



Statement of Community Involvement

1.1: INTRODUCTION

Background

Regeneration for Catford has been talked about for a long time and in asking the local community to participate in shaping the vision, we recognised that we needed to demonstrate commitment and momentum towards delivering meaningful change.

Developed in collaboration with the community, the Catford Town Centre Framework maps out how Lewisham Council wants the town centre to evolve over the coming decades. It is a non-statutory document to guide future growth and development. It is based on planning initiatives, existing development, physical characteristics, social and economic conditions affecting the town centre as well as importantly, input from the local community.

Much of the land in the town centre is owned by the Council and this presents a unique opportunity to drive positive regeneration that truly reflects the needs of the local community.

The framework plan signals the start of a major regeneration to transform Catford town centre. The south circular will be re-routed freeing up more space for pedestrians. Catford Shopping Centre will be redeveloped, providing new retail space and new homes. Pedestrian-friendly areas, open spaces and new community facilities will also be created.

Six strategic sites make up the opportunity area - the central zone made up of the historic Catford Broadway, the Broadway Theatre, Old Town Hall and Civic Suite stretching south to include the council offices at Laurence House; the station approach and south circular starting at Catford Station and following the road past Catford Bridge station and towards the town centre including the proposed new stretch of road behind the existing Laurence House; a zone called 'The Yards' immediately behind Catford Broadway including the Thomas Lane car park and stretching all the way east to Rushey Green; a zone known as 'The Lanes' including Millford Towers, the Catford Shopping Centre and the multi-storey car park; the site between the two railway lines currently occupied by Halfords and Wickes with the pedestrian and cycle route through to River Pool Linear Park; and Plassy Island to the east of the town centre.



What is the Statement of Community involvement?

This document provides a summary of the approach to community engagement, an overview of feedback detailing how this feedback has been incorporated into this latest draft of the Catford Town Centre Framework. Whilst community engagement is ongoing, for the purposes of this document we have focused on the period between March 2017 until the end of December 2019.

Policy context

The regeneration of Catford town centre is driven by a wider planning policy context for London.

The Council's priorities are partly guided by the London-wide policy context. Catford, along with Lewisham and New Cross is identified in the Mayor's draft New London Plan as an Opportunity and Intensification Area, which means it has scope for growth, regeneration and renewal. The Council continues to campaign for the Bakerloo Line Extension to continue through to Catford, further strengthening the case for growth.

Lewisham town centre has undergone a significant transformation in recent years and will continue to grow as it has potential to become a town centre of Metropolitan importance. Catford is designated as a Major Town Centre and has the potential for significant urban renewal, so will grow, but not to the same scale as Lewisham.

The Local Plan is entering the next phase of development towards a preferred option and the Catford Town Centre Framework will form an important part of the evidence base for this.

The community engagement team

Team Catford on behalf of Lewisham Council is supporting the Council's appointed architect team - Studio Egret West and Turner Words - with engagement on the framework plan. Team Catford specialises in engagement, placemaking and meanwhile use. All members live in the borough, mostly Catford, and they continue to engage with the local community on behalf of Lewisham Council. In January they won the **Building London Planning Awards for Community Engagement in the Planning Process** for their work in Catford.

Commonplace, an award-winning digital engagement tool has been used as a hub for comments and ideas from the local community.

Before work began on the Catford Town Centre Framework, Team Catford spent almost two years dedicated to community engagement at local assembly meetings, community groups meetings and local activities gathering feedback and discussing the future of the town centre. With the architects on board, Team Catford worked closely with the design team to introduce the initial ideas from May 2019.



Why consult?

Community engagement and consultation ensures local residents and the community have a say in the development of proposals for a local area. The process also serves to help inform the local community on the rationale and scope for change.

Community engagement is a key pillar of the National Planning Policy Framework (2019). The document promotes the role of public planning stating that the 'planning system should be genuinely plan-led'. It states that planning should be 'shaped by **early, proportionate and effective engagement** between planmakers and communities, local organisations, businesses, infrastructure providers and operators and statutory consultees' (p.8, NPPF 2019). It goes on to emphasise that neighbourhood planning gives communities the power to develop a 'shared vision for their area' (p.10, NPPF 2019). It also recognises the importance of early participation noting that it has 'significant potential to **improve the efficiency and effectiveness** of the planning application system for all parties' (p.13, NPPF 2019).

The Lewisham Statement of Community Involvement (2006) similarly encourages early engagement, stating in its initial objectives that 'consultation should be **continuous, with opportunities for ongoing involvement**' and also that the approach should target 'beyond those who are familiar with the system, and should **extend to hard-to-reach groups**' (p.5, Statement of Community 2006).

Informed by this guidance, our engagement strategy was scrutinised by the Sustainable Development Scrutiny Committee during summer 2017.

Principles

Our engagement approach was based on a series of principles as outlined below:

- **Ensure our community engagement is clear, concise, open and two-way.** Techniques and channels for communication are carefully considered to ensure easy participation for members of the local community. We resist jargon and overly complicated terminology to ensure our language is always easy to understand.
- **Communicate in a straightforward and honest way.** To prove that the engagement will lead to tangible change we manage expectations with regards to timescales, scope and constraints, being honest with the community on what will be deliverable. Our thorough approach will ensure every question is answered and we respond in a timely manner.



- **Be inclusive, setting ourselves targets for engagement.** We strive to engage the seldom heard groups that make up our community including children and young people; older people, minority ethnic people; faith/ religion; gender groups and disabled people.
- **Engage the wider community in the bigger picture for Catford and establish a shared vision.** We strive to establish a context – for instance discussing strategic sites for housing or taller buildings – to reassure the community and create a consensus of views.
- **Deliver value for money** by finding opportunities to source support from within Catford, creating opportunities for local charities and community initiatives. Making sure where possible money is reinvested in our town centre and we're capitalising on local talent.
- **Raise the profile of Catford and enhance the Council's reputation** seeking coverage of the programme as an exemplar for community engagement with an approach that is distinctive, creative and original.

In 2017, we set out to generate enthusiasm and excitement about the opportunity of regeneration. Alongside community engagement, Team Catford leads placemaking, meanwhile use and events, such as the Catford Food Market, Catford Cornucopia, Catford Gin Festival, Catford Beer Festival, Catford Vegan Festival, free pop-up cinema screenings and children's craft events to raise the profile of the town centre and to boost the sense of pride and passion that exists within the Catford community. This parallel stream of activity helped to raise the profile of the community engagement and draw in more people to participate in our engagement events or to contribute via Commonplace.

Our approach to community engagement was to build on existing networks, forums and partnerships and to collaborate closely with the community and voluntary sectors to extend our reach into the communities that they represent.



1.2 PART TWO: METHODOLOGY

Starting with thorough research we identified a clear profile of the local community within Catford.

Understanding the community

Lewisham's population growth is rapidly accelerating and young people make up a significant and growing demographic group (one in four people are under 19). Overall, 46% of the population are from a black or minority ethnic heritage, but this rises to over 75% among school children. Notably, the borough is in the 20% most deprived areas in England, with a particular pocket of high deprivation in Rushey Green ward. Lewisham has the highest proportion of children and young people (29.6%) and older people (25.7%) in economic deprivation in England.

The opportunity area is located within Lewisham East constituency and the local authority ward of Rushey Green although we made the strategic decision to proactively target residents and businesses within Catford South ward also. These two wards are the primary catchment area for door-to-door engagement and Team Catford has attended every meeting of the Local Assembly programme for both of these wards.

In thinking about our approach to engagement, all of this points to the need for a strategy that especially appeals to younger people, including BAME as well as NEETs (young people not in employment, education or training).

Our community engagement programme includes both digital and face-to-face engagement techniques. More information on these techniques is included in the Digital engagement and Face-to-Face engagement sections below.

Stakeholders

We identified a comprehensive list of local stakeholders including residents' associations, interest groups, community groups, local businesses, places of worship and key meeting spaces within the town centre as well as representatives of target audiences such as those with disabilities.

All of these stakeholders were kept informed of the engagement process via email, letter and through newsletters that were distributed by post. We hosted the Team Catford Roadshow programme where we attended existing meetings or set up dedicated sessions bringing the engagement out to groups and individuals rather than expecting them to come to us.

Regular briefings for political stakeholders are provided and from autumn 2017 until spring 2018 a regular evening slot was publicised for all members of the Council to pop in and chat to Team Catford.



The emerging ideas for the draft Framework were shared with members through a series of three workshops - open to all members - to discuss the materials to be shared with the community. These workshops took place during May and June 2019.

Digital engagement

Digital channels are an important part of our approach to help publicise the engagement programme and provide transparency on the feedback shared by the local community.

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

The first Commonplace website was set up in March 2017 to capture ideas and views from the local community on what people liked or did not like about the town centre. A heat map allows people to drop a pin on a specific location with the town centre add a comment and then share, like or agree with the comments of others.

We had very little to share with the local community in the way of plans or firm ideas. Rather our approach was to gather insights, ideas and views on the town centre as it is today, as well as hopes or desires for how it should evolve in the future. We facilitated these discussions through our Catford Conversation campaign, where we encouraged people in Catford to talk and share thoughts on the town centre. We captured vox pops on film as well as photography portraits to help to encourage people to participate.

This heat map was publicised via social media, posters, flyers and newsletters that were distributed door-to-door across Catford. Respondents can share feedback independently via the website. Any feedback received through our face-to-face programme was uploaded promptly by Team Catford to the website so it serves as a complete, transparent record of all feedback received. Feedback forms used at engagement events and meetings follow the same format as the questions on the heat map to help ensure consistency.

Since its launch, this heat map has generated over 2,000 comments. In summer 2018, a comprehensive feedback analysis report was shared with the architect team for consideration as early ideas for the draft Catford Town Centre Framework were emerging (this report covered all feedback including that gathered via face-to-face activities between 13th March 2017 to 28th June 2018). The website has attracted **21,150 visitors** since its launch, **2,071 contributions** and **13,913 interactions** (which includes agreements, likes or shares) as 16th February 2020.



teamcatford.com

In January 2018, teamcatford.com was launched as a communications channel to provide more detail on the wider remit of Team Catford, contextual information on the Framework and to signpost to engagement and community events. This has become an important and valuable tool to direct digital traffic towards our online engagement hub. The website has attracted **11,500 unique users per month** on average.

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

A second Commonplace website was established in May 2019, to introduce the draft Catford Town Centre Framework and ask questions on four specific themes - public space, civic buildings, town centre uses and new homes. To encourage participation, a fifth section of the website was dedicated to 'quick feedback' allowing respondents to share open comments on any aspect of the draft Framework.

Unlike the heat map, this website seeks more specific feedback on the emerging Framework. Again, feedback forms used at engagement events and meetings follow the same format as the questions on the heat map to help ensure consistency. The website has attracted **2,415 visitors** since its launch, **636 contributions** and **727 interactions** (which includes agreements, likes or shares) as 16th February 2020.

Social media profiles on Twitter, Instagram and Facebook continue to be used to direct the local community to participate in the engagement programme. @teamcatford on Twitter has 3,780 followers, @teamcatford on Instagram has 2,647 followers and on Facebook has 1,800 likes (as of 16th February 2020).

An email newsletter is issued to followers on a fortnightly basis to raise awareness of the engagement programme. There are **822 subscribers** to this newsletter.

Face-to-face engagement

Since 2017, Team Catford has held 155 community engagement events dedicated to gathering ideas and sharing the vision for Catford town centre. These events fall into three categories:

Team Catford hosted events

Since 2017, 31 events were held at a variety of locations in the town centre. These included:

- The Broadway Theatre
- Civic Suite
- Catford Library
- Pop-up stall in the Catford Shopping Centre
- Catford Cornucopia at 17 Catford Broadway



Pop-up engagement at community events

Team Catford is often invited to attend community events and bring the engagement to specific functions. Since 2017, 24 events were held at a variety of locations in the town centre. These included:

- Lewisham People's Day
- Blythe Hill Fields Festival
- Catford Irish Centre
- Lewisham Pensioners' Forum events

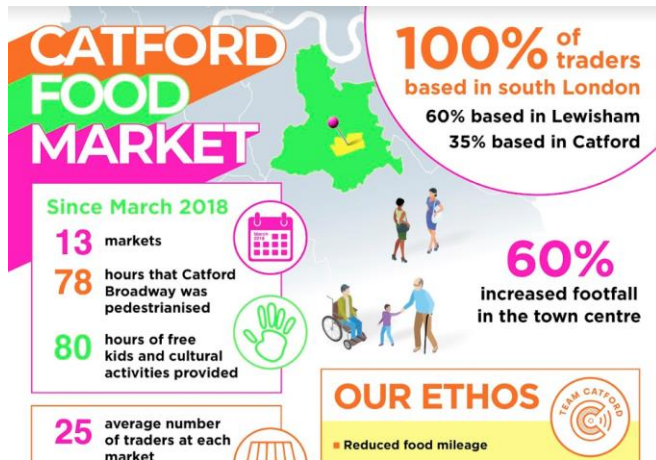
Engagement days at Catford Cornucopia

Team Catford runs Catford Cornucopia - a pop-up engagement space and shop, which provides a dedicated space for conversation and also offers Catford merchandise and local produce. This is valuable to reaching our target audience as it helps break down the barriers that often discourage people from participating in engagement programmes. The 'social rules' of a shop are widely understood and people feel at ease in this environment so we can strike up a conversation about living in Catford and the changes that have - and will - take place over the years. There have been on average 100 days dedicated to running the pop-up space from June 2018 to May 2019 and September to mid November 2019.

At these engagement events, our emphasis has been on conversation around the proposals to help some of the barriers around engagement programmes. Where views are expressed by participants, Team Catford encourages feedback forms to be filled out or to visit the Commonplace websites directly.

In many instances, we provide large format materials as a discussion point and these are provided on the websites for those who wish to view the materials online. These materials are produced with consideration to accessibility standards and clear, straightforward language to ensure the emerging ideas for the draft Framework are presented as clearly as possible for all audiences.

We use colourful, eye-catching design to present information. Below is an example of an infographic we produced and a slide from a presentation summarising feedback themes for the local community.



Infographic on Catford Food Market

Public Spaces

Creating a welcoming space for everyone was important. This open space could be a sequence of smaller, sheltered spaces or two large open spaces.



A sequence of smaller, sheltered spaces? Two larger, open squares?

We asked:
What would you like to see in Catford's public spaces?



- Twice as many people favoured a larger, open space compared to a series of smaller spaces.
- Greenery was a priority. Trees were mentioned in 11% of public spaces comments and planting and flowers was mentioned in 6% of comments.



Feedback summary presentation

Communication

All stakeholders are invited to attend engagement events through letters and emails informing them of the events scheduled for the coming months.

Catford Conversations, a community newsletter on the Framework as well as broader issues on the regeneration of the town centre is produced on a quarterly basis and distributed door-to-



CATFORD

CONVERSATIONS



door to all households in Catford South and Rushey Green. A version of the newsletter is available on the website.

Flyers and posters promoting the event programme are also produced and distributed to stakeholders and in key community hubs across the town centre.

Local media such as *Lewisham Life*, *Lewisham Ledger*, *Newsshopper* and the *South London Press* have been utilised to boost the reach of our publicity. Local blogs such as Love Catford, SE6.life and social media influencers are also targeted to increase awareness of our engagement.



Engagement timeline

Phase One (March 2017 - summer 2018)

This initial phase introduced the idea of regeneration for the town centre and the prospect of the rerouting of the South Circular Road. Initial principles and parameters were communicated such as the strategic sites likely to be included in the Framework and Council priorities such as a commitment for the Council offices to remain in Catford and the importance of the Broadway Theatre. Feedback was deliberately open ended to encourage responses to the current town centre allowing the design team to thoroughly understand the issues, challenges and opportunities as experienced by local people. A map of the town centre was central to our feedback approach both online and in our face-to-face conversations.

March 2017 - catfordtowncentre.commonplace.is/ launched

Summer 2017 - engagement events commence / social media launch / newsletter, flyers and posters

From January 2018 - teamcatford.com launched / engagement continues

Phase Two (summer 2018 - ongoing)

This phase began with the appointment of the architect team following a competitive tender process. Emerging ideas on the draft Framework were shared with the local community and specific feedback on the public space, civic buildings, town centre uses and new homes was sought. Supporting materials for these four discussion areas were shared online and throughout our engagement programme.

August 2018 - Studio Egret West / Turner Works appointed to lead the design of the Framework

June 2018 - Caford Cornucopia opens at 17 Catford Broadway

May 2019 - catfordframework.commonplace.is/

May - June 2019 - engagement events dedicated to draft Framework plan /

July 2019 onwards - engagement continues

Ongoing - June 2020 (target date for Mayor & Cabinet)

Detailed reports and assessments produced to support the draft Framework. Community feedback informs a more detailed version of the draft Framework to be reviewed by Lewisham's Mayor & Cabinet.

Phase Three (late spring 2020)

Following review by Mayor & Cabinet, a period of consultation will follow on a more worked up version of the draft Framework. This coincides with scheduled consultation on the Council's Local Plan, which is envisaged will take place throughout late spring / summer.

June - September 2020 - updated plans on catfordframework.commonplace.is/ / engagement events



Targeted approach

Using Commonplace enabled Team Catford to quantify the number of individuals reached by the engagement, and the proportion of which were informed, even if they had not commented. Over 21,000 individuals interacted with the project online, just under a third of the resident population, and over 14,000+ interactions. Alongside this, real-time data gathered on the type of contributors allowed us to implement measures targeting 'missing' groups to improve representation.

We pivoted our engagement strategy to ensure that the demography of respondents reflected the demography of the area, leading to a variety of initiatives such as Young and Vocal and Catford Chronicle, aimed at enfranchising both the local BAME community and young people in the engagement process.



PART THREE: OVERVIEW OF FEEDBACK

Gathering feedback

Feedback has been gathered via the two Commonplace websites - the heatmap that was launched in 2017 to source ideas and views on the town centre generally and the framework website launched in May 2019 that invited feedback on the emerging design ideas. Feedback was also gathered via paper forms which could be shared at events or returned at a later date via a freepost address as well as via email. The feedback questions used on these forms were aligned to the questions posed on the respective websites to ensure consistency in feedback. Comments received via feedback forms or email were manually uploaded swiftly so these provide an up-to-date repository of all community feedback.

Feedback channels

To encourage feedback, we provided a range of options for people to get in touch with Team Catford.

Email address: hello@teamcatford.com

Free telephone line: 0808 1961 280

Free post address: FREEPOST Team Catford

Social media: @TeamCatford (Twitter, Instagram) or @TeamCatfordse6 (Facebook)

Summary of themes: [catford town centre.commonplace.is/](http://catfordtowncentre.commonplace.is/)

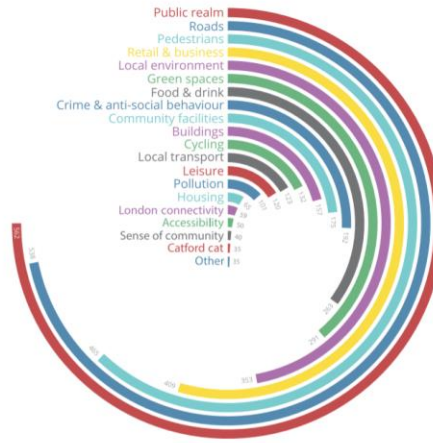
Feedback shared on the Commonplace heatmap over the last three years has been instrumental to the development of the initial draft framework plan that was shared with the local community in May 2019. A snapshot of the top comments shared is provided in the infographic below.



Early engagement

Since summer 2017, Team Catford has led a comprehensive public engagement programme supported by placemaking, a meanwhile use strategy to creatively make use of vacant retail units and a series of community events to raise awareness of prospect of change for the town centre, encourage a sense of community pride and gather early ideas to help the appointed architects to develop a draft framework plan to respond to community needs.

With almost 2,000 comments shared, these early ideas have been instrumental in the design process for the draft framework plan. These insights helped inform some of the Ten Strategic Principles that the architects established as part of the draft framework plan.



Infographic summarising early feedback



Top comments

- 1 Improve green spaces
- 2 Better public facilities
- 3 More play areas



Top comments

- 1 Improve shopping options
- 2 Likes current shops
- 3 Supportive of independent businesses



Top comments (%)

- 35% Fly tipping
- 31% Litter
- 28% Waste



Top comments (count)

- 46 Better cafes
- 38 New and varied restaurants
- 13 More pubs and bars



Top comments (%)

- 20% Area is rundown or untidy
- 19% More plants and greenery
- 13% Improve public areas



Top comments (count)

- 81 Road or crossings are dangerous
- 50 Need more crossings
- 33 Improve street lighting



Feedback on the draft framework plan

Since 13th May 2019 (as at 16th February 2020), **624** local people have shared feedback via the dedicated website or feedback forms at our events and outreach activity.

Respondents were invited to comment on five distinct sections - public space, civic buildings, new homes and town centre ingredients as well as the general section, quick feedback.

Quick feedback

We provided a quick feedback option so people could share views on any aspect of the framework plan proposals. Respondents were asked to respond to the multi-choice question: '*what would you like to see in the framework plan for Catford?*', share views in the free text comment box and also indicate their feelings towards the topic.



A total of 151 individuals shared feedback and ideas in the free text comment box with 158 individual comments. Of the total respondents, 24% chose to respond to quick feedback. The sentiment score was 59.9 indicating a positive view towards the framework plan generally.

Top themes

Rank	Theme	Number of comments
1	Greenery	105
2	Car-free, pedestrianised	35
3	Larger, open space	23
4	Art, music or public feature	15
5	Series of smaller spaces	13
6	Sense of community, character of the area	14
7	Public seating	13
8	Community space, place for everyone	11
9	Event space	11
10	Recycling / waste	10
11	Green roofs / multi-level space	9
12	Easy to maintain	8
13	Play space and activities for children	9
15	Other	46

Almost twice as many people favoured a larger, open space as compared to a series of smaller spaces, although there are specific characteristics that were shared in relation to these.

There was a consistent theme through feedback that culture should be part of open space through art, music or a public feature. It was also felt that creating a sense of community, a



welcoming space for everyone were important considerations. It has also been widely noted that the limited public space that exists in the town centre at the moment, feels unwelcoming and that anti-social behaviour contributes to this impression. Play space and activities for children was also a recurrent theme that people consider important not just within the public space, but throughout the town centre – as part of the new homes and a redeveloped civic suite.

There was a wealth of issues raised in the 'Other' category which ranged from the importance of encouraging nature and wildlife, considering sustainability, the need to provide shelter or a covered space for all seasons and space being well lit, provision for waste and recycling, the use of quality materials and improving the walking route to and from the train stations.

Exploring themes in detail

Greenery

- Trees [35 mentions in total] – not a few token trees, importance in mitigating pollution, not trapped in concrete
- Planting and flowers [18 mentions] – should be lush, soft planting with interest
- Grassy
- Year-round planting
- Urban growing projects – community orchard, benefits for mental health, connect to nature, fruit & vegetable growing
- Ponds and water, river access
- Shady and leafy, fast growing, larger trees
- Light and open
- Views of playing fields

Car-free, pedestrianised

- Prevent car access and prioritise pedestrians and cyclists
- Safe and pleasant to walk
- Intimate and local feel
- Shouldn't be 'ringed' by roads
- Larger spaces can feel soulless
- Away from traffic and pollution
- A café quarter
- No hard road barriers, more accessible space
- Clear boundaries between pedestrian zones and vehicle space
- Clean streets
- No broken, loud, hard urban landscape

Larger, open space

- A central park to relax
- Larger, open space feels safer and discourages anti-social behaviour
- Priority should be 'greening' the area – no concrete
- A big square with meaningful planting to last
- Catford has a grander scale than other towns
- Flexible to host ad hoc events
- Sense of space – larger area can still be designed with intimate spaces



Respondents were asked – ‘what should we think about when designing public space in the town centre’:

#	What would you like to see in the framework for Catford?	Sentiment
99	More public green spaces	
99	Improved public spaces	
91	Traffic management and improving air quality	
83	Better walking routes	
76	Greater range of places to eat and drink	
76	More cultural and arts venues	
67	Protecting historic buildings	
66	Better cycling routes	
64	Improved public transport	
57	Improved night-time economy	
50	New community facilities	
49	More affordable homes	

Selected quotes

“Large public spaces goes against the history and culture of Lewisham Borough.”

“Lots of open space, no shadows!! Can we have a central park to sit and relax? Can there be temporary structures put in over colder months so the outdoors can still be enjoyed?”

“It’s still not green enough, a few token trees is not enough, I think a larger more open space would feel a bit safer and be better suited to markets and events but main priority should be greening the area and be as ambitious as possible. Not lots of concrete and roads.”

“Close all minor road junctions- continuous pavement from stations to centre. Close/pedestrianise west end of Brownhill Road.”

Civic buildings and public amenities

Introduction

Respondents were asked to respond to the multi-choice question: ‘*what should we think about when designing new civic buildings in the town centre?*’, share views in the free text comment box on the proposed civic hub in the town centre – what they would like to see this area look like and what uses this space should accommodate. On the subject of civic buildings, respondents were asked to comment on the proposed new civic hub and indicate their feelings towards the topic.

Number of comments



A total of 104 individuals responded to the question around civic buildings, with 119 comments shared. Of the total respondents, 17% chose to respond to questions around civic buildings and public amenities. The sentiment score was 54.1 indicating a marginally positive view towards the topic of civic buildings and public amenities.

Top themes

Rank	Theme	Number of comments
1	Sustainable / eco buildings	19
2	Welcoming, well-designed spaces	16
3	Well designed buildings	10
4	Business or creative space	9
5	Flexible space	7
6	Library	6
7	Event, cultural or activity space	6
8	Improve sense of community	5
9	Well-lit	4
10	Public uses at ground floor – active frontage along Catford Broadway	4
11	Space for young people	4
12	Other	29

Within the Other category, a variety of individual comments were shared including suggestions for a mix of uses, a public advice centre, fitness and health facilities, public roof gardens, improvements to the Broadway Theatre and a public feature.



Exploring themes in detail

Sustainable / eco buildings

- Consider climate change, ecological challenges
- Council should lead by example with environmentally friendly design
- Longevity, flexibility – robust materials that age well
- Green energy sources
- Wind turbines and solar panels
- Carbon-neutral
- Green roof or facades, living walls
- Energy efficient

Welcoming, well-designed spaces

- Accessible to all
- Pubs and bars within a small area, near public transport
- Clean, bright and inviting
- Open eating area surrounded by vendors
- Integrate civic space with the public realm
- Usable space
- Creative and visually stimulating

Well-designed buildings

- Design and layout so it flows without looking disjointed
- Exemplary design, green, beautiful
- Introduce more brick rather than concrete and glass

Respondents were asked – ‘what would you like to see in Catford’s civic spaces?’:

#	What would you like to see in Catford's civic spaces?	Sentiment
68	An improved library	
67	Facilities for younger people	
51	Cultural facilities	
49	Facilities for older people	
42	Community meeting space	
24	New workspace	
20	Commercial spaces	
14	Conference facilities	



Selected quotes

“Ensure that it is porous. Ensure that people can find that immediate needs especially retail, pharmacies, and much more.”

“Large open plan, important to incorporate green features. Green walls. Green roofs. Sustainable buildings that absorb pollution rather than emit it. Using green energy sources - wind turbines, solar panels.”

“Introduce more brick rather than concrete and glass to give them a friendly, approachable appearance. Ensure public access to computers and phones to be in touch with Council departments free.”

“make it an architectural gem that people will be proud of making it as carbon neutral as possible.”



New homes

Introduction

Respondents were asked to respond to the multi-choice question: 'what are the highest priorities for homes in Catford?' by ranking their priorities for new homes against a supplied list of statements, share views in the free text comment box on the prospect of new homes in the town centre and indicate their feelings towards the topic.

Number of comments



A total of 95 individuals responded to the question around new homes, with 144 comments shared. Of the total respondents, 15% chose to respond to questions around new homes. The sentiment score was 47.6 indicating a fairly neutral, balanced view towards the topic of new homes.

Top themes

Rank	Theme	Number of comments
1	Against high rise	29
2	Would like to see affordable or social housing for local people	22
3	Too many homes, too dense	17
4	Pressure on local services / improve or create new local services	16
5	In favour of new homes / understands the need for housing	10
6	Would like to see a mix of housing – social rent, affordable rent, private, accessible	6
7	Too much like Lewisham, Croydon, Elephant & Castle etc.	6
8	Would like to see attractive, quality homes in the area	5
9	Anti 'gentrification'	4
10	Would like to see sustainable features in the new homes	4
11	In favour of high rise	3
12	Other	22

Within the Other category, a variety of individual comments were shared which suggested that non-residential uses should be included in the buildings, anti-'gentrification', views for and against homes on the Halford & Wickes site and also against new homes on the site of the Catford Constitutional Club, a desire to keep Milford Towers, concern that the building replacing Laurence House was too tall and concern about whether the scheme would be achievable.



Exploring themes in detail

Against high-rise

- Too many tall buildings
- Locals don't like high rise
- High rise is out of scale with the rest of Catford
- High rise is not good for families or children
- Shouldn't be above six storeys
- Shocking heights
- Don't like tower blocks

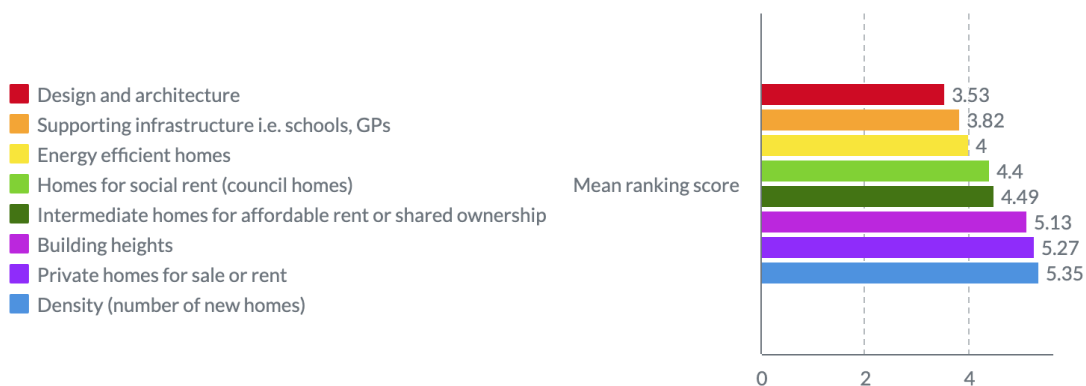
Would like to see affordable or social housing for local people

- New homes should not be at expense of poorer families living in Catford
- More homes means more affordable homes for people in need
- Affordable homes eases pressure on housing crisis
- Affordable isn't really affordable in London
- Social homes
- Concerned that it says 'aims' for 50% affordable / 70% social rent

Too many homes, too dense

- Spread height across outer areas of Catford
- Will become more cluttered
- Town is not set up to take on more people
- 3,100 – 3,500 is too many homes
- Do less, but do them better
- Too many homes in a small space
- Will be overpopulated
- Catford does not have space or infrastructure for this many homes
- Concerned about the overall number of homes

Respondents were asked to indicate the highest priorities for homes in Catford by ranking each priority. This graph shows the mean ranking position (1-8) indicating the highest priority was 'design and architecture' of new homes.





Selected quotes

“Really don't want Catford to become like the ugly centre that Lewisham now is. Had no idea that so many new homes were being proposed. I know there is a dire need for more housing but city centre high rises- can't they go on the outer sites and levels reduced?”

“I hate the idea of more high-rise flats, out of scale with the rest of Catford. We know they are not good for families with children. In the past, the council had a policy of not housing children above three floors- what happened to that?”

“They sound great. High density housing on a network of narrow, car-less streets with shops and other non-residential uses on the street- facing ground-floor plots would be fantastic.”

“Please be visionary regarding setting up this housing for the ecological challenges of the present and future, and please don't compromise: make it ALL eco housing and perhaps with these numbers economies of scale will make that achievable. For large blocks use whatever is appropriate: ground source heat pumps, passive solar, pv panels, the lot! Areas for people to grow food (rooftops?). Be bold and it will reflect well on Catford and perhaps have wider impact/influence.”

“In housing, some space for self-build and co-op living, both fine traditions in Lewisham borough.”

Town centre uses

Introduction

Respondents were asked to respond to the multi-choice question: ‘*what would bring you to Catford town centre?*’, share views in the free text comment box on activities and amenities that should be considered when designing a new town centre and indicate their feelings towards the topic.

Number of comments



A total of 120 individuals responded to the question around new homes, with 207 comments shared. Of the total respondents, 19% chose to respond to questions around new homes. The sentiment score was 57.9 indicating a positive view towards the topic of town centre uses.

Top themes

Rank	Theme	Number of comments
1	Improve food and drink options	38
2	Independent pop-up shops and markets	29
3	Improve or retain mix of shops	23
4	Welcoming, accessible space	18
5	Sustainable (environmentally friendly)	10
6	Safety (especially at night time)	9
7	Cycle routes	8
8	Cinema	8
9	Sense of community	7
10	Activities, events or play spaces	6
11	Reduce car use	5
12	Nightlife (pubs / bars)	5
11	Other	41

There were numerous individual suggestions within the Other category including calls for a cleaner space, affordable shops and activities, flagging parking issues, suggesting access to library and civic centre, more public art, suggesting a quieter and more sustainable environment, highlighting the importance of diversity, calls to improve the Broadway Theatre and to keep the Catford Cat. There were a few comments that suggested the Council should be more ambitious and use the regeneration as an opportunity to show its individuality.



Exploring themes in detail

Improve food and drink options

- A place people want to spend time in
- Food and drink is a big draw
- Open up the rear façade of the Old Town Hall
- Decent places to dine improves the community

Independent pop-up shops and markets

- Live in Catford, shop in Catford
- Better retail experience to 'potter' about
- Rolling 'pop-up' shop to keep it feeling fresh

Improve or retain the mix of shops

- Encourage it to become a one stop shop – mix of independent and high street shops
- Affordable for start-up businesses
- Provide for essentials – groceries, pharmacy

Respondents were asked 'what would bring you to Catford town centre?':

#	What would bring you to Catford town centre?	Sentiment
79	New restaurants	
77	Independent shops	
69	A cinema	
67	New cafes	
63	New pubs and bars	
51	Family-friendly spaces	
50	An improved theatre	
45	Music venues	
39	Fitness facilities	
37	Studios and workspaces	
27	Event space	

Selected quotes

"...quality food shops including Deli, butcher, fishmonger, market; including farmers market, quality clothes and shoe shops..."

"More community and reason to stay - I generally don't feel unsafe in the area but I am aware of lots of drinking, drugs, groups hanging around current green spaces smoking and occasionally being anti-social. I wouldn't really want to sit down with my son. This is not an architect's problem but a council and policing one. Such behaviour should be discouraged and better support for its ongoing prevention and solution."



“A community feeling and more affordable than other London areas.”

“Smaller independent vendors (including bars) and pop ups would be great, something like Boxpark in Croydon or the Brixton village and market row. Something that makes it feel worth going to and a community.”



PART FOUR: ONGOING ENGAGEMENT

Next steps

The Council is currently reviewing the Catford Town Centre Framework with the design team and will share a further draft for review by Mayor & Cabinet in June 2020. A further period of public engagement will follow later this year with a view to the Framework Plan being finalised by the end of 2020.

On the last Sunday or each month, Team Catford will be at the Catford Food Market to provide updates on the progress of the Catford Town Centre Framework and to hear views from the local community.

Getting in touch

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Simply write FREEPOST Team Catford on an envelope and your letter will find its way to us!

@TeamCatford (Twitter, Instagram)

@TeamCatfordse6 (Facebook)