

The Somerleyton Road Project: Evaluation of statutory, community and commercial uses

Draft for discussion 27th February 2014

The evaluation of future statutory, commercial and community uses looks at the size, desired location, activity and contribution to the local and wider community.



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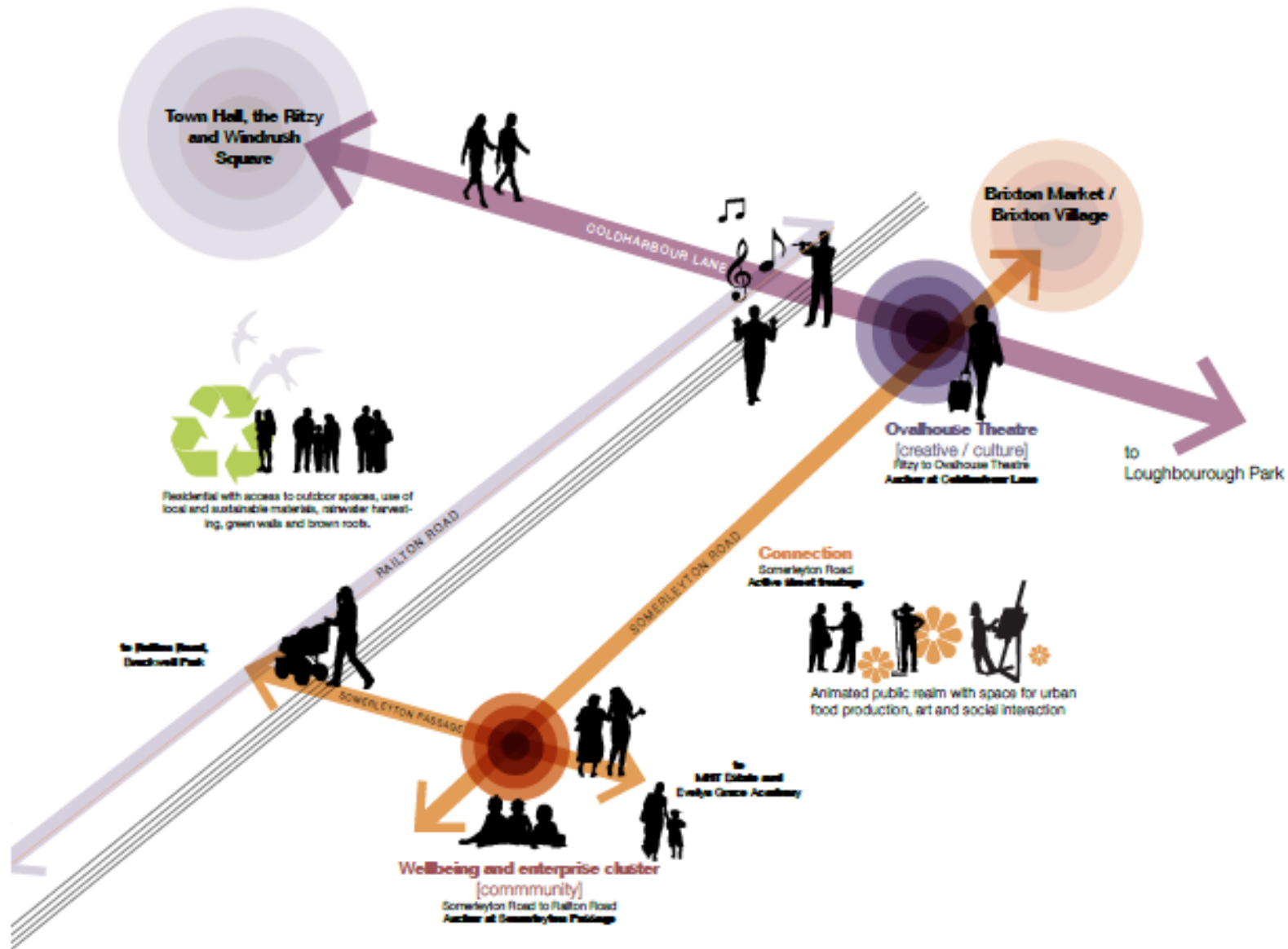
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1.0 | Introduction and Purpose



1.0 | Introduction and Purpose

During the past six years a considerable amount of work has been carried out by the Brixton community and Lambeth Council to develop proposals which achieve both the community's and the Council's ambitions for Somerleyton Road.

The purpose of this study is to bring together and evaluate the various proposals for the future statutory, commercial and community uses.

The possible potential uses will be evaluated for how they will help regenerate the area by:

- Connecting communities
- Repositioning the area
- Economic & social benefits

This study will not define what is built, but rather the recommendations from this study will help inform the development manager and design team of the ambitions for the site.

This study will categorise the uses under:

- Arts & Culture
- Health & Wellbeing
- Enterprise & Training
- Environment

NB: The Somerleyton Road Project has to pay for itself. The current financial model allows 2000 sqm of non-residential space plus the space required for the Ovalhouse. The area requirement for all the non-residential uses proposed within this study exceed that amount. This evaluation will help inform which elements will be included.

1.0 | Introduction and Purpose

How this study fits into the Somerleyton Road Project timeline

This study builds on the previous consultations and work including the Future Brixton masterplan (2009), Future Brixton SPD (2013) and Brixton Green's consultation work and deliberative workshops.

| | |
|------------------------------|--|
| Aug 2007 | Lambeth starts the Brixton masterplan. |
| May 2008 | Brixton Green founded. Purpose: "For the community to be at the forefront of the redevelopment of Somerleyton Road." |
| July 2009 | Lambeth approves the Brixton masterplan |
| Sept 2009 | Brixton Green becomes a mutual owned by people who live or work in Brixton |
| 2009 – 2013 | Brixton Green continues to develop the proposals: - 2008-2013: Community consultations and events - 2008-2013: Work with schools, statutory services and Council departments to understand their challenges. - 2009 – 2010: Cabinet Office community share pilot. - 2010 – 2012: The community proposals developed in further detail by industry leading consultants |
| February 2013 | Lambeth use a core group to review capacity study feasibility study |
| March 2013 | Lambeth approve the Future Brixton Supplementary Planning Document (SPD) |
| April 2013 | Brixton Green commissions 11 deliberative workshops for the community to work through the proposals in more detail. |
| Nov 2013 | Lambeth cabinet establishes the steering group for Somerleyton Road (Lambeth, Brixton Green and the Ovalhouse). |
| Nov 2013 - Dec 2014 | Financial model |
| Nov 2013 – March 2014 | Non-residential study |
| Nov 2013 - July 2014 | Long term stewardship study |
| April 2014 | Development manager & design team engaged (they will report to the steering group) |
| April – Dec 2014 | Details design & financial plans (the community will continue to be at the forefront of the plans) |
| Indicative timetable: | |
| Jan 2015 | Apply for planning permission |
| Sept 2015 | Start construction |
| 2017 | Construction complete |

1.0 | Introduction and Purpose

New Community Body

The ambition is for this site to be managed by a new community body such as a community trust or a cooperative.

Cooperatives or trusts are focused on the longer term needs of the local community and economy.

Economic benefits of cooperatives:

- Local stewardship models prioritise local needs for the benefit of the whole community. Economic benefits resulting from developments under such a model, such as expenditure, job creation and GVA output are therefore more likely to be retained in the local area
- Less vulnerable to external factors such as economic downturns.
- Create more sustainable jobs.
- Income generated from commercial activities is retained within the area
- Stimulus for additional economic activity
- Need for central and local government investment and support is reduced.
- Potential to generate wealth is greater.

1.0 | Introduction and Purpose

Principles

Principles that emerged from the deliberative workshops commissioned by Brixton Green in April 2013:

1. Use the Somerleyton Road development as catalyst for a different approach to regenerating Brixton

...that works in the best interests of everyone living in the town, especially those living in close proximity to the site.

2. Maximize the number of new genuinely affordable homes

...including looking at options like self-build to bring down costs.

3. Create good quality, long-term jobs and training and support local Businesses ...for Brixton people of all ages.

4. Ensure long-term resident control ...with on-going involvement in shaping the development from now on.

5. Make sure the new development is inclusive

... of its neighbouring communities, and brings people together across divides of age, social background, income, faith, and ethnicity.

6. Make Somerleyton Road green, safe and stress free

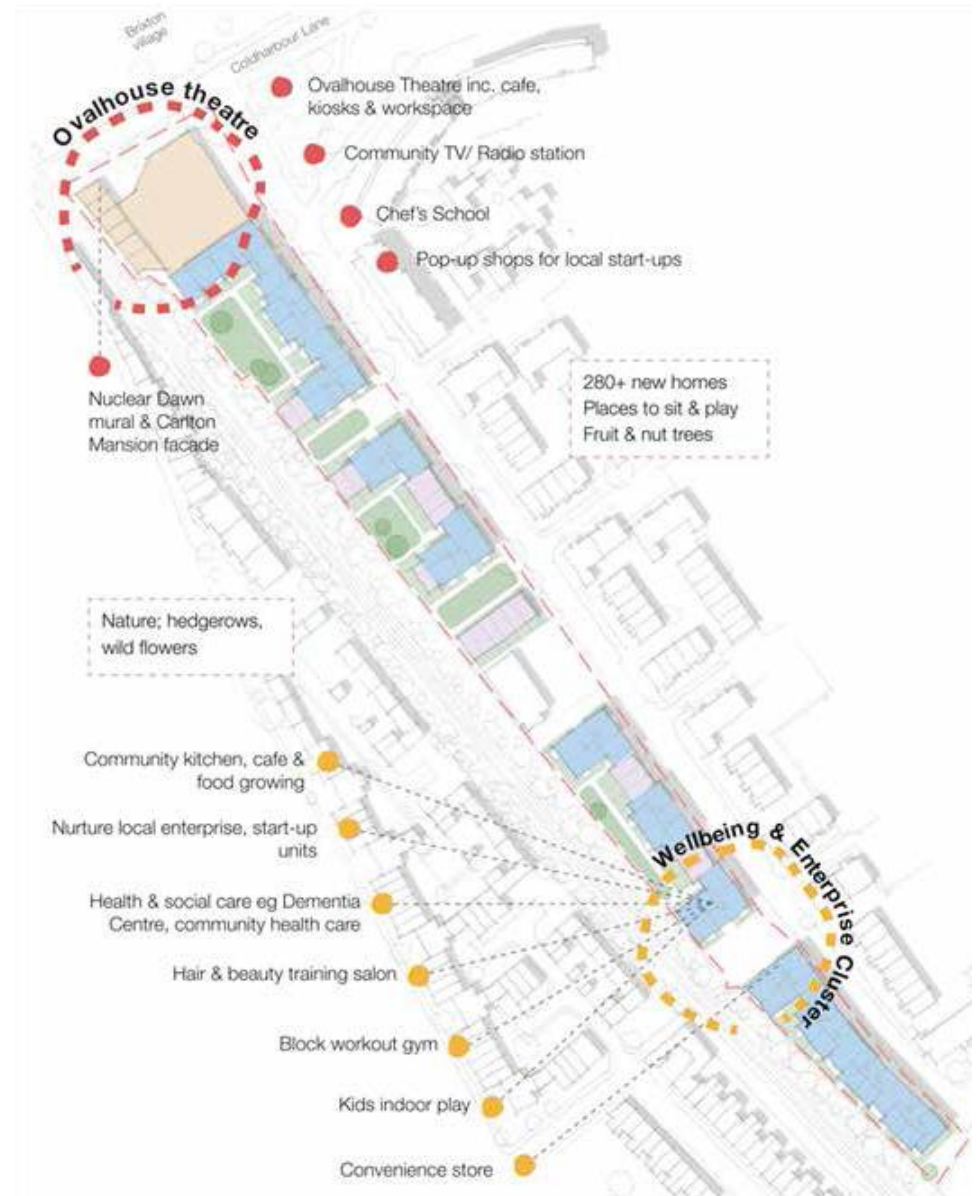
... so it can underpin the development of a resilient and sustainable community.

7. Make best use of what's already here

... building on existing strengths, assets, culture, heritage and character of the area.

8. Only work with commercial interests that complement the community's ambitions

... keeping the value and benefits of what flows from the site local.



Somerleyton Road Community Ambitions April 2013 Deliberative workshops

1.0 | Introduction and Purpose

Area Profile

“Lambeth experienced an uplift over the past 10 years, residents living at the Somerleyton Road site have seen a decline.”

Economic:

| | Economically Active* | Unemployed* | Economically Inactive* | Qualifications Level 4 or higher** |
|------------------|----------------------|-------------|------------------------|------------------------------------|
| Somerleyton Road | 69.3% | 10.9% | 30.7% | -17.0% |
| LB Lambeth | 77.1% | 6.0% | 22.9% | +13.9% |

Source: ONS, Census of Population 2001 and 2011.
*Economic activity for people aged 16 to 74
**Change in the proportion of highest level of qualification between 2001 and 2011

Health:

- Life expectancy for males and females is lower than the average for Lambeth.
- The risk of deaths and premature deaths is higher in Coldharbour than in Lambeth and England.
- Diabetes is the most frequently diagnosed long term conditions with over a third.
- Teenage conceptions are significantly higher than the Lambeth average.

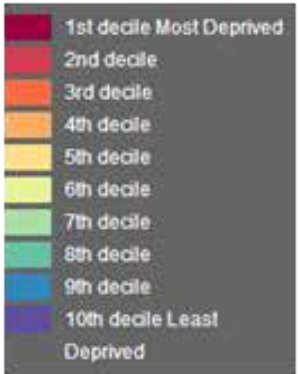
(Source: NHS Lambeth Community Health & Wellbeing Ward Profile: Coldharbour)



Barriers to Housing & Services



Employment



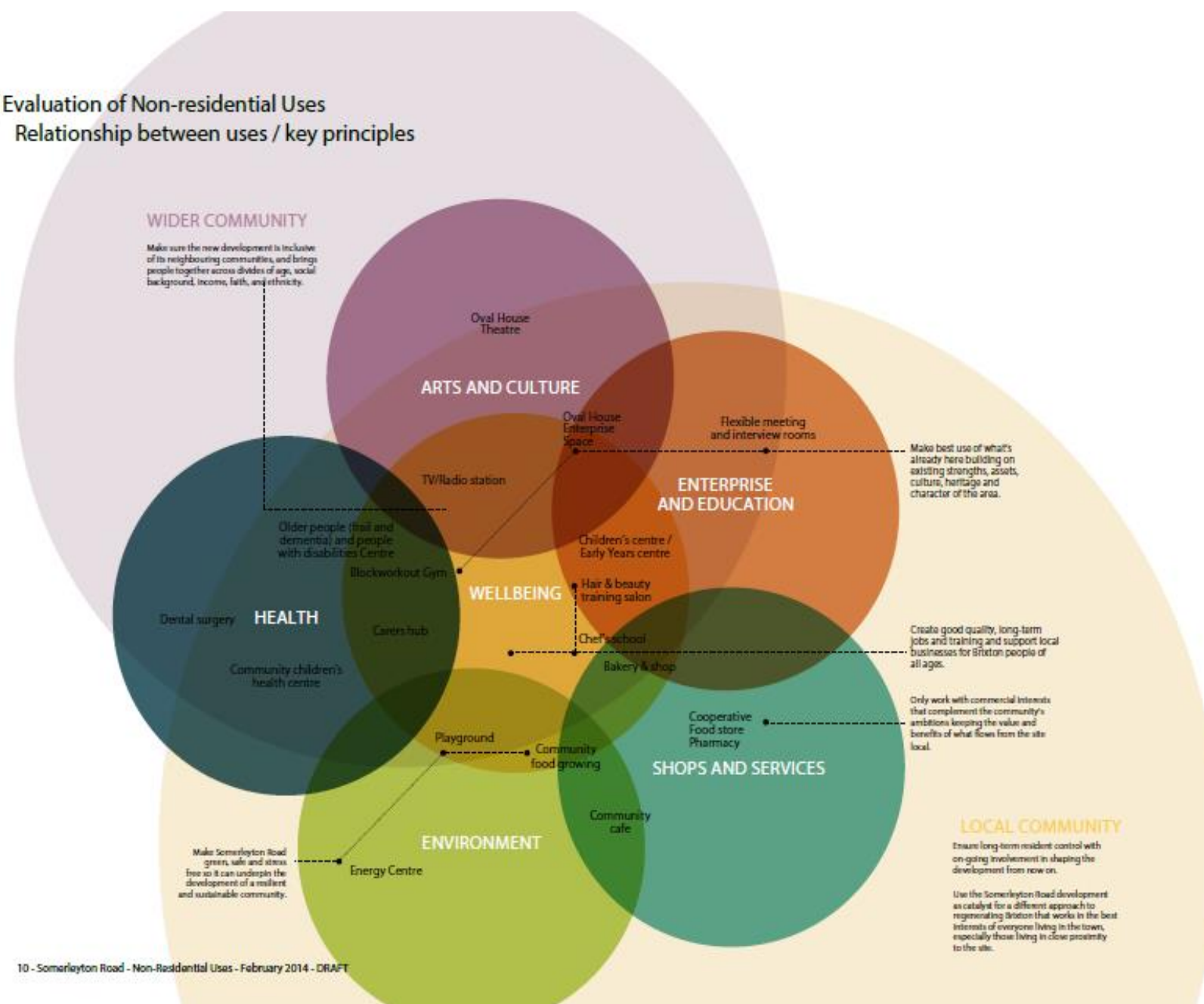
Source Map Tube Map



Index of multiple deprivation

2.0 | Evaluation of Non-residential Uses

Relationship between uses / key principles



2.0 | Evaluation of Non-residential Uses

Position

| Activity/Location | Target operator | Size | Attraction | Desired location | Activating the street | Opening times | Shell costs |
|--|--|------|---|------------------|--------------------------------|-----------------------------------|--|
| Arts & Culture | | | | | | | |
| Theatre & rehearsal areas | Ovalhouse Theatre (confirmed operator) | 1765 | Wider community Local: Cross community/ cross-generational activity | Coldharbour Lane | Ground floor location required | 7 days a week Day and evenings | TBC |
| Workspace for creative and cultural industries | Ovalhouse Theatre (confirmed operator) | 640 | Wider community | Coldharbour Lane | Street frontage or upper floor | 7 days a week Day and evenings | |
| TV/Radio station centre | TBC | TBC | Wider community | Coldharbour Lane | Upper floor | 7 days a week Day and evenings | TBC |
| Film & multi-media training's centre | TBC | TBC | Wider community | Coldharbour Lane | Upper floor | 7 days a week Day and evenings | TBC |
| Employment & Enterprise | | | | | | | |
| Chefs school & bakery | Westminster Kingsway College | 238 | Wider community | Coldharbour Lane | Street frontage | 6 days a week Day and evenings | £404,600 (fit out costs £250k - £320k) |
| Workspace / commercial office | TBC | 2787 | Wider community | Coldharbour Lane | Street frontage | 7 days a week Day and evenings | £5,156,000 Shell and core |
| Pop Up Shops | TBC | 150 | Wider community | Coldharbour Lane | Street frontage | Day and possibly evenings | £72,000 |

2.0 | Evaluation of Non-residential Uses

Position

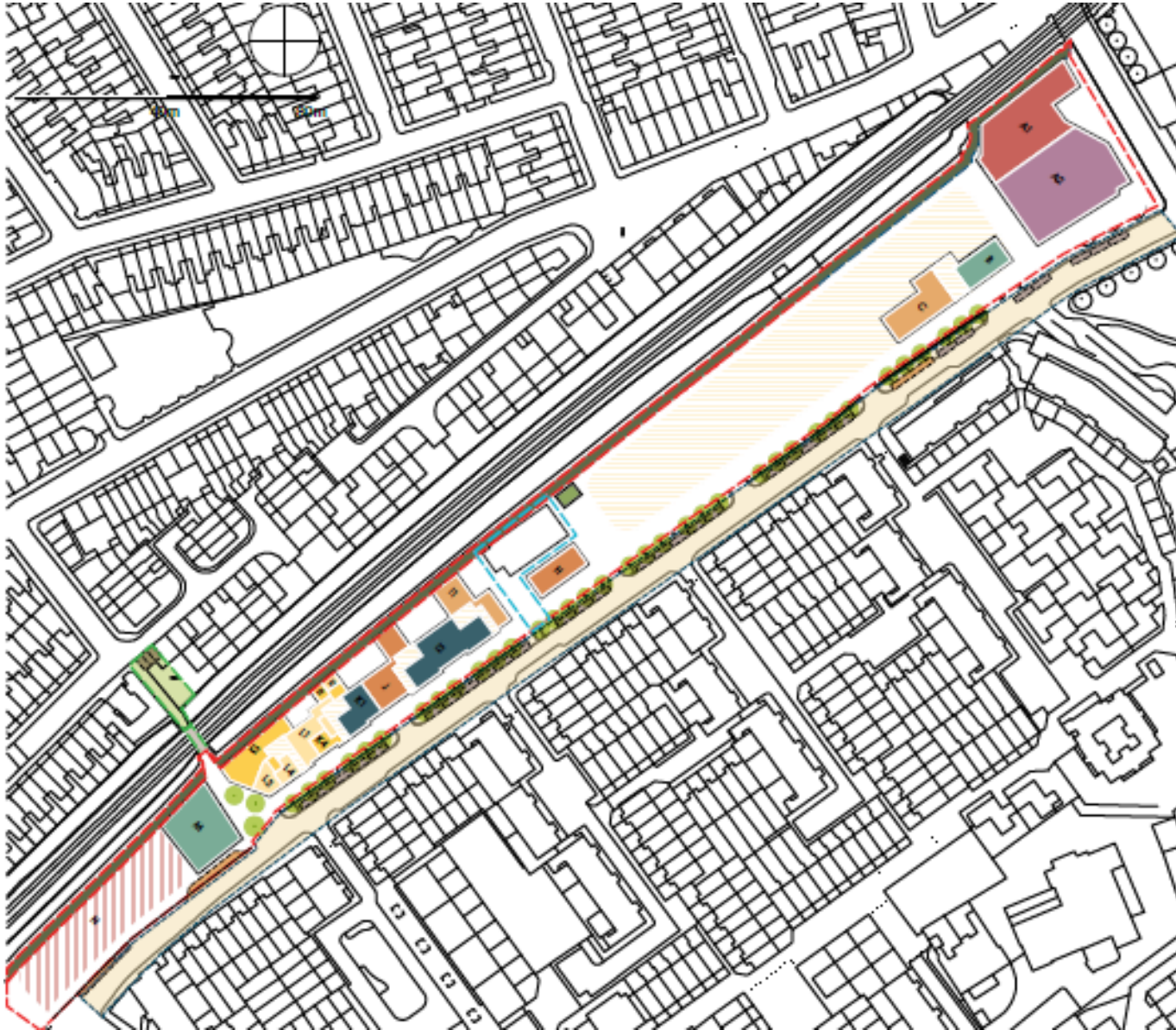
| Activity/Location | Target operator | Size | Attraction | Desired location | Activating the street | Opening times | Shell costs |
|--|------------------------------|---------------------------|------------------------------------|--------------------------------|--|-----------------------------------|---|
| Social / Start-up enterprise workspace | TBC | 464 | Wider community | Somerleyton Road - the Passage | Part of hub | 7 days a week Day and evenings | £719,200 |
| Health & Wellbeing | | | | | | | |
| Community Children's health centre | NHS | 320 | Local community Wider community | Ground floor location required | Front door onto street | TBC | £779,500 Construction & base fit out |
| Children's Centre | Lambeth | 208 | Local community | Ground floor location required | Front door onto street | 5 days a week. Day only | £370,200 (Play area £30,000) |
| Dental Surgery | NHS | 140 | Local community | Ground floor location required | Front door onto street | TBC | £205,800 |
| Multi-use flexible Room part of café including commercial kitchen | Wellbeing and Enterprise Hub | 200 | Local community | Somerleyton Road - the Passage | Ground floor | 7 days a week Day and evenings | £432,000 |
| Carers' Hub | Age UK Alzheimer's Society | Use of the hub facilities | Local and wider community | Somerleyton Road - the Passage | Ground floor - part of the community space | Monday to Friday | |
| Children's soft play | TBC | 60 | Local community | Somerleyton Road - the Passage | Potential link with Wellbeing & Enterprise Hub or Hair Salon | TBC | £89,000 |
| Reception / Admin Wellbeing and Enterprise Hub | TBC | 150 | | Ground floor location required | Ground floor / front door | 7 days a week Day and evenings | £306,000 |

2.0 | Evaluation of Non-residential Uses Position

| Activity/Location | Target operator | Size | Attraction | Desired location | Activating the street | Opening times | Shell costs |
|--|---|------|---------------------------|--------------------------------------|--------------------------------|-----------------------------------|-------------|
| Flexible meeting and interview rooms x 2 | Users to include Job Centre Plus & Olmec (employment support) & NHS | 40 | Local and wider community | Somerleyton Road - the Passage | Part of Wellbeing & Enterprise | 7 days a week Day and evenings | £151,600 |
| Gym | Block Workout Gym | 140 | Local and wider community | Somerleyton Road - the Passage | Would like external space | 7 days a week Day and evenings | £241,700 |
| Garden storage | TBC | 20 | Local community | Somerleyton Road - the Passage | Near garden | 7 days a week Day and evenings | £11,400 |
| Men’s shed | TBC | 165 | Local community | Somerleyton Road | Ground floor | | £50,000 |
| Dementia Centre | Lambeth or social enterprise | TBC | Local and wider community | Ground floor location required | Ground floor | Day with 24 hour palliative care | £430,800 |
| Hair & beauty training salon | TBC | 60 | Local and wider community | The passage | Active frontage | 6 days a week Day and evenings | £84,000 |
| Food store | TBD | 278 | Local community | The passage | Active frontage | 7 days a week Day and evenings | £442,000 |
| Pharmacy | TBD | 46 | Local community | The passage | Active frontage | 7 days a week Day and evenings | |
| Environment | | | | | | | |
| Garden storage | Off community centre / Street | 20 | Local community | Between community centre and railway | | 7 days a week Day | £11,400 |
| Energy Centre | | 35 | Local community | | | | £1,250,000 |

2.0 | Evaluation of Non-residential Uses

Site Plan



A1 - Workspace for the creative & cultural industries

A2 - Oval House Theatre

B - Pop up Shops - 150 sqm

C - Chef School / Bakery - 238 sqm

H- Workshop - 165 sqm

I1 - Gym - 158 sqm

I2 - Health Centre - 310 sqm

J - Children's Centre - 208 sqm

K1 - Dentist - 140 sqm

K2 - Garden Storage - 20 sqm

K3 - Meeting Rooms - 40 sqm

K4 - Office- 50 sqm

K5 - Stairwell - 20 sqm

L1 - Reception - 130 sqm

L2 - Kitchen / Cafe / Flexible Space - 200 sqm

L3 - Hair - 60 sqm

L4 - Soft Play - 50 sqm

L5 - Stairwell 15 sqm

M - Food store / Pharmacy - 400 sqm

N - Dementia Centre

- Railway buffer - 1411 sqm
- Site boundary
- Site area minus buffer and TfL site - 14570 sqm
- Somerleyton Road Public Realm - 4686 sqm Passage - 27 sqm
- Bob Marley Way - Community garden- 225 sqm
- On Street Parking - 32 spaces
- Off Street Parking - 26 spaces
- Loading bay - 3

3.0 | Summary of Proposed Potential Uses

Chefs School & Bakery

Catering is one of London's key growth industries. In recent years, Brixton Village has become renowned for its food establishments. Bringing a chefs school to Somerleyton Road (across the road from Brixton Village)

will help ensure local people can benefit from this opportunity in our town and help strengthen this sector of Brixton's economy.

The initiative for the chefs school came from residents on Moorlands Estate. The concept is for the training kitchens to be visible from the street, inspiring other young people to become involved.

Proposed target operator: Westminster Kingsway College

- Best catering school in the UK. (Alumni include Jamie Oliver, Ainsley Harriott, Anthony Worrell Thomson)
- 98% of graduates enter immediate employment (culinary arts & restaurants service).
- 103 year history in providing trained graduates for London's hotel and restaurant sector.
- The college recruits from all 32 London boroughs.
- Experienced in setting up and running satellite operations across London.
- Specializes in recruiting non-traditional learners with excellent progressions routes to employment and higher education.
- Grade 1 OFSTED status & recognised centre of excellence in hospitality.

Does this activity achieve a community ambition? **Yes**



Make sure the new development is inclusive



... of its neighbouring communities, and brings people together across divides ... of age, social background, income, faith, and ethnicity.

Complementary uses

- Enterprise & employment support
- Flexible space & commercial kitchen
- Community food growing
- Ovalhouse café
- Pop up shops
- Cooperative Food Store: link with the bakery

Community Connections

- Local: Cross community/cross-generational activities
- Local: Links with local schools, businesses & community organisations
- Wider community: Students from around London



| Indicative Year Planner: | |
|---|--|
| September – June Programmes | June- August Programmes |
| Full time Chef training (Day time 450hrs) 2-4 groups pa (32-64 learners) | Pre employment courses 4 x 60hr x 8 learners = 32 total |
| Part time Chef training (Evenings 150hrs) 2-4 groups pa (32-64 adult learners) | Pre- Apprenticeship courses: 2 groups x 12 weeks x 16 learners = 32 total |
| Bakery Programmes (Day time 450hrs) 2 groups x12 adults = (24 learners) | Bakery Short Course: 1 Group x 12 wks = 12 |
| Saturday morning Junior Chefs (15yr olds) 6 groups (72 learners) | Junior Chef Summer 1 group (12 pre-16yrs learners) |
| Saturday Afternoon Foodie Courses: 8 groups (4 weeks) (80 adults) | Summer Foodie courses: 2 groups = 20 adults |

3.0 | Summary of Proposed Potential Uses

Dementia Centre & Extra Care Housing

The Somerleyton Road Project is a unique opportunity to develop a purpose built dementia centre. It is an opportunity to demonstrate best practice and ensure sufferers of dementia can continue to have fulfilling lives in the centre of our community.

The proposal is to build a dementia centre along with 65 extra care and supported housing units. The centre will have capacity for three sessions of 35 users during the day and will be available for palliative care throughout the night.

Placing the centre and housing among the additional community activity would help improve the quality of life of the residents.

Complementary uses

- Carers' hub
- Hair & beauty
- Pharmacy
- Health centre
- Dental surgery
- Flexible space & cafe (use for additional health & well-being activity)
- Well-designed public realm
- Commercial kitchen
- Local food store
- Community food growing

Community Connections

- Wider community: facilities that make it easier for friends and family to spend time with the residents of the centre.
- Local community: connections through the use of the local facilities and activities.



"Dementia is becoming a bigger issue for society year on year"



3.0 | Summary of Proposed Potential Uses

Flexible/divisible community space & kitchens

This could be located on the north side of the passage. It should be a well-managed space providing positive activity during the day and evening 7 days a week. It needs to have access to the reception, community office space, community garden, meeting rooms, toilets & cloakrooms. It should include:

- Kitchens
- Large storage facilities

It would be an additional resource for the nearby children's nursery, health centre, start-up enterprise workspace, dementia centre and supported housing, and provide a resource for events & parties. Effective use of this space would help ensure it develops into a community owned environment where statutory services are better able to promote and increase the impact of their services.

Kitchens

The kitchens would be able to provide the meals for the dementia centre, extra care housing, the children's nursery as well as vulnerable members of the wider community. Their inclusion should make the flexible space suitable for activities and events that require catering.

At times when the kitchens are not required, they will be used as a resource to support local enterprises.

There is a high demand for rental of kitchen space in Brixton. The kitchens should be designed and managed in a way to facilitate this use.

Large storage

The inclusion of a large, secure storage area would make this facility a suitable location for a wide range of activities and initiatives including Brixton's Makerhood, fitness classes and entertainment events.

Carers' Hub: target operators Age UK & Alzheimer's Society

Along with the office space, the flexible space would provide the facilities and base for the Carers' Hub. Locating a Carer Hub in close proximity to the dementia centre & extra-care housing would help support the community in caring for families and friends to cope with changing health of their relatives and friends, as well as providing the opportunity to collate and centralise shared best practice.

Number Six: The meanwhile use of Number Six Somerleyton Road is helping to inform the facilities required and the best mix of uses.

Complementary uses

- Community health centre
- Carers' Hub
- Dementia centre & extra care housing
- Children's centre
- Chefs school & bakery
- Employment & training support
- Start-up enterprise workspace
- Wellbeing and fitness activity
- Children's soft play

Community Connections

- Local: Improved amenities for the local community
- Local: Positive extended use activity at the alleyway

Does this activity achieve a community ambition? **Yes**



Make sure the new development is inclusive



... of its neighbouring communities, and brings people together across divides ... of age, social background, income, faith, and ethnicity.



3.0 | Summary of Proposed Potential Uses

Youth Gym

Proposed target operator

The Blockworkout Gym would provide a base for the popular youth-focused group workout session taking place in the Lambeth area. Over 75 percent of Blockworkout participants are under 25. Currently, Blockworkout operates in Brockwell Park and will soon be located in the 'meanwhile' space at Number Six Somerleyton Road. Their sessions attract up to 70 people per session (45 men's class and 25 Women's class).

Blockworkout has been successful in dissolving territorial borders for young people and provides a neutral environment whereby people from Upper and Lower Tulse Hill, Norwood, Angel Town, Myatts Field, Loughbrough Estate and even Peckham all train side by side in unity.

This enterprise was started by local young people who were previously involved in anti-social behaviour. Its business ethos combines its charitable and commercial ambitions and will provide an inspiration to other young people in the area.

The Blockworkout training method combines Calisthenics, weight-training, gymnastics, combat conditioning, military fitness and some basic Parkour elements. The method can be tailored for all ages and fitness levels.

Complementary uses

- Health centre
- Flexible space & cafe (use for additional health & well-being activity)
- Well-designed public realm
- Enterprise & employment support

Community Connections

- Local community: Links with local schools & youth centres.
- Wider community: Helping to resolve the previously entrenched territorial issues between the young people of Upper and Lower Tulse Hill, Norwood, Angel Town, Myatts Field, Loughbrough Estate and Peckham.
- Wider community: Engaging and empowering the young people of Lambeth.
- Wider community: Cross community and cross generational activity.

Does this activity achieve a community ambition? **Yes**

- ✓ Create good quality, long-term jobs and training and support local businesses ... for Brixton people of all ages.
- ✓ Make sure the new development is inclusive of its neighbouring communities, and brings people together across divides of age, social background, income, faith, and ethnicity.



3.0 | Summary of Proposed Potential Uses

Hair & Beauty Training/Commercial

The hair and beauty economy is a thriving local sector which engages local residents as consumers, students and practitioners in both mainstream and specialist segments such as African Textured Hair. Low capital and compliance requirements act as low barriers to entry which have resulted in widespread informal activity in this sector. Brixton is viewed as a destination for specialist African textured hair services and retail by consumers across Europe.

The proposal is for a small hair & beauty training salon on the corner of the north side of Somerleyton Passage which would develop and professionalise local talent. During the morning and daytime the salon would provide services to the residents of the supported housing as well as providing training and services to the wider community. In the evening and at the weekend the salon would continue to operate on a commercial basis.

Potential operator: The Adornment Group

- Brixton based company trading for 12 years
 - current operator of two high street salon concessions within Morleys Department Store group – one niche (African Textured Hair), the other general market (blow dry bar, waxing, threading, nails, ear piercing)
- Employer of 14 – 70% are local residents
- Significant experience of developing training programmes to tackle employability issues & barriers to learning within workplace
- Registered vTCT training centre providing accredited hair and beauty qualifications
- Involved in the professionalisation of the sector – including contribution to the development of national standards for African textured hair. Highly regarded.

Economic Impact

- Developing unskilled/semi-skilled labour through technical and enterprise skills
- Increasing sustainable economic opportunity for local women
- Positively impacting local families through employment
- Professionalising informal sector

Complementary uses

- Enterprise & employment support
- Children's soft play area
- Dementia centre & supported housing

Community Connections

- Local community: Cross community and cross-generational activity.
- Local community: Positive activity and natural surveillance of the Passage, over longer hours of the day.

Does this activity achieve a community ambition? **Yes**



Create good quality, long-term jobs and training and support local businesses ... for Brixton people of all ages.



Make sure the new development is inclusive of its neighbouring communities, and brings people together across divides of age, social background, income, faith, and ethnicity.



3.0 | Summary of Proposed Potential Uses

Children's Soft Play and Child Care

The proposal is to provide child care for short periods of time to parents using the hub, such as enterprise support, health or well-being activities, or use of the facilities for an enterprise (e.g. use of the kitchens).

It should be visible and attractive to children from the street, so encouraging parents to enter and make use of the facilities.

Complementary uses

- Employment & training support
- Community health centre
- Start-up enterprise workspace
- Hair & beauty salon
- Flexible space & kitchens
- Children's Centre

Community Connections

- Local: Improved amenities for the local community
- Local: Enable more parents to access the services



3.0 | Summary of Proposed Potential Uses

Pop up shops

The proposal is to provide 150 sqm of retail space pop up shops at subsidised rents to help nurture local enterprises. The shops could be managed by a local enterprise board (details TBC). These shops should be used as a spring board for small enterprises to test out their offering, with the lease terms reflecting this purpose. Enterprises that are successful will be supported in finding higher profile retail locations such as Morleys or Brixton Market.



Does this activity achieve a community ambition? **Yes**
Create good quality, long-term jobs and training and support local businesses ... for Brixton people of all ages.

Complementary uses

- Employment & training support
- Chefs school & bakery
- Start-up enterprise workspace
- Hair & beauty salon
- Kitchens (part of flexible space and for hire)

Community Connections

- Local: Improved amenities for the local community
- Local: Enable more parents to access the services



3.0 | Summary of Proposed Potential Uses

Men's Sheds

Men's Sheds are non-profit organisations to advise and improve the overall health of all males. They promote social interaction and aim to increase the quality of life.

Good health is based on many factors including feeling good about yourself, being productive and valuable to your community, connecting to friends and maintaining an active body and an active mind. Becoming a member of a Community Men's Shed gives a man that safe and busy environment where he can find many of these things in a friendly atmosphere. And, importantly, there is no pressure. Men can just come and have a chat and a 'cuppa', if that is all they're looking for.

Members of Men's Sheds can come from all walks of life – the bond that unites them is that they are men with time on their hands and they would like something meaningful to do with that time.

Complementary uses

- Carers' hub
- Health centre
- Flexible space & cafe (use for additional health & well-being activity)
- Community food growing
- Supported housing

Community Connections

- Local community: Cross community/cross-generational activity for the whole community.
- Local community: Street frontage to encourage a welcoming presence & provide positive active use.

*"Men don't talk face to face;
they talk shoulder to shoulder"*

- Prof. Golding



Does this activity achieve a community ambition? **Yes**

✓ Make sure the new development is inclusive of its neighbouring communities, and brings people together across diverse divides of age, social background, income, faith, and ethnicity.

4.0 | Connections

Somerleyton Passage

Making the passage between Somerleyton Road and Mayall Road safer and more inviting is a key part of the regeneration objectives. In addition to the proposed positive activity, the passage should be resurfaced, lit and redecorated to create a safe and attractive route.



4.0 | Connections

Public realm

Transforming Somerleyton Road goes beyond the redevelopment of the under-utilised development site. It also involves rethinking the road, as a street for pedestrians, cyclists and vehicles. The wide carriageway has the potential to be narrowed, resulting in wider pavements and a more welcoming route for walking and cycling.



Lyngby, Copenhagen



New Road, Brighton



Odense, Denmark

4.0 | Connections

Encouraging healthy and active lives

Considering the road as part of the multi-functional public realm, rather than just a road opens up opportunities for more connection within the community.

Community food growing could be incorporated into Somerleyton Road.

