

TEAM CATFORD

‘Team Catford are a team that specialises in urban regeneration, engagement and place-making. We all live in the borough, mostly Catford, and are passionate about about what happens in our neighbourhood.

We speak up for the community, champions local views and are encouraging everyone who lives, works, socialises, commutes or runs a business to have their say as Catford goes through its biggest change in decades.’

Engagement Strategy

Team Catford are executing an engagement strategy that will:

- Ensure that engagement is clear, meaningful, and two-way, understanding the knowledge, interests and concerns of all stakeholders
- Create realistic expectations with regards to timescales, scope and constraints
- Reduce misunderstanding and misperceptions about the scheme and its impacts, by providing the right amount of information in appropriate detail at the right time



Engagement can be dominated by small vocal interest groups, rather than the 'silent majority', therefore we will be pro-active in gathering the views from a range of stakeholders including:

- Elected members
- Strategic stakeholders
- Internal stakeholders
- Partner organisations
- Residents and residents associations
- Housing associations
- Local businesses and representative business groups
- Local workforce
- Voluntary groups
- Community/amenity groups
- Landlords
- Faith groups
- Nurseries, schools and colleges
- Young people
- Children
- Commuters
- Estate agents
- Users or clients of specific services (or their carers or relatives)

TIMETABLE

Sept 2017	Phase One: building momentum and enthusiasm.	<p>#Catfordconversation – narrative on emerging issues from Commonplace supported by photos/graphics/film. Tease local people to find out what’s being said in their area, encourage participation, promote forthcoming engagement events.</p> <p>Start of monthly engagement events – 2/3 pop-up sessions to coincide with Film Festival and Arts Trail.</p> <p>Steering themes for 72-hour film challenge and capturing ‘behind the scenes’ film footage to share and promote engagement.</p>
Oct – Nov	Phase Two: community engagement to determine issues and priorities	<p>Monthly engagement events - Catford Library, Little Nan’s, Civic Suite, Ward Assembly meetings</p> <p>Walk and talk the masterplan: guided walkabouts for interest groups such as people with reduced mobility or cyclists.</p> <p>On Assignment - youth-led media course in filmmaking journalistic style. Taught to use GoPro cameras and basic filmmaking and interviewing techniques, they will each be assigned a story to find and tell within the Catford Town Centre</p>
Dec		Monthly engagement events – to coincide with Christmas Fair.
Jan		Feedback analysis and development of summary narrative. Development of Catford Character (part one) content and film.
Feb - Mar	Phase Three: defining the vision	<p>Launch Catford Character (part one) – content and upbeat film compilation to reflect the unique, distinctive and creative core of Catford and the emerging themes.</p> <p>Regular engagement events</p>
Apr – May	Phase Four: creating a feeling of community ownership in the master plan.	Feedback analysis and development of summary narrative. Development of Catford Character (part two) content and film to share feedback and rationale for preferred option.
Jun – Aug		Launch of Catford Character (part two) at Lewisham People’s Day.

Methods

- **Face-to-face community engagement** - every month, there will be opportunities for local people to chat to Team Catford at pop-up exhibitions and events where we'll encourage members of the community to express their views on issues and priorities for the town centre. We'll establish an urban room as a hub for engagement activity and community-led activities. All feedback will be captured via Commonplace and analysed to understand emerging themes.
- **Stakeholder relations** - we're developing a stakeholder matrix to ensure we have regular contact with the key groups, associations and representatives
- **Shareable content** – to encourage participation, we're developing shareable content that will be promoted on social media, the Commonplace platform and via the digital (and print) newsletter.
- **Social media** – Team Catford will strengthen its role on Twitter and Instagram as well as Facebook. We'll coordinate the team to post and respond in line with our content planner and a tone of voice consistent with all communication channels.
- **Newsletters** – digital newsletters will be distributed quarterly via email and printed versions hand-delivered to local businesses.
- **Media relations & thought leadership** – as well as using local news to publicise the engagement programme and the CRP milestones, we'll explore themes related to place-making in detail in order to provide a steady stream of topical content, comment, opinion, interviews and profiles that will be used to establish Lewisham Council as a thought leader in London-wide and trade media.

#CatfordConversations
Portraits, vox pops and film clips will be uploaded to the website and shared on social media to encourage others to speak up about how they feel about Catford.



Theresa Dadies
on the Catford Centre: “I would like the building to be changed to a shopping centre... where you can go in, and you can sit down and you can drink coffee, buy cakes and things to eat and relax a bit before you continue your journey.”



Claire Stirling, on priorities for Catford: “To really get a sense of community going and some nice places for people to go and to sit within a community.”

Dervise Kocayigit

On working in Catford “I’m a solicitor and have business here . All the businesses in the area look after each other. That’s what I like most - the community spirit”





TeamCatford @TeamCatford

Free on 27th Sept? Come along & tell us what you love or want to change in #Catford. We'll be @Littlenansbar 1-5pm.
<http://ow.ly/PW9130fguu8>
pic.twitter.com/7Z2c8sgJJm

Seen by almost 4,000 people and retweeted 28 times



TeamCatford @TeamCatford

What do you think of all the artwork popping up in #Catford? Local mosaic artist @mosaicallsorts shares her views.
<http://ow.ly/O8Bg30fXA8h>
pic.twitter.com/VRTH2sOgke

98 video plays (in tweet and via Vimeo link)



TeamCatford @TeamCatford

Who's feeling thirsty? The evening session of @CatfordGinFest starts at 5pm. Got FOMO? Tickets still available for tomorrow 11-5pm #catford pic.twitter.com/3FjIB5d1Ly

Seen by 4,300 and direct engagement (clicks, likes, shares etc) by 85 people.

Followers

1,249 ↑ 124



Mentions

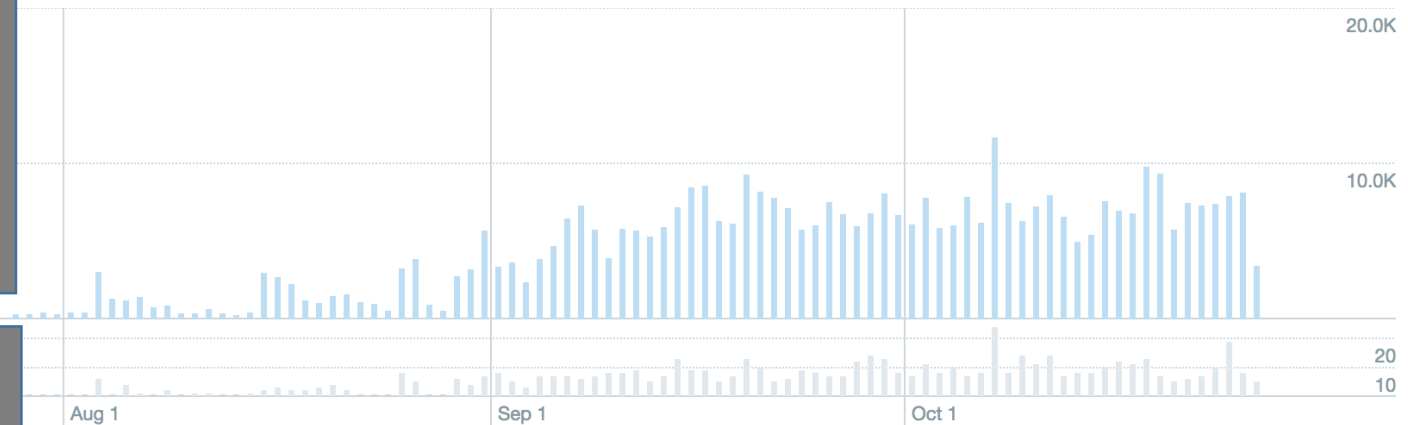
520 ↑ 30.3%



Twitter snapshot

Number of @teamcatford followers increasing by average of **10%** per month. Typically tweeting **270+** times per month.

Up to **203,000** individuals viewing tweets and **511** mentions in any one month.



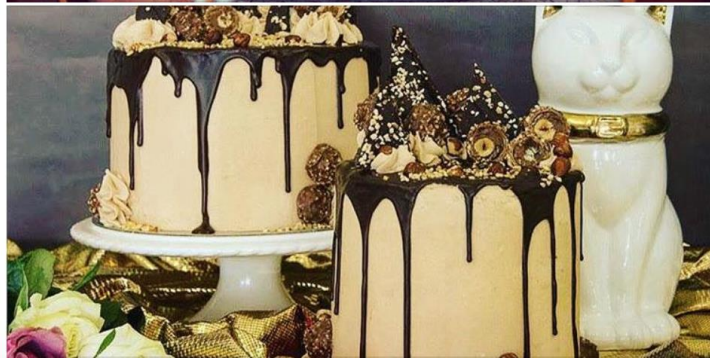
This graph shows @teamcatford's growing twitter profile since the start of the project (Sept 2017 -).

418,000 individuals saw @teamcatford tweets over this three month timeframe – that's an average of **4,600** per day. Engagement is growing too with **1,100** link clicks, **1,400** retweets, **3,500** likes and **318** direct replies.



Team Catford added 2 new photos.
Published by Kristen Fuller [?] · October 24 at 8:38pm

Are you free tomorrow (25th Oct) between 1-4pm? Do you like a good natter & free cake? Come along to **Little Nan's Bar** on Catford Broadway to join the **#CatfordConversation** and be part of Catford's biggest change in decades.



Reached 749 people with 16 reactions, comments and shares.



NOV 25 Team Catford at the festive light switch on
Public · Hosted by Team Catford and Lewisham Council

Interested Going Plan With Friends Share

Saturday, November 25 at 4 PM

Catford Broadway, London, SE6 4, United Kingdom [Show Map](#)

Event has reached 1,800 and already 44 indicated they're attending.

Facebook snapshot

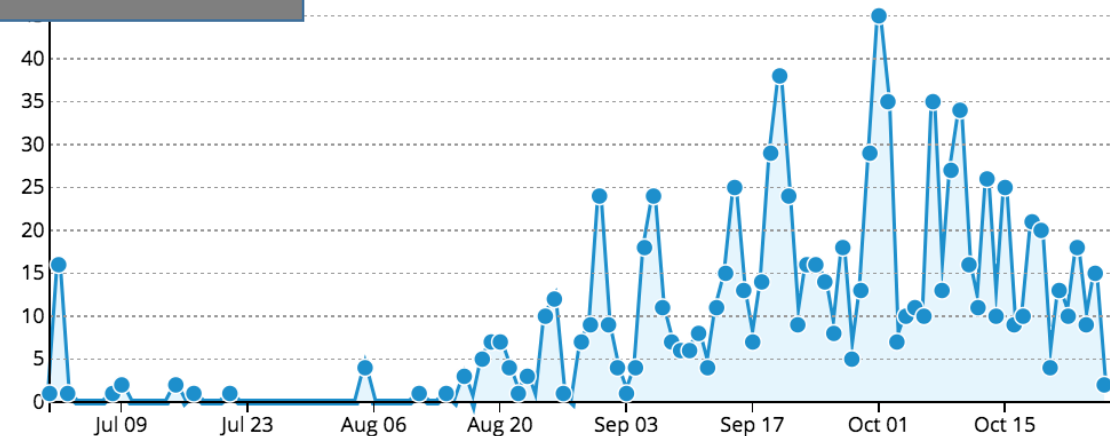
Number of page likes up to 140 in six weeks. Up to **248** individuals viewing posts reaching **4,165** people in any one month.

210
Minutes Viewed

746
Video Views

TOTAL MENTIONS

Interval displayed: **Daily**



Love Catford
Page Liked · September 30

Rushey Green Assembly Fund will be launched at #RGAssembly next Tuesday 3 Oct
<https://t.co/IGIwAlk2me> Team Catford will also be continuing #CatfordConversation so we'll see you there!

Like Comment Share

Team Catford

Online Engagement Tool – Commonplace

<https://catfordtowncentre.commonplace.is/>

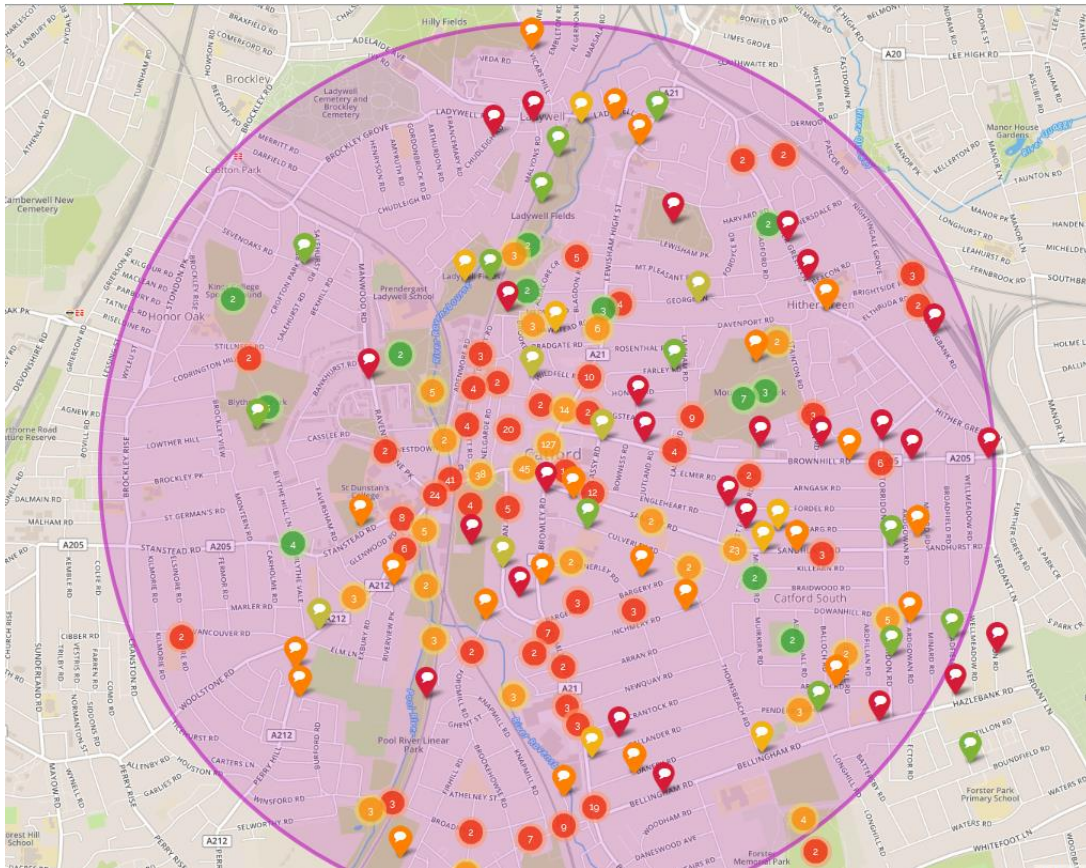
The platform supports established methods of face-to-face engagement with a web application and integration with social media, both of which are critical for achieving meaningful and comprehensive engagement

It enables the Council to engage a larger cross-section of the community, promoting open transparent dialogue. Benefits include:

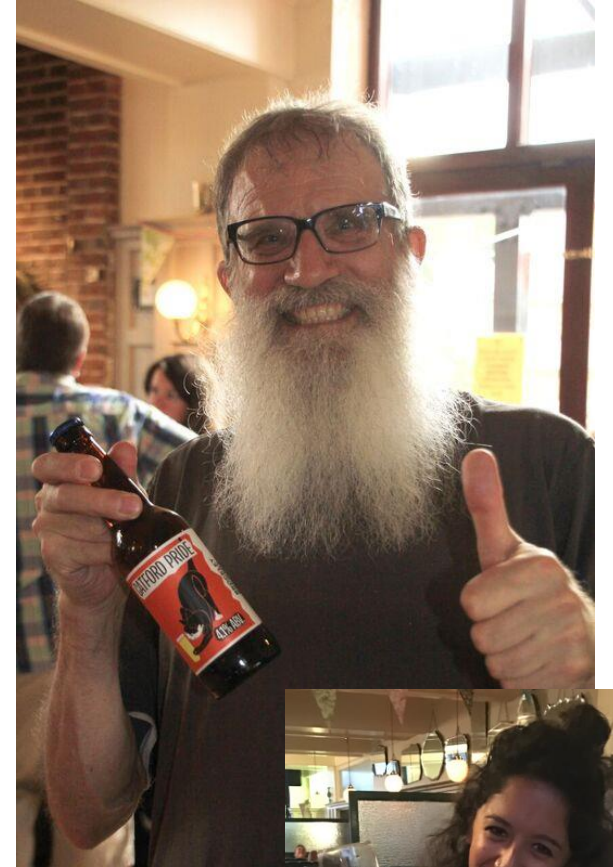
- Reduced risks relating to planning processes and eventual approval
- Increased trust from within the community, hearing many more representative voices
- High quality of engagement demonstrated to the public with clear data analytics
- A single, consistent engagement data platform from pre-planning through to post-occupancy

There are three elements to the tool:

- The Needs Analysis: essential in gathering an understanding of what local people feel about their neighbourhood. It is useful for community and stakeholder mapping, understanding people's needs, and creating a benchmark against which people's responses to subsequent plans can be compared. It also provides an indication of what local people will perceive as benefits from the development
- The Design Feedback Tool: allows the Council to publish plans or ideas, and get immediate feedback from the community. This can be useful for development of more detailed proposals for infrastructure and construction in collaboration of local people
- 3. Social Sustainability and Customer Feedback Tools: allow the Council to with engage the community during construction phases of the project and beyond.
This allows you to manage communications around disruption experienced by local people due to construction, and to track changes in the perception of local people over time, to measure the impact of a development on local people



PLACE-MAKING EVENTS



urban narrative - CATFORD FUTURES

Summary of initial discussions with members and field trips

Headline responses:

- Catford will be a modern civic centre for Lewisham
- Possible collocation with other public agencies- flexible working
- Catford will not be a major retail centre
- It needs to serve the local convenience needs of workers and local community
- Need to improve quality and diversity of offer
- Need to provide more evening and night time attractions
- Improve the market
- The existing housing in the areas outside the central area will remain largely unchanged
- There is potential for many more homes in central Catford
- The preference is for mid-rise (up to ten storeys) apartments of many types
- The theatre provides a strong starting point for considering arts and culture in Catford
- Temporary use of unused spaces should be an essential part of the transformation process
- Attracting the artistic and creative community to Catford has major potential

