

3.0

INVOLVEMENT

THE CONSULTATION PROGRAMME FOR SURREY CANAL: LONDON'S SPORTING VILLAGE WAS DEVELOPED TO ENSURE THAT AS MANY PEOPLE AS POSSIBLE WERE CONSULTED AND THAT THE LOCAL COMMUNITY WERE ABLE TO STAY INFORMED ABOUT THE MASTERPLAN THROUGHOUT THE PROCESS.

A HUGE EFFORT WAS MADE TO MEET WITH A WIDE RANGE OF LOCAL GROUPS AND ALL RELEVANT STAKEHOLDERS THROUGHOUT THE PRE-APPLICATION CONSULTATION PROCESS. OVERALL WE PROMOTED THE SCHEME TO 76,074 COMMUNITY MEMBERS, AND WE SPOKE TO APPROXIMATELY 4,825 PEOPLE DIRECTLY.

3.1 APPROACH TO INVOLVEMENT

The consultation activities consisted of:

PRE-CONSULTATION ACTIVITIES: AUGUST – NOVEMBER 2009

13 pre-consultation meetings were held with key decision makers to introduce Renewal and the Surrey Canal scheme. Meetings were held with elected Members, MPs, London Assembly Members, the Mayor and Cabinet and representatives from local organisations including the Police, Lewisham College, Goldsmiths College, local schools, the Millwall Community Scheme and Lewisham Hospital.

PUBLIC CONSULTATION: JULY – NOVEMBER 2010

The scheme was introduced to the wider public and meetings were held with local and regional stakeholders regarding transport, waste, design and social infrastructure. Further meetings were held with participants from the pre-consultation phase.

LEWISHAM PEOPLE'S DAY

We launched the Surrey Canal scheme to the public at Lewisham People's Day on the 10th July 2010 as People's Day is Lewisham's longest running community festival attracting over 30,000 people, with the majority attending from the north of the borough. At People's Day we presented:

- A model of the scheme.
- 4 x A1 boards giving an overview of our plans.
- A message wall where local people could leave their thoughts and suggestions for the plans.
- A children's art area where young people could draw their ideal home and their dream park.
- An Envac prop which demonstrated how rubbish will be turned into heat and power at Surrey Canal: London's Sporting Village.
- A basketball competition in partnership with the Luol Deng Foundation.

On the day we supported the painting of the main path into the park by Creekside Artists. The London Borough of Lewisham commissioned Creekside Artists to design and paint images influenced by Lewisham and its green spaces and on the day Creekside Artists led collaborative drawing activities throughout the day near the park's Brownhill Road entrance.

At Lewisham People's Day we spoke to approximately 400 local residents from all ages and backgrounds and our high profile launch led to press coverage in the South London Press, Southwark News and trade press.

LEWINGTON CENTRE EXHIBITION

Following People's Day we held a more detailed three day exhibition at the Lewington Centre on the Silwood Estate immediately to the north of the regeneration site from Sunday 25th to Tuesday 27th July 2010.

At this exhibition we presented the same materials as People's Day and also produced:

- 14 x A1 boards explaining the rationale behind the scheme.
- A 30 page Vision brochure which people could take home.
- A freepost comments card.

Over the three day exhibition we spoke to 85 residents and local community members in depth.

SCOTNEY HALL EXHIBITION

We wanted to engage with those were not able to attend either People's Day or the Lewington Centre exhibition because they were away during the summer (for example those on summer holidays and football fans) so we hosted a further detailed exhibition in October at Scotney Hall on the Winslade Estate immediately to the south of the regeneration area on Friday 1st and Saturday 2nd October 2010.

Over two half-days we spoke to 50 people in depth.

New Cross and Evelyn Local Assembly meetings

We presented a stall with detailed information on the regeneration plans at two public Local Assembly meetings:

- New Cross Local Assembly, Wednesday 21st July.
- Evelyn Local Assembly, Saturday 9th October.

YOUNG PEOPLE

As the number of young people in the Surrey Canal area is so high (27.4% people in the regeneration area are aged between 15-25 compared with 11.5% across London) it was important that we spoke directly with young people.

- In partnership with the Deptford X visual arts festival we commissioned the 'A Load of Rubbish' project. The project enable Turner Prize nominated artist Mark Titchner to run workshops with Deptford Green students to create three pieces of artwork which were displayed on the three refuse trucks which serve North Lewisham.
- We presented to the London Borough of Lewisham's Young Mayor and Cabinet and their feedback had a direct impact on the scheme. For example, the scheme needed to have more urban and extreme sports and attract sports shops, bars and restaurants to the area to make Surrey Canal into a comprehensive destination. Throughout the consultation we kept the Young Mayor and Cabinet updated on the scheme and invited them to events and we will continue to do so as the scheme develops.
- We presented to the Ministry of Youth group who are based immediately to the south of the Surrey Canal area on the Winslade Estate and we worked closely with the Ministry of Youth on the proposals for an enhanced community park at Bridgehouse Meadows. As the scheme progresses we will continue to work with the Ministry of Youth.

FAITH LEADERS AND GROUPS

We spoke to Faith Leaders and Groups through surveys, and one to one meetings with Faith Leaders, the Faith Officer at the London Borough of University and Dr Chris Hewson from the University of Manchester who is conducting research into multifaith spaces.

MILLWALL FOOTBALL CLUB

We engaged with Millwall Football Club fans, staff and management through fans forums, meetings at the two public exhibitions, advertisements in match day programmes and an interview on the Lions Live (Millwall fans) radio show on 18th November 2010.

Overall we spoke directly to 975 Millwall fans.

DEPTFORD X

We were the lead sponsor for Deptford X 2010 and through this partnership we were linked with a well established local event which seeks to put a spotlight on the talent and potential of the area.

As well as being the lead sponsor for the festival we also supported three projects:

- Deptford Green School, 'A Load of Rubbish' project.
- Deptford X award.
- Peter Anderson exhibition.

BRIDGEHOUSE MEADOWS WORKSHOP

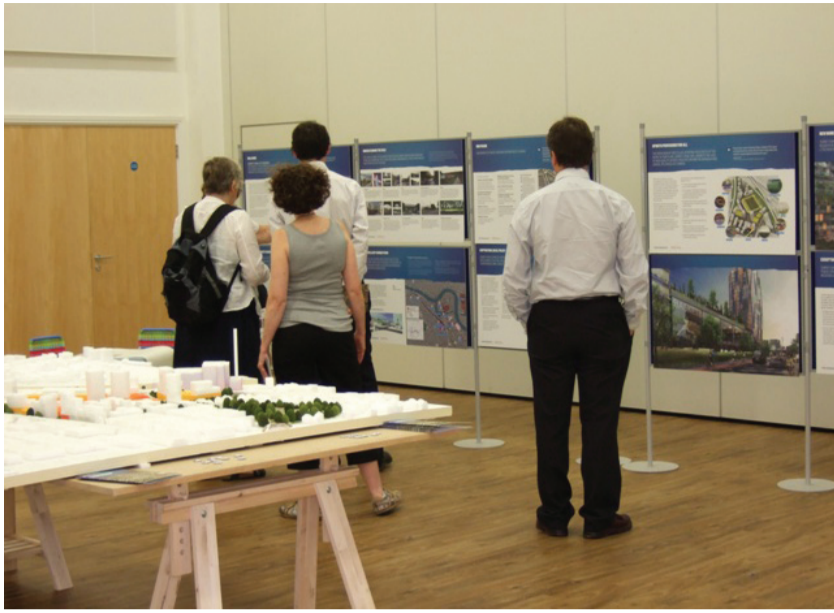
We held a CABI Spaceshaper workshop with local residents and stakeholders in October 2010 to investigate the current use and potential of the space at Bridgehouse Meadows which will inform the design team's approach to creating a revitalised community park.

WWW.SURREYCANAL.COM

We launched the project website to coincide with our public launch at Lewisham People's Day in July. We have kept the website regularly updated and it has been an invaluable way for us to communicate directly with the local community.

In total up until 26th December 2010 the website statistics showed:

- 3,001 visitors.
- People, on average, visited 4.13 pages whilst on the site.
- The average time spent on the site was 3.24 minutes.



3.2 WHO WE APPROACHED & WHAT THEY SAID

Since July 2010 we have heavily promoted the plans for Surrey Canal:

London's Sporting Village through:

- Leaflet drops to 40,000 households in all surrounding postcode districts across Lewisham and Southwark
- Adverts in local newspapers
- Advertisement in Millwall's match day programme for the Neil Harris testimonial match
- Regular mailings to the Surrey Canal community stakeholder database, containing over 600 contacts including residents, businesses and community groups surrounding the regeneration area
- Press briefing since the public launch in July 2010 with very supportive media coverage for the plans across a wide range of publications.

Through mailings, exhibitions, advertisements, press coverage and website we believe that all local businesses, Millwall Football Club fans and staff, local residents in surrounding areas and all other interested parties were informed of the plans and have been given the opportunity to engage in the consultation process.

We have responded personally to every question regarding the regeneration plans and there has been analysis and wide circulation of all comments received to the design team.

Following the consultation we have received very strong support for the plans. If anything, there has been some scepticism that the scheme seems 'too good to be true'. Overall sport, by far, generated the most interest. The local community also felt strongly in regards to the new station at Surrey Canal Road, general improvements to transport, opportunities for recreation, public realm and Bridgehouse Meadows. The strong public support for Surrey Canal: London's Sporting Village is undoubtedly also a factor of the work already undertaken by LB Lewisham in bringing forward the Local Development Framework.

Renewal believes that the extensive pre-application consultation activities have built a solid base of public and stakeholder support for the plans as well as considerable goodwill across the local community.

TOP LEFT

LEWISHAM PEOPLE'S DAY

TOP RIGHT & MIDDLE

RENEWAL SPONSORING
THE 2010 DEPTFORD X
VISUAL ARTS FESTIVAL

RIGHT

LEWISHAM PEOPLE'S DAY

