

<b>Sustainable Development Select Committee</b>		
<b>Title</b>	Catford Regeneration Programme – Update	
<b>Contributors</b>	SGM Capital Programme Delivery	
<b>Class</b>	Part 1 (Open)	14 June 2017

## **1. Purpose of paper:**

- 1.1. SDSC has requested regular updates on the progress of the Catford Regeneration Programme. This 2-part paper provides a general update on the delivery of the programme and the re-alignment of the A205 (South Circular) through Catford Town Centre. The road realignment is dealt with in part 2 of the paper. It outlines current proposals for the potential road re-alignment and provides an opportunity for input from the Select Committee ahead of a Mayor and Cabinet review and decision.

## **2. Recommendations:**

- 2.1. The Select Committee is asked to note the contents of the reports and provide any feedback on the options analysis of the A205 realignment contained in the part 2 report.

## **3. Background:**

- 3.1. The previous update to SDSC was provided on 24 January 2017. The following report seeks to update the Committee on all relevant matters in relation to progress made on the Catford Regeneration Programme since that date.
- 3.2. The report is a 2-part report – Part 1 provides general update on the programme and Part 2, mainly in the form of a presentation, presents the options analysis on the proposals to realign the A205. It provides the Select Committee the opportunity to comment on and feedback their views on the options appraisal that has been undertaken on the potential re-alignment of the A205 (South Circular) through Catford Town Centre.

## **4. Update:**

### **4.1. Engagement Strategy**

- 4.1.1. The CommonPlace online engagement platform is now live and is proving to be a very valuable tool. 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.
- 4.1.2. There are three elements/stages to the tool (the Council is currently utilising the first stage, and will move onto the other stages when appropriate). A brief description of the stages is provided below:

- 4.1.2.1. 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 any future development.
- 4.1.2.2. 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.
- 4.1.2.3. Social Sustainability and Customer Feedback Tools: allows the Council to engage with the community during construction phases of the project and beyond. This will allow the Council to manage communications around disruption experienced by local people due to construction, and to track changes in the perception of local people over time as well as measuring the impact of a development on local people.
- 4.1.3. The following extracts from the first CommonPlace analytics report are provided to give the Select Committee an insight into the type and level of feedback received from the public so far:

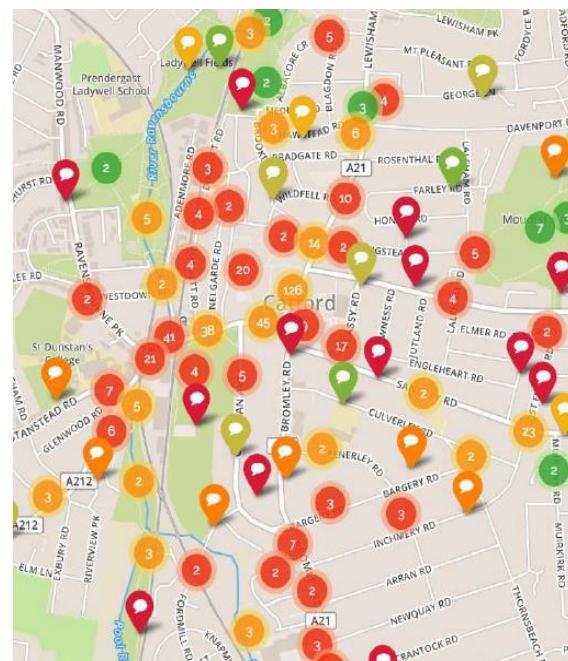
### Catford Town Centre Commonplace analysis

We are pleased to present analysis of comments received on Commonplace for Catford Town Centre up to 27 April 2017 - 53 days from when the site was launched.

#### Engagement to date:

Total visitors to website	<b>3,730</b>
Visitors who engaged in the content	<b>2,654</b>
People who commented or agreed	<b>361</b>
Total comments	<b>698</b>
Total agreements	<b>3781</b>

This report is based on data up to 27th April (except the totals above taken on 30 April)



## **Observations by Commonplace**

The Catford Town Centre Heatmap has received a high response rate so far.

Traffic to the site was boosted by the controversy over the Catford Cat - considerable traffic has come from change.org - an online petition site.

The engagement data by age, ethnicity and postcode of respondents can help guide future promotion channels and provide an early indication of where some face-to-face work will be useful.

From the demographic data we recommend targeting non-white residents, more business owners and people relying on wheelchairs or mobility scooters.

Commonplace can be used on tablets in Survey Mode and through paper forms to gather information in a consistent manner with the online data.

Survey Mode can also be used to gain responses relating to specific areas such as the Stations, and to engage business owners.

No comments so far mention building heights specifically, if this is something needed for the plan ahead, we would recommend prompting people's responses to it using Survey Mode.

We look forward to continuing to work with Lewisham Council to gather opinions from a wide and diverse range of respondents.

**4.1.4.** As well as the CommonPlace online platform, the Programme Team are procuring complimentary face-to-face engagement support, which will specifically target hard-to-reach communities and people identified as lacking representation on CommonPlace. The programme of face-to-face consultation with the public has so far included local Ward Assembly updates, and once appropriate support has been procured there will be many more opportunities to expand on this, including at a number of place-making events planned to be held over the summer months, such as the Catford Broadway Supper Club.

**4.1.5.** The Programme Team has also continued to engage local Councillors through a series of meetings and site visits to other regeneration areas with Urban Narrative, which are ongoing. There is a proposed monthly drop-in series for Councillors which will provide regular opportunity for Members to speak to officers in the Programme Team and keep up to date with progress.

### **4.2. Meanwhile Use:**

**4.2.1.** The Programme Team continue to work closely with the Directors of Catford Regeneration Partnership Ltd (CRPL) in ensuring that their assets contribute positively to the regeneration agenda in Catford.

**4.2.2.** Following the previous report to the Committee, specific meanwhile use opportunities within Catford Town Centre have been successfully marketed and 2<sup>nd</sup> round proposals have now been received and shortlisted for Thomas Land Depot, The Brookdale Club and 17-18 The Broadway. Negotiations with prospective tenants have begun, and the Programme Team will keep the Committee updated as these progress. The intention is to have positive regenerative activity in all three sites by the end of the year subject to all necessary approvals being in place.

**4.2.3.** The aim is for diverse, creative, commercial and mixed-used occupation that will inject a new burst of life and creativity into some of CRPL's vacant and unused spaces, helping to bring new talent, opportunities and resources to the local area.

The meanwhile use of these buildings is expected to act as a catalyst to re-invigorate Catford Town Centre, and meet Council's priorities for local regeneration, growth and investment.

#### 4.3. Broadway Theatre

- 4.3.1. The Programme Team continue to work closely with the Community Services team to deliver the three main workstreams associated with the theatre. A brief update on each element is provided below.

##### 4.3.1.1. *Café/bar*

The café/bar in the Broadway Theatre has now been let to Little Nan's - an award winning cocktail bar - as a short-term meanwhile use let. The bar is proving very popular and has already featured positively in Time Out London Magazine, with them awarding 4/5 stars. The café/bar is now open 10am-11pm daily with a limited food menu. Work is underway to secure a Planning consent for adaptations to allow them to provide a more extensive food offer. Little Nan's have also instigated regular community focussed events such as weekly Sing-along-Sally for children, and an open mic jazz jam around the piano for aspiring musical locals.

##### 4.3.1.2. *Minor Works Programme*

The programme and funding for the minor works programme has been approved and procurement of the works is due to start shortly. Some urgent works have already been undertaken to meet compliance issues.

##### 4.3.1.3. *Heritage Lottery Fund Bid*

Unfortunately the Community Services bid for Great Places Lottery revenue funding was unsuccessful. The Programme Team still intend to apply for Heritage Lottery capital funds, and a Conservation Management Plan has been procured and is currently being produced, to support a future bid. The Conservation Management Plan will take into consideration the previous work undertaken by the Councillor-led Broadway Theatre Working Party.

#### 4.4. Housing Zone:

- 4.4.1 Officers have been progressing the approval of the Overarching Borough Agreement (OBR) with the GLA which now has their sign off. As part of that process it has become clear that the some of the £30m the GLA had offered was in respect of direct delivery of affordable homes on Plassy Island which LBL had not said they would deliver themselves. As a result the revised OBR will be reduced from £30m to £22.4m to correct this grant allocation error. Once the agreement is signed, officers will begin the process to secure draw down of funding for early initiatives around station improvements and flood resilience.

#### 4.5. *Next Steps*

- 4.5.1. It was originally intended that a Master Planning firm be appointed in spring 2017 following a decision on the road realignment. The delays in completing the road options analysis and the need to ensure appropriate and comprehensive engagement has led to a change in the programme timeline. The revised programme for the next year is summarised in 4.5.4 below. It outlines the need for a masterplanning brief to be approved by Members following the road realignment decision.
- 4.5.2. The Masterplan Brief will form the instructions for the Masterplanning Architect. It will clearly set out the central principals, requirements and parameters for the scheme within a viable and deliverable framework. The main objective of the Brief is to ensure clarity, consistency and certainty in relation to the Council's requirements for the Masterplan. The Brief will comprise input from:
- Architectural Site Studies & Urban Framework principals
  - Members
  - Property development advice
  - Catford Regeneration Partnership Ltd
  - TfL
  - A205 re-alignment decision
  - Housing Zone/GLA
  - General due diligence (e.g. legal, financial)
  - Planning Policy
  - Engagement feedback from CommonPlace, Urban Narrative and other sources
  - Council Service Delivery Plan requirements
  - LBL Office Accommodation Strategy
  - Any other relevant information
- 4.5.3. The Committee's input into the Masterplan Brief will be welcomed by the Programme Team and they are encouraged to contact the Programme Team directly with any feedback, comments or information that they feel should be included, throughout the Brief creation process.

#### **4.5.4. Programme of Key Dates**

A list of upcoming planned key dates is set out in the table below.

June 2017	SDSC Briefing on A205 Re-alignment
July 2017	M&C Report – A205 Re-alignment
Aug – Dec 2017	Master Plan Brief Development
September 2017	SDSC - Catford Regeneration Quarterly Update
December 2017	SDSC - Catford Regeneration Quarterly Update
December 2017	M&C Report – Catford Master Plan Brief
March 2018	Appoint Catford Master Planning Architect

For further information please contact Jessie Lea, Senior Programme Manager, Capital Programme Delivery on 020-8314-9256.