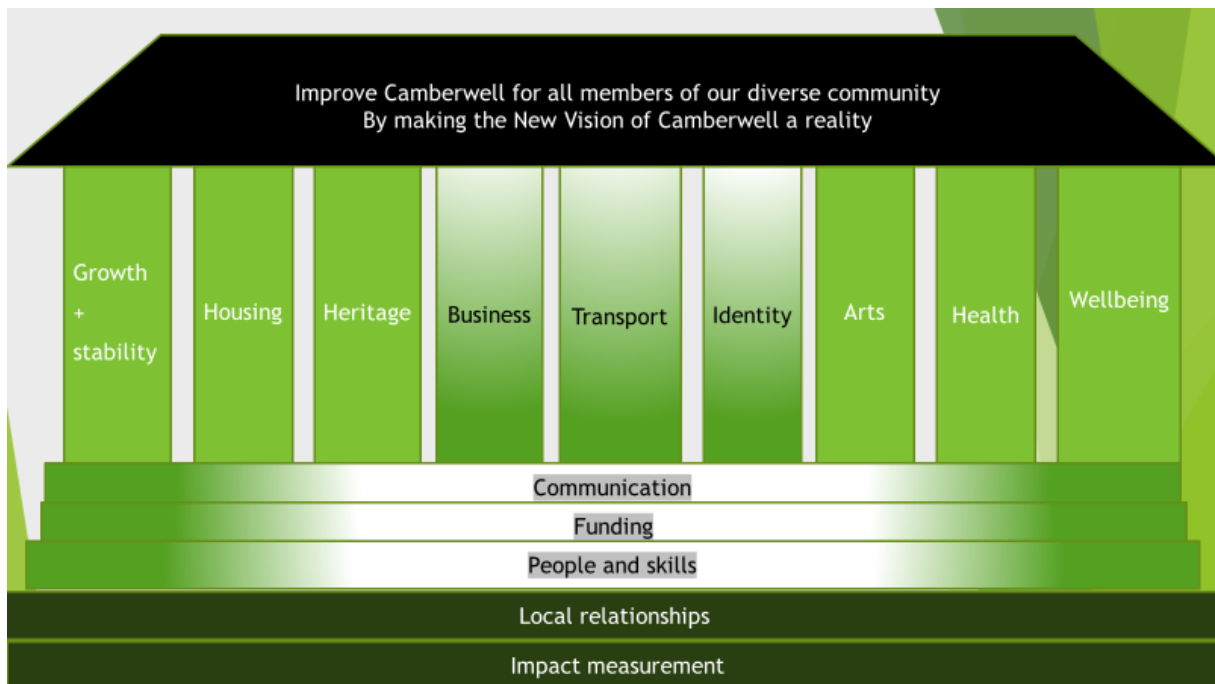


SE5 Forum for Camberwell: Strategy & Action Plan 2018-21



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New Vision for Camberwell

After wide consultation starting in 2016 and cumulating in an open meeting in March 2018, the SE5 Forum adopted the following New Vision for Camberwell 2018-21:

Camberwell will increasingly be seen as one of the most desirable places to live in London, building on its growing prosperity and improved amenities and facilities, but without pricing out any existing Camberwell people. Camberwell's strategic location in the centre of inner South London, with its excellent accessibility to Central London and its improved transport services, will increasingly make it a home of choice for more people. However, churn in population will be avoided through the provision of more genuinely affordable housing and more employment opportunities, including through modern apprenticeships.

As a result, Camberwell's population will grow above the rate of growth predicted for London as a whole, with the population of the SE5 postcode district exceeding 54 000 by 2020/1. The people of Camberwell includes permanent residents, who are on average younger and more ethnically diverse than the rest of London, temporary residents. We have more students than usual in London and visiting workers such as health workers. The growth in these groups will provide a greater customer base for the shops, restaurants, pubs, cafés and other businesses in Camberwell. This in turn will facilitate a larger and more diverse retail offer, keeping more customer spend in Camberwell and making more local businesses the shops of choice for more people. This will build on the existing successes of many Camberwell restaurants and pubs in drawing customers from an area much wider than Camberwell. The population and business growth will assist in funding the improvements in transport services and other amenities and facilities. Temporary residents such as students, visiting workers such as doctors, existing population and newcomers

The growth in Camberwell's population will be accommodated in housing that is mostly of a higher density than that built in the post-war period and with more buildings being of a medium height of four–six floors in those locations (such as some parts of the town centre) where this increased average height is not obtrusive or overbearing. This new housing will feature the highest standards of design and high-quality materials and, as a result, will not detract from the amenities of existing and neighbouring residents.

Development in Camberwell will respect and celebrate the area's valued heritage. Open spaces and green spaces will be protected. In the conservation areas, development will preserve or enhance those areas' highly valued individual characters and appearances, including respecting their existing densities and heights. The view of St Paul's Cathedral from and along Camberwell Road will be permanently preserved.

Transport services to and within Camberwell will be improved to facilitate the growth in population and to relieve the existing inadequacies. Camberwell will benefit more from its substantial transport infrastructure through having these services serve the local community as well as the needs of those passing through. Camberwell Train Station will be reopened as a new Thameslink station and capacity will be improved at Denmark Hill station. Longer distance north–south traffic through inner South London will be directed to the A23 red route rather than along Denmark Hill and Camberwell Road.

More people will make more journeys by walking and cycling as street conditions are improved throughout Camberwell, with: less motor vehicle traffic; substantially wider and less cluttered footways; easier and safer pedestrian crossings; excellent street cleansing and maintenance; appropriate levels of low-energy, white street lighting; dedicated, safe cycling facilities; and the extension of the cycle hire scheme to Camberwell. These facilities, along with routing and

1 46 256 persons at the 2011 census

interchange improvements and better use of the bus depot and the bus garage, will relieve the pressure on the bus network. A substantial improvement in air quality in Camberwell will result from these improvements, particularly a major reduction in fine particles and oxides of nitrogen.

Camberwell will be widely recognised as South London's most important centre for the arts outside Central London. Further significant growth in fine art and design and community participation in the arts will build on the presence, high standards and successes of Camberwell College of Arts; the South London Gallery; Camberwell Arts and its festival and open studios; and other cultural facilities such as Theatre Peckham, the Blue Elephant Theatre and Longfield Hall. Camberwell's significant cultural heritage, from Camberwell Fair through the Palace of Varieties and the Young British Artists to the present wealth of artistic talent, will be celebrated and inform and inspire future artistic achievements of national and international importance. Camberwell's particular successes in visual arts, music and theatre will be built upon to make it South London's artistic hub. Affordable workshops, studios and live/work spaces will facilitate these artistic achievements.

The international importance of our businesses particularly in health, research and medical institutions in Camberwell will be recognised and enhanced, particularly that of King's College Hospital; the Maudsley Hospital; and King's College London's health faculties. Camberwell will support these world-leading institutions through its greater local employment base; better transport links and street environment; and enhanced retail and cultural offers. The health institutions will in turn support Camberwell through the greater involvement of their staff, patients and visitors in Camberwell life; wider public accessibility to and through their campuses, particularly around Ortus; and better recognition of the benefits of the co-location of the institutions in their Camberwell home.

Substantial improvements in the health of Camberwell people will occur, with health indicators (including those for healthy life expectancy and obesity) improving to at least the London averages. This will be supported by improvements to the physical environment, including increased recycling, lower pollution and clean streets. Camberwell Leisure Centre and Camberwell's parks, open spaces and green links and routes will be key points for providing opportunities for recreation, fitness and wellbeing. Community safety will be improved through effective policing with community support.

This will be achieved without a substantial churn in Camberwell's population as Camberwell people on lower incomes will be supported to remain living in Camberwell through the increased employment opportunities afforded by the expanded and improved retail, cultural and health sectors, along with a range of other small- and medium-sized businesses; and through the provision of more genuinely affordable housing. Camberwell Leisure Centre and Camberwell's parks, open spaces and green links and routes will be key points for providing opportunities for recreation, fitness and wellbeing.

SE5 Forum's Strategy & Action Plan 2018-21

Over the next three years, the SE5 Forum will work **directly** on the objectives of **Transport, Business and Identity**. We will also work **indirectly** on Wellbeing, Safety, Environment and Arts through appointing a lead Board member or working group to support other local groups working on these issues.

Objectives for 2018-21

1. Transport

- a. **Modern transportation** that enables travel to, from and within Camberwell; is sustainable and supports the wellbeing of those living in and around Camberwell. This includes new Cycling Facilities/cycle hire; reopening Camberwell Station; improve safety and access at Denmark Hill Station; buses, low emission buses, new routes, new depot
- b. **Town Centre** scheme designed and implemented that brings more green spaces to Camberwell (e.g. parklets); improves street conditions, reduces motor vehicles through traffic; declutters and widens footways; makes pedestrian crossings easier and safer to use; improves street cleansing; introduces good low energy lighting

Priorities:

- ▶ Reopen Camberwell Station
- ▶ Denmark Hill second entrance
- ▶ Town Centre scheme
- ▶ Air quality-green buses new routes, new depots

2. Business

a. Explore feasibility of setting up a Business Improvement District through the Camberwell Business Engagement Project funded with £5k from LB Southwark to pay for a part-time worker to:

- ▶ Engage with business to build database
- ▶ Carry out a survey of the businesses contacted
- ▶ Organise public meetings for businesses
- ▶ Publish report

b. Promote local businesses through:

- ▶ Social media
- ▶ Newsletter to promote local businesses
- ▶ Focus on different sectors like health practitioners
- ▶ Encourage residents to shop locally
- ▶ Promote food outlets to local workers
- ▶ Encourage visitors and workers from the hospital to walk down the hill to Camberwell

3. Identity

By 2021 to create a core identity for Camberwell. With community partners and local stakeholders deliver projects supporting key themes of the identity:

- ▶ **Define:** the Vision for Camberwell's identity: identify and get commitment from partner community groups, identify funders, gain funding and set budget
- ▶ **Discover:** pilot some activities supporting themes in the Identity: prioritise with partners the deliverables possible within the budget
- ▶ **Deliver:** from a menu of activities and measure stakeholder's awareness, support and perceived benefits

Delivering the strategy

In order to succeed in these areas, we will strengthen our:

Communications - by preparing a communications plan to support the three priorities of Identity, Business and Transport

Funding - by identifying a grant applications writer, particularly for the Identity work

People - Rob Jamieson of Community Southwark has agreed to coordinate the transport working group to pull this busy area of work together and service working group meetings

Appendix 1 ACTION PLAN FOR BUSINESS

Vision:

To create a local business network

- Build a database of local businesses
- Encourage networking between businesses through social media and at public meetings
- Investigate if local businesses are interested in a creating a Business Improvement District for Camberwell

Ambition:

Camberwell is made up from a variety of businesses; local independent shops, national chains, banks, national supermarkets, food outlets, health practitioners and lifestyle services.

By creating a business network we can encourage sharing of knowledge, with a grant from the London Borough of Southwark an engagement worker can be employed to research the local businesses and create a database, this will then be used for distribution on regular electronic newsletters.

Social Media is a great tool for sharing ideas, by creating a group online, businesses can post about key issues and we can also recognise those businesses that have joined the network.

A large number of visitors to Camberwell are not aware of what type of businesses exist, it is hoped that we can creating easy guides for local food outlets or health practitioners to encourage visitors to the area to help the local economy.

Camberwell Business Network Group Members:

- Barbara Pattison (BP)
- Will Reeves (WR)
- Suzanne Vincent (SV)

Priorities	Lead (s)	Ambition/ Key Action	When	Budget	Stakeholders/ Partners
Grant from Southwark	CBN	<ul style="list-style-type: none"> Apply for grant funding from London Borough of Southwark 	2018	£5K]	<ul style="list-style-type: none"> Southwark
Recruit Engagement Worker	CBN	<ul style="list-style-type: none"> Agree number of hours required Compile job description Create employment contract 	2018		<ul style="list-style-type: none"> CBN members SE5 Forum Board
Create Database	CBN	<ul style="list-style-type: none"> Produce survey questions Engage with local businesses Create database 	2018/19		<ul style="list-style-type: none"> CBN Engagement Worker CBN Members Local Businesses King's/ Art's college
Electronic newsletter	CBN	<ul style="list-style-type: none"> Research content for regular newsletter Create brand for CBN Create newsletter on Mailchimp 	2018/19		<ul style="list-style-type: none"> CBN Engagement Worker CBN Members SE5 Forum Board
Social media groups	CBN	<ul style="list-style-type: none"> Create groups on Social media Add interesting content Recognise businesses that join CBN 	2018/19		<ul style="list-style-type: none"> CBN Engagement Worker CBN Members Local Businesses King's/ Art's college
Encourage visitors to area to spend locally	CBN	<ul style="list-style-type: none"> Create guides promoting local food outlets and health practitioners Engage with Kings to distribute 	2018/19		<ul style="list-style-type: none"> CBN Engagement Worker CBN Members Local Businesses King's
Public meetings	TBD	<ul style="list-style-type: none"> Arrange three public meetings for local businesses Find venues for meetings Research interesting topics to meetings Invite attendees 	2018/19		<ul style="list-style-type: none"> CBN Engagement Worker CBN Members Local Businesses King's/ Art's college SE5 Forum Board

Appendix 2 ACTION PLAN FOR TRANSPORT

Vision:

Modern transportation that:

- enables travel to, from and within Camberwell;
- is sustainable; and
- supports the wellbeing of those living in and around Camberwell.

Ambition:

Transport services to, from and within Camberwell will be improved. Improvements will facilitate economic and population growth by ensuring transport services relieves previous inadequacies, transport is sustainable, and transport enhances the wellbeing of the local community as well as those passing through. SE5 Forum will work to:

- improve rail access through a new Thameslink station (i.e. reopen Camberwell New Road station) and new entry/ exit points for Denmark Hill station;
- design and implement a Town centre scheme that:
 - o brings more green spaces to Camberwell (e.g. parklets);
 - o improves street conditions, reduce motor vehicles through traffic;
 - o declutters and widens footways;
 - o makes pedestrian crossings easier and safer to use;
 - o improves street cleansing;
 - o introduces good low energy lighting;
- improve Bus transport through new routing, 'green' buses and a new bus depot.

Green buses and bus garage depot	TBD	<ul style="list-style-type: none"> • Review current plan/ timings • Turn bus depot into station • Make Camberwell 'low emission bus zone' 	2020	Tbc	<ul style="list-style-type: none"> • TfL • Southwark • Southwark CCG/ Health & Wellbeing Group • GLA/ Mayor • Other?
Improvements in pavements (walkways)	TBD	<ul style="list-style-type: none"> • Review current plan/ timings • Influence Southwark's plans for improvements 	2010	TBC	<ul style="list-style-type: none"> • Southwark • Other?
Town centre scheme	TBD	<ul style="list-style-type: none"> • Review current plan/ timings 	2020	Tbc	<ul style="list-style-type: none"> • TfL • Southwark/ Lambeth (CCG) • King's/ Art's college
New Road Station	TBD	<ul style="list-style-type: none"> • Review current plan/ timings • Reopen Camberwell station 	2026	Tbc	<ul style="list-style-type: none"> • TfL • Southwark/ Lambeth • Council
Expand Denmark Hill Station	TBD	<ul style="list-style-type: none"> • Review current plan/ timings; • Open new entrance to Denmark Hill Station 	2019?	Tbc	<ul style="list-style-type: none"> • TfL • Southwark/ Lambeth Council

Appendix 3 ACTION PLAN FOR IDENTITY

Background

Historically: Camberwell is on the boundary between councils, and its identity has been eroded in many subtle, but additive ways. Neighbouring centres such as Brixton and Peckham have a stronger identity that people prefer to identify with. Camberwell suffers from a lack of geographical definition in terms of transport: no railway or tube station. There is a churn of people, typical of inner city which is overlaid with an established community which is wary of new incomers buying into private developments.

A common identity could help social cohesion in Camberwell. It will also support the Forum's other objectives. But a strategic, cohesive and sustained approach is needed to deliver lasting results. 2018-2021 is timely and relevant as the Identity project can link to local initiatives such as Creative Camberwell, Business and Transport and to the new updated local plan.

Vision

To be agreed

Ambition

A process for identity that is:

- Strategic, coordinates a number of projects and produces a Brand Identity and clear deliverables
- Engages stakeholders; residents both established and shorter term (specifically students and hard to reach; Businesses including healthcare; visitors especially to the hospitals
- Strong commitment/ co-delivery and uptake with multiple community groups and initiated by an established 'umbrella' community group with a track record
- Structured to explicitly reach the full range of target audiences and outreach to parts of population not traditionally involved consulting with groups and stakeholders in each of the Define, Discover and Deliver phases
- Structured over three years for the deliver phase, to build up identity awareness that is sustainable
- Flexible, so that the deliver phase can respond to the findings of the Discover phase, and evolve as we find new partners
- Measurable, we will measure before and after with different stakeholders
- Sustained benefits, in terms of stronger social networks, and shared digital and selected physical assets

Deliverables

- A means of participating in the Camberwell identity.
- A way of 'making it real'.
- Identity assets don't have to be limited to events/activities funded by the programme.
- Three types of deliverables cross cutting the different theme:
 - Digital*, accessible and can remain on a longer term basis
 - Event based*, use programme funding to do a 'special' within something that's happening anyway.
 - Public realm*, eg. blue plaques, branding of mini-parklets, carefully selected tangible and visible expressions of the identity.
- Some core elements, of which the most important is a go-to digital calendar of events, based on promoting proactively the SE5 online calendar for wider self-service use.

		EXAMPLE MENU SELECTION								
Themes		Core activity funding	Oral history - memories	Oral history - faith communities	Colourful historical figures	Arts (inc Film, theatre)	Culinary Camberwell	Sports connections	Heritage identity	Town & Gown
Deliverables	Ball park cost £									
Digitally led										
Develop self service events calendar	20k	1								20k
Resources for school projects	20k									
Guided walks info	5k		1			1				10k
Event based										
About us	10k		1							10k
Science research week	2k									
Free Film themed	2k									
Public Realm										
Blue plaques	10k									
Path markers	25k				1					25k
Defining installation	50k									
What else										
What else										
TOTAL COST										65k