SE5 FORUM FOR CAMBERWELL

SE5 FORUM STRATEGY 2025-2028

Loving Camberwell Every Day









“Loving Camberwell Every Day” is our plan to improve Camberwell for the benefit of all members of our diverse community.

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SE5 FORUM FOR CAMBERWELL

CONTENTS

1. Strategy Summary – Loving Camberwell Every Day

2. How We Developed Our Strategy

3. Strategy Reset

4. Action Plans

   4.1 Business

   4.2 Trees and Green Spaces

   4.3 Public Realm

   4.4 Volunteers

   4.5 Communications

   4.6 Governance

   4.7 Funding

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SE5 FORUM FOR CAMBERWELL

1. Strategy Summary – Loving Camberwell Every Day

We love Camberwell. We want clean streets, friendly shops, and bright green spaces. We have a plan. It is simple. It is bold. It puts people first. "Loving Camberwell Every Day" is our guide.



We will work with you to fix what you see on your doorstep. We aim to cut graffiti and rubbish. We will use tools like FixMyStreet and support the Council's pilot clean-ups so most shop fronts get involved. We will back local businesses, sharing news, deals and openings. We will launch a new Camberwell place maker app, Camberwell Life, by Christmas. We will care for trees and parks, think rescuing mulberry trees, new planting, and fun bat walks. We will hold litter picks to keep green places welcoming. Picture this: clean corners, bright murals, lively markets, and shop windows full of life. Your phone shows today's events, offers, and what's new. You meet neighbours at community events. Kids play under healthy trees.

We will run events, recruit more volunteers, and talk with you in ways that work for you, socials, in person. We will also change how we run ourselves. We plan to become a local community charity so we can do more and show clear results. We will fund this carefully. We will keep costs low, use skilled volunteers, and follow a plan that blends grants and volunteers.

Come and see us at the market stall on the Green every Saturday. Say hello. Share an idea. Offer an hour. Join a team. Be part of the change!

This strategy is built on our values, participation, partnerships, inclusion, and sustainability - and turns them into action across public realm, business, green spaces, and more. Read on to see how we listened widely to set these priorities - and how we will deliver them step by step.

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2. How We Developed Our Strategy - Creating a better Camberwell

Camberwell is full of creativity, culture and community spirit – and SE5 Forum exists to help bring those voices together and make positive change happen. We're here for residents, local groups, businesses, and anyone who cares about this amazing part of London.

Our new Strategy Map gives us a clearer, more focused direction for the years ahead. It reflects our commitment to local voices, celebrates our strengths, and lays out where we can make the biggest difference — not by doing everything, but by doing the most important things well.

How We Built This Strategy – Together
We took a fresh, structured approach to build a strategy that truly reflects the community and what's needed now.

Here's what we did:

- A new board member reviewed our previous strategies, achievements and consultation documents — including local plans and SE5-relevant policies. Their brief was to take a clear-eyed look at what's worked, what hasn't, and where the biggest opportunities lie.
- We carried out **three** tailored surveys to capture the perspectives of:
  Current board members, to understand internal strengths and gaps.
  Key partners and funders, to assess external relationships and opportunities
  Our mailing list and members – local residents, community organisations, and businesses who told us what matters most to them in Camberwell
- We brought all this together for a dedicated board strategy away day. We reflected on the insights, mapped challenges and priorities, and tested a range of possible future models for SE5 Forum.
- A follow-up board meeting formally adopted a new strategic direction, recognising that clearer focus, better internal systems, and community-led priorities will help us deliver much more — even with limited resources.

We're grateful to everyone who contributed and shared their views.

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3. Strategy Reset

This new strategy isn't just a new look — it's a shift in how we think, plan and act. We've made deliberate changes based on community feedback and best practice in community development, place-making and volunteer-led organisations.

A Clearer Mission and a Catchier Tagline
Our new mission statement is designed to be simple, inspiring and action-focused — making it easier to understand and communicate our purpose. Introducing a short and memorable tagline helps us connect emotionally with our community, offers a consistent tone for public communications, and reflects pride and positivity. This approach is widely used by successful local partnerships and place-based initiatives to foster belonging and brand recognition.



OUR VISION

We bring together Camberwell voices—whether you live here, run a business, or just love visiting. By focusing on what matters to everyone and taking action, we build strong connections, celebrate our vibrant community, and help Camberwell thrive as a great place to live, work, and visit.

OUR TAGLINE

'Loving Camberwell Every Day'

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3. Strategy Reset

Updated Values to Reflect Our Approach
We've revised our core values to reflect both the principles we want to uphold and the culture we want to foster within the board, with volunteers, and across our community partners.

OUR UPDATED VALUES

Participation and Community
Championing grassroots voices and local leadership

Sustainability
Taking the long view, environmentally and organisationally

Inclusion and Diversity
Making space for all of Camberwell's voices and cultures

Partnerships
Working collaboratively, not in silos

Digital
Embracing tools and platforms that connect us more effectively

These values help set expectations for how we work and who we work with — and they're a foundation for building trust and equity in our community relationships.

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3. Strategy Reset

Our Three Priority Workstreams – Focus Where It Matters Most
SE5 Forum has traditionally worked across a wide range of topics — all valuable but sometimes spreading our capacity too thin. We've now agreed to focus our external workstreams into key themes, and prioritise the three with the greatest current opportunity for impact, based on feedback and evidence:



Trees and Green Spaces
Access to nature is vital for wellbeing, and we've heard again and again how important local parks, green corridors and street trees are to residents. We'll work with partners to improve, protect and celebrate these shared spaces.



Public Realm
From broken pavements to graffiti, the look and feel of Camberwell affects how people feel about living here. We'll campaign and collaborate to improve public areas, increase safety and enhance the everyday experience.



Business
A thriving high street and a vibrant local economy are essential. We'll continue our work with local traders, cultural venues and entrepreneurs to support local businesses, events and economic life – celebrating what makes Camberwell unique.

Why focus? Because best practice shows that small, volunteer-led organisations are most effective when they focus deeply, not broadly. These areas give us the clearest path to visible, meaningful outcomes with the resources we have.

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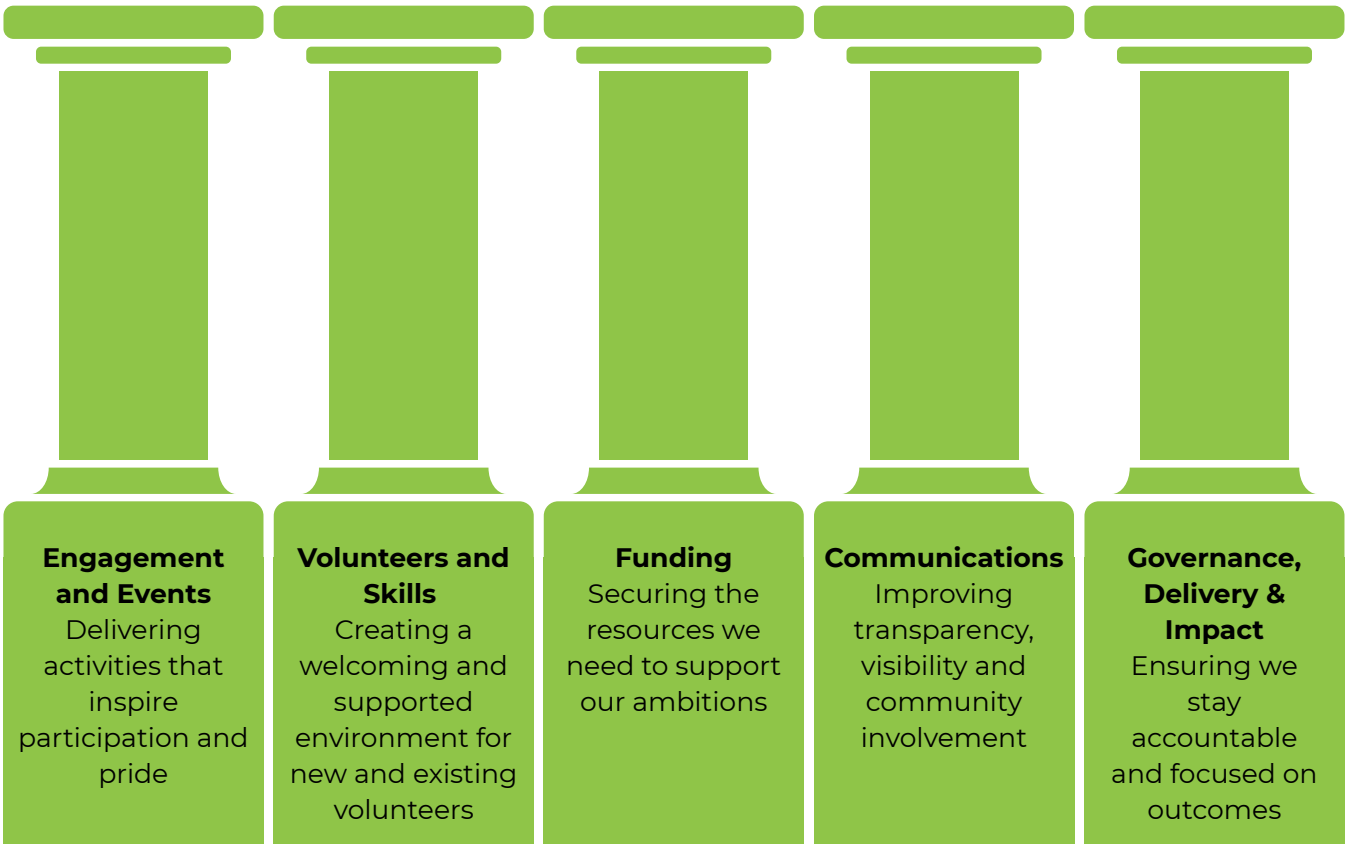
3. Strategy Reset

Strengthening Our Foundations – The Operational Pillars
From our away day and consultations, it became clear that strong internal systems and better support for volunteers are essential for a sustainable SE5 Forum. So, we've introduced a new operational layer in the strategy. These five focus areas will improve how we deliver our work and increase our long-term capacity:



This recognises that effective community organisations need robust "back office" functions – even when driven by volunteers – and builds in space to review and improve how we work.

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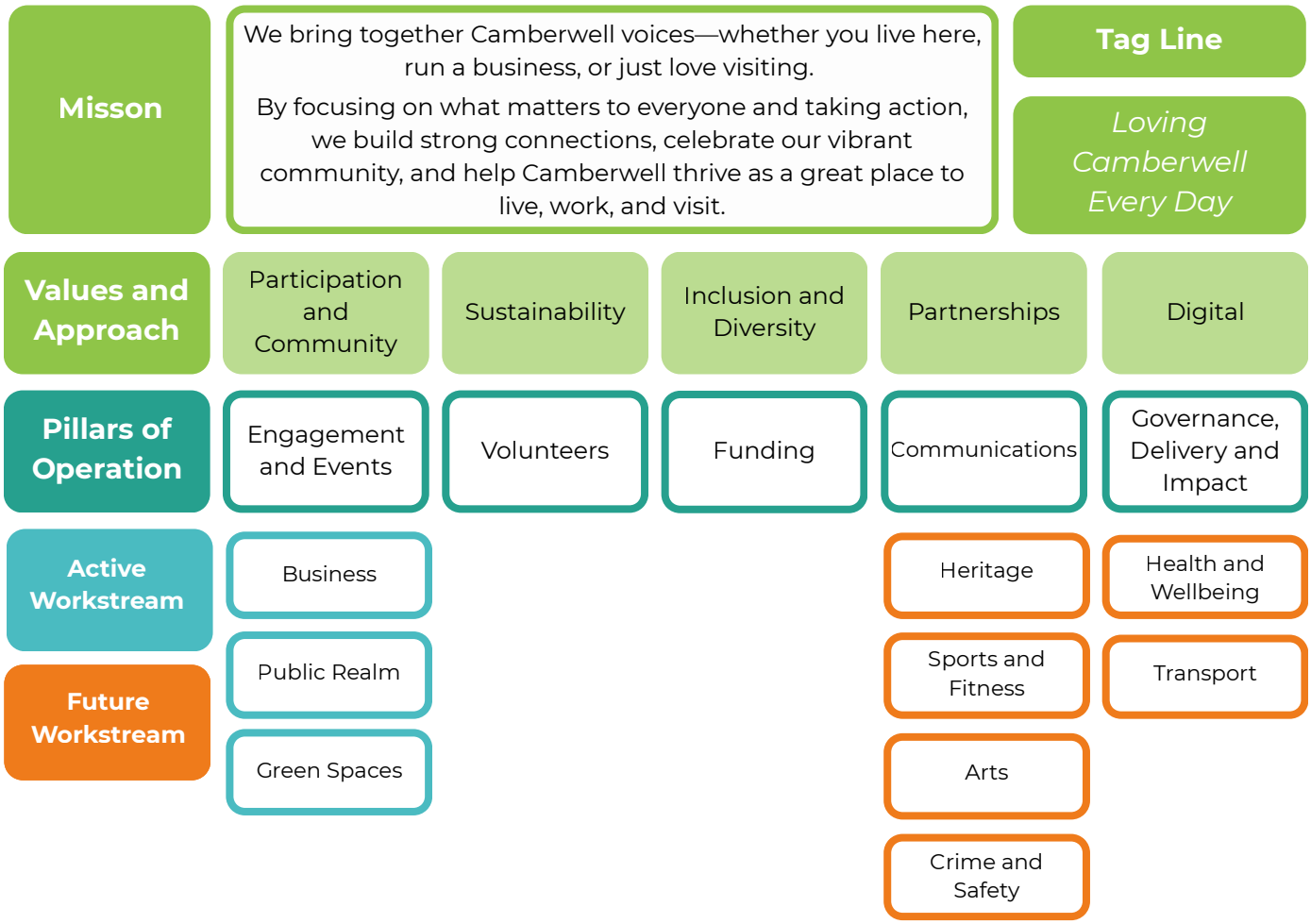
3. Strategy Reset



What About the Other Areas?

We're still keeping a watching brief on other important topics — including: Transport, Heritage, Housing, Arts and Culture, Health and Wellbeing, Crime and Safety, Sport and Fitness. Some will be included in updates and engagement activities but not prioritised for deep work unless new opportunities or resources arise. This means we can say "not now" without saying "never" — and revisit as capacity grows. By doing this gradually and with purpose, we'll be building an organisation that's ready for the future, not just reacting to the present.

If you love Camberwell and want to help shape what happens next — we'd love to hear from you.

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4. Action Plans
4.1 Business

Workstream Mission
To support independent local Camberwell businesses by encouraging residents to shop locally and drive up tourism numbers to the area.

Workstream Aims
• **To promote Camberwell as a destination for food, drink, and entertainment.** • **To enhance the digital information available online.** • **To develop the existing network of Camberwell Champions into a self-sustaining and governing independent business network or possibly a CIC.**

Key Priorities 2025	Key Tasks and KPIs
Maintain and update the business database and upload PR for new businesses on Camberwell. Life website and Instagram	Regular electronic newsletter to engage businesses (Mailchimp open rate 30%).
Maintain relationships with Southwark Council Develop relationships with Lambeth Council	Complete funding bids for key activity - targeting Thriving High Streets Fund. Brief Cabinet member and officers on SE5 business work, organise walk about businesses. Engage Lambeth in the app
Launch dedicated Camberwell place maker app in 2025	Active Camberwell Life app by 2026 App steering group including Lambeth and Southwark businesses approves the app
Consult on Southwark's Town Centre plan. Engage businesses in Lambeth consultations	Facilitate consultation on the plan on Camberwell Green by August 2025 Set up regular feedback loop with Lambeth business team
Implement a sustainable model for the Food festival and food walks	Social media promotion of Food Festival via Instagram (April-May) PR and inclusive community activities for the food festival, and PR for food walks

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4. Action Plans

4.1 Business, Entertainment, Food & Drink

Workstream Key Partners

- Camberwell Champions,
- Urban Farmers Market
- Identity meeting (Camberwell Society and Camberwell Arts)
- Southwark Council
- Lambeth Council
- App steering group of businesses

Looking Ahead to 2026

- Explore cross-Camberwell festival events as a tourism strategy - e.g. historical pub tour, music festival, comedy festival, Christmas events.
- Establish food walks as a sustainable business.
- Establish business Forum as a sustainable independent organization
- Explore the idea of a Graffiti & Mural festival with Camberwell Arts

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4. Action Plans
4.2 Trees and Green Spaces

Workstream Mission

To identify, promote, enjoy and develop the value that trees & green spaces bring to the Camberwell area

Workstream Aims

- **Promote enjoyment & knowledge of Trees & Green Spaces in the Camberwell area.**
- **Deliver on selected events and initiatives that improve/enhance our green assets, with an emphasis on local practical projects.**
- **Collaborate with local parks and gardening groups, and more widely with other organisations (charities/campaign groups) to further our aims.**
- **Work in a way that is mindful of equity of access to green assets for all parts of the community**

Key Priorities 2025	Key Tasks and KPIs
Maintain & update work on Ruskin Park	Replanting of almond trees Widen groups able to present the walk
Build more volunteer capacity	Leverage SE5 volunteer strategy, take more a project based approach
Work with both councils to develop street based Green Corridor	Delivery can be in stages. Aim to get sites we identified for trees planted in 25/26 season
Collaborate with Camberwell Talks, provide a T&GS speaker during the 'off' winter season	Plan for 1x well attended event
New focus on wildlife, visiting different parks, but with repeatable formula	Engage residents with walks related to bats, birds, butterfly activities, maybe swifts.

Workstream Key Partners

- Friends of Ruskin Park, Myatt's Fields Park, Brunswick Park Burgess Park, Dog Kennel Wood, SNAV
- Both Councils, Urban Tree Festival

Looking Ahead to 2026

- Better forward planning with repeatable events e.g. bats
- Subject to capacity: work on medicinal trees theme, further mulberry related events

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4. Action Plans
4.3 Public Realm

Workstream Mission	
To support improvement in key public realm assets, though communication & consultation (residents & businesses)	
Workstream Aims	
• **To work on improving key locations: Camberwell Green, Camberwell Church St.** • **To monitor progress of, and facilitate community involvements on key developments: Butterfly Walk, The Old Court House, Charles Edward Brooke school site, Station Rd** • **NOTE Technical input/advice is out of scope for the Forum's remit, but we will encourage/share content from local experts. The Forum does not take a view on planning applications**	
Key Priorities 2025	**Key Tasks and KPIs**
Participate in tactical projects relating to litter, graffiti	Establish relationships with key officers in LBL, LBS Support the Camberwell Church St Southwark pilot graffiti programme by facilitating engagement with business owners KPI 90% of business owners participate. Work with local TRA on Vicarage Grove anti-dumping initiative
Monitor through use of FixMyStreet the performance of council cleansing tasks	Promote use of the portal to residents. Use to monitor progress on 'grot spots'
Station Rd	Continue to participate with monitoring group, and ensure review/celebration of project completion
Act as trusted local group	Support local initiatives/ campaign groups, within the context of our remit. Gain understanding of timelines, decision makers & processes. Work with Council, Councillors/officers to ensure local voices are giving input before decisions are made

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SE5 FORUM FOR CAMBERWELL

4. Action Plans
4.3 Public Realm

Workstream Key Partners
• Camberwell Society (Planning subgroup) • Identity meeting (Camberwell Society and Camberwell Arts) • Cormont Rd School Campaign • Lambeth & Southwark Councils • Brunswick Park TRA
Looking Ahead to 2026
• Build capacity on Board, and with Volunteers to extend work in this area

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4. Action Plans
4.4 Volunteers

Workstream Mission

To develop and embed a sustainable model for recruiting, training and enabling volunteers to drive our identified workstreams.

Workstream Aims

- **Develop a rolling programme of recruitment opportunities into the organisation**
- **Provide a great onboarding experience that gets volunteers up and running**
- **Target workstreams and areas of most need within SE5 Forum**

Key Priorities 2025	Key Tasks and KPIs
Develop and trial a volunteer event that provides an opportunity for potential volunteers to meet the board and join SE5	Hold a trial event in a SE5 location Recruit five volunteers from the event
Develop a database of volunteer roles and current volunteers within the organisation alongside priority for each area	Develop a database of current volunteers and their roles Add alongside these the required roles with a priority rating - stall support a known priority
Implement a dedicated marketing plan for recruiting volunteers ahead of event	Targeted marketing for recruiting local volunteers produced To get at least 15 potential volunteers to the event
Develop a volunteer community via digital channels to provide a space for volunteers to interact	Develop a Whatsapp community that provides a space for communication between volunteers and the board
Target support volunteers for the weekly stall as a priority, alongside support for the three main priority workstreams	To recruit at least two regular volunteers to help with the stall on Saturdays

Looking Ahead to 2026

- From the testing and trialing of the event, develop what works into a recurring event or set of events to continue recruitment growing in 2026
- Explore further online platforms for volunteer management and communication
- Develop a simple yet comprehensive way to onboard new volunteers that can be used post event, or ad-hoc

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4. Action Plans
4.5 Communications

Workstream Mission

Develop a sound understanding of our audiences, so that we develop the best ways to communicate with them

Workstream Aims

- **Renew understanding of audiences using User Personas and User Journeys**
- **Use standardised user journeys to make some specific action plans**
- **Identify channels for SE5 to prioritise email, insta, FB**
- **Improve two ways of communication through outreach**
- **Incorporate the Camberwell App**

Key Priorities 2025	Key Tasks and KPIs
Deliver and maintain the Camberwell Life app	Report on a steering group of businesses Launch by December 2020
Better understand our audience Volunteers, merchandise customers, community participants, new to Camberwell, Partner orgs, Council/statutory partners, funder, business owner.	Develop user personas for key audiences, a user journey charting how they need to be communicated with and segment the membership database to enable us to target communications
Create an action plan for each person in our audience. What do they need? How do we approach them? What do we need to do to achieve our comms goals?	Prioritised list of actions for each audience A social media calendar for planning and integrated reporting and tracking A map-based membership audit, so we better understand who we are communicating with.

Looking Ahead to 2026

- Identify any feedback/gaps in personas. And align on brand (SE5 Forum or Camberwell Life) to be used to communicate with these audiences.
- Set up CRM spreadsheets around events that we have comms with.
- Consider push communications and evaluate in 1 years' time
- Prioritise the volunteer user journey.

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SE5 FORUM FOR CAMBERWELL

4. Action Plans
4.6 Governance

Workstream Mission

To review our governance to make it fit for purpose for engaging Camberwell residents and for running projects which benefit Camberwell.

Workstream Aims

- **Remove barriers to engagement with the work of SE5 Forum**
- **Register as a community charity**

Key Priorities 2025/6	Key Tasks and KPIs
Research and implement turning SE5 Forum into a community charity	Identify different forms of charitable status, including a CIC and identify which one will work for SE5 Forum Register as a charity by end 2026
Develop a database of volunteer roles and current volunteers within the organisation alongside priority for each area	Develop a database of current volunteers and their roles. Add alongside these the required roles with a priority rating - stall support a known priority
Update 2024 survey on Board diversity Implement a dedicated marketing plan improving the diversity (in terms of age, ethnicity, socio economic background) of our volunteer and Board members	Targeted marketing for recruiting local volunteers circulated by relevant local organisations. To get at least 5 potential volunteers or Board members to fill the gaps identified by 2025 survey

Looking Ahead to 2026

- Hold first AGM as a charity.
- Explore further online platforms for diverse volunteers and Board members.
- Develop a simple yet comprehensive way to recruit Board members from volunteers.
- Partners - Community Southwark, Volunteer Centre Lambeth, Southwark and Lambeth TRAs and NGOs who are members of SE5 Forum

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SE5 FORUM FOR CAMBERWELL

4. Action Plans
4.7 Funding

Workstream Mission

To develop and embed a sustainable model for funding SE5s work

Workstream Aims

- **Funding to cover SE5 Forum core costs**

Key Priorities 2025/6	Key Tasks and KPIs
Continue to participate and learn from Lambeth Forum Network	Attend all meetings and awayday. Report back to Board on LFN members funding strategies
Continue to keep costs low by being a volunteer led organisation	SE5 Forum projects are led by suitable qualified volunteers. Continue volunteer to funding ratio of 60:40 60% of cost of programme contributed to kind and 40% through funding
Agree and monitor a fundraising plan at the start of each year	Core costs controlled, and percentage for core costs included in grant applications

Looking Ahead to 2026

- Sustainable funding three year plan agreed by July 2026

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