

MAYOR AND CABINET		
Report Title	Ladywell Playtower: selecting a restoration partner	
Key Decision	Yes	Item No.
Ward	Ladywell, Lewisham Central	
Contributors	Executive Director for Resources and Regeneration, Head of Law	
Class	Part 1	Date: 15 November 2017

Reasons for Lateness and Urgency

This report was not available for the original dispatch date because it required specialist advice from sources external to the Council. This added elements of complexity in obtaining information necessary to complete this report. The report is urgent and cannot wait until the next meeting of the Mayor & Cabinet on December 6 2017. A decision is required so to complete the process towards appointing a preferred provider for this opportunity. Without it the building continues to maintain a high risk of further deterioration and disrepair, as well as for the potential of bidding parties to exit from the process.

Where a report is received less than 5 clear days before the date of the meeting at which the matter is being considered, then under the Local Government Act 1972 Section 100(b)(4) the Chair of the Committee can take the matter as a matter of urgency if he/she is satisfied that there are special circumstances requiring it to be treated as a matter of urgency. These special circumstances have to be specified in the minutes of the meeting.

1. Introduction

- 1.1. This report sets out to Mayor and Cabinet the strategy and results of a competitive process to identify a preferred provider to take on responsibility for securing the long term sustainable future of Ladywell Playtower.
- 1.2. This strategy is set within a climate of financial uncertainty and budget savings, reducing the Councils own financial ability to restore the building itself. A restoration project of this scale is estimated to cost in the region of £4-£5m¹.
- 1.3. The Council are therefore looking to dispose of an interest in the property to a suitably experienced and qualified provider to revive the buildings local significance and historical character, whilst exploring local regeneration and community benefits.

¹ This restoration figure has been identified from build cost inflation calculations based on building repair estimate carried out by Pinnacle in 2007

- 1.4. It should be noted that although each of the final proposals have a number of different strengths and challenges associated with them, the project team have identified them all to be compliant with the requirements of the evaluation criteria, believing any of the four bidding parties would be a suitable approach for securing the long term sustainable future of Ladywell Playtower, subject to obtaining the necessary statutory planning consents and approvals.
- 1.5. The Council is committed to bringing Ladywell Playtower back into use through a revival of its unique historical character, maintaining the significance of its local heritage and exploring benefits to the local community. The building represents a fantastic opportunity to strengthen the character of the St Mary's Conservation Area and to reinforce the growing vitality of Ladywell's village centre. The building is well located near to Ladywell's train station and numerous bus routes on the A21. It is surrounded by rejuvenated public and open spaces, and in close proximity to the Major centres of both Lewisham and Catford.

2. Purpose

- 2.1. The purpose of this report is to set out to Mayor and Cabinet (M&C):
 - 2.1.1. The approach taken in identifying a suitable organisation to take on the revival and restoration of Ladywell Playtower.
 - 2.1.2. A summary of the technical evaluation of the shortlisted proposals, outlining their individual strengths and challenges.
 - 2.1.3. A summary of the public consultations key issues and feedback.
 - 2.1.4. To provide key information which will be used to inform the appointment of a preferred provider to take on responsibility for securing the long term sustainable future of Ladywell Playtower.
 - 2.1.5. To provide key information which will be used to inform the appointment of a reserve bidder who can replace the preferred provider in the case of a withdrawal from the process and/or a lack of progression towards Ladywell Playtowers restoration and revival.
 - 2.1.6. To seek approval for the delegation of authority for the agreeing of final terms with the preferred provider to the Executive Director for Resources and Regeneration, in consultation with the Head of Law
- 2.2. A decision on a preferred provider is required before starting the next phase of work which includes securing the funding and consents necessary to commence works to the building.

3. Summary

- 3.1. At the beginning of 2017 the Council embarked on a competitive process to identify and select an organisation for the revival and restoration of Ladywell

Playtower, a Grade II listed Victorian bath house. The building is currently in a state of considerable disrepair and has been unused since its closure in 2004. A subsequent fire significantly damaged the buildings rear pool hall space in 2006. Despite the fire, and the impact it had to the buildings fabric, the building was Grade II listed in the same year. Very shortly after, the building was put on Historic England's 'Heritage at Risk Register' in priority category C meaning it suffers slow decay with no solution agreed.

- 3.2. It has also been identified by the Victorian Society in its top ten most endangered buildings in England and Wales².
- 3.3. Following a high successful marketing and promotional campaign the Council received twenty-four 'Expressions of Interest' (EOI) to restore and revive Ladywell Playtower in late February 2017. These were from a variety of organisations ranging across art, education, leisure, entertainment, food/beverage and religious uses. After an assessment process the top five proposals were shortlisted for stage two. These parties were then asked to develop in-depth proposals. One organisation withdrew part way through this stage.
- 3.4. The remaining four shortlisted organisations submitted detailed proposals in July 2017. A brief summary of each parties intended use is outlined below:

Bidding Party	Summary of Proposed Use
Goldsmiths, University of London (GUOL)	To develop a new dedicated site for Goldsmiths, University of London (GUOL) post-graduate Arts courses and expanding Masters programme, complete with publically accessible café and gallery space. As part of the restoration and reuse of Ladywell Playtower the proposal would develop a new two storey development with basement on the existing footprint of the 2 nd class pool hall; a further extension to the rear of the building for increased teaching and studio capacity (covering the 2 nd class pool hall space and water tank area); along with the potential for additional construction to the eastern section of the site for affordable workspace provision.
Guildmore and Curzon Cinema	To develop a 3 screen 220 seat cinema location complete with café, restaurant and bar space within the existing envelope of the building. This would involve a new development of residential accommodation to the rear of the site (19-21 units, 4 storeys, market value sale), as well as a residential/step-down care and nursery facility to the eastern section of the building.
Picturehouse	To develop a 5 screen 620 seat cinema location, complete with café and bar space. The main cinema

² <http://www.victoriansociety.org.uk/news/londons-ladywell-baths-on-top-ten-most-endangered-buildings-list/>

	space in included within the existing fabric of the first class pool hall. A two storey plus basement building would be built to the rear of the building to accommodate 4 of the 5 screen spaces. There is also the potential for a box-park like structure to the east of the site, accommodating pop-up, creative, small local business space etc.
RJK Properties/Copeland Park and Hillman (RJK and Hillman)	To develop a mix-use cultural quarter of art, leisure, education, commercial and creative organisations, complete with entertainment space, similar to their current operation at the Copeland Park, Peckham. This would involve development of residential accommodation to the rear of the building (20 one bed flats, 4 storeys, below market rent), as well as live-work units and a new commercial space within the eastern section of the site.

- 3.5. Further discussion of each proposal is provided in more detail in Section 9 of this report.
- 3.6. Additional information on the proposals and visualisations of plans can be found at www.ladywellplaytower.co.uk/consultation.
- 3.7. A project team made up of Council officers and external expertise across regeneration, property, planning, conservation, community and cultural development teams, evaluated the proposals. A summary of the technical evaluation criteria and scoring methodology is included in this paper (section 8), along with each individual proposals evaluation (section 10).
- 3.8. The proposals include commercially sensitive and confidential information. This information has been omitted from this part 1 (public) report and will be delivered in part 2 (closed) of this report.
- 3.9. Public consultation on the final four shortlisted proposals ran for over eight weeks between July 19th and September 17th 2017. There were 1,323 responses (made up of 1,286 online responses and 37 written responses). A summary of the key feedback and an overall ranking of participants' preference on the proposals has been included in this report (section 13).
- 3.10. A copy of the online survey response is available as a background paper and has been electronically attached to this report.
- 3.11. Public feedback has been presented in this report to help identify to Mayor and Cabinet the key feedback and public preferences on the proposals. This has been included to be considered alongside the project teams own technical evaluation. Public preference did not form part of the project team's evaluation criteria or scoring of proposals.
- 3.12. It is recommended that this Mayor and Cabinet session be used to identify a preferred provider for this opportunity, as well as a reserve bidder. Following

this decision, any works and development to Ladywell Playtower and its surrounding site will be subject to the necessary planning approvals, consultations and consents. Failure of the preferred provider to make adequate progress towards the buildings' restoration will result in the reserve bidder being appointed. A timeline and key performance milestones will be finalised once a preferred provider has been identified.

- 3.13. This process has brought forward a wide variety of imaginative and robust proposals from numerous organisations.

4. Recommendations

It is recommended that the Mayor:

- 4.1. Notes the progress made in securing a long term and sustainable future for Ladywell Playtower, and the quality and calibre of all the shortlisted proposals to reach the final stage of what has been a highly competitive process.
- 4.2. Notes the project team's analysis of the strengths and challenges associated with each of the final proposals.
- 4.3. Notes the comments made by the general public and stakeholders through the public consultation.
- 4.4. Considers part 1 (public) and part 2 (closed) of this report and proceed to appoint a preferred provider for securing the long term sustainable future of Ladywell Playtower.
- 4.5. Appoints a reserve bidder who can replace the preferred provider in the case of a withdrawal from the process and/or a lack of progression towards Ladywell Playtower's restoration and revival.
- 4.6. Delegates authority to the Executive Director for Resources and Regeneration, in consultation with the Head of Law, to agree final terms with the preferred provider and to finalise the terms of all land disposals and all other legal documentation with the preferred provider or any of their group companies.

5. Policy Context

- 5.1. **'Shaping the Future'**, the Council's Sustainable Community Strategy (2008-2020)³, includes the following priority outcomes which relate to the restoration of Ladywell Playtower and reflect the council's aspirations for its revival:
 - 4.1.1 **Ambitious and Achieving** – where people are inspired and supported to fulfil their potential.
 - 4.1.2 **Empowered and Responsible** – where people can be actively involved in their local area and contribute to supportive communities.

³ <https://www.lewisham.gov.uk/mayorandcouncil/aboutthecouncil/strategies/Pages/default.aspx>

- 4.1.3 **Healthy, Active and Enjoyable** – where people can actively participate in maintaining and improving their health and wellbeing.
- 4.1.4 **Dynamic and Prosperous** – where people are part of vibrant communities and town centres, well connected to London and beyond
- 5.2. **‘People, Prosperity and Place’**, the Council’s Regeneration Strategy (2008-2020)⁴, outlines the Council’s vision for a ‘cohesive, vibrant and dynamic borough’. It is underpinned by a desire to promote sustainable communities in which people live, work and thrive; where social, economic and environmental factors combine to ensure long-term success and durability. Delivering this strategy includes the following priority outcomes which relate to the restoration of Ladywell Playtower and reflect the council’s aspirations for its revival:
- 5.2.1. **People** – Creating a borough of creative, diverse, cohesive and healthy local communities able to support themselves, act independently and engage actively in partnerships to ensure local people of all ages benefit from regeneration.
 - 5.2.2. **Prosperity** – Creating a borough that has a thriving, dynamic and creative economy.
 - 5.2.3. **Place** – Creating a borough that provides a high quality of life for all residents through attractive, liveable, accessible and safe neighbourhoods along with the provision of high quality facilities that meet the needs of the community.
- 5.3. The Council’s **‘Strategic Asset Management Plan’** (2015-2020), outlines the Council’s approach to management of its corporate assets. It sets out a strategy for their use in creating value and investment in the borough, driving regeneration and economic growth, and delivering income generation, infrastructural needs and service development. Delivering this strategy includes the following priority outcomes which relate to the restoration of Ladywell Playtower and reflect the council’s aspirations for its revival:
- 5.3.1. Compliance with regulation and responsiveness to risk.
 - 5.3.2. Reducing expenditure associated with the Council’s assets.
 - 5.3.3. Increasing the level of income generated by the Council’s assets.
- 5.4. Ladywell Playtower is located within the St Mary’s Conservation Area which was designated in 1976, and extended in 2006. The Conservation area is characterised in particular by St Mary’s Church, its churchyard and the strong group of Victorian and Edwardian civic buildings that surround it. These include Ladywell Playtower, and the adjacent Grade II Coroners Court, and Mortuary. These buildings are of high quality individually, but particularly special as a group. The **‘St Mary’s Conservation Area Supplementary Planning**

⁴ <https://www.lewisham.gov.uk/inmyarea/regeneration/Pages/People-Prosperity-Place.aspx>

Document’ and **‘St Mary’s Conservation Area Character Appraisal’** identify Ladywell Playtower and its surrounding area as one of special historic interest and architectural significance. The Council have also placed an Article 4 direction on the conservation area in order to protect its special significance and high quality architectural features against unsympathetic development.

6. Ladywell Playtower: Background and History

- 6.1. Ladywell Playtower is a Grade II listed Victorian Bath House completed in 1884 to the designs of the architects Wilson, Son and Aldwinkle, for the Lewisham Board of Works. The Baths were built on a site procured by the vicar of the adjacent Grade II* St Mary’s Church. The site was chosen as it is on the main road into Ladywell from Brockley, Catford, Lewisham and Hither Green. It is one of the earliest examples of public baths in the country, and one of the last surviving in London. It stands immediately to the north of the historic parish church of St Mary the Virgin, Lewisham (still present today), which commissioned the buildings construction in response to the ‘Baths and Wash-houses Act’ of 1846 and 1878. Ladywell Playtower was one of many responses to the development of germ theory and the realisation that good hygiene could prevent infectious diseases, particularly cholera, of which there were serious outbreaks in London throughout the 1830s.
- 6.2. The building boasts an imposing façade of considerable architectural significance. It is an example of richly decorative late 19th century Victorian gothic design, expressing prominent architectural features and detailing, including an imposing red-brick cylindrical tower and more subtle oriel windows and slate roof. This building is one of the most prominent buildings in the conservation area due to its size and its imposing tower which can be seen from many points in the conservation area including Ladywell Bridge, as well creating a vista from Church Grove. The towers conical roof was removed in 1907, it is not understood why.
- 6.3. Internally the property benefited from two large double height pool spaces, a 1st and 2nd class pool hall – (the first class pool hall still remains). The 1st class pool hall is double height with a long hipped lantern running the length of the slate roof to light the pool. Inside, the viewing gallery with iron balustrading remains intact and the pool is floored over. Its design responds to the diverse and sometimes contradictory social and economic constraints of an overtly class-conscious Victorian Society, combining washing facilities designed for the working-class poor, with swimming facilities - increasingly a leisure activity for the better off.
- 6.4. The rest of the property is made up of ancillary rooms containing offices, changing-rooms, live in accommodation and slipper baths. An extra set of slipper baths were built as part of a 1930’s addition to the buildings eastern flank, increasing the buildings capacity and functionality as the popularity of the site grew. The site occupies a rectangular footprint of approximately 3,300 m².
- 6.5. Ladywell Playtower has significant historical value. Located in a notable cluster of late-Victorian public buildings, and situated in the same curtilage as the local

Coroners Court and Mortuary (1895-9, Grade II), the Fire Station (1898, Grade II) and Police Station (1899, Grade II), Ladywell Playtower forms an important part of the areas historic civic character and is a key element of the St Marys Conservation Area⁵ (designated in 1976). This area is the birthplace of modern Lewisham and was the epicenter of settlement development along Lewisham High Street, a main road from the Kent countryside to central London. Its development of civic infrastructure is illustrative of a key phase in Ladywell's development from semi-rural to urban in the 2nd half of the 19th century, expressing a period in which local Government was beginning to take its modern form.

- 6.6. As part of its history of adaptive use the buildings first and second class pool basins were temporarily floored over to allow for the buildings use as a gymnasium and dry play space. This occurred first throughout the winter months and then more permanently year round. This permanence was a response to the buildings complex nature, relying on large amounts of fuel to feed its engineering plant and water heaters and the knock-on financial and technical pressures it caused to running a swimming/bathing destination. The site also had persistent issues of poor water supply resulting in a water tank having been built in the early 1900's.
- 6.7. Since Ladywell Playtower's closure in 2004 due to its poor condition and damage sustained by an extensive fire in 2006, the building has fallen into greater disrepair. The rear pool hall (originally the second-class pool) was badly damaged in this fire; its external walls remain standing but its wooden roof structure has collapsed and its internal space has been destroyed. It is unknown the extent of damage to the pool basin itself, because of the dangerous access conditions. Despite this, the building was considered to be of significant national interest by Historic England and was included on the National Heritage List for England at Grade II. The building is also on the Heritage at Risk Register as it has no current identified use and is suffering from slow decay, although the building remains intact and is thought to be in a structurally sound condition.
- 6.8. Ladywell Baths was nationally designated at Grade II for the following principle reasons:
 - **Historic Interest:** Designed by Wilson & Son and Thomas Aldwinkle, architects known for their municipal baths and are one of the earliest surviving baths in the capital, built shortly after the 1878 amendment to the Baths and Warehouses Act
 - **Architectural Interest:** With its imposing façade to Ladywell Road, an attractive design in the muscular Gothic style- a bold architectural statement strongly expressed, and for its first class pool interior – one of the largest of its time. The characterful details in the turret-like sections flanking the pool hall and the oriel window in the tower.

⁵ <https://www.lewisham.gov.uk/myservices/planning/conservation/conservation-areas/Pages/St-Marys-Conservation-Area.aspx>

- **Degree of Survival:** Surviving historic fabric and plan, with its entrance lobby to the north with rooms for caretaker on upper floors, first class pool hall running north to south, second class pool hall (badly damaged and now of less interest) to rear of building and a series changing and bathing rooms with surviving slipper baths to the east.
 - **Group Value:** The building also has *group value* as a significant component of late 19th Century municipal buildings which are all of architectural quality.
- 6.9. In 2012 the Council was successful in obtaining funds from English Heritage to undertake works on repairing and renewing the buildings decaying roof structure. This has been successful in safe guarding the property from further significant water ingress and damage from external elements.
- 6.10. More recently, however, the building has been subject to unauthorised entries and a large amount of graffiti throughout the building. Attempts are ongoing to maintain site security and reduce further impact to the building.
- 6.11. Ladywell Playtower is a statutorily Grade II listed building and is subject to statutory requirements under the Planning (Listed Buildings and Conservation Areas) Act 1990⁶. A building is listed when it is of special architectural or historic interest considered to be of national importance. When a building is listed it is added to the National Heritage List for England (NHLE) after secretary of State approval, and is the only official, up to date, register of all nationally protected historic buildings and sites in England. The Planning (Listed Buildings and Conservation Areas) Act 1990 stipulates that listed building consent must be obtained for "works for the demolition of a listed building or for its alteration or extension in any manner which would affect its character as a building of special architectural or historic interest". The whole building is subject to this control, internally and externally.

7. Process

- 7.1. Ladywell Playtower has been identified by the Council as a listed building at risk, and is included in Historic England's 'Heritage at Risk Register'. As such, it is a priority for action to secure its conservation and revive its local significance. However, in a climate of financial uncertainty and budget savings the Council lacks the financial ability to restore the building itself. The Council therefore developed a competitive process to identify a viable organisation that would be responsible for the restoration and renewal of the building, and its sustainable upkeep and operation. The process and timeline for identifying a suitable provider is outlined below:

Stage	Description	Timeframe
1. Expressions of Interest	Expressions of Interest (EOI) were sought in early January 2017. This followed a highly successful promotional and	January – February 2017

⁶ <https://www.legislation.gov.uk/ukpga/1990/9/contents>

(EOI) and Shortlisting	marketing campaign through which circa 50 organisations, individuals and stakeholders viewed the building. As a result the Council received 24 EOIs from a wide variety of businesses and organisations ranging across art, education, leisure, entertainment, food/beverage and religious uses. The strongest five proposals were shortlisted to move forward to stage two.	
2. Detailed Proposals Developed	Shortlisted organisations were invited to develop in-depth proposals for the future use of the building. Bidders were asked questions surrounding their intended use, public accessibility, proof of concept, business plan, conservation value, planning and deliverability etc. (see section 8 for evaluation criteria). During this phase one of the bidding organisations withdrew from the process meaning that four organisations submitted detailed proposals.	March – July 2017
3. Public Consultation	To help capture community and stakeholder feedback, public consultation took place over the period of 8 weeks between July and September 2017. On the 19 th July the Council held a ‘Consultation Kick-off’ event attended by around 170 people. More information on the public consultation and a summary of results can be found in section 13 below.	19 th July – 17 th September 2017
4. Evaluation	A project team made up of Council officers and external expertise across regeneration, property, planning, conservation, community and cultural development teams, evaluated the proposals.	July – September 2017
5. Mayor and Cabinet	This Mayor and Cabinet meeting will be used to appoint a preferred provider, and reserve provider, for the restoration of Ladywell Playtower.	15 th November 2017
6. Preferred Provider and Exclusivity Period	This stage will be used to agree Heads of Terms, timeline and key performance requirements moving forward.	November 2017 – February 2018
7. Planning and Restoration	This stage is yet to occur. It encompasses the attainment of relevant planning consent and funding, finalising designs, consultation, tendering and the	November 2017 – circa late 2020

	<p>commencement of restoration and construction works by the preferred provider. Bringing this disused asset back to a good condition is likely to cost in excess of £4-£5 million, with project completion estimated to be no sooner than 2020. At least a 2 year planning and construction phase will be required. Planning applications will be subject to relevant planning procedures and consultations.</p>	
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8. Evaluation Criteria and Scoring Methodology

8.1. The following evaluation criteria have been used to assess the proposals.

- 8.1.1. **Proposed Project Outline:** Bidders were asked to set out in detail their proposed use of the building, addressing how the restoration and any proposed development would enhance the local conservation area, the buildings architectural heritage and explore benefits to the local community.
- 8.1.2. **Business Plan:** Bidders were asked to provide a business plan for their commercial operation, as well as to outline approaches to funding and levels of market demand when identifying Ladywell Playtower as a viable commercial opportunity (part 2 of this report).
- 8.1.3. **Financial Proposal:** Bidders were asked to outline their financial proposal to the council, including heads of terms and financial model (details can be found in part 2 of this report).
- 8.1.4. **Investment, Funding and Partnership:** Bidders were asked to identify how they would fund their proposals and the level of commitment they had from different funding sources (details can be found in part 2 of this report).
- 8.1.5. **Programme:** Bidders were asked to outline a detailed programme – from appointment to completion.
- 8.1.6. **Health and Safety:** Bidders were asked to outline their approach to health and safety, and necessary qualifications and accreditation.
- 8.1.7. **Due Diligence:** Bidders were asked to set out their approach to due diligence and identify any they had already undertaken and would undertake if appointed as preferred provider.
- 8.1.8. **Stakeholder Engagement:** Bidders were asked to outline their approach to stakeholder engagement.

8.1.9. **Experience and Track Record:** Bidders were asked to outline their team’s specific experience of delivering heritage-led projects and developments, dealing with Listed Building Consents and planning applications.

8.2. Each bidder was scored out of a possible 10 marks for each individual evaluation section. These scores were then multiplied against the evaluation criteria weightings to identify an overall score (see section 11). The evaluation criteria was weighted as follows:

Criteria	Section	Scores	Weighting
Bidder Details	A	10 marks	5%
Proposed Project Outline	B	10 marks	20%
Business Plan <i>(omitted to part 2 of this report)</i>	C	10 marks	15%
Financial Proposal <i>(omitted to part 2 of this report)</i>	D	10 marks	15%
Investment, Funding and Partnership <i>(omitted to part 2 of this report)</i>	E	10 marks	15%
Programme	F	10 marks	10%
Health and Safety	G	10 marks	5%
Due Diligence	H	10 marks	5%
Stakeholder Engagement	I	10 marks	5%
Experience and Track Record	J	10 marks	5%
Total		100	100%

8.3. A minimum score of 5 marks in the critical sections B, C, D, E formed the minimum threshold needed to be considered for this opportunity.

9. Proposal Summaries

9.1. This section provides a summary of each of the 4 proposals. The proposals commercially sensitive and confidential information has been omitted and is set out in part 2 of this report. More detailed information on the proposals, including visualisations and a video presentation of their plans, can be found at www.ladywellplaytower.co.uk/consultation.

9.2. Full proposals, including supplementary documents and appendices, have been made available to members for viewing through part 2 (closed) of this report.

Goldsmiths, University of London (GUOL)

9.3. GUOL is a public research University in London specialising in arts, design, humanities and social sciences. The main campus is located in New Cross⁷. They are a London Living Wage Accredited organisation (Appendix 1).

⁷ <https://www.gold.ac.uk/about/>

- 9.4. GUOL propose to utilise Ladywell Playtower for the creation of a dedicated and purpose-built centre for their postgraduate, Masters in Fine Art (MFA). This includes MFA Fine Art, MFA Curating and MA Artists Film, with the potential for further course and student number expansion.
- 9.5. The University's current campus has limited opportunities for significant expansion, reducing its ability for growth and development. Teaching space currently leased from Lewisham and Southwark College (LESOCO) Deptford Campus will come to an end in the near future, creating the potential for Ladywell Playtower to fill the space needs of the University's growing postgraduate offer.
- 9.6. Currently 110 students are located in LESOCO facilities. These would be moved to Ladywell Playtower, along with another c.90 students from MFA and Art/Businesses courses. It is anticipated the university will see a 50% increase in its postgraduate numbers by 2019/2020. Ladywell Playtower would help to alleviate pressure on teaching space in the main campus. It is anticipated the site will attract 250-300 people to it a day (students and staff).
- 9.7. The restoration plans encompass developing teaching, studio, gallery and café space, as well as restoring the buildings 1st class pool hall to be used as flexible studio space within the existing fabric. It is also proposed to develop upon the rear pool halls existing footprint as a two storey plus basement art studio and teaching facility. Ancillary space within the building will operate as a publicly facing café, hireable meeting rooms, and gallery and teaching/office facilities. The basement area will have considerable investment and development to create a useable studio and sculpture court, as well as develop improved access and flow across the site. A new roof structure is proposed over the buildings internal courtyard to develop a central community café.
- 9.8. The flexible studio space in Ladywell Playtower would replicate the undergraduate facilities currently provided from the similarly constructed Grade II listed Laurie Grove Baths at GUOL's main campus in New Cross.
- 9.9. The proposal also identifies potential development for the land between Ladywell Playtower and the adjacent Coroners Court/Mortuary to deliver affordable workspace units for qualified graduates and professional artists in collaboration with Outset/Studio Makers.
- 9.10. Access improvements are proposed between Ladywell Fields and the High Street. This, as well as further landscaping, would likely increase the permeability for pedestrian access through Ladywell Fields, connecting with local amenities and transport links, as well as improving the overall feel and look of the site.
- 9.11. The University have undertaken a similar project to transform the Grade II listed Laurie Grove baths into student studio and gallery space, exhibiting GUOLs experience and expertise in delivering restoration projects.

- 9.12. A programme of public engagement activities and short courses is also proposed, including engagement in local primary and secondary schools through art education courses and developing local training programmes (e.g. ceramics, casting, curating, digital animations etc).
- 9.13. The first phase of construction works (restoring the building and 2nd class pool hall footprint) is scheduled for completion and occupation towards the end of summer 2019, coinciding with the end of tenancy from LESOCO (Deptford).
- 9.14. Upon completion it is anticipated that the scheme will create 10-12 full-time equivalent jobs.
- 9.15. Cycle parking will be installed as well as the provision of a number of disabled parking bays.

Picturehouse

- 9.16. Picturehouse is a cinema operator located in city centres throughout the UK, including London, Bristol, Oxford and York. They utilise architecturally unique venues that provide access to both blockbuster, art-house, independent and foreign language film choices, as well as café/bars, restaurants and live events⁸. They are not a London Living Wage Accredited organisation (Appendix 1).
- 9.17. Picturehouse propose to develop a new destination for film in south-east London. Their proposal encompasses a 5 screen, 619 seat cinema venue. The 1st class pool hall will be used as one large cinema screen, with the rest of the current buildings ancillary rooms providing access to bar and café space, as well as community and exhibition rooms for hire. The 1st class pool halls northern end will be partitioned to create a triple height bar space with access to a mezzanine level and external forecourt seating area. The buildings eastern ground floor wall will be opened up to create a cinema café with access to an external public terrace. The existing courtyard will be planted up to provide an internal garden visible from all sides of the building. The towers conical roof will be reinstated along with a new internal spiral staircase and the potential for a top level viewing platform.
- 9.18. A new 4 screen development occupying the footprint of the rear 2nd class pool hall will be built to improve capacity and help meet increasing demand for a cinema in the borough. The smallest screen will be available for private hire and community screenings.
- 9.19. Overall, a 5 screen cinema venue is proposed so as to increase accessibility, offering a wide variety of film programming and appeal to a broader local audience, providing discount clubs for mothers and babies, toddler screenings, seniors, students and Picturehouse members.

⁸ <https://www.picturehouses.com/>

- 9.20. Access improvements are proposed between Ladywell Fields and the High Street. This, as well as further landscaping, would likely increase the permeability for pedestrian access through Ladywell Fields, connecting with local amenities and transport links, as well as improving the overall feel and look of the site.
- 9.21. A pop-up box park styled structure is also proposed, with the anticipation of creating a lively cultural quarter and outdoor meeting space, market and music/event space, as well as units for local start-up businesses and small retail, food/beverage outlets.
- 9.22. Cycle parking will be installed along with a lit path from Ladywell Road to Ladywell Fields, as well as the provision of a number of disabled parking bays.
- 9.23. Picturehouse currently occupy a number of cinemas in south-east London. The closest of these to Ladywell Playtower are located in Greenwich (1.65 miles away) and East Dulwich (2.55 miles away). Picturehouse market research has identified that a cinema in Ladywell would be feasible, predicting around 550 visitors a day.
- 9.24. Construction works and occupation are scheduled for completion in July 2021.
- 9.25. Upon completion it is anticipated that the scheme will create 10 full-time equivalent jobs and 50-60 part time positions.
- 9.26. Picturehouse have built a good reputation for the creative use and restoration of historic buildings (e.g. City Screen York), exhibiting their experience and expertise in delivering restoration projects.

Guildmore and Curzon Cinema

- 9.27. Guildmore are a UK design and build company who are specialist owners, operators and managers of both public and private assets. Their portfolio includes historic restorations (Poplar Baths), leisure facilities, new build construction and refurbishment programmes⁹. They are not a London Living Wage Accredited organisation (Appendix 1).
- 9.28. Curzon are a cinema operator with a number of venues across the UK, including London, Canterbury and Oxford. The organisation buys, distributes and shows a wide variety of films as well as operating spaces complete with café/bars and restaurants. They are known for their specialism in art-house films and work to cater to multiple groups, operating screenings for those hard of hearing, parents with babies and Autism screenings etc¹⁰. They are a London Living Wage Accredited organisation (Appendix 1).
- 9.29. Guildmore and Curzon Cinema propose to develop a new leisure destination complete with a three screen, 220 seat cinema, occupying a majority of the existing Ladywell Playtower building. This will utilise a 'pod-like' structure in the

⁹ <http://www.guildmore.com/about-us/>

¹⁰ <https://www.curzoncinemas.com/about-curzon>

1st class pool hall to create an 88 seat self-contained cinema space. The 1st class pools large entrance doors and windows will be reinstated to open the space up to buildings northern forecourt. The internal courtyard will be glazed over, improving circulation through the building and the rooms to the south of the property. These rooms, plus extension into the building's basement space, will be adapted for 2 further cinema screens of 66 seats each. The remaining ancillary spaces will encompass a freely accessible public events foyer and complementary café, bar and restaurant venues, helping to create a destination for meeting demand for a cinema in the borough. The conical roof is proposed to be reinstated, lifted upon a fully glazed link, and the 1930's extension is proposed to be removed.

- 9.30. The project will generate a public activity programme to help improve accessibility across different audience groups. This will include cross-generational events and workshops, building tours, historical film projects (Listeners Project) and volunteering opportunities.
- 9.31. Guildmore and Curzon Cinema's model for the project also envisages the construction of 'enabling development' - a mix of residential, nursery and residential/step-down care uses across the remainder of the site. The money raised from these developments will be used to fund the cinema development and restoration works, without the need to apply for external sources of support such as Heritage Lottery Funding.
- 9.32. Residential development will contain 19-21 units and will occupy the footprint of the 2nd class pool hall. This development is planned at 4 storeys and will abut the rear elevation of Ladywell Playtower. Properties are proposed at market sale, the capital from which will be used to fund the restoration project. Current unit mix proposes a number of 1, 2 and 3 bedroom apartments.
- 9.33. The Nursery (ground floor) and Residential/Step-down (1st and 2nd floors) units will occupy space to the east between Ladywell Playtower and the Coroners Court/Mortuary. The Nursery has been identified to help meet the needs of growing child care provision in Lewisham. The Residential/Step-down care units will provide residential accommodation designed as fully compliant independent units supported by central staff facilities to serve the needs of patients discharged from hospital in need of further recuperation before returning home. Guildmore's sister company, Excelcare, will manage this facility, offering increased local healthcare facilities.
- 9.34. Construction works and occupation are scheduled for completion by August 2020.
- 9.35. Upon completion it is anticipated that the scheme will create 27 full-time equivalent jobs (13 Cinema, 8 Restaurant, 7 Nursery, 2 Step-down care).
- 9.36. It is anticipated there will be around 330 visitors to the cinema site a day. It is unknown about the visitor numbers for the restaurant space or nursery/step-down facility.

- 9.37. Cycle parking will be installed as well as the provision of a number of disabled parking bays.
- 9.38. Guildmore have recently undertaken a highly successful restoration project, transforming the neglected heritage asset of Poplar Baths in Tower Hamlets, into a new community leisure destination.

RJK Properties/Copeland Park and Hillman (RJK and Hillman)

- 9.39. RJK Properties/Copeland Park own and operate Copeland Park in Peckham. This site combines a number of large old industrial buildings, most notably the Bussey Building, which are occupied by a wide range of creative, artistic, fitness and faith groups, along with storage and retail spaces. The organisation emphasises the creative use of space and the development of organic communities, helping businesses and creative groups prosper and grow¹¹. They are not a London Living Wage Accredited organisation (Appendix 1).
- 9.40. Hillman are a local building company located in Hither Green providing a range of building services to both the public and private sector throughout south-east London and Kent¹². This includes Design and Build, and Project Management. They are not a London Living Wage Accredited Organisation (Appendix 1).
- 9.41. RJK and Hillman propose to develop a mix-use cultural quarter, similar to their current operation at Copeland Park, Peckham. This will revolve around the curation of art, leisure, education, commercial and creative/maker organisations/businesses, within a number of entertainment, event and office spaces in and around Ladywell Playtower.
- 9.42. The 1st class pool hall will be designed to house a dynamic performance and event space whilst the current basement area will form a new single screen cinema space. Ancillary rooms will operate as a number of office, event, designer-maker, community and hireable space. The internal courtyard will be opened up to create a new central shared public space, improving the central lightwell and movement around the building. The conical roof is proposed to be reinstated whilst some parts of the 2nd class pool hall ruins will become a sunken garden area, including further landscaping to the whole site.
- 9.43. This model proposes the development of three new buildings on the site to help enhance the economic viability of the project. This encompasses a new residential accommodation block to the rear of the building – incorporating 20 rentable units at a height of four storeys – as well as two other separate buildings. The two separate buildings would operate as rentable live-work space (4 units, 3 storeys) and a new commercial ‘Pavilion’ space. The ‘Pavilion’ would be rented to multiple tenants in the same way as those occupying Ladywell Playtower, including the potential for a restaurant use. A community lawn/events space would separate these two eastern section buildings.

¹¹ <http://copelandpark.com/about>

¹² <http://www.hillman.co.uk/htm/history.htm>

- 9.44. The 20 rentable flats will be comprised of solely one bedroom apartments ranging in size from 37 m² (398 sq ft) to 50m² (538sq ft) for renting at below full market rents. The rationale behind the development of only one-bedroom apartments is that 1) they are to be rental units and 2) will be allocated on a preferential basis to tenants of Ladywell Playtower within the development. These are based on a 'pocket' like model.
- 9.45. As part of RJK and Hillmans offer they propose to develop a social enterprise to provide a range of community outreach, social impact and local engagement projects. This would be funded by an annual 3% outreach levy on leaseholder and share-holder profits. This work could include open gallery and studio events, training, work experience and internships.
- 9.46. Construction works and occupation are scheduled for completion by February 2021.
- 9.47. Upon completion it is anticipated that the scheme will create 5 full-time equivalent jobs administering and running the site.
- 9.48. Furthermore, based on Copeland Parks current operation, it is anticipated that a further c.75 jobs will be created on site, accounting for the activity of small businesses, creative studios, theatre and restaurant space etc. (approx. one job per 185 sq ft. of non-residential space).
- 9.49. It is anticipated the site will attract between 300-2000 visitors a day, depending on weekday vs weekend event scheduling and activities.
- 9.50. Cycle parking will be installed as well as the provision of a number of disabled parking bays.
- 9.51. The project team have experience on a number of listed building projects, including the Grade II listed Royal Artillery Museum at Woolwich Arsenal.

10. Proposal Evaluation

- 10.1. This section outlines the project team's analysis of the strengths and challenges of each of the four proposals in relation to the evaluation criteria above (section 8).

Evaluation Criteria	Goldsmiths, University of London (GUOL)	
	Strengths	Challenges
B) Proposed Project Outline	<ul style="list-style-type: none"> Supports and develops the boroughs only University level educational offer from a world renowned creative and cultural organisation 	<ul style="list-style-type: none"> The university has identified the opportunity as a high risk venture that currently lacks full governance support and sign-off The proposal has lower levels of community accessibility to

	<ul style="list-style-type: none"> • Promotes the retention and attraction of creative talent in Lewisham • Doubles the amount of GUOL teaching space currently available at LESOCO (Deptford campus), increasing student numbers and university output • Proposal includes interest in extending artistic facilities to adjacent Corners Court and Mortuary building, helping to reinstate these buildings with Ladywell Playtower • Develops community facing facilities, such as café, exhibition/meeting space and potential for local Art short courses and school engagement • 10-12 full-time equivalent (FTE) jobs • There are limited Planning and Conservation issues with the proposal for the <i>internal</i> space of the building • Proposals have been identified as low impact on the buildings most significant spaces e.g. 1st class pool hall 	<p>Ladywell Playtower than other proposals</p> <ul style="list-style-type: none"> • Initial Planning and Conservation concern over the bright ‘orb like’ structure proposed to the top of the tower, and its detracting from the buildings principle elevation • Surrounding development lacks fully formulated plans making it difficult to assess • The potential size and scale of proposed phase 2 and 3 development could be challenging • Levels of parking and accessibility could prove challenging (although the site does have a high Public Transport Accessibility Level (PTAL) rating)
<p>C) Business Plan D) Financial Proposal E) Investment, Funding and Partnership <i>(further details contained in part 2 of this report)</i></p>		
<p>F) Programme</p>	<ul style="list-style-type: none"> • Phasing strategy identifies restoration of the building as key priority • Phase 1 (building restoration and reinstatement of rear pool hall space), Phase 2 	<ul style="list-style-type: none"> • The current programme is seen as ambitious. There is little indication for how it allows time for securing funding and achieving governance sign off

	(additional studio space in water tank area, behind 2 nd class pool hall), Phase 3 (affordable workspace provision)	<ul style="list-style-type: none"> Concern that the programme will not meet the required August 2019 occupation date. This would necessitate students to move out of LESOCO (Deptford) to another site, potentially detracting focus from Ladywell Playtower
G) Health and Safety	<ul style="list-style-type: none"> Good track record and understanding 	
H) Due Diligence	<ul style="list-style-type: none"> Due diligence requirements and proposal's conditionality well identified 	<ul style="list-style-type: none"> Proposal is conditional on obtaining the necessary planning consents and HLF grant funding commitment, as well as gaining full internal governance support.
I) Stakeholder Engagement	<ul style="list-style-type: none"> Good framework, principles and broad tools for engagement identified 	<ul style="list-style-type: none"> Strategy has yet to identify specifics on who, how and when it will engage with local stakeholders
J) Experience and Track Record	<ul style="list-style-type: none"> Internationally renowned teaching reputation Laurie Grove Baths, represents good Grade II listed buildings experience and delivery Capital Project team contains in house speciality (architects, heritage consultants, project managers etc.) 	

Evaluation Criteria	Picturehouse	
	Strengths	Challenges
B) Proposed Project Outline	<ul style="list-style-type: none"> A large cinema (5 screens, 619 seats) that could help alleviate under provision of a cinema in Lewisham Bar, café and community hire space diversify offer Estimated 10 FTE jobs and 50-60 part time roles Strong likelihood of increased footfall in local 	<ul style="list-style-type: none"> Site requires a detailed business case and full Heritage Lottery Fund (HLF) commitment before internal governance board commitment Potential heritage concern over the division of the 1st class pool hall space Levels of parking and accessibility could prove challenging for predicted visitor numbers (although the

	<p>area having significant economic benefits</p> <ul style="list-style-type: none"> • There are limited Planning and Conservation issues with <i>internal</i> works. These are considered to be 'light touch', helping to enhance the building. • Extension to the rear causes little concern at this stage and is less intensive than other proposals • Potential to reconnect site to Ladywell fields and improved flow between it and high street • Potential to reconnect site to adjacent Corners Court/Mortuary buildings, helping to reinstate these with Ladywell Playtower 	<p>site does have a high PTAL rating)</p>
<p>C) Business Plan D) Financial Proposal E) Investment, Funding and Partnership <i>(further details contained in part 2 of this report)</i></p>		
F) Programme	<ul style="list-style-type: none"> • Project timeline, phasing and programme is detailed • Estimated completion July 2021 	<ul style="list-style-type: none"> • Due to grant funding requirements timeline may be overambitious
G) Health and Safety	<ul style="list-style-type: none"> • Good track record, understanding and qualifications, including CHAS and Principal Designer Roles 	
H) Due Diligence	<ul style="list-style-type: none"> • Due diligence requirements and proposals conditionality well identified 	<ul style="list-style-type: none"> • Proposal is conditional on obtaining the necessary planning consents and HLF grant funding commitment
I) Stakeholder Engagement	<ul style="list-style-type: none"> • Well identified approach and methods, with broad key stakeholders identified • Long term engagement plan 	

	<ul style="list-style-type: none"> Recent experience of engagement at East Dulwich Picturehouse working to mitigate local concerns and build successful scheme 	
J) Experience and Track Record	<ul style="list-style-type: none"> A nationally recognised cinema brand having operated cinema venues since 1988 Award winning cinema conversions at Trocadero, Crouch End and East Dulwich, plus successful engagement with Heritage Lottery Fund and Arts Council Project team includes specialised architects (Panter Hudspith Architects), Project Manager/Quantity Surveyors (Greenwood Projects) and Structural Engineers (Sinclair Johnston and Partners) 	

Evaluation Criteria	Guildmore and Curzon Cinema	
	Strengths	Challenges
B) Proposed Project Outline	<ul style="list-style-type: none"> A mid-sized cinema (3 screens, 220 seats) that could help alleviate under provision of a cinema in Lewisham Café/Bar and Restaurant space help increase diversity of offer Strong likelihood of increased footfall in local area having significant economic benefits Step-down care and nursery provision could help provide local access to education and healthcare facilities Limited planning and conservation issues with 	<ul style="list-style-type: none"> Levels of parking and accessibility could prove challenging for predicted visitor numbers (although the site does have a high PTAL rating), Parking and access between residential flats, nursery drop offs and residential/step-down care developments could be difficult at peak times Planning and Conservation concerns include the effect of the cinema pod on the appreciation of the 1st class pool space and the impact of the removal of the 1930's

	works internally, considered to be 'light touch', helping to enhance the building.	<p>extension to the surrounding building</p> <ul style="list-style-type: none"> • The potential for difficulties arising from the building being shared by two different operators (Cinema & Restaurant) reducing cohesion across the site • Some initial Planning and Conservation concern to size and scale of proposed developments, especially residential, and how they affect the setting of the listed building • Planning and Conservation concerns regarding the contrasting proposed uses from enabling development (Residential vs Nursery vs Step-down care) and how this impacts and integrates with the main use of the site as a cinema/restaurant • Concerns that the proposed development in the sites eastern section does not freely allow for the future coordinated use of the Coroners Court/Mortuary with Ladywell Playtower
C) Business Plan D) Financial Proposal E) Investment, Funding and Partnership <i>(further details contained in part 2 of this report)</i>		
F) Programme	<ul style="list-style-type: none"> • Project timeline, phasing and programme is detailed • Estimated completion June 2020 • Non conditionality on grant funding reducing timeframe risk 	
G) Health and Safety	<ul style="list-style-type: none"> • Good track record, understanding and relevant qualifications 	
H) Due Diligence	<ul style="list-style-type: none"> • Due diligence requirements and 	

	proposals conditionality well identified	
I) Stakeholder Engagement	<ul style="list-style-type: none"> Well thought out stakeholder engagement plan, with key groups identified and methods/timeframe for engagement considered 	
J) Experience and Track Record	<ul style="list-style-type: none"> Guildmore are an established enterprise-led construction organisation with experience in listed building restoration (e.g. Poplar Baths) Curzon are a nationally recognised cinema brand recognised for Outstanding British Contribution to Cinema (British Academy Film Awards, 2017) Pringle Richards Sharratt Architects, an award winning architectural practice with experience across leisure, residential and arts based uses 	

Evaluation Criteria	RJK Properties/Copeland Park and Hillman (RJK and Hillman)	
	Strengths	Challenges
B) Proposed Project Outline	<ul style="list-style-type: none"> Proposes to develop a new mix-used cultural quarter in Lewisham that offers wide diversity, application and local engagement Helps to develop small business, creative and entrepreneurial space in Lewisham, attracting and retaining talent in borough Provides a cinema in a borough underserved by cinema provision, albeit to a much smaller scale 	<ul style="list-style-type: none"> Levels of parking and accessibility could prove challenging for predicted visitor numbers (although the site does have a high PTAL rating) Initial Planning and Conservation concern over frequent change of use and occupation of the space, potentially causing erosion of the buildings fabric Initial Planning and Conservation concern to the size and scale of proposed use and size of developments

	<p>than Picturehouse or Curzon's proposals</p> <ul style="list-style-type: none"> • Strong likelihood of increased footfall in local area having significant economic benefits • Distinct focus on social impact, represented by 3% community levy to deliver outreach, training and social impact projects • Limited planning and conservation issues with works internally, considered to be 'light touch' and helping to enhance the building. 	<p>and how they affect the setting of the listed building</p> <ul style="list-style-type: none"> • Some initial Planning and Conservation concern regarding the size and unit mix of residential dwellings, based on a 'pocket-like' model
<p>C) Business Plan D) Financial Proposal E) Investment, Funding and Partnership <i>(further details contained in part 2 of this report)</i></p>		
F) Programme	<ul style="list-style-type: none"> • Project timeline, phasing and programme is detailed • Estimated completion February 2021 • Ladywell Playtower restoration works not neglected. These occur in tandem to enabling development 	<ul style="list-style-type: none"> • Due to grant funding requirements timeline may be overambitious
G) Health and Safety	<ul style="list-style-type: none"> • Good track record and understanding 	<ul style="list-style-type: none"> • Construction H&S well considered but greater focus on design stage H&S needed.
H) Due Diligence	<ul style="list-style-type: none"> • Due diligence requirements and proposals conditionality well identified 	<ul style="list-style-type: none"> • Greater focus on condition of land and site investigations needed
I) Stakeholder Engagement	<ul style="list-style-type: none"> • Strong stakeholder engagement proposal, with key groups, engagement channels and milestones identified 	
J) Experience and Track Record	<ul style="list-style-type: none"> • RJK Properties/Copeland Park are an experienced curator and manager of 	

	<p>small business, creative and enterprise space</p> <ul style="list-style-type: none"> • Have had strong regenerative effect on Peckham • Established 1938, Hillman are an experienced provider of builder services with experience of listed buildings • Benedict O’Looney Architects, and Witherford Watson Mann Architects provide specific experience and expertise around Victorian architecture, conservation and design, and cultural spaces 	
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11. Proposal Scoring

11.1. This section identifies the results of the project team’s technical evaluation, providing an overall scoring of each of the proposals. The scoring has been based on the evaluation criteria and methodology identified above (section 8), providing an overall score out of 100.

11.2. It should be noted that although each of the proposals have a number of different strengths and challenges associated with them, the project team have identified them all to be compliant with the requirements of the evaluation criteria, believing any of the four bidding parties would be a suitable approach for securing the long term sustainable future of Ladywell Playtower, subject to obtaining the necessary statutory planning consents and approvals.

11.3. The project team’s scoring of the proposals is as follows:

11.3.1.	Guildmore and Curzon:	80.80 / 100
11.3.2.	Picturehouse:	80.80 / 100
11.3.3.	RJK/Copeland Park and Hillman:	71.55 / 100
11.3.4.	Goldsmiths, University of London:	65.20 / 100

12. Public Consultation Approach

12.1. Ladywell Playtower is a locally significant building. As identified in section 6 above the building forms a unique part of Ladywell’s history, culture and architectural heritage, serving a historically important local civic function and destination for play and leisure. Public opinion was therefore sought on the future use of the building, helping to identify to Mayor and Cabinet the key

feedback and public preferences to the proposals, outside of the project teams technical evaluation.

- 12.2. Public preference and feedback was not part of the project team's technical evaluation criteria and scoring of proposals as set out in sections 8-11 above. It provides Mayor and Cabinet with a good indication of public disposition towards the proposals and highlights considerations alongside the technical evaluation and scoring.
- 12.3. Consultation questions were devised to gain peoples' views on the following areas:
 - To what extent respondents viewed proposals as a good use for Ladywell Playtower.
 - To what extent respondents viewed the proposed building design and development as sensitive and in keeping with Ladywell Playtowers historic character.
 - To what extent respondents viewed the activities and facilities proposed as being of value to the local community.
 - A preference ranking of individuals most favoured and least favoured proposal.
- 12.4. Space for additional comments was also provided. Key themes emerging from these additional comments has been analysed below (section 13).
- 12.5. The main method of consultation used was by an online survey using uEngage (the Councils online consultation platform). This online survey allowed the Council to reach a wide and varied audience that would not have been possible through face-to-face methods alone.
- 12.6. The online survey was accompanied by a number of other consultation methods. These were:

12.6.1. **Consultation Kick-off Event**

The Council opened the consultation period on the 19th July through a 'Consultation Kick-off' event attended by circa 170 people. This event was an opportunity for the final shortlisted bidders to showcase their ideas for bringing the building back to life, and for local residents and interested parties to ask questions, comment and provide feedback through both hand written comment cards and the online questionnaire.

12.6.2. **Proposal Videos**

A full video of the 'Consultation Kick-off' event was produced and made available at www.ladywellplaytower.co.uk/consultation, as well as YouTube, along with videos of each bidder's individual proposal. Combined, these videos have had over 2,500 views online.

12.6.3. **Project Website**

A project website (www.ladywellplaytower.co.uk) was utilised to help promote and share information about the process and consultation activities, as well as hosting information and pictures of the building and its current condition. It will be used to provide further project updates and communication channels for those interested in the project.

12.6.4. Local Ward Assemblies

The local ward assemblies of Ladywell and Lewisham Central were kept up to date with the process and its progress through both written and face-to-face updates. Members were invited to participate in the consultation and help promote to interested parties.

12.6.5. Information Boards

Consultation information boards were displayed on the boundary of Ladywell Playtower and at Lewisham Library. These A1 boards were bright and colourful summaries of each proposals, helping to reach a wider audience than those currently aware of the consultation.

12.6.6. Young Mayor's Advisors

The Young Mayors Team and Advisors were presented to and consulted on the proposals. They provided written and verbal feedback on their preferences.

- 12.7. The opportunity was heavily promoted through a variety of channels. This included the targeting of harder to reach groups which were noted as being under represented (BME groups, old and younger demographics).
- 12.8. Promotional channels included: leafleting local cafes, shops and residential Properties; utilising the Councils online and print media sources (including Lewisham Life, Local Assemblies mailings lists, social media and internal intranet); local and national partners and distribution channels, such as – Historic England, the Victorian Society, Lewisham BME Network, lovecatford.com, St Marys Church, Lewisham Building Preservation Trust, Lewisham Disability Forum, Prendergast Hilly Fields College etc.
- 12.9. We are grateful for the support of these groups in promoting the consultation widely.

13. Public Consultation Results

- 13.1. The public consultation ran for over 8 weeks between July 19th and September 17th 2017.
- 13.2. There were 1,323 responses. This was made up of 1,286 online questionnaire responses and 37 written responses.

- 13.3. A key summary of consultation results has been appended to this report (Appendix 2).
- 13.4. A copy of the online survey response is available as a background paper and has been attached electronically to this report.

Online Survey Results

- 13.5. The online survey was the most popular method of commenting on the consultation with 1,286 responses received through this channel.
- 13.6. Of those that responded to the questionnaire:

13.6.1. Connection to Lewisham:

58.7% identified themselves as Lewisham residents (1,189), 11.3% as working in Lewisham (229), 1.3% as studying in Lewisham (27) and 26.7% as eating/shopping/visiting people in Lewisham (542) (please note multiple options were allowed).

13.6.2. Location:

Respondents were asked to identify their post code to help identify their location. 6.1% of respondents (79) declined to comment. 93.9% (1,207) did respond. Of this number 96.3% were from a local Lewisham postcode. A breakdown of the postcode response rate is provided below:

Postcode	Percentage of Response
SE13	36.3% (438)
SE4	27% (325)
SE6	20.3% (245)
SE23	4.5% (54)
SE8	1.5% (18)
SE14	1.5% (18)
SE12	1.4% (17)
SE15	1.2% (15)
SE26	1% (12)
SE3, BR1, BR3, SE9, SE16	1.6% (20)
Non-Lewisham Post Code	3.7% (45)

13.6.3. Ethnicity:

81.5% were of White ethnicity (1,048) with 68.7% being of a White British background.

13.6.4. Gender:

53.5% of respondents were Female (688), with 40% Male (514). 84 respondents declined to comment.

13.6.5. **Age:**

The largest age group of respondents was made up of 30-34 year olds (19%, 244 respondents) and those aged between 35-39 (20.1%, 259 respondents). The lowest responding group was from those aged 24 and below (3.74%, 48 respondents) and 65 plus (3.34%, 43 respondents)

13.6.6. **Disability:**

5.3% considered themselves to have a disability (68).

13.7. The data above shows that this consultation was not representative of Lewisham's wider demographic as per the 2011 census¹³. The 2011 Census showed that Lewisham's ethnic makeup was 54% White (42% White British), representing an under representation of BME groups. Responses by those who consider themselves to be disabled were also lower than the Census return of 15%. There was also an under representation of those aged 24 and below, as well as 65 and above¹⁴.

13.8. However, the gender makeup of the response generally reflects that of the 2011 Census, whilst those aged between 30-39 were overrepresented. Representation from other age groups were broadly in line with 2011 Census data.

13.9. As identified in section 11 above, a number of mitigation strategies were utilised to help promote the consultation amongst harder to reach groups, including leafleting local shops, engaging with Lewisham's BME network, promotion through the Young Mayors team and communication with Age UK.

13.10. The main findings from the online survey are outlined below:

Overall Preference Ranking

13.11. The online consultation asked each respondent to rank the proposals by order of preference. From these preferences an overall proposal ranking was calculated. This was done by providing 4 points for a 1st choice preference, 3 for a 2nd choice preference and so on. These points were added up to provide the overall public rankings below. It shows that Picturehouse received the highest share of points available with 31.7%:

Ranking Position	Bidder	Percentage of Points
1	Picturehouse	31.7%
2	Guildmore and Curzon Cinema	27.7%
3	RJK Properties/Copeland Park and Hillman	22.6%
4	Goldsmiths, University of London	18.0%

¹³ <https://www.lewisham.gov.uk/inmyarea/Pages/Census-2011.aspx>

¹⁴ <http://portal.lewishamsna.org.uk/Population.html>

1st Choice Preference Ranking

13.12. When analysing the distribution of 1st choice preferences between the four proposals Picturehouse received 53.5% of the respondent's first choice. This was followed by Guildmore and Curzon Cinema with 19.8%, RJK Properties/Copeland Park and Hillman with 19.7% and Goldsmiths with 7%.

Intended Use, Historic Sensitivity and Community Value

13.13. Respondents were asked to identify the extent to which they agreed or disagreed with the following 3 themes (see 11.3 for more details):

- 1) The proposals intended use;
- 2) Sensitivity of designs to the buildings historic character; and
- 3) The level of local community value.

13.14. The tables below indicate the levels of respondent's agreement and disagreement across these themes, as well as the number of respondents who were unsure.

Intended Use			
Bidder	Strongly Agree / Agree	Not Sure	Disagree / Strongly Disagree
Picturehouse	78.2%	7.1%	14.7%
Guildmore and Curzon Cinema	68.3%	15.5%	16.2%
RJK Properties/Copeland Park and Hillman	45.4%	<u>26.7%</u>	27.9%
Goldsmiths, University of London	32.4%	23.4%	44.2%

Historic Sensitivity			
Bidder	Strongly Agree / Agree	Not Sure	Disagree / Strongly Disagree
Picturehouse	76.5%	12.6%	10.9%
Guildmore and Curzon Cinema	61.7%	22.7%	15.6%
RJK Properties/Copeland Park and Hillman	50.7%	25.9%	23.4%
Goldsmiths, University of London	44.1%	30.0%	25.9%

Community Value			
Bidder	Strongly Agree / Agree	Not Sure	Disagree / Strongly Disagree
Picturehouse	82.0%	5.0%	13.0%

Guildmore and Curzon Cinema	75.8%	11.7%	<u>12.5%</u>
RJK Properties/Copeland Park and Hillman	52.0%	<u>21.9%</u>	26.1%
Goldsmiths, University of London	37.3%	15.7%	47.0%

13.15. Across all three themes Picturehouse’s proposal had the strongest approval. This was followed (in order) by Guildmore and Curzon Cinema, then RJK Properties/Copeland Park and Hillman, and lastly Goldsmiths, University of London.

13.16. The largest disagreement across all 3 themes was for Goldsmiths, University of London’s proposal. This was followed (in order) by RJK Properties/Copeland Park and Hillman, Guildmore and Curzon Cinema and Picturehouse.

13.17. Exceptions to these trends have been underlined. For example, RJK Properties/Copeland Park and Hillman have the highest level of those who are unsure about their proposals intended use and community value, whilst Guildmore and Curzon Cinema have the lowest disagreement about their level of community value.

Qualitative Analysis

13.18. The table below indicates the key comment themes across the 4 proposals. These have been categorised into strengths and challenges for each bid:

Bidder	Strength	Challenge
Goldsmiths, University of London (GUOL)	<ul style="list-style-type: none"> • New dedicated post graduate study and workspace, improving student experience and the boroughs Higher Education (HE) facilities • Strengthens Lewisham's only University level provision • Supports and grows a local artistic community, helping maintain local talent in borough • Some publically accessible space and community events such as gallery exhibitions and cafe 	<ul style="list-style-type: none"> • A perceived lack of community accessibility and lack of local community value • Perceived lack of value to lower income residents • Relative exclusivity for University students and staff • Lack of perceived local economic value • Concerns over potential increase in traffic levels and parking needs

Picturehouse	<ul style="list-style-type: none"> • Large public demand for a local cinema • Sympathetic design and non-intensive use of site with development proposals limited • Perceived strengthening of local economy • Strong track record of similar building restoration • Community rooms create offer diversity 	<ul style="list-style-type: none"> • Concerns over London Living Wage accreditation and ongoing industrial dispute (Appendix 1) • Level of accessibility for lower income households • Concerns over potential increase in traffic levels and parking needs
Guildmore and Curzon Cinema	<ul style="list-style-type: none"> • Large public demand for a local cinema • Curzon are a London Living Wage accredited organisation (Appendix 1) • Strong track record of similar building restoration (Poplar Baths) • Perceived strengthening of local economy 	<ul style="list-style-type: none"> • Level of accessibility for lower income households • Intensive use of site which is potentially less sympathetic than other proposals • Concerns over the potential size and affordability of flat development • Concerns over potential increase in traffic levels and parking needs, especially from nursery and residential/step-down care facility
RJK Properties/Copeland Park and Hillman (RJK and Hillman)	<ul style="list-style-type: none"> • Diverse mixed-use occupation (cinema, theatre, workspace, studios etc) • Distinct community focus, as emphasised by community levy 	<ul style="list-style-type: none"> • Confusion over building operation and the mix of uses • Concerns over potential impact of late night events • Concerns over the potential size and affordability of flat development • Concerns over potential increase in traffic levels and parking needs

14. Written Response Results

14.1. Written responses were received from members of the public during the consultation. Responses were received from the 19th July 'Consultation Kick-off' event (25 responses), from the Young Mayors advisors (8 responses), and local and national interest groups through formal letters (4 responses). Respondents were asked to provide written comments and a preference ranking.

Consultation Kick-off Event:

14.2. This event received 25 written responses. From the preference ranking Picturehouse's came first with 31% of the vote. This was followed by Guildmore and Curzon Cinema with 25%. Goldsmiths, University of London and RJK Properties/Copeland Park and Hillman both received 22% of the vote respectively. Key qualitative themes have been represented in section 13.18 above.

Young Mayor's Advisors:

14.3. This event received 8 written responses from young people aged between 10 and 19 years old. From the preference ranking Picturehouse's came first with 38% of the vote. This was followed by Guildmore and Curzon Cinema with 27%, RJK Properties/ Copeland Park and Hillman with 19%, and Goldsmiths, University of London with 15%. Key qualitative themes have been represented in section 13.18 above.

Local and National Interest Groups:

14.4. Local and national interest group responses were received from – Historic England, The Victorian Society, Ladywell Traders Association and Lewisham Building Preservation Trust (LBPT). These responses have been appended to this report (Appendix 3). A summary is provided below:

Local Interest Group	
Lewisham Building Preservation Trust	LBPT identify all of the bidders as offering a viable proposal for restoration and the provision of local community benefit. This is with varying degrees of support depending upon the perceived level of community value and accessibility, as well as proposed development and restoration activities. For example, LBPT are unclear how often and to what level of access people would be able to engage with the building through Goldsmiths proposal, as well as the size and scale or developments proposed by Guildmore/Curzon Cinema and RJK PROPERTIES/Copeland Park and Hillman. The trust therefore favour Picturehouse's proposal 'for the reason that it shows the optimum balance between the need to find a viable new economic use at the same time as undertaking a refurbishment sympathetic to the listed building setting'.

Ladywell Traders Association	Ladywell Traders Association have identified Picturehouse as their preferred proposal. Reasons cited include the local demand for a cinema, increased footfall and local economic benefits, smaller site development than other proposals and restoration track record. The Association did not provide support for any other proposal.
National Interest Group	
Historic England	Historic England identify all of the bidders as offering a viable proposal for restoration and do not wish to state a clear proposal preference. Instead they commend all proposals imagination and creative use of the buildings space and identify no concern to <i>the principle</i> of external development. However, concerns are highlighted across the proposals: including the impact of large scale developments on the local conservation setting, alteration to external features and the spatial breakup of the internal 1 st class pool hall. It should be noted that Historic England will be consultees of any development and that their support is integral to recommend approval of any scheme due to the building being owned by the Local Authority.
Victorian Society	The Victorian Society have identified RJK PROPERTIES/Copeland Park and Hillman as their preferred proposal. Reasons cited include the positive use proposed, a greater appreciation of the internal spaces, and the sensitivity to the buildings historic fabric. The Society do not consider the proposals by Guildmore/Curzon Cinema or Picturehouse to be appropriate to the special interest of the listed building. The reason for this is due to the breakup of the internal 1 st class pool hall space and the impact this would have on appreciating the spaces original volume. The Society is not opposed to the principle of Goldsmiths proposal.

15. Online Petition

15.1. An online petition was received by Lewisham Council on the 25th October. This petition had 6,745 signatures at the time it was received. The petition was against the potential of Picturehouse being chosen as the preferred provider for securing the long term sustainable future of Ladywell Playtower. This petition cited concerns over the organisations payment of staff and the ongoing industrial dispute¹⁵ between itself and the BECTU union (Appendix 1).

¹⁵ <https://www.change.org/p/steve-bullock-do-not-give-our-ladywell-playtower-to-the-union-busting-picturehouse-cineworld->

15.2. It should be noted that the data provided from this petition does not identify where signatories have commented from, nor any other demographic information.

16. Financial Implications

16.1. Financial implications are contained in part 2 of this report.

17. Legal Implications

17.1. The Council has a wide general power of competence under Section 1 of the Localism Act 2011 to do anything that individuals generally may do. The existence of the general power is not limited by the existence of any other power of the Council which (to any extent) overlaps the general power. The Council can therefore rely on this power to carry development and to act in an “enabling” manner with partners for the development of its land.

17.2. This report asks the Mayor to choose a preferred provider and a reserve provider from four shortlisted organisations. As stated in paragraph 11.2 of this report, although each of the proposals have a number of different strengths and challenges associated with them, the project team have identified them all to be compliant with the requirements of the evaluation criteria, believing any of the four bidding parties would be a suitable approach for securing the long term sustainable future of Ladywell Playtower, subject to obtaining the necessary statutory planning consents and approvals. It therefore remains open to the Mayor to appoint any of the four bidders as preferred provider and reserve provider respectively. However, in making his decision, the Mayor must have regard to all relevant considerations and disregard any irrelevant considerations. In exercising his discretion to make a decision, that decision must be rational. The Mayor should therefore consider all the available information and evidence before him, including any further information provided at the meeting, and reach a considered view based only on that information and evidence. Without limitation this includes, in the case of each bidder, having regard to:

- the proposal
- the responses to consultation or written representations received
- the financial implications of the proposal
- the benefits of the proposal to the Council
- the opinion and advice of officers as set out in both parts of this report

17.3. It is anticipated that the Council will enter into a lease with the preferred provider under which they will build out the agreed scheme. The grant of the lease will be subject, in particular, to planning permission for the agreed scheme being obtained. It is anticipated that the user clause in the lease will limit the use of the land to the agreed scheme with any other use or type of disposal requiring the Council’s consent. The final terms of the lease and any other legal

[chain?response=b54163f0e8cf&utm_source=target&utm_medium=email&utm_campaign=one_thous_and](#)

documentation will be agreed by the Executive Director for Resources & Regeneration under the authority delegated to her by this report.

- 17.4. As there is no service contract and no development agreement, there is no public service contract or public works contract and the transaction is therefore a land transaction only involving the grant of a lease. Accordingly, the Council has not been required to use an OJEU process although a rigorous competitive exercise has been undertaken.
- 17.5. The Equality Act 2010 (the Act) introduced a new public sector equality duty (the equality duty or the duty). It covers the following nine protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
- 17.6. In summary, the Council must, in the exercise of its functions, have due regard to the need to:
- eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
 - advance equality of opportunity between people who share a protected characteristic and those who do not.
 - foster good relations between people who share a protected characteristic and those who do not.
- 17.7. The duty continues to be a “have regard duty”, and the weight to be attached to it is a matter for the Mayor, bearing in mind the issues of relevance and proportionality. It is not an absolute requirement to eliminate unlawful discrimination, advance equality of opportunity or foster good relations.
- 17.8. The Equality and Human Rights Commission has recently issued Technical Guidance on the Public Sector Equality Duty and statutory guidance entitled “Equality Act 2010 Services, Public Functions & Associations Statutory Code of Practice”. The Council must have regard to the statutory code in so far as it relates to the duty and attention is drawn to Chapter 11 which deals particularly with the equality duty. The Technical Guidance also covers what public authorities should do to meet the duty. This includes steps that are legally required, as well as recommended actions. The guidance does not have statutory force but nonetheless regard should be had to it, as failure to do so without compelling reason would be of evidential value.

The statutory code and the technical guidance can be found at: <http://www.equalityhumanrights.com/legal-and-policy/equality-act/equality-act-codes-of-practice-and-technical-guidance/>

- 17.9. The Equality and Human Rights Commission (EHRC) has previously issued five guides for public authorities in England giving advice on the equality duty:
1. The essential guide to the public sector equality duty
 2. Meeting the equality duty in policy and decision-making

3. Engagement and the equality duty
4. Equality objectives and the equality duty
5. Equality information and the equality duty

17.10. The essential guide provides an overview of the equality duty requirements including the general equality duty, the specific duties and who they apply to. It covers what public authorities should do to meet the duty including steps that are legally required, as well as recommended actions. The other four documents provide more detailed guidance on key areas and advice on good practice.

17.11. Additional legal implications are contained in Part 2 of this report.

18. Crime and Disorder Implications

18.1. The Ladywell Playtower site has been empty since 2004 and has attracted low level antisocial behaviour throughout the intervening period. The restoration and reuse of the building will stop unauthorised entry and damage to the property, attracting new users to the area at all times of day, helping to strengthen natural surveillance and reduce fear of crime.

19. Equalities Implications

19.1. The current layout of Ladywell Playtower creates a problems for those with mobility difficulties. There is no lift function and several areas of the building are only accessible by stairs. Restoration and modernisation of the structure will improve accessibility at all levels throughout the building, enabling improved movement and circulation for all.

19.2. All proposals include disabled parking.

20. Environmental Implications

20.1. Restoring Ladywell Playtower will include the modernisation of heating and energy systems and improved insulation within the constraints imposed by the buildings listed designation.

20.2. Works will also include the removal of hazardous material such as asbestos, pigeon guano and pigeon infestations, known to be present on the site.

20.3. Detailed environmental implications associated with the restoration and operation of the site e.g. construction traffic and increased visitor numbers etc. will be fully considered as part of the planning application process.

21. Conclusion

21.1. This opportunity has attracted a high level of interest, with a wide variety of imaginative and robust proposals having been put forward.

21.2. It should be noted that although each of the proposals have a number of different strengths and challenges associated with them, the project team have identified them all to be compliant with the requirements of the evaluation criteria, believing any of the four bidding parties would be a suitable approach for securing the long term sustainable future of Ladywell Playtower, subject to obtaining the necessary statutory planning consents and approvals.

22. Background documents

22.1. A copy of the full online survey response is available as a background paper and has been attached electronically to this report. It is also available on the Council's website.

22.2. If you have trouble accessing this, please contact kevin.flaherty@lewisham.gov.uk

Appendices

Appendix 1: London Living Wage (LLW)

The competition to restore Ladywell Playtower is a contest to purchase an interest in this asset. It is not the provision of a service and therefore the Council cannot specify a requirement that bidders pay the LLW. It therefore did not form part of the evaluation criteria above.

The LLW has recently been increased. On the 6th November 2017 it rose from £9.75 per hour to £10.20 per hour (an increase of 4.6%). The rate is calculated annually by the Resolution Foundation and overseen by the Living Wage Commission, based on the best available evidence about living standards in London and the UK. It is required of all LLW accredited organisations that all employees receive the new rate by the 1st May 2018.

Of the bidding parties in this process, two are LLW accredited. See table below:

Organisation	LLW Accredited
Goldsmiths, University of London	Yes
Curzon Cinema	Yes
Guildmore	No
Picturehouse	No
RJK/Copeland Park	No
Hillman	No

The Council received a petition on the 25th October against the potential of Picturehouse being chosen as the preferred provider for securing the long term sustainable future of Ladywell Playtower. This petition had 6,745 signatures at the time it was received. This petition cited concerns over the organisations payment of staff and the ongoing industrial dispute¹⁶ between itself and the BECTU union which had resulted in the dismissal of some union employees.

A spokeswoman from Picturehouse said the union employees were dismissed for gross misconduct after an investigation into a cyber-attack on their website, and that a pay increase has already been arranged with its staff¹⁷.

It is understood by the Council that Picturehouse pay £9.30 per hour, equivalent to £9.92 per hour when accounting for paid breaks. This is with the exception of Picturehouse staff at The Ritzy Picturehouse London who are represented by BECTU and agreed a rate of £9.10 per hour (equivalent to £9.70 with a paid break) from 2 September 2016.

¹⁶ https://www.change.org/p/steve-bullock-do-not-give-our-ladywell-playtower-to-the-union-busting-picturehouse-cineworld-chain?response=b54163f0e8cf&utm_source=target&utm_medium=email&utm_campaign=one_thous_and

¹⁷

http://www.newsshopper.co.uk/news/15628751.More_than_6_000_people_don_39_t_want_Picturehouse_to_turn_this_Grade_II_listed_Victorian_bath_house_into_a_cinema/

Picturehouse have referred us to the following statement provided on their website in respect to this issue¹⁸:

Pay at Picturehouse¹⁹

Picturehouse Cinemas are proud to be one of the highest paying employers in the cinema industry. It enables us to attract and retain staff who are knowledgeable about film, skilled in many areas and able to offer high levels of service.

How much does Picturehouse pay its staff in London?

Front of house staff at London Picturehouse's are paid £9.30 per hour, equivalent to £9.92 per hour when working an 8 hour shift as we choose to pay for breaks. This means staff working an 8 hour shift, are paid for 8 hours but only work 7.5. The equivalent rate for time worked is thus £9.92 per hour.

We also pay a membership bonus which adds an additional 10p to 25p extra per hour.

This brings the hourly rate significantly above the Government-legislated Living Wage and Minimum Wage (£7.50 for 25 and over, £7.05 for under 25s).

Staff at The Ritzy Picturehouse London are represented by BECTU and agreed a rate of £9.10 per hour (equivalent to £9.70 with a paid break) from 2 September 2016.

What about outside London?

For our cinemas outside of London, front of house pay is £8.36 per hour equivalent to £8.92 if working an 8 hour shift as breaks are paid. This means staff working an 8 hour shift, are paid for 8 hours but only work 7.5. We also pay a membership bonus which adds 10p to 25p extra per hour. This makes our wages, both in and outside of London, amongst the highest in the industry.

Does Picturehouse pay for sick, maternity and holiday pay?

Yes. Picturehouse front of house staff receive statutory sick pay, maternity / paternity pay and 28 days paid holiday.

Do Picturehouse staff have a recognised union?

Yes. Picturehouse Staff have an official union called The Forum as recognised by the Central Arbitration Committee. It is free to join, is voluntary to opt in and has collective bargaining rights on pay and benefits. It is made up entirely of Picturehouse Cinema staff and excludes head office management. Every year, pay rates are negotiated with The Forum and a pay rate for 2017-2018 was agreed with a majority vote. The Ritzy Picturehouse staff are represented by BECTU.

¹⁸ <https://www.picturehouses.com/pay>

Picturehouse staff package

- *Membership bonus adding between 10 and 25p to each hour worked (excludes Ritzy)
- *Paid breaks. So staff working an 8 hour shift, are paid for 8 hours but only work 7.5
- *Membership to The Forum - an official, recognised staff union with bargaining rights
- *Statutory paternity, pension, sick and holiday pay
- *Unlimited Cineworld and Picturehouse Cinema tickets (subject to availability)
- *Two tickets per week for guests
- *Free eye tests (for those using screens)
- *Cycle to work scheme
- *Free popcorn, soft drinks and hot drinks
- *30% off all food and beverages
- *Late night working allowance

20 September 2017

Appendix 2: Key Summary of Consultation Results

Connection to Lewisham

Connection to Lewisham

Question responses: 1282 (99.69%)

Please tick all that apply:

Table .1

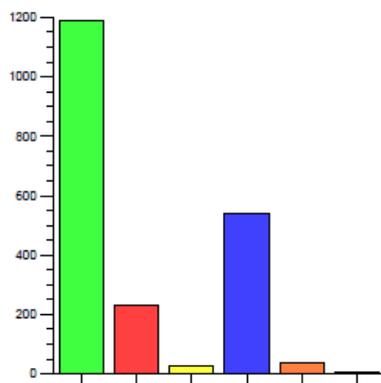


Table .2

	% Total	% Answer	Frequency	Count
I live in Lewisham	58.69%	58.80%	92.46%	1,189
I work in Lewisham	11.30%	11.33%	17.81%	229
I study in Lewisham	1.33%	1.34%	2.10%	27
Eat/shop/visit/visit friends and/or family in Lewisham	26.75%	26.81%	42.15%	542
Other	1.73%	1.73%	2.72%	35
[No Response]	0.20%	--	0.31%	4
Total	100.00%	100.00%	0%	2,026

Interest Group?

Question responses: 1248 (97.05%)

Are you answering this questionnaire as a representative of a local/national interest or voluntary group?

Table .1

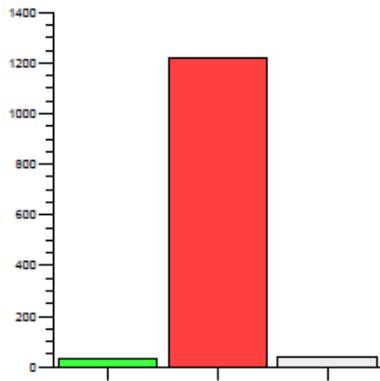


Table .2

	% Total	% Answer	Count
Yes	2.33%	2.40%	30
No	94.71%	97.60%	1,218
[No Response]	2.95%	--	38
Total	100.00%	100.00%	1,286

Postcode

Postcode

Question responses: 1207 (93.86%)

To help us establish where people are commenting from, please provide your postcode:

Table .1

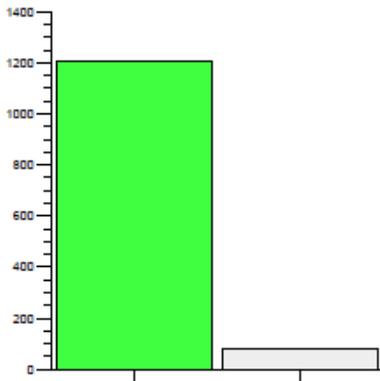


Table .2

	% Total	% Answer	Count
[Responses]	93.86%	100.00%	1,207
[No Response]	6.14%	--	79
Total	100.00%	100.00%	1,286

Goldsmiths good use

Goldsmiths good use

Question responses: 1275 (99.14%)

To what extent do you agree that Goldsmiths' proposal is a good use for Ladywell Playtower?

Table .1

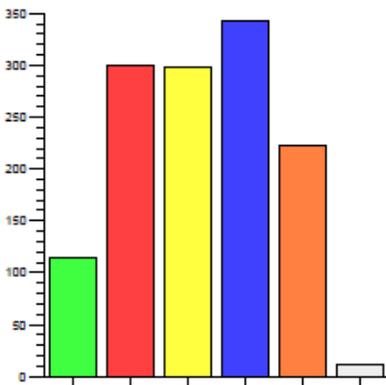


Table .2

	% Total	% Answer	Count
Strongly agree	8.86%	8.94%	114
Agree	23.25%	23.45%	299
Not sure	23.17%	23.37%	298
Disagree	26.59%	26.82%	342
Strongly disagree	17.26%	17.41%	222
[No Response]	0.86%	--	11
Total	100.00%	100.00%	1,286

Goldsmiths historical character

Question responses: 1262 (98.13%)

To what extent do you agree that Goldsmiths' building design is sensitive and in keeping with Ladywell Tower's historic character?

Table .1

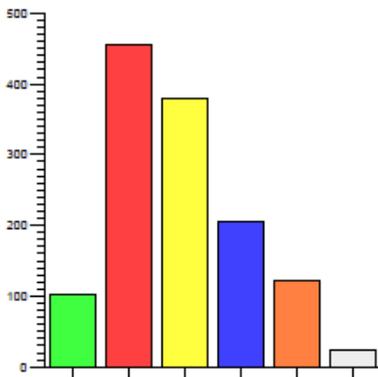


Table .2

	% Total	% Answer	Count
Strongly agree	7.85%	8.00%	101
Agree	35.46%	36.13%	456
Not sure	29.47%	30.03%	379
Disagree	15.94%	16.24%	205
Strongly disagree	9.41%	9.59%	121
[No Response]	1.87%	--	24
Total	100.00%	100.00%	1,286

Goldsmiths Community Value

Goldsmiths Community Value

Question responses: 1269 (98.68%)

Do you see the activities and facilities proposed by Goldsmiths as being of value to the local community?

Table .1

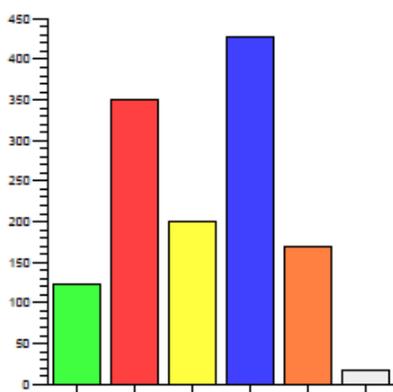


Table .2

	% Total	% Answer	Count
Great value	9.56%	9.69%	123
Some value	27.22%	27.58%	350
Not sure	15.47%	15.68%	199
Little value	33.20%	33.65%	427
No value at all	13.22%	13.40%	170
[No Response]	1.32%	--	17
Total	100.00%	100.00%	1,286

Guildmore good use

Question responses: 1268 (98.60%)

To what extent do you agree that Guildmore and Curzon's proposal is a good use for Ladywell Playtower?

Table .1

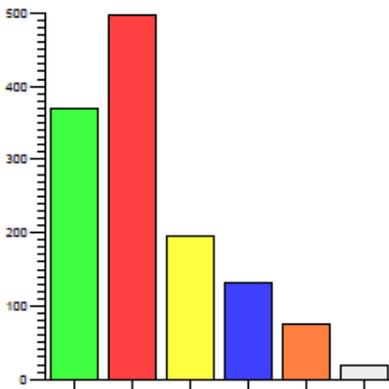


Table .2

	% Total	% Answer	Count
Strongly agree	28.69%	29.10%	369
Agree	38.65%	39.20%	497
Not sure	15.24%	15.46%	196
Disagree	10.10%	10.33%	131
Strongly disagree	5.83%	5.91%	75
[No Response]	1.40%	--	18
Total	100.00%	100.00%	1,268

Guildmore historical character

Guildmore historical character

Question responses: 1257 (97.74%)

To what extent do you agree that Guildmore and Curzon's building design is sensitive and in keeping with Ladywell Tower's historic character?

Table .1

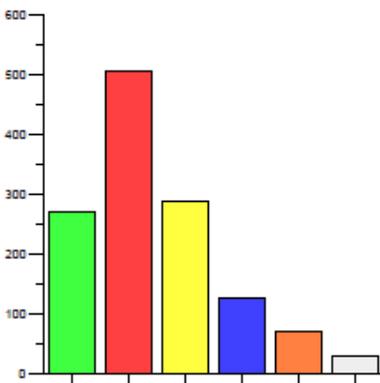


Table .2

	% Total	% Answer	Count
Strongly agree	21.07%	21.56%	271
Agree	39.19%	40.10%	504
Not sure	22.24%	22.75%	286
Disagree	9.80%	10.02%	126
Strongly disagree	5.44%	5.57%	70
[No Response]	2.26%	--	29
Total	100.00%	100.00%	1,286

Guildmore Community Value

Question responses: 1264 (98.29%)

Do you see the activities and facilities proposed by Guildmore and Curzon as being of value to the local community?

Table .1

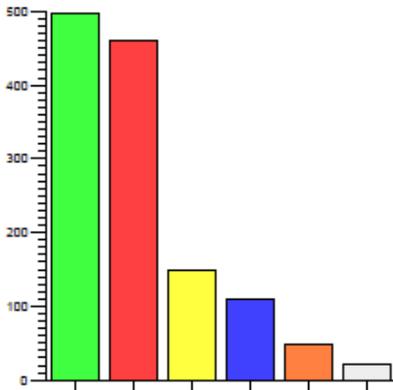


Table .2

	% Total	% Answer	Count
Great value	38.65%	39.32%	497
Some value	35.85%	36.47%	461
Not sure	11.51%	11.71%	148
Little value	8.55%	8.70%	110
No value at all	3.73%	3.80%	48
[No Response]	1.71%	--	22
Total	100.00%	100.00%	1,286

Picturehouse good use

Picturehouse good use

Question responses: 1275 (99.14%)

To what extent do you agree that Picturehouse's proposal is a good use for Ladywell Playtower?

Table .1

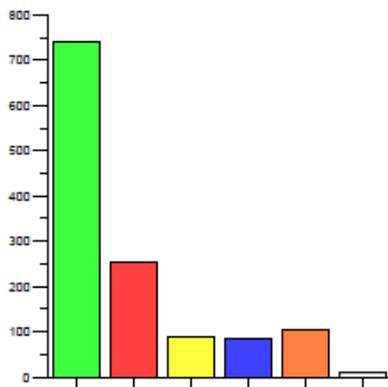


Table .2

	% Total	% Answer	Count
Strongly agree	57.70%	58.20%	742
Agree	19.83%	20.00%	255
Not sure	7.00%	7.06%	90
Disagree	6.53%	6.59%	84
Strongly disagree	8.09%	8.16%	104
[No Response]	0.86%	--	11
Total	100.00%	100.00%	1,286

Picturehouse historical character

Question responses: 1264 (98.29%)

To what extent do you agree that Picturehouse's building design is in keeping with Ladywell Tower's historic character?

Table .1

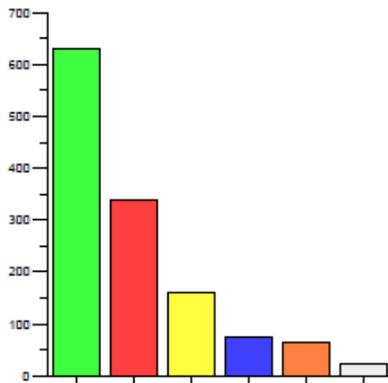


Table .2

	% Total	% Answer	Count
Strongly agree	48.99%	49.84%	630
Agree	26.21%	26.86%	337
Not sure	12.36%	12.58%	159
Disagree	5.83%	5.93%	75
Strongly disagree	4.90%	4.98%	63
[No Response]	1.71%	--	22
Total	100.00%	100.00%	1,288

Picturehouse Community Value

Picturehouse Community Value

Question responses: 1276 (99.22%)

Do you see the activities and facilities proposed by Picturehouse as being of value to the local community?

Table .1

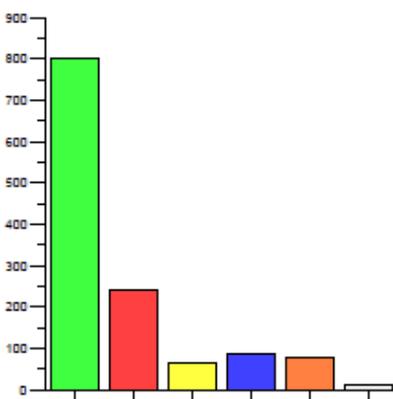


Table .2

	% Total	% Answer	Count
Great value	62.52%	63.01%	804
Some value	18.82%	18.97%	242
Not sure	4.98%	5.02%	64
Little value	6.84%	6.90%	88
No value at all	6.07%	6.11%	78
[No Response]	0.78%	--	10
Total	100.00%	100.00%	1,288

RJK and Hillman good use

Question responses: 1265 (98.37%)

To what extent do you agree that RJK/Copeland Park and Hillman's proposal is a good use for Ladywell Playtower?

Table .1

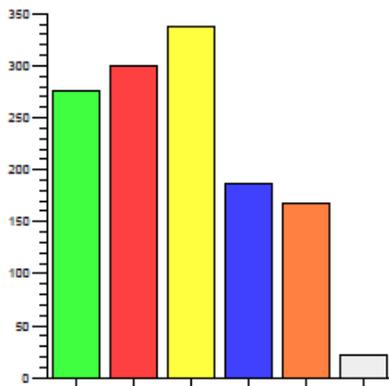


Table .2

	% Total	% Answer	Count
Strongly agree	21.38%	21.74%	275
Agree	23.25%	23.64%	299
Not sure	26.28%	26.72%	338
Disagree	14.48%	14.70%	188
Strongly disagree	12.99%	13.20%	167
[No Response]	1.63%	--	21
Total	100.00%	100.00%	1,288

RJK and Hillman historic character

RJK and Hillman historic character

Question responses: 1260 (97.98%)

To what extent do you agree that RJK and Hillman's building design is in keeping with Ladywell Tower's historic character?

Table .1

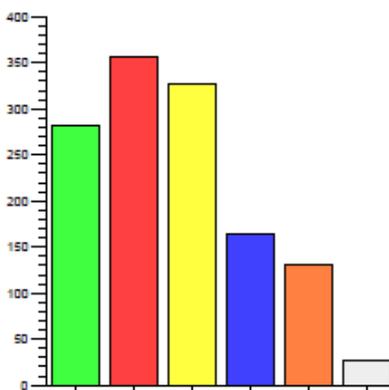


Table .2

	% Total	% Answer	Count
Strongly agree	21.93%	22.38%	282
Agree	27.76%	28.33%	357
Not sure	25.35%	25.87%	326
Disagree	12.75%	13.02%	164
Strongly disagree	10.19%	10.40%	131
[No Response]	2.02%	--	28
Total	100.00%	100.00%	1,288

RJK and Hillman Community Value

Question responses: 1266 (98.44%)

Do you see the activities and facilities proposed by RJK/Copeland Park and Hillman as being of value to the local community?

Table .1

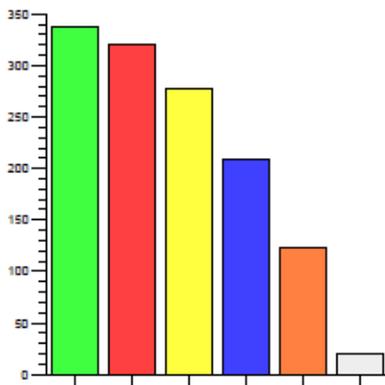


Table .2

	% Total	% Answer	Count
Great value	26.28%	26.70%	338
Some value	24.88%	25.28%	320
Not sure	21.54%	21.88%	277
Little value	16.17%	16.43%	208
No value at all	9.56%	9.72%	123
[No Response]	1.56%	--	20
Total	100.00%	100.00%	1,286

Rank

Rank

Question responses: 1280 (99.53%)

Ranking by preference

Preference 1

Table .1

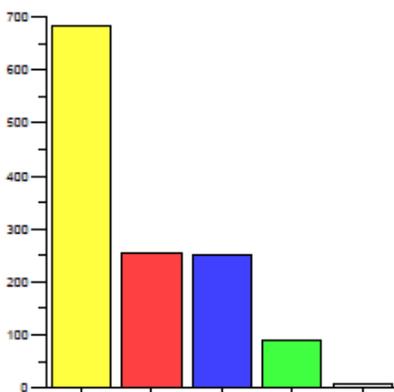


Table .2

	% Total	% Answer	Score	Count
Picturehouse	53.27%	53.52%	2,740	685
Guildmore and Curzon	19.67%	19.77%	1,012	253
RJK/Copeland Park and Hillman	19.60%	19.69%	1,008	252
Goldsmiths	7.00%	7.03%	360	90
[No Response]	0.47%	--	--	6
Total	100.00%	100.00%	--	1,286

Preference 2

Table .3

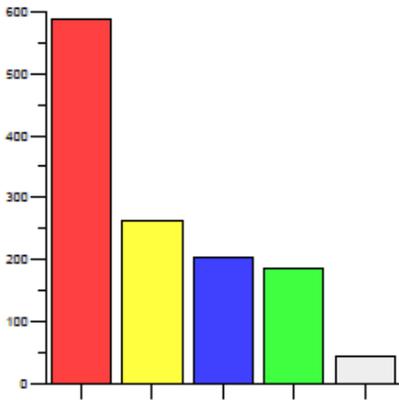


Table .4

	% Total	% Answer	Score	Count
Guildmore and Curzon	45.65%	45.86%	1,761	587
Picturehouse	20.53%	20.63%	792	264
RJK/Copeland Park and Hillman	15.79%	15.86%	609	203
Goldsmiths	14.48%	14.53%	558	186
[No Response]	3.58%	--	--	46
Total	100.00%	96.88%	--	1,286

Preference 3

Table .5

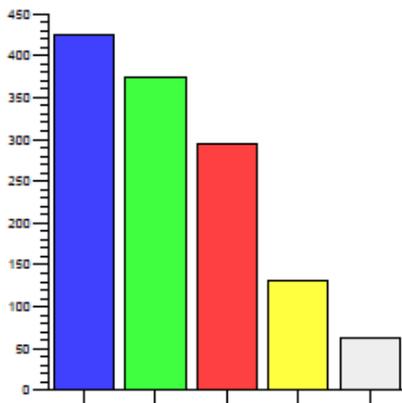


Table .6

	% Total	% Answer	Score	Count
RJK/Copeland Park and Hillman	33.05%	33.20%	850	425
Goldsmiths	29.00%	29.14%	746	373
Guildmore and Curzon	22.94%	23.05%	590	295
Picturehouse	10.11%	10.16%	260	130
[No Response]	4.90%	--	--	63
Total	100.00%	95.55%	--	1,286

Preference 4

Table .7

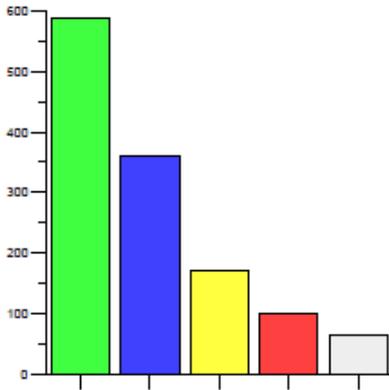


Table .8

	% Total	% Answer	Score	Count
Goldsmiths	45.65%	45.86%	587	587
RJK/Copeland Park and Hillman	27.99%	28.13%	360	360
Picturehouse	13.37%	13.44%	172	172
Guildmore and Curzon	7.85%	7.89%	101	101
[No Response]	5.13%	--	--	66
Total	100.00%	95.31%	--	1,286

[Preference Scoring]

Table .9

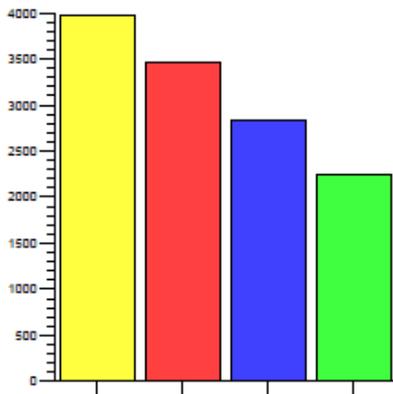


Table .10

	% Answer	Score
Picturehouse	31.70%	3,964
Guildmore and Curzon	27.70%	3,464
RJK/Copeland Park and Hillman	22.61%	2,827
Goldsmiths	18.00%	2,251
Total	100.00%	12,506

Age

Question responses: 1283 (99.77%)

Please select your age group

Table .1

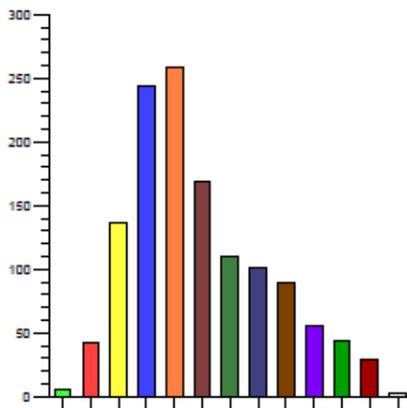


Table .2

	% Total	% Answer	Count
■ Under 18 years	0.47%	0.47%	6
■ 18-24	3.27%	3.27%	42
■ 25-29	10.58%	10.60%	138
■ 30-34	18.97%	19.02%	244
■ 35-39	20.14%	20.19%	259
■ 40-44	13.14%	13.17%	169
■ 45-49	8.55%	8.57%	110
■ 50-54	7.85%	7.87%	101
■ 55-59	6.92%	6.94%	89
■ 60-64	4.28%	4.29%	55
■ 65+	3.34%	3.35%	43
■ I'd rather not say	2.26%	2.26%	29
■ [No Response]	0.23%	--	3
Total	100.00%	100.00%	1,286

Ethnicity

Question responses: 1272 (98.91%)

What is your ethnic group?

Table .1

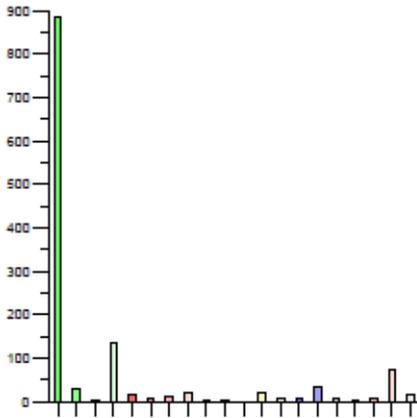


Table .2

	% Total	% Answer	Count
White			
English/Welsh/Scottish/Northern Irish/British	68.74%	69.50%	884
Irish	2.26%	2.28%	29
Gypsy or Irish Traveller	0.08%	0.08%	1
Any other White background	10.42%	10.53%	134
Mixed/Multiple Ethnic Groups			
White and Asian	1.09%	1.10%	14
White and Black African	0.62%	0.63%	8
White and Black Caribbean	0.93%	0.94%	12
Any other mixed/ multiple ethnic background	1.71%	1.73%	22
Asian/Asian British			

	% Total	% Answer	Count
Chinese	0.39%	0.39%	5
Bangladeshi	0.16%	0.16%	2
Pakistani	0.00%	0.00%	0
Indian	1.48%	1.49%	19
Any other Asian background	0.62%	0.63%	8
Black/ African/ Caribbean/ Black British			
African	0.70%	0.71%	9
Caribbean	2.72%	2.75%	35
Any other Black/ African/ Caribbean background	0.62%	0.63%	8
Any other ethnic group			
Arab	0.16%	0.16%	2
Other ethnic group	0.62%	0.63%	8
I'd rather not say	5.60%	5.66%	72
[No Response]	1.09%	--	14
Total	100.00%	100.00%	1,288

Gender

Gender

Question responses: 1266 (98.44%)

Are you:

Table .1

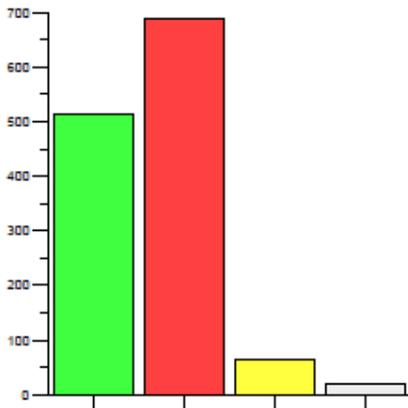


Table .2

	% Total	% Answer	Count
Male	39.97%	40.60%	514
Female	53.50%	54.34%	688
I'd rather not say	4.98%	5.06%	64
[No Response]	1.56%	--	20
Total	100.00%	100.00%	1,286

Transgender

Transgender

Question responses: 1209 (94.01%)

Is your gender identity different from the gender you were assigned at birth?

Table .1

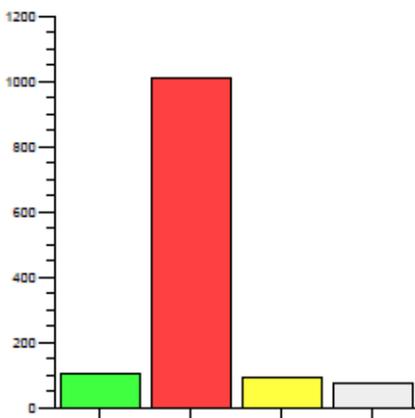


Table .2

	% Total	% Answer	Count
Yes	8.09%	8.60%	104
No	78.69%	83.71%	1,012
I'd rather not say	7.23%	7.69%	93
[No Response]	5.99%	--	77
Total	100.00%	100.00%	1,286

Disability

Question responses: 1251 (97.28%)

Do you consider yourself to be a disabled person?

Table .1

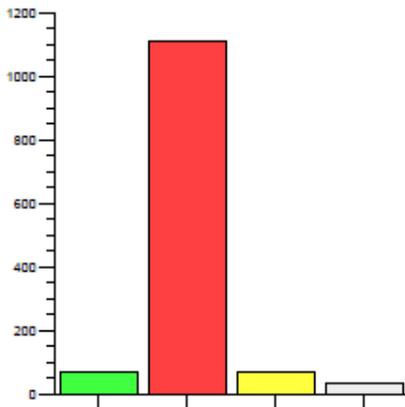


Table .2

	% Total	% Answer	Count
Yes	5.29%	5.44%	68
No	88.47%	88.89%	1,112
I'd rather not say	5.52%	5.68%	71
[No Response]	2.72%	--	35
Total	100.00%	100.00%	1,288

Sexual Orientation

Question responses: 1254 (97.51%)

How would you define your sexual orientation?

Table .1

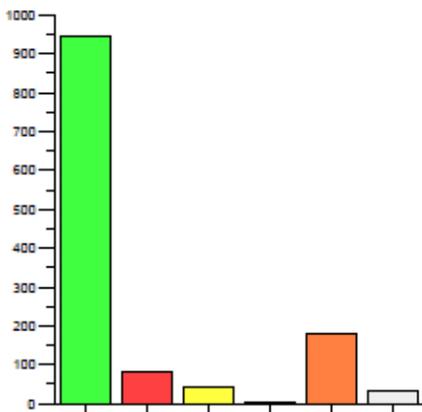


Table .2

	% Total	% Answer	Count
Straight/ heterosexual	73.56%	75.44%	946
Gay/ lesbian	6.53%	6.70%	84
Bisexual	3.19%	3.27%	41
Other	0.39%	0.40%	5
I'd rather not say	13.84%	14.19%	178
[No Response]	2.49%	--	32
Total	100.00%	100.00%	1,288

Religion and belief

Question responses: 1252 (97.36%)

Table .1

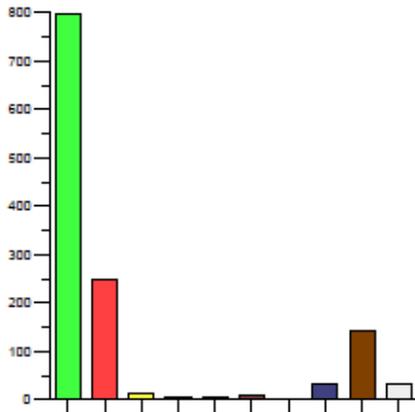


Table .2

	% Total	% Answer	Count
None	62.13%	63.82%	799
Christian (all denominations)	19.28%	19.81%	248
Buddhist	0.93%	0.96%	12
Hindu	0.23%	0.24%	3
Jewish	0.47%	0.48%	6
Muslim	0.62%	0.64%	8
Sikh	0.00%	0.00%	0
Any other religion/ belief	2.49%	2.56%	32
I'd rather not say	11.20%	11.50%	144
[No Response]	2.64%	--	34
Total	100.00%	100.00%	1,286

Pregnancy & Maternity

Pregnancy & Maternity

Question responses: 1248 (97.05%)

Are you pregnant or on maternity leave?

Table .1

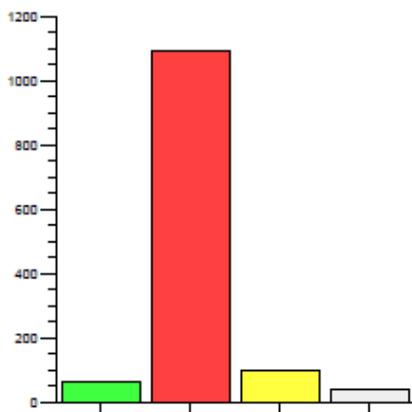


Table .2

	% Total	% Answer	Count
Yes	4.74%	4.89%	61
No	84.84%	87.42%	1,091
Prefer not to say	7.47%	7.69%	96
[No Response]	2.95%	--	38
Total	100.00%	100.00%	1,286

Appendix 3: Local and National Interest Group Responses



Lewisham Building Preservation Trust

14th September 2017

Dear Andy

Ladywell Old Swimming Baths (Play Tower) – Response to Shortlisted Proposals

Lewisham Building Preservation Trust is a charity formed by Lewisham residents in order to take on and facilitate the restoration of listed buildings in the Borough which are at risk. It is the only Building Preservation Trust which covers the Borough of Lewisham and all the trustees are Lewisham residents. The Trust includes individuals with experience and qualifications in planning, fundraising and historic building conservation. For the past two years we have concentrated our efforts on promoting the refurbishment and re-use of the Ladywell Old Baths (Play Tower).

Thank you for inviting the Trust to give our assessment of the short-listed proposals for the refurbishment and re-use of the Ladywell Old Baths (Play Tower) focusing on those issues which we deem as most important to us. We would like to firstly state that we have been impressed by the quality of all four of the short-listed proposals for the building. We have assessed the proposals using the four criteria below as these relate most closely to our main areas of interest:

- Impact of the refurbishment proposals on the Listed Building
- Impact of the enabling development on the Listed Building
- Range of community benefits provided by the proposal
- Extent to which the proposal allows the local community to access the building

Using the above criteria as a framework the views of the Trust on the proposals are as follows:

Impact of the refurbishment proposals on the Listed Building

We are concerned that the 'cinema pod' concept put forward by the Curzon/Guildmore proposal does not fully respect the architecture of the main pool hall and may be visible externally. We are in favour of restoring the conical roof on
Charity registration number: 1154247, Company registration number: 8393123

the tower and for this reason are not in favour of the treatment shown by the Goldsmith's proposal. The RJK/Hillman proposal is sympathetic in that it proposes to maintain the integrity of the pool hall as does the Picturehouse proposal, albeit with the addition of a rake in the case of the latter to enable it to be transformed into a cinema. We are strongly in favour of the reinstatement of the first floor railings and the refurbishment of the pool hall's roof ventilator and leaded grills. Reinstating these features should be required of the successful bidder as should reinstating the railings on the front boundary wall.

Impact of the enabling development on the Listed Building

The proposals show varying degrees of enabling development with varying impact on the Listed Building. We are concerned that in several of the proposals (RJK/Hillman, Curzon/Guildmore), the enabling development to the rear of the main building would be visible above the roof line. In addition, in the case of the RJK/Hillman and Curzon/Guildmore proposals there is substantial development proposed to the side of the Old Baths building. Whilst we do not see this as ruling out the proposals, we prefer the treatment proposed by Picturehouse in that the low rise 'box park' structure is in obtrusive and not likely to adversely affect the Listed Building whilst also allowing a strong link to the adjoining Coroner's Court and Old Mortuary listed buildings. In the case of the Goldsmiths' proposal a shadowy building to the side of the Listed Building is indicated ('phase three'). As this lacks any details it is not possible to properly assess it but it appears to be potentially large in scale which is of some concern.

Range of community benefits provided by the proposal

The Goldsmiths' proposal indicates that 10-12 jobs related to running the teaching and some related to other uses e.g. the café will be provided. It also proposes alliance with 'Studio makers' which aims to provide affordable space for artists. RJK/Hillman propose 25 new jobs in construction phase and 5 during operation who would be paid over London Living wage. It also includes the creation of a Community Interest Company that would "provide a range of ongoing social impact and community engagement projects on site...to be funded via a 3% levy on leaseholders and shareholders profit". The Curzon/Guildmore proposal features 27fte jobs paying at least London Living Wage as well as a 'Film project' featuring local oral histories. Picturehouse proposes an unspecified number of new jobs but there remains a question mark over whether they pay London Living wage. The Picturehouse scheme also proposes community/private hire rooms.

Three of the four shortlisted projects include a cinema of some sort. It needs to be acknowledged that the provision of a cinema with sufficient levels of comfort is a recurring 'ask' by the local community. That the Old Baths is being suggested as a possible site for this use by three of the four bidders is therefore to be welcomed. The issue of a lack of off street car parking can be countered by the close proximity to the station and the fact that Ladywell Road/Lewisham High Street is very well-served by a number of bus routes.

Charity registration number: 1154247, Company registration number: 8393123

Extent to which the proposal allows the local community to access the building

The Goldsmiths proposal indicates that public would have access to main swimming hall when it is used as an exhibition space for student displays. A courtyard café is also proposed. However, it is unclear how many of the public would regularly access the building. The Curzon/Guildmore proposal offers a lot of community access to the building via the cinema usage and also ancillary food and drink spaces as does the Picturehouse proposal. Given that the model for the RJK/Hillman proposal is the 'Bussy Building' in Peckham public access to the building would most likely be high.

Conclusion

We take the view that all four of the short-listed proposals are capable of representing viable proposals for the Old Baths building and providing benefit to the local community. However, our favoured proposal is that of Picturehouse Cinemas for the reason that it shows the optimum balance between the need to find a viable new economic use at the same time as undertaking a refurbishment sympathetic to the listed building setting. We also consider that the Picturehouse proposal offers good levels of public access through the main cinema use as well as ancillary bar/restaurant use and bookable community space. Finally, an important factor for the Trust is that the Picturehouse proposal would have the least negative impact on the listed Old Baths in terms of the level and type of enabling development proposed. Our one concern is the need for Picturehouse to pay their staff a minimum of the London Living Wage and hope that if this is the Council's preferred development partner, this would form part of negotiations.

Yours Sincerely



Tony Rich
Chair, Lewisham Building Preservation Trust

Charity registration number: 1154247, Company registration number: 8393123

Ladywell Traders' Association

c/o 107 Ladywell Road
Ladywell
London SE13 7JA

Wednesday 26 July 2017

Dear Andy,

Ladywell Traders' Association supports Picturehouse's proposal for the Playtower

Firstly, we would like to formally thank you and your fellow council officers for your work so far work to get the Playtower back into use. We are delighted with quality and ambition of all the proposals, and are excited for the contribution the renovated Playtower will make to the continuing regeneration of Ladywell.

In recognition of the scale of the opportunity presented by the proposals, we have decided to choose one project to back as traders, and offer our whole-hearted and proactive support to seeing that project come to fruition.

Following a meeting of traders on Tuesday 25 July, we have decided that Picturehouse's proposal offers a once in a generation opportunity for Ladywell. We feel this proposal stands out for the following reasons:

- Picturehouse would turn the site into a community facility the area is crying out for. The finished project would put on our doorstep one of the best movie venues in London allowing residents to enjoy cinema for all ages and tastes at accessible prices.
- A venue of the quality proposed would draw people from across the area to Ladywell. Those cinema goers would then shop, drink and eat locally giving a massive boost to the local economy – we cannot underestimate how important we feel the additional footfall generated will be to the local economy.
- The Picturehouse proposal utilises the full site for non-residential purposes, unlike Curzon or RJK/Copeland Park and Hillman. Although the Goldsmiths' proposal fully utilised the site, we feel the overwhelming benefit would be to the University rather than the community at large.

- Picturehouse has a strong track record with redeveloping similar buildings – we were impressed by the East Dulwich and Crouch End developments particularly. Therefore, we are confident Picturehouse will do justice to the site and has the resources to see the project through. Given the complexity and unpredictability of the project, a proven track record in delivering similar projects is essential.
- The Picturehouse brand has a track record of success. Similar projects have delivered the benefit we raise and have consistently contributed to the regeneration of their local areas.

We would welcome updates on any relevant meetings we can attend to show our continued support for the project and any other ways we can be involved. We look forward to working with the council to bring life once more to this much loved Ladywell asset.

Yours sincerely
Ladywell Traders Association

CC: Vicky Foxcroft MP
Sir Steve Bullock
Councillor Bill Brown
Councillor Carl Handley
Councillor Liz Johnston-Franklin
Ladywell Society
Lewisham Building Preservation Trust
Picturehouse



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Direct Dial: 020 7973 3763

15 September 2017

Dear Andy

**OLD SWIMMING BATHS, LADWELL ROAD, LEWISHAM
PUBLIC CONSULTATION**

Thank you for letting Historic England know about the current public consultation for the proposed redevelopment of the Grade II listed Ladywell Playtower.

As you know, the Playtower (or the Old Swimming Baths as it is named in the list description) is included on our Heritage at Risk Register due to its state of disrepair and vacant condition. We are therefore delighted to see options brought forward for its repair and reuse which we hope will secure its long-term future, and facilitate its removal from the Heritage at Risk Register.

The Baths, particularly the areas to the rear, have undergone various alterations over the years. However the building remains a striking landmark within the St Mary's, Lewisham Conservation Area, and, as a former public building, is of great value to the local community. It also retains some interesting internal spaces and features, most notably the lofty first class pool hall (Main Pool) which features a striking open curved brace timber roof with ironwork gallery on three sides.

Although it is a shame that none of the options intend to return the building to a swimming pool, all four proposals seek to retain much of this large open volume, with relatively little demolition to the listed building and this is very encouraging. We are similarly impressed by the masterplanning for all four schemes which create imaginative uses within the available space, with new development that generally respects the prevailing building heights within this part of the Conservation Area. Historic England therefore recognises the merits of all four schemes, and does not wish to state a clear preference on the options presented. However, we hope the brief summary below will be helpful to your Council in making a decision on the future of this important civic building.

RJK/Copeland Park and Hillman

Historic England has worked positively with Benedict O'Looney Architects on a number of heritage-led schemes, and the initial plans suggest a scholarly reinstating of the Baths' architectural features such as its conical roof, leaded windows and clerestory which is strongly welcomed. The proposed flexible 'events space' would



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Historic England

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celebrate the grand internal volume of the Main Pool, although the actual use of the space appears uncertain at this stage.

A theatre (as suggested) could be a compatible and interesting use for the Main Pool. However, we are aware of your Council's recent public consultation on the future of the nearby Grade II listed Broadway Theatre in Catford, and consideration should be given by your Council to the resulting impact on the sustainability of this and other purpose-built historic theatres should this option be pursued. We also note that this scheme proposes a large amount of 'enabling' development including a 5 storey terrace to the rear of the Baths. Consideration should be given to the potentially harmful impact that this could present on the setting of the neighbouring Grade II* St Mary's Church.

Picturehouse Cinema

As there is currently no multi-screen cinema in the London Borough of Lewisham, the proposed Picturehouse could present a viable and sustainable use for the listed building. The cinema screen within the Main Pool would retain most of the internal volume with 2-3 bays to the front used as a bar. We are content that this would not significantly affect our ability to appreciate the internal volume and features of interest within the Main Pool. However, we note that the gallery railings would only be retained within the bar, and our preference would be to see these retained throughout the Main Pool hall if possible.

Much like the previous scheme, this option proposes to reinstate the conical roof of the tower which we strongly support. However, there is a lack of detail regarding the reinstatement of external features, and the intention to open up the front elevation to connect to the new bar would require alteration to the front gable. Whilst this is intended to encourage footfall and views into the Main Pool hall, this could have a detrimental impact on the aesthetic value of the exterior. Further details of the proposed front gable should be provided at an early stage should this option be taken forward.

The additional cinema screens to the rear of the Main Pool would sit below the height of the listed building, and would appear sensitive to the setting of the Baths and neighbouring St Mary's Church. A large amount of public realm would be retained with potential links to both Ladywell Fields, and significantly also to the neighbouring Grade II listed Coroners Court and Mortuary Chapel. We are very encouraged by the consideration given to these listed buildings which (like the Baths) currently have no long-term sustainable use.

Guildmore

Historic England has been supportive of Guildmore's recent refurbishment of the Grade II listed Poplar Baths in Tower Hamlets, and this experience will be of great value should they take this project forward. Like the Picturehouse, this proposal



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seeks to accommodate a cinema, amongst other uses, within the Baths. However, this option proposes to introduce a large pod structure within the Main Pool. Unlike the Picturehouse proposal, the intervention within the Main Pool would occupy a significant amount of space which would reduce our ability to appreciate its lofty volume and architectural features. This element of this scheme is therefore of some concern to us.

Clarification should be sought on the proposed design of the tower roof extension, which appears to be a conical (although not traditional) form in one of the documents, and a flat roof extension in the other. Finally, the proposed residential offer to the rear of the Baths appears large and could have a detrimental impact on the setting of the listed Church.

Goldsmiths

This option proposes to create a post-graduate campus on site which would involve the reuse of the Main Pool as a student exhibition space. Historic England has been supportive of Goldsmith's recent application to refurbish the Grade II Laurie Grove Baths in New Cross as exhibition space. Due to the similarities between these two listed baths and their proposed redevelopment, Goldsmiths would appear to be well suited to take this project forward.

The information provided suggests the retention of all key features in the main hall, and the gallery level would appear to work well as an exhibition space. This is also the only option that proposes to reimagine the lost Second Class Pool Hall which is an exciting prospect. The proposed linkage through to St Mary's Church is also a positive aspect which could help to enliven the Conservation Area (although the sense of sanctuary within the churchyard is something to be sensitive to). The massing of the rear studio appears lower than the Main Pool height and is therefore unlikely to significantly affect the setting of the Church.

The only real criticism we have of this scheme is the proposed glazed roof extension to the Playtower. Our preference would be to see a more sensitive solution which defers to the tower below.

Next Steps

We hope that our assessment of the options will be helpful to your Council in making a decision on the future of the Old Swimming Baths. We would particularly emphasise our desire to see a sustainable long-term use for the Baths, which enhances its many features of interest, and creates a dynamic urban environment that celebrates the surrounding historic buildings and Conservation Area.

We look forward to future pre-application discussions once a decision has been made, and please do let me know if you require any clarification on the points set out in this letter.



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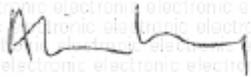
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Historic England

LONDON OFFICE

Yours sincerely



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THE VICTORIAN SOCIETY
The champion for Victorian and Edwardian architecture

Your reference:
Our reference: 2017/07/015

7 September 2017

playtower@lewisham.gov.uk

Dear Andrew

RE: Ladywell Baths, Ladywell Road, Lewisham (Grade II, *Wilson & Son and Thomas Aldwinckle, 1884*); public consultation on options for reuse of Ladywell Baths

Thank you for inviting the Victorian Society's comments on the four shortlisted options for the restoration and redevelopment of the historic Ladywell Baths.

The building has been a source of serious concern for the Society for some time now. The condition of the Baths is classed as poor on the heritage 'at risk' register, and it is two years since it was listed amongst the Victorian Society's Top Ten Endangered Buildings in England and Wales. It is encouraging then that progress is steadily being made towards finding a sympathetic and viable reuse, something which we always felt, given the nature of the site and its buildings, was very achievable.

Of the four shortlisted options, two are intended principally to deliver a cinema use, with the first class pool hall serving as the main screen. While it might well work in purely practical and spatial terms, it would inevitably entail the installation of a large amount of tiered seating and, moreover, would preclude an appreciation of the full splendour and volume of the hall, with visitors sitting in darkness the vast majority of the time (the Picturehouse scheme would also entail the harmful subdivision of the hall at its northern end). For this reason we do not consider cinema use to be appropriate to the special interest of the listed building and we cannot support either the Picturehouse or the Guildmore and Curzon schemes.

That leaves the Goldsmiths and the RJK/Copeland Park and Hillman schemes. The principle of both is acceptable, as is the principle of additional new-build elements that both envisage. Some modicum of enabling development, such as that in the RJK/Copeland Park and Hillman scheme, is also acceptable – so long as it is a responsive, contextual and high quality design – particularly if it ensures the sensitive reuse and adaptation of the listed building.

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While both schemes are acceptable in principle, each adopts conflicting approaches to the treatment of the historic fabric. The Goldsmiths scheme, for example, proposes a light-box like cylindrical addition to the top of the tower itself. We would object strongly to such an intervention, which would seriously mar the character and appearance of the building. By contrast, and much to its credit, the RJK/Copeland Park and Hillman scheme proposes the reinstatement of the missing conical roof, which would have a major and positive impact on the listed building. The reinstatement of the balcony in the main pool hall, as part of its adaptation for appropriate public uses, would also be welcome.

It is the Victorian Society's job to primarily address the impact of any scheme on the significance of a listed building. We do though recognise that there are other aspects to consider in this case. The Council will have a number of criteria by which it assesses the merits of each scheme, and it would be interesting and helpful to know what these criteria are. Needless to say that heritage should be one of the principal criteria. Given that each of the proposals represents a viable scheme, the Council must surely favour those that seek to preserve and enhance the historic and architectural interest of the Baths, and not simply because such an approach is given great weight in national planning policy, against which any proposal will ultimately be assessed.

The Council should ensure that the preferred scheme would realise the scholarly reinstatement of the external envelope of the listed building, particularly its front façade. This should certainly include the reinstatement of the tower's conical roof, the balcony in the main pool hall, the hall's roof ventilator and leaded windows (which are clearly discernible in historic photographs) and the railings from the boundary wall on Ladywell Road. The subdivision of the building's most significant space – the pool hall – should not be permitted.

With this in mind, and on the basis of the limited information provided in this public consultation, it is our view that the RJK/Copeland Park and Hillman scheme is the most appropriate, both in the mix of uses it proposes and their suitability for the listed building, and in terms of its impact on the fabric of the building and ones appreciation of its special qualities.

Thank you again for inviting our views. We look forward to future consultation.

Yours sincerely

James Hughes

Senior Conservation Adviser

cc Natasha Peach (Lewisham Council)