

# Bute Street, Cardiff

[Respecting cultural heritage and rail history] – a social performance case study

## The project

**Representing Butetown** was a 3 year art installation project aimed at bringing the local community together and showcasing new and existing representations of Tiger Bay and the Docks in Cardiff. The public art project was led by photographers John Briggs, Anthony Campbell, Simon Campbell, Andrew McNeill and Keith Murrell who chose to make the area and its people the focus of their work.



The photographic exhibition was installed on a section of the wall in Bute Street, Cardiff which protects a section of what was once the Taff Vale Railway (TVR), the oldest railway in Wales. In place since the 1830s, the railway wall running from Cardiff Bay to the city centre has remained a constant part of the landscape in the face of great change and transformation.

## The key benefits delivered

**Benefit to society:** The Welsh Government launched the Wellbeing of Future Generations Act to improve the social, economic, environmental and cultural wellbeing of local communities, and this project was a great way to engage local residents on the importance of place and people. The response to the exhibition has been overwhelming; it has encouraged great community discussion and has enhanced local tourism. This positive engagement has continued away from the site through discussions on social media platforms, such as the 'Representing Butetown' and the 'Bay Life Archive' Facebook pages.

**Benefit to the business:** Network Rail's involvement in this project enhanced our relationship with key stakeholders and demonstrated our commitment to our local communities. It improved our relationship with lineside neighbours, and gave us some positive press coverage around our desire to create social value.

## Lessons learned

- It's important to get any Network Rail branding included at design phase, not at the point of installation. It's logistically easier, but also shows our involvement from the beginning.
- The installation would not have been possible without a huge amount of collaboration and partnership work. Setting up a project group is a good way of managing multiple stakeholders.

## Who to contact for more information

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