

SSROBIN

THE POWER OF INNOVATION

SS Robin

SS Robin was built in 1890 on the original site of Thames Ironworks between East India Dock and Bow Creek, London. SS Robin is the world's last remaining steam coaster - a symbol of an extraordinary period in British history when merchant shipping was the core of a determined spirit of entrepreneurship - *the workshop of the world*.

SS Robin brings this story to life, creating a new heritage and skills centre dedicated and designed to support young people to take empowered decisions, tackle new horizons creatively and approach the world of work as confident and capable entrepreneurs, despite disadvantage or limited opportunities, much like seafarers of the 19th Century.

SS Robin is one of only three grade one equivalent historic ships in London alongside Cutty Sark and HMS Belfast. SS Robin is the only one of these to be built in London.



Current status

Cradled on a specially commissioned display dock, SS Robin will be making her historic return home to London's Royal Docks in Summer 2011 to complete the internal fit out.

The newly restored vessel will house London's first ever fully interactive floating heritage experience and skills centre.



In 2010 SS Robin completed a £2m programme of major structural conservation works. The original riveted steamship has been completely restored and returned to her former glory on a floating display dock - a world first in historic ship conservation.

Innovation - a shared vision



The Victoria Dock opened in 1855 and was the most innovative and modern of the London docks

Royal Docks Vision:

“we intend to revive the vitality, entrepreneurship and wealth-creation of the Royal Docks’ trading past with a vibrant urban quarter that fulfils a vital role in the 21st century economy.”

SS Robin Vision:

“a symbol of British innovation over three centuries. Aspiration, risk-taking, enterprise, technology, innovation: these themes are as relevant in the Information Age as they were in the heyday of British industry and merchant shipping. SS Robin will offer learners the inspiration to become the innovators of tomorrow”

SS Robin Trust: Key objectives

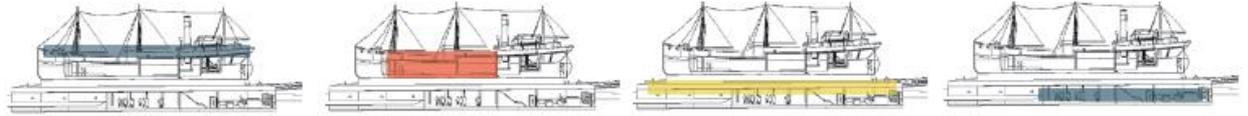
1. Create a dynamic new long-term partnership with LB Newham, RoDMA and the LDA to animate the existing water space, using the newly restored SS Robin as a catalyst for the regeneration of the Royal Docks during and beyond 2012
2. Develop a mixed use, water-dependent attraction including - but not limited to - the celebration and exploration of the past, present and future story of the Royal Docks
3. Develop a vocational, industry-based training centre offering paths to employment
4. Provide a floating, anchored pier for future water-dependent businesses and leisure activities
5. Deliver a heritage legacy that builds on and celebrates the local identity and character of the area, and is aligned with the objectives of LB Newham's Core Strategy, the Mayor of London's Blue Ribbon Network, and the Water City initiative



3.0 Back in time

This entirely new concept, a world-first in historic ship conservation, transforms SS Robin into a dynamic heritage and cultural site, skills centre and visitor attraction for 21st century London.

Part-ship and part-floating dock it will be an inspirational and immersive environment consisting of dedicated learning spaces, interactive displays as well as public areas such as a café and evening venue.



1

SS Robin heritage tour

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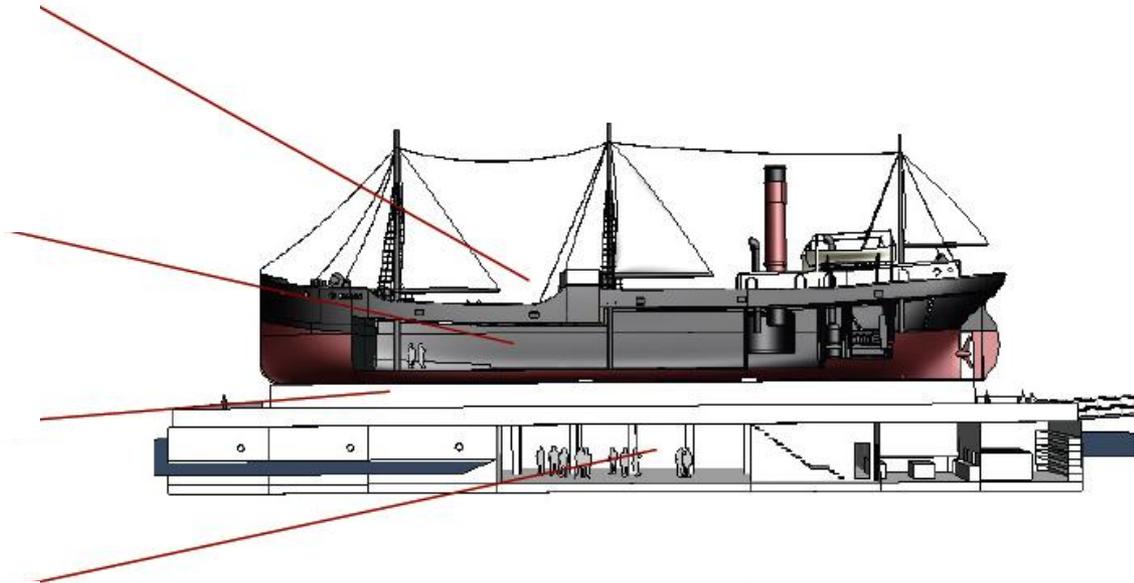
Cargo hold exhibition and experience / performance space

3

Entertainment and retail / outdoor space

4

Mixed use industry standard tech spaces supporting entrepreneurs of the future



Four distinct areas, each offering a very different and highly flexible experience

The planned internal fitout will transform SS Robin into a 21st century visitor attraction, taking the visitor back in time through three centuries of innovation.



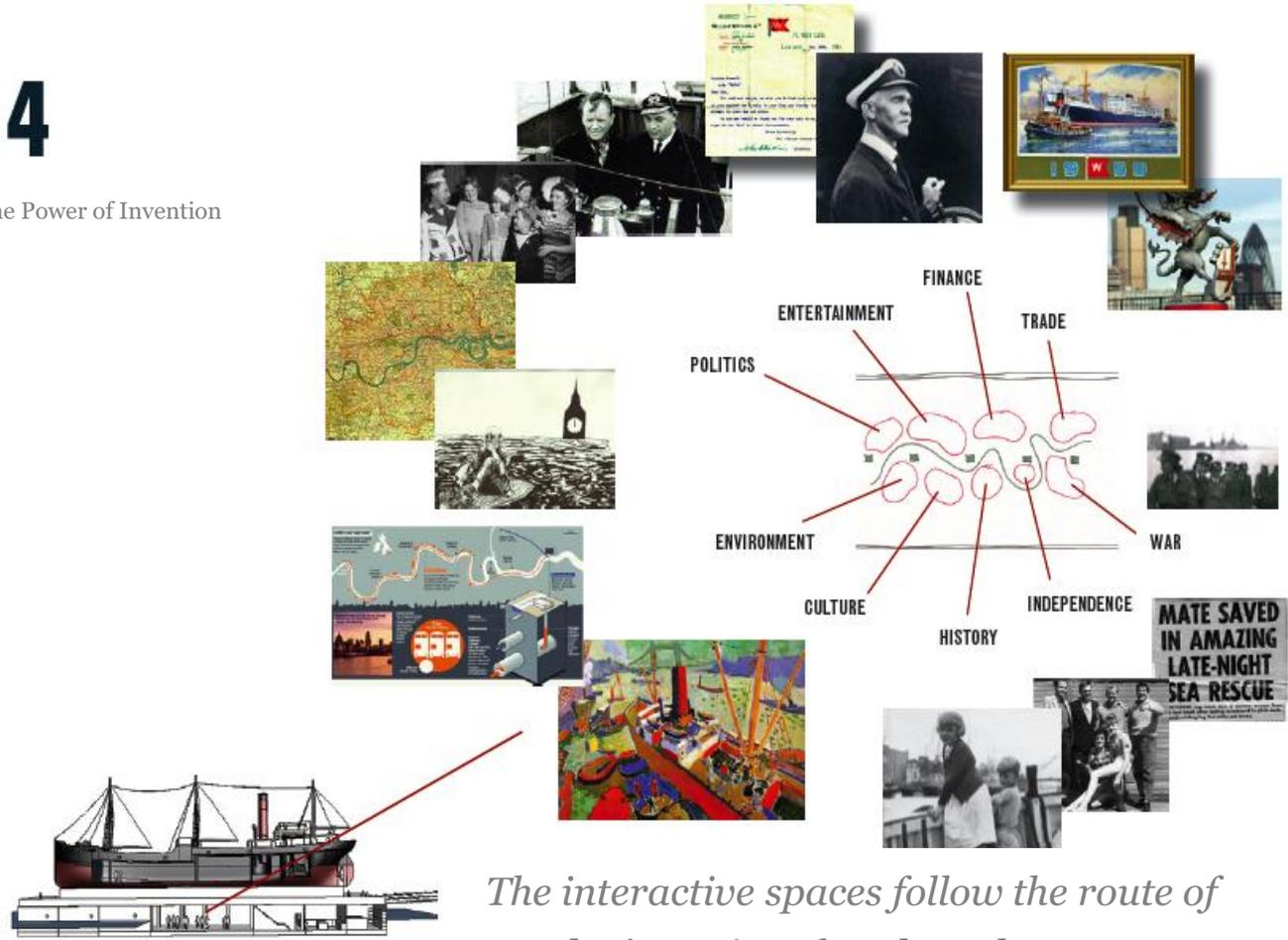
3.1 Experience

Our ancestors were great innovators – the industrialists, inventors and entrepreneurs who have characterised the history of this nation are central to SS Robin's story.

SS Robin will be an immersive journey, exploring the heritage of London's enterprise and innovation culture - past, present and future.

4

The Power of Invention



The interactive spaces follow the route of London's stories of trade and entrepreneurship providing a unique timeline of past, present and future influences

2.1 Future Strategic Partners:

- London Borough of Newham (on-going consultation)
- RoDMA (on-going consultation)
- LDA (on-going consultation)
- London 2012 Olympic and Paralympic Games (introduction material sent)
- City Airport (London's business airport)
- Crossrail & DLR
- Excel & International Conference Centre
- University of East London
- Siemens Pavillion
- TFL/Thames Cable Car
- Meanwhile Uses including proposed Floating Village (on-going consultation)

3.2 Local benefit

SS Robin will be a springboard for young people, who find it difficult to relate to traditional and formal learning environments.

Onboard spaces will offer a place of inspiration and opportunity to develop personal aspirations and produce engaged, creative innovators and entrepreneurs of the future.

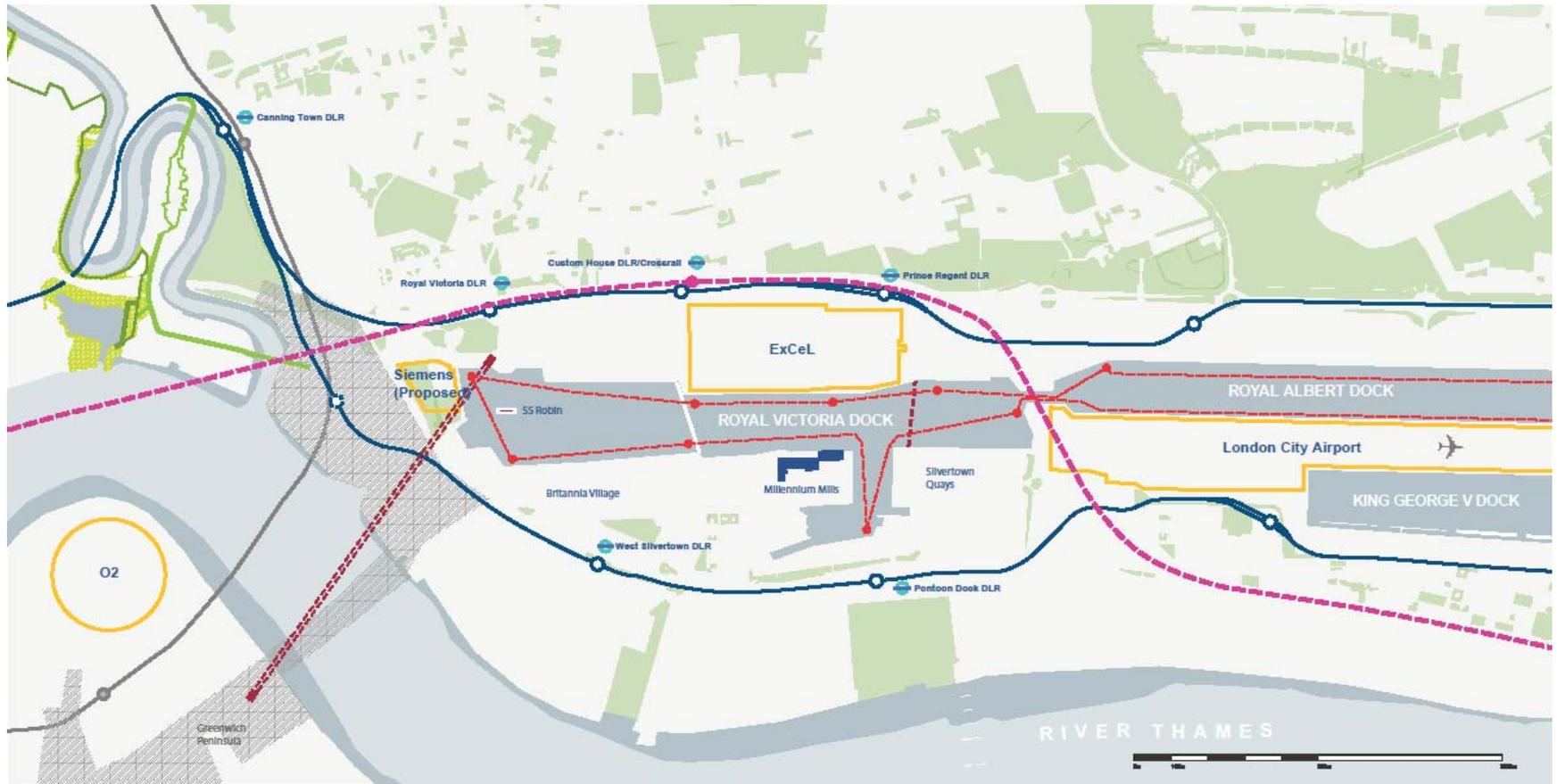


The opportunity...

We are now inviting partners to join the most unique visitor attraction London has ever experienced...

- *£2m Shell & core completed September 2010*
- *Potential mixed use, water dependent space where uses include but are not limited to production/workspaces, education, training, leisure & recreation*
- *Iconic symbol of London's industrial heritage and listed National Historic Ship*
- *London location*
- *Interior surface area 850 sq m / exterior surface area 400 sq m*
- *Existing partnerships Heritage Lottery Fund, Crossrail*





SS Robin - Proposed berth location

- SS Robin
- Fat Walk
- Crossrail (proposed)
- Water taxi (proposed)
- DLR
- Jubilee Line
- Cable car (proposed)
- Floating footbridge



DRAFT
for comment:

Royal Docks
Issue:
02 November 2010

This information is confidential and should not be disclosed without approval by the client team and Design for London. Any development proposals shown in the drawings do not necessarily reflect planning advice of others, but current indications and possible scenarios which are ongoing.

Not to Scale

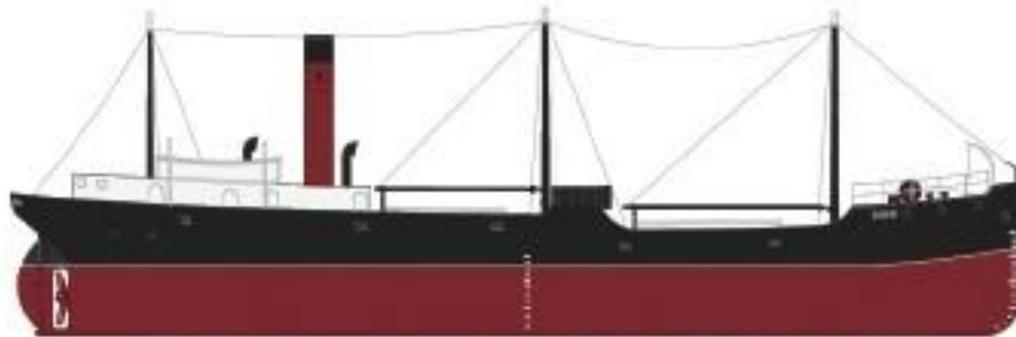
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3.3 Appearance



SS Robin will become a symbol of the *risk takers* and *entrepreneurs* that made and continue to make London a world city.



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