

GOOD GROWTH FUND

Expression of Interest form

GENERAL INFORMATION

All sections of the form do not need to be completed for an application to be accepted. If we are requesting information you do not currently have access to or understand then don't worry, we will still read your submission. If you are unable to respond to any sections please indicate this with N/A and add an explanation as to why this information cannot be provided.

Applications that are not presented in this template will not be considered.

Where the response provided exceeds the stated word limit, information beyond the maximum word count will not be considered.

Additional information in support of your proposal will be considered , this may be information which helps us to understand your project better or which supports a specific aspect of the proposal (for example evidence of demand, need or support). Supporting information may be documents (e.g. survey results, user-centred research, soft market testing, feasibility studies), but may also be in other media formats, including images, videos, links to information on the internet or social media, a Twitter poll or Facebook page . You will not be penalised if this is not included as it will not form part of our scoring assessment.

Completed Expression of Interest forms and supporting documentation should be submitted in electronic format (in both word and PDF format) by email to goodgrowthfund@london.gov.uk by 4pm on 04 September 2017.

Feedback cannot be provided on drafts of your application but if you have any queries about how to complete your form please email your query to goodgrowthfund@london.gov.uk. Please note the last possible date to do this is 28 August 2017

SECTION 1: CONTACT INFORMATION

Name of organisation:

Lewisham Council

Applicant contact name:

Karen Fiagbe

Applicant contact email:

karen.fiagbe@lewisham.gov.uk

Lead organisation name:

London Borough of Lewisham (LB Lewisham)

Lead organisation address:

Economy & Partnerships Team, 3rd Floor Laurence House. Catford. London. SE6 4RU.

Lead form of lead delivery organisation

Public Sector body Charity CIC Cooperative Limited Company Unincorporated organisation
Other

If 'Other' Please explain further

Registered company or charity number (if relevant): *Click here to enter text.*

Project Address (if different from applicant):

Goldsmiths Enterprise Office, Hatcham House, Goldsmiths, University of London, New Cross. London. SE14 6NW.

Please indicate other participating organisations and the nature of their support for the project:

The London Borough of Lewisham (LB Lewisham) intends to work in consortium with our major strategic and co-delivery partner Goldsmiths, University of London (UoL), a higher education institution that is recognised as an internationally renowned centre of excellence for the arts, creative and digital learning, and for research and development. LB Lewisham and Goldsmiths (UoL) have an established Memorandum of Understanding in place and closely co-operate on delivery on a wide range of themes including our joint social value project, Leading Places Phase 2, and enterprise projects namely the ERDF Dek Business Growth Programme.

Goldsmiths (UoL) will be primarily responsible within this project for capital and on-site building works and the civic infrastructure development. A further responsibility will be to actively encourage and support local residents, visitors, artists and businesses to make full use of the facilities and services.

Partner CEN8, will also work alongside our consortium to form part of the delivery. This third sector organisation has extensive working links to New Cross and an established relationship with Goldsmith (UoL). They bring in local expertise from working with marginalised groups to strengthen delivery within the portfolio aimed at social inclusion and supporting provision for more vulnerable community groups. In doing this we want to ensure that all Londoners have an opportunity to be part of LB Lewisham's good growth and also be more included in London's wider prosperity.

How will the project be managed? If you will you need to bring in additional resources to deliver the project please describe these arrangements?

LB Lewisham acts as lead partner and accountable body, and will work directly with the Mayor of London/Greater London Authority (GLA) and LEAP to reach a timely grant agreement, manage the governance, budget, delivery, monitoring and funding claims of the project in partnership with Goldsmiths.

Strategically a project steering group will provide guidance and review delivery with representatives from LB Lewisham, Goldsmiths (UoL), Goldsmiths Centre for Contemporary Arts Gallery (GCCA), CEN8, local creative and digital industries, residents and the Student Union, current students and graduates. This group will periodically review membership to introduce representatives with specific interests, knowledge and skills required to enable the project to thrive.

LB Lewisham existing staff will oversee the project management through monthly project meetings, checkpoint reports, and ongoing reviews of delivery against KPI's, timescales, budget, deliverables, risks and grant compliance, on behalf of the partnership. Regular reports and monitoring meetings will be scheduled and held with the GLA and/or members of the LEAP as per the grant agreement and documented delivery method. We would welcome any further strategic support from the GLA and/or members of the LEAP in which they may impart any expert knowledge or guidance to advise our board or delivery staff.

Are you related to or do you have any contact with any elected GLA officials or members of our staff? Yes No

If yes, please tell us about your relationship with them and their name (or names) and which team they work in:

N/A

Are you submitting more than one application to GGF? If yes, please list all of your other applications in your order of priority:

LB Lewisham is keen to submit this proposal because it's a strong inclusive and place-based project based in New Cross, a Lewisham strategic opportunity area within our Local Plan; and sits within the context of New Cross Gate Master Planning and Station Opportunity Study; giving us an opportunity to collaborate with Goldsmiths (UoL) to achieve a boost to the local economy and regeneration. It's also positioned well within our TFL-funded A2 Corridor study, and major housing zone opportunities of mixed-use developments in New Cross and neighbouring Deptford. Over time this project will support enterprise growth in Deptford Creekside and Market Square, which are emerging within the pan-London creative and digital industry (CDI) market.

We are working under the understanding that no other applications will be submitted from LB Lewisham as part of this first round of the Good Growth Fund, but other proposals may be submitted from LB Lewisham at later rounds in the future.

SECTION 2: PROJECT DESCRIPTION AND DETAILS

Project title

Re-imagining New Cross, London

Project aim

Describe the general context, specific issue you are seeking to address, and overall purpose of your project. In describing your project you should consider how it will relate to the three wider themes of People, Places and Prosperity listed on pages eight, ten and twelve of the prospectus

LB Lewisham has a vision to be amongst the best places in London to live, learn, work and play. The purpose of this project is to support the vision and deliver “good growth” in New Cross, within the context of the wider New Cross Gate Master plan.

New Cross houses a diverse economy including creatives, retail and night time economy; with excellent connections to other areas in London. However, social exclusion remains challenging locally with many deprived output areas and social housing estates nearby. The local creative and digital sector employs some 250 people and hosts 215 businesses; with recent business growth rates of 87% and key sub-sector specialisms in fashion, design, architecture and computer gaming.

We are seeking £1m GGF funding towards the Contemporary Art Centre will provide an excellent finish to reach international design standards. And also seeking funding to bring empty shop units 304 and 306 New Cross Road back into use, as a Digital and Creative Centre, to provide space for collaboration with high tech companies and incubation for SME’s and entrepreneurs. In a smaller scale comparable to the Cambridge university model of enterprise spin out from R&D.

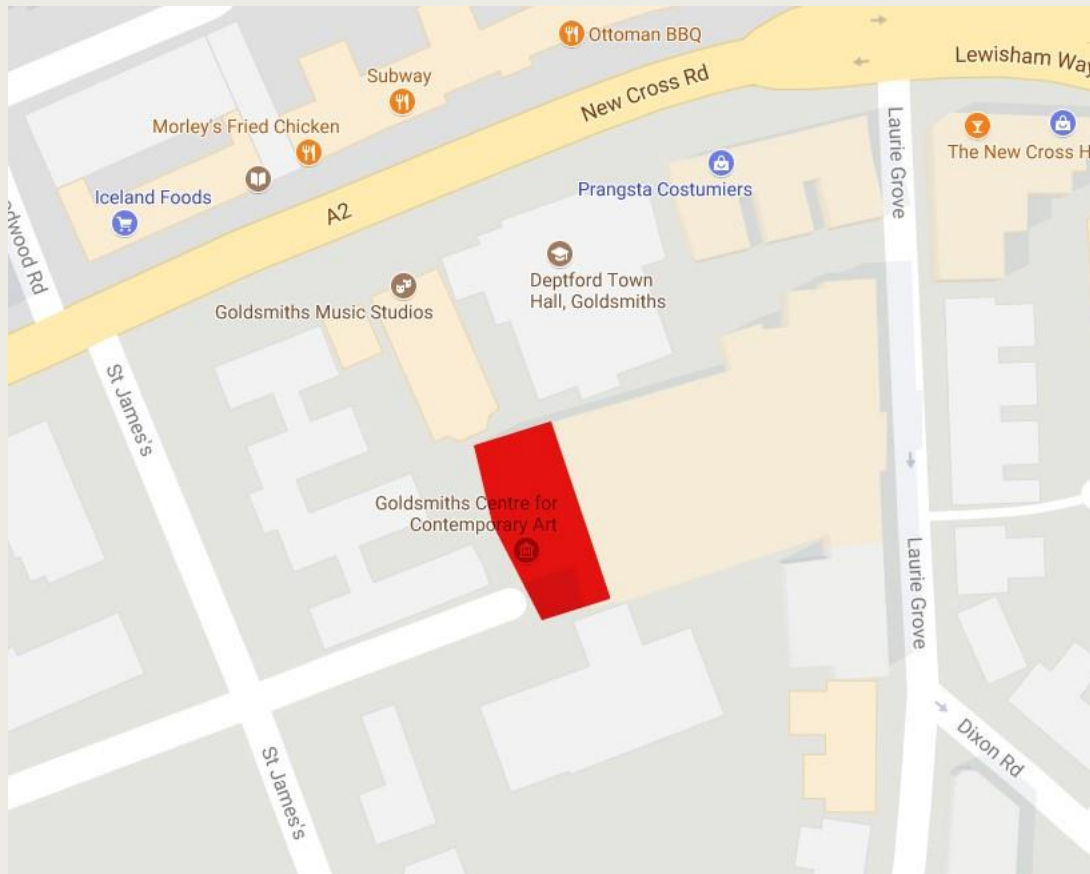
Link to our CDI study with ‘Regeneris/ WeMadeThat’ compliments LB Lewisham’s spatial strategy that focuses on growth and large scale development around New Cross; and adds value to Goldsmiths ongoing enterprise initiatives to capture jobs and investment within Lewisham.

Making Better Places- by completing the restoration of the rear section of former Laurie Grove Baths; including the former water tanks, a Grade II listed Victorian heritage building which is already a successful student exhibition space. It will become a world class contemporary art gallery that will encompass exhibition spaces, a cafe, studios, and retail. Adjacent, two empty shop units on the high street will also be revitalised as a business and creative industries incubator hub.

Goldsmiths will promote its other cultural assets (Curzon cinema, the Great Hall for music recitals, Student Union “live music” venue) that will attract visitors and businesses, boosting the evening and night time economy offer.

Empowering People – Social inclusion, community outreach and engagement, and increasing cultural participation. Allowing new opportunities to be extended to all Londoners.

Growing Prosperity – Supports SME's and graduate enterprises through knowledge-transfer, synergies and opportunities for growth. The Gallery represents a catalyst to economic investment within 1km circle radius in the New Cross Gate Masterplan for major economic growth zone.



Project summary

Briefly summarise your project, explaining the activities that are required to deliver it. Where possible, please make reference to the eight actions listed on page fourteen of the prospectus

Max 400 words

We propose activities through two places:

Place 1 - Goldsmiths Centre for Contemporary Art:

- **Develop permanent Civic Infrastructure** – Regeneration of the Grade-II Laurie Grove Victorian-era baths by Turner Prize-winning Architects 'ASSEMBLE'.
<http://www.gold.ac.uk/goldsmithscca/>
http://assemblestudio.co.uk/?page_id=944
- Advanced main building works with an anticipated opening in May 2018. £1.9million fundraised to date with an ongoing active campaign. A further £1million would elevate it from "good to great" design standard, allowing showcase of international artwork and access from the High Street through a renovated historic courtyard.
- Operate as gallery from day 1.
- **Share culture** – Will provide an ongoing exhibitions programme; will run an artist in residence programme; talks, films and performances open to the public; all of which will enhance the evening time and night time economy with international art and culture for all at its core. This will align with the promotion of Goldsmiths under-utilised cinema, theatre and student union (live music) offer. It will seek partnerships with 'The Albany', Barbican, South London Gallery, and others, and links to Lewisham Council's application for the Borough of Culture Award (intended application in 2019). Staff will promote "What's on" activities and support a strategy for increasing visitors and footfall.
- **Create workspace**– Offers studio and exhibition space.
- **Build skills**– Extensive outreach engagement programme with arts and creative learning programmes, practice workshops and courses. Social inclusion of marginalised groups via third sector support provision.
- **Social value**– Apprenticeships, volunteering, work placements, local supply chain. The Gallery will host highly successful widening participation summer school.

Place 2 – Two large High Street shop units reconfigured and repurposed (for more than 6 months)

- **Back Small Business**- Creative and digital enterprise services supporting start-ups and growth from the general public, graduate/student, and social enterprises. Delivered via peer to peer mentoring, 1:1s, courses and workshops. Compliment Lewisham's ERDF Dek Business Growth Programme and the commissioned Creative and Digital Industries study.
- **Create workspace** – Offer touchdown workspaces and incubator as a pipeline to the larger mixed use spaces under development in neighbouring Deptford Creekside and Market Square intended to offer notional rent for studio and office spaces.
- **Drive innovation** – Knowledge-transfer initiatives and serves as hub for academics, researchers, students and alumni to collaborate with business and commercial activities, nurturing innovation and enterprise. Compliments Goldsmiths' new digital workshop with the latest technology offer.
- **Build Skills** - Training and skills provision, entrepreneurship and enterprise opportunities developed, and new career opportunities created.

- **Social value** – Apprenticeships, placements, local supply chain.

SECTION 2A: FUNDING

The Good Growth Fund will expect to fund up to 50 per cent of the total project value, with the remainder covered by match funding. Applicants should be aware that the majority of the available funding is capital funds, so we would encourage revenue elements of projects to be funded via match. European Social Fund revenue grant funds are available for projects which will be co-commissioned with the GLA and will deliver employability and skills outcomes.

What is the start date of your project?

01/04/2018

What is the end date of your project?

31/03/2021

Total project cost (including match funding)

£6,200,000

Funding requested from Good Growth Fund

Please specify which type(s) of funding you are interested in applying for, and if possible the specific amounts

Types of Good Growth Funding available (please tick if interested)	Amount (£,000)
Capital Grant <input checked="" type="checkbox"/>	£3,100,000
Repayable Grant (Loan) <input type="checkbox"/>	
European Social Fund <input type="checkbox"/>	
Total	£3,100,000

In addition to the above funding options, the Crowdfund London programme offers small-scale grants in the form of pledges towards crowdfunding campaigns by organisations or partnerships seeking to raise funding for community-led projects. For further detail on this fund and whether it is suited to your project, please see [<https://www.london.gov.uk/what-we-do/regeneration/funding-opportunities/crowdfund-london>].

Have you secured any match funding?

Please indicate the amount and whether the funding has already been committed to the project, has been requested or is your realistic estimate of what might be secured

Source of Funding	Amount (£,000)	Committed, Requested, or Estimate
Goldsmiths Grant Capital	1,900	Committed
Goldsmiths Grant Capital	283	Estimated
Goldsmiths Grant Revenue	515	Estimated (Enterprise & Shops)
Goldsmiths Grant Revenue	317	Estimated (GCCA)
Chartwells Grant Revenue	60	Estimated (Café)
Lewisham Council Revenue	25	Committed (Workspaces Fund)
Total	3,100	

If possible, please outline clear and achievable milestones that will constitute delivery (preparation, construction, operation etc.), when you forecast them to occur, and the amounts of funding associated to them

Milestone/ description of activity	When will the activity take place?	Budget forecast
Bring latent development of an International level gallery into use & cafe	April 2018 onwards	£1,377,000
Bring latent development of 2 empty shop units on the high street into use as an incubator/workspace	September 2019 onwards	£1,723,000
Delivering an extensive Community Arts Outreach programme	Ongoing activity weekly over 3 years	£138,000
Peer to Peer SME mentoring, Support for start-ups	Ongoing activity weekly over 3 years	£103,500
Support SME start-up, development and incubation– for both general and student/graduate schemes	Ongoing activity weekly over 3 years	£114,000
Existing Social Enterprise/Charities Support – develop new business models (tech/financial)	Ongoing activity weekly over 3 years	£100,500
Social mobility – Employability and arts/creative thinking skills training for ex-offenders/addicts & disadvantaged groups	Ongoing activity weekly over 3 years	£119,000
Creative community exchange – arts/creative thinking outreach; setup,	Ongoing activity weekly over 3 years	£105,000

recruit, train into mentors elderly & young people		
Events/Project Co-ordinator-Marketing and promotion - support roll-out of initiative	Ongoing activity weekly over 3 years	£237,000
Revenue Spent in project Lifetime	Spent after 01/04/2018	£917,000
Capital Spent in project Lifetime	Spent after 01/04/2018	£3,100,000
Total Expenditure during project Lifetime	Total spent after 01/04/2018	£4,017,000
Capital Spent before project Lifetime (Gallery)	Total spent by 31/03/2018	£2,183,000
Total Expenditure for the Project	Total spent by 31/03/2012	£6,200,000

Please note that there will be further added value match funding of in-kind staff time and support within the partnership of circa £200,000 per annum.

SECTION 3: DEMAND AND SUPPORT

Applicants should outline why the proposed actions represent good value for money, and knowledge or awareness of any complimentary projects which will bring strategic added value to their proposal, and provide an estimate of potential outputs and outcomes

What local engagement has been undertaken so far and how can you evidence demand or need for your project? If you can, please attach or provide links to any evidence of this, including local support that might exist (e.g. letters of support, a Twitter poll, Facebook page, user-centred research). If possible, describe if the project complements any other initiatives and if possible demonstrate any strategic advantages?

Plans have been developed involving a wide number of local and community organisations, in addition to advice and support from academics, research/urban design consultants, and creative professionals; incorporating:

- A local high street business survey and a shopper survey is currently underway, feedback to date shows anecdotal positive interest towards the improving transport links, public realm developments, and boosting the evening and night time offer.
- An ongoing Creative and Digital Industries study commissioned with Regeneris/We Made That- New Cross and Deptford statistical feedback indicate that the area has a strong concentration of activity in fashion manufacturing, design and architecture, very low levels of vacant office and industrial space and relatively low rents. Despite businesses being primarily embryonic and small, the GGF approach can support them to embed and scale up growth. The market is already building their unique local creative identity into their value proposition. Workspace is needed to support the development of creative and digital businesses given the lack of workspace available for newly-established businesses in New Cross. This will help to root creative and digital businesses in the area, which will help to develop an ecosystem of activity in this sector, supporting our creative ambitions.
- Goldsmiths have already raised a considerable amount of private match funding to build the Gallery that will complement any public sector investment and offers considerable value for money. Evidence for market demand for a Contemporary Arts Gallery can be assumed from the £1.9million already raised in donations over two years.
- An economic assessment of Lewisham is planned in the autumn to provide empirical evidence to support the refresh Local Plan. This will provide robust social-economic evidence that will be relevant to this project development -e.g. local commercial properties demand and supply, population growth, employment growth data.
- Development work on Lewisham's bid to be Borough of Culture in 2019 has shown a huge appetite for the expansion of culture activities within the area.

The project has strategic advantages from:

- New Cross’s designation as a London Plan hotspot for both regeneration and the night time economy.
- New Cross is one of Lewisham’s strategic opportunity areas within our Local Plan; and sits within the context of New Cross Gate Master Planning and Station Opportunity Study for the Bakerloo Line Phase 2; as well as our TFL-funded A2 Corridor study.
- It’s positioned well within major housing zone opportunities of mixed-use developments in New Cross and neighbouring Deptford. In time the pipeline of arts, creative and digital businesses will support Deptford Creekside and Market Square, which are emerging as a creative and digital industry zone and market within London. With a designated 8631 new housing units and 148,159 m² of new employment, retail, café, hotel and community floor space being offered.
- Strategic added value will be generated in collaboration with stakeholders and especially with Goldsmiths (UoL) alumni that have strongly influenced the fields of art, design, visual arts, film, and fashion for decades and include many of the UK’s most successful artists, sculptors, fashion designers and film directors.

What stage are you at in the development of your project

Gallery Element

Concept Feasibility/Research Business case completed Procurement Planning submitted Planning approved Ready to deliver Other If ‘Other’ Please explain further

Business Incubation Space Element

Concept Feasibility/Research Business case completed Procurement Planning submitted Planning approved Ready to deliver Other If ‘Other’ Please explain further

SECTION 3A: OUTPUTS AND OUTCOMES

Please indicate appropriate outputs and outcomes to quantify the level of impact your project will have, and describe how your project will lead to them. Please use page twenty of the prospectus, and the suggested metrics included below as a prompt (these are merely an initial indication of priorities to help applicants and by no way definitive). We understand that figures will be estimates at this stage, but please make them as realistic as you can, and projects in the development stage which do not have access to this information should not be discouraged from applying. As the Good Growth Fund develops, we will encourage our delivery partners to set objectives against a number of different indices which we will monitor and evaluate during the lifetime of their projects.

Output or outcome measure	Definition	Target
New jobs being created	New - should not have existed in the London borough or the employer before the intervention. Permanent - should have a life expectancy of at least 26 wks. FTE - 35hrs or more per wk.	350
Public Realm improvements (m2)	Improved: significant improvement in the quality of the built environment through improved use of space, urban design and improved quality of materials used. Could be linked to measurement of time savings, reductions in road safety incidents, increased perception etc. New: space which was previously not for public use which is transformed into pavement, road, street furniture & park area.	981m ² Gallery including 650m ² of exhibition space
New or improved commercial/ business space (m2)	New or upgraded: new buildings constructed as part of the project, refurbished, improved or adapted for productive use as part of the project. Improved: Actual floor space or potential market value has been increased by some physical improvement	479.4 m ² shop unit space
Number of vacant units brought back into use	A unit is considered vacant if it has not been occupied for over 6 months. Re-occupation should be by a non-residential use. Temporary: re-occupation for at least 1 month, but less than 6 months. Permanent: re-occupation for at least 6 months.	3
Business supported		378
Increase in business turnover	Increased financial turnover can be defined as the volume of a business output in terms of profits over a given number of years or period of time	203
Increase in visitor satisfaction	Increase in visitor satisfaction in the target area over agreed period.	10% (baseline to be identified)
Increase in footfall	Also known as People Counting or Shopper Counting, as the measurement of the number of people entering passing a certain location or entering a shop or shopping mall. An increase in footfall is measure from the baseline position over a period of time compared to	10% (baseline to be identified)

	another survey after an expected change or trend has taken place.	
Entry into employment	New – A London resident who was economically inactive, unemployed or NEET (Not in Education, Training or Employment) before the intervention, accesses employment as a result of the support received. Permanent - should have a life expectancy of at least 26 wks.	64
Sustained Employment	New – A person who has already achieved an Entry into Employment via the intervention remains in work for at least 26 weeks out of 32.	
Progression in Work	New – A London resident in low-skilled or low-paid employment achieves an uplift in their employment status as a result of the support received. Examples of an uplift include a promotion, a pay rise or additional hours.	
People supported	New – A London resident actively participates in the project. This may be as a member, user, volunteer, participant, or beneficiary.	1980

Please include a brief description here of how each output measure relates to the overall project

e.g. This project will deliver 1250 m2 of public realm as part of the redevelopment of XXXX, or this project will deliver 10 jobs as part of XXXX.

This project will deliver three buildings (2x Places) with all activities driven through or associated with them

Place 1 - Complete the restoration of The Goldsmith Centre of Contemporary Art as an anchor institution:

- **Develop civic infrastructure; secure and create work spaces** – 981 m2 of new gallery and exhibition spaces.
- **Build skills and employability** – Deliver 1000 people supported (including volunteering, work placements, participants on outreach training), 10 jobs created.
- **Back small business-** 25 businesses supported and 25 increase in turnover, **Increase footfall and visitor satisfaction** – 10% increases.
- **Social value** – Deliver 12 apprenticeships for local residents, 4 contracts for local businesses and work with 3 local delivery partners.

Place 2 – Design/build two empty shop units on the high street

- **Back small business-** Deliver 245 business started, 375 business supported, and 178 with increase turnover.
- **Secure and create work spaces** – 479.4 m2 of new incubator and workspaces.
- **People supported** - 420 people supported
- **Build skills & employability** - 340 jobs created, 64 entry into employment.
- **Social value** –Work with local community and third sector delivery partners.

This project will also seek to boost the evening and night time economy through promotional initiatives with Goldsmiths’ underutilised cultural assets – Cinema, Theatre, and Live Music Venue:

- **Back Small Business**- 3 business supported
- **Build Skills & Employability** - One job created.
- **People Supported** – 300 participants
- **Increase footfall and visitor satisfaction** – 10%

SECTION 3B: LEGACY

Provide a brief description of your current ideas or plans to ensure ongoing delivery and management of the facility or service after the end of the Good Growth funding period

Legacy delivery and management of the services will be through Goldsmiths' estate management and fundraising activities:

- Centre for Contemporary Art – attracting visitors providing a boost to evening and night time economies, and retail and hospitality. Sharing culture with London and wider world.
- Complements LB Lewisham's intention to bid for the Borough of Culture Award 2019. If successful in both bids the gallery would provide a perfect platform for the activities planned during 2019.
- Enhanced evening and night time economy.
- Goldsmiths' legacy development plan is to adapt neighbouring units on New Cross Road to fit a lift to service both the shops and Deptford Town Hall building for disabled access. Changing the Town Hall from office space to a recognised civic space. An open plan, flexible space 180m², would be constructed in the rear garden area providing enhanced incubator and enterprise facility.
- Knowledge economy with ongoing space for collaboration with high tech companies and providing incubation for entrepreneurs from Goldsmiths and Lewisham.
- Developing a Creative Enterprise Growth Zone - Pipeline of creative, arts, and digital talent, and businesses clustered around New Cross & Deptford.
- An ongoing programme of skills training for London participants at all levels.

SECTION 4: DECLARATION

The declaration must be completed by a Director of the organisation or equivalent. Applications without a completed declaration section will not be considered.

As a public organisation we have to follow the Data Protection Act 1998 and the Freedom of Information Act 2000. We have a data protection policy, which is available from our website at www.london.gov.uk

We also have a Freedom of Information policy which is also available from our website at www.london.gov.uk

By signing this application form, you agree to the following:

- A. We will use this application form and the other information you give us, including any personal information, for the following purposes.
- To decide whether to award your proposal support.
 - To provide copies to other individuals or organisations who are helping us assess and monitor support. After we reach a decision, we may also tell them the outcome of your application and, if appropriate, why we did not offer you support.
 - To hold in our database and use for statistical purposes.
 - If we offer you funding or support, we will publish information about you relating to the activity we have funded, including the amount of funding and the activity it was for. This information may appear in our press releases, in our print and online publications and in the publications or websites of any partner organisations who have funded the activity with us.
- B. You have read the GLA data protection and freedom of information policies and accept how we generally plan to treat your application and other related information if someone asks to see it under the Freedom of Information Act 2000.

Tick this box if you consider that we should treat your proposal as confidential information.

Tick this box if you consider that we should treat your financial information, such as your budget and any business plan, as confidential information.

Tick this box if there is any other information you have provided that you consider to be confidential information. You must tell us what that information is and give us your reasons below or in a separate letter. If you are sending us a separate letter, please write 'letter included' below.

- C. Please note that your project summary and any images or videos that you supply may be published if your project is selected for further development or if you are asked to submit a

more detailed application form. By submitting this text and any accompanying materials you give us full permission to use them on our website and in other publications and marketing materials produced by the Mayor of London.

To the best of my knowledge, I confirm that the information supplied on this form is correct and complete. If successful, this organisation will use the funding only for the purpose shown in this application.

Signed: Janet Senior

Name: Janet Senior

Position: Executive Director of Resources and Regeneration

Date: 4 September 2017