

# Forest Hill 2012/13 Assembly Fund Project Form



## SECTION A: Overview

*Which assembly is this project for?*

Forest Hill

*Project Title:*

**Six Square Planters for Kirkdale (three on each side of the road), plus Three Trees**

*Delivery organisation & contact details:*

<b>Organisation</b>	Kirkdale Village Traders & Community Organisation
<b>Contact person</b>	Rebecca Leathlean
<b>Telephone</b>	
<b>Address</b>	
<b>Email address</b>	

## SECTION B: Project Description

*Use this space to describe the project and, most importantly, what it will achieve.*

The project will introduce six square planters for our street beautification scheme to improve the stretch of road from the junction of Sydenham Park Road and Dartmouth Road up to the Woodman Roundabout and then Kirkdale/Kelvingrove at one end and Kirkdale/Collingtree Road at the other. This will build on our work last year, which introduced bicycle stands and two big planters at either end of our stretch, one planted with herbs and the other with ornamental plants. The new planters will consolidate this work and pull the two ends of the Kirkdale together. They will be filled by the Kirkdale Village Green Fingers Team - all local volunteers of varying age – and watered by shopkeepers/community. The green team is open to all and helps less experienced members learn about gardening. We have fantastic links with local schools and will run a planting session for local schoolchildren, too.

We would also like three or more trees to be provided and planted by the Highways Department, and have already met with Rick Farr, Lewisham's tree officer who has given his go-ahead to our project. We are requesting £600 to go towards this, as Lewisham is unable to provide trees for free.

The Kirkdale Street Beautification project is making an important visual statement to accompany

## Forest Hill 2012/13 Assembly Fund Project Form



our current campaign to improve community spirit and bring more trade to our stretch of Kirkdale. The area is already becoming known for its quirky businesses which include a piano shop, French bakers, costume hire shop, upmarket skincare clinic, bespoke carpenter and Spanish shop/cultural centre. We hope to attract more innovative traders and cultural groups (pop-up art galleries and new eateries, for example), to improve trade and to promote a friendly, stimulating and inclusive home environment for residents throughout the area.

Other plans for the coming year include a number of events, including an outdoor film-screening, and Christmas tree/lights and carol singing, as well as the planting events. We have already held a very successful Easter Event to launch the 'Village', attended by 300 people, and incredible Christmas 'Pop-Up' staged in 50 shops/other locations around Kirkdale last year. We are also working on a Kirkdale Village Loyalty Card scheme.

Thanks to the Local Assembly, Lewisham Council and our own fundraising and volunteering we have achieved an awful lot already, but we really need this funding as there is still a way to go!

*Which assembly priority and action does the project address? The assembly priorities and action plan are available from the assembly coordinator.*

- **Town Centre regeneration & revitalization:** (retail, marketing, clean streets, flowers, trees shrubs)
- **Growing community facilities within the ward** (community hubs)
- **Improving & safeguarding our environment inc. parks and open spaces** (flowers, troughs, trees, planters, bio-diversity, education)
- **Better Facilities for young and old** (street-based activities, communication between young and old, all types of people in general).

*Who will be involved in your project? Use this space to provide some information. Will your project involve local residents, Council officers, other partners? Do you need any external expertise to help you run your project? Think about the different ways in which people will be involved in your project.*

Members of the Kirkdale Village group, including traders, residents, schools and civic groups.

Kirkdale Village 'Green Fingers Team' including local garden designer.

Shopkeepers throughout Kirkdale Village, including Brian Parsonage Kelly (Antoinette's Costume Hire, Janice Henrickson (JH Skincare), Rebecca Leathlean (Alhambra Home & Garden) and Mr Patel (Patel's Chemist). Willing waterers so far include the Kirkdale Express Dry Cleaners and George the barber. Kirkdale Village traders are paying a membership fee of £5 per month, which is already going towards the Street Beautification Campaign. The campaign is also being funded by regular fundraising activities, including a popular pub quiz at the Bricklayers Arms. Traders are

# Forest Hill 2012/13 Assembly Fund Project Form



also involved in working on events and holding meetings. Local craftspeople may help to make art for the street beautification campaign, for example, we may seek local artists to help with a community project to decorate the planters, possibly with mosaic.

Local residents, including Louise Brooks, Jenny Holland, Liz Cranwell Ward, Alison Moran, and Collette Rouier. Local residents will help to plant and maintain the planters. Local residents are involved in our campaign on many levels, from event planning to marketing.

Schools. Four local schools will also be approached to help with planting.

Civic Groups: members of both the Forest Hill Society and Sydenham Societies.

Iris Borges of the Sydenham Garden. We will collaborate with Sydenham Garden on the planting of the planters and related events.

Councillors: Chris Best and Alex Feakes.

Lewisham Council Tree Officer, Richard Farr.

## SECTION C: Project Resources

## Forest Hill 2012/13 Assembly Fund Project Form



*How much will the project cost? Use this space to provide details on how much money you need to run the project. Please be as detailed as you can. If you don't know precise figures, please estimate, but indicate where you have done this. Please also note that expenditure and income must be the same, if this is not the case please speak with the local assemblies team.*

<b>Expenditure</b>		
Six planters, delivered		£510
Soil and plants for the planters		£500
Three street trees, planted (not maintained)		£600
<b>Total Project Expenditure</b>		<b>£1610</b>
<b>Income</b>		
Mayor's Fund requirement		£1260
Fundraising (Pub Quiz)		£150
Kirkdale Village Membership Fees (Proportion of)		£200
Possible help from Council in respect of tree budget for more trees		£TBA
<b>Total Project Income</b>		<b>£1610</b>

### SECTION D: Project Delivery

# Forest Hill 2012/13 Assembly Fund Project Form



*How will you go about delivering this project? Who will be helping you to run it? Are you relying on specialist knowledge or skills, such as an expert in construction? Use this space to tell us who is responsible for the different phases of the project.*

Members of the Kirkdale Village Traders & Community Association will plan and action this project. We will apply for grants, fundraise, implement and publicise the project. The members of the association have a wide range of skills and experience in this type of project (strengths include event-management, partnership working, PR, horticulture, marketing and more). We will consult on specifics as and when required. Planning will be undertaken by the Kirkdale Village Green Fingers Sub Committee: Alison Moran (Team Leader), Jenny Holland (Events Coordinator), Rebecca Leathlean – planning, coordination, partnership development/liasion and ensuring the project's successful completion. We will liaise and consult with Council members, too, and work with Tree Officer Richard Farr on the tree planting.

## Project Management Team

*Please provide details of the key people who will be delivering this project.*

Name	Contact Number	Email address
Rebecca Leathlean		
Jenny Holland		
Alison Moran		

## Key stages in delivering the project

*The project must be completed by the end of November 2013. Please indicate when the project will start and end, and key stages in between.*

Action	Lead Person	Deadline
Secure funding	Rebecca Leathlean	October 2012
Secure planning permission	Jenny Holland	Already done
Buy planters	Jenny Holland	October 2013
Install planters with community planting events	Alison Moran	October 2012
Help coordinate tree planting	Rebecca Leathlean	October 2012

## SECTION E: Impact

*Use this section to describe the impact that the project will have on other people within the ward. Think about whether it will help a particular community. Does your project particularly impact on, for example, disabled people, children or older people?*

The project will have a positive impact on all parts of the community as it aims to improve the streetscape and environment to the benefit of all. The plants and trees will help to offset the traffic fumes. Our herb garden (funded by last year's assembly), once established, will enable people to pick and use healthy herbs in their cooking. This, in turn, will encourage trade and

# Forest Hill 2012/13 Assembly Fund Project Form



improve community spirit. Younger and older people will be united on our community planting days. The proposed zebra crossings will make the roads safer for all and will be particularly useful for those with physical disabilities and the elderly who might need more time to cross the road, as well as children who need help to cross the road safely. The trees will make the street more beautiful and help offset fumes from the traffic. As a result of our project we should see a safer, happier environment and everyone's spirits should be raised. We also expect social isolation to be lessened as local people get to know each other. New friendships and alliances will be formed. The project will lead to an increased sense of wellbeing on many levels.

## SECTION F: Risks

*Think about what some of the risks associated with the project and what will be done to minimise their impact. If you're planning an outdoor event, for example, what would happen if it rained?*

We need to ensure that our planters and trees are watered. We already have a team, including Green Fingers members and shopkeepers, who have committed to doing this. The only other risk would be that of vandalism. To lessen the chances of this, we will make a special effort to include all sections of the community and give everybody a sense of ownership. The community police team will be consulted and involved. This will help to make the community safer. As it is a community project, the project will be supervised and protected by everyone. Interestingly, none of the plants put in this year have been stolen, but someone has **added** some plants to our exiting herb garden!

## SECTION G: Evaluation

*How will we know if the project has been a success? Use this space to outline what success will look like. For example, for a children's playground success might be lots of children using it on a daily basis and good feedback from parents and other members of the community.*

We will ensure a lot of good PR for the project (which will help to promote Lewisham Council, too). We will monitor responses from both traders and the community. As ever, we will publicise, promote and feedback on the project on our Community Page on Facebook, and seek ideas for further initiatives. Success will be shown in increased trade in the area (new traders may rent premises; existing traders may report improved profits). Our initiatives will encourage further networking, in particular with artists and gardeners involved with Grow Mayow and the Sydenham Arts Festival. Consequently, more events and initiatives will be planned by the traders and community working together.