

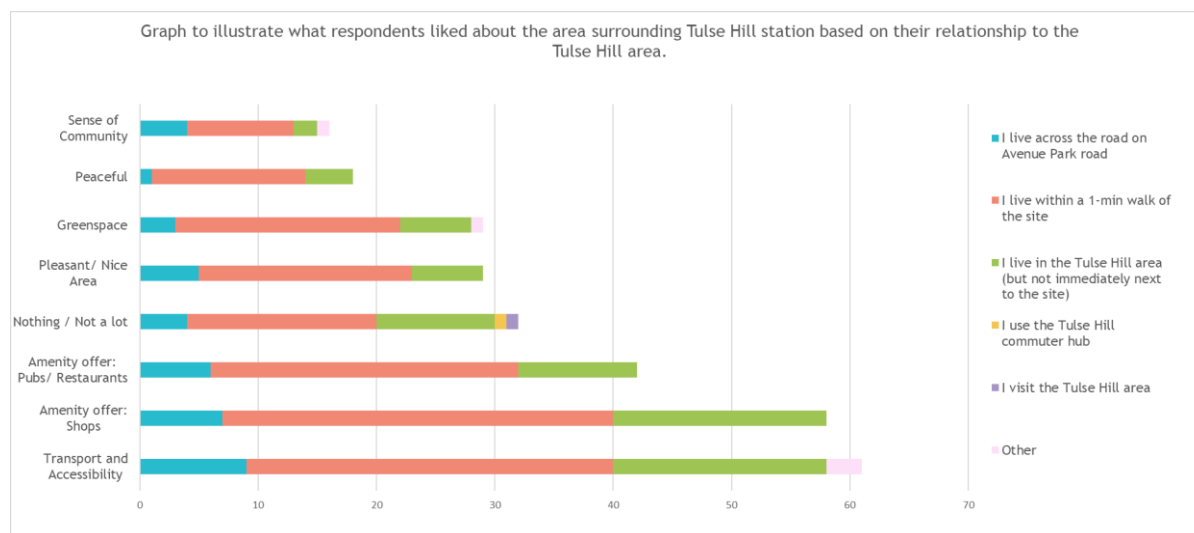
Key Socio-Economic Findings

The top four areas of social opportunity for the wider area:

- **Providing services for young children and young adults.** Lambeth has a relatively young age profile. Although it is a largely residential borough, it is a destination for young working age people and their family.
- **Providing services to deter and to help reduce anti-social behaviour in the area.** - to positively influence the rate of anti-social behaviour for people living in the area.
- **Reducing deprivation.** The 2015 Index of Multiple Deprivation (IMD) places Lambeth as the eighth most deprived borough in London and 22nd most deprived in England. Lambeth is in the top 10% of most deprived local authorities in the country.
- **Reducing the local skill shortage.** There is evidence that Lambeth’s employers are facing skills shortages in the local labour pool: 25% of the job vacancies in Lambeth in 2015 were hard-to-fill due to skill-shortages, above both the London (21%) and England (23%) averages (Lambeth Investment and Opportunity Strategy 2015).

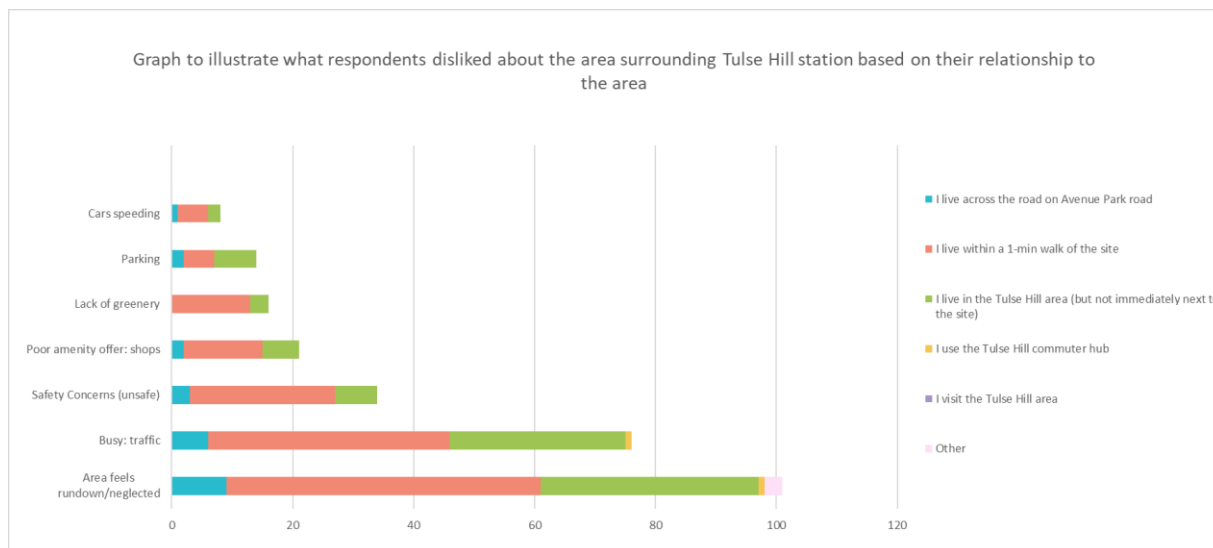
Key Sentiment Survey Findings

201 returns of which 125 respondents (62%) came from people and businesses within one minute walk of the development site. Interviews with four key local stakeholder groups. Station to Station Business Improvement District, Norwood Forum, Elmgreen School, Tulse Hill station master



Avenue Park Road - Tulse Hill

Social Value Opportunity Headlines - Spring 2021



Theme	Feedback Raised	Potential for the Scheme to Respond
Safety	This was a theme raised by 30% of respondents. The general sentiment was of feeling ‘unsafe’ in the area.	The development will bring derelict site into use, Increase natural surveillance. Consider eg. secured by design
Traffic reduction and calming measures	This was a theme raised by 25% of respondents. The general sentiment was of concern about how busy and congested some of the local roads were.	Mainly related to the adjacent south circular / gyratory - outside our control. Possibility of reducing traffic / pedestrianising Avenue Park Road - refer to previous discussions with Planners
Greenery	This was a theme raised by 15% of respondents. The general sentiment was of that people would like to see increased planting and greenery.	Tight site - what’s possible / feasible? How to benefit the wider community?
Places for community to socialise	This was a theme raised by 10% of respondents. The general sentiment was of people wanting more places for the local community, particularly spaces for young people to meet and socialise.	How to integrate with and offer features to the wider community to encourage social mixing and interactions. How to promote socialisation and “neighbourly behaviour” between residents?
Provision of workspace	Data from the interviews highlighted the need for more workspace in Tulse Hill as this was a missing component in the area. This was not a theme that featured significantly in the survey responses	The use of commercial units. Creative Land Trust, etc Engagement with third party / third sector organisations and / or Lambeth council to bring forward thinking and plans.

Avenue Park Road - Tulse Hill

Social Value Opportunity Headlines - Spring 2021

Other Ideas

Thoughts & Ideas	Potential for the Scheme to Respond
<p>Potential to invest (or co-invest?) or donate to the vacant White Hart Pub located at 367 Norwood Road.</p>	<p>Potential collaboration with the current owner of the Prince of Peckham - to turn it into “more than a pub” - community facility, shared workspace, etc?</p> <p>This requires further thought and research.</p>
<p>Possibility that Tulse Hill and Thurlow Park Road may be renamed / re-imagined to remove their previous associations with the slave trade. The proposed development has the potential to be part of this.</p>	<p>New ward boundary may centre on the railway station. Is there potential for the development to help to provide a focal point wider investment in the area?</p>
<p>Tulse Hill ward may / has become part of St Martins or West Dulwich? Doesn't have its own identity. Is this an opportunity for the development?</p>	<p>Can we collaborate with other planned developments in the immediate area?</p>
<p>Provide community noticeboard. (Herne Hill Station is a good example). Could be used for dual purpose - information about the planned development & signposting to wider community.</p>	<p>A simple yet sensible suggestion. Provided that a local group(s) would take a long-term interest to updating, etc. Get community to co-create - a good positive initial activity maybe?</p>
<p>Great opportunity to involve local schools (Elmgreen). Work experience. STEM subjects, school visits, etc</p>	<p>The school has done similar things with another nearby development and has a “model” that could be transferred to this site.</p>
<p>See also RealWorth's “long list” of potential ideas for consideration</p>	<p>To be discussed at workshop 6th July 2021</p>