

1. Introduction

Once Bermondsey's traditional town centre and still an important part of everyday life for local people, the Blue had become run down and neglected. Improvements were needed if it were to be the thriving centre of civic and commercial life better benefiting the community it serves.

A community campaign led by Blue Bermondsey BID with Community Opportunity and Big Local Works, secured £2m funding for a regeneration programme for Market Place. Locally based Turner prize winning collective, Assemble + Hayatsu Architects were enlisted as the design team to oversee the improvements, with the key aims to:

- Transform the market
- Make better physical connections to the Blue
- Create a stronger, more coherent identity for the area
- Improve public access to community buildings
- Enhance streetscape with shop makeovers

The main improvements are focused on Market Place and have been developed closely in consultation with the community and a range of stakeholders via several public forums and workshops including:

- Client and Design Team meetings held on a fortnightly basis with members from Southwark Council Regeneration and Market teams, Greater London Authority Regeneration Team, Blue Bermondsey BID, Community Opportunity, and Big Local Works.
- Community Steering Group meetings every three months with a wider range of stakeholders including local councillors, local residents and community partners.
- A variety of ongoing community engagement activities at the Made in Bermondsey project base at 10 Market Place.
- Public events such as the formal consultations in September 2019 and the "1 to 1" event in March 2020.
- GLA's London Design Review Panel in May 2020.

MADE IN BERMONDSEY



Above: The 1:50 scale model that was used as a design tool but also a method of communication, was housed in the Made in Bermondsey project base.

For updates and news, please visit the project website - www.madeinbermondsey.co.uk

2. Consultation

The Made in Bermondsey hub at 10 Market Place was used for all project consultation and activities, as well as being the location for project team meetings and informal 'drop ins'. The design proposals were developed from June 2019 to May 2020 following over 700 responses gathered.

Below are the primary means of consultation:

Design The Blue Summer Clubs

Over the school summer holidays, 'Design the Blue' summer clubs were well attended by local children, who took part in a variety of creative activities. This enabled them to contribute their ideas on what they would like to see and do in the market place. These sessions also presented a chance to discuss the project more informally with parents.

Local History Research

People were invited to come along to open sessions and talk with one another and use the facilities to research local and family history. The findings of the history research has vastly informed the content for the graphic design elements.

Survey Consultation

After developing the initial plans the design team launched a wider formal public consultation process in September 2019. Alongside a design document, an online survey was promoted and launched. Visitors to the Made in Bermondsey hub were also encouraged and assisted to participate in the survey.

Community 1 to 1 Event

To showcase the designs and engage a broader audience to participate in an innovative form of consultation. On 7th March 2020 the design team created a 1:1 scale mock up of the revised proposals, including full scale marking out the designs and erecting a simulation of the clock tower. The highlight of the event was the famous 'Castellers of London' building a human tower. The designs were further amended to incorporate input from the event.

Consultation With Statutory Organisations

Throughout the design process, the relevant council departments and statutory bodies have been consulted and feedback incorporated.

Clockwise from top left: Made in Bermondsey Project base - Steering Group meeting with 1:50 model in the background - Project team and local community following a summer workshop event - Castellers of London at the 1:1 event - Children taking part at summer clubs.



3. Design

Throughout and beyond the consultation, the design team have worked through many different iterations and have given much consideration to how Market Place works during trading times and more generally as a public space which can function in multiple scenarios and as a coherent whole.

The result is a more characterful and cohesive public space that respects what already exists and keeps interventions to a minimum. The design is contemporary whilst referencing historic civic structures and the area's unique heritage.

Market Area

The front portion of Market Place is the area for day-to-day trading and the addition of new fixed canopies are designed to work in tandem with tradition stalls, with new electrical power points and better facilities for traders. This will create clear routes through and a tidier, more functional Market Place.

Village Green

The rear portion of Market Place, will be more of a social space or 'village green', which will provide more seating and greening where events can be held, visitors can relax and have drinks or lunch or just read a book from the library.



- beacon / gate
- tree
- desire line
- village green
- market area
- community asset

4. Design Features

The new structures, infrastructure and landscaping are intended to support and stimulate the growth of existing activities within Market Place.

Fixed Canopies

Will make it easier for the market to function and can be used by market traders on market days and more flexible activities at other times.

The Clock Tower

Pays homage to the iconic clock tower that was a distinctive part of Peek Frean's biscuit factory and includes a water drinking fountain for public use.

New Cut Through

Will enable better connections to the Blue and longer term, will link with the Biscuit Factory and create a direct route to and from Bermondsey tube. This will benefit the commercial activity and social life of Market Place by drawing more footfall in to the heart of The Blue.

Better Lighting

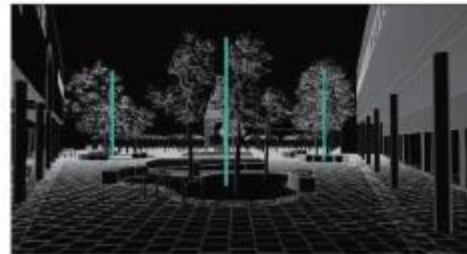
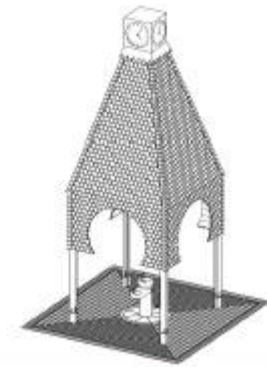
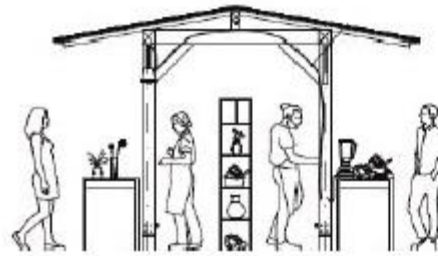
Linear lighting will be introduced to the cut through and existing arcade, with new lighting columns within planting areas and ambient lighting at the front of Market Place. Care has been taken through the lighting design to create a safer, better illuminated night time environment.

More Greening

New planting will be clustered around existing trees to create denser areas of nature alongside more attractive seating areas. These will be environmentally beneficial and designed to efficiently and sustainably drain surface water by containing rain close to where it falls.

New Way Finding Graphics

A new distinctive and characterful graphic language will bring a sense of coherence, particularly the around Market Place. This will include overhead signage to the new entrance and an iconic illuminated marker on top of the existing lift shaft at the back of Market Place.



5. 'Village Green'

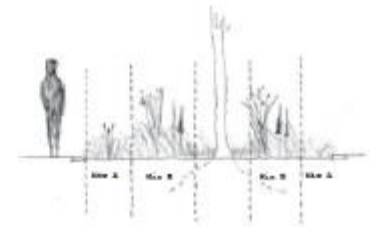
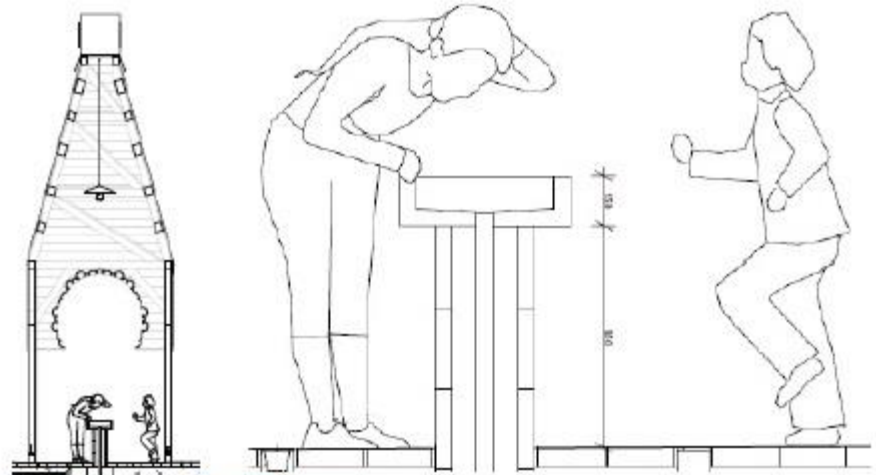
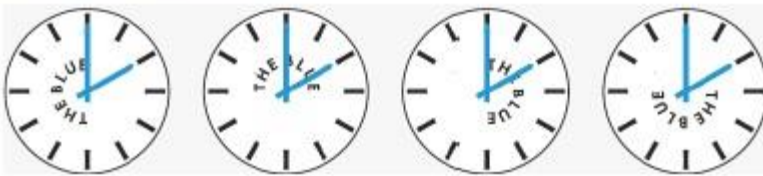
Market Place will be greener and more inviting, whilst being robust and easy to maintain. The approach is to create a people space that is a characterful, attractive and pleasant to spend time in.

Market Clock Tower

The four clock faces will be legible from any angle of approach and feature internal LED lighting. The clock tower also incorporates a public drinking fountain with a tap at wheelchair friendly height and facility for refilling drinking bottles.

It will be built from green oak, using traditional construction techniques to a contemporary design that is robust, attractive, ecological friendly and easily repaired. This will mirrored in the design and build of the fixed canopies.

The roofing is formed of silver, overlapping metal disks in a nod to Bermondsey's industrial heritage as the site of the world's first tin canning factory. The disks will be made by William Say, based on Old Kent Road. A select number of these disks have been embossed in workshops with members of the community.



Soft Landscaping

New planting at the rear of Market Place will create clusters of green, hardy, yet attractive plants around the existing trees. These areas will be edged with a broken kerb detail, to allow for rainwater to enter the new soil pits as part of our SUD (sustainable urban drainage) strategy.

Hard Landscaping

Existing concrete bollards will be cleaned, coloured and 're-purposed' to create seating alongside new timber benches around the green areas.

To avoid wasteful and costly replacement of existing pavings, new 'carpets' of colourful and durable clay brick paving will be incorporated.

In conjunction with this, new bronze history plaques woven into the paving and new shutter graphics, will tell the fascinating story of the area's past.



6. Further Improvements

The new structures, infrastructure and landscaping are intended to support the growth of existing activities within Market Place, while the improvements to the surrounding area will encourage more walking, cycling and footfall to the Blue.

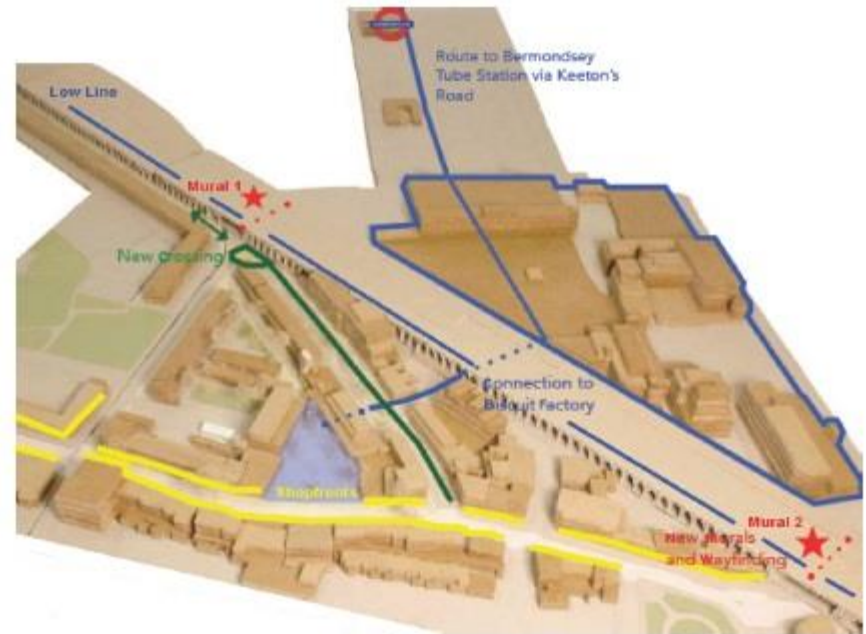
Blue Anchor Lane - Bombay Street

A new pedestrian crossing at the junction of St James Road and Blue Anchor Lane will create a better connection with the Low Line, supported by bollards, reduced vehicle access and the planting of 12 new trees in Blue Anchor Lane.

The cut through to Blue Anchor Lane will include landscaping and aligns with the planned pedestrian route through the railway arches in Bombay St, which will be opened up as part of the Biscuit Factory housing development of more than 1,500 homes. Longer term this will create a clearer pedestrian and cycling route to and from the Blue to Bermondsey Underground Station.

The Made in Bermondsey programme will also see:

- New Cycling racks in Market Place area.
- Shop front Improvements for independent shops in Market Place and along Southwark Park Rd.
- Improvements to Big Local Works to create an employment and training hub, and management office for Blue Market.
- Creation of Community maker-space in disused railway arch.



Above: Simulation of improved shop front. Right top: A view of a 1:250 scale model showing how the project ties in with other initiatives in the area, creating better connections and safer pedestrian routes.

Right bottom: Sketch of St James' Road Crossing.



7. Connecting The Blue

Signage

The graphic identity has been developed closely with community partners to conceive the designs of the vinyls for shutters in Market Place, car park storage units and bronze floor plaques for the paving 'carpets'.

A key element of this has been the design of gateway markers, such as cycle barriers and larger signs to the cut through, the lift shaft and bin store.

Local residents asked for a solution to eliminating the illegal fly tipping that has blighted the bin store in Blue Anchor Lane. The addition of new gates are not just seen as a way to tackle this, but also as an opportunity to introduce more way finding into Market Place and the Blue.

Murals

To celebrate the Blue's rich industrial heritage, there will be two community murals at St James's Rd and John Bull railway arches, which are recognised as important 'gateways to the Blue'.

The St James's Rd arch mural was painted in October 2020 by Fraser Muggeridge studios with words and phrases gathered at a community workshop held in August 2020.

The John Bull Arch mural will be painted in the spring 2021 by accomplished mural artist, Paul Butler; creator of the world famous Cable Street mural.



8. Conclusion

- At the heart of the design process has been an extensive, community-led engagement and consultation process where an inclusive and broad range of people have been able to input across a number of forums.
- We have listened to these voices and through an iterative and open-minded approach have created a coherent and characterful design which is also practical and cost-effective.
- After the successful '1 to 1' event in March 2020 market traders have taken to occupying the new stall configuration. This is a testament to how the listening and testing process has provided the basis for a well-considered arrangement, which now feels natural.
- Delivering this project and creating a distinctive civic space that can support a thriving commercial area is all the more important in the wake of the Covid-19 pandemic.

As the GLA's area manager, Paul Harper, said recently in design team meeting; **"Now, more than ever, there is an urgency for our high streets, markets and open spaces to be valued, cared for and invested in".**

**MADE IN
BERMONDSEY**

Design Team

Lead Designers
Hayatsu Architects + Assemble
Landscape Architects
JCLA
Graphic Design
Stinsensqueeze
Shopfronts Programme
Retail Revival
Lighting Design
Studio Dekka
Structural Engineers
Price & Myers
Cost Consultant
Gleeds

Client Team

Greater London Authority
Southwark Council
Blue Bermondsey BID
Community Opportunity
Big Local Works

Construction Team

Lead Contractors
Warwick Landscaping
Commercial Director
Guy Humphryes
Contract Director
Lance Pratt
Resident Liaison
Mike Lipscomb
Demolition
WC Evans
Clock Tower/Fixed Canopies
William Floyd Maclean



Above: Simulation of regenerated Market Place. Below: Lead architect, Takeshi Hayatsu and members of the design team at the 1.1 event in March 2020