

AG Hondo BV
Pope's Road
Community and Commercial Use
Strategy

2nd July 2020



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INTRODUCTION

Hondo Enterprises purchased Brixton Village and Market Row in 2018 with the aim of protecting and enhancing this vital community asset. We recognise the importance the Markets and its traders play in thousands of people's daily lives and is an integral part of what makes Brixton home. Since purchasing the Markets we have looked to always go beyond our borders, actively working with the council, local stakeholders and residents to provide space, support and expertise that will benefit everyone in the community.

Hondo regularly invite local groups, council-associated organisations and exciting initiatives to use their spaces. These spaces include the Courtyard in Granville Arcade, the terrace at Lost In Brixton, the new contemporary artist studio (BRxTN studios) as well as a host of large and boutique vacant spaces on both the ground and first floor within the markets. This includes space being available and flexible enough for anything from yoga, to meetings and debates right through to baby and toddler groups, as well as silent discos for school trips.

Compliments of the House, an organisation that redistributes free food that would otherwise go to landfill has been operating in the markets for over 18 months. Young creatives have taken occupation of the new contemporary art studios at Hondo's expense. In 2019, Hondo Enterprises held the Brixton Kitchen competition where the winners, Ferdinand 'Budgie' Montoya and Adejoke 'Joke' Bakare, exciting young chefs and restaurateurs, have both been given a rent-free six-month residency in Brixton Village and Market Row.

Even in lockdown, we jointly hosted a virtual DJ fundraiser for Brixton Soup Kitchen that raised £2,000 for the soup kitchen so that they could continue to support the community in these difficult times.

Hondo have always known that with the Pope's Road development there was a unique opportunity to go further. The extension of the Market and additional much-needed commercial space provides us with the opportunity to create facilities that will support the local area and that all the community can benefit from.

OBJECTIVES

Often with new developments local residents can feel community benefits are merely a tick-box exercise, without fully understanding the local dynamics of Lambeth and in this particular development, Brixton. However, following Hondo's extensive consultation and continuous feedback from well-known local stakeholders including our partners, The Brixton Project and Impact Brixton, set out below are the key principles of our subsequent Community and Commercial Use Strategy to support the Pope's Road planning application and Section 106 agreement.

1. Ensure the new development is responsive to community needs
2. Provide meaningful and on-going opportunities for the local community (residents, tenants and businesses) to benefit from the development
3. Maximise community benefits through:
 - Publicly accessible space, particularly the “central flexible market space”
 - Dedicated D-class' use
 - B class space
 - A class space
 - Re-provision of the Local Authority run Public Toilets

In addition to the commitments detailed below, Hondo has sought to reassure Lambeth and the community that this is part of a long-term relationship with the area. To ensure these benefits continue to be maximised in the future we plan to set up a steering group to ensure that the community spaces on offer, both within Brixton Village and Market Row, and the new Pope's Road development will be perfectly intertwined with local groups on the ground. Following the submission of the addendum, we will draft up a terms of reference for the steering group, which will be used as sounding board for our community activity. We would propose members include Brixton Project, Brixton BID, Black Cultural Archives, Impact Brixton and the Brixton Soup Kitchen for the steering group.

Flexible Central Market Space

As described, Hondo saw the opportunity of the central Market space, on the ground floor of the new Pope's Road development, to provide various community groups with space to host events, classes and activities for local residents.

On Thursday 22nd August 2019, Hondo Enterprises held a workshop in Brixton Village to discuss how this could be best utilised in practise. The workshop was run by Gerald Vanderpuye from Impact Brixton and Wayne James, from My Spiral. Brixton Project, Lambeth Made and Brixton Society were also in attendance.

The workshop mainly focused on young people, and how to build their skills for the workplace and beyond. Enterprise opportunities were also a key topic discussed, as well as how to make sure older people were able to better their current employment skill sets. The various groups also discussed how they should grow relationships between them to best serve the community, particularly intergenerational connections.

Primarily this discussion focused on the proposed central space, located on the ground floor, within the new Market could be utilised by various community groups.

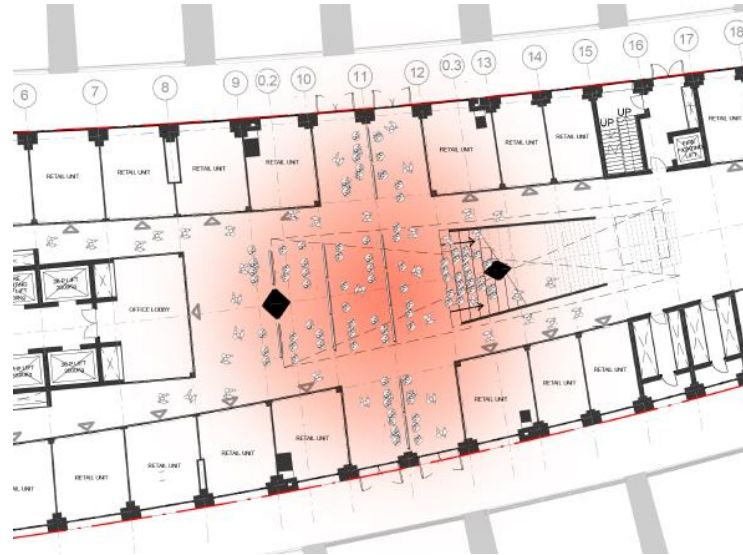
Hondo's public consultation and community workshop illustrated public support for the space being used for the following activities (with potential groups that may use it for such a purpose) :

- Community Events - Impact Brixton, Brixton Society, Brixton, Brixton BID, Brixton Project, Black Thrive, Lambeth Made, Lambeth Schools Partnership
- Public / community meetings - Impact Brixton, Brixton Society, Brixton BID
- Creative industry exhibitions - Bureau of Silly Ideas, Brixton Project, Oval House Theatre

Flexible Central Market Space - Potential Event Layouts



Seated Community Meeting / Event



Community Exhibition Event



Seated Community Performance Event

Dedicated D Use

While discussing how the central space could be best used it became clear not all activities could be accommodated. This led Hondo to contemplating cultivating another space that would be able to meet the requirements for these activities. Hondo will therefore also be offering a c.1500-2,000 sq ft of space for community use. This space will be integrated within, (but additional to) the affordable workspace offer, and will be managed by community representatives (The Brixton Project) to curate a community led programme of events, activities, and creative initiatives. The location is not yet fixed, but it is likely that it is located on the first floor of the market, as shown in the “B-Class Uses” section below.

In order to ensure this space is best utilised by the local community and has the widest reach into the Brixton population, Hondo have commissioned The Brixton Project to work with us to develop an actionable strategy for local engagement, participation and programming; working with a range of community partners, including Impact Brixton. They will also advise on how to integrate the community into the economic development of the markets and a structure for governance for our community strategy. Ensuring this space is part of the affordable workspace offering, will deliver constant activity and ancillary use by Impact Brixton and their members, who will also promote and curate activities within this space.

Brixton Project are a renowned locally inspired placemaking organisation, who aim to embed businesses, creative networks and the local community at the centre of Brixton’s development. They will draft a strategy for this community space and are also exploring further partnership opportunities within the current covered Markets, that support and promote the development of key stakeholder communities – businesses and local residents.

Dedicated D Use - Continued

Provided below are the list of other activities suggested by the groups that attended our workshop for the central space in August 2019 and from Lambeth Council, that would better fit in the new community space. The vast majority of these local organisations have already built relationships with Hondo since they acquired the Markets. This will be detailed further in a report which will form the basis for community consultation, that will be hosted by The Brixton Project. Further consultations will be hosted by Impact Brixton.

- **Space for mental wellbeing activities/classes:** Lambeth and Southwark Mind, Black Thrive
- **Skills development:** Impact Brixton, Green Man Skills Zone, Lambeth Made, Building Young Brixton, Business Launchpad
- **Enterprise opportunities:** Impact Brixton, Lambeth Made, Brixton BID, Building Young Brixton, Business Launchpad
- **Intergenerational activities – growing relationships:** South London Cares, Brixton Society, My Spiral,
- **Hosting workshops:** Brixton Society, Impact Brixton, Green Man Skills Zone, My Spiral, Brixton Project, S.M.I.L.E-ing Boys Project, Lambeth Schools Partnership, Building Young Brixton, Business Launchpad
- **Business mentoring sessions, e.g. These classes would focus on both sustainable businesses, and mental wellbeing at work:** Brixton BID, Impact Brixton, Building Young Brixton, Business Launchpad
- **Soft play:** Lambeth Made, local schools and children centres
- **Events for the elderly:** Partnership community events with South London Cares or with University with Third Age
- **Theatre and creative arts with local start-up and young carers:** Oval House Theatre, Brixton Project, South London Cares, Lambeth Schools Partnership, S.M.I.L.E-ing Boys Project, Bureau of Silly Ideas

Dedicated D Use - Continued

Youth Clubs: Lambeth Schools Partnership, S.M.I.L.E-ing Boys Project, Lambeth Made, We Rise, My Spiral, Building Young Brixton

Potential IT and gaming suite to help young people socialise: Lambeth Made, We Rise, My Spiral

IT and technology training: Impact Brixton, Green Man Skills Zone, Lambeth Made, Building Young Brixton. Brixton Launchpad.

Exercise classes: Brixton Street Gym / Brixton Yoga

Sports clubs: Brixton Street Gym

The Brixton Project have also been tasked with thinking of how this space can be best utilised by other programming activities for minority groups within Brixton who too often miss out on the opportunity to enjoy these types of benefits. This will form part of their strategy paper for the space.

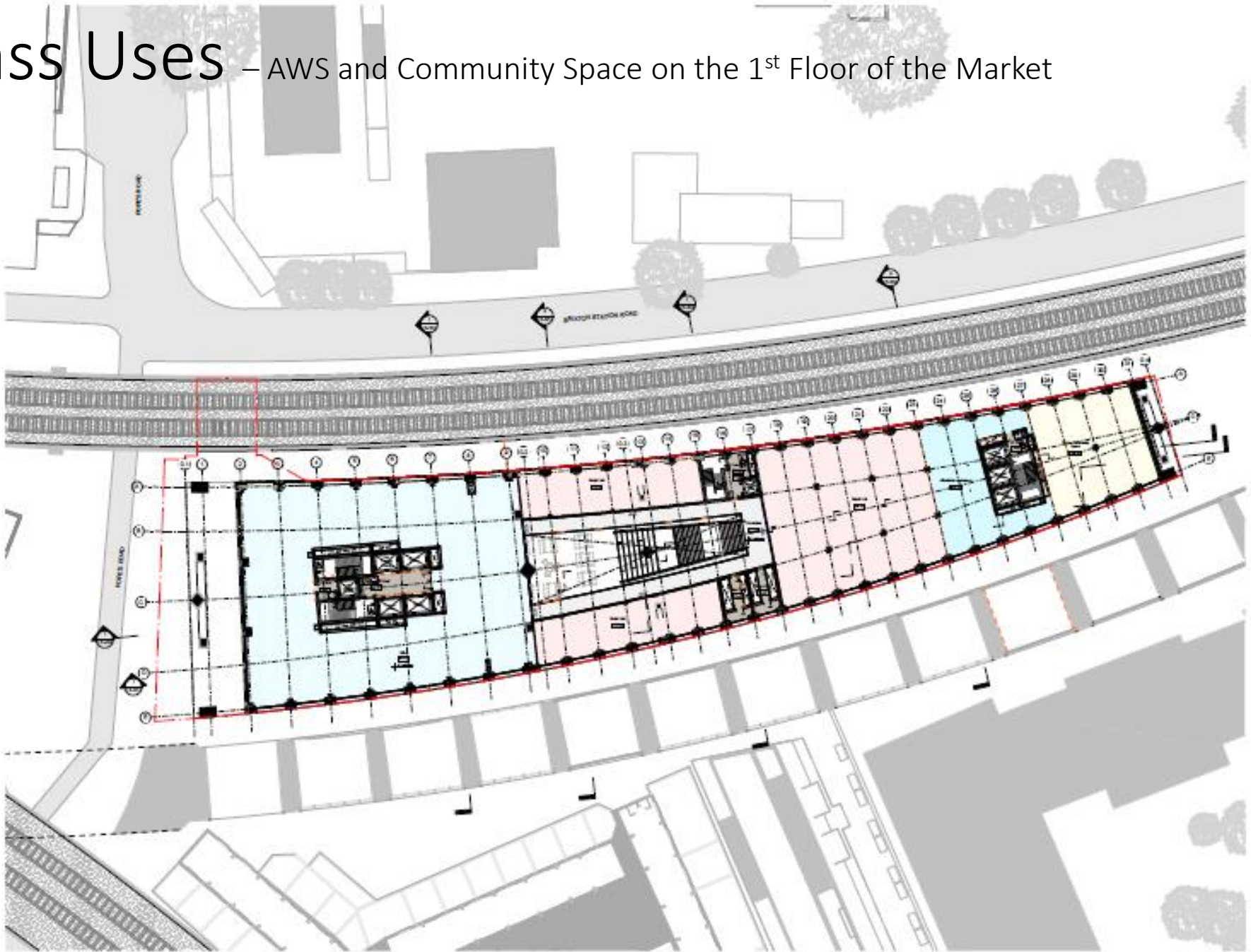
B Class Uses

As part of the application in partnership with Impact Brixton, Hondo are offering that 10% of the commercial B office use be dedicated to affordable workspace (AWS), i.e. at a 50% discount to typical commercial rates. This equates to c20,000sqft of net accommodation.

Brixton Impact already provide AWS to local Businesses, and recently occupied offices within Hondo's existing Brixton Village accommodation. This planning application will facilitate Impact Brixton's ability to increase it's support of local business, and it's focus on youth training.

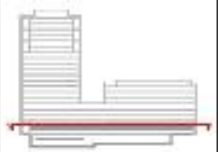
- Whilst not fixed at this stage, it is anticipated that AWS will be located at the Eastern side of the 1st floor of the Market extension, and will also occupy the whole of the 2nd floor of the development (see below).
- This amount of space, consolidated and located in this way, facilitates accommodating business of different types, and of different sizes, allowing for growth and diversification.
- The AWS will support Brixton's local economy including start-up, incubator and grow-on space for a range of industries
- Secured by the S106, a full AWS management plan will be developed that sets out;
 - an allocations strategy prioritising local businesses, a community access strategy for the use of the space (and the dedicated community space) by the local community
 - Availability of meeting rooms for coaching, training and community event space
 - A business networking and skills development programme that supports interaction of all tenants within the community, including locally advertising employment opportunities (possibly through a development website)
 - How we can work in partnership with prospective tenants to secure employment and skills opportunities within the employment space, i.e. what mechanisms will be employed to ensure organisations moving to the area are contributing toward creating opportunities for local people.

B Class Uses – AWS and Community Space on the 1st Floor of the Market



General Notes
 Drawing to be read in conjunction with the specifications and all related drawings.
 Do not scale from this drawing.
 Contractor to check all dimensions on site. Adjaye Associates to be notified of any discrepancies between the drawing and site conditions immediately.

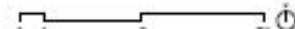
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 - Office
 - Office/Retail
 - Food
 - Retail



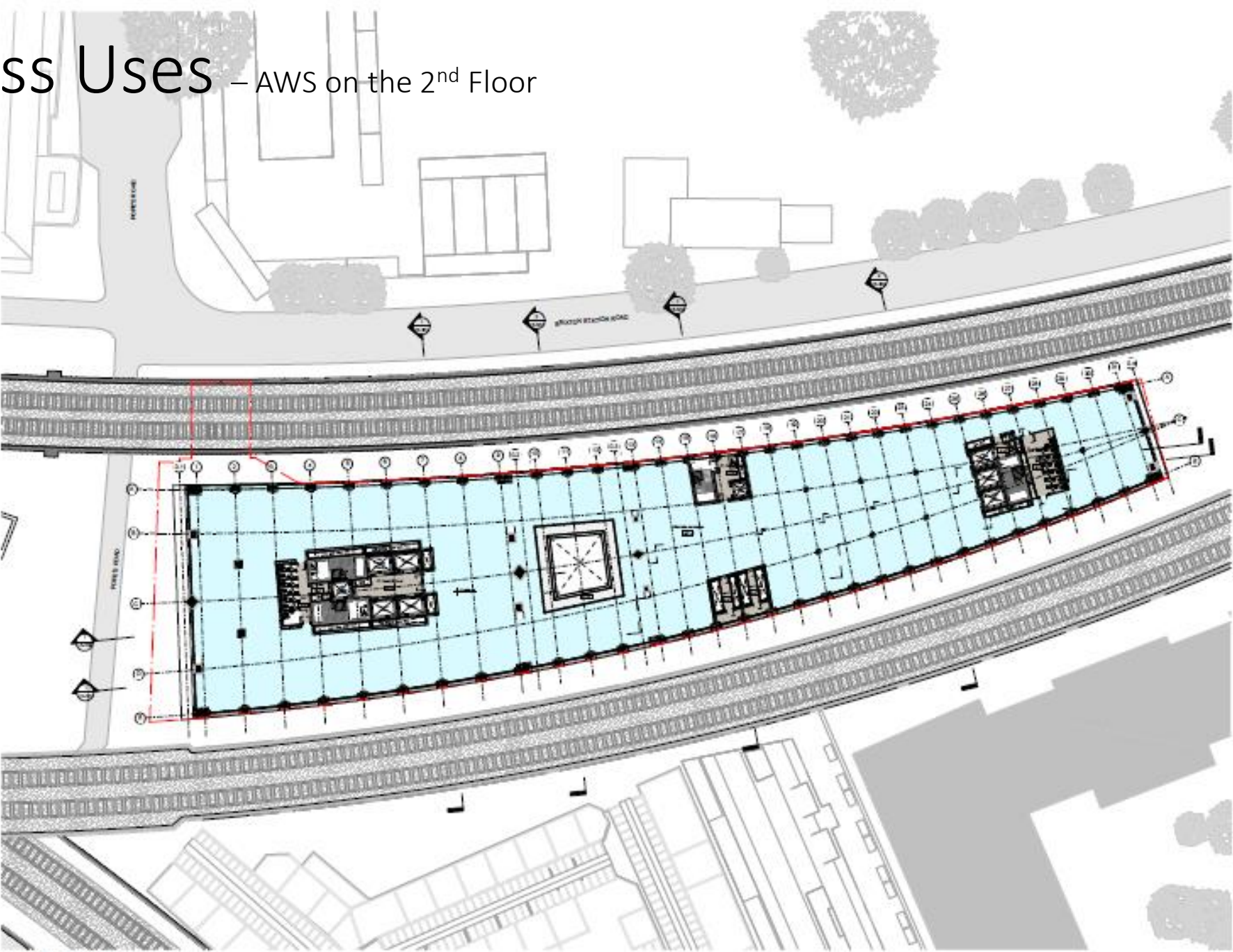
1 FIRST FLOOR PLAN
 1:200

Plot
 Planning Application
 Plot
 Adjaye Associates
 Plot
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 Project No.
 GA L1 FIRST FLOOR
 Project No.
 PRD-AA-ZZ-01-DR-A-11-010
 Date
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 No. 180000

Adjaye Associates

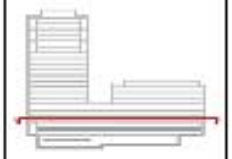


B Class Uses – AWS on the 2nd Floor



General Notes
Drawing is to read in accordance with the specifications and all related drawings.
Do not scale from this drawing.
Contractor to check all dimensions on site. Adjaye Associates is to be advised of any discrepancies between this drawing and site conditions immediately.

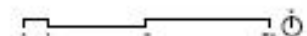
By Department Legend
[] Division
[] Office/Annex
[] Service



GA L2 SECOND FLOOR
1-30

Rev: Planning Addition
Rev: AD Popple Road Handover
Rev: 2D 24K Popple Road Development
Rev: GA L2 SECOND FLOOR
Rev: PRD-AA-ZZ-CD-DR-A-11-000
Scale: 1:30 @ A1
Date: 09/03/20

Adjaye Associates



A Class Uses

Hondo is applying for “flexible use” within the extended market space, in order to be able to ensure that the market can remain sustainable, through the ability to evolve and adapt over time, which is even more relevant now since the advent of COVID-19. Our current policy within Brixton Village and Market Row ensures units can be changed quickly to avoid empty spaces, while operating within a framework agreed by the council so these units continue to offer services primarily for local residents.

As has been the case with the existing Brixton Village market, Hondo will continue to explore creative ways of engaging with residents, to establish the potential for ensuring that the market continues to offer opportunities for local entrepreneurs and initiatives.

- **Meanwhile facilities aimed at local businesses.** Hondo have continually offered meanwhile space as it is available to local creatives and entrepreneurs. This includes Roundtable Books, the only BAME children’s bookshop which now has a permanent unit, and local creatives and artists. As well as renewing over 60 affordable deals with local traders over the last few months, 2/3 of traders that have recently moved into the market have been local enterprises run by black or ethnic minority traders.
- **Investigating the potential for occasional “pop-up” market stalls, targeting local new / young traders.** Hondo will investigate this further, to see if they can continue competitions like Brixton Kitchen. In 2019, Hondo held the competition with the aim of nurturing local culinary talent and to find the next big name in the food industry. The winners were each given a rent-free six-month residency in Brixton Village and Market Row at the heart of Brixton’s diverse food scene, as well as ongoing mentorship and access to workshops covering everything from kitchen expertise to business acumen.
- **Investigate the potential for linking the retail uses to the employment, skills & training offer.** This could be similar to the incubator units being set up in Market Row which will offer local entrepreneurs and existing traders training in services from accounting to health and safety.

Public Toilet Re-provision

As part of Hondo's contribution to facilitating a meaningful public space, Hondo have offered as part of the planning application to re-provide the existing Local Authority run public toilets, at an initial capital cost of c.£500,000. This offer includes for the following;

- Subject to Lambeth granting permission, demolishing the existing public toilet block
- Constructing the basement of the new development to be able to accommodate an enhanced [public toilet and changing provision, for market users and the community. This new and improved facility will be;
 - free to use
 - be suitable for a range of users including disabled people, families with young children and people of all gender identities
 - include a number of 'Changing Places'
 - be available during full opening hours associated with the development

Public Toilet Re-provision - Continued

