Camberwell regeneration
Programme summary
Public consultation report  May 2013

- Camberwell library and public space
- Camberwell Green
- Streets (highway improvements)
- Pocket spaces (proposed areas)

Supplementary Planning Document (covers Camberwell Community Council area)
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Introduction

On 21 January Southwark Council launched the consultation of five projects as part of the £11m Camberwell Regeneration programme, this included the library and public space, the Green, the Streets, Pocket spaces and the Supplementary Planning Document (SPD). This consultation, which was held in conjunction with Transport for London and Lambeth Council, ran for six weeks, and closed on 8 March for four projects except the Camberwell SPD which ran for twelve weeks and closed on 12 April.

When the consultation for the projects closed over 800 responses were received from stakeholder groups, residents and businesses.

This consultation report is an introduction to all five projects of the Camberwell regeneration programme and provides information about the stakeholder engagement for the whole consultation duration. Specific project analysis can be downloaded from the website – www.southwark.gov.uk/camberwellregen

Summary of the five projects

- **Library and public space** - an improved public space and a new library with larger children’s area, more space for study, books and media and computers for public use
- **Green** - a redesigned park to include a new play space, areas to sit and enjoy the new surroundings and to reinforce the role of the Green as a town centre public space
- **Streets** - an initiative to improve the quality of the main streets and links with the town centre, surrounding residential areas and the Green. Proposed designs for the cycle superhighway 5 will be included
- **Pocket spaces** - there are several public spaces that have been highlighted which could be used more effectively to enable Camberwell to function as a coherent town centre
- **SPD** - is to provide detailed planning guidance and information for the Camberwell Community Council area for the next ten to 15 years

Most of the projects are expected to start in 2013 and complete during summer and winter 2014/15.
Raising awareness

• **Establishing an image**
The six week consultation consisted of informing the public about five separate projects, so a colourful image was created to provide an immediate recognition. This consisted of a map showing each project in a different colour and their respective location in relation to Camberwell.

• **Information distribution**
Revitalise5 and the image were used on all marketing materials. Posters (A3 and A4 100 of each size) and 4000 postcards were distributed to shops, businesses and passers by from Friday 18 January to inform of the six exhibition events. An external banner was fixed to the railings on Camberwell Green for the duration of the campaign replicating the same look and feel message as on the posters and cards. A further external banner was designed which was fixed onto railings on the morning of each exhibition to inform passers by. A panel on the banner was personalised for each location showing venue name and opening times.

• **Catchment area**
By establishing the image it was made clear to the local community the areas which the consultation was being implemented – north of the Green ending at Medlar Street, east of Camberwell Church Street ending at Wilson Road and west of Camberwell Church Street ending at Medlar Street, south of Denmark Hill ending at Love Walk, and west of Coldharbour Lane ending at Denmark Road.

• **Postal mailing for Camberwell Streets/Transport for London (TfL)**
At the request of TfL a specific postal mailing was completed and sent to 4762 residents and businesses in the Southwark (4443) and Lambeth (319) boundary on Tuesday 5 February. A total of 5000 double sided letters were printed at A4, two options design boards printed double sided at A3 and questionnaire double sided with a postal prepaid reply mechanism. SE5 Forum/Camberwell is Cool representatives hand delivered the remaining 238 envelopes to businesses along Denmark Hill and Coldharbour Lane on Friday 8 February. When the consultation closed 420 responses were received, including 271 as a direct result of this mailing.

• **Database**
At the start of the Camberwell regeneration programme the database consisted of 733 contacts, mostly captured from previous consultations and email input. At the close of the twelve week consultation the database increased to over 1100 contacts. See section 4 for the breakdown of contacts on the database.

• **Email notification - enewsletters**
Three enewsletters were sent to the database on January 19, February 12 and March 1 to introduce the five projects, link to their websites, encourage visitors to attend the exhibitions, complete the consultation on line and register to be kept informed.
Every enewsletter was abridged for additional content to be posted on the council's Facebook and Twitter feeds. A number of exhibition visitors mentioned that the prompt via Twitter reminded them to attend the events.

- **Newspaper advertisements**
  There were two full page advertisements placed in Southwark News with the message to direct readers to the website and attend the exhibitions and were published on 17 January and 21 February. The circulation for Southwark News is estimated in the region of 7000 on Thursday's.

- **Press coverage**
  There have been three half page editorials in Southwark News, Evening Standard Homes and Gardens, and the South London Press.

**Engaging with the public - exhibitions**

Six exhibitions were held throughout the campaign aimed to reach the widest and diverse members of the public that might have an interest in the regeneration of Camberwell. Each venue was specifically chosen to reach the age groups and target market, with disabled access and the cooperation of the hosts to market the event to their audiences in the run up to the exhibition. Estimated attendance figures are in brackets.

- **Saturday 26 January, noon to 3pm** at Camberwell Leisure Centre (100)
- **Wednesday 6 February, 6pm to 8pm** at South London Gallery (70)
- **Wednesday 13 February, 6pm to 9pm** at Camberwell Community Council (83)
- **Sunday 24 February, 11.30am to 2pm** at St. Giles’ Church (60)
- **Saturday 2 March, 10am to 2pm** at Camberwell Farmers Market on the Green (200)
- **Tuesday 5 March, noon to 3pm** at Kings College Hospital, Golden Jubilee Wing (70)

Additional dates were added specifically for these projects

- Library on Friday 15 February, 11.30am to 12.30pm (Baby buggy discussion at the library)
- Library from Monday 18 February to Friday 1 March (two week display at the library)
- Streets on Wednesday 27 February, 6pm to 8pm at Camberwell College of Arts
- SPD on Monday 25 March, 6pm to 8pm at South London Gallery
Exhibition content
The exhibitions included A1 sized boards containing proposed concept visuals, different options to compare and consider, location diagrams and text to explain the proposals. The information was presented over ten A1 sized boards respective to these projects, and visitors were asked to view the proposed designs, ask questions and complete the project consultation questionnaire either at the event or online.

• Library and public space – two boards
  o Library – artists’ impressions of interior and exterior, map identifying proposed location in relation to surrounding buildings
  o Public realm – artists’ impressions of external library entrance from the Green, and view looking towards the rear of the library including landscaping proposed paved areas. Photographs of suggested grasses, perennial and evergreen planting, green roof, brick facades with variety and depth, colour glass and natural ventilation.
  o Handouts – FAQs containing responses to questions asked at November 2012 public meeting. Baby Buggy meeting notice on Friday 15 February.

• Green – three boards with mapped visual, content and photographs, main elements;
  o Design 1 – making the southern end of the Green the same level as the footway, relocate the playground and table tennis tables to the northern end of the Green
  o Design 2 – plant an avenue of trees with benches to act as a barrier between the park and the road, keep the playground in same location, re-align the paths
  o Design 3 – Design the level of the grass to below the footway with steps leading down which will also act as seating. Improved space for Farmers’ Market, mounded planting.
  o Handouts – Design summary double-sided flyer explaining the common features of all three designs and detailed differences between each design.

• Streetscape – two boards with two options of location map and key, visuals and photographs
  o Option 1 – provide staggered pedestrian crossings at the main junction, footway widening adjacent to the Green; replacing existing cycle lane with 1.5m blue cycle surfacing, relocate bus stop Q adjacent to the Green
  o Option 2 – add a two metre mandatory cycle lane eastbound fn CS5 logos westbound in a 3.8 metre wide traffic lane, relocate bus stop Q (buses to Brixton) to Orpheus Street, provide a new pedestrian crossing on Denmark Hill.
  o Handouts – Design summary double-sided flyer explaining the common features of both options and the detailed differences between each design.
• **Pocket Spaces** – one board with location map, photos and artists’ impressions of proposals
  o Three priority options requiring improvements for different areas. Visitors were asked to prioritise which options they believed should be improved first, second and third.

• **Supplementary Planning Document** – one board showing the proposed boundary and photos
  o The design explained the project and the process of how the SPD is created through to approval. Nine issues were highlighted; design and heritage, public realm, transport, housing, community facilities, shopping, business and employment and implementation. The details map enabled visitors to see exactly the areas affected by the SPD.
  o Handouts – A 15 page colour document was available to explain the phase one of project in more detail.

• **Additional A1 sized board**
  • Transport for London – one board – Barclays Cycle Superhighway Route 5
    o This design presented a map relating to proposals for CS5 Section 9 – Camberwell Town Centre
  o Attendance from Transport for London on 26 January and 13 February exhibitions
  o Handouts – Copies of the CS5 Section 9 were available along with description of the proposals for the whole route from Victoria to New Cross.

**Consulting with stakeholders and other groups**

By combining previous data from 2011/12 project consultations and inviting respondents to the four year Camberwell Leisure Centre project, the programme began on 21 January with 733 contacts in the master database which increased to 1100. These are groups of people engaged with for all five projects.

• **Stakeholder groups** (including local forums/associated networks and project specific)
• **Local businesses and communities**
• **Council employees** (specific departments relevant to projects as well as community safety, conservation, children and youth services, councillors and cabinet members)
• **Consultation respondents and those registered to be kept informed** (via the council web site)
• **Residents that have previously attended events during 2011/12**
• **Interested parties database from Camberwell Leisure Centre 2009 to 2012**
• **Nearby council cabinet members, ward councillors and communications – Lambeth Council**
• Tenants Residents Associations in SE5
• Churches of all faiths within one mile radius
• Parents and children via nursery schools
• Schools (junior and secondary), colleges and universities
• Community support and engagement
• Library users
• General Practitioners
• Priority Groups – Over 60s/under 16s/ BME/ Disability etc.,
• Media – newspapers and social media
• Conservation and historic societies (e.g. Camberwell Society)
• Kings College Hospital, South London and Maudsley
• Transport for London
• Greater London Authority

Stakeholder groups specific participation

• **Camberwell Community Council** – presented at the meeting held on Wednesday 13 February.
• **Camberwell Society** – sub group meeting held on and main were met with to discuss specific projects
• **Friends of Camberwell** – meeting held on Wednesday 20 February
• **SE5 Forum** – the project received regular support through their news bulletins and on their web site
• **Southwark Pensioners Centre** – all of the exhibitions had an editorial in their February/March newsletter.
Consultation analysis summary

Visitors to the exhibitions could opt to complete the form at the event or take it home and complete online. The complete forms on paper were entered via online into the database.

Total number of responses by project

810 responses received
Overview summary of each project
Each project has its own consultation analysis report online and appendices of design panels and handouts provided at the exhibitions. Below you will see a summary of each project. Please see each report for the detailed analysis and consultation response comments.

Library and open space
• Overall response to the look and feel of the proposed library building

- Top five services to use in the new library
  - Adults library
  - Use of free wi-fi
  - Quiet study place
  - Cultural or training events
  - Children’s library

- Overall response to the proposed space/s around the library building
Overall response to the **positive/negative** comments about the project

Camberwell Green

- **Response for option ONE**

- **Response for option TWO**
• Response for option THREE

• Favourite option chosen

• Preferred a combination of all three options
**Streets**

- Response to proposing the relocation of bus stop Q (towards Brixton) from outside Butterfly Walk. Which location would you prefer it to be moved to?

- Response to the preference of seeing a widened footway on the western (adjacent the former Job Centre) or eastern side (adjacent Camberwell Green) of Camberwell Road and Denmark Hill?

- Response to a new pedestrian crossing on Denmark Hill by Love Walk and Camberwell New Road (adjacent to the entrance of Camberwell Passage). Which crossing would you consider to be the most needed?
• Response to on Camberwell New Road westbound (towards Oval), would you prefer to see a 4m wide traffic lane incorporating 1.5m cycle surfacing, OR an extended footway and 3m traffic lane with cycle logos?

• Response to on Camberwell Church Street would you prefer to see 1.5m advisory cycle lanes in both directions, OR a 2m mandatory cycle lane eastbound (towards Peckham) and Barclays Cycle Superhighway route logos westbound (towards Oval)?

• Response to do you support the proposals for Barclays Cycle Superhighway Route 5 through Camberwell?
• Response to do you support our proposals for Camberwell?

Pocket Spaces

• Response to the identified programme of investment in Pocket Spaces. Three levels of priority for improvement have been presented, do you agree with the priorities set?

• Response to which schemes do you think should be the priority?*

* Results for 411 combined respondents’ choices (in order of most votes)
Supplementary Planning Document

• Response to asking should we update the SPD vision to cover the whole of Camberwell Community Council area or focus on the area where most change will take place?

![Pie chart showing responses]

• Response to proposing that the SPD boundary covers the Camberwell Community Council area, do you agree?

![Pie chart showing responses]

• Response to asking are we covering the main design and heritage issues for Camberwell, or are there other things we should look at?

![Pie chart showing responses]

• Response to asking which public spaces need improving and how should they be improved?

![Pie chart showing responses]
• Response to asking how do you prefer to travel around Camberwell?

- Walk (32)
- Bus (25)
- Cycle (20)
- Car (2)

• Response to asking what sort of improvements in the town centre would encourage you to shop in Camberwell more often?

• Response to asking what sort of employment do we need to encourage?

• Response to asking is there additional guidance that the SPD should include that is specific to Camberwell?

- Yes 21 (27%)
- No 4 (5%)
- Don't know 19 (25%)
- Blank 33 (43%)

• Response to asking are there housing issues specific to Camberwell that we should look at in the SPD?

- Yes 8 (11%)
- No 4 (5%)
- Don't know 24 (31%)
- Blank 41 (53%)
• Response to asking is there particular information on community facilities that the SPD should provide guidance on?

• Response to asking are there any particular issues that you think we have missed and that should be considered in the camberwell SPD?

Register to be kept informed

There is a registration form which will remain open for the entire duration of the Camberwell regeneration programme. By registering you will receive a regular enewsletter bringing you up to date on all the five projects.

Any comments provided via this eform will be read by the project team; however the comments will not influence the outcome of the project designs at this stage, but may still contribute in the longer term.

To register to be kept informed please visit www.southwark.gov.uk/camberwellregen
What happens next?

In each project consultation analysis report there are estimated key stages during 2013 to 2015 where you will see if/when a project

- Presents its final designs for planning approval
- Presents its preferred design to the public
- Planning approval granted
- Construction begins
- Construction period (in some cases may be zoned)
- Completion of project

If you have provided the council with your email address then you receive an update via an enewsletter as the projects develop.

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