



Lowick

**Pope's Road, Brixton
SW9 7PR**

Statement of Community Involvement

11 March 2020



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1. Executive Summary

- 1.1. This Statement of Community Involvement (SCI) has been prepared by Lowick to accompany an application for full planning permission for Pope’s Road (“the site”). The application is submitted on behalf of AG Hondo Pope’s Road BV (“the applicant”). Throughout this document, the applicant will be referred to as Hondo Enterprises. This Statement of Community Involvement summarises the consultation activity undertaken by the applicant in relation to proposals to redevelop the site.



Figure 1: View of the proposed scheme from the corner of Brixton Station Road and Valentia Place.

- 1.2. The scheme is a venture by AG Hondo Pope’s Road BV who have an agreement to purchase the site, currently occupied by Sports Direct and Flannels. Hondo Enterprises is part of a property development company who have a longstanding presence in the borough as the current owners of Brixton Village and Market Row.
- 1.3. Lowick is a political communications consultancy with a specialist local engagement practice. The practice has expertise in the politics of cities, their leaders and their diverse communities. They support clients such to engage with the communities and stakeholders who have an interest in their developments.
- 1.4. The final proposals are being submitted following a consultation process with the local community. Designs were presented through two rounds of public consultation in May 2019 and subsequently in January/February 2020 with changes to the scheme, following feedback provided by the local community and the London Borough of Lambeth (LBL). The applicant also hosted a workshop for local groups in August 2019. This workshop was held to open up a dialogue with the local community to see how the flexible central space included in the development could work for them, and what sort of events they believe could take place.

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- 1.5. The consultation activities for the application were coordinated by Lowick, in conjunction with Hondo Enterprises and the wider project team. The purpose of this consultation was to engage with local residents on the scheme. The consultation process was designed to be accessible to local residents and provide them with a number of opportunities to give feedback on what they wanted for the site, as well as to ask questions about the proposals.
- 1.6. Based on the feedback received, the public response to the proposals are mixed, with residents broadly supportive of the need for office space in central Brixton, and the extension of the markets. A significant number of respondents supported the inclusion of a flexible central space that could be used as a food hall, for exhibition events or for activities organised by local groups.
- 1.7. However, the majority of people surveyed were opposed to the scale of the building and a number of respondents expressed negative views on the design of the building. There was also a substantial amount of comments regarding the perceived gentrification of Brixton.
- 1.8. The applicant has undertaken a comprehensive and transparent pre-application consultation with the local community, in line with both policy guidance and best practice. Where possible, and when not in contravention of the core purpose of the scheme and policy, changes have been made to the scheme to resolve specific concerns.
- 1.9. Following feedback from the local community the height of the building has been reduced to reflect concerns by a total of 11 metres. This reflects residents’ concerns while maintaining the much-needed office space, including affordable workspace, required in Brixton plus retaining the potential to provide a new central space for the community and extending the popular Brixton Markets. The design of the building has also been adapted and a hotel was also considered in the first exhibition, but was removed following residents’ comments and preference for office.
- 1.10. The consultation and engagement process that took place is outlined below.
- 1.11. Table 1: Local engagement activity:

Public exhibitions	<p>There were two rounds of public consultations. The first round was held on Wednesday 15, Thursday 16 and Saturday 18 May 2019, on the first floor above Unit 73, 5th Ave, Brixton Village, SW9 8PS.</p> <p>The second round was held on Thursday 30 January and Saturday 1 February 2020 on the first floor above Unit 73, 5th Ave, Brixton Village, SW9 8PS.</p>
Newsletters	<p>Invitation letters were distributed to local residents and businesses ahead of the exhibition. The newsletters were also delivered to the existing tenants in Brixton Village and Market Row. A contact number was also provided so that the public could ask any questions about the consultation events or the scheme itself.</p>

One-to-one meetings	<p>Following a comprehensive stakeholder audit conducted by Lowick, and ongoing relationships between Hondo Enterprises and local community groups, individual meetings were offered with key community stakeholders in order to provide in-depth information on the proposals. Stakeholders offered meetings included:</p> <ul style="list-style-type: none">• Cllr Matthew Bennett• Cllr Donatus Anyanwu• Cllr Scarlett O'Hara• Cllr Emma Nye• Florence Eshalomi AM (Now MP for Vauxhall)• Helen Hayes MP• Brixton Society• Brixton Neighbourhood Forum• Brixton BID• 3 Space• Impact Brixton• Be Enriched• Sleepless Brixton• Parallax Photographic Coop• Southwyck House Residents Association• Coldharbour Safer Neighbourhoods Panel• Tripod• Restoration Brixton• Brixton Community Base• Brixton Community Trust• St Matthew's Residents Association• Pop Brixton• The Arch Company• Brixton Market Traders Federation• Black Cultural Archives• Black Thrive• Bureau of Silly Ideas• Henry Gundry-White• Brixton Project• My Spiral• Streatham Youth and Community Trust
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	<ul style="list-style-type: none"> • Lambeth Made • Lambeth Schools Partnership • Green Man Skills Zone • Brixton Soup Kitchen • Compliments of the House
Flexible Central Space Workshop	<p>On 22 August, Hondo Enterprises and Lowick hosted a workshop for a number of the local groups above, in Brixton Village to discuss with them in greater detail the proposed flexible central space. The workshop focused on how these groups would like to see the space benefit their particular organisation and the wider community. The workshop was chaired by representatives from Impact Brixton and My Spiral.</p>
Project enquiry line	<p>Ahead of the consultation, a dedicated telephone number and email address were created and managed by Lowick. This has provided a direct way for local stakeholders to communicate with the project team.</p>

2. Introduction

2.1.1. This Statement of Community Involvement (SCI) has been prepared by Lowick, on behalf of Hondo Enterprises in relation to proposals to redevelop the site. The description of development is as follows:

"Demolition of existing building and erection of a part G + 19, part G + 8 storey building comprising flexible A1/A3/B1/D1/D2 uses at basement, ground and first floor, restaurant (A3) on floor 8 with B1 accommodation on floors 2 to 19 , with plant enclosure at roof level, and associated cycle parking, servicing and all necessary enabling works."



Figure 2: Aerial view of proposed development

- 2.1.2. The purpose of this document is to outline the community engagement undertaken by the project team, as well as to summarise the feedback received as a result of the consultation process and the response of the applicant. It should be read alongside the Design and Access Statement prepared by Adjaye Associates and the Planning Statement prepared by DP9.
- 2.1.3. Concurrently, the project team have held formal pre-application discussions with the London Borough of Lambeth (LBLE) and other statutory stakeholders.
- 2.1.4. Our consultation strategy was drafted in accordance with the relevant provisions and recommendations laid out in LBLE's Statement of Community Involvement 2015.
- 2.1.5. Moreover, this report has been informed by the Revised National Planning Policy Framework (February 2019) on community involvement in planning.

2.2. The site and local area

- 2.2.1. The site (0.26 hectares) is located approximately 60 metres to the east of Brixton railway station and to the north-east of Brixton London Underground Station. The site is located within a predominantly commercial and retail setting, including the Brixton Recreation Centre, Brixton Village Market, restaurants and bars; residential properties are also located within the surrounding context, towards the northern, north-eastern and southern areas of the site.
- 2.2.2. To the immediate north and south, the site is bound by elevated railway tracks and viaducts (which are currently boarded up) upon which the tracks were built, with only a single pedestrian street separating the site from the railway tracks and viaducts. To the east, the site is bound by an area which is currently used as a servicing yard by the existing occupiers of the site, and Valentia Place further beyond; to the west, the site is bound by Pope’s Road, which separates the site from Brixton railway station.
- 2.2.3. Currently, the majority of the site is occupied by an existing single storey building that comprises Sports Direct and its associated clothing brand Flannels. at ground floor level, with elevated car parking provided on the roof of the building. This car parking is accessible via Valentia Place which borders the site to the east.
- 2.2.4. The site is subject to a number of constraints which were carefully considered as part of the design process. These include;
- Local context and historical character
 - Privacy of surrounding residents
 - Visual amenity
 - Permeability
 - Height
- 2.2.5. The site has no specific adopted designations but is identified as a redevelopment opportunity under site allocation 16 within Lambeth's adopted Local Plan (2015), an allocation which also identifies the site as being suitable for a tall building. The Site also falls within the Brixton Creative Enterprise Zone within Lambeth's draft Local Plan (Proposed Submission version January 2020). The principle of redevelopment of this site is therefore fully supported by Lambeth’s adopted and emerging planning policy.

2.3. Scheme description

- 2.3.1. The description of development is as follows:

“Demolition of existing building and erection of a part G + 19, part G + 8 storey building comprising flexible A1/A3/B1/D1/D2 uses at basement, ground and first floor, restaurant (A3) on floor 8 with B1 accommodation on floors 2 to 19 , with plant enclosure at roof level, and associated cycle parking, servicing and all necessary enabling works.”

2.4. Stakeholder audit

- 2.4.1. The project team sought to involve local stakeholders in the consultation. Lowick conducted a comprehensive audit of the relevant political stakeholders and

community groups based in the local area. The stakeholders below were invited to attend private meetings with the project team at times and dates convenient to them. The invitations were sent via email and subsequently followed-up with telephone calls and emails, where appropriate.

2.4.2. Political stakeholders

- Cllr Matthew Bennett, Cabinet Member for Planning, Investment & New Homes
- Cllr Donatus Anyanwu, Councillor for Coldharbour Ward
- Cllr Emma Nye, Councillor for Coldharbour Ward
- Cllr Scarlett O’Hara, Councillor for Coldharbour Ward
- Florence Eshalomi Assembly Member for Lambeth and Southwark (Now Member of Parliament for Vauxhall)
- Helen Hayes, Member of Parliament for Dulwich and West Norwood

2.4.3. Local groups

- Brixton Society
- Brixton Neighbourhood Forum
- Brixton BID
- 3 Space
- Impact Brixton
- Be Enriched
- Sleepless Brixton
- Parallax Photographic Coop
- Southwyck House Residents Association
- Coldharbour Safer Neighbourhoods Panel
- Tripod
- Restoration Brixton
- Brixton Community Base
- Brixton Community Trust
- St Matthew’s Residents Association
- Pop Brixton
- The Arch Company
- Brixton Market Traders Federation
- Black Cultural Archives
- Black Thrive
- Bureau of Silly Ideas
- Henry Gundry-White
- Brixton Project
- My Spiral

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- Streatham Youth and Community Trust
- Lambeth Made
- Lambeth Schools Partnership
- Green Man Skills Zone
- Brixton Soup Kitchen
- Compliments of the House
- Network Rail

3. Consultation Aims

3.1. The aims of the consultation and community involvement were to:

- 3.1.1. Involve local people and groups in developing proposals for the site from an early stage. Planning is a matter of public interest and the applicant is committed to best practice in engaging with the local community on proposals for the site. The aim was to proactively involve individuals and groups to ensure that feedback could, where appropriate, be incorporated into the design.
- 3.1.2. Ensure the consultation was fully accessible, in particular to:
- People with little prior knowledge of the planning system; ensuring that the consultation was accessible to people whatever their level of understanding of planning or development. A public event was provided to ensure that people had the opportunity to understand the issues and have their questions answered with materials written in clear and simple terms.
 - To persons with a disability by ensuring that all documents were available in accessible formats upon request at public consultation events.
 - That it reached a broad range of people who are representative of Lambeth’s demographics and mindful of protected characteristics. Where appropriate, demographic information has been recorded in anonymised form to monitor this and a wide range of communications channels have been used.
- 3.1.3. Support the development of a scheme that meets the needs and aspirations of the local area. We want to ensure that through consultation and engagement with local residents, community groups, and councillors, the scheme respects the character of the local area and makes a positive contribution to the area.
- 3.1.4. Provide an iterative process whereby the applicant responds to feedback with updated proposals or explanations about why a particular decision has been made.

4. Consultation activity and outcomes

4.1. Publicity (May 2019)

4.1.1. Ahead of our first public exhibition event in May 2019, the applicant introduced the scheme to the public with a flyer to nearby residents and businesses. 2,698 addresses were sent a flyer via leaflet distributor, London Letterbox.

4.1.2. The area of distribution is shown below:



Figure 3: May 2019 public consultation flyer distribution area

4.1.3. The flyer to nearby residents contained an invitation to our public consultation, with details of the location and timing of the event. Included within the flyer was information about the applicant, Hondo Enterprises, the owners of Brixton Village and Market Row, as well as some key benefits of the proposed scheme. Contact details were also provided. The flyer can be found at Appendix 1.

4.1.4. Additional publicity:

- Invitation emails were sent to organisations, politicians and local groups.
- Posters were put up in Brixton Village and Market Row. The poster can be found at Appendix 2.
- Flyers were handed out to tenants and visitors in Brixton Village and Market Row.

4.2. Public Exhibition (May 2019)

- 4.2.1. The first public exhibition event on the Pope’s Road site proposals were held across three days, in the afternoon and evening of Wednesday 15 and Thursday 16 May and on Saturday 18 May, in the morning and early afternoon.
- 4.2.2. The events were held in the space on the first floor above Unit 73 on 5th Ave in Brixton Village. The venue was chosen because of its relative proximity to the site.
- 4.2.3. The focus of the exhibition was to introduce the principles of the scheme, the constraints and opportunities presented by the site and to seek input from the local community at an early stage about the proposals.



Figure 4: 18 May 2019 public exhibition in Brixton Village

4.2.4. The table below summarises the details of the public exhibition:

Venue and time	<p>The consultation event was held at:</p> <ul style="list-style-type: none"> • 4PM-8PM Wednesday 15 May • 4PM-8PM Thursday 16 May • 10AM-2PM Saturday 18 May <p>The public exhibition aimed to attract members of the local community, specifically small businesses and nearby residents. The event was held on the first floor above Unit 73, 5th Ave, Brixton Village, London, SW9 8PS.</p>
Purpose	<p>The purpose of the exhibition was to provide the local community with information about the principles of the proposal and allow them to feedback before the applicant brought back more detailed plans. It also gave local residents and businesses an opportunity to speak to the project team and ask any questions they may have.</p>
Publicity	<p>Key stakeholders were contacted directly. Posters were also put up in Brixton Village and Market Row, and leaflets handed out before the consultation event.</p>
Public exhibition content	<p>The proposals were presented on 10 A1 boards and also made available on iPads for those with access needs.</p> <p>Members of each key specialism of the project team were in attendance and available to explain the information presented and answer any questions.</p> <p>A copy of the exhibition boards is included in Appendix 3.</p>
Visitors	<p>There were 73 visitors to the public exhibition in Brixton Village.</p>
Opportunity for feedback	<p>All attendees were encouraged to leave feedback using the questionnaires provided. Attendees could complete the questionnaire at the exhibition or were able to submit their feedback online on our website: www.yourbrixtonvoice.com</p> <p>A blank copy of the questionnaire can be found in Appendix 4.</p>
Questionnaires completed	<p>A total of 118 completed questionnaires were received overall for the Pope’s Road proposals.</p> <p>Out of the 118 feedback forms returned, 25 of those were collected at the consultation events themselves.</p>

4.3. Survey responses (May 2019)

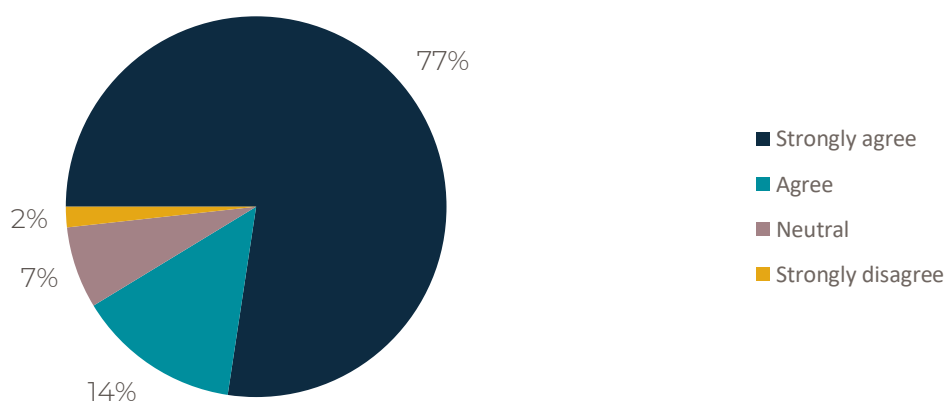
4.3.1. 118 responses to the survey were received, of those who offered their details, 55% of respondents were male and 39% female. 6% opted not to say. Most respondents to our

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survey were middle aged, 54% of respondents below the age of 45, 39% were aged between 45 and 64. 5% of respondents were aged 65 and above. 2% of respondents were younger than 18. The applicant asked for respondents for their demographic data to ensure that the survey was as representative as possible.

4.3.2. The applicant also wanted to know what connection the respondents had to the area, and therefore asked respondents if they were a local resident, worked in the area or if they wished, to specify another category. 80% of respondents were local residents, with 11% of people filling out feedback from local businesses. 9% of people stated another category, which were predominantly 'frequent visitors to Lambeth'.

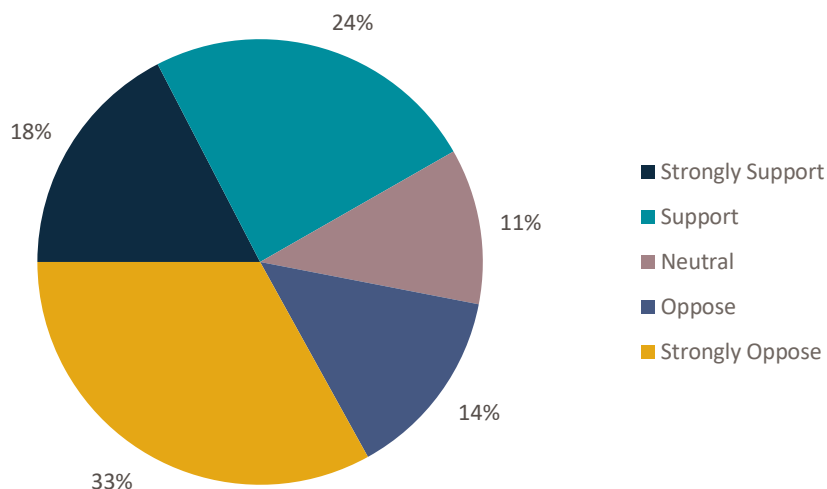
4.3.3. Do you agree that it is important to protect the unique character and history of Brixton?



	Responses	%
Strongly agree	89	77.39%
Agree	16	13.91%
Neutral	8	6.96%
Disagree	0	0.00%
Strongly disagree	2	1.74%
Total responses	115	

4.3.4. It is clear from the data presented above that more than three quarters of respondents believe that any new development should respect and protect the diverse history and culture of Brixton. This is something that Hondo Enterprises are committed to doing and have demonstrated this by hosting events such as Windrush Day in June and Black History Month in Brixton Village and Market Row.

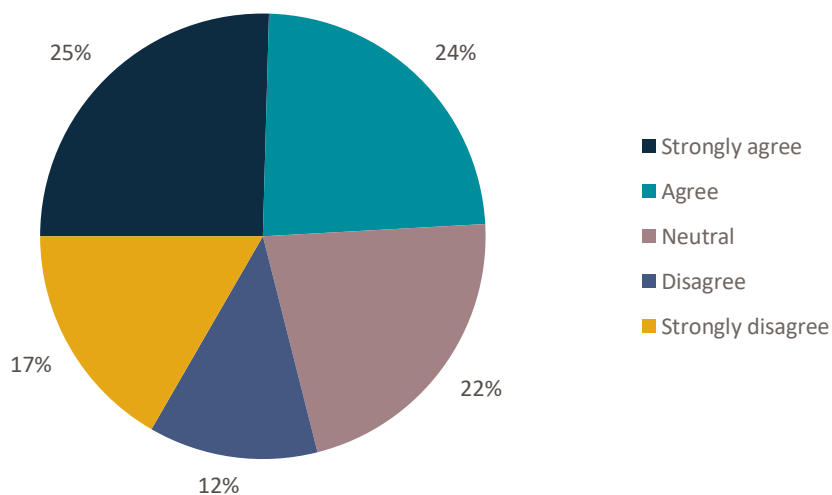
4.3.5. Do you support the opening up and extension of Brixton Market?



	Responses	%
Strongly support	20	17.39%
Support	28	24.35%
Neutral	13	11.30%
Oppose	16	13.91%
Strongly Oppose	38	33.04%
Total responses	115	

4.3.6. Despite, the overall opposition to the opening up of Brixton Market in the feedback data, 80% of questionnaires that were submitted at the consultation itself, supported the extension of the Markets, with only 4% opposed. Therefore, it is evident that those who engaged fully with the consultation events were more supportive of the opening up of Brixton Markets. This is echoed by the comment section of the feedback which placed a great emphasis on the protection of the traditional traders that operate in the centre of Brixton.

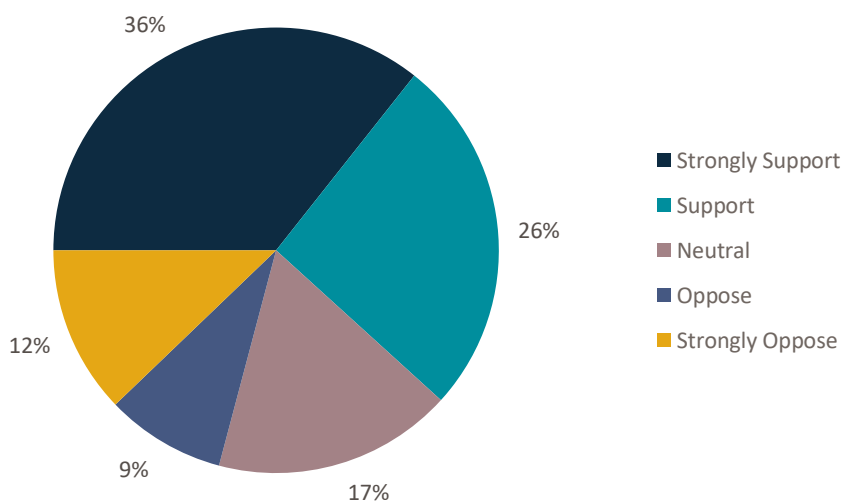
4.3.7. Do you agree that there is a need for greater employment space in Brixton, due to it being six times lower than the London average?



	Responses	%
Strongly agree	29	25.44%
Agree	27	23.68%
Neutral	25	21.93%
Disagree	14	12.28%
Strongly disagree	19	16.67%
Total responses	114	

4.3.8. The graph above indicates that more respondents recognise the need for more office space than is currently available in Brixton, with 49% of those surveyed agreeing with the need for employment space, and 29% of people believing that there is no need to create a thriving office eco-system that would increase the benefits for the local community. Almost a quarter of those surveyed were rather apathetic on the provision of office space, remaining neutral on the matter.

4.3.9. Would you like to see the creation of a community space that will benefit the people of Brixton?



	Responses	%
Strongly Support	41	35.65%
Support	30	26.09%
Neutral	20	17.39%
Oppose	10	8.70%
Strongly Oppose	14	12.17%
Total responses	115	

4.3.10. The data from the first consultation overwhelmingly supported the inclusion of a flexible central space that would benefit the local community. Over 62% of respondents advocated the creation of such as space, that could be used as a food hall, an exhibition venue or for local community groups that do not have a location to put on their events.

Summary of responses

- 4.3.11. **Development principle:** There was a fairly positive reaction to the principle of the development with a significant number of respondents agreeing that there needs to be more commercial office space in the centre of Brixton. Most of those who attended the exhibition also declared support for the extension of the markets and the creation of a flexible central space to be used by the community. ‘The development looks promising’ commented one respondent. However, there were a number of negative comments regarding the perceived gentrification of Brixton. There was also a significant number of comments wary of the potential height of the development. A few respondents were completely against any development, with one respondent stating, ‘Leave Brixton Alone!’. The initial proposals suggested the idea of including a hotel in the development. This received a proportion of negative comments, which focused on tourists gentrifying Brixton. One resident opposed the idea of a hotel by stating that Brixton ‘is residential’.
- 4.3.12. **Extension of the Markets:** The view on the proposed extension of the markets gained a more mixed response in the feedback. 54% of respondents were opposed to the proposed opening up of the markets from Electric Avenue through Brixton Village and Market Row and onto Pope’s Road, whereas 42% supported the extension. However, the proposed enlargement of Brixton Market, which would increase footfall for traders in the markets, as well as small businesses in central Brixton, received 80% support from those that attended the consultation. One resident suggested that ‘it would be good to develop in a way that managed crowds well’. There were comments about the types of businesses that would be in the extended market, with a small number of respondents stating that it must contain traditional traders, with one user urging for tenants that ‘local businesses and not chains and restaurants.’
- 4.3.13. **Employment:** The response in the feedback regarding the need for greater employment space was positive. The majority of respondents recognised that Brixton is lacking in commercial space. There were less comments regarding the potential office space, however one respondent commented that ‘An enhanced retail/commercial offering’ is something that would be welcomed in Brixton. Another stated that the plans ‘looked great, which will bring badly needed jobs to Brixton.’ One other resident did comment that ‘office space was a good idea’ however they were concerned about the amount. There were a few comments that the new office space had to be for ‘young entrepreneurs’ and local people.
- 4.3.14. **Flexible Central Space:** Over two-thirds of respondents surveyed supported the creation of a flexible central space in the middle of the proposed development. A number of respondents gave proactive suggestions as to how the central space could be used. This included using it as a ‘creative hang out’ for young people between the ages of ‘10-23’ and ‘over 60s’. One respondent stated that they ‘loved the idea of creating more community space’. There was scepticism about if the proposed community space would ‘genuinely be for residents and fulfil a need.’
- 4.3.15. **Height:** The written feedback featured a significant number of comments which were concerned about the potential height of the development. A proportion of those comments just wanted to know the potential height of the development. However, there was a general sentiment opposing taller buildings, with one respondent stating that they ‘oppose high-rise office and/or residential buildings over Pope’s Road market. This illustrates that not all respondents engaged thoroughly with the plans, as the applicant is not proposing any housing in the development. A particular respondent stated that ‘Brixton does not need a huge tower.’

4.3.16. **Design:** A substantial number of respondents gave negative feedback to the consultation about the design of the proposals. One respondent stated that the design is ‘bland and a bit over the top’. There were also concerns regarding the design in the context of the local area and out of keeping ‘with the local aesthetic’.

Gentrification: A significant number of respondents accused the proposals of being part of a wider gentrification push in Brixton. These included comments such as ‘You should leave well alone, until there is a clear understanding on the impacts on local communities.’ There were suggestions from some respondents that this development would ‘ruin the character of Brixton’. A lot of the negative feedback on this topic centred around the types of tenants that would occupy the units in the new market, despite the exhibition boards and the applicant stating that the tenants would be of a similar mix to the current operators in Brixton Village and Market Row. There were a few comments from respondents suggesting this development was designed solely for ‘tourists’, despite the repeated messages that the applicant would be providing much-needed office space in Brixton, and dramatically increasing footfall for the markets’ traders.

4.4. Flexible Central Space Workshop (August 2019)

4.4.1. On Thursday 22 August, the Applicant held a workshop in Brixton Village to discuss how the new central space within the proposed market in the planned Pope’s Road development, could be utilised by various community groups.

4.4.2. The Applicant asked Gerald Vanderpuye, the founder of social enterprise and co-working space, Impact Brixton, and Wayne James from the young persons’ charity My Spiral, to run the workshop. This was assisted by Brixton Village’s Events and Markets Coordinator, Rosi Croom.

4.4.3. The applicant emailed 22 representatives from the following community organisations and local schools inviting them to the workshop, which was held on the first floor above Unit 73 on 5th Avenue in Brixton Village:

- Brixton BID
- Brixton Society
- Compliments of the House
- Bureau of Silly Ideas
- Black Thrive
- Lambeth Made
- Green Man Skills Zone
- Effra Early Years Centre
- Hill Mead Primary School
- Incredible Edible Lambeth
- Brixton Project

- Black Cultural Archives
- Stockwell Children’s Centre
- Jessop Primary School
- Trinity Academy
- St Helen’s Catholic Primary School
- 3Space
- Sleepless Brixton
- Brixton Rec
- Age UK (Lambeth)
- Lambeth Clinical Commissioning Group
- Lambeth Pensioners Action Group
- Streatham Youth and Community Trust

4.4.4. A copy of the invitation email can be found at Appendix 5.

4.4.5. Six different groups attended the workshop. These were Lambeth Made / Lambeth Clinical Commissioning Group, Brixton Project, My Spiral, Impact Brixton, Streatham Youth and Community Trust and the Brixton Society.

4.4.6. The participants were given a brief description of the proposals, for those who did not attend the first public consultation events in May 2019. They were informed that the development proposals included much-needed office space for Brixton, built above a two-storey extension of the existing markets. This market extension includes a central space of around 350sqm, and it is Hondo Enterprises’ desire that from time-to-time this central space be used by community groups for various events and activities.

4.4.7. 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 skillsets. The various groups also discussed how they should grow relationships between them to best serve the community, particularly intergenerational connections. Hondo Enterprises then compiled a summary report of the discussions and sent it around to those who attended and to those stakeholders who were invited but could not attend the workshop. The report can be found at Appendix 6.



Figure 5: Flexible Central Space Workshop in Brixton Village, August 2019

4.5. Publicity (January 2020)

- 4.5.1. The applicant aimed to host a second public exhibition on 18 and 21 January, following a presentation to the Lambeth Council Growth Investment Panel. A flyer was sent to nearby residents and businesses. 2,706 addresses were sent the flyer via our leaflet distributor, London Letterbox. The flyer can be found at Appendix 6.
- 4.5.2. However, due to circumstances out of Hondo Enterprises' control, the meeting was rearranged, therefore Hondo Enterprises believed that they should postpone the public exhibition. Therefore, the applicant issued a corrected newsletter advertising the second public exhibition in late January and early February. The flyer went to the same distribution list via London Letterbox. The flyer can be found at Appendix 7.
- 4.5.3. A board informing the public of the cancellation was also placed in front of the venue on the dates for the initial consultation. This can be found at Appendix 8. Posters were put up in Brixton Village and Market Row that advertised the new public consultation event date. A copy of this is included at Appendix 9.
- 4.5.4. The second exhibition presented more detailed designs and visualisations of the scheme, and how the applicant had responded to feedback from the first public exhibition. The information was displayed on 12 A1 Foamex boards.

4.5.5. The area of distribution is shown below:



Figure 6: January/February 2020 public consultation flyer distribution area

4.5.6. The flyer to nearby residents contained an invitation to our public consultation, with details of the location and timing of the event. In addition, the flyer mentioned the key points of the scheme and how the proposals have been updated since the initial consultation in May. Included within the flyer was also a notice that the consultation date had changed, as we initially had aimed to hold the events on 18 and 21 January. The applicant stated in the notice the following:

'New Dates for Consultation Events

Due to circumstances out of our control we regrettably have had to postpone the Pope's Road consultation for a fortnight. However, we look forward to welcoming people on the 30 January 5-8pm and 1 February 10am-2pm, 1st Floor, Unit 73, 5th Avenue, Brixton Village, SW9 8PS. We hope this new date will allow even more local people to engage in the process and have their say on our proposals.'

4.5.7. Contact details were also provided.

4.5.8. Additional publicity:

- The editor of the Brixton Blog/Bugle was notified of the consultations to advertise in the newspaper and online.

- Invitation emails were sent to organisations, politicians and local groups.
- Posters were put up in Brixton Village and Market Row.
- Flyers were handed out to tenants and visitors in Brixton Village and Market Row.

4.6. Public Exhibition (January / February 2020)

- 4.6.1. Following the feedback from the first public exhibition, the applicant held a second exhibition in late January and early February, showing updated plans, including much greater detail on the design of the buildings and new CGI’s of the proposals.
- 4.6.2. The exhibition was held across two days in the afternoon and evening of Thursday 30 January and the morning and early afternoon of Saturday 1 February. The public exhibition was again held on the first floor of Unit 73 on 5th Ave in Brixton Village.



Figure 7: 1 February 2020 public exhibition in Brixton Village

4.6.3. The table below summarises the details of the public exhibition:

Venue and time	The consultation event was held at: <ul style="list-style-type: none">• 5PM-8PM Thursday 30 January
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	<ul style="list-style-type: none"> 10AM-2PM Saturday 1 February <p>The public exhibition aimed to attract members of the local community, specifically small businesses and nearby residents. The event was held on the first floor above Unit 73, 5th Ave, Brixton Village, London, SW9 8PS.</p>
Purpose	<p>The purpose of the exhibition was to provide the local community with further detailed information about our proposals and allow them to feedback on the development before a detailed planning application was submitted. It also gave local residents and businesses an opportunity to speak to the project team and ask any questions they may have.</p>
Publicity	<p>In addition to the flyer distribution covered above, local newspaper and online news outlet, the Brixton Blog/Bugle was notified of the event and advertised it through their channels.</p> <p>Key stakeholders were contacted directly. Posters were also put up in Brixton Village and Market Row, and leaflets handed out before the consultation event.</p>
Public exhibition content	<p>The proposals were presented on 12 A1 boards and also made available on iPads for those with access needs.</p> <p>Members of each key specialism of the project team were in attendance and available to explain the information presented and answer any questions.</p> <p>A copy of the exhibition boards is included in Appendix 10.</p>
Visitors	<p>There were 44 visitors to the public exhibition in Brixton Village.</p>
Opportunity for feedback	<p>All attendees were encouraged to leave feedback using the questionnaires provided. Attendees could complete the questionnaire at the exhibition or were able to submit their feedback online on our website: www.yourbrixtonvoice.com</p> <p>A blank copy of the questionnaire can be found in Appendix 11.</p>
Questionnaires completed	<p>A total of 98 completed questionnaires were received overall for the Pope’s Road proposals.</p> <p>Out of the 98 feedback forms returned, 17 of those were collected at the consultation events themselves, with the remainder submitted online.</p>

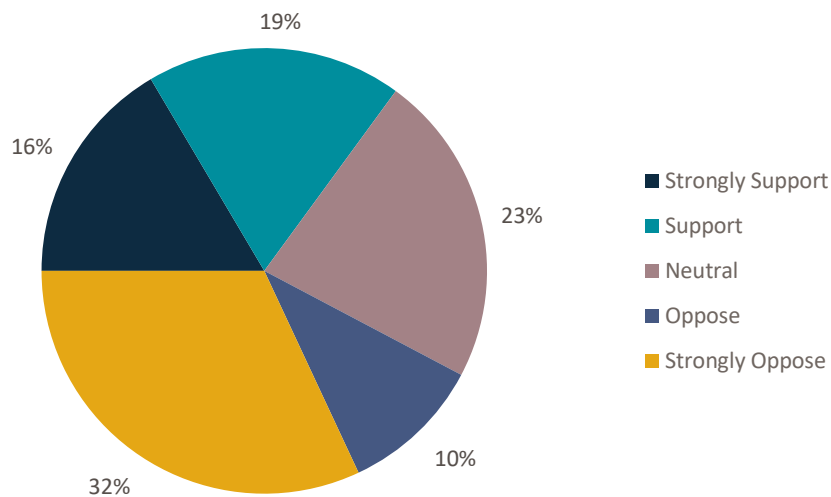
4.7. Survey responses (January / February 2020)

- 4.7.1. A total 98 responses to the survey were received, of those who offered their details, 48% of respondents were male and 39% female with 13% of respondents preferring not to

say. With regard to the age of respondents, 44% were aged between 35-49, with 24% aged 25-34. 28% of those who gave their age were aged 50 and above. The applicant asked for respondents for their demographic data to ensure that the survey was as representative as possible.

4.7.2. Of those who attended the consultation events, 75% of respondents were local Brixton residents, with 5% of people filling out feedback from local businesses. The majority of respondents, 85%, did not attend the first exhibition for the Pope’s Road development in May 2019. The applicant wanted to make sure that those who attended were from a broad range of individuals who both worked and lived in Brixton.

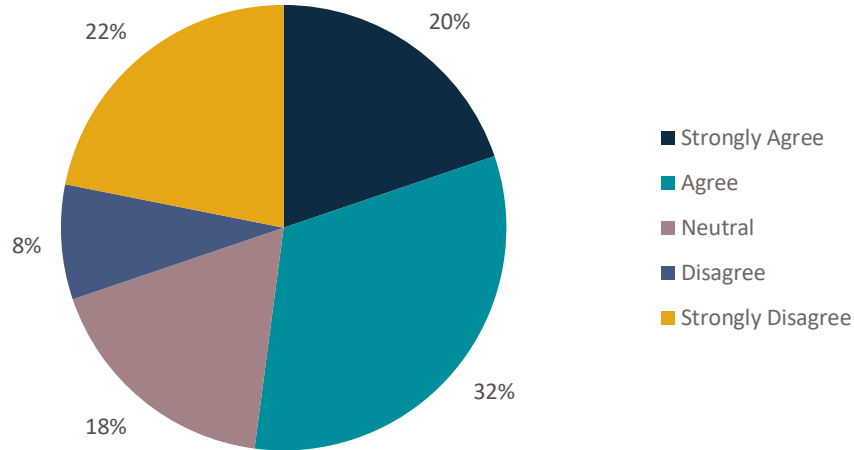
4.7.3. Do you support the extension of the famous Brixton Markets, to further compliment the highly acclaimed Brixton Village and Market Row?



	Responses	%
Strongly support	16	16.49%
Support	18	18.56%
Neutral	22	22.68%
Oppose	10	10.31%
Strongly Oppose	31	31.96%
Total responses	97	

4.7.4. The feedback that was collected from those who attended the consultation, comprehensively juxtaposes that was collated online. 65% of those surveyed at the consultation event were supportive of extending the markets from Electric Lane, through Market Row and Brixton Village, and onto the new development on Pope’s Road. 24% of respondents at the consultation did not support or oppose the extension of the markets, thus leaving 12% of those who attended the consultation opposed to the extension of Brixton Market.

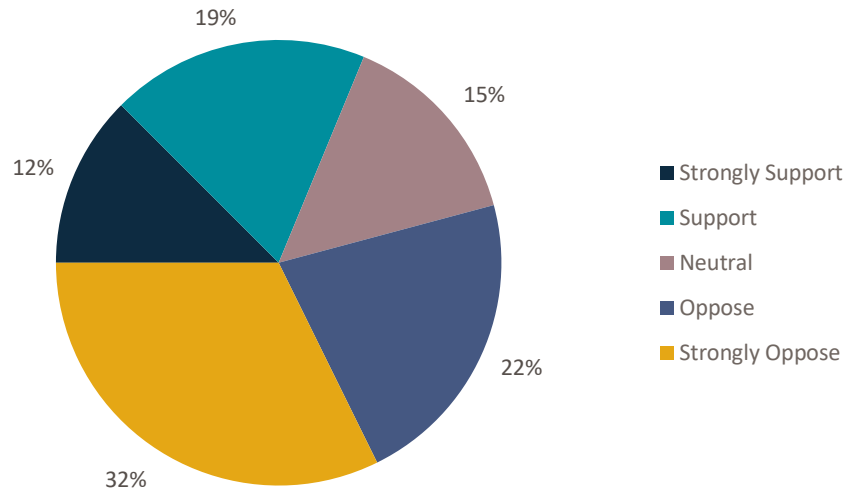
4.7.5. Do you agree that Pope’s Road should increase permeability through creating a new public square, as well as providing free public toilets for the benefit of traders and visitors?



	Responses	%
Strongly Agree	19	19.79%
Agree	31	32.29%
Neutral	17	17.71%
Disagree	8	8.33%
Strongly Disagree	21	21.88%
Total responses	96	

4.7.6. The data above illustrates that the majority of those surveyed agree with the improved permeability that this proposal would create, easing congestion in central Brixton, specifically around rush hour. The respondents also supported the idea to create a new public square on Pope’s Road, with the existing public toilets being relocated into the Pope’s Road development. These toilets would not only be re-provided, they would also increase in number and made free of charge by Hondo Enterprises.

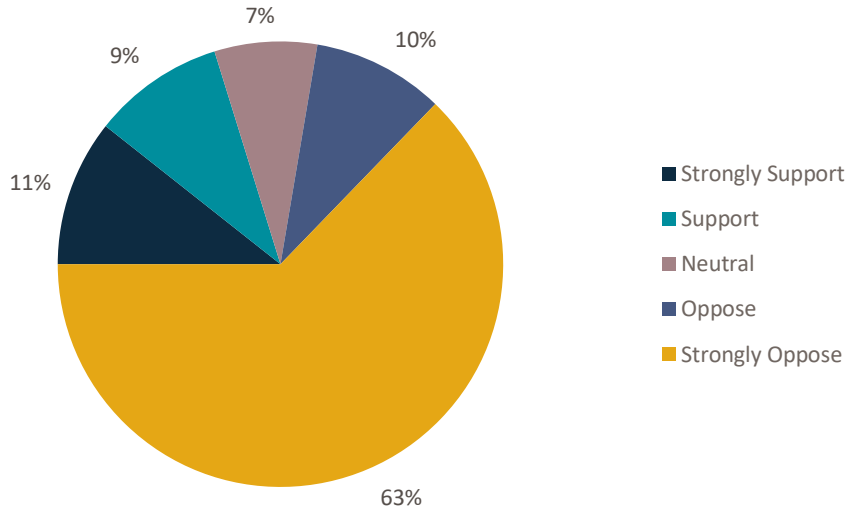
4.7.7. Do you support the introduction of much-needed office space in Brixton, which will create c. 2,000 new jobs, contain 20,000 sq ft of affordable workspace and will result in increased footfall and £3.5m spend in the local area per year?



	Responses	%
Strongly Support	12	12.50%
Support	18	18.75%
Neutral	14	14.58%
Oppose	21	21.88%
Strongly Oppose	31	32.29%
Total responses	96	

4.7.8. Despite the overall opposition to the creation of much-needed office space in our development, which would create 2,000 new jobs in the heart of Brixton, of those who attended our public exhibition events, 50% of respondents supported the introduction of office space, including the 20,000 sq ft of affordable workspace and the increased footfall and spend in the local area.

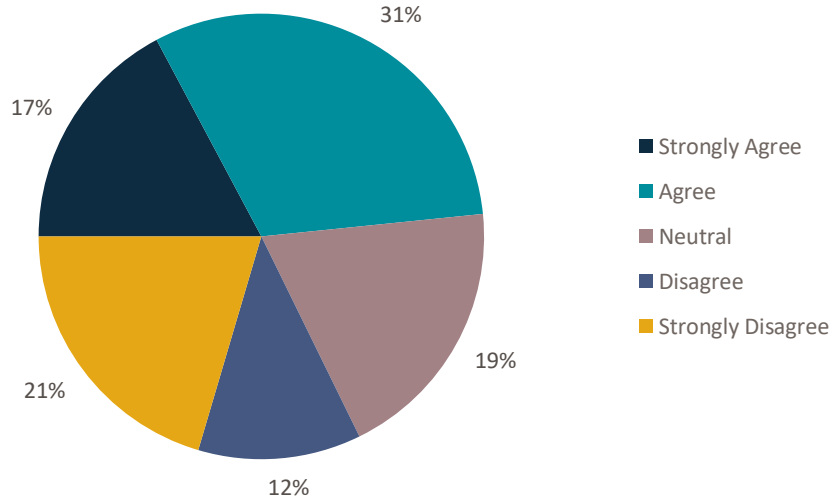
4.7.9. Do you support the need for a taller landmark building to address the distinct lack of office space, including affordable workspace in Brixton, which is significantly lower than the rest of London?



	Responses	%
Strongly Support	10	10.64%
Support	9	9.57%
Neutral	7	7.45%
Disagree	9	9.57%
Strongly Oppose	59	62.77%
Total responses	94	

4.7.10. Respondents who attended the consultation events were much more supportive of the taller aspects of the site needed to achieve the desired amount of office space in Brixton central. 47% of those surveyed were either strongly supportive or supportive of the need for a taller building on this site, with 20% of respondents neither supportive nor opposed to the height of the building.

4.7.11. Do you agree with the idea of creating a flexible central space in the middle of the extended market for use as a food hall, for exhibitions and events, and for use by local community groups?



	Responses	%
Strongly Agree	16	17.20%
Agree	29	31.18%
Neutral	18	19.35%
Disagree	11	11.83%
Strongly Disagree	19	20.43%
Total responses	93	

4.7.12. Those who attended the public consultation events for the Pope’s Road proposals were broadly more positive about the plans to introduce a new flexible central space in the middle of the development. 54% of respondents at the events agreed with the addition of a flexible central space that could be used by local community groups, with 46% of respondents remaining neutral on the subject. There were no disagreements with the flexible central space from those who submitted feedback at the exhibition.

4.7.13. Please let us know of any local groups, organisations or charities that would be interested in using the flexible central space?

The applicant also asked respondents to suggest any local groups or charities that may want to use the proposed new central space in the heart of the development.

There were suggestions to involve organisations such as Mums for Lungs, the Advocacy Academy, the Brixton Youth Theatre, the Royal Society of Art and the Brixton Book Club.

A few respondents used this particular comment section to give their negative feedback on the proposals.

Summary of responses

- 4.7.14. **Development principle:** There was a fairly mixed reaction to the principle of the development at the second round of consultation events with a range of respondents, some stating support for the plans and others expressing contempt for the provision of much-needed office space and jobs in Brixton. One respondent stated that they ‘very much support this proposal.’ A number of people commented that the current site is underused and run down, and there was enthusiasm and agreement that the site needs some redevelopment. However, there were comments stating complete opposition to the proposals that would ‘destroy Brixton’. There were a number of respondents who presented support for certain aspects of the development such as the need for office space and the re-provision of public toilets, which will be made free of charge. However, there was significant opposition to the height of the development, as well as a number of comments regarding perceived gentrification.
- 4.7.15. **Extension of the Markets:** There were very few written responses regarding the extension of the markets, with the survey results being fairly balanced in favour and against. One respondent stated that they were ‘worried for extending new developments that are at odds with the existing character of the market’. Most comments referring to the markets were about traders losing their jobs and tenants being pushed out. This is completely at odds with the proposals which aims to drive up footfall for existing businesses in Brixton Village and Market Row, as well as for tenants in the new Pope’s Road market. There were concerns that the 2,000 job increase in the heart of Brixton would negatively affect congestion, without recognising the increased permeability opportunities that this development would produce, including the widening of the public square on Pope’s Road.
- 4.7.16. **Employment:** The response in the feedback regarding the need for much-needed office space was again rather mixed. One respondent stated that they ‘can see the justification for office space’ Another respondent gave their ‘support for improving Brixton’s local economy through more offices and better retail spaces’. However, there were a number of comments from individuals who do not see the need for office space. One survey user claimed that Brixton ‘does not need office space. Leave it alone’. There were also a couple of comments regarding the true ‘affordability’ of the mentioned affordable workspace.
- 4.7.17. **Flexible Central Space:** The flexible central space that would be made available as a food hall, for exhibitions and for community use was not highlighted as a key issue in the written feedback. It was supported by the majority of respondents who attended the consultation and online. However, there were a couple of concerns raised in the written responses, with one respondent referring to it as ‘oppressive’. One individual surveyed ‘definitely supported an open space, but not for food’,
- 4.7.18. **Height:** The overwhelming majority of respondents were concerned about the proposed height of the development. A number of comments stated that the building would ‘set an alarming precedent for other tall buildings in the area’. The sentiment around the height of the building also included concerns about ‘overshadowing neighbours and unpleasant wind effects.’ A number of respondents seemed to ignore the need for a critical mass to deliver the necessary office space needed in Brixton, which is six times lower than the London average. One individual who completed the questionnaire stated that ‘There is absolutely no need for a 20-storey tower in any location in Brixton’.

- 4.7.19. **Design:** A substantial number of respondents stated opposition to the design of the development at the second public consultation. One respondent believed that the proposals are ‘out of scale with the area and do not enhance the character of the area’. There were also concerns with the façade of the building with one respondent stating ‘This is a better building than people realise, with a major flaw. The concrete is dreary.’ There were also claims that the proposals represented ‘insensitive overdevelopment of the area’.
- 4.7.20. **Gentrification:** There were a substantial number of comments accusing the development of typifying the gentrification of Brixton. One comment suggested that the development consisting of a roof-top open to the public and 10% of affordable workspace was a ‘private enclosed ivory tower’. The general theme of a number of comments was that the project was ‘about greed’ and that would bring no benefit to the community, despite the exhibition materials stating the various ways that applicant has sought to address this. There were also a few comments regarding unsupported views of other issues taking place in Brixton Village and Market Row of which the applicant is also the landlord.

4.8. Stakeholder meetings

4.8.1. The applicant has also held a number of meetings with local stakeholders, which are summarised below:

<p>Purpose</p>	<p>The purpose of the meetings was to give key stakeholders the opportunity to ask questions regarding the development and raise concerns with the project team. This also provided them with the opportunity to ask detailed questions on behalf of their residents or members and feed them back to the community as well as explore issues of concern in greater depth.</p>
<p>Engagement</p>	<p>Since Spring 2019, local politicians and community groups received emails inviting them to meet with the project team. Since then we have contacted the groups on multiple occasions and held face to face meetings with nine organisations.</p> <p>In addition, on Thursday 22nd August, the applicant hosted a workshop with six local groups and organisations to discuss how the proposed central space within the development could work for various community groups.</p> <p>The applicant also met with Cllr Matthew Bennett, Cabinet Member for Planning, Investment & New Homes and Assembly Member for Lambeth and Southwark, Florence Eshalomi. The applicant also met with Helen Hayes, Member of Parliament for Dulwich and West Norwood, and Ward Councillor Donatus Anyanwu. In addition, the applicant presented to a pre-application meeting to officers at the Greater London Authority.</p> <p>Organisations the applicant met with:</p> <ul style="list-style-type: none"> • Brixton Society • 3 Space • Bureau of Silly Ideas • Henry Gundry-White • Impact Brixton • Lambeth Made • Brixton Project • My Spiral • Streatham Youth and Community Trust • Network Rail <p>These organisations were invited to both the first and second public exhibitions amongst others.</p> <p>The applicant will continue to discuss the proposals with key stakeholders and neighbours following submission.</p>

4.8.2. Notes of meetings

- 4.8.3. **Network Rail, 12/04/2019, 14/11/2019 & 05/03/2020:** Due to the proximity of the Application Site to rail infrastructure and assets, the applicant has consulted with both Network Rail and TfL, and has engaged in early discussions about any potential impact the development may have on the adjacent rail infrastructure and operations. Whilst no adverse technical issues have been identified at this stage, there will be continued engagement as the design develops. On that basis the applicant acknowledges that there will be a pre-commencement condition on the planning permission that any necessary Asset Protection Agreement(s) will be required to be in place, and associated identified technical approvals obtained.
- 4.8.4. **Florence Eshalomi AM, 24/05/2019:** The applicant met with Assembly Member Eshalomi to discuss the proposals as well as wider issues surrounding the indoor Markets. She understood the need for increased employment space in Brixton, and was aware of the lack of office workspace in Lambeth. She was also supportive of the extension of the markets, and hoped for a mix of traditional traders with the increasingly popular bars and restaurants. Assembly Member Eshalomi was also interested in the creation of the flexible central space and hoped it would be frequently used by the local community.
- 4.8.5. **Bureau of Silly Ideas and Henry Gundry-White, 04/06/2019:** The applicant met with Roger Hartley and Henry Gundry-White, who represent two art and creative industry businesses within the railway arches in between Brixton Village and the Pope’s Road site. The group were fairly positive about the proposals, particularly if it resulted in more space for creative industries and the arts. They stated a desire for improved communication between the applicant and the businesses in the arches, which the project team firmly agreed with. There were also questions about how the central space would be utilised and making sure it was not underused like a similar space in Pop Brixton.
- 4.8.6. **Brixton Society, 04/06/2019:** The Brixton Society were supportive of the proposals for Pope’s Road. They liked the idea of extending the markets, as long as there was appetite for new units in the development. Alan Piper, the Secretary and Bill Linskey the Chair, of the Brixton Society stated that it made sense to activate the other side of the railway arches towards Brixton Station Road. The Brixton Society saw the benefit of increasing the amount of office space in Brixton and were supportive of the resulting footfall which would improve business for local traders. Alan and Bill were both unsure about the possibility of a hotel being included in the development due to the lack of space for servicing.
- 4.8.7. **Impact Brixton, 06/06/19:** The applicant met with Jenine Baptiste and Gerald Vanderpuye, the founder of the social enterprise and co-working space, Impact Brixton. They showed a keen interest in the scheme while not being either supportive or opposed to the scheme. The representatives from Impact Brixton were attracted to the potential activity involved in the central space, as to how that could work for young people and local groups. In August we asked Gerald to help us host a workshop with key local groups, including Impact Brixton and the Brixton Society as to how they would like to see the central space used by the local community.
- 4.8.8. **3Space, 11/06/2019:** The applicant met Andrew Cribb, the founder of 3Space a large workspace provider, based at International House. Andrew was incredibly supportive of the scheme. As a former town planner and neighbouring office provider in Brixton, he saw the benefits of creating an office eco-system in this part of central Brixton.

Andrew also said that ‘Anything built on the site is better than a Sports Direct’, and he was glad to see that Hondo Enterprises did not want to eradicate the unique feel of the Brixton Markets. Andrew was supportive of the idea of creating a commercial cluster encompassing the development and International House, as a separate hub from the civil town centre.

4.8.9. **Helen Hayes MP and Cllr Donatus Anyanwu: 08/07/2019:** Helen Hayes MP and Cllr Anyanwu were both open to the proposals, and took more of an interest in the response from the local community. Cllr Anyanwu asked about the possibility of the hotel, to which he stated that there was a fair amount of opposition in the local area. Ms Hayes also stated that there were concerns regarding an increase in the night time economy, which Hondo Enterprises confirmed they are seeking to address, in conversations with Sleepless Brixton.

4.8.10. **Greater London Authority, Pre-Application Meeting: 17/10/2019:** The applicant presented to officers at the Greater London Authority as part of the development process. The GLA officers stated that the proposal has the potential to enhance the commercial and employment offer of Brixton, as well as facilitating increased town centre permeability as part of the extension of Brixton’s existing network of markets. The officers declared that the principle of an office-led mixed-use redevelopment of the site is supported by existing planning policy. However, the GLA indicated that concerns about town centre uses, urban design (including height, views and heritage), and transport should be addressed before submission.

4.8.11. **Bureau of Silly Ideas and Henry Gundry-White, 14/02/2020:** The applicant once again met with Roger Hartley and Henry Gundry-White to discuss the updated proposals for the Pope’s Road development. Roger enquired as to what would happen to the car park/yard towards the rear of the development that the artists use. The businesses within the arches were fairly positive about the proposals, stating that they would not be adverse moving the larger parts of their operation to Loughborough Junction, if they still had a presence in the new development, so they could be public facing and benefit off the increased footfall. Roger took an interest in the size and dimensions of the central space, stating he could be interested in using it for an exhibition in future. Roger stated an ambition to stay in Brixton to help construct a creative and cultural quarter around the Pope’s Road development.

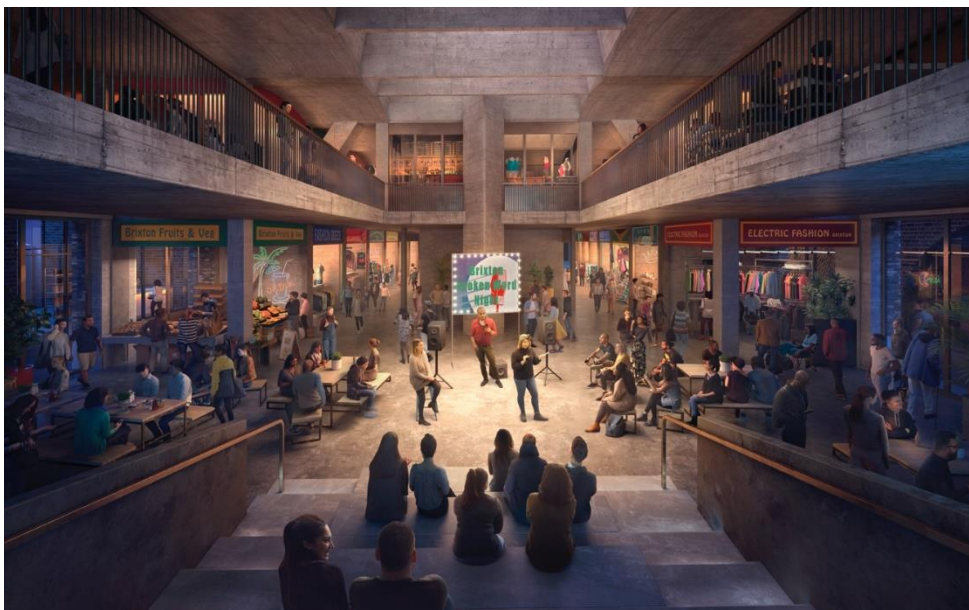


Figure 8: CGI of proposed flexible central space

5. Key issues and responses

- 5.1.1. For full details of the design development process, and response to comments raised by the London Borough of Lambeth and other statutory stakeholders, please read this section in conjunction with the Design and Access Statement and Planning Statement.
- 5.1.2. The table below summarises the key issues raised during the course of the public consultation and meetings with stakeholders, alongside the applicant’s response in the submitted scheme:

Key Issue	Response of the applicant
<p>Principle of development</p>	<p>The majority of the feedback disagreed with the need for increased office space in Brixton and stated that this development was just an example of growing gentrification in Brixton.</p> <p>There is a severe deficit of office space in London, especially in Brixton. The amount of office space in Brixton is six times lower than the London average.</p> <p>Brixton is a growing business hub, and according to Hatch Regeneris’ research into the area, since 2012 there has been a 41% business growth in Brixton, compared to a 29% increase across London. There has also been a 28% increase in employment, more than double the average rate within the London Borough of Lambeth.</p> <p>The scheme offers a chance to resolve this, by creating office space and producing more jobs and spending within the area. Benefits of this new office building include:</p> <ul style="list-style-type: none"> • will provide almost 2,000 jobs in comparison to the 50 that are currently on site. • will also include 20,000 square foot of affordable workspace which will provide space for start-ups and local businesses. • will also contain the first publicly accessible rooftop experience in Brixton. • £2m in business rates which can be spent on local services • an increased £3.4m of spend in the local economy per annum. <p>These proposals will also extend to the highly acclaimed Brixton Markets. The extended market will consist of two floors of similar small sized units, with the layout ensuring bustling corridors of trade. Along with the traditional tenants in Brixton Village and Market Row, and the consistently</p>

Key Issue	Response of the applicant
	<p>popular food and beverage options, there will also be space for larger units for creative uses and leisure activities as suggested in the feedback from the previous consultation.</p> <p>The middle of the extended market will also contain a large flexible central space that will be able to be operated as a food hall, as well as used for exhibitions and events, as well as for use by local community groups.</p> <p>Opening up the market, by extending it into Pope’s Road it will be beneficial for the traders and visitors within the Market. This scheme will improve permeability in central Brixton with new routes and a public square outside Brixton Station. We will also be replacing and doubling the number of toilets whilst making them all free of charge.</p> <p>Following feedback from the previous consultation and conversations with local stakeholders, as well as increased demand for office space in Brixton, Hondo Enterprises and Adjaye Associates decided to revise the plans by decreasing the height of the building and to not progress further with plans for a hotel.</p>
<p>Extension of the Markets</p>	<p>The priority for all the Markets as a whole is to protect its unique character, as the centre for Brixton community and a beacon to visitors from across our city. The opportunity with this development is to extend the Market providing more space for future traders.</p> <p>We have always made it clear that there is a great cultural and commercial value in leasing shops to local operators. We are keen to consider traders with potential links to the borough and encourage them to apply for space at the markets.</p> <p>The traditional uses of the existing markets will be expanded into the new iteration of the markets, alongside food and beverage tenants that have made the markets even more popular in recent years. Not only will the uses be balanced but the unit sizes will be the same as the current markets. Following feedback from the initial consultation, we will also have space for larger units for creative industries and leisure activities.</p> <p>This will be reflected by the Change of Use policy currently in operation in Brixton Village and Market Row, which ensures a balanced mix of traditional retailers with exciting new restaurants and bars will also apply in the new market. This means that no more than 50% of the new units will be bars and restaurants</p>

Key Issue	Response of the applicant
<p>Office Space</p>	<p>A significant proportion of respondents were opposed to the plans to deliver office space in Brixton, including 10% of affordable office space for local businesses and young entrepreneurs. A number of comments suggested that Brixton does not need office space.</p> <p>There is a severe deficit of office space in London, especially in Brixton. The amount of office space in Brixton is six times lower than the London average.</p> <p>Brixton is a growing business hub, and according to Hatch Regeneris’ research into the area, since 2012 there has been a 41% business growth in Brixton, compared to a 29% increase across London. There has also been a 28% increase in employment, more than double the average rate within the London Borough of Lambeth.</p> <p>The scheme offers a chance to resolve this, by creating office space and producing more jobs and spending within the area. Benefits of this new office building include:</p> <ul style="list-style-type: none"> • will provide almost 2,000 jobs in comparison to the 50 that are currently on site. • will also include 20,000 square foot of affordable workspace which will provide space for start-ups and local businesses. • will also contain the first publicly accessible rooftop experience in Brixton. • £2m in business rates which can be spent on local services • an increased £3.4m of spend in the local economy per annum.
<p>Flexible Central Space</p>	<p>Several respondents were concerned about if the central space would actually benefit the local community.</p> <p>The central space could be utilised for events, art exhibitions and for community groups that do not currently have their own venue to host activities.</p> <p>In August, Hondo Enterprises held a workshop in Brixton Village with local community groups to discuss what sort of activities that they would like to use the space for. The meeting included representatives from Brixton Project, Impact Brixton, Lambeth Made, Streatham Youth and Community Trust and the Brixton Society.</p>

Key Issue	Response of the applicant
	<p>The workshop involved a wide-ranging discussion that looked at young people and how to build their skills for the workplace and beyond. Creating enterprise opportunities was also a key topic, as well as activities for elderly people to learn new skills.</p> <p>The various groups also discussed how they should grow intergenerational relationships within the community.</p> <p>This was the first stage in what we hope is an ongoing discussion as to how this central space can be best used by the local community. Hondo Enterprises already give spaces to local groups on the terrace in Lost in Brixton and on Granville Court. This includes yoga sessions, children’s reading classes, and Compliments of the House food exchange. Therefore, this clearly illustrates Hondo Enterprises’ commitment to the local community.</p>
<p>Height</p>	<p>A large number of respondents expressed concern to the height of the development, declaring it unsuitable for the centre of Brixton.</p> <p>The Lambeth Local Plan designated the Pope’s Road site and this particular area of Brixton as appropriate for commercial development and for taller buildings.</p> <p>Hondo Enterprises and Adjaye Associates appointed a townscape consultants, Robert Tavernor and Cityscape, to consider local and London-wide views to ensure the design respects the location and does not adversely impact its surroundings. This includes views from Loughborough Park conservation area and the Brixton Conservation Area. Therefore, it is appropriate to build a building that is 18 storeys plus the ground floor in height, including two storeys of extended market space.</p> <p>Following on from further feedback from LBL and local residents the height of the building has been reduced 11 metres.</p>
<p>Design</p>	<p>There were a significant amount of negative comments regarding the design of the building. Following the feedback provided at both the first and second round of consultation events, a number of changes have been made to the design of the scheme. They are as follows:</p> <ul style="list-style-type: none"> • Overall layout of the market adjusted to deal with seasonality • Floor to ceiling height for the office spaces

Key Issue	Response of the applicant
	<ul style="list-style-type: none"> • Change in uses, creating office space with publicly accessible restaurant on the top of east block • Overall change in tonality of materiality (lighter colour palette for concrete, brick, metal) • Design changes of the facade especially informed by environmental impact analysis with the 3 facades (east-west, north, and south) reacting differently to solar conditions • Publicly accessible open space has been revised
<p>Gentrification</p>	<p>A main theme of the feedback from both consultations was a perceived accusation of gentrification by the applicant.</p> <p>This is not the case, hence why we are extending the prestigious Brixton Market, onto Pope’s Road, with two floors of similar sized units to Brixton Village and Market Row. These units will be made available for uses by traditional tenants, as well as spaces for bigger uses such as creative industries and leisure activities. Having been custodians for the markets for just under two years now, we also know how important footfall is to our tenants, and therefore we believe that this extended market, and the proposed office space will dramatically increase business for our existing tenants in Brixton Village and Market Row. It is expected that this development will result in an increase of £3.4m spend in the local area per year, with £2m being collected in business rates to be spent on local services. The development will also support local employment opportunities in the construction phase and when the building is operational.</p> <p>Since acquiring the markets Hondo Enterprises have made a concerted effort to be a good neighbour and is committed to working with the community to ensure the markets remain at the heart of Brixton for many years to come. We feel that it is our duty to provide space to the local community within the markets so that people realise that the market is for everyone.</p> <p>This includes such projects as:</p> <ul style="list-style-type: none"> • Offering a home for the Compliments of the House Foodbank • Building a community space that can be used in the day in Lost in Brixton • Working with local groups such as Impact Hub Brixton to discuss how the central space within Pope’s Road

Key Issue	Response of the applicant
	<ul style="list-style-type: none"> ● Doing our bit to tackle climate change by ensuring all our electricity comes from renewable sources. ● Offering rent- free units to two local residents as part of our Brixton Kitchen incubator programme. ● Offering pop-up’s to local residents such as the first ever BAME children’s book shop ● Working on collaborations with community initiatives such as the S.M.I.L.E-ing Boys Project, which is a research-led initiative with a mission to empower young black boys through poetry, photography and immersive art projects <p>A community deck highlighting Hondo Enterprises’ work designed by Lowick has been added at Appendix 13.</p> <p>Having spoken to many different individuals and groups in Brixton over the last six months, we know about the issues around public urination and hygiene in the town centre, as well as the overcrowding at peak times around Brixton Station and Brixton Station Road. Our scheme will address this by replacing and doubling the number of free to use toilets in Brixton town centre, and by opening up routes through Brixton, and by creating a 740 square metre open space on Pope’s Road.</p> <p>We were also told in our feedback last time that there was nothing in this development for the community. However, the flexible market space, which can operate as a food hall, and an exhibition space, will be able to host local community groups that do not have space to hold their own activities.</p> <p>Hondo Enterprises hosted a workshop in September with local groups to discuss what sort of events or activities they would like to see the space used for. These included intergenerational events and creative industry meetings. As well as a safe space for young people. In attendance at the meeting were Impact Brixton, Streatham Youth and Community Trust, Brixton Society and Brixton Project.</p>

6. Conclusion

- 6.1.1. In accordance with local and national guidelines, the applicant has undertaken a comprehensive consultation process with local residents, groups and political representatives. This process has been carried out alongside the formal pre-application meetings between the project team, Lambeth Council and other statutory groups.
- 6.1.2. Transparency and openness have been central guiding principles throughout the consultation process. The project team has endeavoured to update all key stakeholders on the evolving proposals throughout the consultation process. Additionally, the team has been available to discuss the proposals with stakeholders, both in person and through various communication channels, throughout the pre-application phase.
- 6.1.3. These proposals will contribute to resolving Brixton’s severe lack of office space, allowing local businesses founded in Brixton to remain in Brixton. The development will provide almost 2,000 jobs, with 20,000 square foot of affordable workspace proposed for start-ups and local businesses. The council will also receive £2m in business rates which can be spent on local services. There will also be an increased £3.4m of spend in the local economy per annum.
- 6.1.4. These proposals will extend to the highly acclaimed Brixton Markets. The extended market will consist of two floors of similar small sized units, with the layout ensuring bustling corridors of trade. Along with the traditional tenants we have in Brixton Village and Market Row, and the consistently popular food and beverage options, we will also have space for larger units for creative uses and leisure activities as suggested in the feedback from the previous consultation.
- 6.1.5. The middle of the extended market will also contain a large flexible central space that will be able to be operated as a food hall, as well as having the potential to be used for exhibitions, events, and by local community groups.
- 6.1.6. The opening up the market, by extending it into Pope’s Road it will be beneficial for the traders and visitors within the Market. This scheme will improve permeability in central Brixton with new routes through the railway arches and market as well as a public square outside Brixton Station. We will also be replacing and doubling the number of toilets whilst making them all free of charge.
- 6.1.7. Two rounds of public consultation have taken place, with exhibitions held in May 2019 focusing on the principles of development, and in January/February 2020 on the detailed proposals for the site. 117 people attended the events in total, including local residents, nearby businesses and traders from the existing markets. 216 questionnaires were collected either online or at the exhibition events themselves.
- 6.1.8. As the design has progressed, a number of ideas raised by stakeholders and the public have been incorporated into the scheme such as the design and height of the building and the details of the façade and materials.
- 6.1.9. Overall, the feedback from respondents have been mixed, largely due to the opposition to the taller aspect of the scheme when presented, which would incorporate the number of jobs that the development would provide.

- 6.1.10. There has been support for the provision of jobs in the area, as well as a flexible central space that does actually cater for the local community. There was a mixed reaction to the extension of the markets, with scepticism about who would occupy the new units.
- 6.1.11. However, there were a large number of respondents who were concerned about a perceived idea of gentrification, which suggests a fear and ultimate rejection of any positive change in the area, which would keep professional organisations in Brixton and increase football and trade for local businesses.
- 6.1.12. The applicant has undertaken a comprehensive and transparent pre-application consultation with the local community, in line with both guidance and best practice. Where possible, and when not in contravention of the core purpose of the scheme and policy, changes have been made to the scheme to resolve specific concerns.
- 6.1.13. The applicant has submitted proposals which will directly benefit the borough and local community by providing much-needed office space, an extension of the world famous Brixton Market, increased permeability throughout Brixton town centre, a new public square, the re-provision of public toilets made free of charge and a flexible central space that can be used by the local community.



Figure 9: CGI of proposed flexible central space in operation as a food hall

Appendices

Appendix 1: Publicity flyer for May 2019 public exhibition



HELP SHAPE THE
FUTURE OF POPE'S ROAD

Find out
more overleaf >>



HELP SHAPE THE FUTURE OF POPE'S ROAD

On behalf of Hondo Enterprises, the custodians of Brixton Village and Market Row, and our architects Adjaye Associates we would like to invite you to our public consultation events to view our initial plans for the regeneration of our Pope's Road site.

The consultations will take place on the following at **First Floor, Unit 73, 5th Ave, Brixton Village, SW9 8PS**

Wednesday 15th May:	14.00-18.00
Thursday 16th May:	16.00-20.00
Saturday 18th May:	10.00-14.00

The site lies in-between the railway lines, opposite the Market. To the north of the site is Brixton Station Road and Pop Brixton.

Since Hondo Enterprises purchased the Market last year, we have been determined to protect its unique culture while also equipping it for the present day and making it a beacon for visitors from across our city. We have invested significantly within the Market to improve its physical structures, including the roofs, drainage facilities and facades, tenant facilities and operations.

As part of this commitment we are:

- Looking to promote the Market with better wayfinding, events and marketing campaigns.
- Protecting the diverse mix of traders within the Market by offering all businesses support through advisory boards as well as having a new transparent and fair service charge.
- Taking our responsibility as good neighbours to local residents seriously with improved security, CCTV and new dispersal measures being put in place.

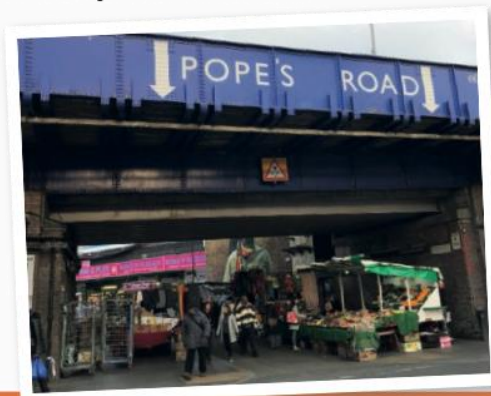
With the purchase of the neighbouring Pope's Road, we believe there is a unique opportunity to extend the Market, opening it up into a wider publicly accessible space for the benefit of traders and visitors. The extension of the market would continue to be for those traditional users to preserve the Market's character mingled with the bars and restaurants which have made them so popular over recent years. By creating a thoroughfare from Brixton Road, through the markets to the site on Pope's Road and out to

Brixton Station Road, we have an opportunity to not only better link up the transport network within the area, but also create a more vibrant route for visitors to experience the wider area beyond our borders.

Above the new Market we hope to assist in the creation of significant additional employment for the area through the inclusion of office space. There is not enough office space in London, especially in Brixton. Research by Hatch Regeneris shows the amount of office space in Brixton is six times lower than the London average, even though there has been a 28% employment growth in Brixton since 2012. Our scheme offers a chance to resolve this, by creating more office space and more jobs in the area.

Finally, Hondo Enterprises and Adjaye Associates also believe there is an opportunity to create a community space open to all residents, and public realm on the ground floor of the Pope's Road site. As our upcoming collaboration with the Black Cultural Archives and the Brixton Impact Hub on the Market has shown, we would really benefit from engaging with the local community about how best to use this space.

We hope you can join us at our consultation events on either the 15th, 16th or 18th May. If you have any questions beforehand please do not hesitate to get in touch on either 020 3633 7192 or hello@yourbrixtonvoice.com



Appendix 2: Site Poster May 2019



HELP SHAPE THE FUTURE OF POPE'S ROAD

The consultations will take place on the following
at **First Floor, Unit 73, 5th Ave,
Brixton Village, SW9 8PS**

Wednesday 15th May: 14.00-18.00
Thursday 16th May: 16.00-20.00
Saturday 18th May: 10.00-14.00

Appendix 3: First Consultation Exhibition Boards (May 2019)



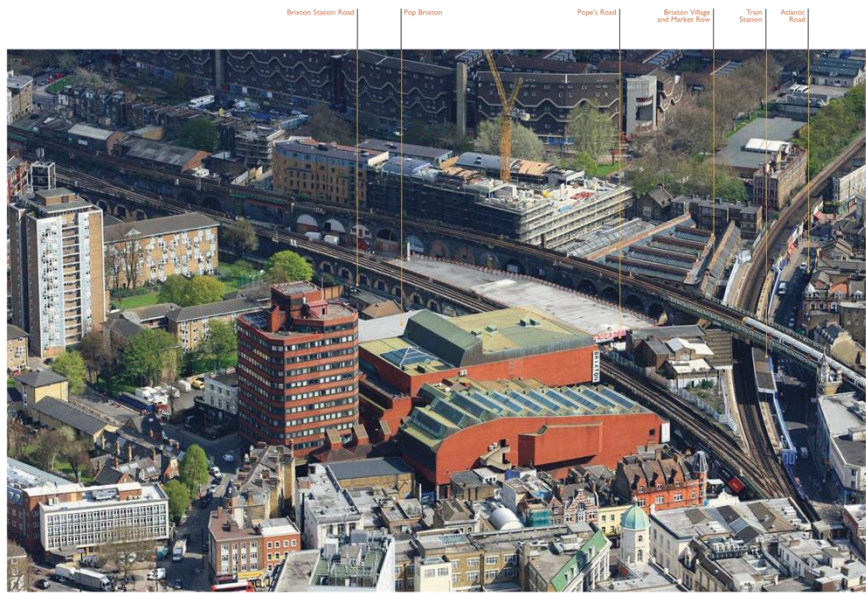
WELCOME

Hondo Enterprise, in partnership with Adjaye Associates are pleased to host this first consultation event where the local community can give their thoughts on the proposals for redevelopment of Pope’s Road, Brixton.

Our intention is to redevelop the site and provide a new mixed-use building with markets on the ground floor and offices above.

YOUR FEEDBACK IS HIGHLY IMPORTANT TO US

This event is an opportunity to give your views as we begin the design process. We want to equip Brixton for the present day, providing jobs through the retail and commercial space that will attract people from across London. These plans will celebrate the identity, history and culture of Brixton. Members of the development team are on hand to answer any questions you may have.



The site is located underneath the raised railway lines opposite Brixton Market. To the north of the site is Brixton Station Road and Pop Brixton.



HONDO

Hondo Enterprises have been part of the Brixton community since March 2018. From the outset we have worked to protect the market’s unique character while ensuring the vibrant culture can continue to thrive for generations to come. With traders and our partners we are working to make sure Brixton Market remains a vibrant hub for the community and continues to attract thousands of people from across the globe.

Hondo have invested significantly in the infrastructure, maintenance and improvement of Brixton Market. This includes repairing the roofing, drainage and restoring existing façades as well as introducing heating and ventilation in the near future. As a priority we introduced free toilets and WiFi to the market. We will also be launching improved signage, as well as a city-wide marketing campaign in the near future.

From the traditional fishmongers and greengrocers, to the new restaurants and

retailers, Hondo are committed to ensuring there is a balanced mix within the market. For the first time in the market’s history we have introduced a transparent and independently verified service charge system. Traders will also benefit from advisory boards that will help with marketing and supporting their business. In addition Hondo have looked to find new talent from the local community, offering two free six month residencies through our Brixton Kitchen initiative.

For the last 12 months Hondo has actively built relationships with community groups in Brixton, such as Sleepless Brixton, and has provided space for community activities and events. As we look to develop our Pope’s Road site we will continue to invest in the local community in order to help the whole area continue to grow for generations to come. As employment continues to grow within Brixton, see table below, Hondo also believe we can help build a commercial hub within the local area.



Hondo with the winners of Brixton Kitchen



Rank	Comparator Ranking	
	Employment Growth (2012 – 17)	Business Growth (2012 – 17)
1	Brixton TC 28%	Hackney TC 51%
2	Camden TC 19%	Lewisham TC 48%
3	Tooting TC 17%	Brixton TC 41%
4	Peckham TC 15%	Peckham TC 40%
5	LB Lambeth 12%	Greenwich 39%
6	London 12%	Croydon TC 34%
7	Hackney TC 10%	Tooting TC 33%
8	Greenwich TC 7%	LB Lambeth 32%
9	Croydon TC 6%	London 29%
10	Lewisham TC -4%	Camden TC 28%
11	Fulham TC -10%	Fulham 21%

Regeneris' Employment Statistic Table

DESIGN TEAM



Smithsonian National Museum of African American History and Culture, Washington D.C.

ADJAYE ASSOCIATES

Adjaye Associates believes that architecture presents opportunities for transformation – materially, conceptually and sociologically.

Driven by the desire to enrich and improve daily life, the practice’s buildings are designed to meet the diverse needs of the communities they serve.

Adjaye’s vision is one that promotes multiple interpretations of the civic experience. The approach to urban development is driven by the human-scaled complexities of urban living in parallel with the driving forces of topography, geography and climate.

The celebration of difference that lies at the heart of the practice’s architecture feeds into all its projects – whether school and university campuses, re-developed urban quarters or entirely new cities.



Sugar Hill, New York

“This project fits into a narrative that is incredibly important to me, making civic and social spaces that are about bringing in diverse constituents both locally and from the city and its visitors. A socially constructed architecture that can edify the community. When taking on this project, I could see the incredible opportunity it had to elevate the experience and give back to the community.”

- Sir David Adjaye, OBE, on Pope’s Road



Ideo Store, 319 Whitechapel Road, London

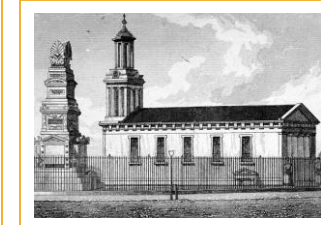
UNDERSTANDING BRIXTON’S HISTORY

BRIXTON ORIGINS

Historic Anchors in the neighbourhood
Brixton has long been a hive of activity and is an important part of the history and culture of our city. The 19th century creation of Vauxhall Bridge provided Brixton a direct connection to London’s centre.



Vauxhall Bridge
1817



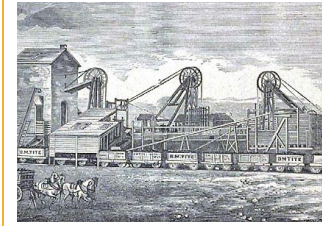
St. Matthew's Church
1825



Brixton Park Hill
1820

INDUSTRIAL TRANSITION

From railway lines to coal depots
The advent of the railways transformed Brixton, and brought the industrial revolution to the area. The new rail infrastructure led to the creation of a number of warehouses and factories.



Pamphlet for B.M. Tite & Son, Coal & Coke merchants at Brixton Station
1885



Brixton and South Stockwell railway station opens
1862



Brixton Railway Station overhead electrics
c.1921

RETAIL & ARCADE BEGINNINGS

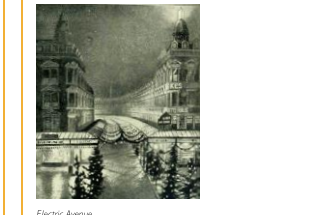
Brixton Illuminated
Brixton became a middle-class suburb at the end of the 19th century, largely due to the combination of the railways and commerce. In 1890, Electric Avenue was given its name as the first street in London with electric lighting.



Electric Avenue postcard
c.1904



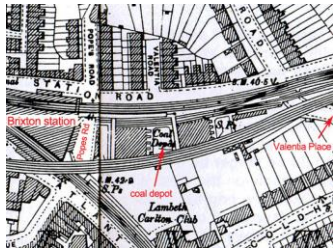
Bon Marche department store
c.1877



Electric Avenue
1895

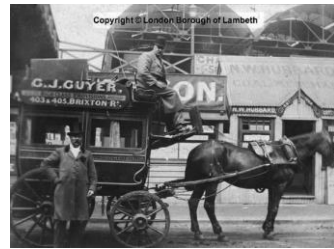
1800's

Pope's Road was a wide oval-shaped street/square within crisscrossing train lines



Coal Depot sign in Ordnance Survey map
1894

The site was a depot - and thoroughfare - for local coal distribution by horse and cart



Pope's Road - Carriage with coachmen and coal stathes
c.1900

The meeting point between railway infrastructure and local street market



Pope's Road street market with row of coal merchants
1921

UNDERSTANDING BRIXTON’S HISTORY

BRIXTON MARKET

Social anchor of diverse communities
Since the Windrush Generation started to arrive in the 1950s, Brixton has historically been the spiritual home of Britain’s diverse Afro-Caribbean community, which coalesces around Brixton Market.



Windrush Generation
1948

BRIXTON IDENTITY

Social developments and contexts
Brixton has often celebrated its migrant links and is the home of Britain’s Black Cultural Archives, established by Len Garrison in 1981.



Brixton Village (British Pathé)
1961

PRESENT DAY

Local communities
Nelson Mandela’s visit to Brixton Rec in 1996 further cemented Brixton’s reputation as the centre of UK black social movement and culture.



Electric Avenue
Present day



Marks & Spencer under viaduct
1920



Stall holders relocated to Pope’s Road due to increasing congestion
c.1900



Lee Garrison and Oba Morris on the BE1 paper note



Platforms Piece by Kevin Atherton (1986) at Brixton railway station are the first public sculptural representations of black British people



Punk, Rock and Pop music in Brixton
1970-80’s



Nelson Mandela outside Brixton Rec
1996



Windrush Square
Windrush Rally
2018



Opposition and protest in Brixton

1900’s

2019

Despite war damage, Pope’s Road retained its original oval-shape with island lavatories



Brixton Station Road
1940



Pope’s Road street market
1956

The multi-storey car park behind Pope’s Road provided high footfall on Pope’s Road



Pope’s Road with Tesco, market stalls and multi-storey car park
1974

An experimental pop-up site since the demolition of the multi-storey car park



Pop Brixton
2016

The arches in use for small-scale businesses as a way of activating the street



Brixton Station Road
2015



Pope’s Road street market
2012



DESIGN PRINCIPLES

View of proposed market street

MARKET EXTENTION & PERMEABILITY

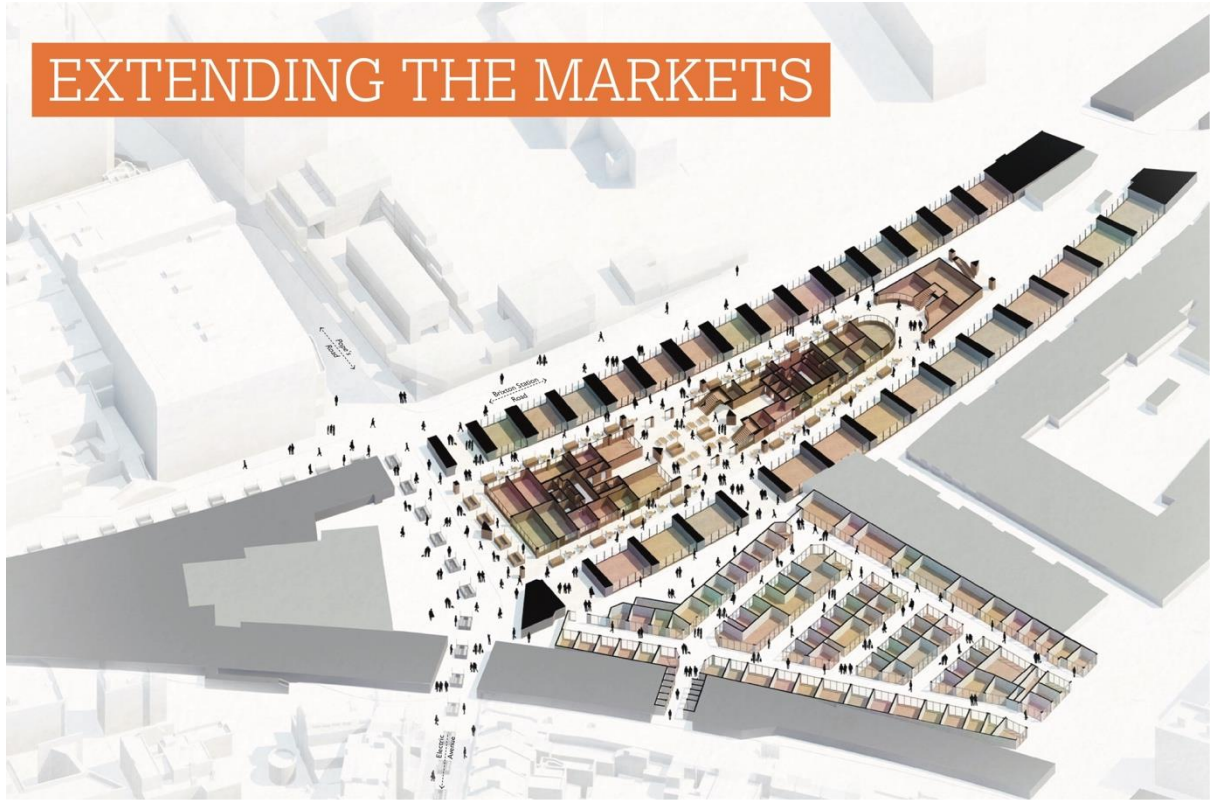
The site is incredibly well-connected. It is situated in close proximity to 25 bus routes, as well as the Victoria Line on the London Underground, the Overground and the Chatham Main Line.

However, central Brixton can be difficult to navigate. This site will increase permeability in Brixton, opening up the markets to Brixton Station Road. This development will improve access for both the people of Brixton and its visitors, with a new route from Pop Brixton, through the arcades to Brixton Road and the Station.

The site does not sit in a conservation area. This will therefore allow for the opportunity to provide new employment and retail space in the heart of Brixton.



Connectivity diagram



Ground level axonometric diagram

MARKET TRADERS

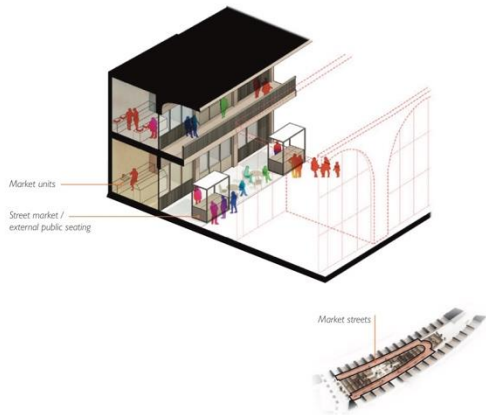
We believe there is a unique opportunity to extend the Market, opening it up into a wider publicly accessible space for the benefit of traders and visitors. This is supported by the Lambeth Local Plan. Brixton Village and Market Row would continue to be for those traditional users to preserve the Market's character; mingled with the bars and restaurants which have made them so popular over recent years. The opening up of Pope's Road will also help local street market traders as it will increase footfall. The addition of more retail space will add to the vibrancy of the town centre and enhance Brixton as a destination.



Brixton Village and Market Row



Brixton Station Road Street Market





View of proposed central community space

OPEN PUBLIC SPACE

At Brixton Market we are committed to engaging with the local community and want to provide spaces and opportunities for local residents. From the summer, neighbourhood groups such as Brixton Impact Hub and the Black Cultural Archives will be using our community and event space at the back of Brixton Village. By developing additional community space in Pope’s Road we believe there is an opportunity to work with groups such as these to do even more.

Scenario 1
Exhibition space



Scenario 2
Market food court

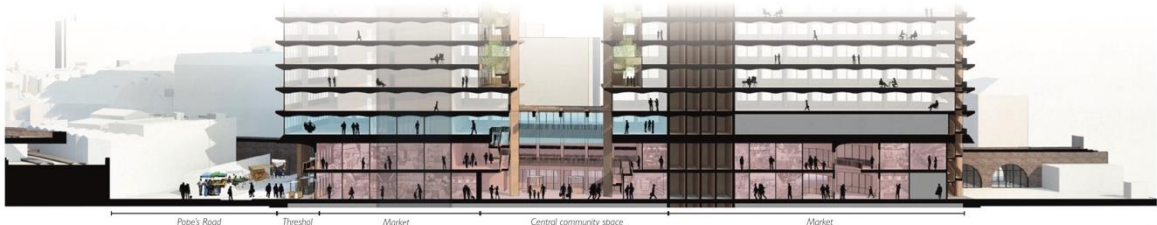


Scenario 3
Event and community space



Adjaye Associates have distinct pedigree in creating cultural and historic spaces. The Smithsonian National Museum of African American History and Culture in Washington D.C., created by Adjaye Associates was named Design of the Year 2017.

Central community space





View of proposed Pope's Road Street market

LOCAL CONSIDERATIONS

The Lambeth Local Plan designated the Pope's Road site as appropriate for commercial development.

Last year Hondo commissioned Hatch Regneris, an economic research consultancy to produce a report in order to better understand Brixton, it's people and the local economy. As part of this research we found that Brixton was a growing commercial hub, however, the appetite for new businesses to move here was being restrained by a lack of employment space. The report found that despite employment growth in Brixton being more than twice as fast as Lambeth, with a 28% increase per year, vacancy rates within the town centre are virtually at zero.

This scheme will address the need for office space and job growth in the area by

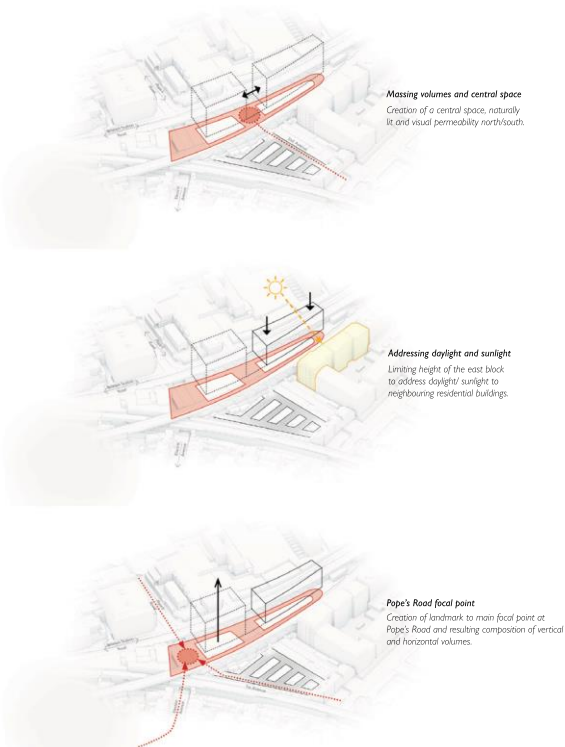
providing additional commercial space above the market. The increase in office space will be predominantly delivered on the west of the site.

Adjaye Associates are considering local and London-wide views to ensure the design respects the location and does not adversely impact its surroundings. This includes views from Loughborough Park conservation area and the Brixton Conservation Area.

Hondo Enterprises and Adjaye Associates are also considering the possibility of incorporating a hotel to the east of the Pope's Road Development. This will look to accommodate the increased demand of visitors in Brixton as we aim to promote Brixton including its historic and vibrant market to the world.



Y27 Brockwell Park placeholder text.



Massing volumes and central space
Creation of a central space, naturally lit and visual permeability north/south.

Addressing daylight and sunlight
Limiting height of the east block to address daylight/ sunlight to neighbouring residential buildings.

Pope's Road focal point
Creation of landmark to main focal point at Pope's Road and resulting composition of vertical and horizontal volumes.

FEEDBACK



View of proposed market street

YOUR FEEDBACK IS IMPORTANT TO US

Thank you for attending this public consultation on the proposals for the redevelopment of Pope's Road.

We will consult on our plans again in Autumn 2019 before submitting our application.

Please let us know your thoughts by filling out a feedback form.

If you would like to be notified when the planning application has been submitted, please include your contact details and tick the consent box.



hello@yourbrixtonvoice.com



020 3633 7192



www.yourbrixtonvoice.com

Appendix 4: Feedback Form from First Consultation



Hondo thank you for attending the Pope’s Road consultation. We would like to gather feedback from the local community. Please fill in the short survey below or visit www.yourbrixtonvoice.com for an online version.

Monitoring

We collect this information to ensure that we have spoken to a representative group of local residents and businesses. The data will only be used in anonymised form.

Age Group: <18 18-44 45-64 65+

Gender: Male Female Prefer not to say

Postcode: _____

Category: Resident Business Group (Please Specify) Other (Please Specify)

Survey

Do you agree that it is important to protect the unique character and history of Brixton?

Strongly Agree Agree Neutral Disagree Strongly Disagree

Do you support the opening up and extension of Brixton Market?

Strongly Support Support Neutral Oppose Strongly Oppose

Do you agree that there is a need for greater office space in Brixton, due to it being six times lower than the London average?

Strongly Agree Agree Neutral Disagree Strongly Disagree

Would you like to see the creation of a community space that will benefit the people of Brixton?

Strongly Support Support Neutral Oppose Strongly Oppose

Would you like to see a variety of uses such as retail and food and beverage in the extended marketplace?

Strongly Support Support Neutral Oppose Strongly Oppose

Appendix 5: Invitation to Central Space Workshop (August 2019)

Good afternoon XXX,

I am emailing on behalf of Hondo Enterprises. As you will know we are developing plans for the regeneration of the Sports Direct site on Pope’s Road. Within the plans we are proposing the creation of a new community space at the heart of the development and would appreciate your ideas at the early stage of the design process as to how this can benefit the area.

We already know from our continued engagement within Brixton Market that there are a variety of groups that could use this space to host events and activities to support the local community. With this in mind, we want the space, within our new development on Pope’s Road, to be of maximum benefit to the people of Brixton and therefore we would like to know how it can best serve you.

We would like to invite you to attend one of two workshops on the proposed community space where we can hear your views, as to how we can design and prioritise this space for the local area. The events will be held upstairs at Unit 73 in Brixton Village on Thursday 8th July, at 6pm and at Impact Brixton, in Pop Brixton, on Thursday 22nd August, at 6pm. There will be a variety of invited local community groups, schools, and council-associated groups who will have the opportunity to meet and discuss their ideas with the Hondo team as we are at an early stage of the design process. Gerald Vanderpuye from Brixton Impact Hub has kindly agreed to host these events.

Thriving markets have been at the heart of Brixton for over 150 years. Hondo is committed to working with traders, the local community, the council and other local organisations to make sure that this is the case for generations to come. We have attached the form that will be available at the workshop, so that you may get an idea of how you would like the space to benefit your group, before the start of the workshop. In addition to this we will ask some more sector-specific questions.

We do hope you will be able to attend the workshop.

I look forward to hearing from you,

Kind regards

Toby

Toby Davis
Consultant



toby.davis@lowickgroup.com

Tel: + 44 203 743 6247

Mol: +44 7960 493 146

The News Building
3 London Bridge Street
London
SE1 9SG
United Kingdom

Appendix 6: Report from Workshop on Flexible Central Space (October 2019)

Note

To Hondo Enterprises
Date 18/10/2019
Subject Pope’s Road Central Space Report

On Thursday 22nd August, Hondo Enterprises held a workshop in Brixton Village to discuss how the new central space within the proposed market in the planned Pope’s Road development, could be utilised by various community groups. The workshop was run by Gerald Vanderpuye from Impact Brixton and Wayne James, from My Spiral. Rosi Croom, the new Event and Markets Coordinator, at Brixton Village and Market Row, also helped facilitate the discussion.

The workshop was attended by a variety of amenity groups with particular specialisms and interests.

Attendees:

Lambeth Made

Lambeth Made is a programme run by Lambeth Council, designed to get people in the borough of Lambeth to give back to the community, particularly disadvantaged young people in the borough.

Brixton Project

Originally, the Brixton Design Trail. Brixton Project promotes creative community activity, it is not just a placemaking exercise, but aims to connect different parts of the community.

My Spiral

My Spiral focuses on young people facing barriers by helping them get into work. They help these young people by teaching them skills, through work-placed simulations with employers. It also creates a safe space for disaffected youth to express themselves.

Impact Brixton

Impact Brixton is a community workspace working on mission-led organisations. It focuses on social enterprise and building relationships within the local community.

Streatham Youth and Community Trust

Based in Streatham, as opposed to Brixton, SYCT deliver children’s services in Streatham to help young people reach their potential by helping to run youth clubs, nurseries and play clubs. They aim to drive change from the bottom up, not top down.

Brixton Society

The Brixton Society is the local amenity society that focuses on the history of Brixton. They take a real interest in planning matters and are interested in the future of town planning in Brixton.

Note

The group were informed that the development proposals included much-needed office space for Brixton, built above a two-storey extension of the existing markets. This market extension includes a central space of around 350sqm, and it is Hondo’s desire that from time-to-time this central space be used by community groups for various events and activities.

This report gives an overview of the discussion as well as some of the recommended uses for the space.

Main points of discussion

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 skillsets. The various groups also discussed how they should grow relationships between them to best serve the community, particularly intergenerational connections.

Youth Engagement

The representatives from My Spiral and SYCT suggested hosting workshops for young people in the space, as well as future employment tutorials. They also thought that the space should be flexible, able to be used both as a working space and a venue for presentations.

The assorted youth-related groups also felt that the space had the potential to be seen as safe space for young people, as it is not in an area affiliated to any particular local gangs. Young people would therefore be able to express themselves freely, and to engage with the activities in the space. There was also a discussion about how groups and the council could use the space to help improve young people’s mental health through work and also tackle isolation that can often occur.

Suggested potential youth projects included:

- Theatre and creative arts with local start-up and young carers
- Sports clubs
- Youth Clubs
- Soft play
- Café that young people could work in
- Potential IT and gaming suite to help young people socialise.

Enterprise Opportunities

In conjunction with points made regarding using the space for youth workshops and tutorials, Impact Brixton suggested using the space for business mentoring sessions. These classes would focus on both sustainable businesses, and mental wellbeing at work.

Lambeth Made and My Spiral agreed that the new central space could be somewhere that people go to ‘reskill or upskill’, and that it could be a testbed for potential new businesses and tenants for the markets.

Note

Suggested Enterprise projects included;

- IT and technology training
- Saturday Market, where young people could be given their stalls to sell their new businesses on
- Jobs fair
- Weekly enterprise hub to help people, especially young people, with their business ideas.

Older people and connecting the community

All the groups present suggested that the space should be used as a place to make connections of all ages, helping to combat loneliness in older people, as well as delivering on the aims to give young people new skills. The groups indicated that this should be harnessed by community time banking events, where the various age groups could take part in activities at the same time, and to build meaningful intergenerational friendships.

The workshop focused mainly on the activities and opportunities for different programmes within the space. However, on a physical level, the main suggestions involved minimising sound disruption in the space as mentioned above and ensuring the ability to compartmentalise the space depending on the size of the group or activity taking place.

Ideas included:

- Exercise classes and healthy living-activities
- Partnership community events with South London Cares or with University with Third Age
- Educational activities such as IT

Creative Uses

The group also considered how this space could be used by the local creative industries within the area, who often struggle to get the right space. In addition to creative uses the Brixton Society also said that space for bringing the community together to discuss upcoming developments or structural changes could also be looked at.

Other ideas for the central space included:

- Exhibition space for various local community projects and placemaking ideas. There are a lot of creative groups and artists in Brixton that would benefit from another area to showcase their work.
- It could be used by local radio stations like Reprezent Radio
- Could host an arts fair for local artists to showcase their work

Structural Suggestions and Next Steps

With the variety of ideas that were discussed and groups needing a variance in the amount of space, the group asked Hondo to consider whether mobile

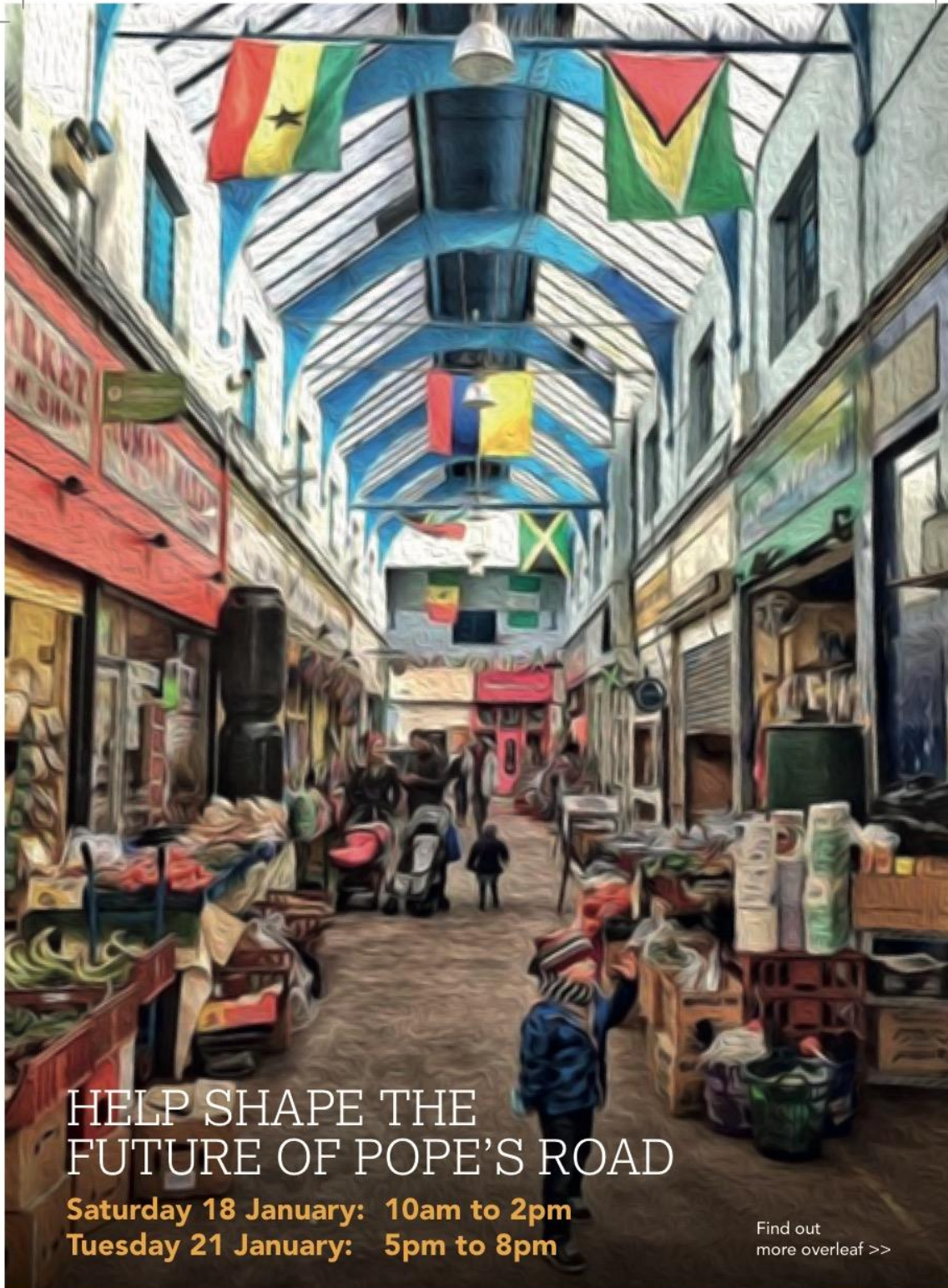
Note

partitions could be also used within the building. It was also suggested the space could be divided between who it caters for and this could also change depending on the time of the day.

As the design process continues Hondo will take these ideas away and look to consider how we can best meet the requirements of the local community and offer maximum social value impact within this new Pope’s Road development. Hondo then plan to deliver the proposal to the same group of local stakeholders, plus any other groups that were invited, towards the end of the year and receive feedback on some of our more detailed proposals.

At the workshop there was a discussion around storage for the central space. We are looking into the possibility of this, it is likely this will be provided either in close proximity to, or within the Pope’s Road development itself.

Appendix 7: Initial publicity flyer for January 2020 public exhibition



HELP SHAPE THE
FUTURE OF POPE'S ROAD

Saturday 18 January: 10am to 2pm

Tuesday 21 January: 5pm to 8pm

Find out
more overleaf >>



The consultations will take place on the following at

**First Floor, Unit 73, 5th Ave,
Brixton Village, SW9 8PS**

Saturday 18 January: 10am to 2pm
Tuesday 21 January: 5pm to 8pm

The site is currently occupied by a Sports Direct shop, and the fashion retail outlet, Flannels. The site sits in the middle of Brixton, perfectly positioned to be integral to the wider regeneration of central Brixton.

As our proposals for the Pope’s Road site showed in May last year, we can extend the successful Brixton Markets, making them more publicly accessible than the current markets for both traders and visitors. Since acquiring the markets two years ago, Hondo have been committed to protecting the diverse mix of traders. Our evidence shows that by opening up the markets and creating new routes through Brixton, that this development will benefit traders as it will increase footfall in the area, allowing their business to become more sustainable.

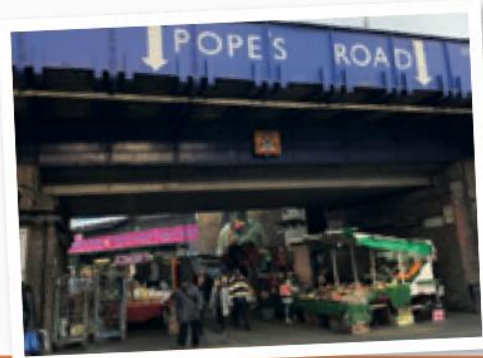
Our plans will offer much-needed commercial office space in Brixton, above the proposed market space. As we stated at the previous consultation, there is a shortage of employment space in the local area, with Brixton providing six times lower than the London average. Our scheme will address

these pressing issues and will include a commitment of affordable office workspace to be provided for local people on site.

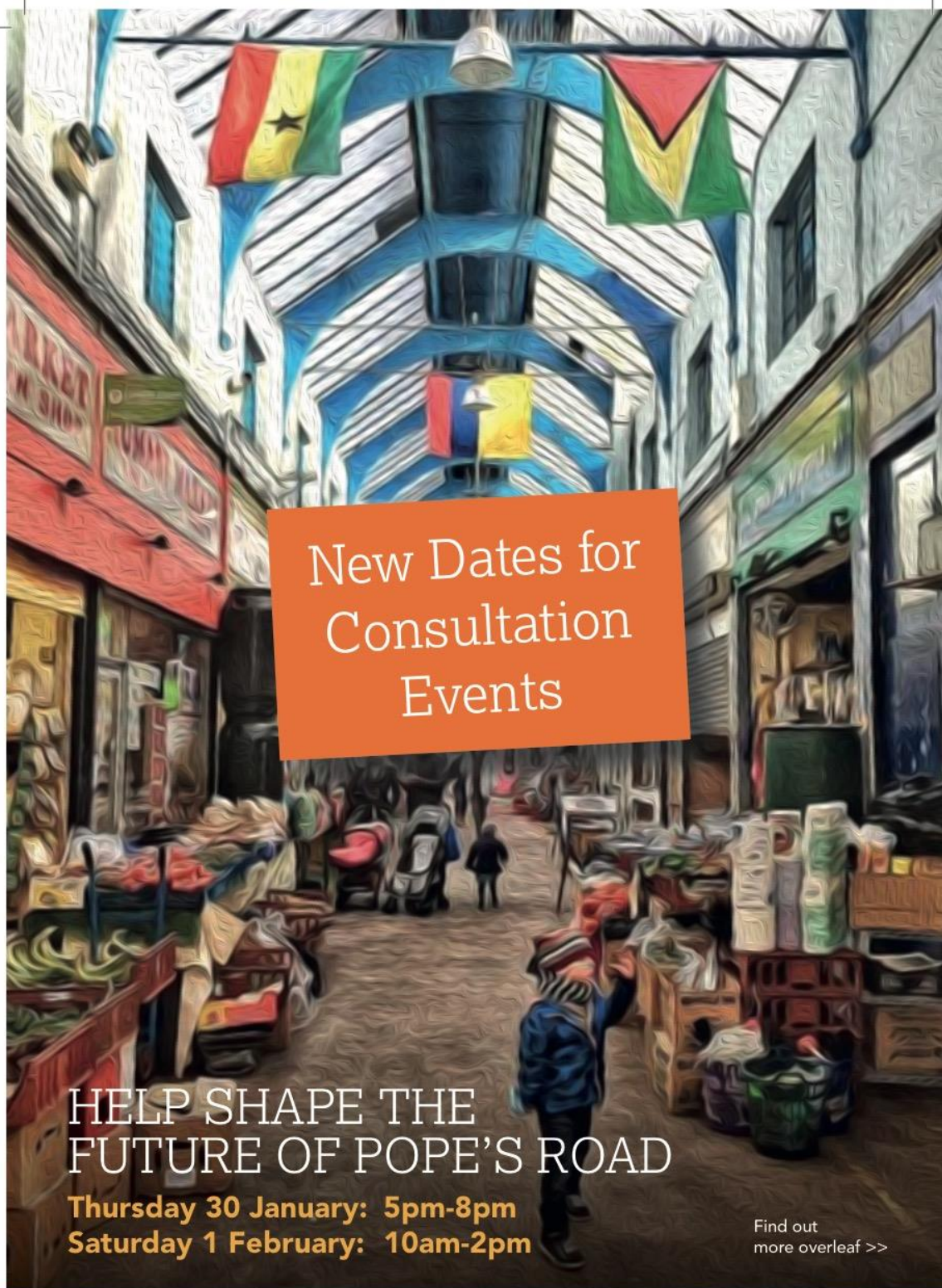
The plans will also include a central space, within the market extension which was widely supported when we exhibited last time. It is Hondo’s desire that this central space will be used by community groups for various events and activities. Hondo recently held a workshop with a variety of community groups to discuss how local people could maximise the benefit of this space in the years to come.

Following on from consultation feedback, we will also have further information on the height and design of the building.

We plan to submit the planning application at the end of February. We hope you can join us at our consultation event on either 18th or 21st January. If you have any questions beforehand, please do not hesitate to contact us, either on the telephone at **020 3633 7192** or via email on **hello@yourbrixtonvoice.com**



Appendix 8: Second publicity flyer for January/February 2020 public exhibition

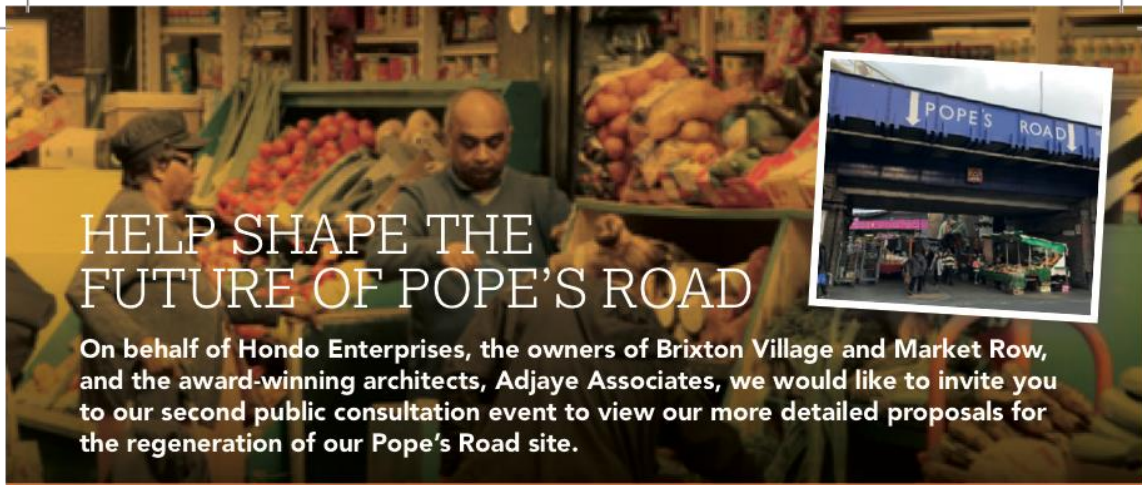


New Dates for
Consultation
Events

HELP SHAPE THE
FUTURE OF POPE'S ROAD

Thursday 30 January: 5pm-8pm
Saturday 1 February: 10am-2pm

Find out
more overleaf >>



Due to circumstances out of our control we regrettably have had to postpone the Pope's Road consultation for a fortnight. However, we look forward to welcoming people on the 30 January 5-8pm and 1 February 10am-2pm, 1st Floor, Unit 73, 5th Avenue, Brixton Village SW9 8PS. We hope this new date will allow even more local people to engage in the process and have their say on our proposals.

The consultations will now take place on the following at

**First Floor, Unit 73, 5th Ave,
Brixton Village, SW9 8PS**

Thursday 30 January:	5pm-8pm
Saturday 1 February:	10am-2pm

The site is currently occupied by a Sports Direct shop, and the fashion retail outlet, Flannels. The site sits in the middle of Brixton, perfectly positioned to be integral to the wider regeneration of central Brixton.

As our proposals for the Pope's Road site showed in May last year, we can extend the successful Brixton Markets, making them more publicly accessible than the current markets for both traders and visitors. Since acquiring the markets two years ago, Hondo have been committed to protecting the diverse mix of traders. Our evidence shows that by opening up the markets and creating new routes through Brixton, that this development will

benefit traders as it will increase footfall in the area, allowing their business to become more sustainable.

Our plans will offer much-needed commercial office space in Brixton, above the proposed market space. As we stated at the previous consultation, there is a shortage of employment space in the local area, with Brixton providing six times lower than the London average. Our scheme will address these pressing issues and will include a commitment of affordable office workspace to be provided for local people on site.

The plans will also include a central space, within the market extension which was widely supported when we exhibited last time. It is Hondo's desire that this central space will be used by community groups for various events and activities. Hondo recently held a workshop with a variety of community groups to discuss how local people could maximise the benefit of this space in the years to come.

Following on from consultation feedback, we will also have further information on the height and design of the building.

We plan to submit the planning application in the coming months. We hope you can join us at our consultation event on either 30th January or 1st February. If you have any questions beforehand, please do not hesitate to contact us, either on the telephone at **020 3633 7192** or via email on **hello@yourbrixtonvoice.com**

Appendix 9: January 2020 Public Exhibition Cancellation Poster

Due to circumstances out of our control we regrettably have had to postpone the Pope’s Road consultation for a fortnight.

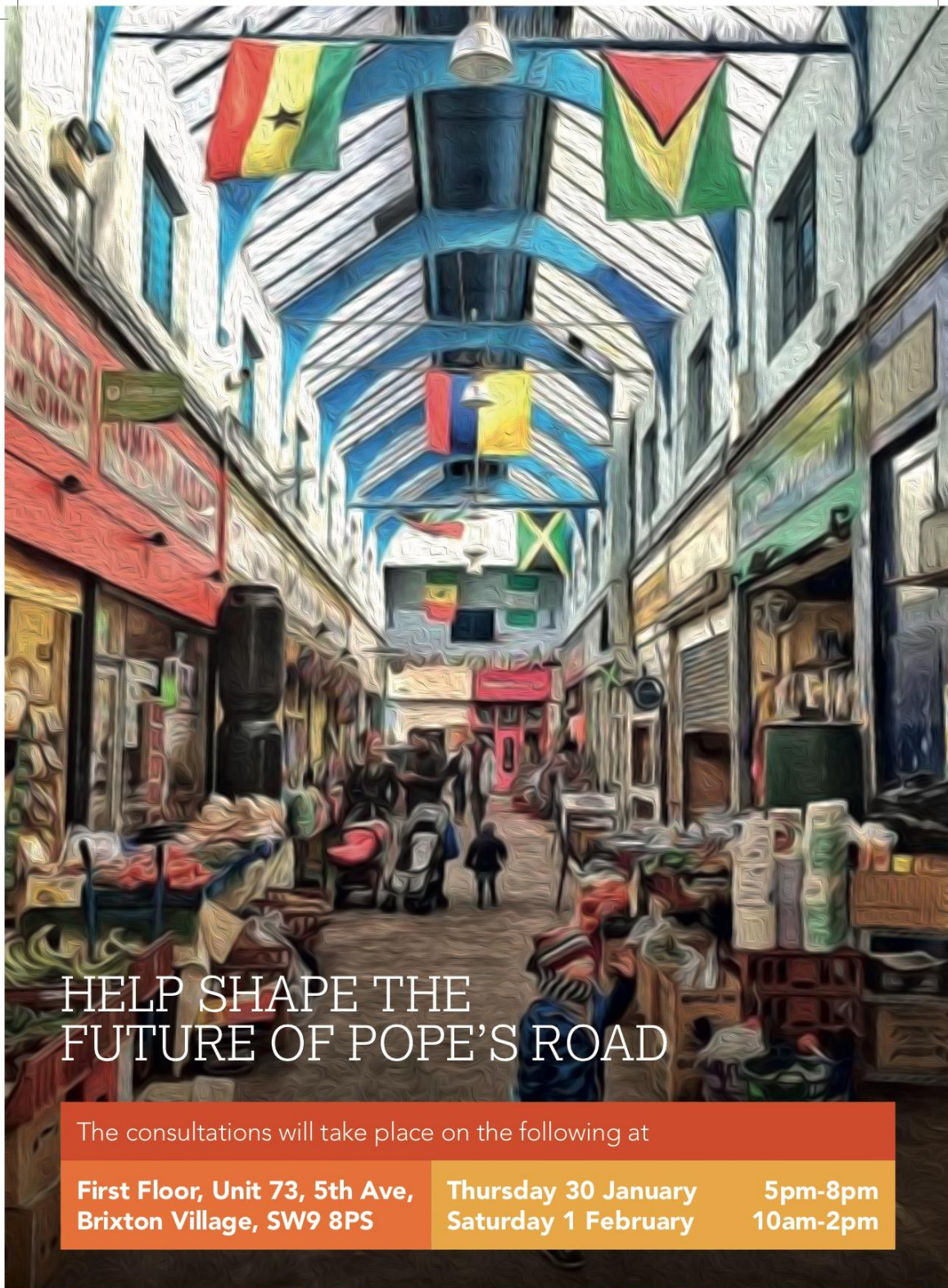
However, we look forward to welcoming people on:

**30 January 5-8pm
and 1 February 10am-2pm**

**1st Floor, Unit 73, 5th Avenue,
Brixton Village SW9 8PS.**

We hope this new date will allow even more local people to engage in the process and have their say on our proposals.

Appendix 10: Rearranged Site poster January / February 2020



HELP SHAPE THE FUTURE OF POPE'S ROAD

The consultations will take place on the following at

**First Floor, Unit 73, 5th Ave,
Brixton Village, SW9 8PS**

**Thursday 30 January
Saturday 1 February**

**5pm-8pm
10am-2pm**

Appendix 11: Second Consultation Exhibition Boards (January/February 2019)



Proposed flexible central space inside the development (visualisation by Adjaye Associates)

WELCOME

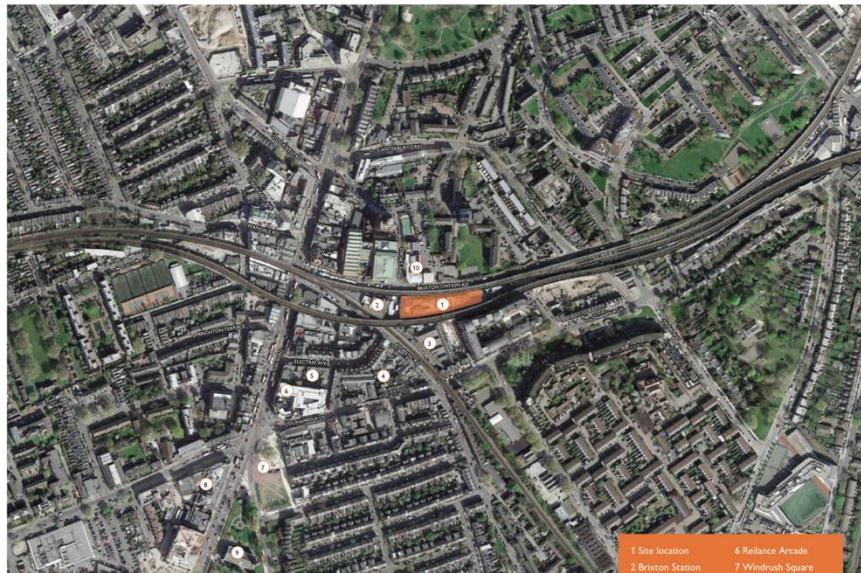
Hondo Enterprises, the owners of Brixton Village and Market Row, in partnership with award-winning architects, Adjaye Associates are pleased to host our second round of consultation events, giving the local community the opportunity to contribute to our detailed proposals for the regeneration of our Pope’s Road site.

The site is currently occupied by a Sports Direct shop and the fashion outlet, Flannels. The site sits in the middle of Brixton, perfectly positioned to be integral to the wider regeneration of the town centre.

Our intention is to redevelop the site to provide a new mixed use building with markets on the ground and first floor, with much-needed offices above.

Since acquiring them two years ago, Hondo have been committed to protecting and enhancing the markets, while also equipping Brixton for the present day. This scheme will improve permeability in Brixton, boost the local economy and create a new attraction within the town centre.

Members of the development team are on hand to answer any questions you may have.



Brixton satellite view | Site location

- | | |
|------------------------|------------------------|
| 1 Site location | 6 Reliance Arcade |
| 2 Brixton Station | 7 Windrush Square |
| 3 Brixton Village | 8 Lambeth Town Hall |
| 4 Market Row | 9 St. Matthew's Church |
| 5 9-15 Electric Avenue | 10 Pop Brixton |



HONDO

Hondo Enterprises have been part of the Brixton community since March 2018. From the outset we have worked to protect the unique character of the markets, while ensuring the diverse culture of Brixton can continue to thrive for generations to come.

Hondo have invested significantly in the infrastructure, improvement and maintenance of the markets. This includes the repairing of roofing, drainage, and restoring existing facades. Hondo is also introducing heating and ventilation in the coming months. As a priority, we introduced WiFi and free toilets, which are currently being refurbished. We are also in the process of launching a new city-wide marketing campaign, with improved signage.

Hondo understand their responsibility is to continue to ensure the markets feel open to the community. That is why they have invested heavily in reaching out to the local community to build relationships, financially support local projects and offer space to help groups operate.

We are currently working closely with Impact Brixton, a local social enterprise organisation to help programme our new Lost in Brixton terrace in Brixton Village so that it may be used by local groups who do not have a space of their own in the area. In addition we currently use various empty units and spaces for the Compliments of the House food exchange within the market to help provide for vulnerable people in the area.

ADJAYE ASSOCIATES

Established by principal architect Sir David Adjaye OBE in June 2000, Adjaye Associates believes that architecture presents opportunities for transformation – materially, conceptually and sociologically. The team has a proven track record in creating spaces that are layered with meaning, strengthened by rigorous historical research, and expressed through bold form, materiality and light.

The approach to urban development is driven by the human-scaled complexities of urban living in conjunction with topography, geography and climate. Driven by the desire to enrich and improve daily life, the practice’s buildings are designed to meet the diverse needs of clients. Inspiration is drawn from many influences around the world and the work clearly articulates this enthusiasm for issues of place and identity.



Hondo's workshop on the proposed central space



Photo from initial consultation May 2019



Smithsonian National Museum of African American History and Culture, Washington D.C. Image © Alan Karchmer



Electric Avenue leading into Pope's Road.

HONDO IS PLEASED TO BRING FORWARD PROPOSALS THAT WILL ACTIVATE A UNDERUTILISED SITE IN THE TOWN CENTRE. OUR VISION FOR POPE'S ROAD WILL HELP DELIVER:



- An extension of the world famous Brixton Market.
- Increased permeability and linkages through the heart of Brixton.
- Facilitating the provision of a new public square in front of Brixton Station.
- Replacing and doubling the number of public toilets (free to use).



- New office eco-system with new flexible spaces for large and SME businesses and creative industries.
- 20,000sq ft (10%) affordable workspace.
- Supporting local employment opportunities.
- Publicly accessible rooftop experience for Brixton.
- Creation of a new publicly accessible central Market Space which can be used by community groups.



- Circa 2,000 new jobs in the creative, tech and cultural sectors.
- £2,000,000 in business rates available for investment by the local authority.
- £3,400,000 of extra spend in local area per year enhancing local businesses.
- Creating safer neighbourhoods and natural surveillance.

UNDERSTANDING BRIXTON’S HISTORY

BRIXTON ORIGINS

Historic Anchors in the neighbourhood
Brixton has long been a hive of activity and is an important part of the history and culture of our city. The 19th century creation of Vauxhall Bridge provided Brixton a direct connection to London’s centre.



Vauxhall Bridge
1817



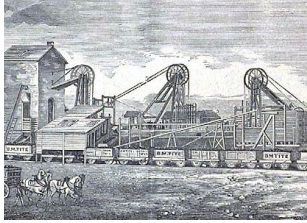
St. Matthew's Church
1825



Brixton Park Hill
1820

INDUSTRIAL TRANSITION

From railway lines to coal depots
The advent of the railways transformed Brixton, and brought the industrial revolution to the area. The new rail infrastructure led to the creation of a number of warehouses and factories.



Pamphlet for B.M. Tite & Son, Coal & Coke merchants at Brixton Station
1885



Brixton and South Stockwell railway station opens
1862



Brixton Railway Station overhead electrics
c.1921

RETAIL & ARCADE BEGINNINGS

Brixton Illuminated
Brixton became a middle-class suburb at the end of the 19th century, largely due to the combination of the railways and commerce. In 1880, Electric Avenue was given its name as the first street in London with electric lighting.



Electric Avenue postcard
c.1904



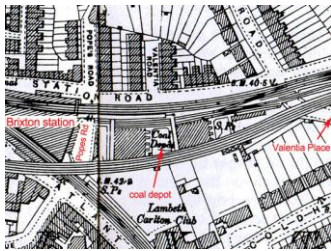
Bon Marche department store
c.1877



Electric Avenue
1895

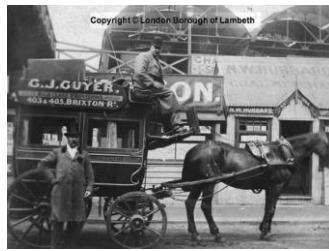
1800's

Pope's Road was a wide oval-shaped street/square within crisscrossing train lines



Cool Depot sign in Ordnance Survey map
1894

The site was a depot - and thoroughfare - for local coal distribution by horse and cart



Pope's Road - Carriage with coachmen and coal stathes
c.1900

The meeting point between railway infrastructure and local street market



Pope's Road street market with row of coal merchants
1921

UNDERSTANDING BRIXTON’S HISTORY

BRIXTON MARKET

Social anchor of diverse communities
Since the Windrush Generation started to arrive in the 1950s, Brixton has historically been the spiritual home of Britain’s diverse Afro-Caribbean community, which coalesces around Brixton Market.



Windrush Generation
1948

BRIXTON IDENTITY

Social developments and contexts
Brixton has often celebrated its migrant links and is the home of Britain’s Black Cultural Archives, established by Len Garrison in 1981.



Brixton Village (British Pathé)
1961

PRESENT DAY

Local communities
Nelson Mandela’s visit to Brixton Rec in 1996 further cemented Brixton’s reputation as the centre of UK black social movement and culture.



Electric Avenue
Present day



Marks & Spencer under viaduct
1920



Stall holders relocated to Pope’s Road due to increasing congestion
c.1900



Lee Garrison and Oke Morris on the BBC paper note



Platforms Plaza by Kevin Atherton (1996) at Brixton railway station are the first public cultural representations of black British people



Punk, Rock and Pop music in Brixton
1970-80’s



Nelson Mandela outside Brixton Rec.
1996



Windrush Square
Windrush Rally
2016



Opposition and protest in Brixton

1900’s

2019

Despite war damage, Pope’s Road retained its original ovel-shape with island lavatories



Brixton Station Road
1940



Pope’s Road street market
1966

The multi-storey car park behind Pope’s Road provided high footfall on Pope’s Road



Pope’s Road with Tesco, market stalls and multi-storey car park
1974

An experimental pop-up site since the demolition of the multi-storey car park



Pop Brixton
2016

The arches in use for small-scale businesses as a way of activating the street



Brixton Station Road
2015



Pope’s Road street market
2012



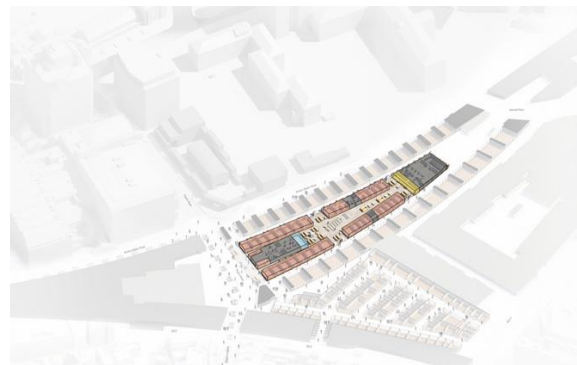
MARKET EXTENSION

Current interior of Brixton Village.

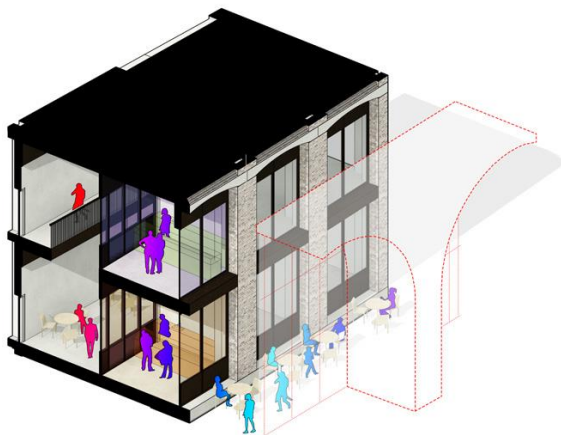
We believe there is a unique opportunity to extend Brixton Market, opening it up into a wider publicly accessible space for the benefit of traders and visitors. Further retail and leisure with the potential for creative industries will help enhance Brixton's reputation as a key town centre within London. Brixton Village and Market Row would continue to be for those traditional retail traders to preserve the market's character, in addition to food and beverage offers which have become incredibly popular over recent years. The new units will be of a similar small size, with the layout ensuring that bustling corridors of trade will be created.

While these traditional uses will be expanded into the new Market, having listened to feedback from the initial consultation, we also believe there is an opportunity to offer a bigger variety of uses on the first floor. This could include affordable workspace units, design studios or spaces for creative uses and leisure/wellness activities.

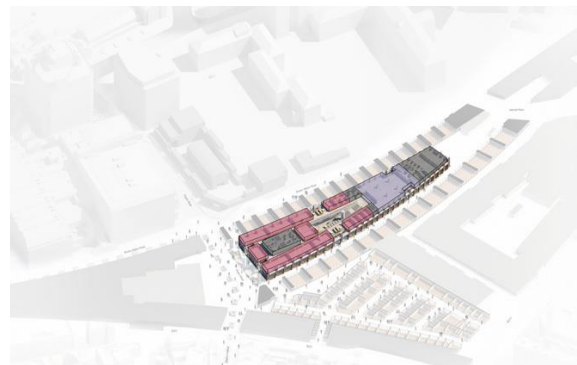
Finally we believe the opening up of Pope's Road will also help local street market traders as it will increase footfall through the original markets. In addition, increased employment in the area will help boost day time trading across central Brixton.



Ground floor market uses



Market street seating
Visualisations by Adjaye Associates



First floor market uses.



Proposed frontage of Pope's Road, with improved public realm (visualisation by Adjaye Associates)

Brixton can be difficult to navigate, however, we believe this scheme will increase permeability in the town centre, opening up the markets to Brixton Station. This new route will make it far easier to travel from Pop Brixton to Brixton Road and the Underground Station, through the arcades of the market.

Urban planners Space Syntax's research has found that there is a large amount of pedestrian congestion in central Brixton at peak times. Outside Brixton Underground more

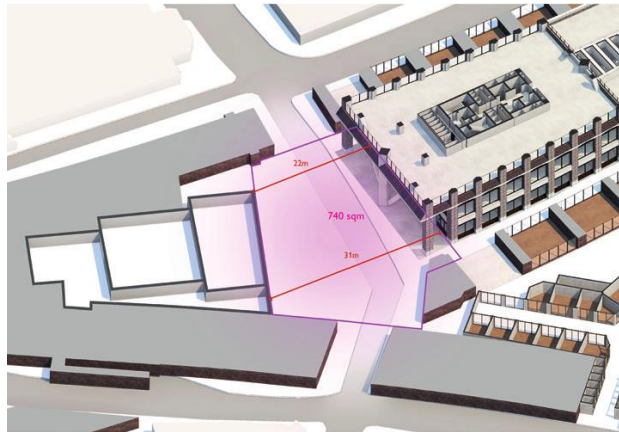
than 2,000 people per hour try to navigate Brixton Road, while between 1,000 and 2,000 people per hour try to pass through the Electric Avenue street market. This can lead to uncomfortable overcrowding.

Our scheme would address this by formulating the creation of a new public realm with a new network of routes towards the east, improving the wider accessibility of the area as a whole.

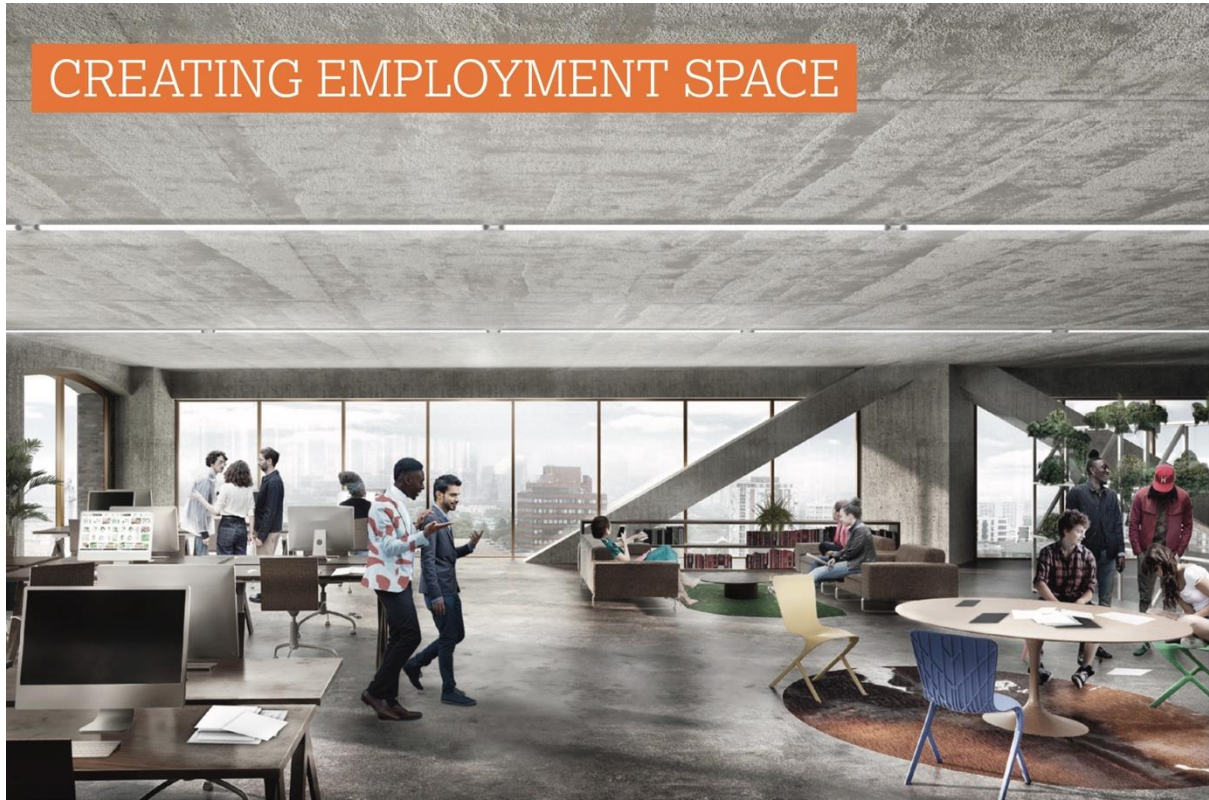
In addition, we plan to further open up the public space on Pope's Road, while improving the existing public realm. We will setback the proposed building by five metres, allowing up to 8,000sqft of open space. To help further tackle public urination, which can often be an issue for local residents, we will re-provide the free public toilets, within the ground floor of the site.



Existing image of Pope's Road



Proposed new public space on Pope's Road (visualisation by Adjaye Associates)



View inside the proposed office space (visualisation by Adjaye Associates)

Last year Hondo commissioned Hatch Regeneris to produce a report into Brixton’s local economy. The report found that Brixton has become an ever growing commercial hub; however this potential for business growth is severely restricted due to the lack of available space.

The report stated that the amount of office space in Brixton is six times lower than the London average. Our scheme will address this by delivering new commercial space that will bring jobs to central Brixton.

Volterra, the property development economic consultants have estimated that these proposals will create around 2,000 jobs, through the construction period, and the operations of the proposed market extension and the office space. This could lead to around £3.5m spend in the local area per annum. This will not only be for local traders but also help smaller businesses across the central Brixton area.

As part of this development we want to ensure there is also space for new local businesses to grow within their community. That is why we will be offering a significant amount of workspace at affordable rents to local entrepreneurs and residents. We envisage this affordable workspace being managed in partnership with a local provider to ensure it is people from our own community who are benefiting.

In order to create a sustainable and recognisable office eco-system destination, it is essential that a critical mass is achieved, that facilitates a wide range of tenant types and sizes, from businesses at every stage of their life cycle, to local start-ups who hopefully can build and grow within the borough.

Rank	Comparator Ranking	
	Employment Growth (2012 – 17)	Business Growth (2012 – 17)
1	Brixton TC 28%	Hackney TC 51%
2	Camden TC 19%	Lewisham TC 48%
3	Tooting TC 17%	Brixton TC 41%
4	Peckham TC 15%	Peckham TC 40%
5	LB Lambeth 12%	Greenwich 39%
6	London 12%	Croydon TC 34%
7	Hackney TC 10%	Tooting TC 33%
8	Greenwich TC 7%	LB Lambeth 32%
9	Croydon TC 6%	London 29%
10	Lewisham TC -4%	Camden TC 28%
11	Fulham TC -10%	Fulham 21%



Visualisation by Adjaye Associates

DESIGN PRINCIPLES

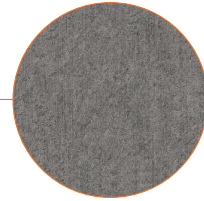


Proposed materiality and facade of the development (visualisation by Adjaye Associates)

BRASS FINISH METALWORK
Window frames Railings.



CONCRETE - SOFT FINISH
Window lintel; Vaults; Bracing.



BRICK
Outer facade.



MATERIALITY

Having listened to feedback from the previous consultation, and from talking to key stakeholders, we have designed a building where the material and form reflects the character of Brixton.

Our Pope's Road site will now include a dark brick on the outer facade, complimenting similar designs on the neighbouring Electric Avenue. Similarly we plan to use concrete with a soft finish and on the window lintel, vaults and bracing, evoking a somewhat similar design as the Brixton Rec. Finally we will be using a brass finish metalwork on all window frames and railings.

and bracing, evoking a somewhat similar design as the Brixton Rec. Finally we will be using a brass finish metalwork on all window frames and railings.

LOCAL REFERENCE



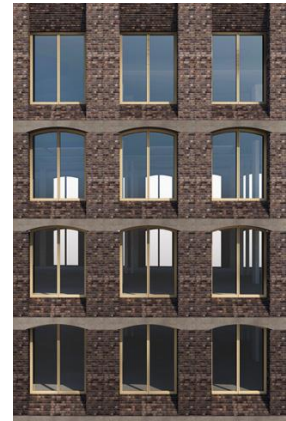
Electric Avenue



Existing facade of Brixton Station Road



Goldharbour Lane



Brixton Station Road - as proposed (visualisation by Adjaye Associates)



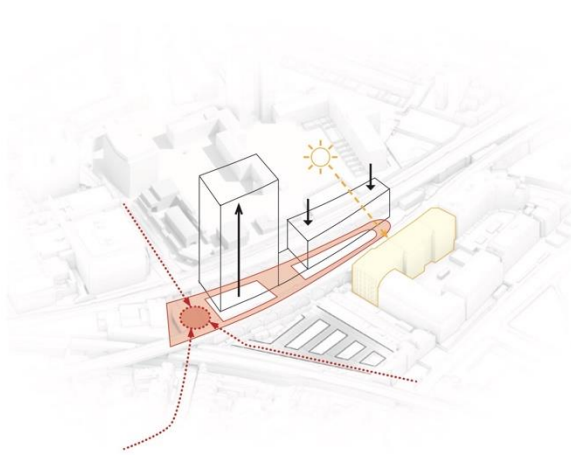
DESIGN PRINCIPLES

View of site from Brixton Town Hall steps (visualisation by Adjaye Associates)

MASSING

In order to accommodate the required office space that is needed within Brixton, including the affordable workspace, the proposed height of the development will be 21 storeys, plus ground floor. There has been a 28% increase in employment in Brixton between 2012 and 2017, more than double the rate of the London Borough of Lambeth. This scheme will help meet some of that need for space.

This site has been designated as suitable as a site for tall buildings in the Lambeth Local Plan, and as a result, Adjaye Associates have given careful consideration to local and London-wide views. This is to ensure the design is sympathetic to the location and does not adversely impact its surroundings. This includes views from Loughborough Park conservation area and the Brixton conservation area.



Landmark (visualisation by Adjaye Associates)



Proposed Massing (visualisation by Adjaye Associates)



FLEXIBLE CENTRAL SPACE

Internal view of the proposed Flexible Central Space within the development (visualisation by Adjaye Associates)

FLEXIBLE MARKET SPACE

Hondo also plan to include a central space in the middle of the two storey market that could be utilised for events, art exhibitions and for community groups that do not currently have their own venue to host activities.

In September, Hondo held a workshop in Brixton Village with local community groups to discuss what sort of activities they would like to use the space for. There was a wide ranging discussion that looked at young people and how to build their skills for the workplace and beyond. Creating enterprise opportunities was also a key topic, as well as activities for elderly people to learn new skills. The various groups also discussed how they could grow relationships between themselves to best serve the community, particularly intergenerational connections.

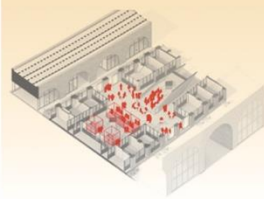
This was the first stage in what we hope is an ongoing discussion as to how this central space can be best used by the local community.

Hondo already gives access to local groups that need it, such as the terrace at Lost in Brixton and Granville Court. We are currently planning to host yoga sessions, children’s reading classes, as well as food exchanges and community networking events in the current spaces we have to offer. We have also given space to Compliments of the House, a food exchange programme for vulnerable local people in Brixton.



SCENARIO 1

Market food court



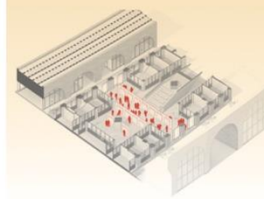
SCENARIO 2

Event and community space



SCENARIO 3

Exhibition space



(Visualisation by Adjaye Associates)

FEEDBACK



Proposed view from the corner of Valentia Place and Brixton Station Road (indicative in relation to the arches). (Visualisation by Adjaye Associates)

YOUR FEEDBACK IS IMPORTANT TO US

Thank you for attending this second round of public consultations on the proposals for the redevelopment of Pope’s Road.

We plan to submit our planning application in the coming months.

Please let us know your thoughts by filling out a feedback form.

If you would like to be notified when the planning application has been submitted, please include your contact details and tick the consent box.



hello@yourbrixtonvoice.com



020 3633 7192



www.yourbrixtonvoice.com

Appendix 12: Feedback Form from Second Consultation



Hondo thanks you once again for attending the Pope’s Road consultation. We would like to gather feedback from the local community. Please fill in the short survey below or visit www.yourbrixtonvoice.com for an online version of the questionnaire.

About you

We collect this information to ensure that we have spoken to a representative group of local residents and businesses. The data will only be used in anonymised form.

Age: <18 18-24 25-34 35-49 50-65 65+

Gender: Male Female Prefer not to say

Postcode: _____

Category:

Brixton Resident Business Group (Please specify) Other (Please specify)

Did you attend the first exhibition in May 2019?: Yes No

Survey

Do you support the extension of the famous Brixton Markets, to further compliment the highly acclaimed Brixton Village and Market Row?

Strongly Support Support Neutral Oppose Strongly Oppose

Do you agree that Pope’s Road should increase permeability through creating a new public square, as well as providing free public toilets for the benefit of traders and visitors?

Strongly Agree Agree Neutral Disagree Strongly Disagree

Continued over >>

HELP SHAPE THE FUTURE OF POPE’S ROAD

Do you support the introduction of much-needed office space in Brixton, which will create c. 2,000 new jobs, contain 20,000 sq ft of affordable workspace and will result in increased footfall and £3.4m spend in the local area per year?

Strongly Support Support Neutral Oppose Strongly Oppose

Do you support the need for a taller landmark building to address the distinct lack of office space, including affordable workspace in Brixton, which is significantly lower than the rest of London?

Strongly Support Support Neutral Oppose Strongly Oppose

Do you agree with the idea of creating a flexible central space in the middle of the extended market for use as a food hall, for exhibitions and events, and for use by local community groups?

Strongly Agree Agree Neutral Disagree Strongly Disagree

Please let us know below of any local groups, organisations or charities that would be interested in using the flexible central space

Please share any further comments below:

Returning your survey:

Please return your survey by placing it in the ballot box provided. If you would prefer to complete the survey online, please visit www.yourbrixtonvoice.com.

You can also contact the project team by emailing hello@yourbrixtonvoice.com or calling **020 3633 7192**.

Please tick the box if you would like to be notified on further developments about this application

Lowick Group Ltd. have been appointed by Hondo Enterprises to manage public engagement for the Pope’s Road proposals. If you would like us to remove your details from our database at a later date, all you have to do is call us on **020 3633 7192** or email hello@yourbrixtonvoice.com. Your details will be held securely, only used by Lowick Group Ltd for the stated purpose of communicating about the planning application for Pope’s Road and will not be shared with anyone else, including the developers. We analyse the information which you provide to ensure that you only receive communications which will be of interest to you. We will also include general information about your views on Pope’s Road in the planning application, though individuals will not be identified, and all feedback will remain anonymous.

Appendix 13: Brixton Village Community Work Deck



HONDO ENTERPRISES' POSITIVE CONTRIBUTIONS.

Hondo Enterprises purchased Brixton Village and Market Row in 2018. Hondo recognises that the Markets play a part of thousands of people's daily lives and is an integral part of what makes Brixton home. As a major landowner Hondo understand we have to go beyond looking after our traders. We actively work with the council, local stakeholders and residents to provide space, support and expertise to improve the environment and the lives of the community. We are committed that all residents of Brixton have the opportunity to benefit from the Market and are open to ideas and partnerships with all those who share our values.

The S.M.I.L.E-ing Boys Project portraits in Market Row, Brixton.

Ongoing work and partnerships within the Community

Beyond our borders we are committed to being a good neighbour, not just by minimising disruption but by actively engaging with all those within the Brixton community to know that it is a market for them, and influenced by them.

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.

Below is a snap shot of some of the initiatives that have taken shape across the markets:

Spaces offered in kind:

- The single largest opportunity now available is the terrace at Lost in Brixton. It is available daily 06.00-16.00 Monday – Friday. This heated and covered 400 capacity roof top space is a hub available for all community and creative groups in Brixton. Hondo and the market management team continue to drive community and interested groups to view and hopefully book the space as they see fit. A free space available and flexible for anything from yoga, to meetings and debates right through to baby and toddler groups, as well as silent discos for a school trip. Hondo remains excited by all of the enquiries that are coming through and how it is currently being used but are always willing for the community to use it more.
- Compliments of the House was founded by Sinead Browne with the mission to save and redistribute free food that would otherwise go to landfill. Sinead has operated in Brixton Village and Market Row for over 18 months, revolving in new vacant spaces across both markets. The initiative reflects Hondo’s own commitment to sustainability and creates a safe, fun and inviting hub for all those in need of nourishing food and good company.
- Young artist Bianca Saunders recently took occupation of our new contemporary art studios. Other young creatives, Farouk Aggro and Goldsmith University alumni are scheduled to occupy the space later this year. This space allows them to hold down residencies and gives them an opportunity to design and deliver their work without the pressures of central London rent. This in turn has offered them the exposure to showcase all of the great creative talent sprouting out of South London and Hondo’s commitment to continuing to pioneer it. During Goldsmiths residency they will return their time in Brixton by reaching out to local art schools and colleges to provide free art and creative building workshops.
- Brixton Village now houses 2 of the Book Stop Brixton stations founded by Boyd Hill. These two book shelves, one in Brixton Village and one in Market Row are regularly used (average of 30 books a day) and have been set up in the markets for the local community to take books to encourage people of all ages to read and have all genres of books accessible to them.
- Brixton Yoga: On a pay as you go incentive Brixton Yoga will join the terrace on a community timetable to introduce the popular well-being activity to people who are less able to ordinarily enjoy it. Gurpreet who owns Brixton Yoga will be offered free space for a period allowing him to offset heavily discounted and free sessions to Brixton locals.
- In 2019, Hondo Enterprises held the Brixton Kitchen competition with aim of nurturing local culinary talent and to find the next big name in the food industry. The panel of judges comprised acclaimed names of London’s dining scene. Brixton Kitchen received hundreds of applicants of both amateur and experienced standards, ultimately granting Ferdinand ‘Budgie’ Montoya and Adejoke ‘Joke’ Bakare the winners. Each have been 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.





Young artist Bianca Saunders.

Collaboration:

- Hondo are also partnering with Moosa from Re:Sole, a charity that provides homeless and at-risk young people with quality foot wear and mental wellbeing sessions.
- Hondo Enterprises have been awarded the Lambeth Made Business Charter Mark Award for Community Impact. The markets were given the award for supporting the Lambeth Made Social Enterprise Academy Schools Programme. This was awarded in part for the General Manager of the markets, Diana Nabagereka taking part in the Lambeth Made Dragon’s Den event, alongside Levi Roots a fellow advocate of Lambeth and it’s young people. As part of a panel, Diana judged local school groups’ business plans and gave feedback. The best two groups were given money for their proposals. Furthermore Diana has offered the winning group the opportunity to trade at the market for free for a weekend to showcase their winning business.
- Hondo have also recently announced a collaboration with the S.M.I.L.Eing Boys Project, a research-led initiative with a mission to empower young black boys through poetry, photography and immersive art projects. The topic around masculinity will be continued through debate panels, works shops and immersive theatre events in the BRxTN studios.
- The local collaborative workspace and social enterprise Impact Brixton have recently relocated to the markets, taking a large space in Market Row. This new 6,000 sq ft premises was planned to encourage young and alternative creatives to use Brixton Village and Market Row in an affordable and accessible way.

Impact Brixton, previously based at Pop Brixton.



On the horizon:

Hondo Enterprises continue to look to community groups to work with and are always open to new and exciting partnerships. Below are some of the ongoing conversations and potential collaborations we are working on:

- Green Man Skills Zone, by providing them with space in Lost in Brixton to run their employability sessions and hot desking.
- The Bad Boys Bakery at HMP Brixton, by working with food and beverage tenants to sell products from the bakery in the Markets. This will allow the market to be a brand ambassador for promoting a local initiative and including the prison and its inmates in our community.
- South London Cares and London Calligraphy to organise events for older members of the community in Brixton Village and Market Row
- Brixton Street Gym and Man Talk to host events in the markets to discuss mental wellbeing in men and entrepreneurship
- Evelyn Grace School to showcase a range of hospitality and management roles that are available in Brixton Village and the Grove Playgroup to host a bake sale this Spring



Ferdinand 'Budgie' Montoya,
winner of Brixton Kitchen.

Regeneration and improvement of the Markets

Hondo is committed to regenerating and improving the physical infrastructure of the market that had been neglected for many years. So far we have worked on a number of large scale refurbishment programmes:

- Hondo has successfully been issued with the planning permission to fully replace and upgrade the entire CCTV system across both markets. Both markets will act as one with a centralised control room and 24hour surveillance. This much needed upgrade will not only allow for existing traders and visitors to feel safer, but will also improve the quality of surveillance needed for wider Brixton
- Hondo are completing the installation of heating across the public parts of both markets.
- Free market wide Wi-Fi has also now been installed and is available for both our traders and visitors. This will enable everyone to be better connected with traders being able to now introduce wireless card transactions.
- Hondo have made all toilets free of charge, while beginning a full scale refurbishment of all of its public toilets. All toilets are DDA compliant, in addition to improved ventilation and baby changing facilities.
- Hondo are committed to being a fair employer and now pay all market staff the London Living Wage.
- Hondo now ensure that all power throughout the communal market space is provided by renewable energy.
- A committed recycling campaign is also well under way, with traders now segregating and recycling more effectively. So far, 286 tonnes of cardboard has been baled and recycled.
- Hondo have also heavily invested in the drainage systems of the markets.
- As well as physical refurbishments Hondo have spent significant resources on clearer way finding, music and event programming, as well as PR and marketing campaigns to deliver greater footfall for our traders.
- Hondo have conducted a wide-scale marketing programme that demonstrates small, medium and large events across the year is in action. This includes diverse events that are suited to Brixton and its community. Black History Month, the Day of the Dead and our inaugural Windrush day festival to name but a few.



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