APPENDIX C

Liveable neighbourhood bid

Bramcote Park

Draft
Strategic case

Background

The Bramcote Park in South Bermondsey area is largely unchanged since the 1960’s and 1970’s when it was designed to support car dependent lifestyles.

The Bramcote Park estate is located in South Bermondsey on the eastern edge of Southwark beside Lewisham. It is a triangular estate bounded by Ilderton Road to the east, Rotherhithe New Road (A2208) to the west and Verney Road to the South. On the west side Rotherhithe New Road (A2208) is fast and busy with poor crossings to the adjacent estate.

Most entry roads into the Bramcote Park estate have already been closed to drivers (except for Verney Road, Verney Way and Ablett Street). Despite this, the estate still has various transport problems. Many junctions are missing drop kerbs and tactile paving, raised crossings and double yellow lines.

The area is public transport accessibility level is good in the site (PTAL 4) due to a range of bus services on the surrounding roads, and the South Bermondsey station, which is accessed via a long path.

The estate is well connected to bus routes (P12, 381) providing connection to the Blue and Southwark Park Road, Bermondsey tube station, Canada Water to the north and Old Kent Road and Peckham to the south. It is a short walk to South Bermondsey station on Ilderton Road.

Quietway 1 (Waterloo to Greenwich) runs adjacent to the site providing safe cycling to London Bridge and Waterloo to the west and links to Surrey Canal Road and the proposed New Bermondsey train station to the east.

Even though it is located close to a mainline station and Millwall Football stadium, therefore attractive to commuter and match day parking, much of the estate has access to off street parking so there has been no resident driven desire for the introduction of a controlled parking zone (CPZ).

Figure 1 Strategic area context map
**Ilderton Road - Eastern boundary**

Ilderton Road runs along the northeast / Lewisham side of the estate. This boundary road has very few walking and cycling crossings and routes into Lewisham. The northern part of Ilderton Road is an extremely wide road with a large, signalised junction with guard railings at Rotherhithe New Road. Half way along Ilderton Road it swaps from wide road and narrow footway beside the estate to a narrow road and a wide footway. Located on the other side of Ilderton Road there is a parade of shops and the Quiet Way 1 paths to South Bermondsey train station.

**Rotherhithe New Road - Western boundary**

On the northwest side of the Bramcote Park estate runs the busy Rotherhithe New Road (A2208). It runs from the Old Kent Road past the Ilderton Road junction and under the Quiet Way 1 bridge to TfL’s Lower Road gyratory removal scheme and Canada Water redevelopment site. Southwark and TfL are planning to create a cycle route along this route using the Rotherhithe-Canary Wharf Crossing Forecast Demand Analysis (28/06/2017). The Rotherhithe New Road / Ilderton Road junction contains turning lanes, traffic signals and guard railings and a narrow footway beside the Bramcote Park estate. After the junction Rotherhithe New Road dips beneath the Quiet Way 1 bridge. This route is intimidating for cyclists as it is designed for lots of fast traffic and they need to use it to cross the railway line.

**Verney Road - Southern boundary**

Verney Road and Varcoe Road form the southern boundary to the Bramcote Park estate. There is no access from these roads southwards through the industrial estates here to the Old Kent Road. The estate has a primary school at the western and eastern ends of the site. The far western end of the estate also contains part of The City of London, with the main site within 5 minutes walk (ie 400 metres) north.

![Figure 2 Site map and proposed interventions](image-url)
Opportunity areas in proximity to the site

The South Bermondsey area is a very strategic location because it sits between the Old Kent Road, the Millwall site and Canada Water redevelopment sites. These sites are within a mile and aim to provide almost 27,000 new car free homes and about 16,500 new jobs over the coming years within about a mile of the estate. The proposed liveable neighbourhood is needed to provide new healthier Active Travel choices within and from the estate to these new car-free town centres.

The Old Kent Road regeneration area

Southwark’s Area Action Plan (AAP) for the Old Kent Road aims to transform this car dominated area into a multi-modal high street. By converting brownfield land and low rise industrial and retail buildings and car parks into a new mixed-use, town centre in central London. This Good Growth area aims to deliver 20,000 new homes and 10,000 new jobs (in addition to the 10,000 jobs already here). As well as, a new canal park / route, school places, a college and Healthy Streets. These changes all support the creation of the Bakerloo Line Extension from Elephant and Castle to Lewisham. Southwark is also seeking to bring a university and a cultural institution to the area.

The Canada Water regeneration area

The Canada Water regeneration area is another Good Growth site in Southwark. It aims to create about 4,500 new homes, and 2,000 new jobs. It will transform this low density, car dominated retail park into a mixed use development that provides a significantly better shopping destination. Other, complementary developments include: higher education facilities, a range of offices, cafes, restaurants and leisure facilities to help broaden the appeal of the town centre and strengthen the local economy.

The Millwall regeneration area

The Millwall regeneration site is a Good Growth area in Lewisham. It aims to redevelop 2.5 million square foot of land to build 2,400 new homes, provide 2,000 jobs and potentially the New Bermondsey station. It aims to create community sports facilities, an integrated health centre, space for Hillsong Church, business incubation spaces and a creative industries hub. A separate part of this development is Millwall football club’s improvements to their 20,000 seat stadium to reach Premiership standards. This regeneration site is currently on hold, providing opportunities to investigate further improvements.

Future works

To the north both TfL and Southwark are considering changes to the transport network largely linked to the Canada Water AAP, the proposed walking and cycling bridge from Canada Water to Tower Hamlets and the introduction of Cycle Superhighway 4 (CS4 – Tower Bridge to Greenwich). Alongside this work Southwark is looking at improving cycling permeability from Canada Water to Peckham. The Bramcote Estate is well placed to benefit from the proposed improved cycle links.

Perhaps the most significant issue impacting on this estate is the emerging Old Kent Road Area Action Plan (OKR AAP). The key points impacting on Bramcote are:

- Key to the success of the OKR AAP is the delivery of the Bakerloo Line extension and the preferred option stations at Tesco (Humphrey Street) and Toys R us (Asylum Road).
- A new park connecting Verney Road to Burgess Park.
- A new school on Sandgate Street.
- Verney Road and Ilderton Road will contribute to providing the 20,000 new residential units and x m2 of commercial and light industrial space and the jobs related to this.
- All new residential development will be car free with some disabled parking.

The site is also close to the Rotherhithe to Peckham Cycle Link (FCR12), thus providing a link to the Rotherhithe to Canary Wharf Bridge.

Southwark has already started improving the very western end of the area by investing almost £0.5m to provide safer routes to and from The City of London Academy, John Keats Primary School and the Silverlock Medical Centre. The Council has also mapped various council, highway and planning contributions towards public realm improvements in the South Bermondsey area. Southwark’s funding is currently calculated to be about £1m over the next three years.

As part of the Old Kent Road regeneration, we will reestablish the Surrey Canal Linear Park which will run on the southern border and link to Quietway One. It will also link to Lewisham Council’s liveable neighbourhood via the Surrey Canal Road, a segregated pedestrian and cycle path. These two liveable neighbourhoods will connect to make the most efficient use of valuable and finite street space.
According to TfL Transport Classification of Londoners, the population living in the area belong to the following two segments:

1. “Suburban Moderation”: families with children with high car usage, some bus usage and an average level of change. They have a propensity to increase walking below average and to increase cycling above average but they think car travel is stress-free and they have an average attitude to reduce driving. Their main motivations for behaviour change are: changes to roads and driving; money; changes to public transport; Health & Fitness; lifestyle changes.

2. “Urban Mobility”: Typically young working adults with no children and reasonable incomes living in inner (though not central) London. The Urban mobility segment has low car use and relatively high levels of cycle use. Bus use is also high, while walking and Underground use is average. Their attitude to change is above average, especially reducing car use and increasing walking and cycling. Their main motivation for behaviour change: lifestyle changes; Health & Fitness; changes to public transport; money; changes to roads and driving.

The map in figure 3 shows the distribution of the segments within the bid area. In general, the area shows a higher propensity to increase cycling compared to London. The propensity to increase walking and reduce car use is different between young families with less propensity and young workers with higher propensity.

Car ownership is generally below one car/ van per household. However, According to LTDS data from TfL CityPlanner tool the proportion of residents in the bid area completing 2 x 10 min active travel trips per day is quite low, below 40% and in some areas even below 20% (Figure 4). The area has a low index of multiple deprivation which means it is among the most deprived areas(Figure 5). However, crime counts and scores are very low in the area.

Figure 3 TfL Transport Classification of Londoners segments in the bid area. Source: TfL.
An analysis of the Experian mosaic 2015 segments shows that the three main segments in the area are “Crowded Kaleidoscope”, “Inner City Stalwarts” and “Flexible Workforce” which is a mix of families with young children and young workers renting social flats or families in better quality homes in a diverse neighbourhood which confirms the transport classification. Figure 6 shows a cluster analysis of these segments in the bid area.
Figure 6 Cluster map of Experian Mosaic 2015 data on population segmentation..
Challenges faced

Road safety issues

Figure 7 and 8 below show collisions and injuries related to all modes of travel in the Bramcote Park estate area. The Liveable Neighbourhood bid aims to address these locations to create Healthy Streets and to make sure that the 20mph speed limit is followed.

Figure 7 Cluster map of collision 2015-2017. Source: STATS 19

Figure 8 Map of casualties by mode of travel and severity. Source: STATS 19
Air pollution issues

Poor air quality affects all three sides of the estate and especially the schools on Ilderton Road and Rotherhithe New Road (see Figure 9)

Ilderton Primary School is on the Mayor’s School Air Quality Audit Programme. Initial data monitoring on Ilderton Road beside the school shows that it will exceed the EU annual limit for Nitrogen Dioxide pollution.

Similar pollution levels are likely to be found along Rotherhithe New Road, because it has similar, if not greater traffic levels. This pollution affects the John Keats Primary School, The City of London Academy and Silverlock Medical Centre.

The south side of the estate along Verney Road contains a number of heavy industrial sites that emit other pollutants.

Figure 9 Annual mean concentration of NO2 and NOx. Source: GLA - LAEI 2013
The Bramcote Park Liveable Neighbourhood bid is an ambitious scheme. It aims to work with residents to convert this car dependent layout into Healthy Streets and routes. This work also provides the opportunity for Southwark to start discussing with residents a range of larger, more transformational measures. To engage with residents Southwark aims to use the following approaches:

- Organise street events and play streets to introduce residents to Healthy Streets and the Liveable Neighbourhood bid. To encourage improvements to streets and green spaces, and to investigate road closures to increase walking and cycling in and around the estate.
- To use Southwark’s Rotherhithe New Road scheme to explain and demonstrate to residents various road safety, walking, cycling and bus improvements.
- Use these events and meetings to start highlighting and discussing with residents the nearby regeneration sites, their greater impacts and the need for bigger and more transformational transport measures to protect and enhance the area.

Objectives for engagement

- Engage with and keep residents informed continuously throughout the process.
- Use the healthy streets framework when considering interventions.
- Apply new approaches to how we deliver programmes from the emerging Movement Plan.
- Begin conversation with the community about the future influence of the redevelopment of a large site south of Bramcote Park.

Engagement process

Throughout the engagement we will be transparent and clear about the challenges in the area. Working with the Southwark Community Engagement team we will seek out the views of the public at a time and place that suits them.

The first phase of the project will be focusing on identifying the needs of the community and its various stakeholders and establishing ways of working together. The aim is to ensure that the delivery of the programme responds to the needs of the community and addresses their concerns. This will be to lessen the impact on local people and businesses.

The engagement will be delivered in accordance with Southwark Council’s adopted principles to guide engagement:

1. **Communicate**: information is given to the public.
2. **Consult**: information is gathered from the public to inform the decision making.
3. **Decide together**: the public are involved in a meaningful dialogue with decision makers.
4. **Act together**: the public work alongside staff to co-design and develop proposals as partners.

To widen and diversify participation we will apply the EAST framework to our processes. The framework collates learnings from behaviour insights research and suggests how to change behaviours.

The principles from EAST are to make it:

- **Easy**
- **Accessible**
- **Social**
- **Timely**

Delivering the programme

We will deliver the liveable neighbourhood programme in accordance with our approach set out in the emerging Movement Plan. Our approach is to **evidence**, **test**, **evaluate** and **scale up** interventions as well as building on our evidence base, and knowledge.
Southwark Conversation

The engagement process will build on the work and make use of the contacts made in the Southwark Conversation.

The Southwark Conversation is a discussion with local people that took place between October and December 2017 about changes in the borough. The aim was to develop a deeper understanding of perceptions and experience of regeneration in the borough. 2,972 people actively responded.

Link to emerging Movement Plan 2018

We will deliver the scheme following the missions of our emerging Movement Plan and the MTS policies.

Emerging Movement Plan missions

M1 Our mission is for movement to improve equality.
M2 Our mission is for movement to positively benefit mental wellbeing.
M3 Our mission is for movement to positively benefit physical wellbeing.
M4 Our mission is to be flexible in how we manage our streets.
M5 Our mission is for movement to support businesses to thrive and prosper.
M6 Our mission is for neighbourhoods to have places for people to connect.
M7 Our mission is for all people and road users to have a positive experience on our roads.
M8 Our mission is to manage change and make the transition a positive experience for people.
M9 Our mission is for information to be shared and collected effectively and for you to use it with ease.

The bids alignment with the MTS

The bid will aim to align with the Mayor’s Transport Strategy at every possible juncture. We want to create a neighbourhood with active and social streets by reducing traffic dominance, increasing the amount of green space on the site, and encouraging walking & cycling wherever possible.

Below is listed the criteria from the MTS’s healthy streets along with how we propose to meet that requirement:

- **Pedestrians from all walks of life** – deliver a range of accessibility improvements
- **Easy to cross** – junction and crossing improvements proposed
- **Shade and shelter** – creation of a green buffer strip around the estate
- **Places to stop and rest** – creation of a green buffer strip and pocket parks
- **Not too noisy** – a range of traffic calming and street planting measures
- **People choose to walk, cycle and use public transport** – introduce a range of active travel measures
- **People feel safe** – area enhancements throughout the estate
- **Things to see and do** – improved planting areas and possible road closures
- **People feel relaxed** – traffic calming and new green spaces, potential road closures
- **Clean Air** – achieve a modal shift and add 300m² of planting

**Key areas of work**

**Healthy routes:**

- Improve crossings, road safety and consider road closures measures in the Bramcote Park area to make walking and cycling easier and safer, especially to nearby areas.
- Improve the Bramcote Grove spine route to better connect residents with the parks, play grounds, shops and train station. The accessibility improvements include providing: drop kerbs, tactile paving, raised crossings and junctions and cycle stands and hangars. This includes improving the crossing over Ilderton Road by narrowing the carriageway and straightening the crossing to the shops and station.

**Reducing traffic**

- Investigate the potential for three road closures on Verney Road to protect residents from commercial vehicles, to connect two halves of the park together, and consider reducing motor vehicles beside the primary school.
- Work with residents to introduce a Controlled Parking Zone to prevent people from parking inside the estate to use the train station or from nearby car-free housing.
Links to walking and cycling infrastructure:

- Connect the Bramcote Park to the Surrey Canal Road Quietway 1 in Lewisham to improve walking, cycling and public transport accessibility.

Crossings and connections:

- Investigate how to improve the Ilderton Road / Rotherhithe New Road junction for walking and cycling.
- Provide a new crossing across Ilderton Road from Delaford Road that could potentially link to a second path to South Bermondsey train station.
- Relocate the cycle and pedestrian crossing over Rotherhithe New Road onto the desire line between Masters Drive and Catlin Street to improve the diversionary Quietway and routes to The City of London Academy and the Blue shopping centre.
- Use these crossings to help create greater compliance with the 20mph speed limit and hence road safety on these boundary roads.
- To complete the walking and cycling path on the pavement beside the estate around Ilderton Road and Rotherhithe New Road.

Strategic connections:

- Consider how to connect and improve strategic on and off-road cycle routes between the Old Kent Road and Canary Wharf, and bus routes which are supported by TfL.
- Improve the connection from Bramcote Park to the off-road Quiet Way beside Surrey Canal Road in Lewisham. This should explore how to increase the low bus speeds along Ilderton Road as seen in Figure 5, below.
- Improve the connection from Bramcote Park to Southwark’s new canal park and path to the Old Kent Road and Burgess Park.
- Investigate the feasibility of creating a new route from Bramcote Park to South Bermondsey Station to link with Lewisham’s new Quiet Way to Lidl on the Lower Road gyratory.
- Investigate how to improve cycle facilities to encourage people to change modes along Rotherhithe New Road, as seen in Figure 6 below. To create a direct cycle route between the Old Kent Road and Canada Water.

Greener Bramcote:

- Create a green buffer strip around the Bramcote Park estate by removing some of the pavement beside Ilderton Road and Rotherhithe New Road.
- To encourage off-road cycling, reduce air pollution, increase sustainable drainage and enhance the attractiveness of the area.

Figure 10 Shows how Ilderton Road has low bus speeds. Source: TfL City Planner Tool
Figure 11 The potential for switchable trips to cycling between 2010 and 2015 in the area. Source: TfL City Planner Tool.
Southwark funding towards the Liveable Neighbourhood scheme

Southwark has mapped various council, highway and planning contributions towards public realm improvements in the South Bermondsey area (Figure 12). Southwark’s funding is currently calculated to be about £1m over the next three years.

During this time Southwark also expects to see an increasing number of development sites coming forward associated with the Old Kent Road and the Millwall sites in Lewisham. These developments will provide an increasing amount of S106 and S278 contributions that can help to improve the Bramcote Park area. This funding will increase in future, but cannot be predicted at present.
Rotherhithe New Road walking and safety measures

Southwark has already started funding and improving part of the Liveable Neighbourhood scheme along part of Rotherhithe New Road at the very western end of the Bramcote Park estate. This is the Major Highways Project in Figure 12 above. Here the council is investing about £0.45m to widen footways, improve crossings and junctions, enhance road safety and improve bus flows. This will create safer and more walking and cycling friendly routes to and from The City of London Academy, the John Keats Primary School and the Silverlock Medical Centre. These works include:

- Improving road safety and compliance with Southwark’s 20mph speed limit at the junction with St James’ Road by narrowing the whole junction and relocating a raised zebra crossing to outside the entrance to The City of London Academy.

- Raising the crossing over Verney Road which is a side road to Rotherhithe New Road that is outside the entrance of The City of London Academy.

- Creating a new raised, informal crossing over Rotherhithe New Road to encourage better compliance with the 20mph speed limit.

- Upgrading a narrow central pedestrian island to a raised zebra crossing on Rotherhithe New Road to improve pedestrian facilities and 20mph compliance.

- Narrow Verney Way, including its junctions, and introducing double yellow lining to improve walking to and from the Silverlock Medical Centre, and compliance with the 20mph speed limit.

- Improving bus stop access by creating better crossing locations and smoothing bus flows by removing parking on Rotherhithe New Road.

Please also note that Southwark has an excellent track record of delivering Major Projects in partnership with TfL. For example, the recent Quietways works in the borough.

Southwark’s Cleaner, Greener, Safer bids

Each year Southwark asks residents to propose improvement projects in their neighbourhood for up to £20k. Last year a Bramcote Park resident requested a cycle hanger, which Southwark is providing in spring 2019.

Thames Water funding

Southwark is proposing to de-pave about 300sq metres of paving to create Sustainable Urban Drainage (SUD’s) and Rain Gardens, and to enhance air quality beside Ilderton Road and Rotherhithe New Road. These streets meet Thames Water funding criteria as they are within a 1 in 30 year flood zone. This would continue Southwark’s ongoing relationship with Thames Water which delivered the Dulwich Park flood management scheme. Southwark could contribute funding along with Thames Water to provide a total of about £50k for the Liveable Neighbourhood SUD’s scheme.

Potential liveable neighbourhood funding

Southwark is seeking £4m Liveable Neighbourhood funding over 5 years for the measures listed in points A) and B). These measures are prioritised because they are less dependent upon other developments for their introduction.

Southwark officer’s time

The officers involved to help deliver the Liveable Neighbourhood project will include: Transport Planning, Highways Engineering, Planning, Parking, Air Quality, Housing, Drainage, Lighting and Parks. Officer’s time over 3 year’s is likely to exceed £300k.

The Liveable Neighbourhood work programme

The following phasing for the Liveable Neighbourhood bid is suggested to demonstrate how these schemes could be effectively delivered.

Year 1 - £150k funding

Organise a summer festival using road closures to encourage residents to hold regular street parties, BBQs, jumble sales to help build community cohesion and demonstrate that streets can be used in other ways. Facilitate by purchasing tables and marquees for Links Community Centre at 353 Rotherhithe New Road to run fairs.

Southwark will use these events to start discussing and consulting with residents on accessibility improvements inside the estate to create Home Zones and Play Streets.

Southwark would also use these conversations to start discussing and consulting with residents on improving crossings over the boundary roads to better connect to the adjacent areas and destinations.

Year 2 - £250k

Design and consult residents on accessibility measures inside the Bramcote Park estate.

Design and consult residents on road safety and new crossings along the boundary roads on the edges of the Bramcote Park estate.

Year 3 - £1.6m

Construct pedestrian, traffic calming and road closure measures inside the Bramcote Park estate.

Construct measures on boundary roads on the edges of the estate.

Construct the new green buffer strip and cycle route along the boundary roads beside the estate.

Continue discussing with residents how to address the larger impacts from nearby major regeneration sites and opportunities to create new Active Travel routes and modal change opportunities.
Year 4 - £1.9m
Construct pedestrian, traffic calming and road closure measures inside the Bramcote Park estate.
Construct measures on boundary roads on the edges of the estate.
Construct the new green buffer strip and cycle route along the boundary roads beside the estate.
Continue discussing with residents how to address the larger impacts from nearby major regeneration sites and opportunities to create new Active Travel routes and modal change opportunities.

Year 5 - £100k
Evaluation of the measures delivered.
Continue discussing with residents how to address the larger impacts from nearby major regeneration sites and opportunities to create new Active Travel routes and modal change opportunities.

How will we progress the Bramcote Park Liveable Neighbourhood?

We will work with residents to discuss interventions to protect the Bramcote Park estate by creating Active Travel routes, improve public transport and creating new green spaces. This will use the engagement strategy shown above.

Funding contributions will coming forward from nearby developments from the Old Kent Road area. Southwark will seek S106, S278 and SUDs funding from these developments, which could benefit the Bramcote Park estate.

Support for the submission

This bid has been submitted to Cabinet for approval and a possible engagement process is included in this report.
<table>
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<th>Project</th>
<th>Location</th>
<th>Description</th>
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<th>2019/20 £’000</th>
<th>2020/21 £’000</th>
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<td>Behaviour change including Smarter travel and Road safety Education</td>
<td>Borough wide</td>
<td>Smarter travel programme including Road Safety, Travel Awareness. Cycle strategy smarter measures programme.</td>
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<td>Demonstrator zones</td>
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<td>Develop trials of ‘Super Zones’ around schools to promote greater health and fitness. Use the ‘fresh start’ approach to develop a toolkit to promote walking and cycling to be used by other schools.</td>
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<td>Cycle Training programme</td>
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<td>Cycle training programme and cycle parking programme including cycle hangers.</td>
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<td>Deliver cycling network - Southwark Cycle Spine</td>
<td>Borough wide</td>
<td>Design, development and delivery of Southwark cycle strategy 2015 including the development of the Southwark Cycle Spine</td>
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<td>Deliver walking networks</td>
<td>Borough wide</td>
<td>Conduct a sensory audit of streets. Test 'fun' walking interventions along school routes. support the daily 'fun' mile by introducing play and mini-adventures to local streets.</td>
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<td>Test and Evaluate MP schemes</td>
<td>Borough wide</td>
<td>Develop 'Living Lab', evaluating schemes, annual monitoring of movement plan. Identify and test how changes to the highway can reduce risk taking behaviour.</td>
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<td>Local environmental improvements</td>
<td>Borough wide</td>
<td>Small scale interventions to address specific issues identified in year e.g. dropped kerbs, station access. Complementary ideas and funding through Southwark’s Cleaner, Greener, Smarter bids for additional public realm improvements.</td>
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<td>Chaucer, Grange and Cathedral</td>
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<td>Kerbside smarter street programme</td>
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<td>Small scale interventions to complement CPZ programme.</td>
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<td>Timed closure of streets</td>
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<td>Expand school street, play street programme. Explore the expansion of this programme to commuter street, station or town centre closures.</td>
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