

Item No.	Classification: Open	Date: 19 June 2015	Decision Taker: Cabinet Member for Regeneration and New Homes
Report title:		Southwark's Shopping Parade Capital Programme 2014-2018	
Ward(s) or groups affected:		Regeneration areas, Borough Wide	
From:		Chief Executive	

RECOMMENDATIONS

That the cabinet member for regeneration and new homes

1. Agrees the selection criteria used to determine sites for shop front investments in the borough.
2. Agrees the adoption of two programmes of shop front improvements, one at Peckham High Street / Rye Lane and the second across other key regeneration areas in the Borough as set out in this report.
3. Agrees allocation of funding for these two programmes, site locations and the phasing of works.
4. Agrees the rebranding for the programmes as Peckham's High Streets and "Love Southwark Shopping".

BACKGROUND INFORMATION

5. In 2014 cabinet approved a capital bid for further High Street and Shop Front Investment for £2 million which has been programmed between 2015/16 and 2018/19. This follows an initial 5 year capital programme Investing in Local Retail Environments (ILRE) which saw improvements being made to some 24 shopping parades across the borough.
6. This has since been revised following a successful bid to the GLA for New Homes Bonus for £525,000. This will directly substitute that capital investment reducing the council's capital investment to £1.475m. See paragraphs 22-27.

ILRE Phase 1

7. This first ILRE programme run by the council was retailer led investment, which meant that retailers could decide as a collective with their neighbouring shops as to how the money allocated to their parade could be invested. For the most part retailers opted for investment in their own premises and this included new shop fronts, signage, shutters and lighting. Some conservation work was undertaken as were improvements to the immediate public realm.
8. The broad objectives for the original ILRE programme were based around small scale sites with preference for under 10 shops in a parade, sites outside town

centres, sites where there had been no recent investment or improvement, and projects that would help improve the local economy and amenity. There was also an equitable spread of sites across the breadth of the borough.

Nunhead OLF

9. Between 2011 and 2014 the council delivered a programme of investment in Nunhead funded by the London Mayor through the Outer London Fund programme and the council's Area Renewal funding. This took a different approach to the ILRE programme which focused largely on the physical uplift of shopping frontages to stimulate growth and bring local people back to shopping locally. The OLF programme took a wider perspective and in conjunction with shop front works looked at a programme of investment around creating a sense of place through careful rebranding of shops, marketing through Nunhead shopping bags, public realm improvements and a carefully crafted programme of events and activities that would help people to discover or rediscover Nunhead, and what this shopping area provided.

High Street Challenge

10. High Street Challenge is a two-year council programme with a £600k fund awarding grants to commission a series of innovative, spatially-based projects. The concept is to attract fresh, innovative ideas to animate and inject energy into our high streets; prioritising business-led and community-led initiatives to complement our substantial capital investment in places and focus on people and businesses as assets, to build community capacity and small business engagement in the transformation of areas. The aims are to:

- Drive footfall, town centre growth and building capacity
- Diversify high streets offer to meet changing demands
- Transform spaces, attract and engage new customers
- Improve connections between communities and businesses
- Encourage temporary uses/meanwhile spaces

11. Several High Street Challenge round 1 projects have now been funded and implemented. Round 2 recommendations have been made and grants will be awarded imminently. Parades that have secured funding through High Street Challenge that will complement any work undertaken through the second phase of shop front and retail improvement work are:

- Tower Bridge Road – Tower Bridge Road Alliance for a series of events
- Walworth Road – Walworth Town Team: marketing events to increase footfall
- East Street – Plaza Latina market 3 weekends in August on Nursery Row Park
- Camberwell – SE5 forum by feasibility study for a Camberwell town centre BID and; Wormfood Ltd to put on an event Camberwell Fair on the Green in July 2015.

Townscape Heritage Initiative

12. Southwark Council has received a confirmed grant of £1.675m from the Heritage Lottery Fund (HLF) to help restore Peckham Town Centre.
13. The money will be made available under the Heritage Lottery Fund Townscape Heritage Initiative (THI) – a grants programme set up to provide much needed

investment for communities to improve and regenerate the historic built environment for the benefit of local residents, workers and visitors.

14. The five year Peckham Townscape Heritage Initiative (THI) scheme will see 44 of the most important historic buildings on Peckham High Street and Rye Lane shortlisted for a grant to repair damaged facades, reinstate lost historic features and install high quality traditional windows and shop fronts. Grants will range between 20-70% based on the nature of works.
15. Owners will also be encouraged to bring vacant floor space in the upper floors back into use to support the local economy and provide much needed housing.
16. The grant will also enable the council and its partners in the community to put in place a programme of complementary initiatives centred on the better knowledge and enjoyment of this important historic town centre.
17. It aims to bring wider benefits to the community of Peckham with a unique set of complementary initiatives including traditional building skills, improved knowledge of the history of the area and a celebration of its heritage.

Mayors High Street Fund

18. In 2014 The GLA launched a new programme of high street investment called the High Street Fund, created to build on the success of the Outer London Fund aimed specifically at helping London's high streets to grow and become more vibrant. The fund is making up to £9m available until March 2016 to support projects that help deliver the Mayor's ambition.
19. Funding is being directed to places that have potential for growth and where there is the commitment and capacity for real long-term change. Successful projects will create vibrant, attractive places that underpin good growth and they will address the interrelated challenges of accommodating new homes on London's high streets, while nurturing businesses and enhancing civic life.
20. Southwark Council made a successful bid for Old Kent Road and East Street to the value of £510,000 for a study and public realm strategy for Old Kent Road and considering options for reconfiguring East Street market to optimise the market and shopping environment of users and market traders and shop owners.
21. Complimenting this Adelente Advances, supported by Southwark Council, were successful in a bid to provide business support and undertake work on East Street including looking at a Latin American festival along the lines of Carnival del Pueblo.

New Homes Bonus

22. The New Homes Bonus (NHB) is a government grant paid to reward local authorities for every new home built in their area. Southwark Council manages a rolling 10-year capital programme and has a strategic aim to generate and support housing growth.
23. Southwark received £2.6 million of NHB funding in 2011/12 and anticipates receiving a further £52 million in the period to 2016/17.
24. Most of the NHB funding generated over this period will be used to support the council's capital programme, creating places that will attract further housing

development through a wide range of investments in the environment and community infrastructure.

25. Until this year there was also a revenue element to the grant to support the basic service needs that house building generates within a local authority. Government has made changes to the way this grant is distributed and it will now be topsliced to create the LEP (London Enterprise Panel) New Homes Bonus programme of £70m to be distributed between the 32 London Boroughs to meet the priorities set out in The Growth Deal for London¹.
26. Southwark made a submission for these funds in 2014 towards the High Street Regeneration programme. It is a programme of capital investment directly aligned with the Love Shopping programme and revenue funding for Economic development projects such as events marketing and enterprise initiatives. The intention is that the NHB funding will offset the capital and revenue investment being made through the council's Capital Programme.
27. The GLA advisors administering the programme have strongly indicated a preference to support the Lower Road and Tower Bridge Road projects within this programme. Southwark Council has applied for £525,000 NHB capital funding and is currently refining the bid.

Phase two of Southwark's shop front and shopping parade investment – Peckham's High Streets and Love Shopping

28. From the wealth of projects detailed above, the council is increasingly widening its breadth of experience in working to stimulate economic growth through investment in our high streets and with local businesses. From the lessons learned from the above mentioned programmes the emerging economic environment and much discussed role of the high street nationally, the recent capital bid for Southwark's High Streets takes a combined yet slightly different perspective.

Aims and Objectives

29. The main focus for this next phase of shopping parade and shop front improvement is focused on supporting investment in and around the council's strategic Regeneration Areas and Town Centres (see figs 1 & 2). This will include shopping parades on the cusp or fringes of the council's Regeneration Programme that provide or could with support provide valued services for local communities but might not directly benefit from regeneration funded initiatives and may struggle in competition with new or revitalised shopping areas and town centres. However it was considered that the north of the borough (Bankside and Bermondsey) already had a quantum of development and degree of market intervention that did not require public sector support.
30. The key desired outcomes of the programmes are:
 - To support and spread the uplift and investment in strategic regeneration areas and on the fringes of town centres within Southwark.
 - To improve local business environments that would otherwise be unlikely to receive investment

¹ The Growth Deal For London priorities
<http://www.london.gov.uk/moderngov/documents/s37929/05a%20London%20Growth%20Deal%20Appendix%201.pdf>

- To retain existing businesses
 - To attract new businesses to vacant premises
 - To create and champion incubator and pop up uses in our high streets
 - To increase the number of local employment opportunities
 - To engage local businesses and traders (owners and occupiers of premises) in the scheme, resulting in local 'ownership'
 - To encourage the establishment and capacity of local business networks
 - To increase commercial activity
 - To increase public safety and reduce fear of crime
 - To improve the provision of local amenities (i.e. a broad range of shops and services to meet the needs of local communities) for existing new and emerging communities.
31. In regards to the nature of investment this will be site dependent. Each site selected to go forward for implementation will be assessed for the suitability of a series of possible interventions. The tool box of interventions will include:
- Business Support
 - Branding and Marketing
 - Shopping Frontages
 - Conservation Works
 - Events
 - Arts
32. Not all elements will be offered to each site; there will be a bespoke programme for each site based on the business and site conditions, the neighbourhood, and site suitability.
33. The sites selected for assessment, and those highlighted in the bid include Lower Road, Tower Bridge Road, Harper Road, East Street, Walworth Road (South) Camberwell Town Centre and Peckham.
34. The maps below are extracts from the new Draft Southwark Plan and show the protected shopping frontages in Southwark and the office and business locations across the borough. Both Maps also show clearly the action areas, town centres around which the sites listed above in point 32 were identified.

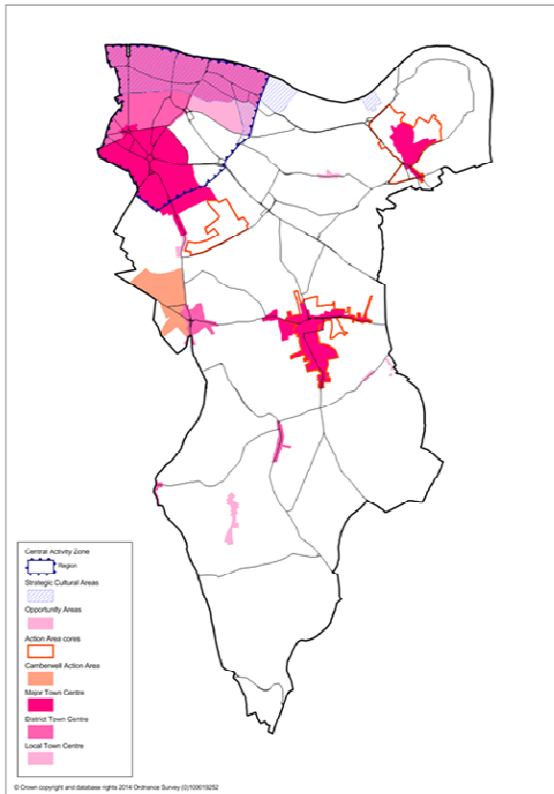


Fig 1. Town Centres

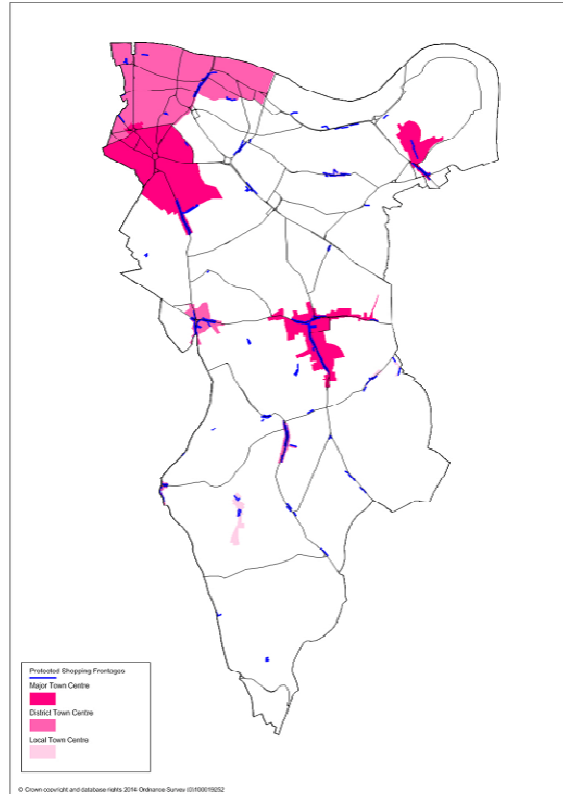


Fig 2. Office Locations

35. Site assessments were undertaken between September 2014 and November 2014 and included site visits, desk research and consultation with various sectors of the council. Each site was then scored against the criteria which are set out below in Para 36.

KEY ISSUES FOR CONSIDERATION

Criteria

36. The full eligibility criteria are set out in appendix 1. The criteria have been set to assist in measuring which sites are most likely to deliver the outcomes. In overview the headline criteria (and Scoring) identified for the programme are as follows:

- Alignment to existing regeneration programmes (25%);
- Local Economy Sustainability and Benefits (25%);
- Timescale (deliverability) 20%;
- Benefits to Local Environment (20%)
- Sustainability and Participation (10%).

37. Each of the criteria are scored from 1 - 5 (where 1 is poor and 5 is excellent) and total scores are then derived based on these weightings.

Sites

38. As set out in para 33 and shown in appendix 2 the sites selected for assessment include;

- Lower Road
- Tower Bridge Road
- Harper Road
- East Street
- Walworth Road (South)
- Camberwell Town Centre
- Peckham – Peckham High Street

The recommendation for two programmes

39. The site assessment process provided a score for each site location to assist with final profile of sites, prioritising, and allocations of funds. All the shortlisted sites scored highly and justified inclusion in the shop front programme. See appendix 3 for overview of each individual site assessment and its associated recommendations.
40. What this site assessment and criteria did not directly take into account was the complexity of multi funded programmes at particular locations and how this should be best accommodated.
41. The only site that does not have any other funding attributed to it is Harper Road. All the other sites as regeneration areas have a complex profile of funding.
42. In most cases this causes no conflict of interest as the other funding streams complement one another and are focused on differing components of the programme e.g. highways or open space works at Walworth Road. Alternatively the funding provides a direct match e.g. high street and shop investment works but offering a comparable levels of funding. This is the case for the High Street funding and New Homes Bonus funding for East Street, Tower Bridge Road and Lower Road.
43. However in the case of Peckham there is an intricate balance of funding streams that needs to be considered. This relates to the station and town square development but most notably the Townscape Heritage Initiative (THI) funding from the heritage Lottery Fund. The THI programme will, as detailed in paragraphs 12-17, see 44 of the most important historic buildings on Peckham High Street and Rye Lane shortlisted for a grant to repair damaged facades, reinstate lost historic features and install high quality traditional windows and shop fronts. This programme will be offering between 20 -70% grant towards the cost of works depending on the nature of works.
44. This could pose a potential conflict as the ILRE or shop front programme has previously offered grants up to 100% of the value of works, which facilitated its success particularly in the current climate of financial instability and deterioration of the high street, where shop keepers have not had the funds to invest in their premises. However where financially viable a contribution from traders would be expected towards the total cost of shop front renovations.
45. It is important that other programmes the council is delivering are not compromised. However it is felt that the shop front programme could compliment the work of the THI if a similar level of grant funding for shop front work in the Peckham area were offered. This approach would add scope to the THI programme by enabling traders in buildings that were not prioritised as key historic buildings to benefit from the wider regeneration process in Peckham.

46. As such the council recommends that two programmes are developed forward for shop front improvement works: the first for Peckham at Peckham High Street, and in particular Rye Lane; the second for the remaining regeneration areas identified above in paragraph 33.
47. The Peckham Shop Front programme will be delivered in conjunction with the THI between 2015-2018. The programme will seek to undertake a series of interventions along Peckham High Street and Rye Lane by way of public realm and environmental streetscape works and some small scale shop front treatments. Where works are related to the public highway and streetscape the council will fully fund the works, but if any works relate to private buildings and shop fronts the programme will mirror the terms of the THI and offer up to a maximum to a 70% grant in line with the THI guidance.
48. The second programme of Regeneration Sites will incorporate Harper Road, Camberwell, Tower Bridge Road, Lower Road, Walworth Road and East Street. This programme will operate in much the same way as previous ILRE schemes across the borough and offer up to 100% grants with a preference for a small percentage contribution participating businesses.

Branding

49. With two programmes being recommended it is important to ensure that these are branded distinctively to avoid confusion.
50. Also as the programme has developed since its initiation in the borough in 2008 it is considered an appropriate time to not only distinguish it from previous investment programmes but also to provide a clear steer to local communities as to what the programme will entail.
51. Previous programmes in Peckham and Nunhead and the LOVE branding have been well received and provided opportunities of inventive and creative marketing. As such it is recommended that the Peckham investment be branded as Peckham's High Streets and the wider programme of regeneration sites be promoted under the banner 'Love Shopping'.

Phasing and Allocations

52. The justifications for funding allocations are set out in the site assessments and the individual recommendations by site in appendix 3. This includes funding being subsidised by other funding sources such as NHB, or where match funding has been committed to other programmes to maximise funding opportunities and investment in the borough.
53. Similarly the recommendations for phasing of works are based on the requirement to link up and deliver alongside other streams of funding to ensure the viability of those funding sources and therefore enhanced levels of investment in Southwark.

Peckham's High Streets

54. This programme as mentioned in paragraph 47 will follow the timescales of the THI which is due to be delivered between 2015 and 2018.
55. It is recommended that £300,000 is allocated towards this programme.

Love Shopping

56. It is proposed that projects included in Love Shopping are delivered in two phases to ensure that the full resource can be allocated to projects to ensure the best outcome but also to dovetail with the development and deliver of its wider regeneration aspirations and delivery plans.
57. Phase one will commence in 2015/16, phase two in 2016/17 working through to 2018/19 for proposed completion.
58. With £300,000 being recommended for Peckham's High Streets programme there is a budget of £1.7m between the sites for the Love Shopping programme.
59. A summary of recommendations with allocations is detailed below:

Site	Phase	Allocation (£000)
East Street	1	300
Harper Road	1	100
Tower Bridge Road	1	225 (NHB)
Lower Road	1	300 (NHB)
Walworth Road	2	200
Camberwell	2	575

Policy implications

60. The programme supports and complements a wide range of existing policy frameworks and strategies aligning itself with the objectives and targets for local and regional enterprise development.

London Wide

61. The programme also supports the **Mayor of London's Regional Economic Strategy** and its key priorities 'improving London's Competitiveness and Investing in London's future' including objectives to:
 - encourage cost effective business support programmes for London's businesses, and especially for SMEs and entrepreneurs..
 - To work with boroughs, developers and other partners to direct investment into existing major employment areas including the Central Activity Zone (CAZ), town centres and the Strategic Outer London Development Centres.

Council Priorities

62. The programme is clearly linked to the council's 2014 fairer future promises

Promise 6 – A Greener Borough

We will protect our environment by diverting more than 95% of waste away from landfill, doubling the estates receiving green energy and investing in our parks and open spaces.

Promise 7 – Safer Communities

We will make Southwark safer with increased CCTV, more estate security doors and a Women's Safety Charter. We will have zero-tolerance on noisy neighbours.

Promise 8 – Education, Employment and Training

We will guarantee education, employment or training for every school leaver, support 5,000 more local people into jobs and create 2,000 new apprenticeships.

Promise 9 – Revitalised Neighbourhoods

We will revitalise our neighbourhoods to make them places in which we can all be proud to live and work, transforming the Elephant and Castle, the Aylesbury and starting regeneration of the Old Kent Road.

63. The Southwark Enterprise Strategy 2005-2016

The overall vision to create: *“A healthy competitive business environment built on an entrepreneurial culture with improved access to quality employment opportunities for all residents.”*

To achieve this vision and support economic development, the Strategy has as one of its four key objectives: *‘To promote a safe, high quality and accessible environment for businesses’*

64. The New Southwark Plan includes:

Strategic Policy 6: Vibrant town centres and shopping areas

Southwark will have a network of town and local centres with new retail, leisure, office and other town centre uses, which reflect the character of the catchment area.

Local centres and local shops will meet the day-to-day needs of communities.

We will continue to promote and protect small, independent and affordable shops to strengthen the retail offer and competitiveness of centres.

Strategic Policy 9: Design

Southwark will have the highest possible standards of design to create attractive, healthy and distinctive buildings and places that are safe, easy to get around and a pleasure to be in.

Southwark's buildings and places will have excellent architectural and urban design. They will enhance the visual and practical experience of the built environment in order to create attractive places that people will choose to live in, work in and visit.

DM47: Shop fronts

Southwark will encourage the retention of historic shop fronts and the provision of high quality new shop fronts.

Development for shop fronts and signage must:

- Be an excellent quality of design and give careful consideration to proportion, scale, style, detailing, colour and materials in relation to the host building and its context.

- Retain and refurbish existing traditional and historic shop fronts and features to enhance or sustain local character, or when located within heritage assets, conservation areas or the setting of heritage assets.
- Be appropriately lit for its location and context.
- Utilise internal security grilles and security solutions to encourage a welcoming environment. The use of external mounted shutter housings and solid roller shutters is not supported.
- Retain or provide a shop window if part of a change of use within town centres.

Reasons

Shop fronts make an important contribution to the appearance of our town centres and parades. However, some new shop fronts can harm visual amenity and local character with poor quality design, materials, signage and security shutters.

Equalities Issues

65. The terms of the Equality Act 2010 require the council to have a duty to bear in mind the issues of discrimination during the decision making process and for anti-discriminatory measures be embedded in the process. The council has a duty to take 'due regard' and this must be evidence based.
66. **Our aims and objectives on equality:** The diversity of our community is one of our most valued assets. Strong communities will thrive and prosper if individuals and groups are treated fairly and with respect, and given access to the services they need. Our aim is to provide opportunities to Southwark's residents, businesses and organisations to fully engage in the community. We understand that for equality to be achieved it must be something that everyone understands and feels able to contribute to. We will ensure that residents are involved in making our services more accessible.
67. **Our overarching policy on equality:** The council's 'Approach to Equality Staff Guidance' sets out our policies on equality and the overarching objectives we will work to achieve. It outlines what the government expects of us as a public sector body under the Public Sector Equality Duty, what people can expect from the council in terms of how we will plan and deliver our services, and what the council is committed to doing. It explains our approach to advance equality of opportunity in the borough by making equality part of our day-to-day business.
68. **Resources for managers and staff:** The following tools have been developed to support managers and staff with implementing the council's Approach to Equality:
 - A set of budget equality analysis tools to assist departments in assessing the equality impacts of efficiency and savings proposals for the council's 2015/16 budget. These consist of budget equality analysis guidance note and risk matrix, budget proposal screening template and budget proposal equality analysis template.
 - An Approach to Equality toolkit has been developed to advise staff on the requirements of the council's Approach to Equality.
 - An equality analysis template has been developed for colleagues carrying out pieces of equality analysis as part of decisions or business plans.
 - An equality analysis example has been provided to give staff an idea of the kinds of things to include in an equality analysis document.

- Guidance on the public sector equality duty and decision making has been developed to advise staff on the council's obligations around equality when setting and implementing our budget.
 - Equality monitoring guidance has been developed to advise staff on the things to think about when carrying out equality monitoring of service users.
69. **Evidence base:** Walworth Road has been categorised as a 'degenerating²' high street in a 2011 report by Colliers International. Further details can be found at <http://www.inspiresme.co.uk/news/premises/vacant-premises-triggering-town-declines/>. As part of the programme to address this, Southwark commissioned GVA with East Architects to produce a report entitled '*Vitality, Viability and Vulnerability*'. This looked at the whole length of the Walworth Road from Elephant and Castle to Burgess Park, investigating the potential impact of an enhanced retail offer in the north and suggested possible scenarios to ensure the sustainability and evolution of the offer further south.
70. Southwark also recently commissioned Nathaniel Lichfield & Partners (NLP) to prepare a borough-wide new retail capacity study. The study undertook an analysis of shopping patterns, reviewing quantitative and qualitative needs up to 2031, carrying out health checks, reviewing the town centre hierarchy etc.
71. A study of East Street Market showed a pattern of decline. According to ACORN's most challenged life style types East Street has an overwhelming presence of '*Urban Adversity*'. There are many reasons for this decline: Sunday trading, e-trading, discount stores, regeneration, supermarkets, offer not attractive enough and existing traders reducing their trading days. The typical spend at East Street is only £14. However, the recently opened Sunday market days are attracting a higher proportion of professional people with more than a third coming from ACORN's second most affluent type '*Rising Prosperity*'.
72. **Lessons from ILRE Phase 1:** Many of the retail premises do not comply with the requirements of the Disability Discrimination Act. However the works required to ensure compliance were outside of the scope of the project as it would often require internal ramps and considerable internal layout modifications. While public realm works were carried out for some of the parades; re-profiling the pavement to create step-free access was problematic due to excessive cross-falls and/or issues with building DPCs (damp proof courses).
73. For many of the traders involved in the ILRE programme English was not their first language and literacy was also found to be an issue. Furthermore many of the traders were not familiar with architects drawings and specifications and the implications of what is drawn. The ILRE programme required sign off on drawings and designs by the traders. In some instances Traders, when the finished result was not to their liking, argued that they were not sufficiently aware of what they were agreeing to.

Community Impact Statement

74. The Love Shopping programme is intended to enhance the overall shopping experience in Southwark to support SMEs and create a thriving sustainable local economy with new job opportunities for local people. It is also focused on making a series of improvements to shopping parades to improve the shopping environment to

²Degenerating high streets are classified as those with a positive historical performance but a projected negative future performance

create places that local residents and workers want to spend time and money and that provide a good range of shops and services rather than using out of town centres and supermarkets.

Who are the people that will be affected by the issue?

75. The programme will be rolled out across the borough's key regeneration areas. The people in particular who will be positively affected by the programme are local SMEs (independent retailers), local residents and prospective customers living or working in or near the target sites. In this phase of works there will be specific benefits of improved accessibility as all works will be DDA compliant which will assist the elderly and/or less mobile members of the community. Some of the parades serve a particular community and by improving these parades and ensure the long-term sustainability; the council is able to support these communities. To ensure that none of these communities are disadvantaged the council provides a free translation and interpreting service to those residents who need it to access essential services and who cannot get help from family and friends.

Where has it been identified that a particular issue is likely to have a disproportionate effect on a particular community/group or area?

76. It is not anticipated that there is likely to be any major adverse or less good implications for any particular communities/groups. Communities and groups located in or around programme sites will experience a positive effect as a result of the improvements that the programme will bring to local shopping parades and their surrounding areas. As stated above, the lessons learnt from the previous ILRE programme will be taken on board and adjustments made to ensure that the council is fully compliant with the Equality Act 2010.

Resource implications

77. The resource implications are outlined above and summarised in the finance concurrent below. To deliver this programme profile of projects, council costs will be recharged on a project by project basis.

Sustainable Development Implications

78. The programme of projects will be delivered in line with the Sustainable Design and Construction SPD, which requires sustainable procurement of materials, and the use of environmental technologies.

SUPPLEMENTARY ADVICE FROM OTHER OFFICERS

Director for Legal Services

79. This report seeks approval of various recommendations relating to shop front improvement programmes within the borough. The decision to approve those recommendations is one which is expressly reserved to the Cabinet Member under Part 3D of the council Constitution.
80. When preparing the report recommendations officers have had due regard to the requirements of the Public Sector Equality Duty ("PSED") contained within the Equality Act 2010 in order to ensure that, as far as possible the proposals do not have an adverse effect or impact on any individual or group having protected characteristics

(under the Act). Paragraphs 65 to 77 of this report describe the detail of the equality analysis which has been carried out in order to demonstrate compliance with the PSED.

Strategic Director of Finance and Corporate Services

81. The resource implications referred to in paragraph 77 and elsewhere in this report are noted. Originally, £2,000k was approved from the council's own capital funding for this project. A further £525k has been secured from the GLA's New Homes Bonus. This will be used to offset the council's own capital investment, reducing it to £1,475k and leaving the total funding available unchanged at £2,000k, as set out in paragraphs 5 and 6.
82. Any further costs relating to implementing the projects recommended in this report will be contained within existing Planning budgets.

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
None		

APPENDICES

No.	Title
Appendix 1	Selection Criteria
Appendix 2	Site plan
Appendix 3	Site assessments

AUDIT TRAIL

Lead Officer	Simon Bevan, Director of Planning	
Report Author	Antonia Clarke, Team Leader Planning Projects	
Version	Final	
Dated	18 June 2015	
Key Decision?	Yes	
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / EXECUTIVE MEMBER		
Officer Title	Comments Sought	Comments Included
Director for Legal Services	Yes	Yes
Strategic Director for Finance and Corporate Services	Yes	No
S106 Finance Officer	No	No
Date final report sent to Constitutional Team		19 June 2015

Appendix 1 - Selection Criteria

ILRE Phase 2 Review Criteria

Cross-cutting points

A clear understanding of local issues, needs, and demand both from a community and business perspective

A rationale for the proposed project - why it is appropriate for the area?

How much does a project bring an innovative or creative approach in its design or activities?

The need to invest in more than shop fronts - looking at parades, the business, activity and events and the surrounding environment.

Have we invested in this area before? If so, why this is a project in this area an improvement? What are the potential outputs and outcomes?

The following 5 criteria should be used to analyse, challenge and score an area for potential investment ILRE funds and delivery of a specific package of works:

1. Alignment to existing regeneration programmes

- Does the location lie in close proximity to existing regeneration programmes, activities or policy areas (e.g. OAPF, Protected Shopping Frontage)?
 - If it does, how strongly would a project in this area complement existing regeneration?
 - If it does not, what are the benefits and opportunities of investing here?
- Can the benefits of the existing regeneration programme be extended to smaller retail environments on the fringes of the programme area?
- How can investment protect and add value to these parades?
- Would the project here increase the ability to attract additional funding streams

2. Local Economy Sustainability and Benefits

- Can a project's activities benefit a number of local groups and businesses or add value to existing activities in the area?
- Can a project's outputs continue to bring benefits to local retail groups or collectives after the funding has been spent?
- Will the investment create new local employment opportunities

- Will the investment result in or have the potential encourage local cottage and creative industries or new business start ups?
- What is the likely impact of a project in this area helping to generate ongoing activities in the longer term?

3. Timescale

- What is the estimated timescale for the delivery and implementation of a potential project in this area?
- Can we forecast key stages in the delivery of the project that will demonstrate progress?
- What are the risks involved and how can we mitigate and prepare for these?

4. Timescale

- How much and what kind of improvements can a project bring to the physical fabric of the area? (public realm, buildings, green spaces)
- Can ILRE investment in this location lead to better place making which local communities will value and use in years to come?

5. Participation

- Is there evidence that existing business networks and local groups are in support of a proposed project?
- Does a project in this area offer stewardship for the local community during its development and/or delivery?
- Can part of a potential project be owned or delivered by local community or business groups? How can funds, roles, and responsibilities be divided?
-
- How could a potential project in this area enable local businesses, networks, and groups to support the vitality of their high street or town centre?

Supplementary Criteria

Any businesses receiving works or investment will not have any outstanding charges to the council (by way of Business Tax etc)

Application of Criteria

Eligibility criteria		Weighting
Prioritising criteria	1. Alignment to existing regeneration programmes	25
	2. Local Economy Sustainability and benefits	25
	3. Timescale	20
	4. Benefits to Physical Environment	20
	5. Participation and Sustainability	10
	Total Score (/100)	

Each project will be scored out of 5 with the following categories:

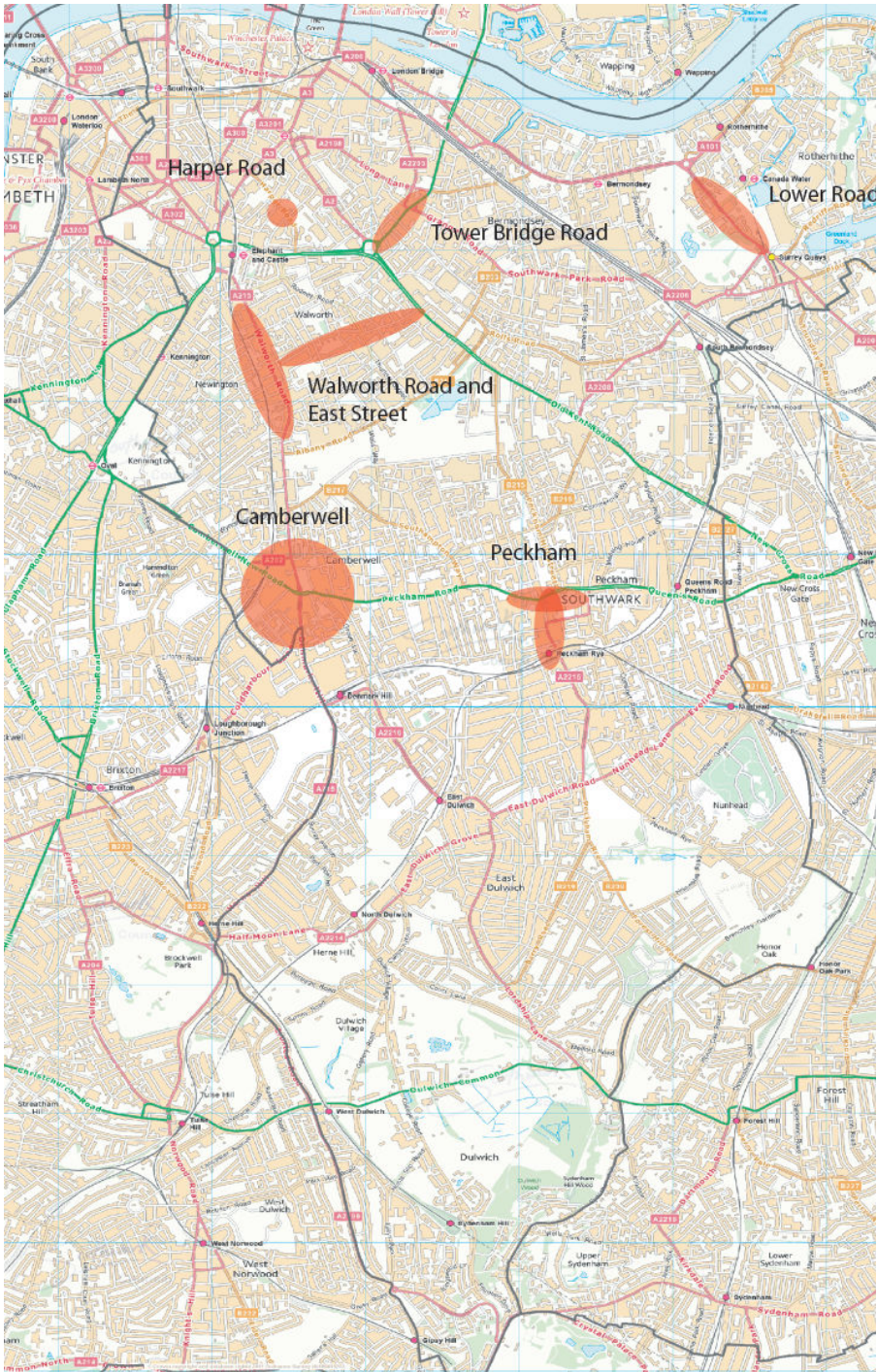
- 1 – Poor
- 2 – Fair
- 3 – Good
- 4 – Very Good
- 5 – Excellent

The scores will then be weighted accordingly (see criteria above) to give a total score out of 100.

For example, a score of 4 (Very Good) on criteria 2. Benefits to Local Economy will be calculated as follows:

4 / 5 (score out of 5)	= 0.8
x 25 (criteria 2 weighting)	= 20
So, score out of 100	= 20

Appendix 2 Site Location Plan



Appendix 3 Site Assessments

Phase 1 Projects

Harper Road

Name	Harper Road
Ward	Chaucer
Community Council	Borough, Bankside and Walworth
Brief Description	<p>A small parade of 11 units on the outskirts of Elephant and Castle regeneration area.</p> <p>This parade is situated within the Rockingham Estate, opposite Dickens Square park, with a mosque opposite and the Globe Academy nearby.</p> <p>The parade has a strong Bangladeshi influence to service both the community and mosque goers.</p>
Regeneration Area	Borders Elephant and Castle Regeneration Area
Ownership? (council/private etc)	Southwark Council is the freeholder of the retail units and public realm. Retail units are leased to private traders, most of which are SME.

1. Key Issues

2. The Harper Road shopping parade is close to Elephant and Castle. It is a valued local resource for the Rockingham and Lawson Estate's and the Trinity Street residents. But is also the nearest shopping parade for Mosque goers and school children at The Globe Academy. In essence it has a good user base and is a good local resource and alternative to walking to New Kent Road and the Elephant and Castle Shopping Centre and is particularly important for elderly or disabled people or others who may be isolated and struggle to carry heavy shopping.
3. The parade provides a good mix of local shops including newsagents, pharmacy, fish mongers, off licence, launderette and dry cleaners, barbers and pub. There is a cycle hire station directly in front of the parade and a slip road for parking.
4. Whilst not exclusively there is a strong presence of Bengali businesses in the parade, serving mosque goers and the local community.
5. The area falls just outside the Trinity Church Square conservation area. It is within the Central Activity Zone, is on the border of the Elephant and Castle Town Centre and is a protected shopping frontage.
6. In the immediate area there has been some recent investment with the Globe Academy opening in 2008 replacing existing primary and secondary schools. It is an all-through academy, for 3-18 year olds. A considerable amount of new housing has been developed on Harper Road and Dickens Square Park is a site of local importance for Nature Conservation and the council has proposals to redesign the space which have been on hold for a number of years while funding is secured.

7. Scoring

	Eligibility criteria	Weighting	Score
Pr	6. Alignment to existing regeneration programmes	25	20

7. Local Economy Sustainability and benefits	25	15
8. Timescale	20	16
9. Benefits to Physical Environment	20	16
10. Participation and Sustainability	10	10
Total Score (/100)		77

8. Recommendations

9. There is real potential to further establish this shopping parade as an anchor in its community. There is potential to undertake some enhancements to improve the appearance of the parade but moreover an opportunity to create a sense of place by potentially building upon the cultural heritage of the businesses and generating activity and a place of interaction for the surrounding communities through a series of small scale festivals or events.
10. An allocation of £100,000 is recommended for this project.

East Street

Name	East Street
Ward	Newington, Walworth
Community Council	Walworth
Brief Description	
Regeneration Area	Heygate (Elephant & Castle), Aylesbury Estate masterplan
Ownership? (council/private etc)	Mixed

11. Key Issues

12. East Street which is very varied both morphologically and in use. There is a long history of trading especially at the western end where East Street market is situated.
13. East Street market has been officially running since 1880 making it one of London's oldest, largest and busiest markets. It is as fondly visited now by local people as it has been for decades and a unique selling point of the Walworth Road. There are a wide a variety of goods on offer, from fresh fruit and vegetables to African clothing and materials. Open Tuesday to Sunday with Saturday the strongest trading day, it attracts c.4,500 visitors per day according to an ROI study produced in Nov 2013.
14. The majority of visitors are drawn to East Street market by the fresh food produce offer, with 64% of shoppers visiting the fruit and vegetables stalls in particular. This is followed at some distance by clothing stalls which are visited by 19% of shoppers. The study also clearly demonstrated that the shops are much less of a draw for visitors than the market stalls, with just 6% of visitors stating 'visiting the shops' as the purpose for their visit, and over half of visitors by-passing the shops entirely.
15. However, overall Southwark's council controlled markets are in decline. The number of occupied pitches has dropped considerably by over 59% over the last 10 years. East Street market has 242 available pitches (recently reduced to 200 to make some larger) with approximately 120-180 being regularly occupied. There are many reasons for this decline: Sunday trading, e-trading, discount stores, regeneration, supermarkets, offer not attractive enough and existing traders reducing their trading days. The typical spend at East Street is only £14.
16. This decline in part reflects wider challenges that all street/traditional markets are facing. A study produced by the LDA on London's retail street markets (June 2010) found that the performance of markets across London has been mixed over the last few years in part due to an increase in choice for shoppers (e-tail and out of town); and increasing competition from supermarkets which offer competitive pricing and more convenient opening hours. Markets managed by local authorities, such as East Street, however, are much more likely to have declined over the period, largely due to a lack of investment in the market infrastructure and supporting public realm.
17. There is evidence to suggest this may be the case for East Street, which is characterised by ageing infrastructure and crowded public realm, not helped by the long, narrow structure of the market, with little space available to dwell. These physical challenges combined with a weak relationship with the shops on either side of the market stalls, may be reducing the popularity of East Street as a shopping destination.
18. Despite these challenges, the growth of private markets, particularly speciality markets such as farmers markets and Christmas markets, suggests that there is potential for East Street market to evolve and exploit new opportunities, for example building on its established reputation as a speciality food destination.
19. In 2014 the Council commissioned a study of the Walworth Road and East Street. The key recommendations for East Street Market were as follows;

- Evolve the offer of East Street Market to reflect the successful evolution of other London street markets;
 - Upgrade the quality of the food and produce offer, and evolve the lunchtime hot food offer;
 - Promote the market as a distinctive destination as new employment and new residents arrive to the South of Elephant and Castle;
 - Consider focusing the market, with a greater concentration of activity west of King and Queen Street, closer to Walworth Road;
 - Develop a comprehensive place-making strategy along East Street that considers the layout of the market and its integration with the retail units. This should seek to enhance the quality of the market itself, the surrounding building frontages and also provide small 'respite' spaces within the market for shoppers.
20. In 2015 Southwark were successful in an application to the GLA for the Mayors High Street fund. The application was for investment between Old Kent Road, and East Street. The first phase of this will be the design commission and market management plan that will investigate the issues and constraints that are the root cause of the decline. This could be potentially be a "town centre" management model where all the shops (41 are owned by Southwark) and stalls are controlled by a manager. The programme will also seek to reduce vacancy rates, increase the uptake of market stalls, and creation of incubator units for new and emerging businesses.
21. Recommendations will also inform the potential reconfiguration of the market layout using the area by Nursery Row Park as the pilot area working with Adelente Advances. The current layout is such that market stalls are all inward looking and makes access to the shops problematic. The proposal is to reverse this so that the shops and market stalls can complement each other – both physically and in terms of retail offer. Advice from the GLA and their Special Assistance team on how best to achieve this - what facilities are required to ensure the long-term sustainability of the market and how best to evolve further the retail offer is a key requirement. Similar to the approach suggested for the OKR, it is important that this first phase of market improvements set the aspiration for the remainder of the market
22. The GLA study together with the High Street Fund, the Adelente Advances funding for East Street and the potential for funding through the Shop Front programme has given a real sense of focus and drive. So much so that a new focus group has been created including local councillors to oversee and set the agenda for what has the potential to reinvigorate the Market and insure its future. – More info needed.

23. Scoring

	Eligibility criteria	Weighting	Score
Prioritising criteria	11. Alignment to existing regeneration programmes	25	25
	12. Local Economy Sustainability and benefits	25	20
	13. Timescale	20	16
	14. Benefits to Physical Environment	20	16
	15. Participation and Sustainability	10	8
	Total Score (/100)		85

24. Recommendations

25. East Street should form part of phase 1 of the Love Shopping programme to compliment and build upon the investment and improvement that can be achieved at this location.
26. It is recommended that between £300,000 is allocated to this project.

Tower Bridge Road

Name	Tower Bridge Road
Ward	Chaucer/Grange
Community Council	Bermondsey (Predominately)
Brief Description	The area for the purposes of this assessment runs from Long Lane to the Bricklayers Arms. Tower Bridge Road is on the edge of the London Bridge and Bankside Opportunity area and the Central Activity Zone. At its southerly end it intercepts with the newly identified opportunity area for the Old Kent Road.
Regeneration Area	Close proximity to Bermondsey spa regeneration, London Bridge
Ownership? (council/private etc)	All private Ownership

27. Key Issues

28. Tower Bridge Road is a key route north south from the Tourist destination and world renowned Tower Bridge down to the less appealing transport interchange to linking to the Elephant, Borough and Old Kent Road. As such it hosts a broad spectrum of communities from the wealthy penthouse apartments in the north, a rich mix of social housing, offices and at least two schools.
29. The Street forms the boundary and outskirts for the London Bridge Opportunity area, the Business District Team London Bridge, The Central Activity Zone and the emerging new Old Kent Road Opportunity area. As such it is not the core focus of attention, nor is it in a terrible state of repair but without some investment to enable it to position itself as a valued local shopping area it will suffer in favour of the Sainsbury's Local and up market Bermondsey Street leaving communities without the facilities they need locally. There is care centre at the southern end by Bricklayers Arms whose residents access these parades.
30. There are a number of regeneration programmes that have taken place in the locality over the past 10 years. Most notably the Bermondsey Spa regeneration masterplan which was agreed in October 2000 and saw; over 2,000 new homes, with more than 40% affordable housing, two new health centres, a new NHS dental practice, a new pharmacy, new youth and play facilities, 2.5 hectares of re-landscaped open space, 100% secure bicycle parks, new council offices and a One Stop Shop, new shops, including a food retail store, and new offices for the Southwark Primary Care Trust.
31. To complement these additional infrastructure in the area, regeneration improvements funded by the S106 and other funding streams such as CGS have also seen the completion of the Artesian building, Spa Park and the clean up of railway tunnels on Spa Road and Abbey Street. Street lighting has also been enhanced along Spa Road and Neckinger, and there have been improvements to the pavements and traffic management problems throughout the area.
32. The shopping parade on Tower Bridge Road itself lies between the junction of Bermondsey Street and Grange Road and Old and New Kent Road and is approximately 270 metres in length. The parade is predominantly retail use with a mix of shops, restaurants and hot food takeaways.
33. The New Southwark Plan proposes to build upon the proposed developments expected along Bermondsey Street to ensure that visitors are drawn southwards into the Borough towards Old Kent Road and the Opportunity area, an improved offer on Tower Bridge Road will help facilitate this movement. Furthermore the plan set out an aspiration to see the southern end of Tower Bridge Road become an important town centre destination like Peckham, Camberwell and Nunhead.
34. The parade is does not fall within a conservation area but is in close proximity to Tower Bridge Road and Bermondsey Street Conservation areas.

35. The retailers along Tower Bridge Road formed an association (Tower Bridge Road Association) in 2012 and have since made a number of bids to the council for High Street Challenge and CGS and Community Restoration Funding funds and in addition have raised funds towards various projects to invigorate and regenerate Tower Bridge Road. This includes art works on shop shutters, funds towards druid street bridge improvements, lighting improvements and most recently the group was most recently successful in a bid for a Christmas Fair.
36. Tower Bridge Road forms part of the TLRN. Transport for London is investing £1.5m in improvements for Tower Bridge Road between the Bricklayers' Arms and Grange Walk including a new high quality public space, resurfacing the road, repaving the footway, upgrading the street-lighting, improvements to bus stops, and a new diagonal crossing. In addition there is a scheme for the Abbey Street Junction at Tower Bridge Road following on from safety improvements made in 2012 including advanced stop lines, cycle blind-spot safety mirrors and the banning of the left turn for vehicles except cyclists from Tower Bridge Road into Abbey Street. TFL will now be implementing new pedestrian crossing facilities and helping cyclists to avoid the junction
37. Both schemes are due to start in late February 2015. The Abbey Street scheme construction will run for 8 weeks, but the Tower Bridge Road scheme will take 12-16 weeks.
38. As Tower Bridge Road is a TFL route any works to the public realm will require permissions. There is some potential remit to make enhancements to the public realm through some small scale interventions and compliment the new TFL improvements and the Council is well placed to put these recommendations to TFL for consideration. There is also scope to make improvement through works to some of the shop units with some rebranding, new signage and refurbishment rather than an extensive series of new shop fronts. The use of art and events could also be beneficial to create a sense of place and attract local communities to shop here, but also visitors and shoppers for the slightly wider area by extending the offer from the very popular Bermondsey Street and Maltby Street areas.

39. Scoring

Eligibility criteria		Weighting	Score
Prioritising criteria	16. Alignment to existing regeneration programmes	25	20
	17. Local Economy Sustainability and benefits	25	20
	18. Timescale	20	16
	19. Benefits to Physical Environment	20	12
	20. Participation and Sustainability	10	8
	Total Score (/100)		76

40. Recommendations

41. Tower Bridge Road should form part of the phase 1 works for the programme with funding to be identified for a package of shop front works, artistic element and events.
42. Site surveys, consultation and design works, working with Tower Bridge Association to develop events programme and artistic commissions will take place during 15/16 to allow TFL to complete their works onsite. Physical works on site will be undertaken during 15/16 and the early part of 16/17.

43. An allocation of £225,000 is recommended for this project. This project funding will be directly offset against the NHB.

44. Lower Road Assessment

Name	Lower Road
Ward	Surrey Docks
Community Council	Bermondsey and Rotherhithe
Brief Description	The section of Lower Road which is subject to this assessment is broadly between Hawkstone Road (Southwark Park) to the north and Rotherhithe New Road to the south. Lower Road in this part is a one way gyratory system with shops and services lining both sides of the carriageway. This part of Lower Road is located within the Canada Water Town Centre, the Canada Water Action Area, and within the Protected Shopping Frontage.
Regeneration Area	Canada Water Shopping Centre redevelopment, upgrade works to Southwark Park, leisure centre replacement, reconsideration of the existing one way gyratory system.
Ownership? (council/ private etc)	Transport for London (TfL) manage the operation of the carriageway and the properties along each side of Lower Road are generally in private ownership, although some of the housing blocks to the east of the road are council owned.

45. Key issues

46. A new Central London destination around the Canada Water basin is being created with view to providing a new heart for Rotherhithe. The opening of the over-ground at Surry Quays, Canada Water and Rotherhithe stations has improved accessibility and desirability of the area.
47. Regeneration is underway with new homes already built around the tube station. At least 3,300 more homes will be delivered to provide a wider housing choice. Lower Road is one of the key access routes to and from the peninsular and with new emerging communities, offices and over 2000 new jobs being created there are real opportunities for local traders to tap into an expanding market.
48. There are a number of regeneration programmes to which a shopping improvement programme could easily align. Specifically; the Shopping Centre redevelopment to the north of the intersection with Redriff Road; there are upcoming works to Southwark Park, including a new athletics track and facilities and possible improvements to entrances / access to the park; also, there are currently on-going discussions between TfL, the Council and others regarding the future of the existing Lower Road one way gyratory system.
49. The Shopping centre development will strengthen Canada Water's town centre role as a shopping destination supported by increasing the amount of retail space and creating a more open, attractive environment with a high street feel. In addition to new shops, higher education facilities, offices suitable for a range of occupiers, cafes, restaurants and leisure facilities will be provided to diversify the local economy.
50. The Surrey Quays shopping centre regeneration may impact on the small businesses along Lower Road as there are perceived issues associated with lack of parking and poor public realm. Improved links and access to the Surrey Quays centre may encourage a further decline in Lower Road retail offer.
51. A shop front improvement programme on Lower Road would naturally result in physical improvements directly to both the shopfronts themselves, and to the associated public realm / streetscape. Some of the shops are in poor condition and have been vacant for some time, there is also significant potential to improve the public realm and creating more of a human space rather than one dominated by cars.
52. There is a justifiable need for improvements in this area but any investment should be worked alongside or post changes planned to the Lower Road Gyratory to ensure outcomes, sustainability and value for money are achieved and maximised. Changes that might be made through reconfiguring the layout and circulation patterns of Lower Road are likely to

have impacts or perceived impacts both positive and negative for which parking is just one example. Until detailed proposals are developed between the council and TFL and potentially a degree of implementation it is impossible to understand the best way to enhance or offset these impacts to the best outcome for local businesses and shoppers.

53. Timeframes for the Lower Road gyratory scheme are likely to follow a public consultation programme in the spring of 2015, detailed design and Traffic modelling complete by the end of 2015 with implementation taking place in 2016/17.

54. Scoring

Eligibility criteria		Weighting	Score
Prioritising criteria	21. Alignment to existing regeneration programmes	25	20
	22. Local Economy Sustainability and benefits	25	20
	23. Timescale	20	8
	24. Benefits to Physical Environment	20	16
	25. Participation and Sustainability	10	6
	Total Score (/100)		70

55. Recommendation

56. It is recommended that Lower Road is listed as a first phase project subject to the transport scheme developing forward to implementation.

57. Focus of a project on Lower Road should be around the shop frontages and public realm to compliment improvements along Lower Road.

58. Whilst Lower Road is being recommended for phase 1 delivery some initial investigations should be undertaken during phase one to ease delivery timescales and set some of the ground work, this could include some initial conditions surveys for example.

59. An allocation of £300,000 is recommended for this project. This project funding will be directly offset against new homes bonus.

60. Phase 2 Projects

61. Camberwell Town Centre

Name	Camberwell Town Centre
Ward	Brunswick Park and Camberwell Green
Community Council	Camberwell
Brief Description	Vibrant Town Centre with a proliferation of bus routes partly due to the absence of a train or tube line.
Regeneration Area	Revitalise 5 programme including Camberwell Library/ The Green/ Transport Scheme/ Leisure Centre
Ownership? (council/ private etc)	Various Tenures

62. Key Issues

63. The town centre has been of much focus of regeneration over the past 5+ years. The leisure centre has been refurbished, the new library is being built, Improvements to the Green and a long desired scheme to improve the main junction at Camberwell Church Street, Camberwell New Road and Camberwell Road. Also a project to look at refurbishing Camberwell Station Road arches with Network Rail is on the table as well as a strong desire to reopen Camberwell station.
64. In terms of context the town centre shopping area is covered by Camberwell Green conservation area and is directly adjacent to Camberwell Grove conservation area with numerous buildings of architectural merit and interest.
65. Camberwell has a very high concentration of bus routes passing through the centre in the absence of a train station in Camberwell centre itself. From a positive perspective this provides a high footfall and street presence around Camberwell and as such potential shoppers. However this does create issues in the street environment for pedestrians and traffic flows. The centre as a place is vibrant, full of activity, there are some very popular spots, and an upturn of local, artistic and independent traders locating here giving Camberwell a vibrant atmosphere alongside some of the more standard high street offer such as Costa. There is a particularly strong food focus with many types of cuisine on offer.
66. Whilst Camberwell is not subject of a Supplementary Planning Document or an Area Action Plan, it was considered before the development of the New Southwark Plan. The development of an SPD was eventually dropped as it was felt the core issues could be better address and hold more weight if contained within with Southwark Plan as a Borough wide issues. This included protection of smaller shopping parades and flexibility around temporary uses; and restrictions around pawn shops, payday lenders and betting shops.
67. The New Southwark Plan set out that Camberwell will continue to be celebrated as a vibrant and distinctive town centre with a diverse and independent retail offer, an abundance of burgeoning creative and cultural industries and outstanding architectural heritage. Camberwell Green will undergo a sensitive programme of renewal to reinstate its role as the civic heart of the community. The town centre recently benefited from a refurbished leisure centre and within the plan period will benefit from public realm improvements and a new public library. Camberwell College of the Arts, the Institute of Psychiatry, King's College Hospital and the Maudsley Hospital are prestigious local institutions that fulfil the dual function of major employers, educational institutions, treatment centres and visitor attractions. Future development within the town centre will complement the existing commercial and civic functions. Key potential regeneration areas include the Butterfly Walk shopping centre, which could be transformed into a new public square for Camberwell, and Station Road. Both of

these opportunities for significant development would include an improved retail offer and potentially other town centre uses alongside new homes. There are limited opportunities to provide new homes outside the town centre, with future development in the wider Camberwell area needing to be sensitive to the existing character and contribute towards an enhanced public realm.

68. Consultation around a vision for an SPD that took place during October and November 2013 before the decision to discontinue provided useful feedback with regard to the shopping environment and some of the key findings were:
- There was strong support for improved regulation of the design and signage of shop fronts and the number of types of shops
 - There was a lot of support for encouraging a wider range of shops, including a mix of larger high street stores as well as more independent shops and cafes.
 - Some people commented that there should be more support for markets, especially on the Green.
69. These are all areas where investment in the shopping environment through the 'Love Shopping programme could make a marked difference through engaging traders and supporting improving signage and with improvements to shop fronts; identifying potential units for temporary uses as potential activities and events.
70. Development is increasingly in Camberwell with various sites on Camberwell Road coming up for planning. However the number of potential sites are limited and the S106 available is piecemeal and not sufficient to sustain the type of regeneration desired in isolation.
71. A large investment of shop front funding could help to create the stimulus for ongoing inward investment in Camberwell and continuation of new independent businesses in the area.
72. There are a number complexities around delivering a scheme in Camberwell due to the sheer number of units, the range of (and often conflicting) issues that traders will want to address, the pressures around delivering a scheme in such a busy central location.
73. Camberwell has an active business group, Camberwell Business network who will be a key stakeholder group in developing the programme forward.
74. As well as a carefully thought out consultation plan the council will need to develop clear and concise guidance around where its investment will be focused in Camberwell and how, but also how this will be taken forward to avoid extensive resources being allocated to mediating with businesses.

75. Scoring

Eligibility criteria		Weighting	Score
Prioritising criteria	26. Alignment to existing regeneration programmes	25	25
	27. Local Economy Sustainability and benefits	25	25
	28. Timescale	20	12
	29. Benefits to Physical Environment	20	16
	30. Participation and Sustainability	10	8
	Total Score (/100)		86

76. Recommendations

77. Improvements to the shopping environment are the next logical stage of the regeneration of Camberwell and any works will compliment those already in development. The complex nature of the make up of Camberwell demands that a project here is given sufficient time for full development and planning before implementation. As such it is recommended that Camberwell Town Centre is included in phase two of the Love Shopping Programme.
78. From initial site inspections there is opportunity to look at a parade to the north of Camberwell Green on Camberwell Rd on a slip road to Kipling House which is home to Edwardes Cycles and a series of small retailers.
79. It would also be beneficial to look at the parade of shop along from the main junction along Camberwell New Road as these are in a poor state of repair, are highly visible as part of the main junction and gateway to Camberwell, but also in terms of linking to identified development site on Camberwell Station Road and the opportunities that may present in the future.
80. Lastly there should be some focus around general branding and signage and investment in maintaining the architectural heritage.
81. An allocation of £575,000 is recommended for this project.

Walworth Road

Name	Walworth Road
Ward	Newington, Walworth
Community Council	Walworth
Brief Description	
Regeneration Area	Heygate (Elephant & Castle), Aylesbury Estate masterplan
Ownership? (council/private etc)	Mixed

82. Key Issues

83. Walworth Road fulfils a multitude of functions owing to its strategic location in a dynamic area. It is primarily a District Centre which satisfies the needs of the local residential community which complements the concentration of primary shopping frontages at Elephant and Castle. This retail function is secured by the designation of the street as a 'protected retail frontage' in the London Borough of Southwark Core Strategy. However it also acts as an important North-South corridor between residential areas to the south and the growth node stimulated by the designation of Elephant and Castle as an 'Opportunity Area' in the London Plan (2011). It is also part of the 'Elephant and Castle/Walworth Road' Major Town Centre defined in the Core Strategy.
84. Walworth Road is a classic South London High Street serving as a local retail centre for the adjacent mass social housing estates and broader catchment area of affluent Denmark Hill to the South and growing communities in Oval and Kennington to the West. Walworth Road has been categorised as a 'degenerating³' high street in 2011 report by Colliers International see: <http://www.inspiresme.co.uk/news/premises/vacant-premises-triggering-town-declines/>
85. The character of the Walworth Road is established by its physical assets and by a diverse locally oriented retail offer which is dominated by a high concentration of smaller shop units. Units with larger floorspace are located towards the centre of the Walworth Road, with a cluster of key footfall drivers in the form of larger multiple outlets such as M&S and Morrison's.
86. Walworth Road's surrounding residential areas have traditionally provided a high-density catchment with lower spending power; however the dramatic scale of regeneration in areas directly north of (Elephant & Castle masterplan) and adjacent to (Aylesbury Estate regeneration) the Walworth Road corridor will have a large-scale impact upon the local housing and commercial markets; a more affluent and mixed community will emerge. New patterns of footfall and spending shall be generated by new generators such as the remodelled Heygate and Aylesbury Estates and a new and improved retail/leisure centre at Elephant and Castle, thereby creating new pressures, changes and opportunities for Walworth Road's future role as a local retail, leisure and amenity centre.
87. In 2007 the council undertook an extensive refurbishment of the Walworth Road between Heygate Street to the North and Merrow Street. The programme of £4.5m delivered wide ranging improvements widened footways, shared surfaces, removal of extensive guardrail, lighting, greening, improved loading facilities and the removal of the bus lanes.
88. It has long been the ambition of Southwark council to extend the improvements southwards towards Burgess Park to link with the Regeneration of the Park and the Aylesbury estate. In 2014 a capital bid for this work with some investment for shopping was agreed.
89. In 2014 Southwark council approved a capital BID for £2.85m towards implementing the Walworth Road South scheme with inclusion of funding for upgrading some of the shopping frontages in this southern section.

³Degenerating high streets are classified as those with a positive historical performance but a projected negative future performance

90. In 2015 Southwark submitted a successful bid to the GLA for £0.5m from the Mayors High Street Fund. The bid focuses on East Street and Old Kent Road for development of projects and masterplans with match funding being provided from the Walworth Road scheme to support the investment.
91. In 2014 Southwark commissioned GVA with EAST to prepare a study which reviews the long term potential of the Walworth Road as a location for retail, leisure and community activity in light of significant changes to the economic, retail and development context within which it operates.
92. The study is intended to be the start of a process for the Walworth Road, bringing together the wide range of information that has been prepared relating to it and the wider area it lies within to understand what its future may be. An initial set of headline priorities and interventions have been identified to guide further research, intervention and investment in the future.
93. Appendix 2 maps an executive summary of proposals from the GLA report with various recommendations in and around Walworth Road.
94. The New Southwark Plan sets out the following vision for Walworth Road;
- The Walworth Road will continue to be a vibrant and distinctive high street with a diverse and independent retail offer. We will rejuvenate the southern end of the Walworth Road, improving the public realm and use development opportunities to better connect Burgess Park and Aylesbury with Elephant and Castle. Opportunities to provide new and improved shopping, community and leisure floor space will be promoted for residents. We will reinforce the character of the road by ensuring a balance of uses is maintained through high quality new development which is of a similar scale to the existing historic buildings. Measures to improve shop fronts along the road will help improve the look and character and trading environment. The historic East Street market will continue to be supported and we will promote new measures to enhance the trading environment to draw in more customers.
 - We will promote the development of a commercial cluster at the northern end of the Walworth Road, building on the successful small business activity around the Pullens Yards and along the railway viaduct. We will support improved connectivity and identity for the area to encourage diverse employment uses that enhance the neighbouring Elephant and Castle town centre. We will continue to support the local economy and protect and promote the ethnic and cultural diversity of Walworth Road during the period of substantial change as the regeneration programmes at Elephant and Castle and the Aylesbury Estate take place.

95. Scoring

Eligibility criteria		Weighting	Score
Prioritising criteria	31. Alignment to existing regeneration programmes	25	25
	32. Local Economy Sustainability and benefits	25	20
	33. Timescale	20	16
	34. Benefits to Physical Environment	20	16
	35. Participation and Sustainability	10	6
	Total Score (/100)		83

96. Recommendations

97. An allocation of £200,000 is recommended for this project.
98. It is recommended that Walworth Road forms part of the second phase of works to enable initial consultation surrounding the highway scheme. Investment should link with recommendations made the GVA report for Walworth Road, and compliment investment being made to the southern end of Walworth Road and East Street.

Peckham

Name	Peckham Town Centre
Ward	Peckham and The Lane
Community Council	Peckham and Nunhead
Brief Description	Town Centre
Regeneration Area	Peckham And Nunhead Area Action Plan
Ownership? (council/ private etc)	Various Tenures

99. Key issues

100. Peckham is located in the heart of the borough .There have been many changes in the last few decades. For instance as part of the Peckham Partnership programme 2,000 new homes and two new parks (Central Venture Park and Calypso Gardens) were developed in north Peckham. A new library and the Peckham Pulse leisure centre have also been built. The award winning Bellenden Renewal Area programme and other housing renewal programmes have been successfully completed resulting in more high quality housing. There have also been improvements to the local schools including an extension to Oliver Goldsmith Primary School and the rebuilding of the Tuke School.
101. Peckham town centre has the largest amount of shopping floorspace in Southwark (around 75,000sqm). The town centre has many smaller shops along Rye Lane as well as the Aylesham shopping centre which includes a large supermarket with 338 car parking spaces. There are also a number of markets including Peckham Rye Market, Choumert Road, Atwell Road, Parkstone Road, Highshore Road, Moncrieff Place, Elm Grove and Collyer Place. There are also a number of smaller shopping areas.
102. The Peckham and Nunhead Area Action Plan (PNAAP) sets the aspiration and vision of the council. It sets out policies to make sure that over the next fifteen years Southwark gets the type of development needed to support a healthy, safe and prosperous community and a fairer future for all in Peckham and Nunhead.
103. The PNAAP sets planning policies for Peckham and Nunhead that include:
- The look and function of Peckham town centre, including the mix of shops and other activities.
 - The type of development on large sites.
 - The size and design of new buildings.
 - The amount and type of new homes built and their location.
 - The impact of new development on the environment and traffic.
 - The infrastructure needed to ensure growth in the area can be accommodated sustainably, including improvements to open spaces, schools, health facilities and leisure facilities.
104. There is a considerable amount of investment on-going and proposed in Peckham. Already the opening of the over-ground link in December 2012 is affecting the market forces that help shape parts of London. In addition the council has been successful at attracting other sources of funding such as the Mayors Regeneration Fund and the HLF townscape Initiative.
105. The £5.5m Mayors Regeneration Fund is supporting the proposed Peckham Gateway Project. This is the creation of a public square in front of the Peckham Rye Station that will form a centre for the high street. This is being supported by an Access for All programme to be delivered by 2017 that will make the station fully DDA compliant. Further station improvements are programmed to commence in 2019.
106. Associated with the Peckham Gateway project is the support by the council of Network Rail in delivering improved railway arches in both Dovedale Court to the west of the station and

the arches to the east of Rye Lane. This will help support the burgeoning arts and culture offer of Peckham and increase the amount of workspace available in the town centre.

107. The Townscape Heritage Initiative (THI) will bring £1.7m of funding to support improvements to heritage buildings within Peckham town centre. The complimentary initiatives provide five strands of activities that complement each other as well as being dovetailed with physical regeneration related work to historic buildings. These include training and employment initiatives associated with the restoration of historic buildings.
108. On Peckham High Street, the redevelopment of the Wooddene (former block on the Acorn housing estate) site is underway. This project will deliver 333 residential units and some of flexible retail/office/non-residential space. There will also be new access routes, car and cycle parking, plant, landscaping and an energy centre. Construction is due to complete by December 2018.
109. As part of Peckham co-design (the approach adopted to re-engage with the local community in the development of the Peckham Rye Station project) architects have been commissioned to look at Peckham Square by Peckham Library.
110. Scoring

Eligibility criteria		Weighting	Score
Prioritising criteria	Alignment to existing regeneration programmes	25	25
	Local Economy Sustainability and benefits	25	20
	Timescale	20	15
	Benefits to Physical Environment	20	15
	Participation and Sustainability	10	5
	Total Score (/100)		80

Recommendations

111. In view of the mix of investment being proposed and currently being delivered in Peckham the parades initially considered for attention under a shop front scheme were the western and eastern extremities of Peckham High Street and the southern end of Rye Lane.
112. It is important that programmes the council are delivering are not compromised and it is felt that a Shop Front programme would undermine the work of the THI if we were to offer the usual amount of up to 100% in grants for shop front work in the Peckham area as well as potentially causing resentment between traders which should be avoided.
113. It is recommended that a programme in Peckham should run autonomously to the rest of the shop front investment programme across the rest of the borough and be branded and delivered clearly as a programme in its own right.
114. The programme should follow the same guidelines for investment as the THI for investment in retail units so between 20-70% depending on the nature of works. Or 100% for interventions in the public realm.
115. The specific location of investment could take a number of forms either directly complimenting the investment being made in the THI and facilitating wider works under that programme, or supporting areas outside the THI boundary.
116. An allocation of £300,000 is recommended for a programme in Peckham.

