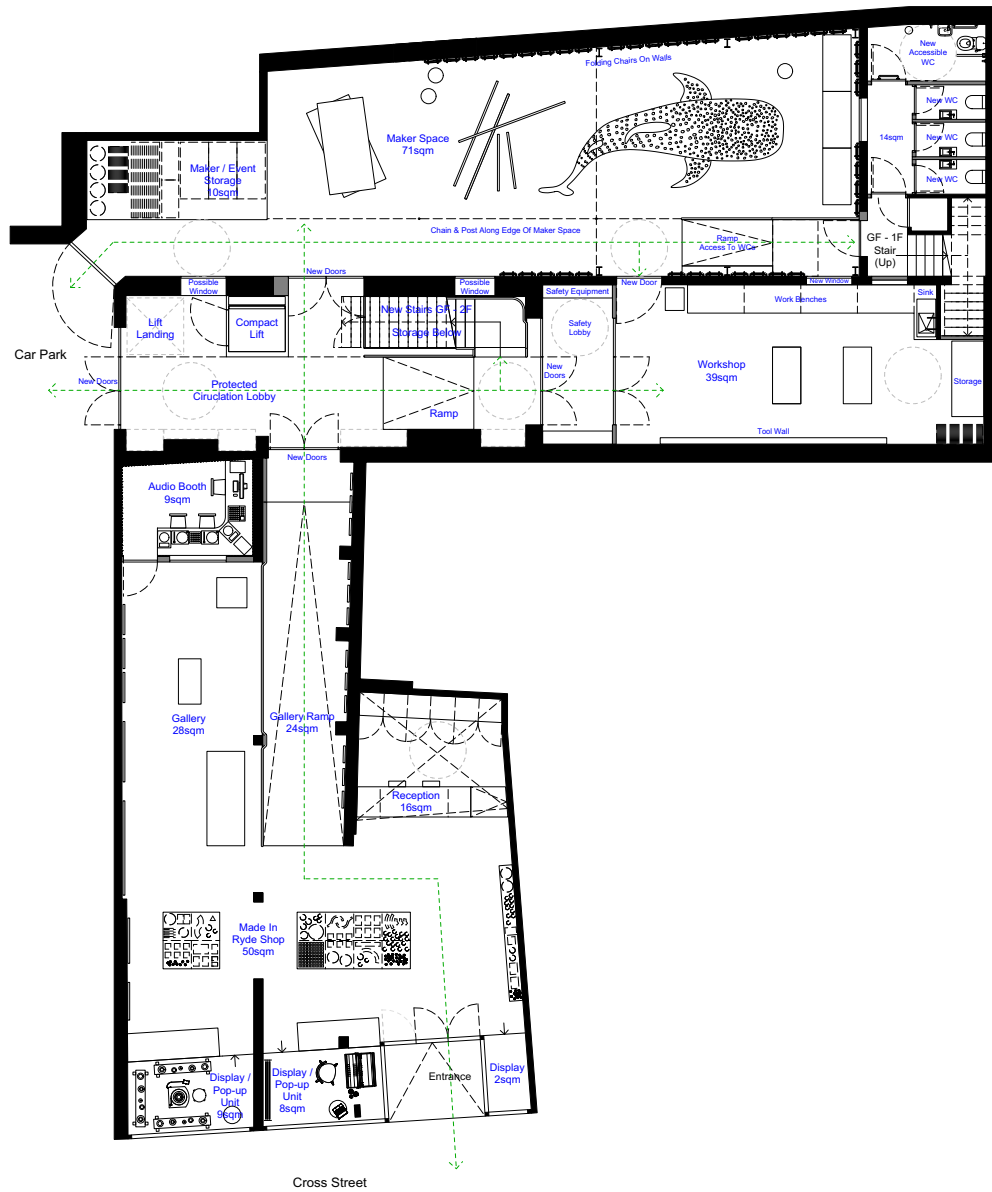
04 Proposal



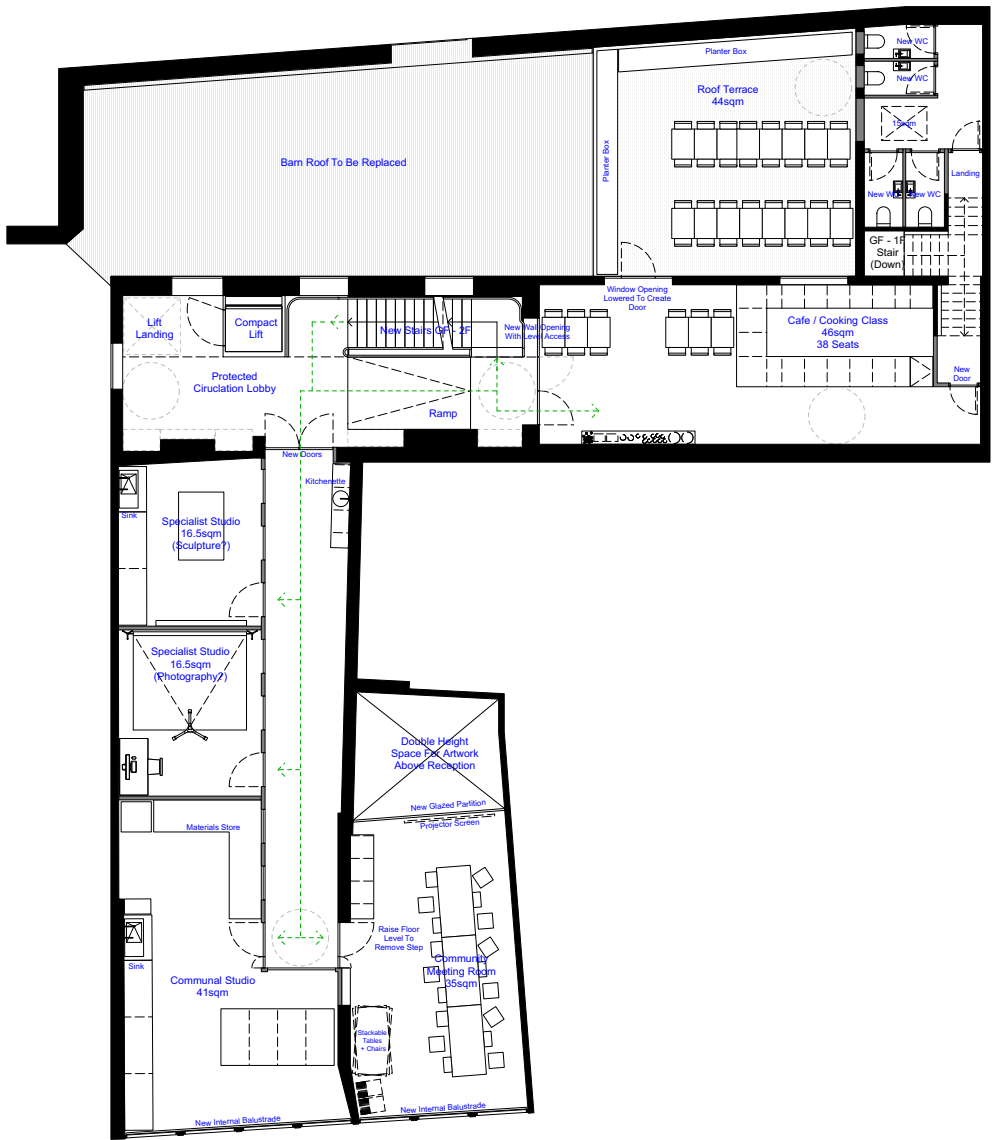
1b Typical Event Layout  
Scale: 1:100



2b First Floor Studio Variation B Scale: 1:200  
2c First Floor Studio Variation C Scale: 1:200  
2d First Floor Studio Variation D Scale: 1:200  
2e First Floor Studio Variation E Scale: 1:200

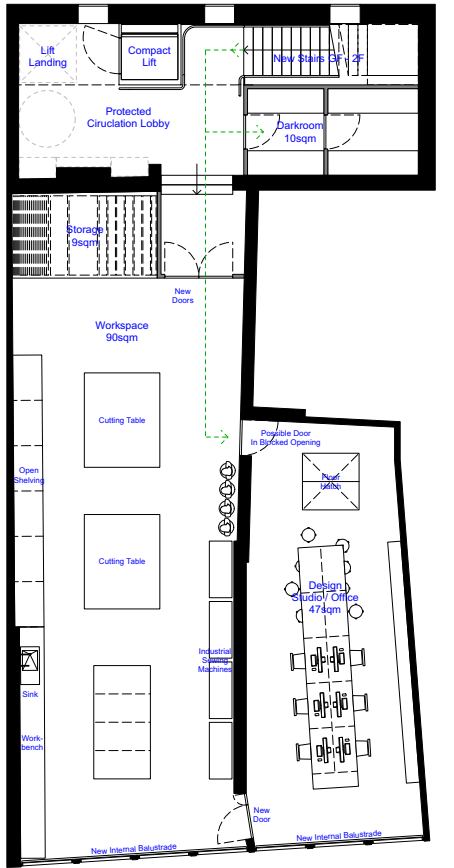


1a Sketch Ground Floor Plan  
Scale: 1:100



2a Sketch First Floor Plan  
Scale: 1:100

Total Areas			
Key Name	No.	Area (sq m)	Area (sq ft)
<b>Ground Floor</b>			
Audio Booth	1	9	94
Circulation	2	38	409
Circulation Lobby	1	40	432
Display	1	2	24
Display / Pop Up Unit	2	17	186
Gallery	1	28	300
Gallery Ramp	1	24	253
Made In Ryde Shop	1	50	541
Maker / Event Storage	1	10	109
Maker Barn / Event Space	1	71	759
Reception	1	16	168
Safety Lobby	1	8	84
Storage	2	5	50
WCs	1	14	151
Workshop	1	39	423
<b>Ground Floor Total</b>		<b>370</b>	<b>3983</b>
<b>First Floor</b>			
Cafe / Cooking Class	1	46	498
Cafe Terrace	1	44	473
Circulation	3	30	321
Circulation Lobby	1	43	459
Communal Studio	1	41	438
Community Meeting Room	1	35	379
Kitchenette	1	1	11
Specialist Studio	2	33	356
WCs	1	15	158
<b>First Floor Total</b>		<b>288</b>	<b>3094</b>
<b>Second Floor</b>			
Circulation Lobby	1	30	318
Dark Room / Studio	1	10	112
Design Studio / Office	1	47	509
Storage	1	9	94
Workspace	1	90	970
<b>Second Floor Total</b>		<b>186</b>	<b>2002</b>
<b>Total Area</b>		<b>844</b>	<b>9079</b>



3 Sketch Second Floor Plan  
Scale: 1:100



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Revision History

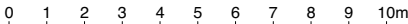
Rev	Date	Description
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Notes

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Orientation & Scale



Project	21PAC Packs Building Ryde
Drawing Title	Sketch Proposed Plan
Drawing No.	SK-006

Drawn by	SC	Date	09/03/2021
Scale	1:100 @ A1 1:200 @ A3		
Status	Sketch		



# Peckham Levels

**Client:** Southwark Council & Make Shift

**Project Type:** Creative Workspace,  
Commercial Space & Community Venue

**Services Undertaken:**

RIBA Stages 0 – 6

**Date of completion:**

December 2017 (Practical Completion)

**Form of Contract:**

Bespoke Appointment Contract

Novation to Design & Build Contractor at  
Stage 4

Amended form of JCT DB11

**Project Budget:** Final Project Cost £3m

**Public / Industry Recognition:**

Commended AJ Retrofit Awards 2019

Best Meanwhile Project NLA Awards 2018

Pinterest Architecture Award 2018

British Parking Award 2019

Longlisted Dezeen Awards 2019

**Some Important Stats:**

- 80 member businesses circa 600 people
- 51 businesses based in The Ramp co-working space
- 70% of our members come from Southwark
- 41.3% reside in Peckham
- 45% are led by women
- 38% are led by BAME members

Since it opened its doors in December 2017, our mixed-use creative campus, Peckham Levels has been described as “London’s Hottest Work/Life Hub” by The Evening Standard and “an amazing re purposing of the space” by our clients. It also went on to win the best meanwhile project at the NLA Awards 2018. A creative and cultural space where people can work, learn, create, share skills, and simply come together. Peckham Levels is a project about seeing the potential in a disused building and turning it into a platform for local talent and creativity.

A simple diagram evolved by placing all the creative studios and co-working areas on the façade of the building to benefit from natural light and ventilation while WCs, services and dark rooms are located in the centre of the plan.

80,000sqft of space delivered for  
circa £400/sqm.



Small Studio



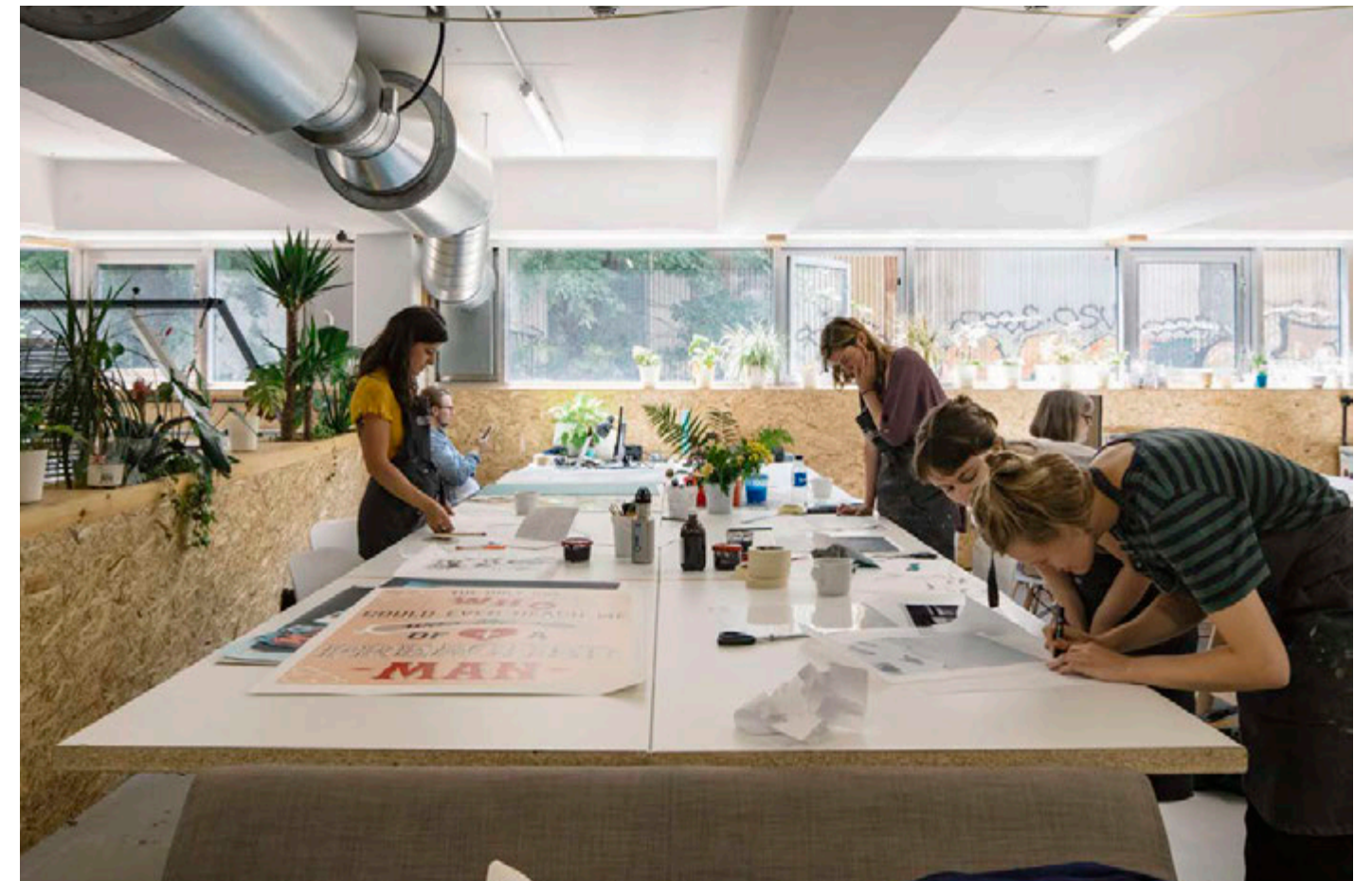
Hair salon



Food and drink areas



Community spaces



Larger studio space





Screen Printing Studio



Ceramics Studio



Carpentry Workshop



Darkroom



# Pop Brixton

**Client:** Lambeth Council & Make Shift

**Project Type:** Creative Workspace,  
Commercial Space & Community Venue

**Services Undertaken:**

RIBA Stages 0 – 6

**Date of completion:**

June 2015 (Practical Completion)

**Form of Contract:**

Design & Build

**Project Budget:** Final Project Cost £1.5m

**Public / Industry Recognition:**

NLA Mayor's Prize Commendation 2015

Winner, Foodism Best Food Market 2018

**Some Important Stats:**

- 50 + Independent business trading from site
- 25% Businesses are social enterprises
- 140+ Permanent employees
- 50+ Apprenticeships and work placements
- 15,000 People visit per week in summer
- £9M Value to local Brixton economy each year

Pop Brixton, is our original meanwhile project a new 'mini city' of culture, enterprise and community in South London. Delivered on time and on budget, on a brown field site of around 2,000 sqm, Pop Brixton has transformed this once derelict space into a hive of activity, bringing much needed affordable work and leisure space to the area. Consisting of new studios, workshops, a co-work hub, cafés, bars, events and exhibition spaces as well as an open public space to meet and interact.

Conceived as an incubator for local talent, the project centres on the re-use of ten year old shipping containers, re-purposed as stackable workspaces. This low-cost, low-energy, flexible design approach has a focus on sustainability and efficiency.

Delivered for circa £1,100 / sqm



Main Entrance



Rear courtyard with community garden



Main courtyard and event space



Shipping container unit



Polytunnel community space



# Coachworks

**Client:** Ashford Borough Council  
**Project Type:** Cultural & Workspace  
**RIBA stages:** 0-7  
**Completion Date:** Dec 2019 (on programme)  
**Final project cost:** £800,000 (on budget)

## What You Will Find:

- Over 1,000 metres of indoor and outdoor space
- Workspace
- A co-work incubator
- Food and drink venues
- A social and cultural meeting place
- An outdoor room with all sorts of possible uses

It Went From This:



To This:



A central public yard allows a mix of uses

We have recently completed the transformation of two derelict buildings and an external yard to create a new 5 year meanwhile hub space in Ashford. The project was won through competition, designed and delivered by TW as a D&B contract, TW have set up Ashford Coach Works Ltd as a vehicle to manage and run the site for at least 5 years, building on Carl Turner's experience as the founder of Pop Brixton in London.

The Corn Store is now a work space facility including co-work desks and a range of studios and meeting spaces. The Hothouse (a re-purposed engineering shed) is now an event venue with F&B offerings, also used for community use, and hosts Ashford's first vegan market. This project brings the huge added value of operator knowledge to our team – we know what it takes to get meanwhile projects off the ground!

Delivered for circa £800 / sqm



Hothouse community market



Hothouse food and drink space



Corn Store workspace



# Hackney Bridge

**Client:** LLDC & Make Shift

**Location:** Olympic Park, London

**Project Type:** Cultural & Workspace

**Scope/Services:** RIBA Stages 0 – 6

**Completion:** Summer 2020

**Contract value:** £5m (D&B with fixed sum)

**What You Will Find:**

- Spaces for artists, makers, entrepreneurs and small businesses
- Places for people to gather, socialise and wander
- Art studios and maker-units
- Co-working spaces
- Interesting public spaces
- Cafés
- Bars
- Event venues
- Exhibition spaces

Conceived as an “industrial village”, Hackney Bridge opens up this underused part of the Olympic Park in London for all surrounding residents, workers, students and visitors alike. With a brief generated through community workshops, the permeable layout allows connections between the busy canal side and adjacent public space.

A series of five buildings are arranged around courtyards to house a mix of uses including a food hall, an events ‘shed’, bars, cafés and restaurants, co-work space, maker space units and small studio spaces for creative start-ups.

Delivered for circa £1,700 / sqm



Market Hall



Entrance yard



Studios at ground level allow for maker / retailers



View from Hackney Wick – a quayside of warehouses



Maker unit



A central public yard allows a mix of uses



# Mountview

**Client:** Mountview & Southwark Council

**Location:** Peckham, London

**Project Type:** Educational & Cultural

**Scope/Services:** RIBA Stages 0–6

**Completion:** 2018

**Contract value:** £22.5m.

**What You Will Find:**

- 400 full-time and vocational students
- 100 full-time staff
- A central 'street'
- 22 dance and theatre studios
- 14 music studios
- A state-of-the-art theatre for an audience of 200
- A TV studio
- A radio studio
- An outreach programme
- Evening, weekend and holiday courses
- A public cafe and restaurant
- A rooftop bar open to all
- Rehearsal spaces and studios for hire

Our brief for this project was to deliver an exceptional facility, not only for the staff and students, but also for the wider community.

Conceived as a 'warehouse for the arts' and at 11,000 sqm, the project provides 21 specially designed acting and dance studios, 16 music studios, rehearsal spaces, set building workshops, facilities for 100 staff and 400 students, a TV studio, radio broadcast, 2 black box studios and a 200 seat training theatre.

Mountview see this building as a platform to create a world class organisation and to nurture local talent.

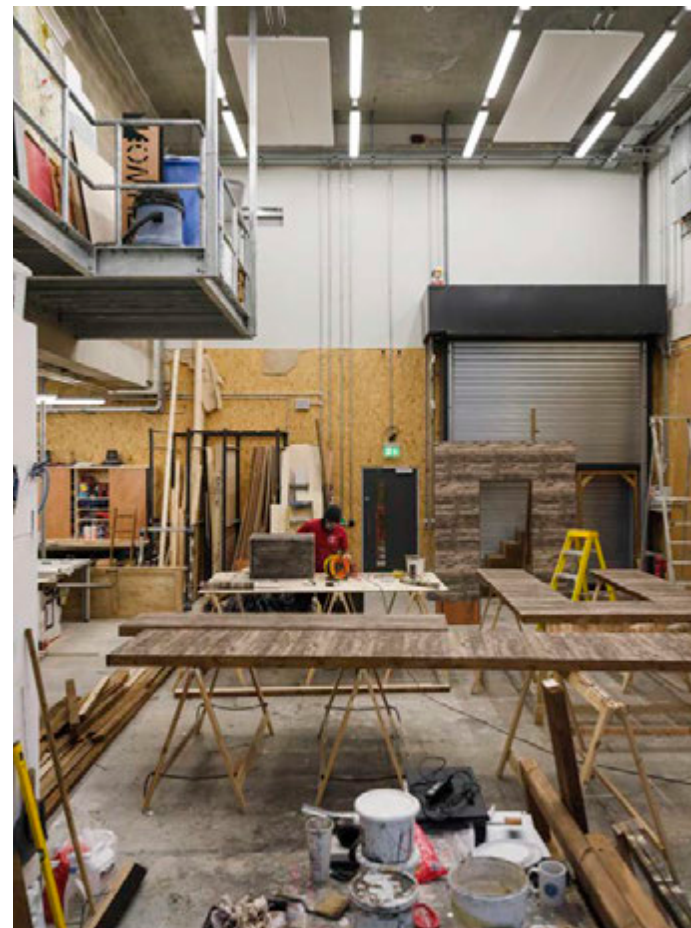
Delivered for circa £2,063 / sqm



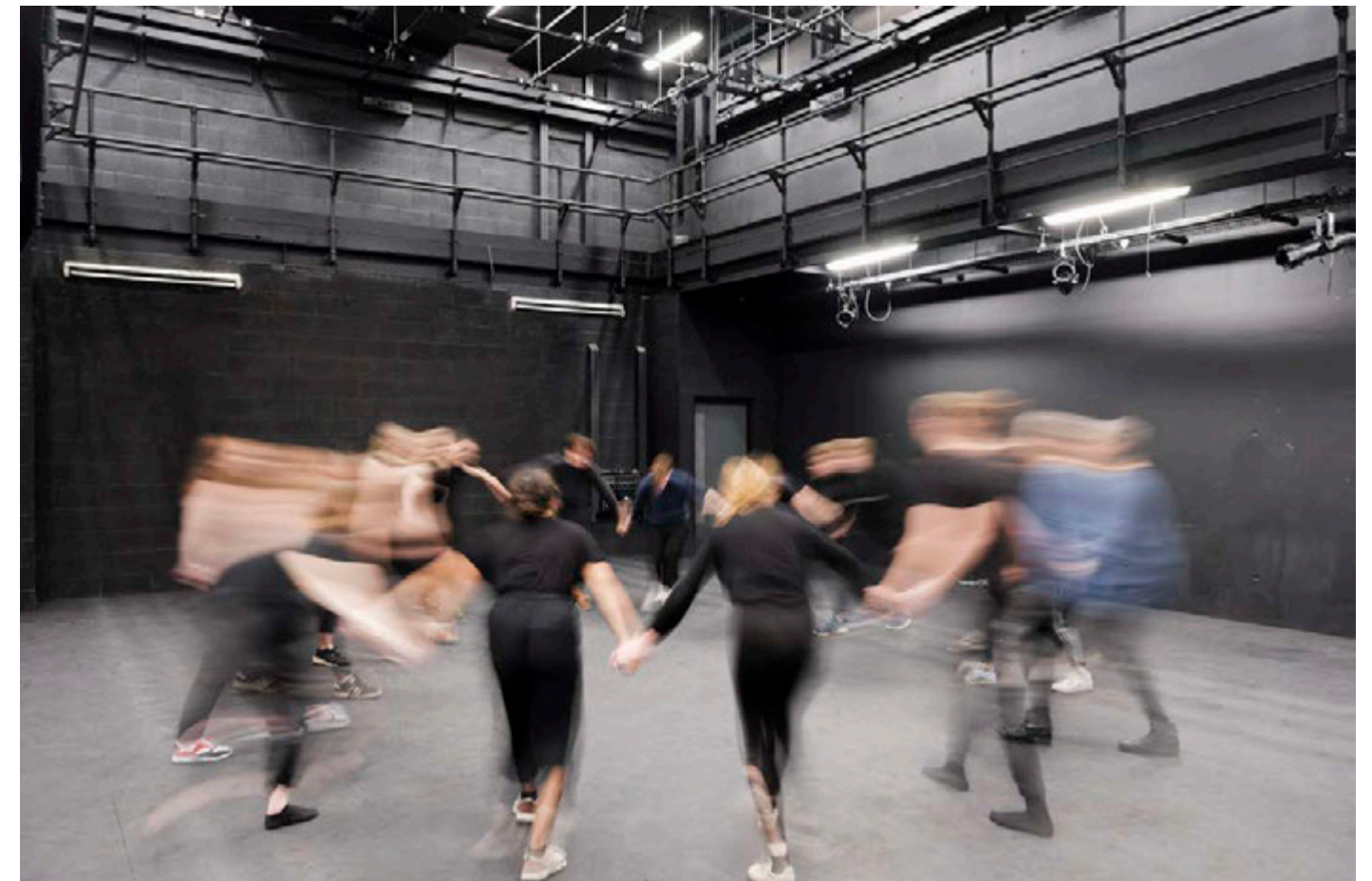
Entrance from Peckham Square



The student 'street'

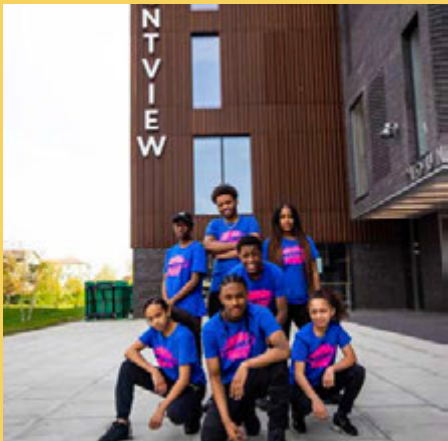


Set & prop building workshop



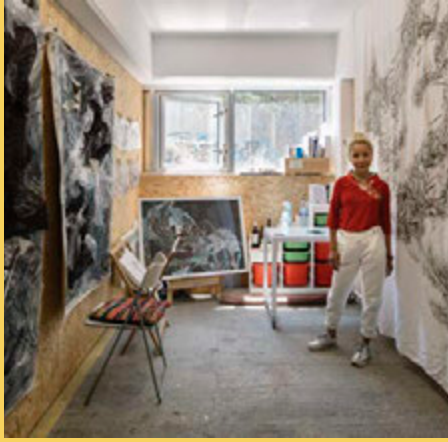
Black box studio





Social impact can be difficult to measure but the stats below from our Mountview Academy speak for themselves:

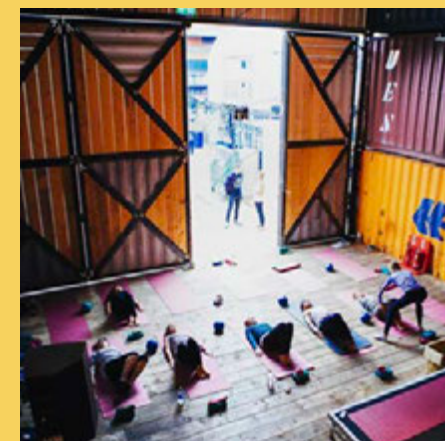
- 460 students come from 88 countries, internationally and across the UK
- 30% undergraduate performance students identify as being black, Asian or minority ethnic
- 90% of undergraduates achieve a 2:1 or above
- Mountview scores 89% overall student satisfaction (National Student Survey 2019)
- 97% of students work in the creative industries within one year of graduation
- 56% increase in footfall in the surrounding square since opening
- 17,000 unique visits to our building in 2018-19, 40% of which came to see a show
- 3,500 Young people take part in Generation N\*xt each week



Our projects are platforms for opportunity that bring the social, cultural and economic benefits to the community. As an example here are some achievements from Peckham Levels

- Home to 80 start-up independent businesses, and a further 51 businesses based in The Ramp co-working space.
- 70% of tenants come from Southwark
- 41.3% reside in Peckham
- 45% are led by women
- 38% are led by BAME members.





- The above images are taken from social media, show the diverse range of activities that take place at Peckham Levels.
- 50 studios (for more than 60 artists, makers and small creative businesses)
- A 70-desk co-working space (for people who want to get away from their kitchen tables)
- A screen-printing studio (London's largest open-access facility of this kind)
- Music rehearsal studios (for people who want to give their neighbours a break)
- Food, Drinks and Free Events
- Yoga studios (for when it all gets too much)
- Over 600 jobs (which speaks for itself)



In the 5 years since opening Pop Brixton has become one of London's most popular leisure destinations. The campus is also home to many small creative businesses.

- 50 different spaces
- A co-working space with over 200 members
- More than 15,000 visitors every week in summer
- More than 250 jobs
- More than 50 apprenticeships and work placements
- £9million contributed to the Brixton economy in a year



# Next Steps

- Use this document to help gain funding and support for the project
- Develop the concept design for Pre-Application / Planning
- Source site information: measured and structural survey, etc...
- Appoint a design team: Turner Works, engineer, consultants, contractors, etc...
- Cost plan and outlined specification
- Agree route to building regulations compliance
- Testing the space in person







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**shade  
makers**

**T.W**