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3.74 The Section 106 Agreement includes provision for a Sports Facilities Strategy, which will detail the operation and management of facilities from its inception. The sports facilities within the development will be managed by the Surrey Canal Sports Foundation, in partnership with voluntary and charitable groups that will serve the communities in Lewisham and Southwark.

3.75 All of the sports and leisure facilities will be based around clubs with some Regional and National Governing Body involvement and will also be accessible to local residents, clubs and schools. The co-location of the Millwall Community Trust within the facility, if they decide to move within Energize, will help to link the range of sports facilities to local people engaged by the current activities on offer.

Maximising Local Benefits - Participation

3.76 Renewal estimate that the facilities, coupled with improved accessibility to the area, have the potential to accommodate 18,000 local residents and visitors each week (at the same cost as local authority sports centres in Lewisham and Southwark).

3.77 Participation levels in disadvantaged areas and by certain sections of the community, including older people, people from black and ethnic minority groups and with disabilities, are lower than the national average. A range of important barriers prevent people from being active. These include personal attitude; beliefs and knowledge about sport and physical activity; time availability; affordability, lack of facilities, accessibility and environmental issues such as safety and the standard of the venue or facility.

3.78 Therefore, new sports facilities provided in regeneration schemes in deprived areas with low participation rates need to be promoted and managed in such a way that local people can fully access the benefits they provide. New Bermondsey has a governance structure focused on the local population through the Foundation, a pricing commitment to maintain affordability to all, and has already undertaken a detailed exercise in bringing to the Site existing sports clubs with local bases and schemes targeted at improving the rate of participation in hard-to-reach groups.

3.79 Community participation led by sports clubs in the new space will be critical in maximising the benefits to local residents. It is in the interest of these occupiers to encourage participation. London Thunder, for example, are already on-site and running a number of programmes specifically targeted at groups, including wheelchair basketball sessions, basketball camps, family events, healthy living advice vocational courses, pre-and post-session study clubs, sessions to support post-natal fitness and social integration, and specific sessions for older and younger people. The 'Hoops4Health' programme already links with 16 local schools in the area. Similarly, Fusion Table Tennis Club are also onsite delivering coaching and competition opportunities to local young people and adults in a 16 table centre.



Figure 5 Fusion Table Tennis Club and London Thunder Basketball Club on site today

Linking to Employment and Skills Development

- 3.80 As well as increasing participation levels, a range of work opportunities from voluntary, to entry-level, to management roles are likely to be generated by this regionally significant sports facility, and the specificity of many of the roles are likely to require the uptake of new skills and potentially qualifications for people employed here – providing a significant advantage in an area with a currently low skills base and level of qualification attainment. The sports facilities will provide new jobs (approximately 300 of the 2,000 total jobs created by the development) and volunteering opportunities suited to a local population with high youth unemployment and low qualification attainment.
- 3.81 The jobs provided will include professional sports managers, administrators and coaches, but also a lot of flexible employment, temporary, seasonal, part-time, and low-skilled positions. These facilities, by adopting a policy of local recruitment and training will provide opportunities for a range of flexible, entry-level positions that are particularly accessible to those just entering or returning to the labour market.
- 3.82 A number of higher-skilled roles will also be created, directly at the facilities but also attracted as a result of improved image of the area – helping to redress the current trend for higher skilled residents to leave the area for work.

Wider Economic Benefits of Sport

- 3.83 Sport England highlight that sport-related employment accounts for around 2.3% of all jobs in England (400,000+ jobs), and volunteering in sport has an estimated economic value of £2.7bn nationally¹¹. This puts sport within the top 15 sectors in terms of GVA nationally – it is also a sector that grew during the recent recession, highlighting its resilience. This is set against the economic value attached to health in terms of savings on public healthcare (The annual value of health benefits from people taking part in sport is estimated at £11.2 billion^{ibid}).
- 3.84 There has been broad evidence in recent history that sports venues can become the centrepiece of regeneration initiatives that seek to capture recreation, tourism and retail activity. A regionally important cluster of new sports venues and training facilities adding to the existing New Den and activities of the Millwall Community Scheme at New Bermondsey can create a new high profile sports destination for the Capital.
- 3.85 Investment in sporting infrastructure in cities over the past 25 years has not been primarily aimed at getting the local community involved in sport, but has instead been aimed at attracting tourists, encouraging inward investment and changing the image of urban environments experiencing deprivation and decline. In the British context, most of the urban areas following this strategy of using sport for economic regeneration have been traditionally industrial or manufacturing-based areas not normally known as major tourist destinations (e.g. Sport City in east Manchester), the decline of which has been the key driver to promoting the need for a new image and new employment opportunities.
- 3.86 Research¹² suggests that ‘sports tourism’ can have a significant economic impact, both directly through spending by visitors and participants to both public and elite events, and indirectly through raising footfall in an area and benefitting local retail and other commercial activities. There are several examples of venues

¹¹ Sport England / AMION Consulting (2013) Economic Value of Sport in England

¹² UK Sport (2004) Measuring Success 2: The Economic Impact of Major Sports Events; Higham and Hinch (2006) Sport and Tourism Research: A Geographic Approach; Higham (2001) Introduction to Sport Tourism Destination Analysis; Higham (2001) Introduction to Sport Tourism Destination Analysis

creating investment and jobs, expenditure and visitor stays by holding regionally and nationally significant events – much like will occur at the new facilities at New Bermondsey.

3.87 The kind of development at New Bermondsey complements the existing visitor draw of Millwall FC, and will encourage fans to remain in the area before and after events, raising the profile of the area and encouraging local spending on food, drink, accommodation and leisure. Significant elite sporting venues, such as The New Den (currently) and the planned 3,000 seat multi-use arena at Energize (in the future) can provide an anchor for the regeneration of New Bermondsey and will be complemented by the active street scene, retail provision, hotel and open space in the development. By raising the profile of the area as a destination, and a place that presents opportunities for supporting activities e.g. via the supply chain, this will raise the attractiveness to inward investment.

3.88 Because they are growth sectors culture, sports, arts and tourism are particularly beneficial to restructuring industrial areas that are seeking to diversify their economic bases, as is the case with New Bermondsey.

Research into Regeneration Benefits of Sport

3.89 Sport England produce a database of academic research into the value of sport across a number of themes via the ‘Value of Sport Monitor’. This includes detailed examples of site and development-specific studies into the extra income generated in areas that provide new sports facilities, and other non-monetary benefits for advancing regeneration¹³. While it is not appropriate to superimpose effects in other areas at other times on to New Bermondsey, the findings generally suggest that the area around New Bermondsey can broadly expect the following benefits from delivering a large, mixed use, high quality, accessible sports facility:

Table 3 – Research from Sport England ‘Value of Sport Monitor’

Crime Reduction and Community Safety	<ul style="list-style-type: none"> • Participation leads to reduced crime, drug use and ASB, especially effective in rehabilitating young offenders ^(e.g. 14) • Sports clubs and programmes targeted at hard-to-reach groups reduces crime and ASB rates in those groups ^(e.g. 15)
Economic Impact and Regeneration of Local Communities	<ul style="list-style-type: none"> • Sport-related sectors are highly productive in terms of GVA, are resilient to economic downturns, create a range of jobs with different skills requirements, generate supply chain benefits and economic benefits through volunteering ^(e.g. 16) • The economic impact of major events at venues creates local spending, accommodation demand and indirect employment and supply chain benefits ^(e.g. 17,18) • Local events and smaller events also generate footfall and income, often if they are in locations that are accessible and have secondary facilities to maximise secondary expenditure (cafes, shops) ^(e.g. 19,20)

¹³ <http://www.sportengland.org/research/benefits-of-sport/the-value-of-sport-monitor/economic-impact/>

¹⁴ Nichols, G and Taylor, P (1996) West Yorkshire Sports Counselling: Evaluation Report, Sheffield: University of Sheffield Leisure Management Unit

¹⁵ Sandford, RA; Duncombe, R and Armour, KM (2008) Evaluation of Two Sports Programmes Tackling Youth Disaffection and Anti-social Behaviour in the UK Educational Review, 60(4), 419-435

¹⁶ Gratton, C and Henry, IP (eds), Sport in the city: the role of sport in economic and social regeneration, London: Routledge; 2001, 35-45

¹⁷ Gratton, C; Shibli, S and Coleman, R (2010) The Economic Impact of 10 Major Sports Events in the UK, Sociological Review, 54(2), 41-58

¹⁸ Sport Industry Research Centre (2004) Measuring success 2: the economic impact of major sports events, London, UK Sport

¹⁹ Wilson, R (2006) The Economic Impact of Four Local Swimming Events, Managing Leisure, 11 (1), 57-70

	<ul style="list-style-type: none"> Indirectly, public healthcare costs are greater in areas with lower rates of participation ^(e.g. 21,12)
Education and Lifelong Learning	<ul style="list-style-type: none"> Sport participation, and engagement in sport through schools and youth clubs, can be an effective way of learning life-skills and improving academic achievement ^(e.g. 22,23) Sports offer different avenues to qualifications and employment, and opportunities for work experience and voluntary activity for young people ^(e.g. 24) Multi-functional sports centres with integrated facilities for clubs can be an effective way for engaging disaffected young people through both participation and also other educational and social support structures – some of these currently exist through the Millwall Community Scheme ^(e.g. 25)
Physical and Psychological Health and Wellbeing	<ul style="list-style-type: none"> Increased participation in sport can reduce incidence of preventable health problems including cardiovascular illness, mental health problems, particularly for those who would usually find it difficult to access facilities ^(e.g. 26,27) Having an accessible range of sports services locally also increases perceptions and awareness of wellbeing and the value of a healthy lifestyle among residents and visitors ^(e.g. 28,29)
Social Cohesion and Participation	<ul style="list-style-type: none"> Successful community-based schemes can engage hard-to-reach groups in the local community, develop peer relationships and key life skills and citizenship principles, encourage volunteering and link amateur and professional activity if delivered in a comprehensive mixed-use environment ^(e.g. 30,31,32) Well-managed and governed, publically accessible facilities can break down barriers to participation for minority groups including older people, BME and cultural groups, disabled people and young people ^(e.g. 33,34)

²⁰ Coleman, R and Ramchandani, G (2010) The Economic Benefits of Mass Sports Events, International Journal of Sports Marketing and Sponsorship, 12(1)

²¹ Pratt, M; Macera, CA and Wang, G (2000) Higher Medical Costs linked with Physical Inactivity, The Physician and Sportsmedicine, 2000, 28(10)

²² Papacharisis, V et al (2005) Effectiveness of a Sports-based Approach to Teach Life Skills, Journal of Applied Sport Psychology, 17, 247-254

²³ Shepherd, RG (1997) Effects of Daily Physical Education on Academic Performance in Primary Schools, Pediatric Exercise Science, 1997, 9, 113-126

²⁴ Sandford, RA; Armour, KM and Warmington, PC (2006) Review of Research on Engaging Disaffected Young People through Physical Activity, British Educational Research Journal, 32(2), 251-271

²⁵ Sharp, C et al (2003) Evaluation of a National Initiative to set up Study Support Centres in Sport Venues, Playing for success: an evaluation of the fourth year, National Foundation for Educational Research; 2003, Research report no 402

²⁶ Cooper RA et al (1999) Research Priorities on Physical Activity and Young Disabled People, Journal of Rehabilitation Research and Development, 1999, 36, (2), 142-154.

²⁷ Biddle, SJH, Gorley, T and Stensel, DJ (2004) Review of Evidence on Physical Activity and Health in Young People, Journal of Sports Sciences, 22, 679-701

²⁸ Chatzisarantis, NLD and Hagger, MS (2007) Contributions of Sports to Life Aspirations and Psychological Wellbeing, Journal of Sports Sciences, 25(9), 1047-1056

²⁹ Rendi, M et al (2008) Psychological Benefits of Aerobic Exercise, Psychology, Health and Medicine, 13(2), 180-184

³⁰ Dobosz, RP and Beaty, LA (1999) Links between Sport and Teenagers Leadership Skills, Adolescence, Vol. 34, no. 133, Spring 1999, pp215-220

³¹ Eley, D and Kirk, D (2002) The Impact of a Sport Volunteer Programme on Young Sport Leaders, Sport, Education and Society, 2002, 7, (2), 151-166

³² Coalter, F; Allison, M and Taylor, J (2000) The Role of Sport in Regenerating Deprived Urban Areas, Edinburgh: The Scottish Executive Central Research Unit

³³ Scott Porter Research and Marketing Ltd (2001) Sport and ethnic minority communities: aiming at social inclusion, Edinburgh: sportscotland, Research report no 78

³⁴ Groff, DG and Kleiber, DA (2001) Sport and Self Image Among Young People with Physical Disabilities, Therapeutic Recreation Journal, 2001, 35, (4), 318-332

Millwall Community Scheme– Lions Centre

- 3.90 Millwall Community Scheme have been active in promoting social inclusion in the local community via the Lions Centre for over 25 years, providing coaching sessions with community groups and schools among other educational and sports-based activities.
- 3.91 The existing Lions Community Centre will be re-housed in new, purpose-built accommodation within the sports centre. The Lions Community Centre is home to the Millwall Community Scheme, which provides opportunities for the local communities of Lewisham and Southwark to take part in sport, learn new skills, improve their health and find employment.
- 3.92 As part of the multi-faceted, regionally significant sports facilities, the Millwall Community Scheme has an opportunity to enhance its already excellent community activities (including training of sports coaches, running community clubs, delivering schools coaching sessions and organising community activities) locally and can benefit from highly accessible and top quality facilities on its doorstep.

Faith Centre

- 3.93 North Lewisham is a diverse area, with a significant representation across a number of different faiths and beliefs. The largest represented group is 'Christian' at over half of all residents in New Cross (Census, 2011), with a significant representation of residents without a religion, and a concentration of Muslim residents.
- 3.94 Through community consultation, Renewal identified that there are over sixty faith groups in unsuitable premises within a quarter of a mile of the New Bermondsey site – there is a huge growth in demand for religious facilities in the area. This was corroborated by the Council's Faith Officer, who identified that Faith Groups in the local area face difficulties in finding suitable property, acquiring leases and purchasing facilities.
- 3.95 As the first phase of the development it is critical to deliver a facility that is multi-functional, accessible to all members of the community and meets a number of basic needs, not just for faith but for voluntary and community groups, residents' associations and clubs. As such, the facility will provide an auditorium, meeting rooms, café and informal area to ensure that all groups can be accommodated for and have space to operate.
- 3.96 Given the demand for facilities, and the diverse nature of the area, it is key that any occupier of the facility is sensitive and understanding of the needs of the diverse local community and willing to play a role in the community. In selecting an occupier – from an initial list of 100+ faith groups – Renewal identified that there should be a strong local connection to London, a track-record of community initiatives, and an inclusive stance in terms of age, sex, sexual orientation, ethnicity, disability and beliefs. Based on these criteria, Hillsong were chosen as the preferred occupier, and both parties have shown their commitment to the local community by Renewal facilitating and Hillsong occupying the temporary occupation of part of the site prior to the completion of the new faith and community facility in Phase 1a.
- 3.97 Hillsong is a Pentecostal Church, with an established base in London and South East England, already having strong congregations in the West End, Kent, Surrey and on site. The monthly congregation at the temporary facilities at New Bermondsey is already 2,600-strong. In addition to regular services, Hillsong operate a number of community initiatives including:

- ‘Greenlight’ – a social justice initiative that sees a team of skilled volunteers go out onto the streets of London in the evenings on a medical van to offer minimal invasive medical care, and provide advice to rough sleepers;
- ‘I Care Revolution’ – the community youth arm of the church, which engages young people to overcome issues of deprivation;
- ‘Elderly Outreach’ - Hillsong London partners with Community Centres for the elderly. At The Platt Centre, Putney the Church assists those who attend the centre with everyday practical needs, such as home and garden maintenance, grocery shopping and transport. The Church host tea parties and social events to help make the elderly feel valued and connected;
- ‘Leadership Masterclass’ - A 14-week training program to develop and equip individuals for leadership; and
- ‘Financial Confidence Training’ - A free, financial course for those who desire to improve their personal budgeting skills and knowledge. The training is delivered to small groups with opportunity for one-to-one follow up session with a personal coach.

3.98 Additionally, the faith centre at New Bermondsey will house the South London Multi-faith and Multi-cultural resources centre previously housed at Kilmorie School, Forest Hill and currently in store in the Renewal offices.

3.99 This kind of facility will potentially play an important role in meeting the needs of local communities through primarily providing dedicated space for a faith group. The centre will potentially act as a base for a variety of temporary, part-time and permanent community services and will provide significant community services, many of which are aimed at or are particularly accessible to vulnerable people.

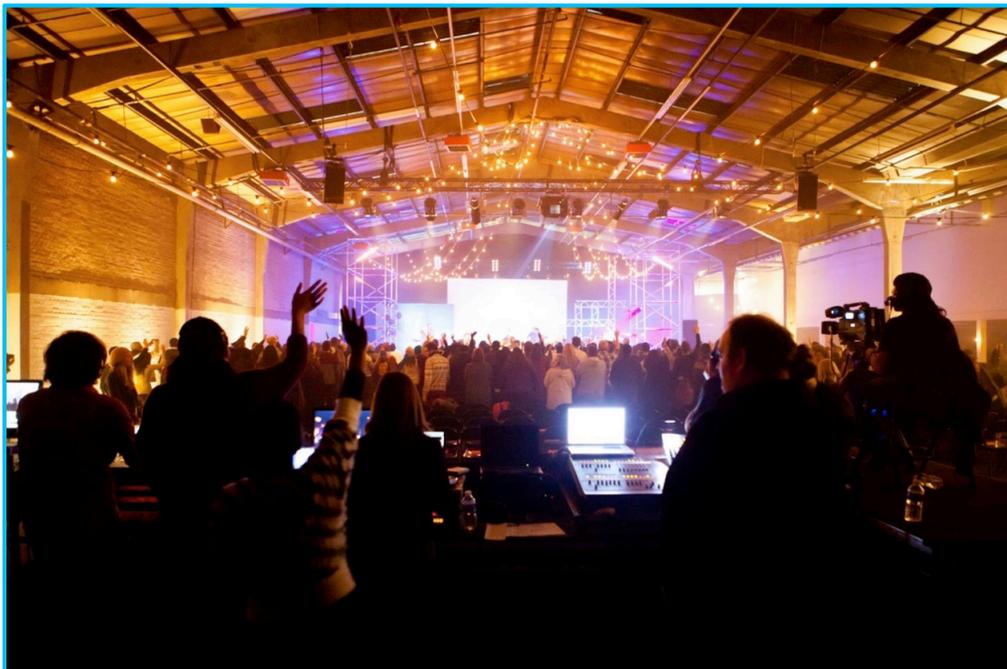


Figure 6 Hillsong Church on site today

Safeguarding and Enhancing Millwall FC

- 3.100 Millwall Football Club is an important asset to Lewisham, and a vital part of the cultural and community infrastructure of the wider area. Throughout the planning application process and beyond, Renewal have maintained an open line of communication with the Club and have sought to identify and mitigate any negative effects.
- 3.101 Through the development of New Bermondsey, Millwall FC will benefit from:
- External cladding of the New Den, to improve the exterior of the stadium in-line with the re-development of surrounding areas on the site;
 - The ability to extend capacity from 21,146 to 26,500 if required;
 - A new Overground station, two new bus routes and improved access to South Bermondsey station;
 - Re-provision of dedicated car parking facilities for matchday and non-matchday events and the re-provision of coach parking facilities for event days;
 - The provision of outside broadcasting facilities;
 - An attractive and vastly improved setting for the club, including a new boulevard running alongside the Barry Kitchener stand, Stadium Avenue and improved facilities for spectators;
 - Parking for police and emergency services;
 - The replacement of the groundsperson's accommodation; and
 - Sensitive management of the potential relocation of the Memorial Garden - A legal agreement (via Section 106) has also been put in place to confirm that Phase 4 of the construction of the development will not be started until either a) it is confirmed that the existing Memorial Garden on the site does not need to be relocated; or b) that a strategy is in place to replace and relocate the existing garden sensitively.
- 3.102 In considering Millwall FC's long history in the area throughout the outline planning process Renewal worked in partnership with Millwall FC in order to create an improved setting for the Stadium, with improved access, new transport links and better facilities for fans and visitors.
- 3.103 The comprehensive regeneration of the New Bermondsey site takes into account the long-term future of the football club including any future requirement for stadium improvement and expansion as well as transport infrastructure and allows for an increase in capacity of the Stadium from 21,146 to 26,500 if sought.

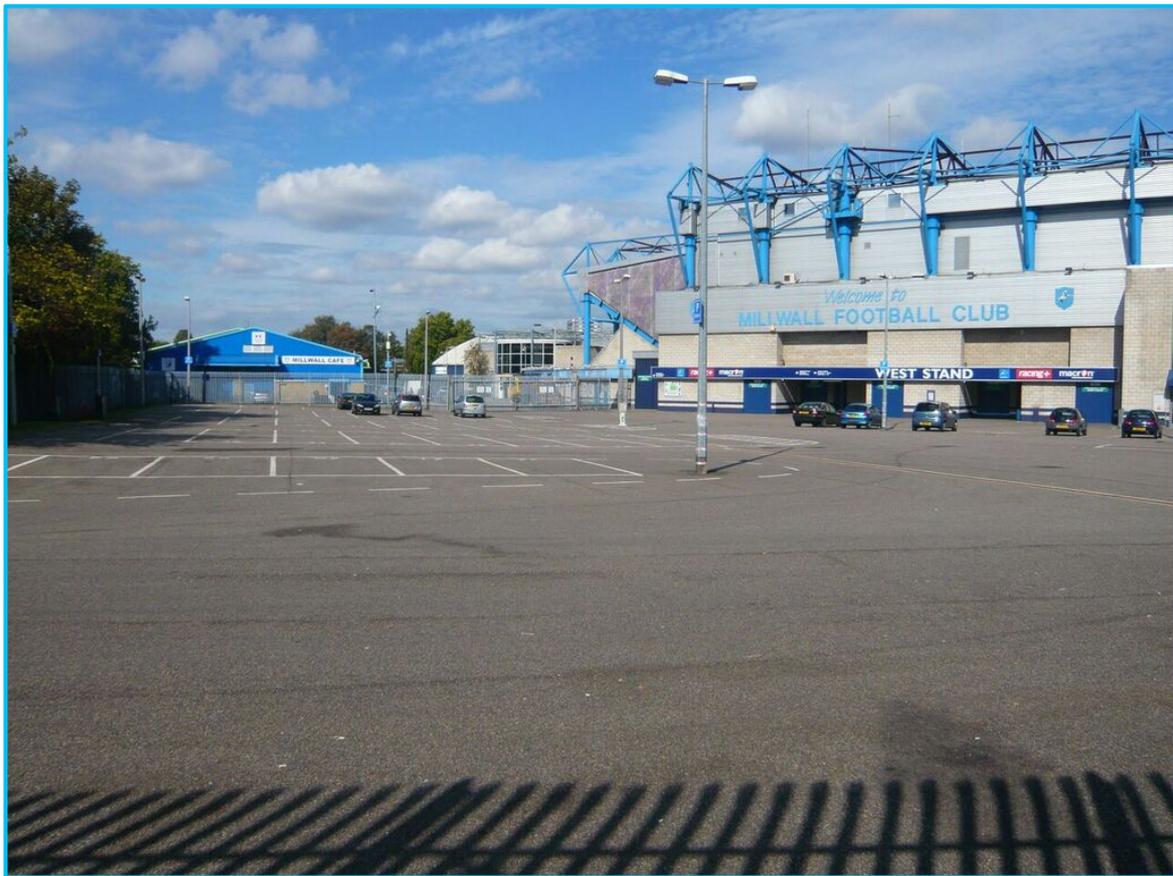


Figure 7 Millwall FC today

Health and Wellbeing

- 3.104 A central tenet of New Bermondsey’s vision is to tackle lifestyle driven health problems through a range of measures – both directly through the provision of a multi-functional health facility and high-quality, accessible sports facilities on-site, and indirectly through the provision of housing, open space, jobs and improved permeability and connectivity.
- 3.105 At present, New Cross and Lewisham suffer from a number of health inequalities – both in terms of public health indicators such as higher mortality rates and shorter life expectancy than London average, cardiovascular disease and obesity, and wider determinants such as participation in sport and physical activity.
- 3.106 New Bermondsey will include dedicated space for a new healthcare facility, with specification of services agreed through consultation with organisations responsible for the commissioning of healthcare facilities in Lewisham and Southwark. While the facilities are due to be delivered in the later stages of the development, continual engagement has been made with local public health authorities, and it is anticipated that the centre could include medical and dental surgeries, care in the community facilities, a pharmacy and a specialism in sports medicine, linked to Energize in phase 2, including diagnostics and rehabilitation.
- 3.107 As outlined at 3.65-3.92, New Bermondsey will also include a wide range of accessible sports facilities.

Wider Determinants of Health

- 3.108 Regeneration of New Bermondsey meets key target areas for reducing health inequality as outlined in Marmot Review of health inequalities³⁵.
- 3.109 Primarily, the ‘wider determinants of health’ include those factors not directly related to a health condition – but lead to health benefits through, for example, providing new housing, community facilities and local services, and opportunities for physical activity and outdoor recreation on health arising from the Development, as directed by guidance from the London Healthy Urban Development Unit (HUDU)³⁶.
- 3.110 The following categories are identified where New Bermondsey will have an impact on wider determinants of health and reducing health inequalities:
- **Housing** - Access to affordable, decent standard housing is essential to public health, particularly for vulnerable groups, for example disabled people and people with long-term health issues or illness limiting movement, older or young people, and low-income groups. New Bermondsey provides a significant addition to local housing stock in a range of tenures and sizes, meeting local need.
 - **Reduced Unemployment and Access to Work** - Access to employment and being in work can increase health and well-being, and make it easier to pursue a healthy lifestyle, with income being one of the strongest indicators of health and disease in public health research. Unemployment, conversely, is often related to an increased risk of poor physical and mental health and premature death. By creating a range of jobs and actively linking local people to opportunities through committed brokerage schemes, New Bermondsey will help to redress employment deprivation locally.
 - **Community Facilities and Public Services** - The inclusion of public services and infrastructure is paramount as part of new developments in order to build strong, sustainable and cohesive communities. Lack of availability and accessibility to municipal services such as libraries, health facilities, schools and childcare and community centres and social support can have a negative social impact on communities and affect both physical and mental health. New Bermondsey offers a significant quantity, range and access of community facilities as outlined to increase close access and participation and advance social interaction between and within groups in a safe environment.
 - **Early Years and Access to Education** – The link between education, a good environment for children to grow up in, and public health outcomes is reflected in the quality of development. A child’s physical, social, and cognitive development during the early years strongly influences their school-readiness and educational attainment, economic participation and health. New Bermondsey will include nursery/crèche facilities, and a contribution to mitigating the effect of residents of the development on the ability of local schools to meet demand for places.
 - **Physical Activity and Outdoor Recreation** - Reducing dependence on vehicles and providing secure, convenient and attractive public open space can lead to more physical exercise participation in local residents, and reduce the risk of negative health impacts associated with a sedentary lifestyle.

³⁵ Fair Society; Healthy Lives: The Marmot Review (2010)

³⁶ NHS London Healthy Urban Development Unit (2009) *Watch out for Health: A Checklist for Assessing the Health Impact of Planning Proposals*, NHS, London

Generally, good access to high quality environments for physical activity is associated with an increase in the frequency of its use. It is important that housing and streetscape design are considered as part of neighbourhoods that contribute towards building social relationships as positive contributions toward health. The New Bermondsey regeneration will substantially improve access within and through the area, provides legible, accessible and well-maintained open space and play space for children and a world-class outlet for physical exercise.

- **Resource Minimisation and Sustainability** - Climate change, and the effects of climate change, will have significant implications for the public health of communities at all scales. The design and construction aspects of the scheme can help to mitigate both the impacts on residents of the Development, and the wider community. New Bermondsey will build on locally existing capacity – SELCHP currently provides power, but will also provide heat to all homes created in the development.
- **Crime Reduction and Community Safety** - Crime related injury is a significant public health problem in itself. In addition, the perception and fear of crime reduces social solidarity, and has an adverse psychological impact which can lead to mental health issues and subsequent physical illness associated with a lack of access to services and facilities, a lack of social interaction, and a sedentary lifestyle, which can disproportionately affect vulnerable people such as the elderly or disabled or people experiencing hate-crime including gay people and ethnic groups.

By enhancing the physical environment and providing an active street scene and built-in measures such as lighting and CCTV, with numerous community facilities, New Bermondsey will help to reduce the perception of crime and improve the perception of safety for all groups.



Figure 8 The poor quality environment today leads to perception and fear of crime

Overall Public Benefit

- 3.111 New Bermondsey represents an opportunity to address the socio-economic challenges outlined above by delivering a comprehensive mixed-use regeneration project that can provide a step-change in both the perception of the area and the realities faced by local residents.
- 3.112 The offer of increased accessibility, jobs and business space accessible to local people and fostering entrepreneurship and skills development, and new homes in a range of tenures can provide major public benefits to existing residents as well as occupiers of new space in the future.
- 3.113 This is set in the context of a regionally-significant range and quantum of sports facilities, and other beneficial and inclusive community facilities and accessible urban environment.



Figure 9 The Masterplan