

New Addington

Community engagement process report
for Croydon Council
December 2018



1.0 Introduction

In July 2018 PRP were commissioned by Croydon council to develop a series of engagement events and activities in order to capture the views of the community on the future regeneration of Central Parade in New Addington, which has been designated as a priority regeneration area within Croydon since 2004.

Over the last decade, the Council has delivered new trees, landscaping and public realm improvements in the area. In January 2020 a brand new Leisure Centre opened for the area. The next phase of regeneration aims to deliver the high quality new community facilities, new homes and improved public realm that the community of New Addington deserve.

The community engagement process between September and October 2018 and involved over 200 people including residents, businesses, community groups, and public partners including the NHS, and other key stakeholders.

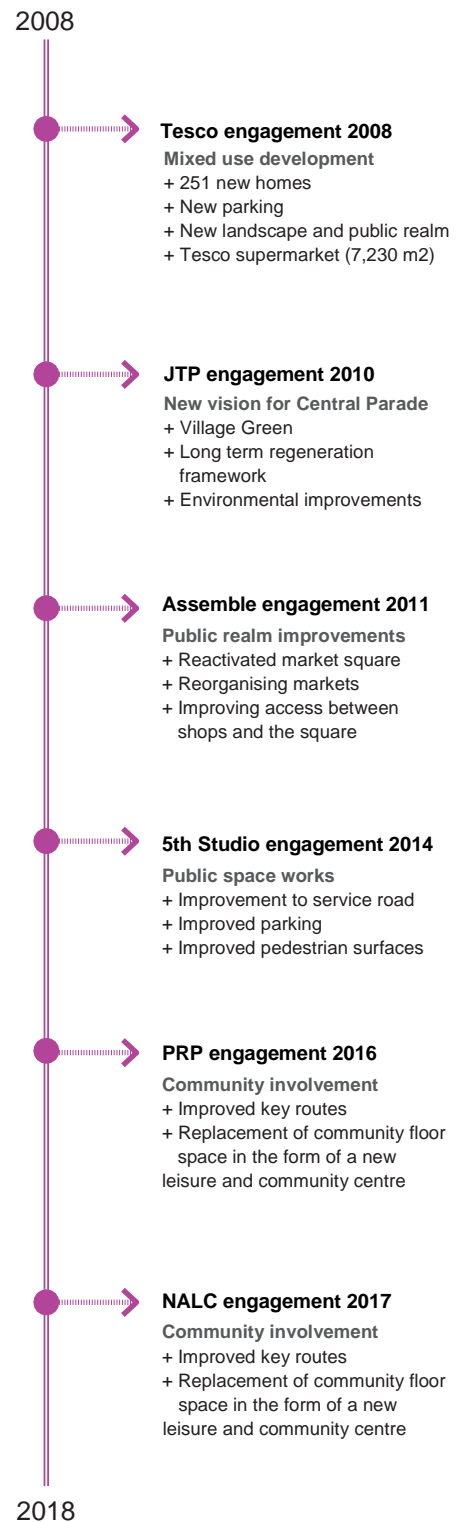
This document provides a summary of the outputs of previous engagement activities as well as outputs from the 2018 engagement process.

2.0 Summary of previous engagement

Background

The council has undertaken over ten years of engagement with the communities of New Addington and Fieldway prior to the start of this engagement process and the engagement strategy outlined within this document.

Throughout this extended period of engagement, a wide and diverse range of engagement methods have been employed, including design workshops, focus groups and public consultation within New Addington and Fieldway.



Tesco engagement (January 2008)

An engagement event was set up in January 2008 to seek feedback on a proposal for new leisure, retail, residential and community facilities in Central Parade. The proposal was for 251 new homes and car parking, landscaping and public realm works and a new Tesco supermarket. The planning application was approved but not implemented, and led to the designation of the Town and Village Green (TVG) protecting much-valued green space at the heart of the area.



A summary of comments received:

"Tesco could help with attracting further investment and securing wider improvements in New Addington"

"The impact of Tesco would impact on local retail trading within the community"

"Concerns over the loss of the existing community facilities if the scheme went ahead"

"Concerns over the scale and mass of the buildings proposed"

"More mixed housing is needed in the area"

"The area is in desperate need of regeneration"

"The development should include more for young people to do in the evenings, like a cinema or football pitch"

"Overall, the new proposals would provide a massive boost to Central Parade and New Addington as a whole"

"More parking is needed"

From comments received above from local residents the following key themes were identified:

- Community facilities
- Landscape improvements
- Community safety and crime
- Maintaining and enhancing local character
- Access and parking
- Employment

New Addington Central Parade community planning weekend (October 2010)

A workshop was held with local residents to consider a vision for Central Parade. This would include a long term regeneration framework and environmental improvements.



A summary of comments received:

"Don't stop traffic but give pedestrians priority"

"The community spirit is here but the community facilities are tired"

"The need for more investment in New Addington, including more family accommodation"

"The roads in the area need improvement and more free parking is required"

"Green public spaces should be improved and made safer for all ages"

"The need for more activities for young people and children"

"We need better night lighting for our streets and public spaces"

"Kids need more activities and safe and well overlooked play areas"

From comments received above from local residents the following key themes were identified:

- Community facilities
- Landscape improvements
- Community safety and crime
- Maintaining and enhancing local character
- Access and parking
- Employment

Central Parade, New Addington improvements engagement (2011 and 2014)

Following the feedback received from the 2010 engagement Croydon council carried out a series of public realm improvements to reactivate the market square, re-organise the market, improve access between the shops and square and improve car parking and pedestrian accessibility.



A summary of comments received:

"The current car parking arrangements are dated and confusing"

"We need better lighting and seating areas"

"Please try to provide public art for the area"

"More waste bins on all public spaces"

"The existing shops should be renovated"

"Improve the car parking layout and make it cheaper for people to park"

"Footpaths need improvements and the square needs to become more accessible for all users"

"The spaces need to be safer throughout the day"

"Existing buildings around the square need refurbishment in order to look better"

From comments received above from local residents the following six key themes were identified:

- Community facilities
- Landscape improvements
- Community safety and crime
- Maintaining and enhancing local character
- Access and parking
- Employment

Central Parade, New Addington improvements engagement (2011 and 2014)

In 2016 and 2017 engagement took place with local residents about the proposal for a new leisure and community centre as well as new homes at the rear of the centre. Following this engagement a planning application was approved in 2016 and again in 2017 for an updated and improved scheme.



A summary of comments received:

"The new facilities should be designed to allow for a variety of activities and functions"

"The new leisure and community facilities should provide new job opportunities for local residents"

"Housing for families is welcomed"

"The new leisure and community Centre will help to improve the image of the wider area"

"The materials used for new building should reflect the character of the local area."

"Better lighting will be required around the new facilities and housing and adjacent streets"

"Adequate parking is required for housing and the new facilities"

"Excited to see the improvements proposed in the new plan"

From comments received above from local residents the following six key themes were identified:

- Community facilities
- Landscape improvements
- Community safety and crime
- Maintaining and enhancing local character
- Access and parking
- Employment

Six constant themes that were important to local residents in New Addington emerged from previous local engagement:



1. Community facilities

Local residents value community facilities but recognise that they require investment to meet current and future needs.



2. Landscape improvements

New Addington residents have a strong desire for usable open space that compliments the existing mature trees and offers amenities for all ages.



3. Community safety and crime

A large number of residents expressed safety concerns, especially after dark, and said that better measures needed to be put in place.



4. Maintaining and enhancing character

Local residents value the existing character of the buildings and spaces of New Addington and feel strongly that any proposals should respect and respond positively to this.



5. Access and parking

It was felt that improvements to existing streets, parking and simplifying access points would allow shops and markets to thrive.



6. Employment

Residents called for greater employment opportunities locally, especially for young people.

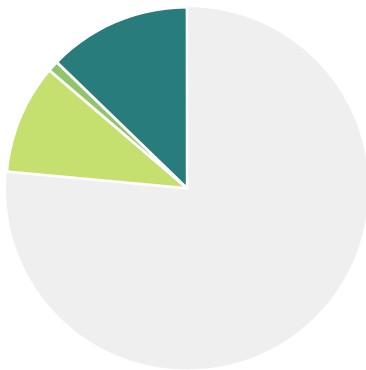
3.0 Summary findings from engagement from 2010 to 2017

Q8. How important do you consider the six key themes that emerged from previous local engagement?

Following the previous engagement the Council asked whether these themes were still relevant to the community.

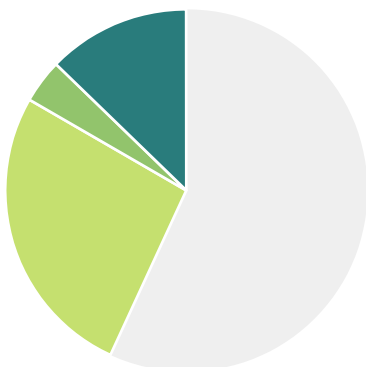
Community facilities

- Very important (76.47%)
- Slightly important (9.80%)
- Not important (0.98%)
- No response (12.75%)



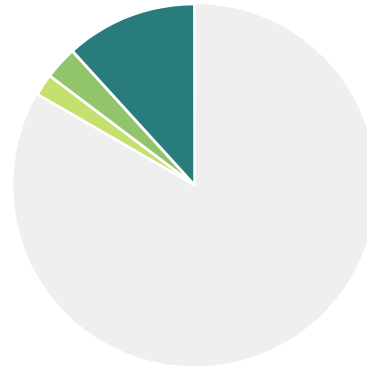
Landscape improvements

- Very important (56.86%)
- Slightly important (26.47%)
- Not important (3.92%)
- No response (12.75%)



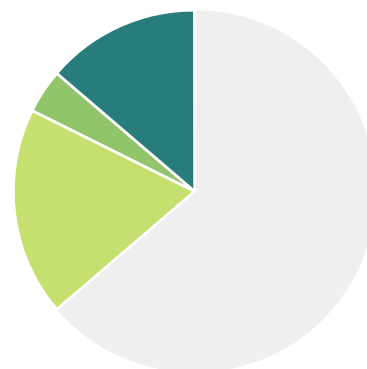
Community safety and crime

- Very important (83.33%)
- Slightly important (1.96%)
- Not important (2.94%)
- No response (11.76%)



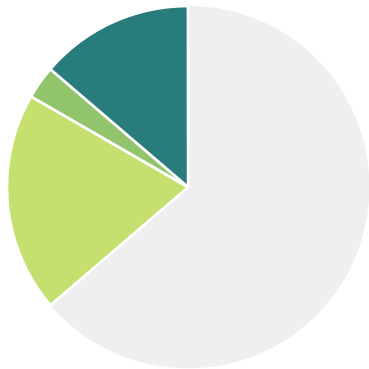
Maintaining and enhancing character

- Very important (63.73%)
- Slightly important (18.63%)
- Not important (3.92%)
- No response (13.73%)



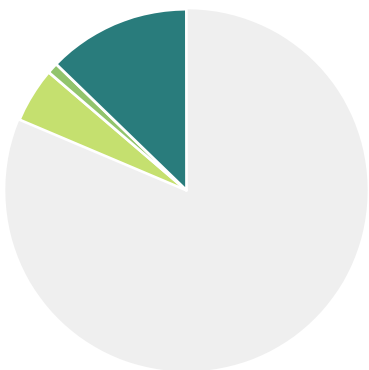
Access and parking

- Very important (63.73%)
- Slightly important (19.61%)
- Not important (2.94%)
- No response (13.73%)



Employment

- Very important (81.37%)
- Slightly important (4.90%)
- Not important (0.98%)
- No response (12.75%)



Key findings:

- + All six key themes identified from previous engagement events are still very much important to the local residents, stakeholders and community groups.
- + Addressing community safety and crime is still a major issue and high priority for the local residents.
- + New employment opportunities and community facilities are also still seen as key priorities, especially for the current young generations to get them activated after school and gain working experience.
- + New Addington and Fieldway residents, stakeholders and community groups have a strong desire for usable open space on Central Parade that complements the existing mature trees, whilst offering amenities for all ages.
- + There is still very much a strong community need for community facilities, however residents recognise that they need investment to meet current and future users.
- + Access and parking seemed to be an issue that the community feel has not been resolved, with many residents stating there needs to be much stricter parking controls on neighbouring streets around Central Parade.

4.0 2018 Engagement outputs

This section summarises the results and key findings from the engagement process carried out within September and October 2018.

The New Addington engagement process has reached out to a large number of local residents, organisations and stakeholders. The engagement programme was designed to be open and inclusive and capture representative views from those who live, work and visit New Addington through the methods outlined below.

This section details the responses collated throughout the duration of the engagement process and describes the people involved, the opportunities and proposals and the key findings and conclusions.

Feedback is displayed in the form of comments and suggestions as well as numerical data tables showing the results of each question posed on the online questionnaire and the feedback forms and in the on-line questionnaire. The feedback is a result of the below:

New Addington Fun Day: 22 September

Public exhibitions at the following locations: Fieldway Family Centre, Timebridge Centre, Addington Community Centre and Library / CALAT (Croydon Adult Learning and Training facility)

Drop-in sessions:

- Outdoor markets (11 September and 21 September)
- Indoor markets (13 September and 20 September)

Stakeholder open space workshops:

- Safe Haven group workshop (11 September)
- Brownie and guides workshop (19 October)

Online questionnaire and feedback forms/flyers.



Photo from New Addington 'Fun Day' - Panash Steel Orchestra

Future opportunity for a new Wellbeing Centre, homes and shops

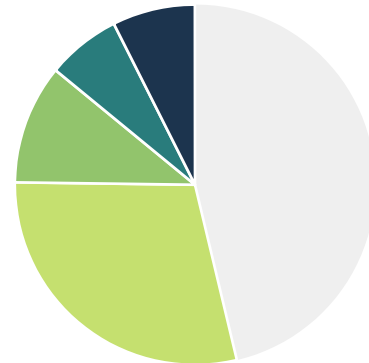
Summary

The future opportunity for a new Wellbeing Centre, homes and shops was one of the two fundamental discussion points to be discussed throughout the engagement process.

As part of the process Croydon council wanted to understand what residents, stakeholders and community groups thought about a new Wellbeing Centre, retail, new homes and business / employment uses within Central Parade as part of the next phase of regeneration in New Addington including; what specific services, spaces and uses they thought would be both required and beneficial to the local community. The results and key findings can be found from pages 34 - 38.

New homes

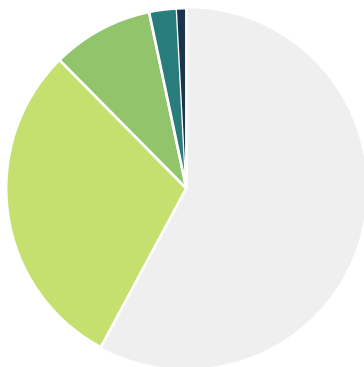
- Strongly agree (46.28%)
- Agree (28.93%)
- Neither agree nor disagree (10.74%)
- Disagree (6.61%)
- Strongly disagree (7.44%)



Q1. Please rate how much you agree or disagree with the following:

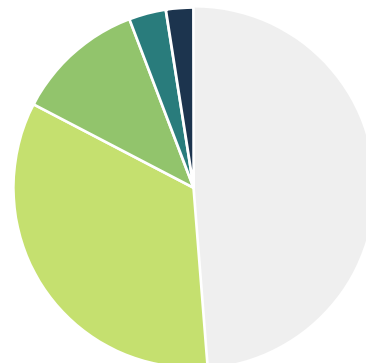
Wellbeing Centre

- Strongly agree (57.85%)
- Agree (29.75%)
- Neither agree nor disagree (9.09%)
- Disagree (2.48%)
- Strongly disagree (0.83%)



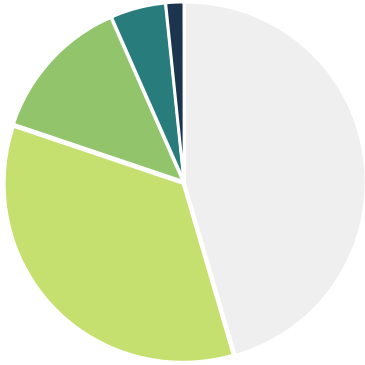
Retail

- Strongly agree (48.76%)
- Agree (33.88%)
- Neither agree nor disagree (11.57%)
- Disagree (3.31%)
- Strongly disagree (2.48%)



Business/employment use

- Strongly agree (45.45%)
- Agree (34.71%)
- Neither agree nor disagree (13.22%)
- Disagree (4.96%)
- Strongly disagree (1.65%)



Q1.1 Please specify any further comments:

“ Homes, of course. With an emphasis on affordable housing!”

“ Bungalows from the council for the elderly”

“ A Wellbeing centre would offer services and uses for all the community!”

“ Public transport improvements- wheelchair use for public transport”

“ Social meeting place for people that use the market!”

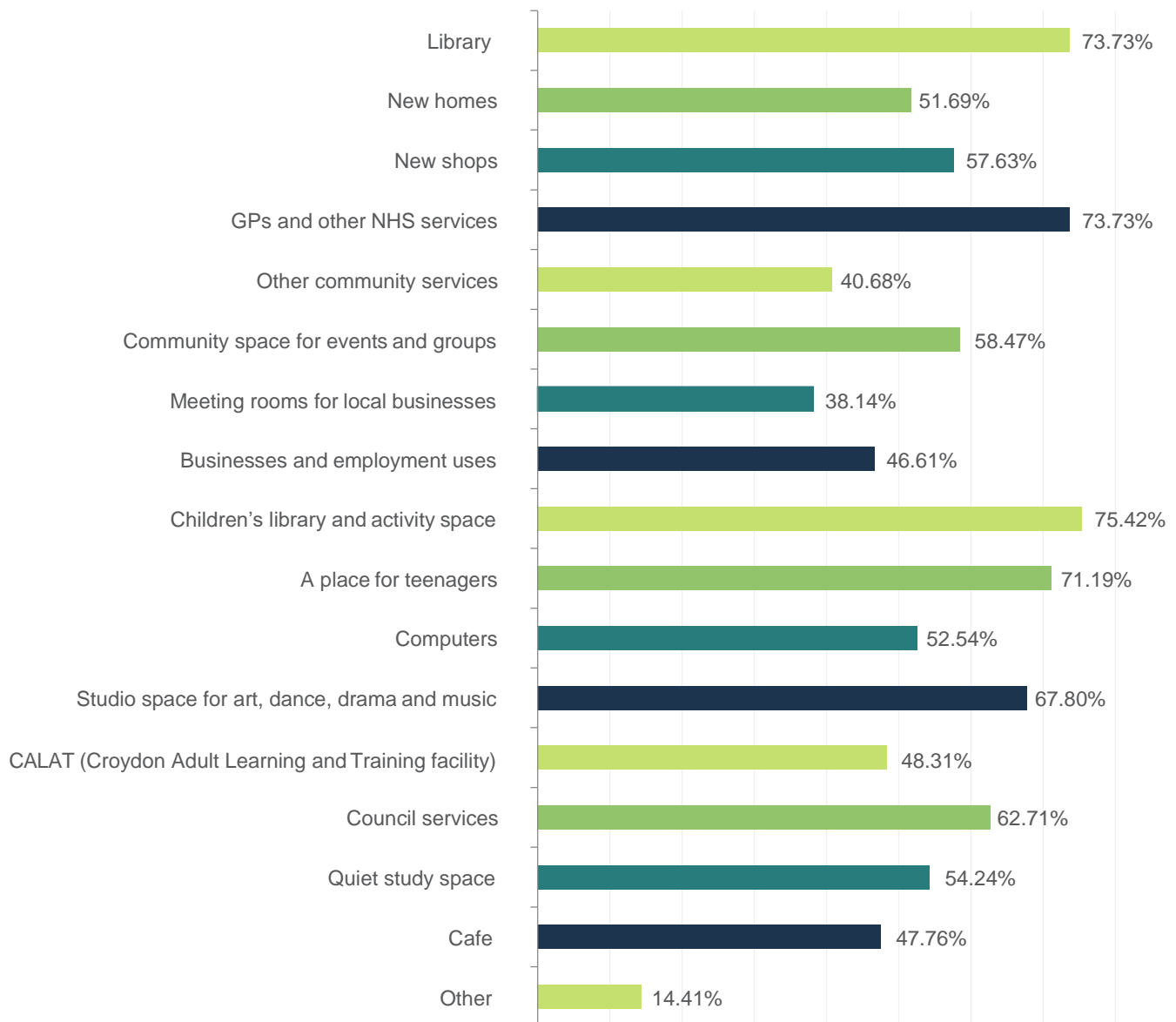
“ Space for teenagers so they don't get in trouble”



Future opportunity for a new Wellbeing Centre, homes and shops

Q2. Which of the following services, spaces and uses would you like to see in and around a new public facility in New Addington?:

Of the 118 respondents to the multiple response question the below outlines the findings:



Q2.1. Please specify any further comments:

“A contemplation outdoor green space would be more welcome.”

“For homes, I would like to see homes for large families.”

“Children are the future of our society and large families should be encouraged in New Addington”

“Waste of money”

“Social meeting place for everyone using the market!”

“Hub of a community, how many more years are they going to take to come up with a design. They say a lot but not much action”

“A place for elderly and lonely, Friendship facilities with faith-basis (god-friendly)”

“Consider shop uses- no more chicken and chip shops!”

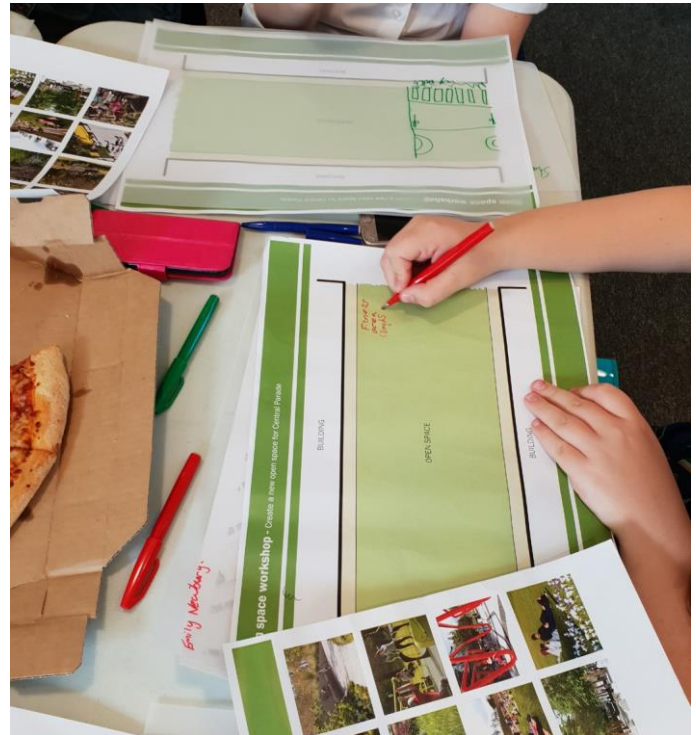


Image of Safe Haven open space workshop



Image of flyers at public exhibition location

Future opportunity for a new Wellbeing Centre, homes and shops

Q3. What else would you like us to consider for the next phase of regeneration in New Addington?

Community facilities / uses

“ A place for teenagers, nothing for them to do, music studio”

“ A venue to hold events like weddings or parties”

“ After school clubs: Healthy activities for kids and teenagers. Maybe a cinema”

“ Spaces- community gathering- culture events”

“ Place to worship/prayer- meeting during the week. Activities for children during summer time (summer club run by the church- Seventh day adventist)”

“ Bigger market- extended days”

“ No more cafés, youth centre, pop in, youth activities. After school club- affordable, time relevant activities.”

“More job opportunity, adult learning advice centres/ CAB/read/write support.”

Movement and access

“Service road still bad”

“ Slow central parade down by putting in traffic calming measures”

“ Disabled car parks- parking at the medical centre”

Safety and crime

“ CCTV and lights should be installed”

“Racism against foreign shop owners. Deal with the drug problems kids have!”

“Deal with safety and crime, not enough police presence”

“Fear of crime”

Key findings:

Following the review of all responses associated with the engagement questions the following conclusions can be made:

- + Local residents, stakeholders and community groups are not adverse to new regeneration opportunities.
- + A Wellbeing Centre would be seen as a positive contribution to the local communities and allow for new homes, retail and employment opportunities.
- + Local communities are not adverse to new housing, however this should focus on older people living and young families and be affordable and accessible for local residents.
- + The Wellbeing Centre should cater for a multitude of uses allowing for all ages of the community to benefit and interact with one and other.



Photo from interactive open space workshop with the Safe Haven group at the Pathfinders

Future improvements to the Central Parade green space (Town and Village Green)

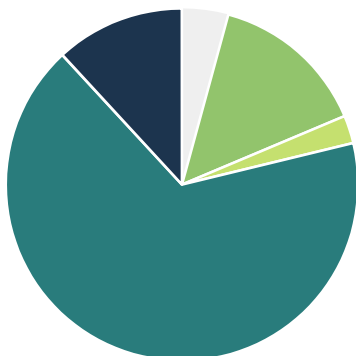
Summary

The second of the two fundamental discussion points throughout the engagement process was in relation to future improvements to the Central Parade green space (TVG).

As part of the process the council wanted to understand how people currently use and spend time within the existing green space with particular reference to the space outside of the former ACA and leisure centre. This was followed by questions in relation to what improvements the community felt were required and what would make them increase their usage of spaces in and around Central Parade. The results and key findings can be found from pages 40 - 43.

Q4. How often do you currently use the Central Parade green space outside the former ACA and leisure centre?:

- Daily (4.24%)
- Weekly (14.41%)
- Once a month (2.54%)
- Less often (66.95%)
- Never use (11.86%)



Q4.1. Please specify any further comments:

"It's a nice and friendly open space but needs a lot of work. Seating is needed and a walking trail"

"I use it for dog walking, nice in the summer to chill out but not much to do"

"There is nothing there to use and I choose to walk my dog elsewhere."

"The TVG is important, even if it is not used and packed with activities"

Q5. If you are not using the Central Parade green space, please say why?:

" I have my own house and garden"

"Just don't use it. It's mainly the shops that I use"

"Not large enough area to warrant use"

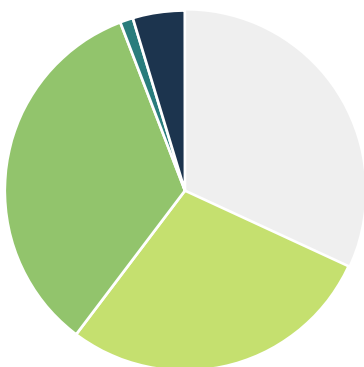
"Not used by anyone. Not pleasant place"

"There is nothing to use there"

Q6. What improvements would you like to see to the Central Parade green space?

Of the 118 respondents to the multiple response question the below outlines the findings:

- More trees, plants and flowers (69.49%)
- Play equipment (61.86%)
- More seating (73.73%)
- None (2.54%)
- Other (10.17%)



Q6.1 Please specify any further comments:

“Flowers, hanging baskets, flower beds, outdoor gym and water feature / fountain would improve the space”

“Stage area for judo/dance displays as a different offer from existing market square”

“A design that avoids areas where you get big congregations of youths. More sculptures like the bears.”

“Outdoor gym- like outside Goldcrest, something to do while you’re there- teenagers would also use. Not suitable for small children play because of the road”

“Outside exercise equipment (like Lloyd park). More like a park that is suitable for primary school children”

“Community orchard- if someone looks after it! Same where people can meet up”

“Water play feature like at south bank”

“Maintain green nature of the space, however add more of a function and use to benefit the local community”



Image of Safe Haven open space workshop

Q7. What else would you like us to consider for an improved Central Parade green space in New Addington?

Spaces for the community to enjoy, play and relax

“A space with variation within (different within space). Community growing. Places of interest. Wheelchair accessibility”

“An (additional) ‘quiet space’ area, appropriately landscaped. Quiet area/s so significant re: peoples mental health and Wellbeing”

“Community gardens- to sit around and enjoy the plants- e.g. a growing project linked to the community centre”

“Seating areas with tables therefore, residents and local workers can sit and eat during their lunch break or during a shopping trip. Making the space a more social area!”

“Need a designated cycleway and park with zipwire and tyre swing”

“Garden, flowers and bench and water feature instead of ugly stores. Soothing for mental health”

“Water fountain, statue or sculpture”

“Entertainment for families”

Improvements to surrounding streets and spaces

“All shops to stop selling alcohol. Fund-raiser on bigger usable space. Moped proof. More disabled parking spaces”

“Waste of money, Social meeting place for everyone using the market!”

“Get more people into the market”

“Better signage and logo for New Addington- show pride in New Addington”

“Crime management within open spaces”

“Change Central Parade road. Make the market square part of the regeneration so they can flow across the road”

“More space for people to have a better Wellbeing. Walking- something for all the people which is not closed in. Healthy walking to count your steps”

Key findings:

+ The majority of the local community expressed that they do not really use the Central Parade green space (TVG).

+ Many people believe the green space doesn't encourage use and would welcome enhancements and improvements to the space as a whole.

+ More seating, trees, plants, flowers, water features and better management were proposed to be included in any future design proposals.

+ Many people believe the issue is not only the current green space (TVG) but that the surrounding streets and spaces should also be improved.



Image from New Addington Fun Day



Image from New Addington Fun Day

Safe Haven group and brownie & guides open space stakeholder workshops

Two stakeholder workshops were carried out with firstly the Safe Haven group at the Pathfinders and secondly a split workshop with the brownie and guides held at Saint Edwards Church Hall. The workshops were attended by over 70 children and teenagers from New Addington and surrounding communities. These workshops focussed on firstly, where they believed a new or enhanced open space should be situated and secondly, designing what would be within their 'dream' space.

The below diagram visually illustrates where the children and teenagers felt a new open space should be located or enhanced within Central Parade (green dots).

Key findings:

Following the review of all design responses and discussions with the local youngsters the following conclusions can be drawn:

- + There should be much more of an offer in terms of play for the local community.
- + The green space (TVG) should be located within the centre of Central Parade.
- + The green space should be flexible and adaptable.
- + A space that feels safe and secure.
- + Further enhancement to existing open space within the surrounding neighbourhoods should be made in order to create a much greater offer in terms of play, relaxing and socialising spaces.

