

WE LOVE SE25
LONDON BOROUGH
OF CROYDON
CARVERHAGGARD

NOVEMBER
2018



SOUTH
NORWOOD
COMMUNITY PLAN

SOUTH NORWOOD

COMMUNITY PLAN

The development of this project was supported by the Good Growth Fund, the Mayor's regeneration programme to support growth and community development in London. The Good Growth Fund supports innovative, best practice regeneration activities to make London a place of opportunity for all.

CarverHaggard were appointed by the London Borough of Croydon in 2018 to support We Love SE25 in building on the work previously carried out by local stakeholders and exploring the potential of South Norwood's local community assets.

We Love SE25 is the Town Team for South Norwood. It is made up of a group of local independent community organisations working closely with the London Borough of Croydon.

CarverHaggard is a design and research practice working to create public space and public benefit, and part of the GLA Architecture Design and Urbanism Panel.

Objectif is a collaborative design practice, focusing on mapping and graphic design in the public realm.

Published in November 2018

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INTRODUCTION

EXECUTIVE SUMMARY

Over Summer and Autumn 2018, we have helped to develop this emerging Community Plan in discussion with the people of South Norwood.

Our work has been based on in-depth research and local engagement, building on the 2017 We Love SE25 Community Economic Development Plan (CEDP).

We have developed the goals of the CEDP into a set of proposals which address four key themes:

1. Creating a stronger local identity for South Norwood; celebrating its strengths and working to improve its public places.
2. Identifying strategies to reactivate empty units on the high streets as retail space and workspace.
3. Enhancing existing community assets through effective and creative interventions.
4. Strengthening existing community networks; building the capacity of local businesses and groups.

This Community Plan also includes the stories of some of the local stakeholders who have helped to shape these ideas and proposals.

The proposals are largely unfunded at present, however in early 2019, we will know the outcome of a bid to the Mayor of London's Good Growth Fund which, together with funding from London Borough of Croydon, would help to begin the first phase.

“This is a reflection of the pride we have in our area.

Whether living or working here, we all have ideas for how South Norwood can grow. This report brings these together and shows how we can create opportunity for everyone in our community.”

Councillor Patsy Cummings,
Chair of We Love SE25

HOW TO COMMENT

This is a community-led plan and we want local people to stay involved, by commenting on the proposals and making additional suggestions.

This document will be displayed online and in paper copies at key locations in South Norwood. Please check the We Love SE25 website for current locations.

YOU CAN COMMENT ON THE PLAN:

- Online by following the link from the WeLoveSE25 website.
- In writing, by filling out a comments form
- In person, at one of our events

This is a speculative plan, and the proposals are not currently funded. It is hoped that this plan and local feedback on it will be used in setting the priorities for future regeneration projects led by the London Borough of Croydon and other stakeholders.

Where issues have been raised in consultation which are outside the scope of a future regeneration project, such as crime or antisocial behaviour, these have been recorded and passed on to the relevant departments.

ASSOCIATED DOCUMENTS

- 2017 Community Economic Development Plan
- Book of comments to the survey questionnaire.

These documents can also be viewed on the We Love SE25 website.

CHAPTER 1

BACKGROUND



BACKGROUND

OVERVIEW

South Norwood is a lively and vibrant neighbourhood with excellent transport links, a surrounding network of green spaces, and a young, diverse and dynamic population.

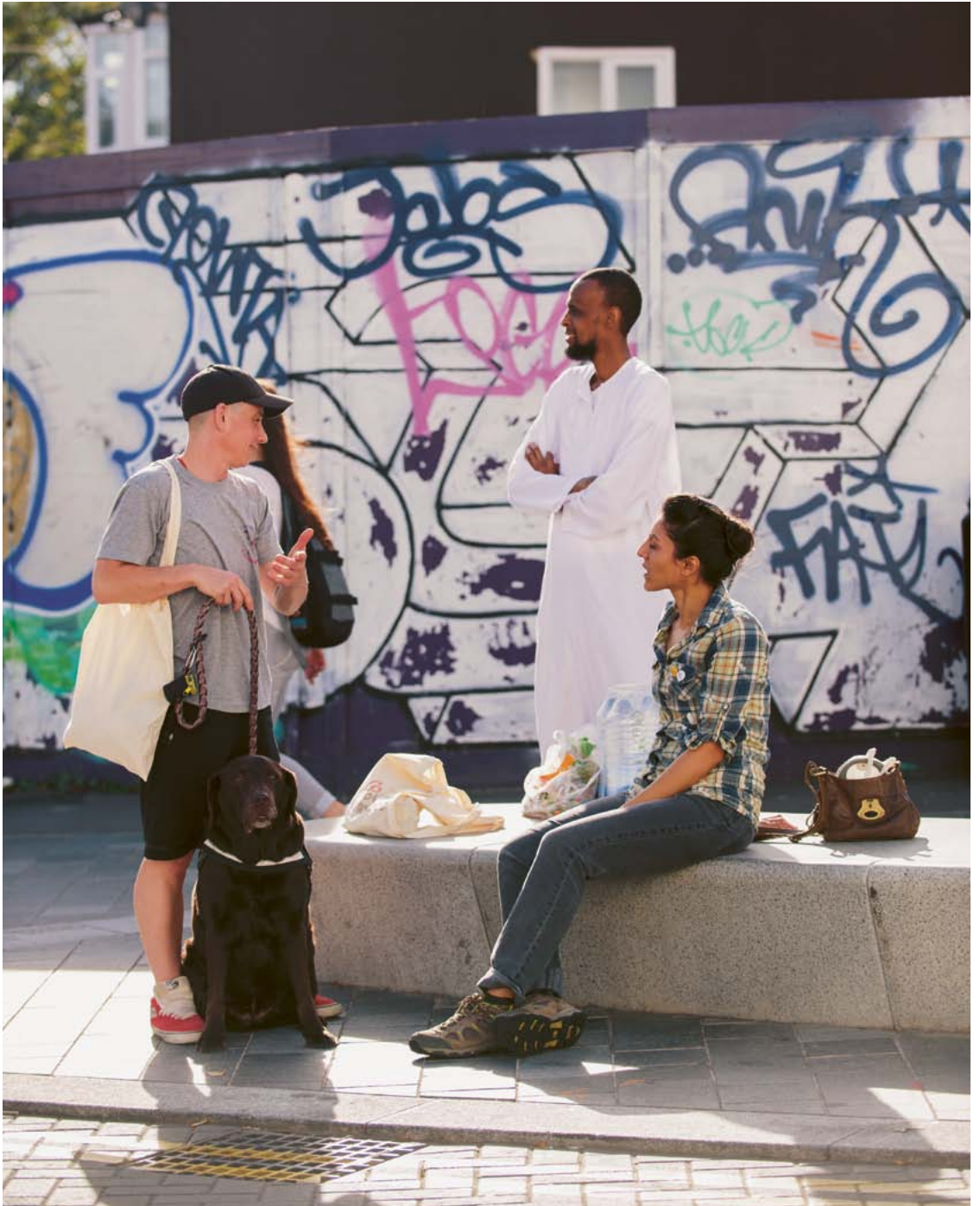
However, South Norwood's High Street and Portland Road have one of the highest property vacancy rates in Croydon, giving an inaccurate first impression of the lively and positive local community and economy.

We Love SE25 is working with Croydon Council to develop activities and proposals, based on the Community Economic Development Plan for South Norwood which was developed by local businesses and residents.

This Community Plan shows how, by working together, we could deliver high streets for the 21st century in South Norwood, helping local businesses to thrive and creating job opportunities.

A collaborative project between residents, businesses, landlords, and community groups could re-activate the empty premises as retail spaces and workspaces for creative and social enterprises.

The community buildings at the heart of the town centre could also be revived, once again becoming centres of activity and places for our diverse community to come together.



BACKGROUND

LOCATION

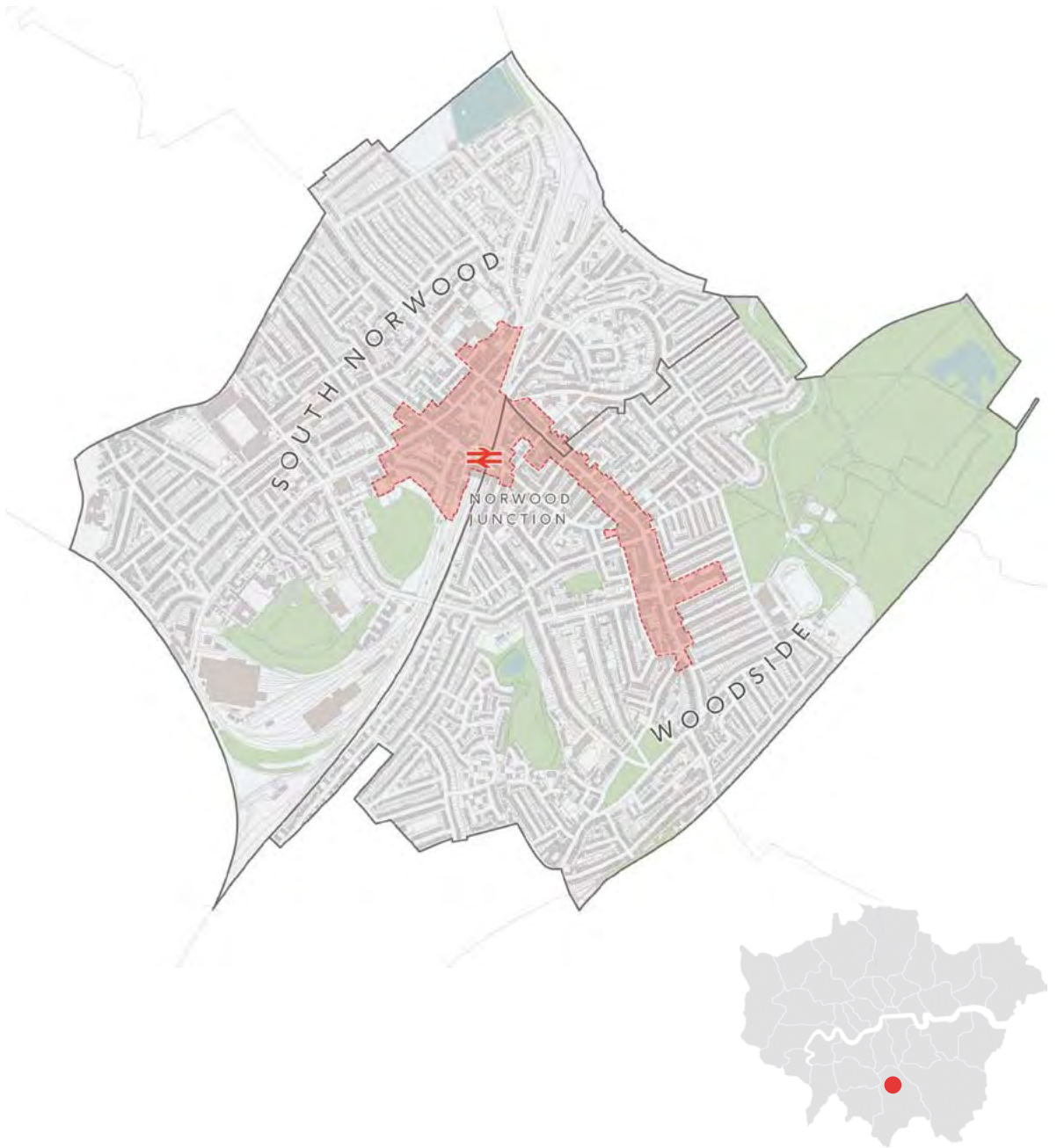
South Norwood is located in the North-East of Croydon, a 10 minute train journey from London Bridge or Victoria.

Over the past 10 years, the area has experienced one of the highest increases in house prices in the borough and a growing population of young professionally qualified people attracted to the area's affordability and the short commute into central London.

It shares the characteristics of many inner London fringe neighbourhoods which have already experienced an influx of affluent new communities due to rising land values and transport connectivity to the city.

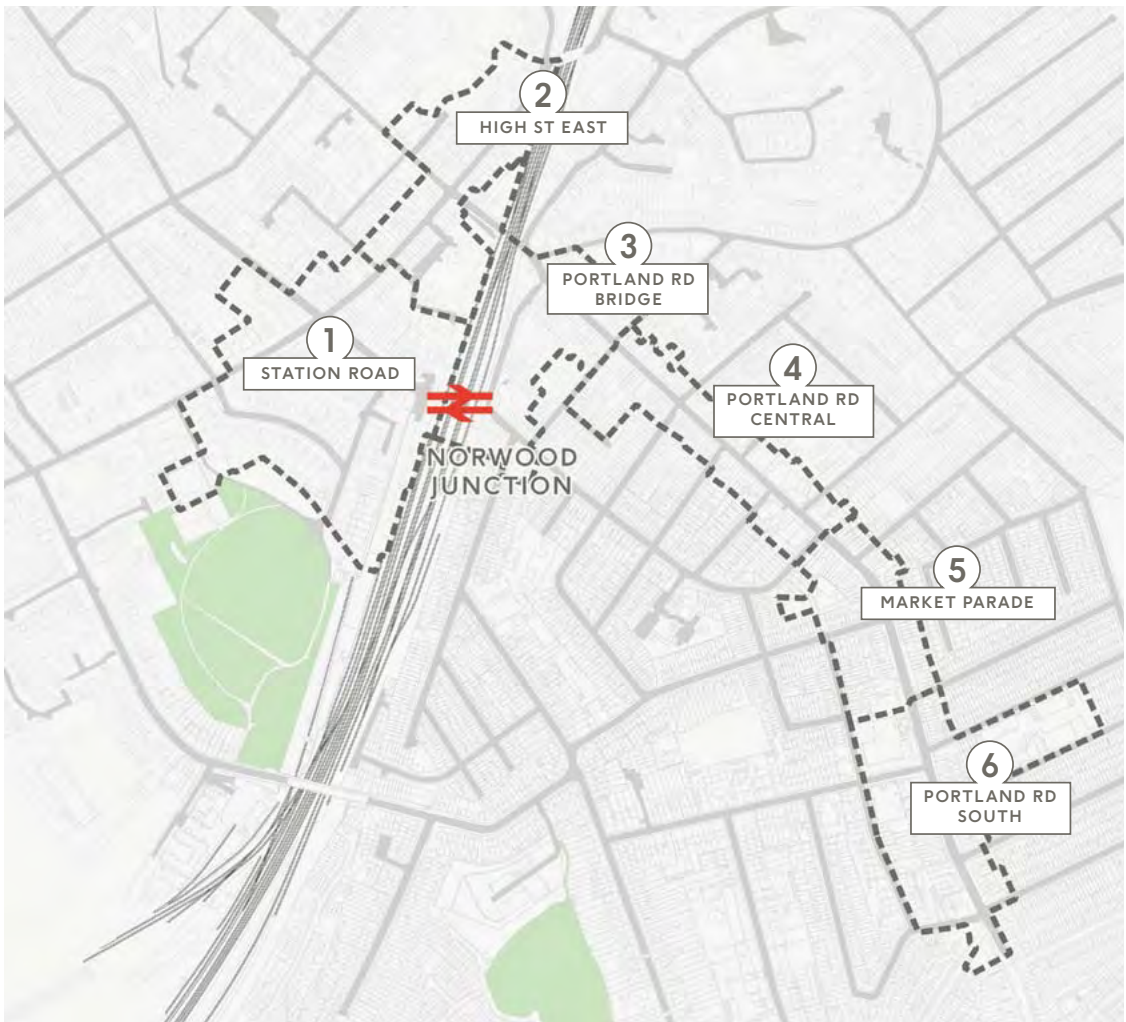
South Norwood is on the cusp of further change and there is a real risk that this transformation may erode the unique existing social and economic fabric of the area. This risk is compounded by persistently underperforming high streets, with high long term vacancy rates, and under-utilised public assets.

There is a high level of social capital, the connections between individuals and social networks which bring both economic and social benefits to the area. We hope the Community Plan can harness this to create a more resilient town centre that reflects the creativity and diversity of its people.



STUDY AREA

The study area is the local town centre, which includes Station Road, High Street, Selhurst Road, and Portland Road. Because it is a large area, we have defined six smaller zones which make up the whole area. These zones have also been used to help to understand the plan proposals.



WHO LIVES HERE?

The study area encompasses the wards of South Norwood and Woodside, which have a total population of over 33,000 people. South Norwood has a young and diverse population. It also has a relatively high unemployment rate, and a relatively high rate of working age residents claiming out-of-work benefits.

ETHNICITY



9.4%
ASIAN



33.5%
BLACK



9.2%
MIXED



1.6%
OTHER



46.3%
WHITE

AGE



21.5%
UNDER 15



13.1%
15-24 YRS



29.6%
25-44 YRS



31.7%
45-64 YRS



8.9%
OVER 65

GENDER



52.0%
FEMALE



48.0%
MALE

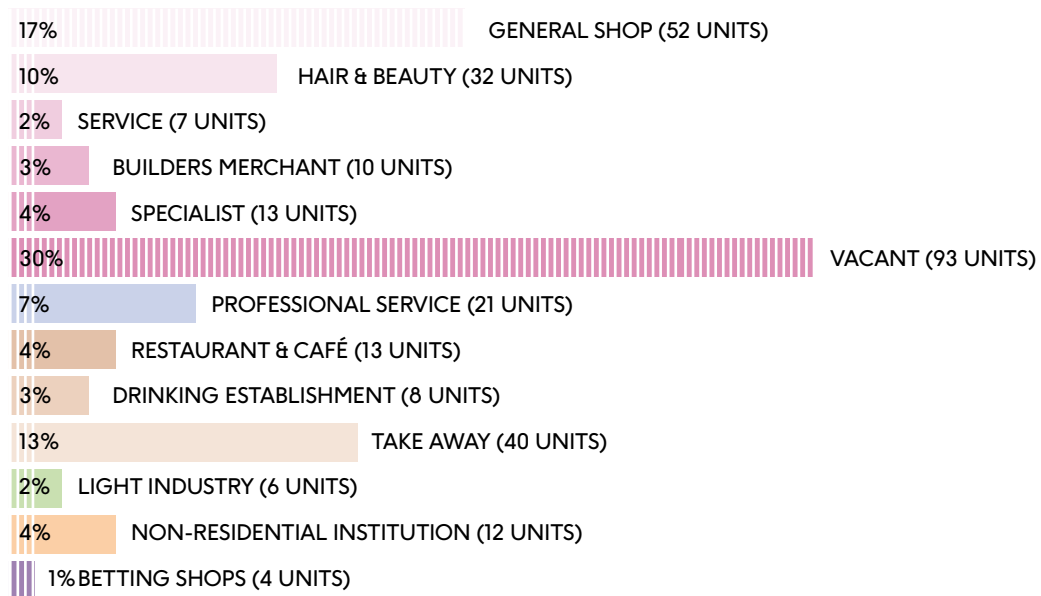
Source: ONS Census 2011

OCCUPANCY

HIGH STREET MIX

The study area includes Station Road, High Street, Selhurst Road, and Portland Road. There is a mix of retail uses, with a large number of takeaways and hair and beauty shops, including barbers.

BUSINESSES



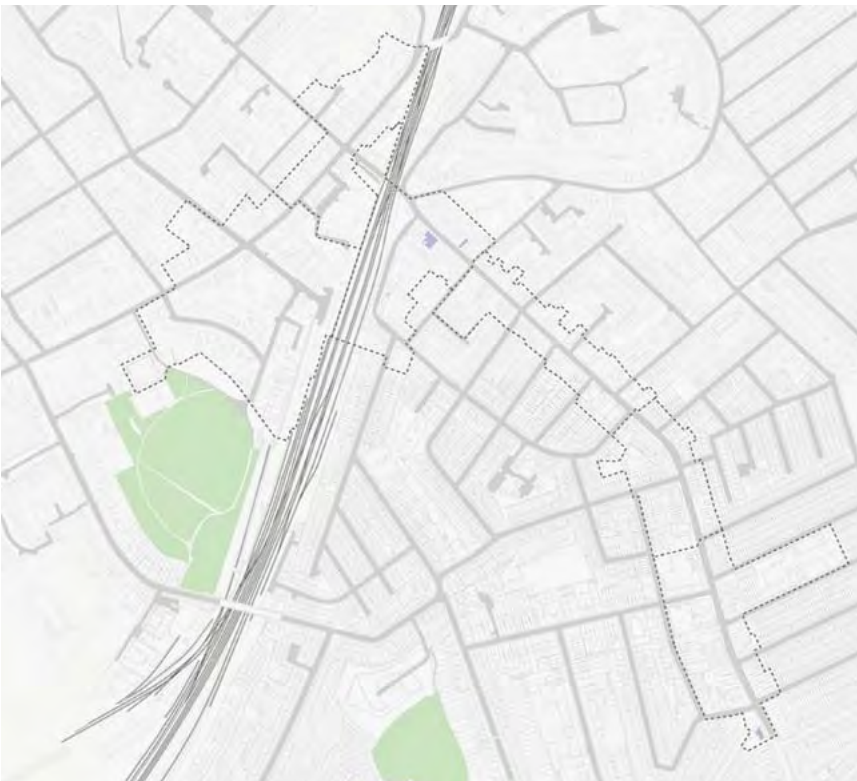
SHOPS



RESTAURANTS & PUBS



SERVICES



HEALTH, RELIGIOUS & SOCIAL



RESIDENTIAL



OCCUPANCY

VACANT UNITS

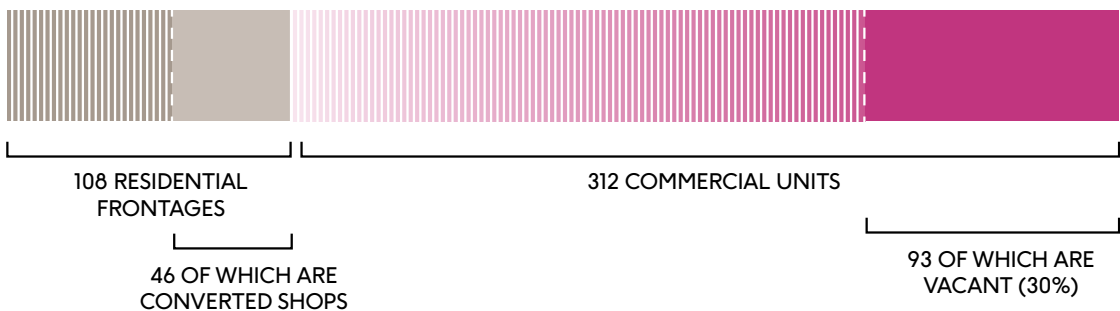
The large number of vacant commercial units is one of the most striking aspects of South Norwood High Street and Portland Road.

In total there are 420 frontages, 312 of which are commercial units, and 108 are residential.

93* out of the 312 commercial units are currently vacant. This vacancy rate is over double the national average.

At the time of this study, 46 of the residential frontages are former commercial units that have been converted into homes, either with or without permission.

FRONTAGES



* correct at time of print



CONSERVATION

South Norwood's conservation area is made up of the Station Road, High Street East and Portland Road Bridge zones of the study area. The arrival of the railway during Victorian times saw the district centre thrive and many of the original buildings, dating from the 1840s to 1910 survive. Although they have been altered and extended over time, many retain their original features. The Stanley Halls are one of the area's most significant historic assets and a largely intact former Kennedy's Sausage Shop at 18 High Street provides a focal point for local organisations celebration of the area's heritage.

Previous projects, such as blue plaques commemorating people and sites of historical significance and the Norwood Junction subway mural referencing South Norwood's contribution to the Suffragette movement reflect the area's pride in its heritage.

This project aims to revive South Norwood's high streets for the 21st Century.



High Street, early 20th Century



Portland Road in late 19th Century



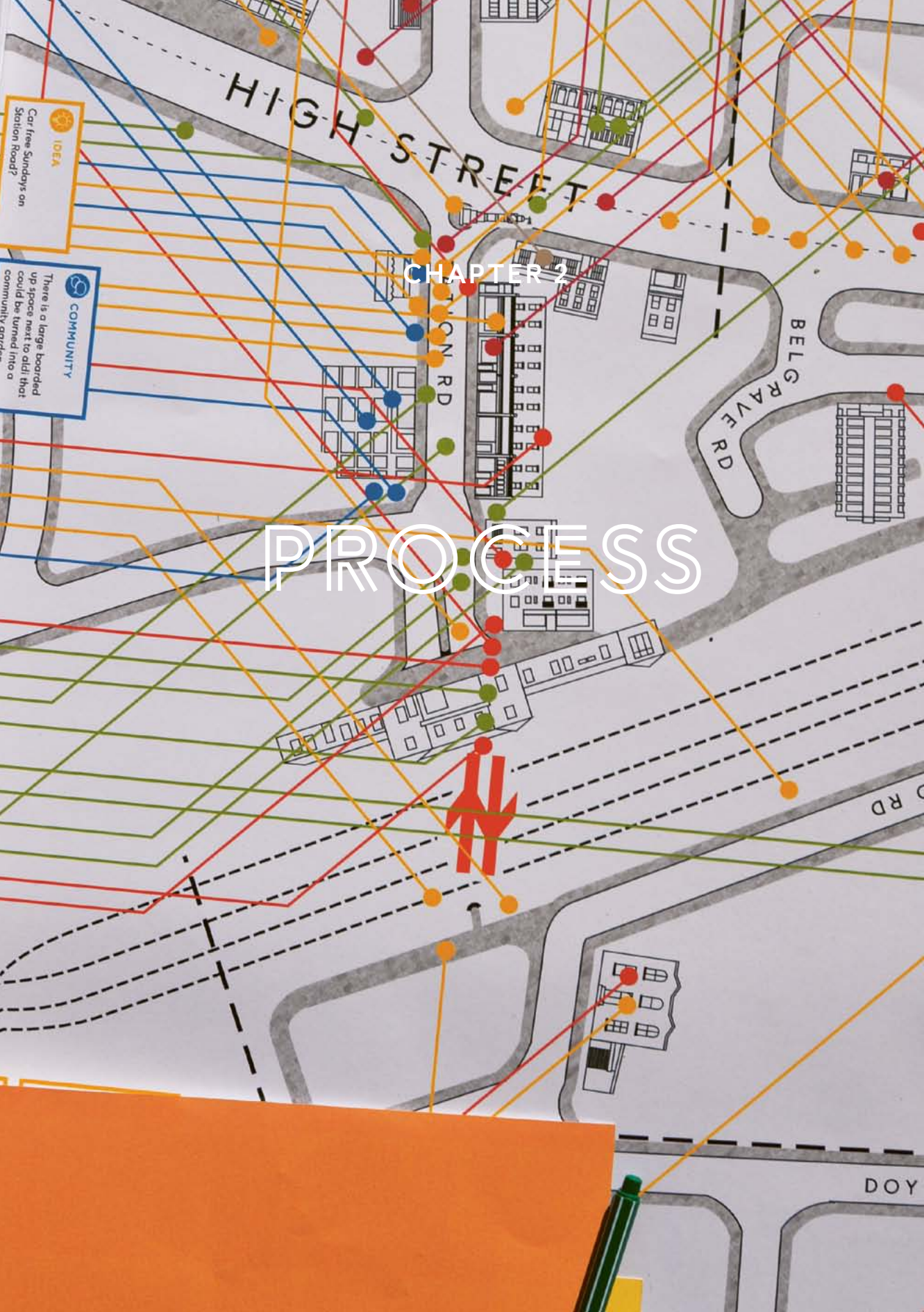
High Street showing new Clock Tower, 1907



Market Parade, Portland Road, late 19th Century



Shop on High Street, around 1900
Images courtesy of Museum of Croydon



HIGH STREET

CHAPTER 2

PROCESS

IDEA
Car free Sundays on Station Road?

COMMUNITY
There is a large boarded up space next to old that could be turned into a community garden.



PROCESS

ENGAGEMENT

We attended over 30 events, spoke to around 1000 people and collected comments from 540 people through personal conversations and an online questionnaire. Our activities included:

- One-to-one conversations with community organisations and key community connectors.
- Four interactive workshops hosted at community hubs using photography, maps and surveys to engender detailed discussions.
- Online consultation platform.
- A monthly stall at the Clocktower Market on Station Road.
- Flyers left in businesses and dropped to local homes.
- Posters displayed in public buildings and shops by agreement.
- Special events, such as the We Love SE25 community lunch and AGM, Screen25's Jamaican Independence Day 2018 special screening, and South Norwood Community Festival.
- Targeted youth outreach sessions including Harris Academy's summer school and youth engagement art event.
- A walkabout of local barbershops with the Lions Society, a local community group.
- Attendance at local faith group services and summer events, and inclusion in school and church newsletters.
- Stalls at the Leisure Centre and Health Centre, and a drop-in event for seniors at Waterside Community Centre.





- Meetings of the SE25 Business Network, and informal events including the inaugural South Norwood Bake Off competition.
- An evening event for existing and prospective businesses hosted at Communita Cafe on the High Street.

One of the tools of the engagement programme was a survey with five questions.

- What do you like most about South Norwood? Please tell us what you like and why.
- Is there anything that you don't like about South Norwood, or think should be improved?
- Do you have any specific ideas for improvements to Station Road, High Street, or Portland Road?
- Do you have any specific ideas for how an empty shop could be used?
- Do you have any specific ideas for wider community projects or activities for the whole area?



The same questions were used for paper forms, in-person interviews, and online. Other comments were also welcomed. We carried out 296 in-person surveys, and the Commonplace web platform has received over 1,300 visitors with over 250 online responses so far.

PROCESS

ENGAGEMENT

Events and the online questionnaire were publicised on We Love SE25's website, Twitter and Facebook accounts, and links were also made with local networks such as South Norwood Net to publicise the events and the online survey throughout the summer.

Conducting personal interviews and attending existing community events allowed us to collect ideas from people who were less confident about filling out written forms or completing the online survey.

All these responses can be viewed online, and they have also been collected into a book of comments.

Careful monitoring of equalities data of respondents against the recorded demographics of the area helped us to create a balanced picture of the community's views.



CHAPTER 3

FINDINGS



ENGAGEMENT FINDINGS

EXAMPLE RESPONSES

WHAT DO YOU LIKE MOST ABOUT SOUTH NORWOOD? PLEASE TELL US WHAT YOU LIKE AND WHY.

“Excellent location, great transport links.”
“Amazing travel links from Norwood Junction.”

“I like the sense of community and friendly atmosphere.”
“The vibrance and diversity. Sense of community determination and energy to improve the area.”

“Great green spaces – the area around the lake is fabulous.”

“Its diversity is its strength.”

IS THERE ANYTHING THAT YOU DON'T LIKE ABOUT SOUTH NORWOOD, OR THINK SHOULD BE IMPROVED?

“The amount of rubbish on the streets – I wish more local people would take greater pride in where they live.”

“Vacant and derelict shop fronts on High Street: it's the most visible street in South Norwood and brings the tone of the whole area down. Why not refresh them, as has been done in Thornton Heath.”

“It is a dangerous place to venture after dark.”

DO YOU HAVE ANY SPECIFIC IDEAS FOR IMPROVEMENTS TO STATION ROAD, HIGH STREET, OR PORTLAND ROAD?

“Improve the shop vacancy rate as there have been a number of long term shops that have closed down.”

“The usage and general streetscape could be improved to bring life to the high street.”

“The increased planting along Market Parade and Station Road has significantly improved the street scene, it would be great for this to continue along the high street and the remainder of Portland Road.”

“Some type of traffic calming through our residential streets.”

DO YOU HAVE ANY SPECIFIC IDEAS FOR HOW AN EMPTY SHOP COULD BE USED?

“It's a pity that we do not have more specialist local shops – bakers, butchers or green grocers.”

“With a young population, and the reality of fairly small or overcrowded housing – safe spaces for young people to meet and grow up should be a priority.”

“I'd love you to repeat the very successful competition offering free shop rental for a year as was done for 10, 14 & 16 Portland Road.”

DO YOU HAVE ANY SPECIFIC IDEAS FOR WIDER COMMUNITY PROJECTS OR ACTIVITIES FOR THE WHOLE AREA?

More community led street cleaning.

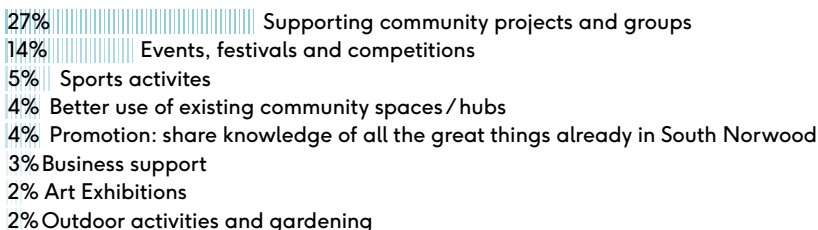
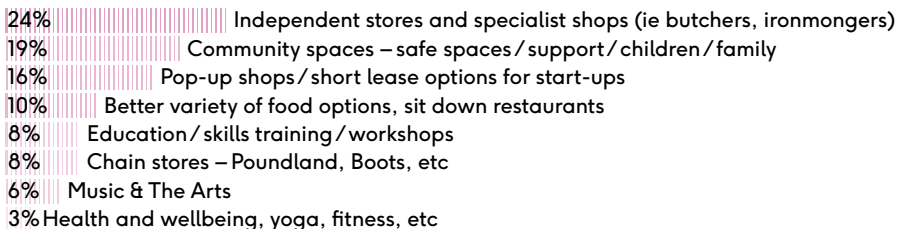
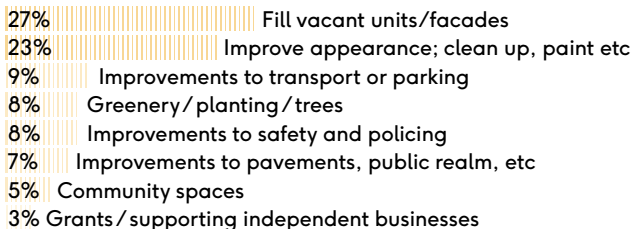
“I think South Norwood Country Park could have more diverse sports activities for all ages.”

“One of the problems of South Norwood is there is no place BIG enough to hold community events and therefore there is also no Central Hub for people to know what is happening in this area.”

Art exhibitions showcasing local talent.
More awareness of South Norwood in local areas to increase interest and popularity.

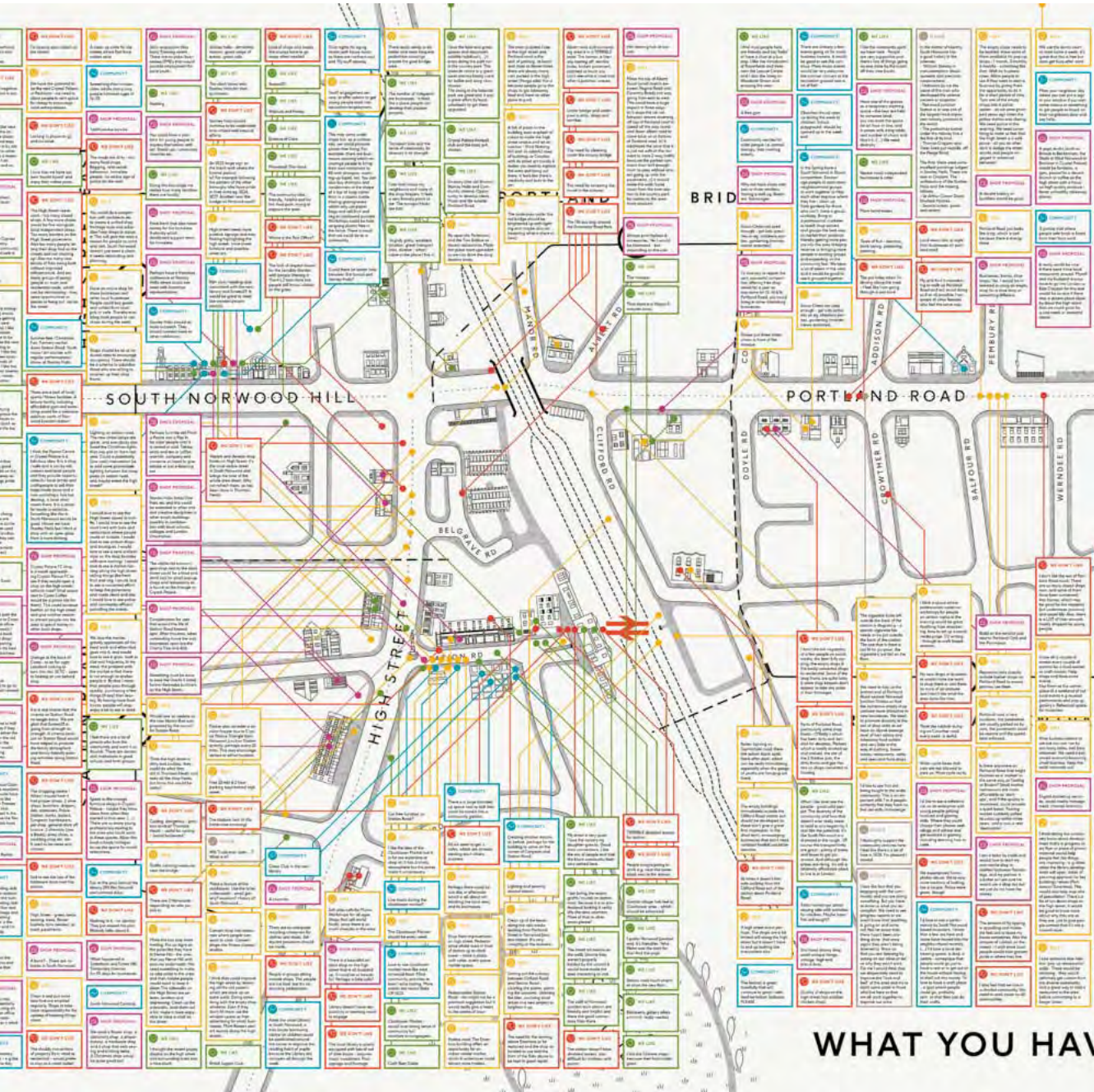
ENGAGEMENT FINDINGS

MOST COMMON ANSWERS*



* These figures are based on the current sample of 540 responses. Individuals may refer to several topics in a single answer.

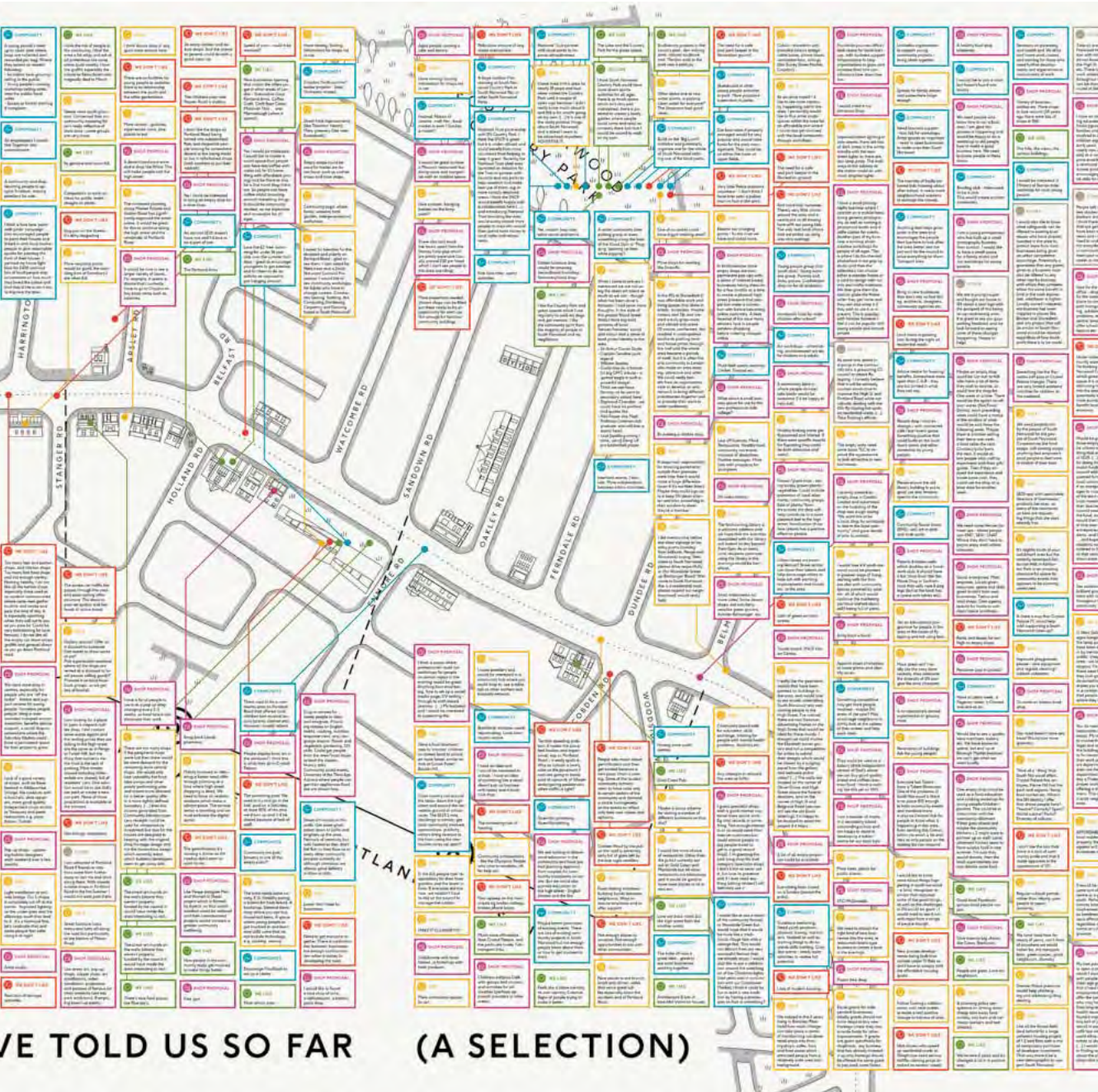
EVALUATION MAP



WHAT YOU HAVE

This map contains a selection of the responses to the questionnaire. It was printed onto a tabletop for our market event in October 2018.

Please contact We Love SE25 for a high resolution electronic version of this map or for details of the next event at which it will be on view.



COMMUNITY MAPPING

South Norwood has a dense community network of connections, businesses, civil institutions and voluntary sector organisations. These were mapped and re-mapped throughout the project, and we held meetings and interviews with many key stakeholders.

In the next chapter we explore the stories of some of the stakeholders who we have been working with to develop the brief and approach for the Community Plan.

Understanding the area and the people of South Norwood in this kind of depth has been essential to develop a plan that meets the Mayor of London's Good Growth Goals. A Good Growth Fund Round 1 award has funded this project and the outcome will contribute to a new application for Round 2 funding in 2019.

Is there anyone else you think we should add to this list? If so, please contact us on info@welovese25.com



Snowmedia Consulting

The London Sign Company

Croydon Voluntary Action (CVA)

People for Portland Road (PPR)

CASSA (Community Action for Selhurst & Surrounding Areas)

Noo Thinking Consultancy

Friends of Love Lane

St Mark's C Of E Primary Academy

BUSINESS ORGANISATIONS

BeesBee Services

Lakes Playground Action Group

LOCAL ADVOCACY

Shaking Hands

Croydon Citizens Advice Bureaux Ltd

Holmesdale Residents Association

South Norwood Action Group

Communita Café

Essence of Cake

CG Print

The Elm Park Estate Residents Association TEPRA

South Norwood Residents Association

Heavers Farm Primary School

Walnuts & Honey

FSE Group

Croydon Infinity Hub

South Norwood Net

St Chads R C Primary School

Ju-ice and Shakes

Café Mimosa

Blue Jay Café

South Norwood Business and Social Enterprise Network (SESBN)

Shpresa

RESIDENTS ASSOCIATIONS

Cypress Primary School

SCHOOLS & CHILDCARE

FOOD

Croydon Youth Council

Yeha Noha Café

That Little Place

Best Start

The Apprentice Project

Socco Cheta

Crosfield Nursery School and Children's Centre

South Norwood Academy

Samuel Coleridge Taylor Centre (SCTC)

YOUTH ORGANISATIONS

Book Love

The Norwood Society

Oasis Academy Ryelands

Portland Bill Pre-school

Ivy League Nursery

Croydon Youth Theatre Organisation (CYTO)

Gifted Enterprise CIC

Croydon Domino Club

Kingdom Life Cell at Café Mimosa

Woodside Primary School and Children's Centre

Heavers Farm Primary School

Nix Hair & Beauty

Croydon Young Mayor

The Victory Club

The Lions Society

Treasures

Harris Academy Trust

Play Place

Croydon Youth Engagement Team

South Norwood and Woodside Social Club

All Heads Recognized

New Destiny Christian Church

Parishes of St Mark and Holy Innocents, South Norwood

South Norwood Community Hub

The Polish Community Centre / Local Polish Catholic Mission

South Norwood Knits

Monate Art

Another Night of Sisterhood

Believers Love World

COMMUNITY GROUPS & ORGANISATIONS

Upper Norwood Association for Community Care (UNACC)

Music Relief

Endurance Steel Band

Croydon Cycle Theatre

Reaching Higher

St Chads Catholic Church

South Norwood Methodist Church

South Norwood Community Kitchen / The Curiosity Project

Asian Resource Centre Croydon (ARCC)

Access Music Media

The Woodcraft Folk

Stanley Peoples Initiative

Holmesdale / South Norwood Baptist Church

New Harvest Christian Centre

Eric Patrick Care Ltd

ARTS

talkbugs

Next Step Fashion

Fishers Christian Centre

St Luke's

CHURCHES & FAITH GROUPS

Turf Projects

Screen25

CACFO

Kinetica Bloco

Ratcher Ministries

Holy Innocents & St Mark's

Klub Polonia South Norwood

Cr8

Elizabeth James Gallery

Good Wolf People

Radha Krishna ISKCON

St Johns The Evangelist

Sukyo Mahikari

POLSKI SKLEP SPOZYWCZY

groszEKspres

CHAPTER 4

POLISH GROCERY

STORIES



SE25 STORIES

COMMUNITY HUBS



SOCCO CHETA



Based at Socco Cheta for over 40 years, the Croydon Domino Club provides a social focal point for the Black Caribbean British community. As part of a new consortium, the club is extending its membership, establishing a youth team and continuing the social and advice service it has provided at Socco Cheta over the past fifteen years.



SAMUEL COLERIDGE TAYLOR CENTRE



Samuel Coleridge Taylor Centre (SCTC) is a key community asset on the easterly approach to High Street, South Norwood.

It is a centre for youth activities in South Norwood, and a connector with youth groups and support services for vulnerable young people in the area. It focuses on art and music facilities in particular.

SE25 STORIES

COMMUNITY HUBS



STANLEY HALLS



Alongside its core purpose as a performance and arts venue, Stanley Halls has a growing creative workspace cluster around its courtyard and the Coffee Craft cafe.

Current tenants include three artists, two Theatre companies, Game designers, Yoga & Therapy Studios. The site currently provides workspace to over 20 people and has capacity for developing additional workspace.



CROYDON YOUTH THEATRE ORGANISATION



Founded in 1965, Croydon Youth Theatre Organisation (CYTO) has been a part of the south London community for over 50 years.

Based at The Shoestring Theatre in South Norwood since 1984, CYTO provides opportunities for young people to develop skills and build confidence through drama workshops, community projects and theatre productions. Throughout its history, CYTO has inspired and worked with thousands of young people, many of whom have gone on to work in the arts or pursue creative careers.

SE25 STORIES

SOCIAL ENTREPRENEURS



SOUTH NORWOOD COMMUNITY KITCHEN winner of the 2018 Mayor of Croydon Civic Award, currently operates from the Baptist Church on Oliver Avenue.

South Norwood Community Kitchen was set up in early 2017 to provide a free three course hot meal for the local South Norwood community. Their objective is to provide a vibrant and inclusive space; not just a free meal but a platform for tackling loneliness and building social cohesion in the community. The model uses food waste, supplied by the charity FareShare and other providers, which is prepared by volunteers and then served to guests.

“We wanted to move away from a soup kitchen model to one where we provide a supportive and participatory environment where guests can get involved with the running of the project and become volunteers.”



ALL HEADS RECOGNIZED is a formerly vacant shop at 81 Portland Road now home to Terry's social enterprise All Heads Recognized.

All Heads Recognized supports young adults into employment, and so far have worked with 50 young people, helping 33 to achieve their CSCS cards and Level 1 HSE certificates. 5 of these young adults helped to renovate 81 Portland Road over 6 months, and it opened in April 2018.

“Behind the disarray that you sometimes see in South Norwood, there’s really lots of interesting things going on. This is one of the most multi-cultural high streets in the whole of South East London now. That’s what makes South Norwood really unique.”

SE25 STORIES

SOCIAL ENTREPRENEURS



YALLA HUB is based at **COMMUNITEA** on South Norwood High Street. Yalla Hub hosted one of We Love SE25's engagement events for local businesses.

Yalla Hub's mission is to holistically improve migrant women's work-life experiences in the UK. They aim to increase the presence of migrant and BAME women in sustainable businesses by improving their confidence, self-esteem and mental wellbeing through a tailored support system. They aim to provide better access to and benefit from economic resources with a drive to increase their social mobility to build a collaborative, lasting network.



THE APPRENTICE PROJECT is based at Croydon Arena. Ebony, Tom, and Devon, who are working towards a National Council for the Training of Journalists Diploma, were able to hone their video production and news reporting skills by working on the Community Plan project.

South Norwood-based education and training provider Snowmedia was able to support the development of the South Norwood Community Plan by drafting in some of its media and communications apprentices to work on a film project documenting local businesses and community organisers.

The Apprentice Project identifies young people in the community with aspirations to forge a career in the creative industries and then works with local employers who wish to support their development while enhancing the marketing and communications of their organisation. Apprentices progress towards an industry-recognised vocational diploma. Clients include The FA, Norwich City FC and The Oasis Academy group.

SE25 STORIES

COMMUNITY NETWORKS



Photo by Lions Society

THE LIONS SOCIETY PEACE CUP
is organised by the Lions Society at the Croydon Sports Arena.

The Lions Society works with young people to tackle gang violence in Croydon. Ray Robb of the Lions Society is also the owner of Ray's Barbers on Whitehorse Lane in Selhurst.

“We use [barbershops] as a way of bringing the family and community together where we can engage these people. We get some professionals down so they can engage with young people and give them advice. We don't write any young person off and we believe young people can become anybody they want.”



Photo by Matt Salmon Photography

SOUTH NORWOOD COMMUNITY FESTIVAL is an annual event held at South Norwood Recreation Ground.

South Norwood Community Festival (SNCF) is managed by the organisers of South Norwood Net, and has grown into a popular free annual event. The volunteer committee begins planning the event 11 months before it takes place.

South Norwood Net is a key home-grown local digital network using Twitter (6,000+ followers), Facebook (3,000+ likes), and a weekly email mailing list to promote local events and businesses. A monthly printed directory is distributed to thousands of local homes.

SE25 STORIES

CLOCKTOWER MARKET



The Clocktower Market is a local community group working to bring a bustling market to the heart of South Norwood. The market runs on one Saturday each month and hosts a regular group of traders, some of whom would be interested in setting up a longer-term retail operation, or accessing local shared production facilities.

Regular traders include:

- Soul G
- La Criolla Empanadas
- Bread Bread
- Marsh Produce
- Karogfineart
- Terra Ferment
- Creative Allsorts
- Love Some Cake
- Blooming Desires
- Marva Slight



SE25 STORIES

WE LOVE SE25



We Love SE25 is the Town Team for South Norwood, bringing together members with a range of skills and specialisms. During 2017, We Love SE25 and People for Portland Road developed the Community Economic Development Plan (CEDP).

This set a clear focus on addressing empty properties and providing community hubs and workspaces. Key personnel from We Love SE25 were involved in a “Pop-Up” shop project to refurbish three vacant properties on Portland Road as new retail units.

If you would like to become involved with We Love SE25, please contact us at info@welovese25.com

SE25 STORIES

POP-UP SHOP PROJECT



ELIZABETH ELIZABETH JAMES GALLERY

Elizabeth grew up in the house just across from the gallery and moved back to the area to set up the gallery on Portland Road as part of the pop-up shop project.

She actively involves local young people through frequent workshops and events. She will soon be holding a competition for local young artists to exhibit their work in the gallery.

“The high street needs shops and low price food, a bakery, so that local young people want to spend time in the area. Otherwise everyone will just carry on shopping in Croydon.”



Lady Luck, *Colour in Motion* series
by Elizabeth James

Elizabeth James Gallery won the
Time Out Love London 2018 award
for Most Loved Culture Spot in Norwood

SE25 STORIES

BUSINESS COMMUNITY



South Norwood has an active and diverse business community, including long-standing local traders, recent start-ups, and nascent business ideas. We have engaged with them through events and interviews in order to map their contribution and understand what support or advice they might need.

A business event was held as part of the Community Plan project, bringing together established local businesses and start-ups looking for workspace.

Working with a group of local media apprentices, we have carried out interviews with a range of local businesses. The interviews can be seen online at the [We Love SE25 website](#).

These interviews can be seen online at the We Love SE25 website.

For a list of the businesses in South Norwood, see southnorwood.net



NICKY **NIX HAIR & BEAUTY**

Nicky runs a hair and beauty salon on Portland Road, and recently won the Love Your Local Trader award at the 2018 Croydon Business Excellence Awards.

“When I first came here 13 years ago there was a lot of talk of regeneration but nothing really happened. The last couple of years I feel like we’re heading in the right direction ... There’s still a lot of empty shops, there’s still a lot of work to do but I think that hopefully we’re going to work together to change things.”

Nix Hair & Beauty won the 2018 Mayor of Croydon Love Your Local Trader Award

NICOLA **BLOOMING DESIRES**

As a single mother, Nicola went back to the classroom to fulfil her dream of working with flowers. She originally took on a High Street shop and now operates from a stall which she stores at Walnuts & Honey at night.

“I think in order for the area to grow, we need signposting so people know what’s in the area. We need the Market to become the heart of the area. If we’ve got a thriving market once a month it’s going to bring more people to the area, and it’ll bring new businesses to the area too.”

SE25 STORIES

BUSINESS COMMUNITY



NICK AND MICHELLE

COFFEE CRAFT

Coffee Craft started as a pop-up coffee shop in a former flat at Stanley Halls in 2015 before becoming a permanent café. Retaining many of the original features including the wallpaper of the last resident, they aim to create a relaxed and homely environment and to serve high-quality coffee, teas, food and homemade cakes.

“We love getting to know so many great people. South Norwood has a fantastic community, and we’re proud to be part of it; both as residents and business owners.”



HEATHER

TREASURES

Heather has one of the longest-standing businesses in Portland Road, and has been running her shop selling gifts and cards for over 20 years.

These interviews can be seen online at the We Love SE25 website.

For a list of the businesses in South Norwood, see southnorwood.net



LEONARD **LEONARD CARR SHOE REPAIRS**

Leonard moved here from Brixton. His shop was intended to be a peaceful retirement project, but he is busier than ever. He has noticed an increase in the quality of the shoes that he repairs. He is a trained football coach and would be interested in volunteering to work with young people again, as he did in the past.

BOBBY **YEHA NOHA**

Bobby started Yeha Noha bar and cafe in 2010 on Station Road, and is a key contributor to the development of Station Road as an informal community hub. He previously worked as a business consultant and has offered advice to local start-ups.

“South Norwood has lots of good things; fantastic transport links ... good parks ... good community. I’ve been here quite some time and I’ve seen changes already”

SE25 STORIES

BUSINESS COMMUNITY



TRACEY

ESSENCE OF CAKE

Tracey is a local resident and new business owner. She and Matthew collaborated to run a South Norwood Bake-Off competition in August 2018.

“I’ve lived here for 27 years. I’ve seen a lot of changes – the High Street has gone up and down I’d say. Shops have come and gone.”



JOSIE AND NICK

CRAFT BEER CABIN

Josie and Nick are one of the newest local businesses. They set up the Craft Beer Cabin in Summer 2018, as a development of their Craft Beer Cab stall at festivals and markets such as West Norwood Feast.

“So far the support we’ve received from the local community has been amazing. We love the diversity of people coming into our taproom and bottle shop; all demographics and ages. Everyone’s super friendly and really excited to have us in the area.”

These interviews can be seen online at the We Love SE25 website.

For a list of the businesses in South Norwood, see southnorwood.net



MATTHEW
WALNUTS & HONEY

Matthew set up his shop in Station Road after testing out the viability of his baking business at markets and with a stall at South Norwood Community Festival. He has collaborated with Tracy and other local businesses to create local seasonal promotions.



LAURA
LAURA RYAN THERAPIES

Laura Ryan Therapies opened in 2018 on Station Road, offering a variety of treatments from two newly built treatment rooms.

“I really like the vibe around South Norwood; it’s very community-based, there’s a lot of small businesses, everyone actually seems to come in and say hello - people just drop in to have conversations.”

SE25 STORIES

BUSINESS COMMUNITY



SE25 BUSINESS NETWORK
is a new group of local businesses
with over 40 members

The Business Network was set up by Nicola of Blooming Desires on Station Road and Nicky of Nix Hair & Beauty in Portland Road South in order to unite the SE25 business community and provide mutual support, advice, and networking opportunities. It is open to all local business owners whose business is their main source of income.

SE25 STORIES

DEMAND FOR WORKSPACE

We Love SE25 has built a list of over 90 local businesses and community groups who are currently interested in using vacant commercial space in SE25.

These businesses are at different stages in their development. Some are starting up and seeking business advice and access to shared space, while others are fully operational and seeking new premises. These stories offer a snapshot of the significant latent demand for local workspace and trading space.

There is clear interest among local emerging and start-up businesses in accessing workspace or retail space in South Norwood. Many of these entrepreneurs have sought commercial space on the open market and have either been frustrated by the apparent lack of interest from agents, or been put off by the costs and unfamiliarity of commercial leases, legal costs, and business rates.

WHAT ABOUT YOU?

Are you looking for retail space or workspace in South Norwood?

Have you enquired about a retail unit in South Norwood and felt that the landlord was unwilling to lease it?

If so, please get in touch with us at info@welovese25.com

SE25 STORIES

DEMAND FOR WORKSPACE



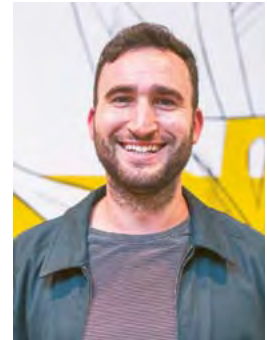
Nicole, Consultant
Looking for:
businesses and individuals
to help succeed



Tony, Social Entrepreneur
Looking for:
media production
facilities



Abdul, Entrepreneur
Looking to:
expand to South
Norwood



**Aidan,
Wellness start-up**
Looking for:
yoga studio



Sarah, Business owner
Don't Forget the Goldfish
Looking for:
shop for pet day care



Susana, Entrepreneur
Social Media / Languages
Looking for:
shared workspace



Lois, Jeweller
Looking for:
maker space and retail



Marho, Watchmaker
Looking for:
maker space and retail



Dale, Accountant
Looking for:
local office space



Robert, Upholsterer
Looking for:
new home for 40 year old
upholstery business



Samantha
Looking for:
multicultural family
bookshop



Nadia, Entrepreneur
Looking for:
permanent training
space

SE25 STORIES

DEMAND FOR WORKSPACE



Photo by Turf projects

TURF PROJECTS

Turf Projects are a charitable organisation supporting the development of artists and curators, through a programme of free exhibitions and events and the provision of affordable studios.

Founded in 2013, Turf began as a nomadic project with exhibitions and events taking place around Croydon. Since May 2015, Turf Projects has been in a number of 'meanwhile use' spaces and are currently one of the partners in the Croydon Arts Store in a large unit at Croydon's Whitgift Centre.

In the last year, Turf Projects have supported over 70 artists and 90% of their studio members are from Croydon. They have also run over 100 free workshops including tailored workshops with young people and learning disabled adult artists.

Turf Projects are currently looking to consult local people, community groups & organisations in South Norwood to see if there is potential for Turf to bring their projects to South Norwood and to help support the growth of the local creative business sector.

SE25 STORIES

DEMAND FOR WORKSPACE



LOIS

JEWELLERY BY LOIS

Lois produces jewellery for sale at local markets and fairs and online. She would like to scale up her operation, perhaps by using shared workspace.



MARHO

BATEREN & CO

Marho lives locally and has set up a company which designs and manufactures high quality self-winding watches at reasonable prices. He is seeking a local office, workshop and production space.



SAMANTHA
BOOK LOVE

Of the 9,115 children's books published in 2017, only 4% featured a BAME character. Samantha is looking for a permanent site for Book Love, her travelling multicultural pop-up book and gift shop, infusing children and young adults with a passion for their cultural heritage and that of the wider community.



NADIA
GIFTED ENTERPRISE

Gifted Enterprise, which currently operates from Samuel Coleridge Taylor Centre, is committed to helping young people to discover and maximise their gifts. Nadia is looking for a permanent base to deliver her combination of business and performance training.

WOULDN'T IT BE NICE IF THERE WERE ...

OTHER SHOP IDEAS

These are some of your ideas for new shops and workspaces. See the full list online and add your comments.



SPECIALIST SHOPS

- Community Shop
- Shoe Shop
- African print fashion and accessories
- People's Supermarket
- Sweet Shop
- Bookshop and Book Club
- Dressmaking and tailoring
- Vintage goods
- Yoga, Pilates, Wellbeing
- Specialist drinks shop



OFFICE SPACE

- Serviced office for small companies
- Construction Industry workspace
- Co-working space for professionals and freelancers
- Legal services workspace



SUPPORT

- Support space for elderly and families
- Women's Advocacy Centre
- Community Arts Centre



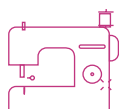
EDUCATION FACILITIES

Upholstery workshop with training
Catering training and Pastry Chef
for young people
Barbers' Academy
Tuition centre
Business Support



MORE RESTAURANTS & CAFÉS

Affordable bakery
Healthy takeaway options
Kids play café
Family Restaurant
Desserts and Ice creams
Specialist or Vegan Café
Food Hall with pop-up food traders



MAKER SPACES

Manufacturing space for skincare
and haircare products.
Makerspace for building projects
Craft Space for upcycling and shoe
making



BODY & BEAUTY CARE

Yoga, Pilates, and Wellbeing
Massage
Tattoo Parlour



STUDIOS

Artist's Studio
Photography studio
Artist in residence workshops



VENUES

Music venue and rehearsal space
A centre for older adults to socialise
Social knitting space



EVENTS

Dance classes
Talent shows
Street art, Poetry, video installations

CHAPTER 5

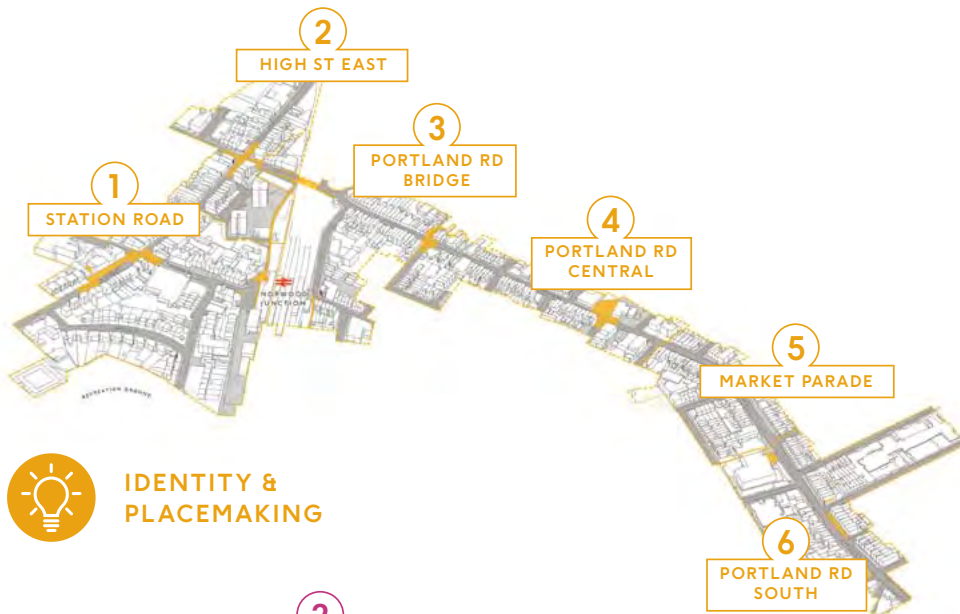
PROPOSALS



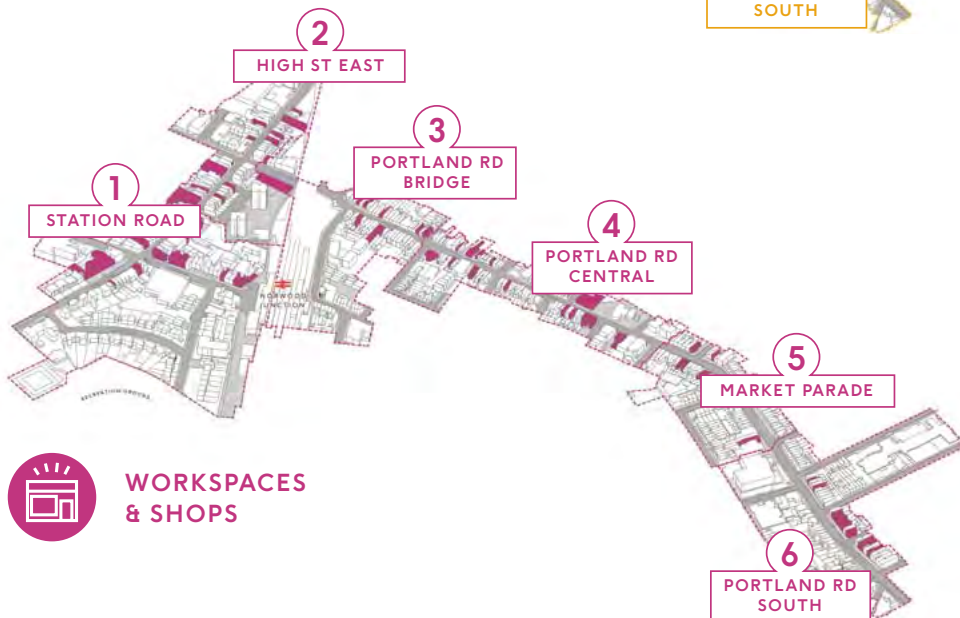
OVERVIEW

FOUR THEMES OF ACTIVITY

We have developed the key themes of the 2017 CEDP into an emerging Community Plan in discussion with the people of South Norwood, through this research and engagement process. The emerging plan identifies four strands of activity, and divides the large study area into six smaller zones.

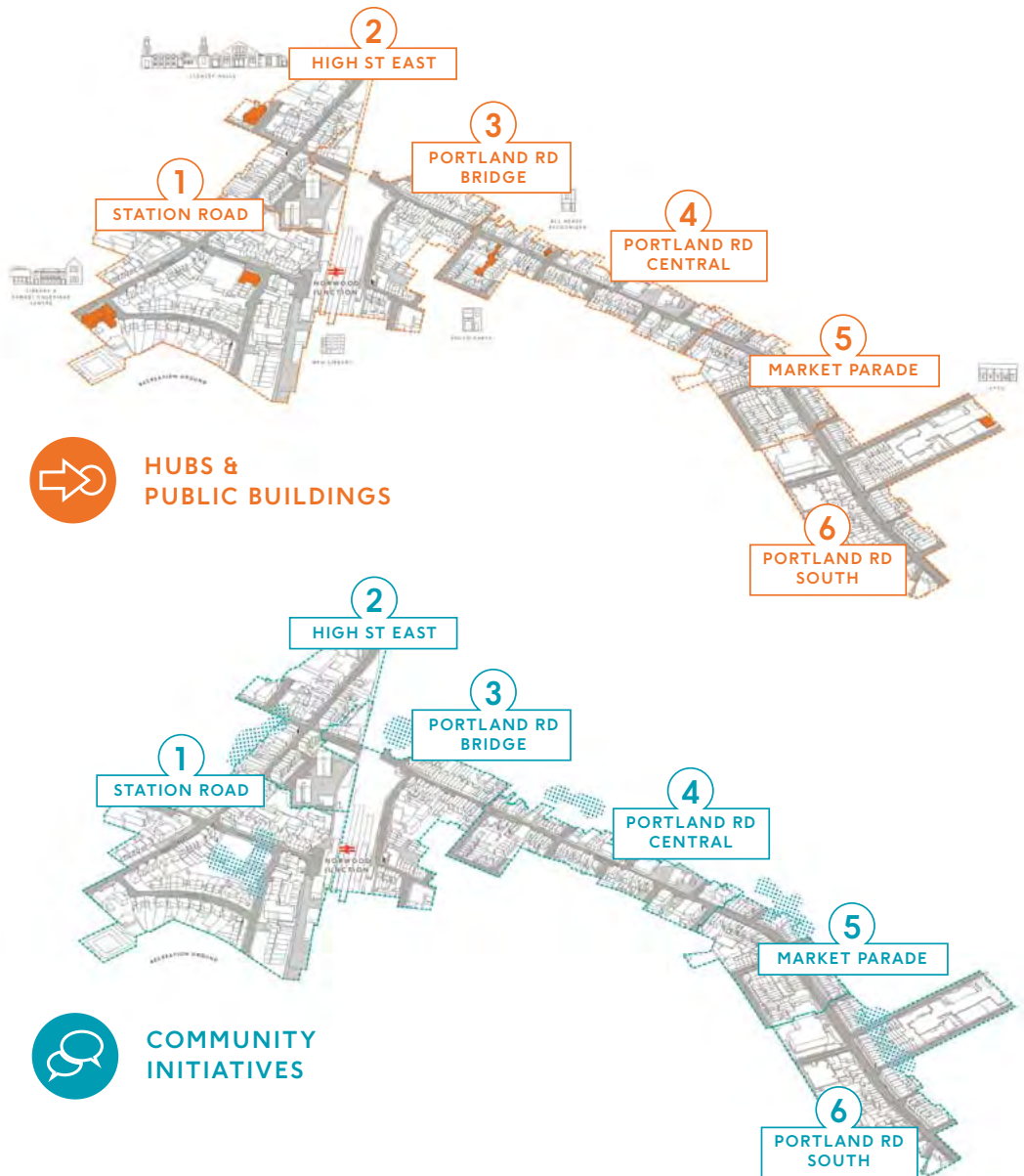


IDENTITY & PLACEMAKING

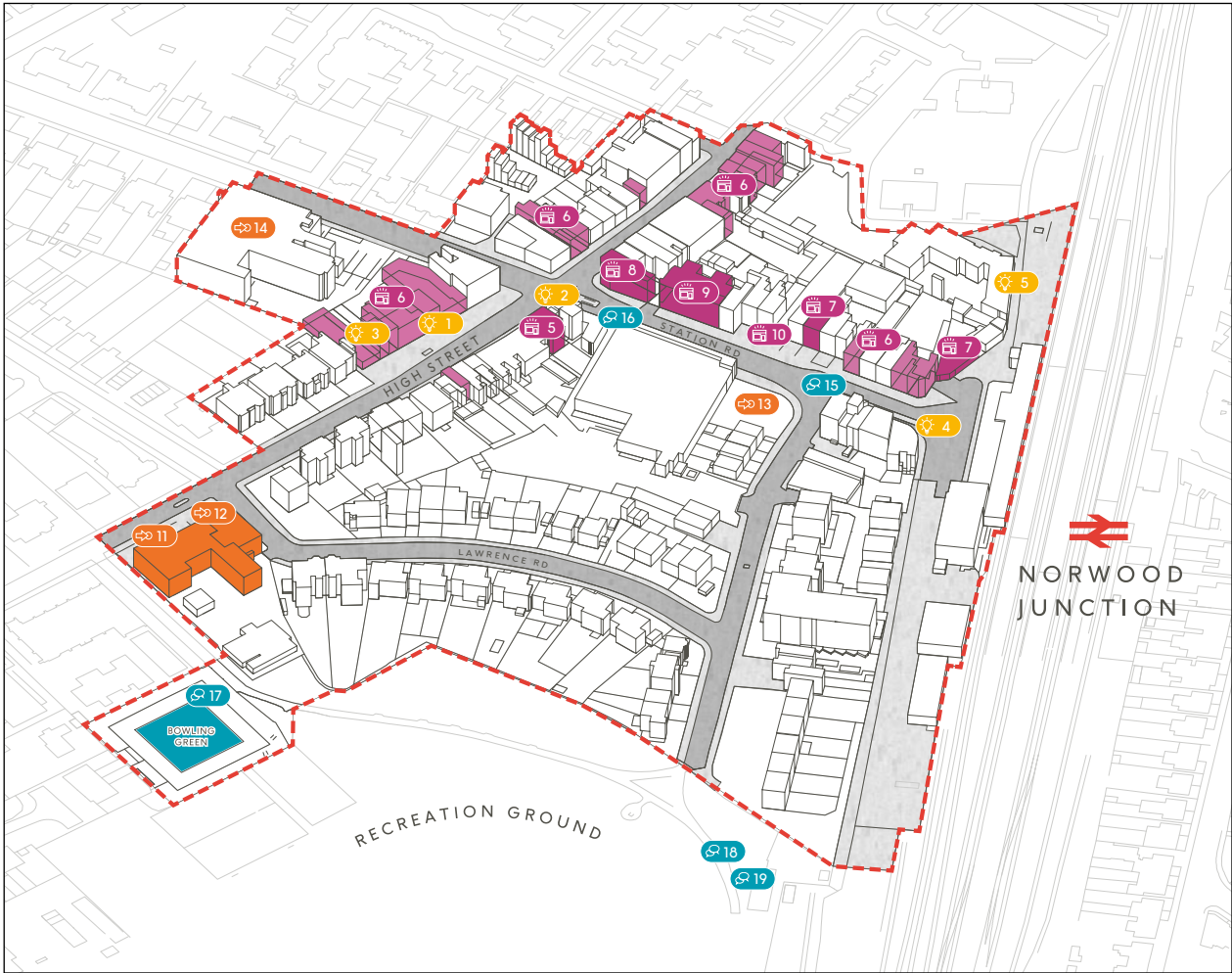


WORKSPACES & SHOPS

This is a speculative plan, and the proposals are not currently funded. It is hoped that this plan, and local feedback on the proposals, will be used in setting the priorities for future regeneration projects led by the London Borough of Croydon and other stakeholders.



1 STATION ROAD EMERGING PLAN*



?

If you have a project that you think should be added to this list, please give us your feedback on the form on our website or email info@welovese25.com.

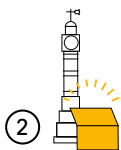
* Projects have been included in the plan based on community proposals. This is a speculative plan, and the proposals are not currently funded.



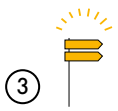
IDENTITY & PLACEMAKING



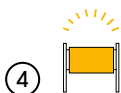
1 Enhance forecourt on High Street opposite Station Road. Advertise connection to park



2 Signage at Clocktower with map directory



3 New signage or murals on flank walls – opportunity for design with the community or local competition



4 Community noticeboard to advertise local events to station users



5 Improve footpath to connect Station Road and Portland Road



WORKSPACES & SHOPS



6 Activate vacant units as retail space and workspace



7 Yeha Noha and Mimosa – Capacity to host community groups in existing spaces



8 Trudes to open after refurbishment



9 Planning application for restaurant on Emerton's site



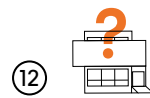
10 Develop local night time economy in discussion with town team and residents



HUBS & PUBLIC BUILDINGS



11 SCTC – more inviting entrance and forecourt. More intensive use as a Youth Hub to tie in with existing activities



12 Existing Library – explore future uses



13 New Library coming soon



14 New Harris education site



COMMUNITY INITIATIVES



15 Christmas Tree location



16 Clocktower Market – expand and increase frequency. Potential to tie in with important holidays



17 Community Allotment and sports activities

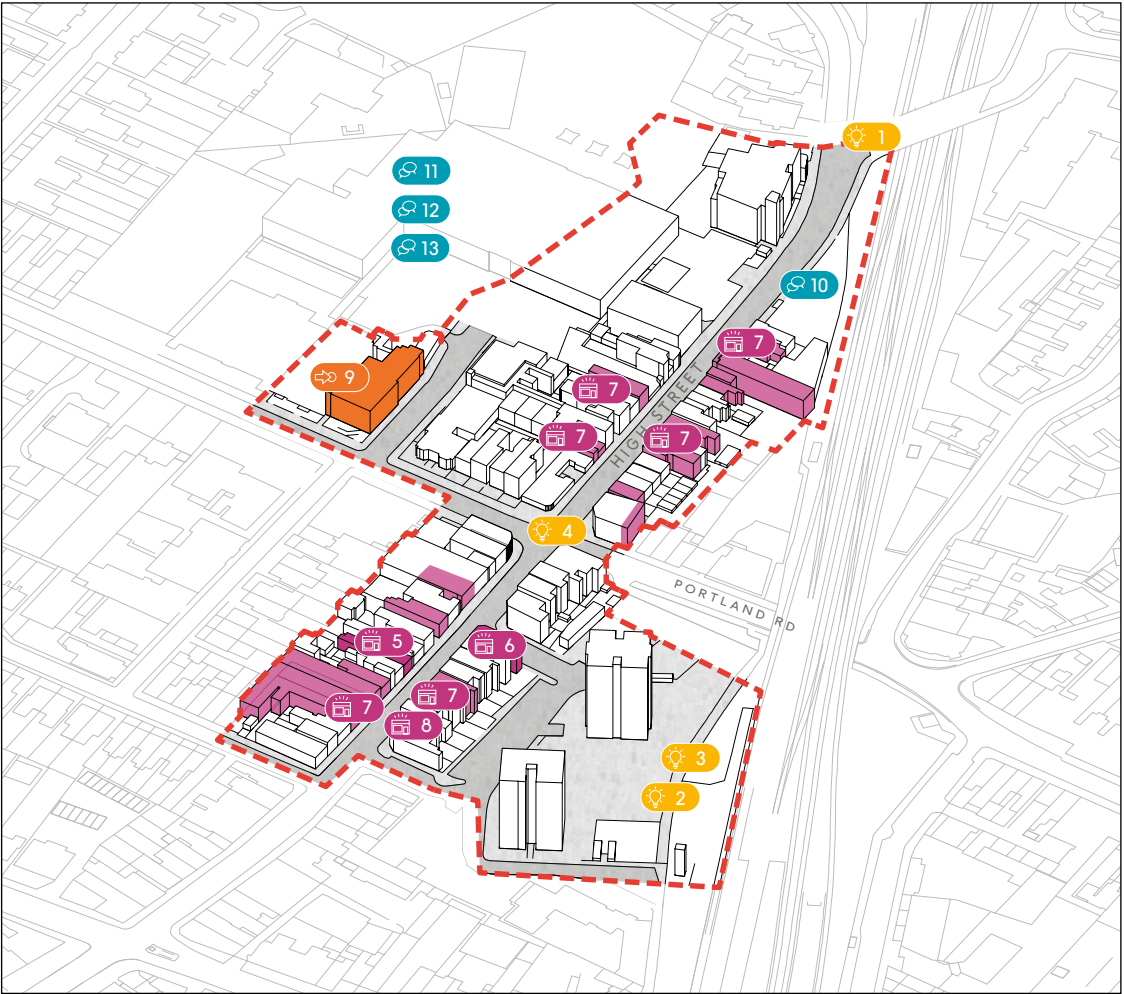


18 South Norwood Community Festival. Increase frequency of activities in the park



19 Support for existing and new businesses

② HIGH STREET EAST EMERGING PLAN*



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IDENTITY & PLACEMAKING



WORKSPACES & SHOPS

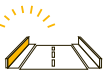


HUBS & PUBLIC BUILDINGS



COMMUNITY INITIATIVES

①



Goathouse Bridge – signage and treatment to mark arrival to South Norwood

⑤



Renovate Kennedy's shop and activate for community or retail use

⑨



Stanley Halls – new facilities to enhance existing creative business cluster

⑩



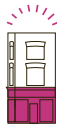
Sensible Garden – secure community use

②



Improve footpath to connect Station Road and Portland Road

⑥



Important corner unit with open frontage

⑪

Explore greater use of education sites out of school hours

③



Better signage to enhance local connections

⑦



Activate vacant units as retail space and workspace

⑫



Support for existing and new businesses

④



Explore opportunities for traffic calming

⑧



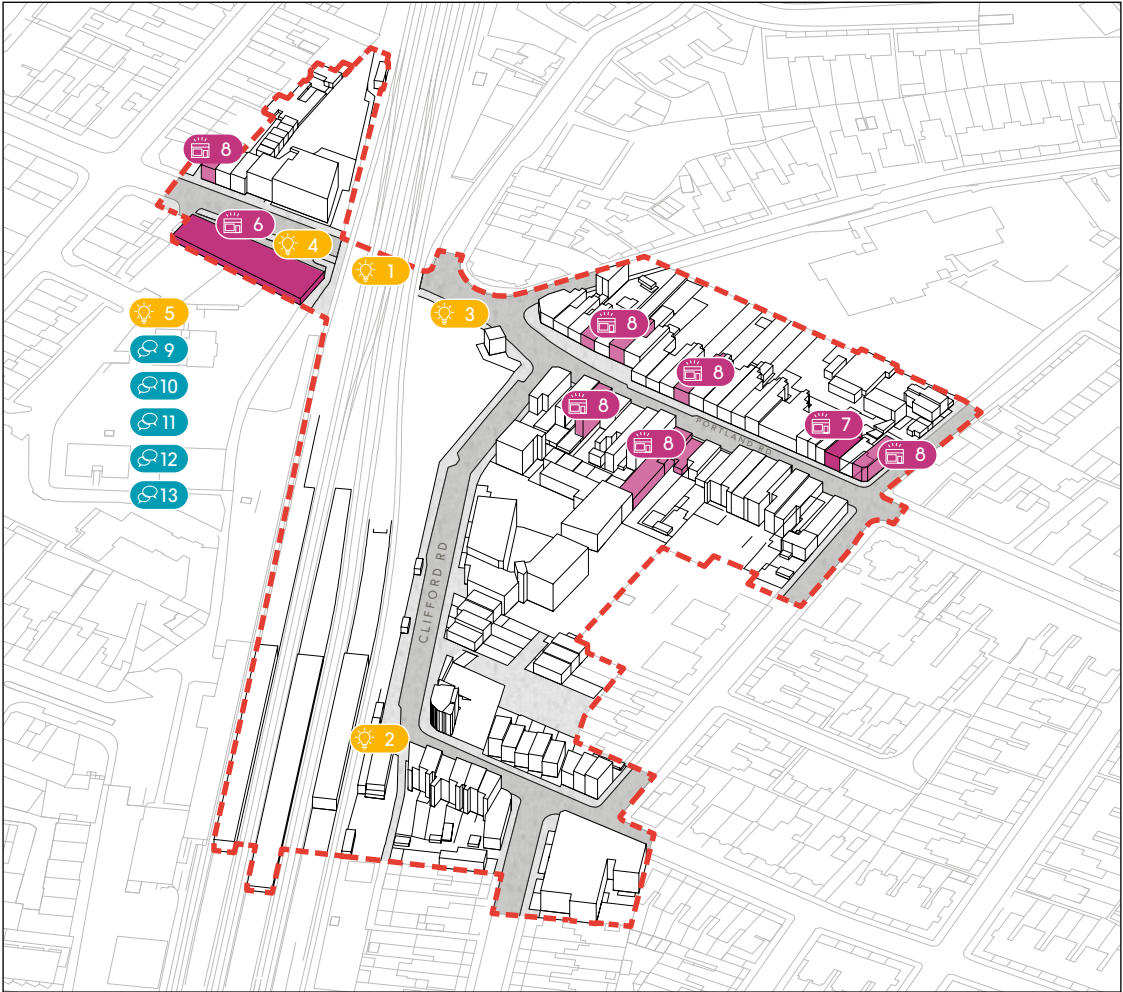
Communita – capacity to host community groups and activities

⑬



Community clean up events

3 PORTLAND ROAD BRIDGE EMERGING PLAN*



If you have a project that you think should be added to this list, please give us your feedback on the form on our website or email info@welovese25.com.

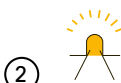
* Projects have been included in the plan based on community proposals. This is a speculative plan, and the proposals are not currently funded.



IDENTITY & PLACEMAKING



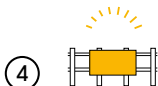
1 Portland Road Bridge – lighting scheme and general improvements



2 Clifford Road entrance to Station – improve arrival point and underpass



3 Opportunities for improvements to hoardings. Potential for community use



4 Opportunity for signage on railings to advertise local attractions



5 Explore opportunities for additional planting



WORKSPACES & SHOPS



6 Bring former WCs back into use as retail or workspace



7 Reopen O'Reillys



8 Activate vacant units as retail space and workspace



COMMUNITY INITIATIVES



9 Opportunity for event eg Christmas decoration competition between the two high streets



10 Support for existing and new businesses



11 Opportunity for art map/ trail

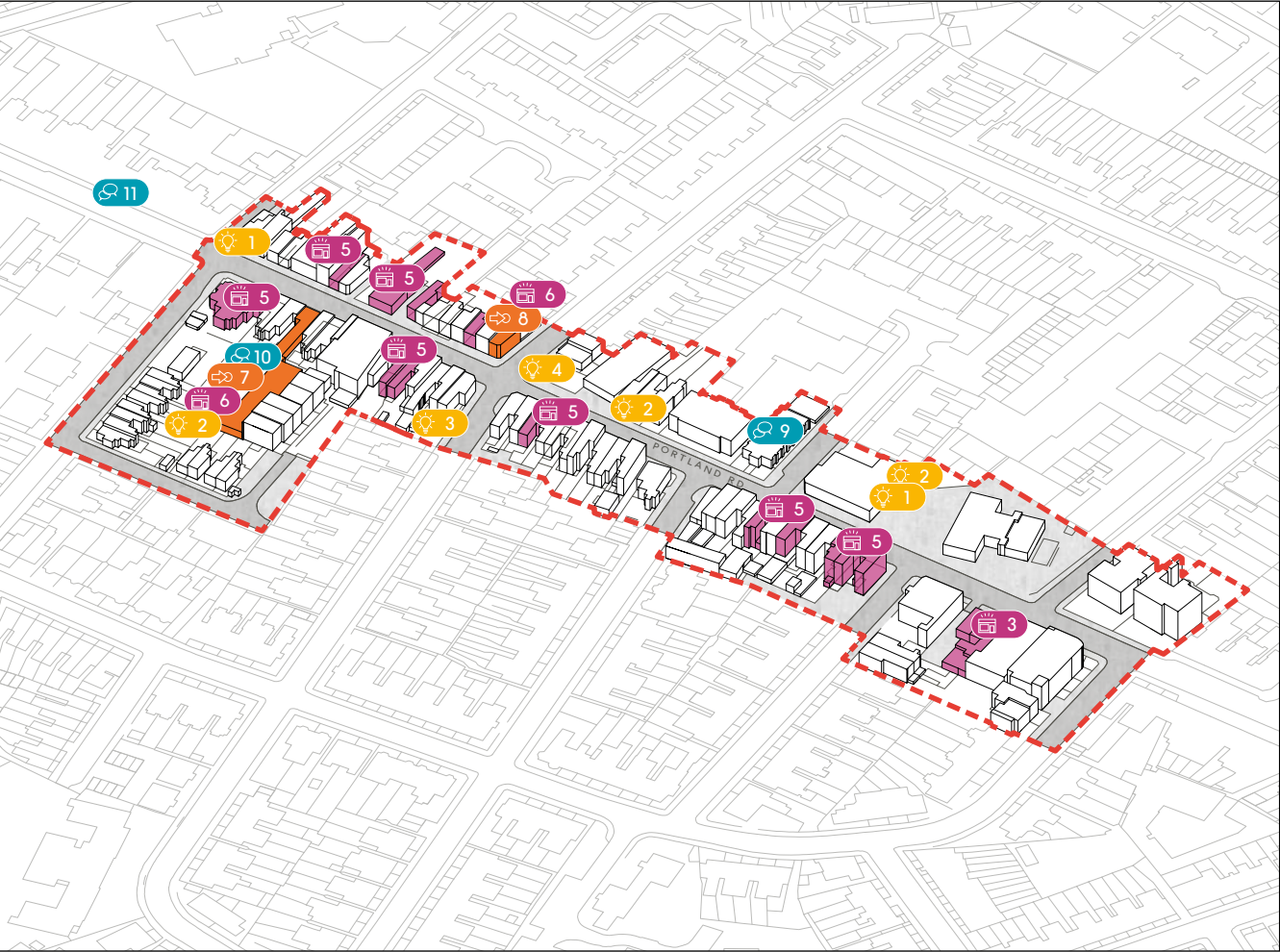


12 Food events to celebrate local cuisines



13 Potential for inter-faith events

4 PORTLAND ROAD CENTRAL EMERGING PLAN*



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IDENTITY & PLACEMAKING

1



Opportunities for flank wall artworks, designed with the community or through local competitions

2



Planting such as trees and flowers; opportunities for seating

3



Explore opportunity to create seated area with planting

4

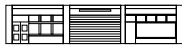


Activate vacant site: potential for artwork on hoarding



WORKSPACES & SHOPS

5



Activate vacant units as retail space and workspace

6



Potential for All Heads Recognized to link to Socco Cheta programme, workshops and skills training



HUBS & PUBLIC BUILDINGS

7



Develop more intensive use of Socco Cheta as a community hub

8



All Heads Recognized – radio studio collaboration with CYTO and SCTC



COMMUNITY INITIATIVES

9



Explore opportunities to open up spaces for community use

10



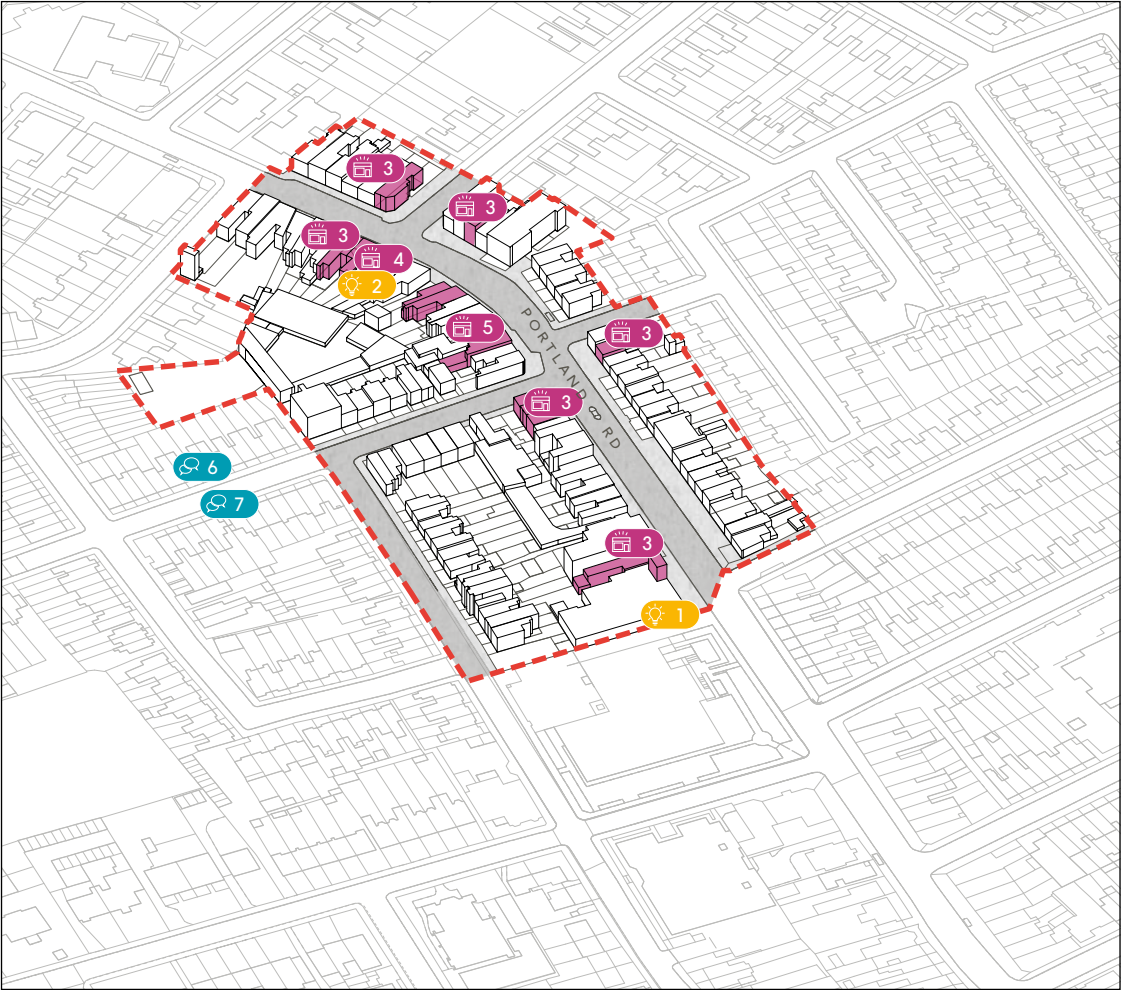
Design with the community for Socco Cheta as community hub

11



Support for existing and new businesses

5 MARKET PARADE EMERGING PLAN*



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IDENTITY & PLACEMAKING

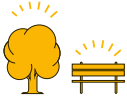


WORKSPACES & SHOPS



COMMUNITY INITIATIVES

1



Maintenance of recent public realm works

3



Activate vacant units as retail space and workspace

6



Explore local loyalty card scheme to increase footfall

2



Improve graphic identity for Market Parade

4



Seek new tenants to maintain character of key local landmark Elise Love

7



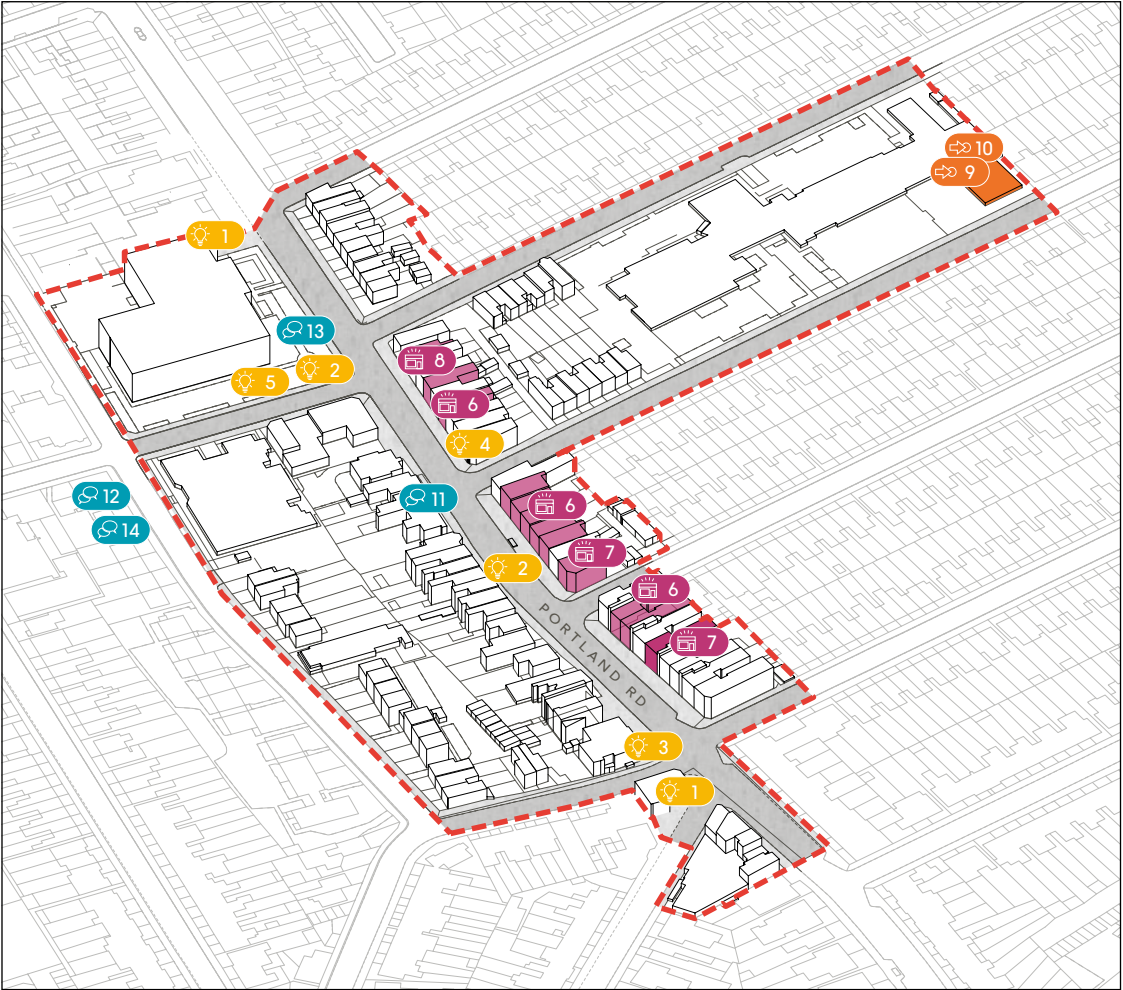
Support for existing and new businesses

5



Larger unit with potential for workspace, education or training space

6 PORTLAND ROAD SOUTH EMERGING PLAN*



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IDENTITY & PLACEMAKING



1 Gateway signage and marker – a new arrival point to Portland Road



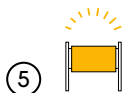
2 Enhance forecourt of shopping parade – opportunities for seating and planting.



3 Improvements to Gold Coast outdoor seating area



4 Local wayfinding and advertising for CYTO's facilities



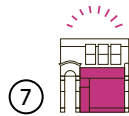
5 Colourful crossing and planting. Improve community notice board



WORKSPACES & SHOPS



6 Activate vacant units as retail space and workspace



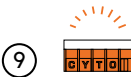
7 Support successful local businesses



8 Activate empty unit to enhance community cluster around Leisure Centre



HUBS & PUBLIC BUILDINGS



9 Enhance CYTO facilities and encourage greater use by community



10 Increase local community activity and services



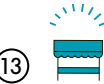
COMMUNITY INITIATIVES



11 Front garden competition



12 Support for existing and new businesses



13 Opportunities for market stalls in Leisure Centre garden



14 Street socials, neighbourhood events and competitions



HUBS & PUBLIC BUILDINGS

South Norwood has a number of community hubs, each supporting different aspects of the area's community infrastructure.

Improving these buildings will provide the opportunity for community groups to develop their activities and for local social enterprises and businesses to grow.

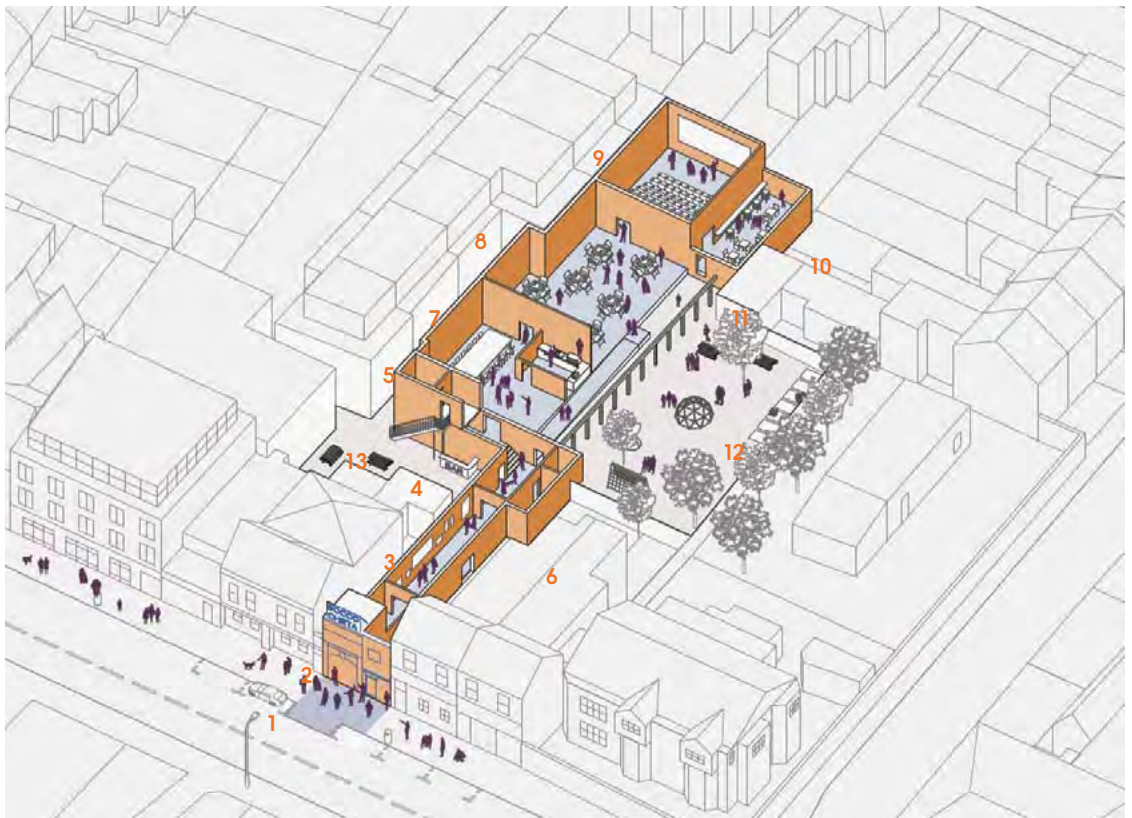


HUBS & PUBLIC BUILDINGS

SOCCO CHETA



Socco Cheta is a hub for community activity in South Norwood and will be managed by a consortium of local community groups, including South Norwood Community Kitchen, Croydon Domino Club, Screen25, and Croydon BME Forum. Improvements would make the building more accessible and increase its street presence.



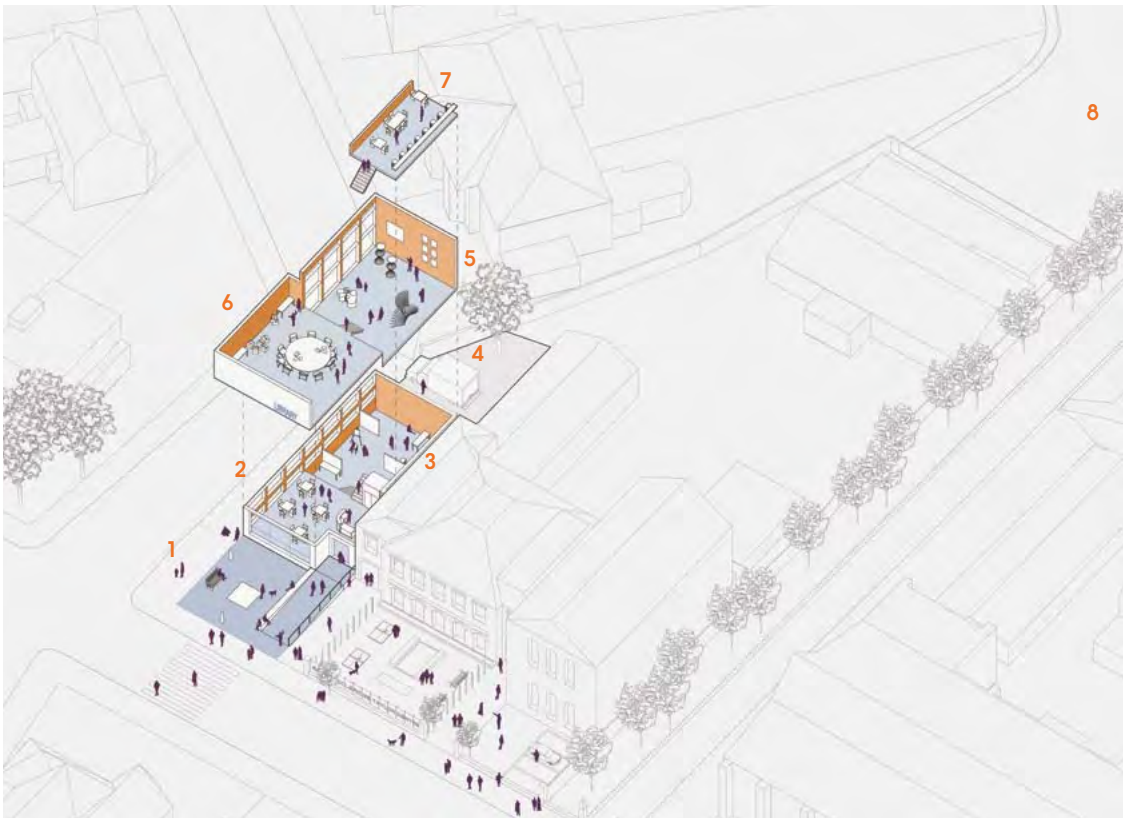
- | | | |
|---|--|---|
| 1 Improved public realm facing onto Portland Road | 6 Refurbished WC including accessible WC | 10 Consortium offices |
| 2 New entrance signage | 7 Community cafe and co-working space | 11 Canopy to improve circulation |
| 3 Community noticeboard | 8 Domino Club | 12 Garden and food growing |
| 4 Bar area | 9 Screen25 film screenings | 13 New fire exits and escape routes to improve capacity |
| 5 Recording studio | | |

HUBS & PUBLIC BUILDINGS

CREATIVE WORKSPACE AT THE LIBRARY



When the library service moves to its new facility on Station Road in 2020, the existing Brutalist building could be used to create art exhibition space, studios, collaborative workspace and office space.



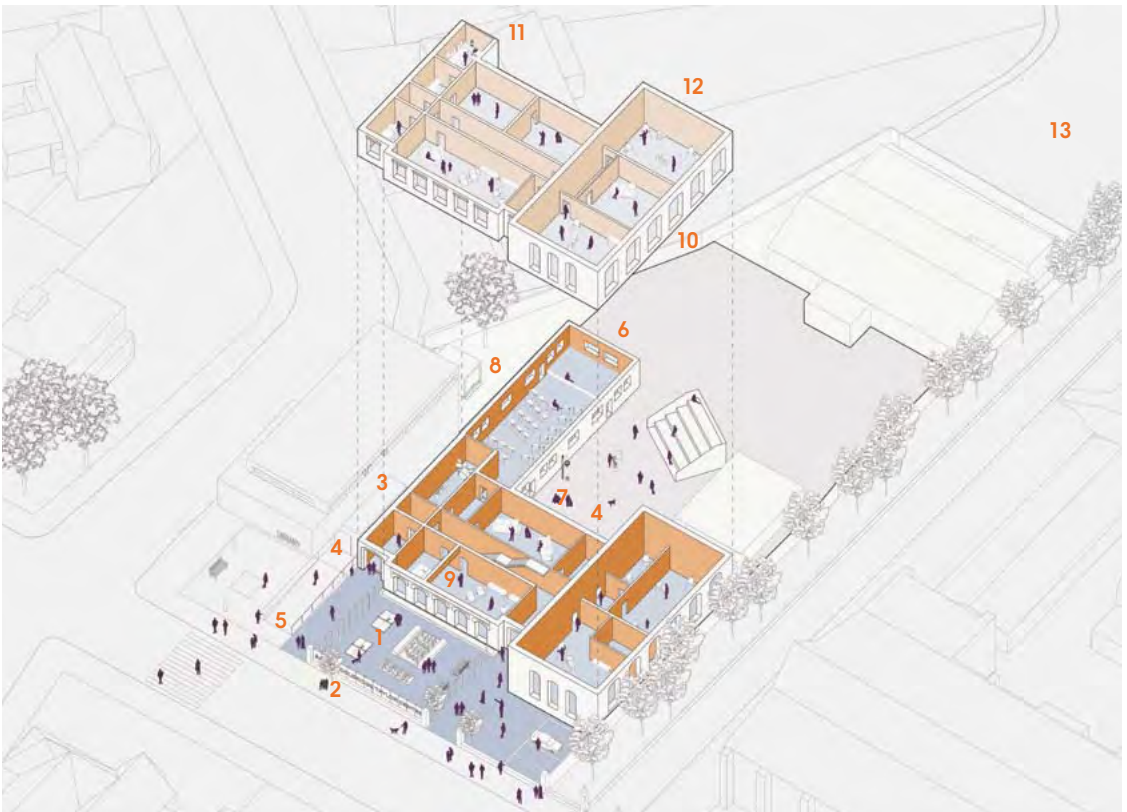
- 1 Improved public access
- 2 Reception and cafe
- 3 Studios
- 4 Yard entrance
- 5 Gallery
- 6 Workspace
- 7 Workshop and offices
- 8 South Norwood Recreation Ground and former BOWLS Pavilion

HUBS & PUBLIC BUILDINGS

SAMUEL COLERIDGE TAYLOR CENTRE



SCTC is the Youth activity hub in South Norwood. Improved art and music facilities could increase the building's capacity to host youth activities in the short and long term.



- | | | | | | |
|---|--------------------------------------|----|-------------------|----|---|
| 1 | Front garden | 6 | Main Hall: events | 11 | Kitchen |
| 2 | New entrance signage | 7 | Lounge | 12 | Youth activity space |
| 3 | Improve circulation | 8 | Performance space | 13 | South Norwood Recreation Ground and former Bowls Pavilion |
| 4 | Alternative secure access | 9 | Games room | | |
| 5 | Improve open and inviting appearance | 10 | Snug space | | |

HUBS & PUBLIC BUILDINGS

STANLEY HALLS



The Stanley Halls site includes former residential accommodation which is not currently in use. Converting the unfinished rooms of the “House” at first floor into flexible workspace could enable the existing creative business cluster to grow.



- 1 Street entrance
- 2 Coffee Craft
- 3 Courtyard
- 4 Main Hall
- 5 Assembly Hall
- 6 New creative workspace
- 7 Meeting space and office space
- 8 Harris Academy South Norwood

HUBS & PUBLIC BUILDINGS

CROYDON YOUTH THEATRE ORGANISATION



Improvements to Croydon Youth Theatre Organisation (CYTO) could include providing an electronic entry system, allowing the hub to be used more regularly throughout the day by a range of community and performance groups.



- | | | | |
|---|----------------------|---|--|
| 1 | Improved lobby | 5 | Residential context |
| 2 | Improved circulation | 6 | Enclosed back yard: potential exterior space |
| 3 | Dance studio | 7 | Oasis Academy Ryelands |
| 4 | Main theatre space | | |



WORKSPACE AND SHOPS*

This project builds upon the successful shop activation project on Portland Road, where vacant shops were refurbished and brought back into use by new businesses. In the next phase of the project, we could work with a social enterprise experienced in bringing redundant space into productive use. By establishing longer lease periods directly with landlords, the spaces could be managed to provide pop-up and permanent space for start-up enterprises and growing businesses.

Final selection of units for improvement in partnership with the Council will be subject to ongoing negotiation with landlords. A phased programme would allow for the reactivation of spaces as retail units, co-working space, studios and workspaces. The plan would include opportunities to support existing businesses to upgrade their shopfronts, and a programme of enforcement against inappropriate conversions to residential use.



* The drawings on the following pages show indicative locations for vacant units for redevelopment. Final selection of units will be subject to negotiation with landlords.

WORKSPACE AND SHOPS

HIGH STREET



This is an example of an area where there appears to be strong demand for traditional retail uses. The listed Kennedy's shop will be the first project to go ahead, and will be a base for engagement and activity as the project develops. Larger units have potential to be subdivided into test units for new retail businesses.



- 1 Kennedy's – listed local landmark
- 2 Pinch a Pound site – opportunity for larger space subdivided into test units for new enterprises*
- 3 Vacant units*
4. Vacant unit – corner site

WORKSPACE AND SHOPS

PORTLAND ROAD CENTRAL



In this area, vacant units are located between residential conversions and may not sustain the footfall required for a retail business. The units may be more suitable for creative workspace or artists' studios, for which there is a proven demand.



- 1 Vacant Unit with adjacent residential conversions*
- 2 Vacant Units*
- 3 Vacant Unit*

WORKSPACE AND SHOPS

MARKET PARADE



Paired units, such as 9-10 Market Parade, could offer an opportunity for a larger creative workspace or local co-working hub. The distinctive typography of the former flower shop Elise Love is a local landmark.



- 1 9-10 Market Parade*
- 2 Elise Love vacant shop*



IDENTITY & PLACEMAKING

Public realm interventions in this area could focus on the gateway points to South Norwood at Selhurst Road, Goathouse Bridge, and Portland Mansions on Portland Road.

Building on the “light touch” public realm approach that has been developed for the Croydon Growth Zone, interventions will include murals and painted signs, the introduction of street furniture and greening and small scale paving improvements or graphic treatments.

There will also be targeted signage to enhance key community assets and a cohesive colour and design strategy to create a clearer brand for the area.



IDENTITY & PLACEMAKING

HIGH STREET / SELHURST ROAD



The deep forecourt on Selhurst Road opposite Station Road provides an opportunity for a public realm intervention associated with the vacant units. The scope could include the pedestrian crossing, the existing community noticeboard and the existing flank wall signage frame on Oliver Grove.



- 1 Signage and map directory
- 2 Mural on flank wall
- 3 Enhance forecourt with colour and street furniture
- 4 Opportunity to improve crossing

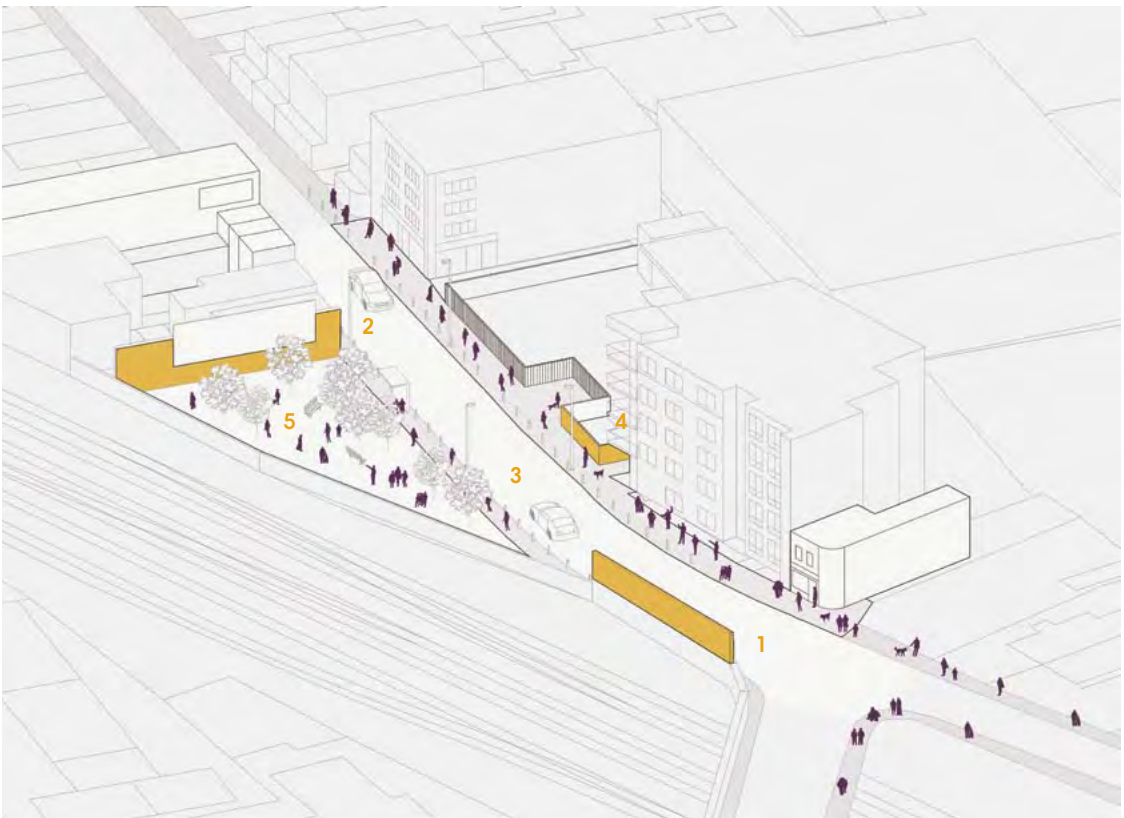
- 5 Expand and increase frequency of Clocktower Market

IDENTITY & PLACEMAKING

GOATHOUSE BRIDGE



As one of the key arrival points to South Norwood, Goathouse Bridge offers an opportunity for new identity signage and a marker.



- 1 Signage and treatment to mark arrival into South Norwood
- 2 Opportunity for artwork
- 3 Explore opportunities for traffic calming

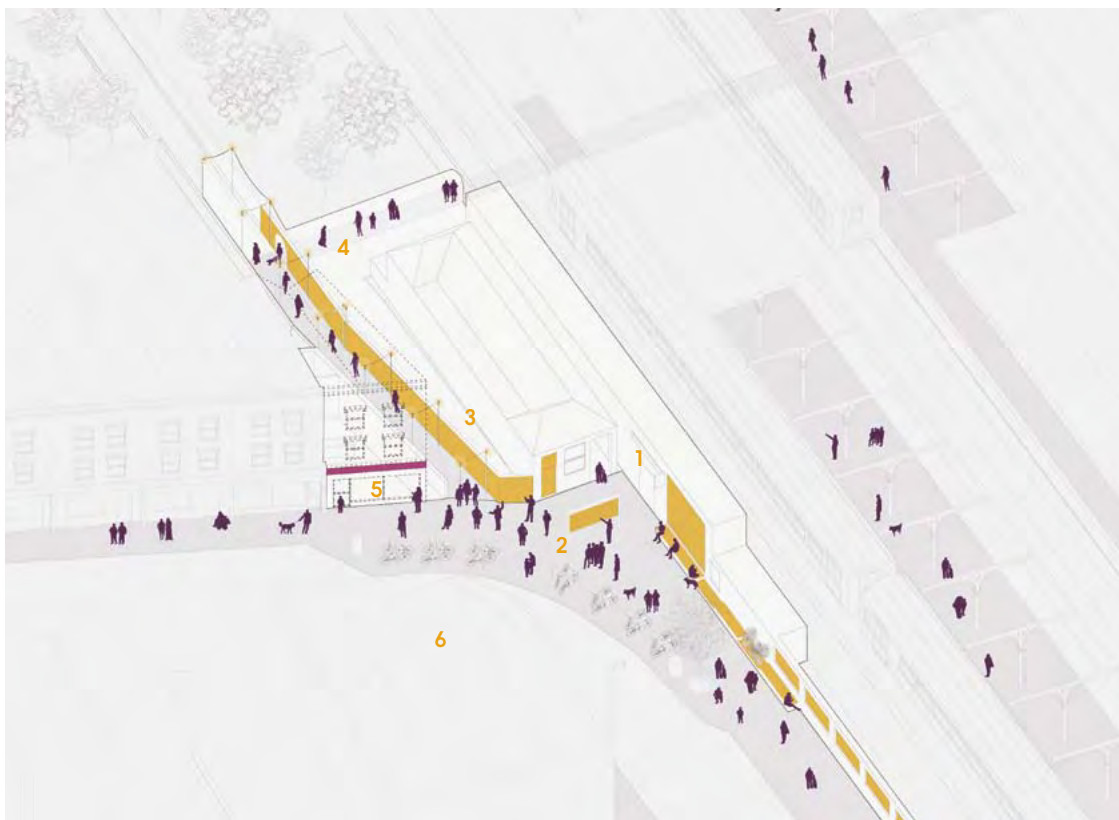
- 4 Possible signage to Harris fencing and explore greater use out of hours
- 5 Sensible Garden

IDENTITY & PLACEMAKING

CLIFFORD ROAD



The Clifford Road entrance to Norwood Junction Station and pedestrian tunnel to Station Road could be improved by a focused intervention including new lighting.



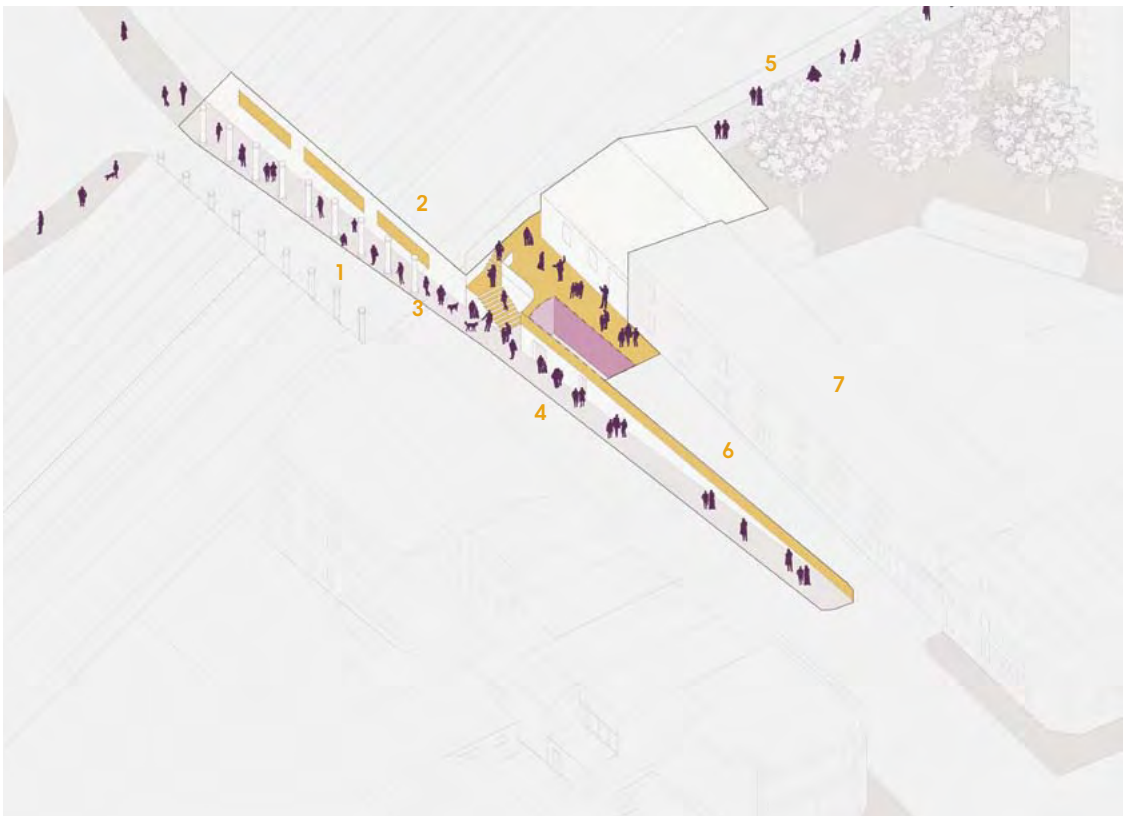
- 1 Improve arrival point to Station on Clifford Road
- 2 Opportunity for community notices
- 3 Improve lighting
- 4 Improve underpass connecting to Station Road with new lighting
- 5 Activate empty unit
- 6 Future development site

IDENTITY & PLACEMAKING

PORTLAND ROAD BRIDGE



There is an opportunity to provide new lighting to Portland Road Bridge and to re-activate the former WC site. The combined effect of these changes would help to create a stronger link through the district centre, where the route is currently uninviting and acts to separate Portland Road from the High Street.



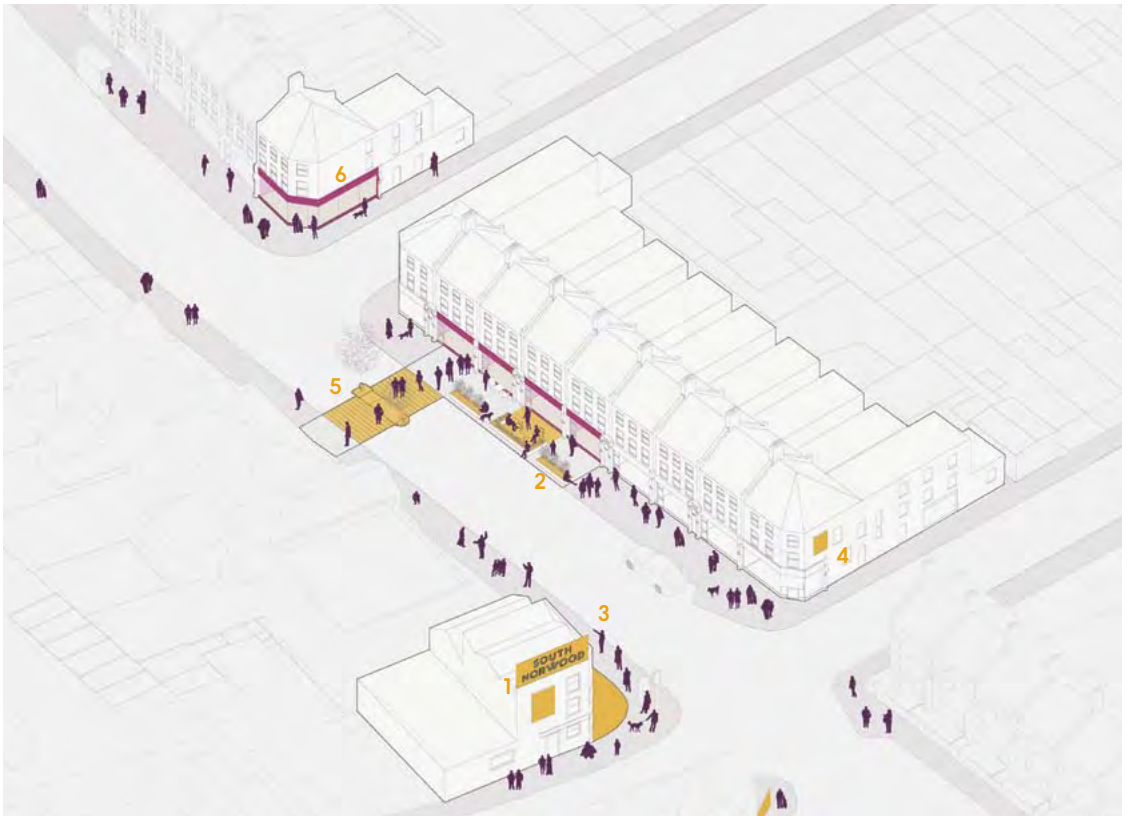
- | | |
|---|---|
| <ul style="list-style-type: none"> 1 Portland Road Bridge – lighting scheme and general improvements 2 Clean existing mosaic 3 Public realm improvements at bridge 4 Bring former WCs back into use as production or retail space | <ul style="list-style-type: none"> 5 Improve footpath to Station 6 Opportunity for signage on railings and wall to advertise local attractions 7 Future development site |
|---|---|

IDENTITY & PLACEMAKING

PORTLAND ROAD SOUTH



Enhancements to the Southern gateway to South Norwood could include light touch improvements to the forecourt of the shopping parade and Gold Coast, with opportunities for seating and planting.



- 1 Gateway signage and marker – arrival point to Portland Road
- 2 Opportunity for seating and planting – entrance forecourt of shopping parade
- 3 Improvements to Gold Coast outdoor seating
- 4 Local wayfinding and advertising
- 5 Colourful crossing
- 6 Activate empty units

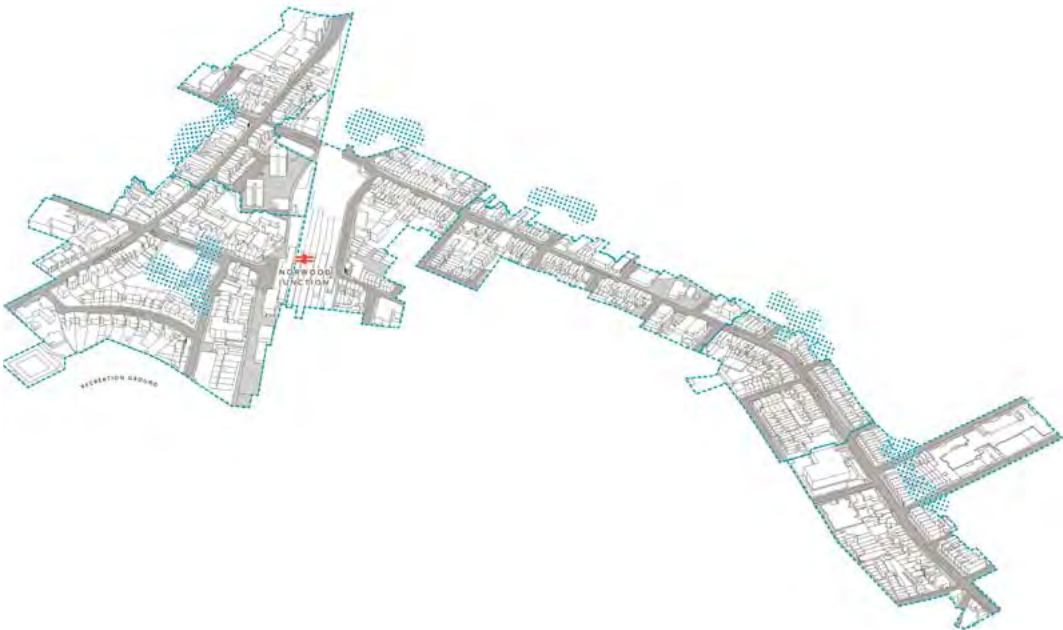
To secure the benefits of the reactivated workspace in the medium to long term, our current funding bid to the Mayor of London’s Good Growth Fund includes tailored business support for the local area.

There are a number of strands to the proposed programme:

- Start-up support for new businesses and social enterprises
- Support for new enterprises in the first three years
- Support for existing businesses
- Support for existing community organisations

A package of business support has been built based on feedback from existing and new businesses, and will be developed through further consultation if the bid is successful.

A number of community projects and organisations have also been provisionally selected for support as part of the project.







CHAPTER 6

NEXT STEPS

NEXT STEPS

This plan has been published for comments until the end of January 2019.

YOU CAN COMMENT ON THE PLAN:

- Online at WeLoveSE25.com
- In writing, by filling out a comments form and submitting it at the agreed locations
- In person, at one of our events

The comments will be collated and reviewed in February 2019, and will either be incorporated into the plan or included as an appendix.

IF YOU ARE LOOKING FOR SPACE:

- Are you looking for retail space or workspace in South Norwood?
- Have you enquired about a retail unit in South Norwood and felt that the landlord was unwilling to lease it?

If so, please get in touch with us directly by email at info@welovese25.com.

WHAT HAPPENS NEXT?

This is a speculative plan, and the proposals are not currently funded. This plan and local feedback on it will be used in setting the priorities for future regeneration projects led by the London Borough of Croydon and other stakeholders.

An application has been submitted to the Mayor of London's Good Growth Fund to deliver some ideas in the plan, with match funding in the form of funds and in-kind support from the London Borough of Croydon. By early 2019, we will know whether this has been successful and how much funding has been allocated to the next stage of this project.

STAY IN TOUCH

Follow We Love SE25 online or on social media, or sign up to our mailing list for email updates on progress.

You can follow the South
Norwood Community Plan
online at:

WeLoveSE25.com

 [WeLoveSE25](https://www.facebook.com/WeLoveSE25)

 [@WeLoveSE25](https://twitter.com/WeLoveSE25)

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“This is a reflection of the pride we have
in our area.

Whether living or working here, we all have
ideas for how South Norwood can grow.
This report brings these together and shows
how we can create opportunity for everyone
in our community.”

Councillor Patsy Cummings,
Chair of We Love SE25