

## CED-APP-0141

Type of support  
required

### Application Details

CED Application Ref	CED-APP-0141
Lead Contact Name	paul scott
Lead Organisation Name	People for Portland Road
Organisation status	Lead organisation and fund-holder
Alternative Contact Name	Christine Peskett
Fundholder / organisation relationship	
Fund- Holder Organisation	
Fund-Holder Contact	

### Phase 1 Programme Application: About the Community

Community name	South Norwood
Community type	Urban
Community Region	London
Community Local Authority	Croydon
Working across boundaries	
Community geography	Multiple wards or parishes
Community Geography Detail	The town centre of the SE25 post code area incorporating parts of South Norwood, Selhurst and Woodside wards
Community area description	<p>South Norwood is a small Victorian town in South London focused around two crossing high streets. It is well connected by trains and trams, and has some great parks and other spaces. These include the wonderful South Norwood Country Park and South Norwood Lakes, which was the top up lake for our former, leaky canal! It has a really strong spirit and sense of belonging amongst a very mixed, diverse community, with a high proportion of young people and families.</p> <p>Despite it's entrepreneurial, business focused history it has really fallen on hard times over recent times. Over a third of the local shops are closed, with many having been shut for decades. Others have been converted into poor quality, shabby flats. We have lost ten pubs in ten years. The overall feeling along the High Street (which is a</p>

conservation area) and Portland Road is very depressing and let's down what is otherwise a very nice area. People really do like living here though. Despite the high levels of deprivation in much of the area, the community have started to come together to improve the place. We are working to make it better for all without gentrifying it to much and pricing people out. We now have 3 community gardens. Last weekend we gave the local playground a make-over. We have re-opened Stanley Halls as an arts and community venue. The Friends of South Norwood Country Park (our former sewage farm) have recently been set up.

Areas of deprivation 007A, 008D, 008C, 008B, 008E

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### Local Leadership Team Description

#### Local Leadership Team Member Description

Stanley People's Initiative - community group running the local historic arts and community centre ([www.stanleyhalls.org.uk](http://www.stanleyhalls.org.uk)). SPI have recently reopened the listed Stanley Halls and are developing plans which include create a business hub within the building. It has an arts emphasis which we think could be a key driver in the regeneration of the local area Croydon Council's regeneration team - we have a long standing relationship with the Council, lobbying for the improvement of the area and especially support to bring new businesses into the area Unfortunately the local business partnership no longer exists but we have an excellent relationship with numerous individual local businesses

#### Time Local Leadership Team in existence

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### Phase 1 Programme Application: About your approach

#### Challenges and Opportunities

The very high level of closed, boarded up shops and business premises is our main problem. They have locked the area into a spiral of decline that despite the excellent transport links, historic market town feel, lovely open spaces and few really great businesses, we don't seem to be able to break out of. This is exacerbated by the fact that local landlords will not engage with the many local people who want to start up businesses. We accept though that a big part of the problem is that we all shop differently now – mainly in supermarkets and on-line. What we need therefore is to re-invent our two high streets as modern, 21st century places that provide the services and goods that the community wants and needs, but also attract in people from the wider area. The sad fact at the moment is that in the peak hour 4000 leave Norwood Junction, but virtually none of those people stay in the town centre for shopping, socialising or to work. The typical Victorian shop units though

could make very flexible 'business units' for everything from small high tech firms to artists and designers studios. They would be affordable and well-connected, and would create local jobs and support the re-growth of the local economy. Stanley Halls is already putting us back on the map for culture. Re-visioning and re-opening our empty shops would transform the area.

We need a realistic plan to help make this happen though.

#### **Work so far**

A number of different things are happening to help to 'regenerate' the area. These are mainly focused though on improving the environment and trying to encourage new businesses to invest in the area. People for Portland Road for example have:

- Initiated the asset transfer to the community of the mothballed Stanley Halls
- Started a community garden on Portland Road in unused planters and open space around the leisure and health centres
- Persuaded the council to re-designate some of our shopping parades to protect them for future businesses
- Offered to take over some disused toilets to convert them into one or two 'pop up' units. We have had a lot of interest from local people wanting to try out new business ideas
- Used empty shop windows to raise awareness of our local history
- Commissioned artists to brighten up areas such the gloomy underside of the railway bridge.

The Council have just announced a competition to set up 2 start-up units on Portland Road and two areas will be transformed by public realm improvements. These will include creating a small market place, supporting the recently formed 'Clock Tower Market', set up by local residents.

There are a really wide group of people working in a loose coalition doing a wide range of projects. They include business owners, residents and local councillors. We are very conscious though that we haven't really been able to tackle the problem of the closed down, empty, burnt out, blown-up (two gas explosions) and collapsed shops.

#### **Involvement so far**

#### **Consultation so far**

Last year, working through a working group of People for Portland Road that we called Focus SE25, we carried out an online survey about the local area. This was publicised through shops, facebook, our email lists and flyers, and was mainly focused on what people felt about South Norwood, its shops and businesses. We had over 400 responses from a wide range of people.

The survey confirmed that over 70% of people were positive about living in South Norwood, but almost 60% either never or only occasionally shopped locally and 50% never visit a restaurant, café or pub in the area. The main reason people didn't shop locally was because of the poor choice. When we presented the findings at a public meeting we had over 120 people attend. They re-affirmed the despair, frustration and anger over the empty shops, closing bank branch and closed pubs, and the impact upon them of the resultant run-down look of the area.

Through this and other meetings such as our AGM's we have meet many local people who desperately want to set up businesses locally but cannot secure one of the very many empty units.

**Programme outcomes**

We would want to really focus on bringing life back in the empty shop units through:

1. Establishing a number of focal areas where all the units were occupied by retail or business uses. These would support each other through creating 'footfall' and a sense of vibrancy
  2. Creating opportunities for local start-up businesses to get established, working with landlords, funders and entrepreneurs
  3. Identifying the sorts of services and shops that the local community would like to see and would support in the area. We would try to establish strong relationships between the new businesses and the community
  4. Supporting local residents to set up their own businesses with a particular focus on younger people, people with disabilities or who are disadvantaged for whatever reason. This could be as part of a supported 'business village'
  5. Marketing the area as a centre for new and interesting businesses
  6. Finding meanwhile uses and 'make-overs' whilst the area re-establishes itself
  7. Working with property owners and the Council identify alternative uses for areas where the shop units are unlikely to return to use as businesses. This could be well designed conversions, but preferably use as say artists and artisans workshops
- The aim of these initiatives would be to make positive use of the empty spaces through creating business opportunities and jobs, creating life opportunities as well as commerce, and transform our town centre back into an entrepreneurial, buzzing and active place that we can all be proud of.

**Specific proposals**

Yes

**Specific proposals comments**

These proposals are mainly outlined in the section above, but as things stand we don't know how to deliver them, so we would want the CED plan to help

us to pull together a cohesive, deliverable and sustainable plan that the community can actively be part of.

We don't want a top down plan imposed, but a grassroots up plan that we make happen.

We would want to take the expert advice, but we think that a lot of the ideas in the plan we developed with the Council back in 2006 for Portland Road is still relevant and would form a good starting point. We would want to feed in though the new ideas and circumstances over the recent years.

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## Phase 2: Direct Support Application

Area working on	Date Technical Support App Submitted
Intended outcome	Technical Support - Agree to T&Cs
Technical Support Provider Choice 1	
Choice 1 Number of Days	
Choice 1 Detail	
Technical Support Provider Choice 2	
Choice 2 Number of Days	
Choice 2 Detail	

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## Phase 3 Grant Application: Grant Requested

Date Grant App Submitted	Grant - Agree to T&Cs
Grant amount applying for	Grant-Holding Organisation
How it helps to move your plan forward	Grant-Holding Contact

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## Phase 3 Grant Application: Budget Breakdown

Type of activity - 1	Activity 1 total cost
Activity 1 cost breakdown	
Type of activity - 2	Activity 2 total cost
Activity 2 cost breakdown	
Type of activity - 3	Activity 3 total cost
Activity 3 cost breakdown	
Type of activity - 4	Activity 4 total cost
Activity 4 cost breakdown	
Type of activity - 5	Activity 5 total cost
Activity 5 cost breakdown	
Type of Activity 6	Activity 6 total cost

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## Supporting documentation

Supporting  
documentation link

Created By Nicola Berry, 21/07/2016 16:41

Last Modified By Nicola Berry, 21/07/2016 16:41

### CED Partners

#### CED-PAR-1040

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Organisation Name	<b>Stanley People's Initiative</b>
Status	<b>Current</b>
Type of Organisation	<b>Voluntary, Community and Social Enterprise</b>
Role	<b>Local Leadership Team</b>

#### CED-PAR-1041

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Organisation Name	<b>Croydon Council's regeneration team</b>
Status	<b>Current</b>
Type of Organisation	<b>Public sector</b>
Role	<b>Local Leadership Team</b>

#### CED-PAR-1042

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Organisation Name	<b>St Marks Church</b>
Status	<b>Current</b>
Type of Organisation	<b>Voluntary, Community and Social Enterprise</b>
Role	<b>Stakeholder</b>

#### CED-PAR-1043

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Organisation Name	<b>St Lukes Church</b>
Status	<b>Current</b>
Type of Organisation	<b>Voluntary, Community and Social Enterprise</b>
Role	<b>Stakeholder</b>

#### CED-PAR-1044

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Organisation Name	<b>South Norwood Islamic Centre</b>
Status	<b>Current</b>
Type of Organisation	<b>Voluntary, Community and Social Enterprise</b>
Role	<b>Stakeholder</b>

#### CED-PAR-1045

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Organisation Name	<b>Oasis Academy Arena</b>
Status	<b>Current</b>
Type of Organisation	<b>Public sector</b>
Role	<b>Stakeholder</b>

### CED Assessments

#### CED-ASS-0138

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Community Area Name	<b>South Norwood</b>
P1 Status of application	<b>Accepted</b>
P2 Status of application	
P3 Status of application	