

Elephant and Castle Leisure Centre Redevelopment Consultation, January 2012



Introduction

The Elephant and Castle Leisure Centre Regeneration exhibition and consultation was held in the cafe/bar area of the existing Leisure Centre, facilitated by the Soundings team and supported by members of Lend Lease, Southwark Council, 4Futures, Squires & Partners and John McAslan & Partners.

The dates and times for the exhibition were as follows:

- Thursday 12 January, 6pm - 8pm

A private preview of the exhibition for Southwark and Lambeth ward councillors and TRA members

- Saturday 14 January, 10am - 5pm
- Monday 16 January, 10am - 5pm
- Tuesday 17 January, 11am - 8pm

The exhibition catered for both morning, evening and weekend visitors to the Leisure Centre.

1. Raising awareness

- **Regeneration events**

The Leisure Centre Redevelopment exhibition was advertised at consultation events with local residents and businesses at the Consultation Hub, 182-184 Walworth Road, Elephant and Castle. These events included Community Forum and Liaison Group meetings for the Heygate Regeneration.

- **Tour of Strata and meeting with residents**

A tour of Strata was organised for team

members from Lend Lease, Southwark Council and Soundings. This offered an initial meeting with some residents in which issues around the Leisure Centre and mixed-use redevelopment were raised and noted. Strata residents were informed of the exhibition and consultation, and welcomed to view and comment on outline designs to be shown.

- **Leaflet & Distribution**

A four-page A5 colour leaflet was designed to give a general overview of the Leisure Centre Redevelopment and also act as an invitation to the exhibition. A total of 10,000 leaflets were printed and distributed to the Elephant and Castle Opportunity Area, including an additional geographical area westwards of the site that included part of Lambeth. Leaflets were also distributed in person to the independent businesses surrounding the southern roundabout to further publicise the redevelopment and exhibition.

The entire catchment area of the distribution included wards in both Southwark and Lambeth constituencies.

Leaflets were also distributed to local businesses within the vicinity of the Leisure Centre, which included Latin American retailers. An email version of this leaflet was also sent out to active members of the Latin American Community.

- **Poster Distribution**

Posters for the Leisure Centre Redevelopment

were also designed to A3 size and distributed to key areas and institutions in Elephant and Castle. This included the Shopping Centre (local and international shops), Southwark Library, London College of Communication, Metropolitan Tabernacle and the Consultation Hub.

Posters were placed in the Elephant and Castle Leisure Centre in advance of the exhibition which publicised to members and visitors of the Leisure Centre, all staff, local community and members of the Latin American church. Posters were strategically placed in the lower level entrance of the Leisure Centre to notify members of the Latin American church as this access is used for church services.

- **Email Notification**

The Heygate Regeneration database for the Elephant and Castle Opportunity Area, which includes approximately 800 consultees, was used to send out notifications of the Leisure Centre Redevelopment exhibition and consultation.

A separate and additional database of local residents, who have shown interest in the Leisure Centre Redevelopment through a previous consultation, was also used for email notification.

Paper and email Invitations to the exhibition preview were sent out to ward councillors and TRA members, which included a PDF copy of the leaflet.

Introduction (continued)

- **Newspaper advertisement**

A quarter page advertisement was designed and used in the local newspaper, Southwark News. An additional quarter page advertisement was used in the local magazine, The Weekender, which has a distribution of approximately 80,000.

- **Press Coverage**

The Leisure Centre Redevelopment has also gained press coverage at a regional level in the London Evening Standard.

2. Exhibition

The exhibition material included a total number of 12 A0 boards, each showing different aspects of the redevelopment with informative text, annotated sketches and some detailed drawings. All exhibition boards were shown at all events, including the proposed site masterplan model.

The cafe/bar space was organised and designed to be welcoming and informative, and the space had a view over the Sports Hall.

The exhibition boards included:

1. Welcome
2. Introduction
3. The team
4. Project brief and timeline
5. Site context

6. Site analysis
7. Site masterplan
8. Public realm
9. The Leisure Centre (external)
10. The Leisure Centre (internal)
11. St. Mary's Residential (external)
12. St. Mary's Residential (internal)

The exhibition attracted a wide range of visitors including some living very close to the site and members of the existing Leisure Centre. All visitors were encouraged to fill out feedback forms. FAQ forms were also provided by Southwark Council and given to attendees.

Visitors included active members of the local community, TRA members, residents of Strata, university students and residents involved in other local consultation events. The local MP, Simon Hughes, also attended the exhibition.

The exhibition was staffed by members of the team, including architects for the Leisure Centre and St. Mary's Residential.

Approximately 300 people attended the event (detailed below):

- Thursday 12 January - 13 (Exhibition Preview)
- Saturday 14 January - 150
- Monday 16 January - 80
- Tuesday 17 January - 70

3. Feedback Analysis

A four-page feedback form was provided at the exhibition for all visitors to complete. The feedback forms were divided into the following categories:

1. About you
2. Existing Leisure Centre
3. Site masterplan
4. Public Realm
5. Leisure centre
6. St. Mary's residential
7. General
8. Demographics

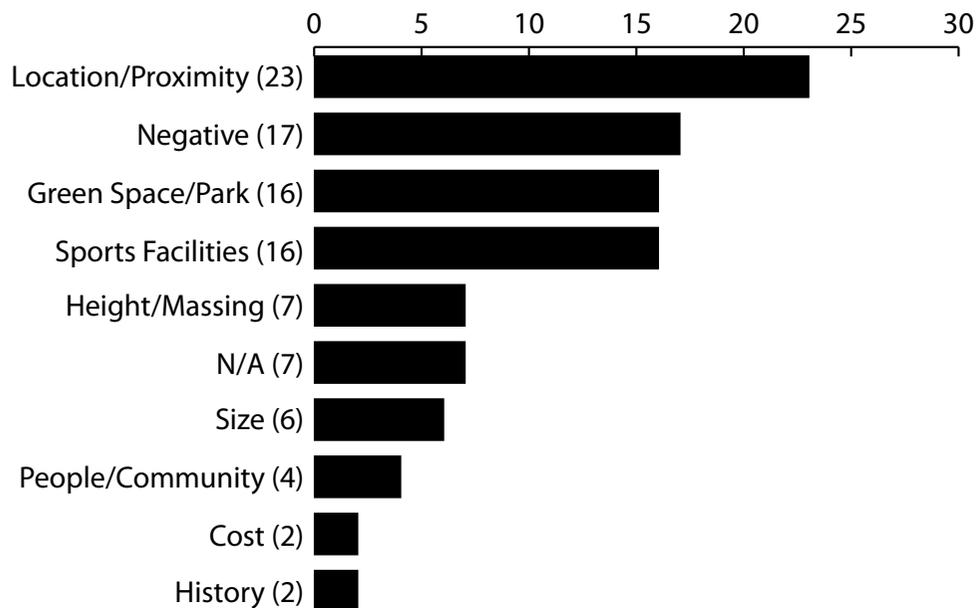
The Feedback Form included tickbox and written comment questions, and a general additional comments section. Online feedback forms were also available from the close of the exhibition. The majority of feedback forms received were filled out at the exhibition; a moderate number were returned by post thereafter, and a smaller number returned by email. The feedback deadline was extended by four days as a result of requests by local residents.

An overview of feedback is as follows:

- 100 completed feedback forms were returned and processed
 - 81 paper forms (02/02/12)
 - 19 electronic forms (02/02/12)

Existing leisure centre and its surroundings

1.1) What do you like about the existing leisure centre and its surroundings?



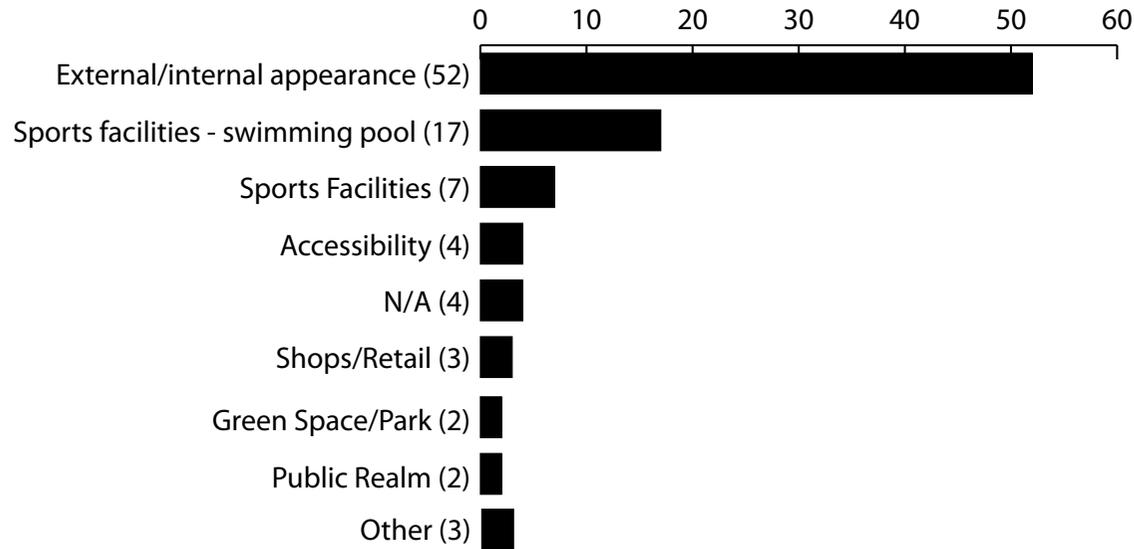
Location/Proximity	23	Proximity to all modes of transportation, residential and commercial area, park, views
Negative	17	"Nothing" & "Not much", ugly, dated
Green Space/Park	16	St. Mary's Churchyard
Sports Facilities	16	Convenient, green space, variety of good classes, affordability
Height/Massing	7	Low rise, no obstructions to views, not intrusive, suitable scale for the area, friendly
N/A	7	Answers to proposal and not existing, unsure of question, non-user
Size	6	Openness of site and facilities
People/Community	4	Used for a social and leisure, diverse clientele
Cost	2	Affordability
History	2	Tabernacle, St. Mary's Churchyard, London skyline

Local Proximity was shown to be the best characteristic of the Leisure Centre. Negative comments were expressed despite the nature of the question.

Green Space/Park and Sports Facilities (i.e. the range of sports activities provided) were shown to also be key assets.

Existing leisure centre and its surroundings

1.2) What do you dislike about the existing leisure centre and its surroundings?



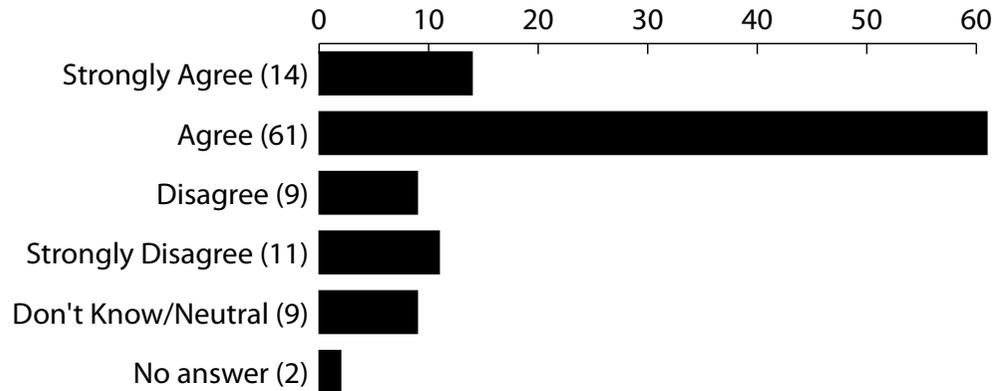
External/internal appearance	52	Internal and external unattractiveness of the building, poor visual connection with site
Sports facilities - swimming pool	17	Pool closed and waste of space, unattractive and poor maintenance
Sports Facilities	7	Mix of concerns e.g. hygiene
Accessibility	4	Main entrance, exterior paths, disabled access, unwelcoming
N/A	4	Answers about proposal
Shops/Retail	3	Shopping Centre, lack of variety, more activity on streets
Green Space/Park	2	Request for more green spaces
Public Realm	2	Blank walls, condition of public realm
Other	3	Safety/Security/Maintenance/ People/Community

The External/internal appearance proved to be the most disliked aspect of the Leisure Centre by the vast majority.

The lack of a swimming pool was also disliked, followed by the poor conditions of the facilities.

Site Masterplan

2.1) Do you agree with the arrangement of buildings and public spaces on the site? (Tickbox)



Strongly Agree	14
Agree	61
Disagree	9
Strongly Disagree	11
Don't Know/Neutral	9
No answer	2

The vast majority of consultees agreed on the arrangement of buildings and public spaces on the site.

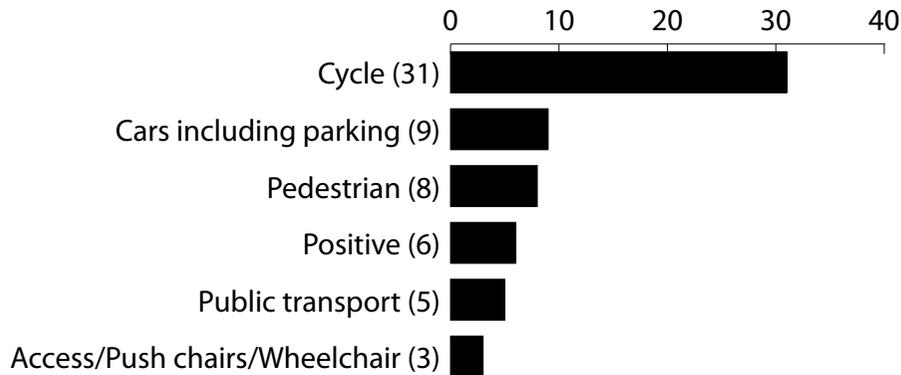
The number of people strongly disagreeing (11) exceeded those that disagreed (9).

No additional comments were received related to this question making it difficult to conclude why this was felt, although conversations suggested that those that disagreed with the Leisure Centre at the west of the site, disagreed strongly.

A moderate number answered Neutral/Don't Know which may imply that the question or drawing was not easily interpreted.

Site Masterplan

2.2) Are there any pedestrian, cycle, or public transport connections to the site or facilities that need to be created or improved?



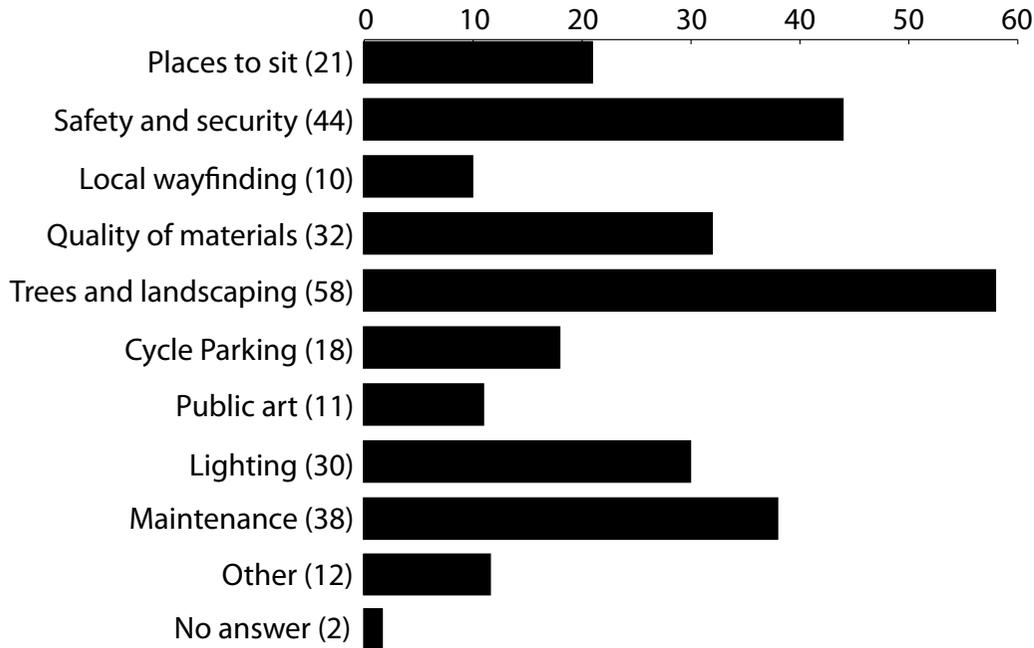
Cycle	31	East to west route, Newington Butts, roundabouts, beside Tabernacle, general improvements, Cycle superhighway used as car park on Sundays; safe, defined and increased cycle parking, Brook Drive is essential route and visual point to be opened up to E&C, place to dismount safely, Clear cycle lane for N & S roundabouts, fast and safe routes to city, Request for storage in Leisure Centre and Barclays Bike station
Cars including parking	9	Tabernacle church current strain on car parking, new residential housing strain in future, Brook Drive is essential route and visual point to be opened up to E&C
Pedestrian	8	Safe approach and attractive viewpoint for underground, pedestrian routes all round new buildings
Positive	6	Transport proposals good, existing transport links and roundabout already a plus
Public Transport	5	Pavement width at bus stops, underground access, northern roundabout and general improvements
Access/ Push chairs/ Wheelchair	3	Indoor access for push chairs, wheelchairs and push-chair storage

Cycling was the most predominant mode of transport that needed to be created or improved. This category included cycle safe routes and zones, cycle parking and storage.

A large number of people were happy with the existing transport connections.

Public Realm

3.1) What is your top priority for the public realm? (Tickbox)



Top priorities for the Public Realm:

1. Trees and landscaping
2. Safety and security
3. Maintenance
4. Quality of materials
5. Lighting
6. Places to sit

Trees and landscaping were shown to be of highest priority to the public realm. Safety and Security, the second priority, could be linked with Lighting to be the top priority as they could be interpreted as being complimentary.

The aspects of the current site that are assumed to be lacking, such as safety and maintenance etc, appear as top priorities for the proposed development.

Leisure Centre

4.1) We would like to hear any words or ideas that you think should inform the external appearance of the new leisure centre.

The responses are (grouped together and) presented below, as they were stated on the feedback forms.

Look/Feel	soft
	light/bright/a lot of windows/natural light
	modern/Contemporary
	airy/uncluttered
	welcoming/inviting
	distinctive/dynamic/impressive/Bold
	attractive/elegant
	external walls were more colourful to balance the green park nearby
	neat/clean
	colours neutral
	architectural status/authority/distinctive
	ambitious and forward looking
Materials	enduring materials
	natural and ecological/sustainable
	natural warm materials (warm stones)
Green/ Sustainability	green
	trees and sustainable greenery - planting trees in paved areas will not a) assure long term survival of the trees, b) soften the overall look of the surroundings
	should not be seen as an extension of the playground

Design	accessible to all/Young and old/Active and non-active.
	harmonic
	transparency
	in keeping with surrounding buildings/compliment the other buildings being built
	design by committee is usually a bad idea
	burying it partially to extend the green open space
	not going to look tired within a few years
	don't just use vast areas of the same material - break it up
	respectful of area's modernist history
	shouldn't have a tall building on top of it
	function before form
	antithesis of shopping centre
	not a box
	blends with Tabernacle next door/diminish the view of the listed Metropolitan Tabernacle
	strong open connection to park and street

(Continued)

Leisure Centre

4.1) We would like to hear any words or ideas that you think should inform the external appearance of the new leisure centre. (Continued)

The responses are (grouped together and) presented below, as they were stated on the feedback forms.

Frontage	address the street
	active/ vibrant
	open to public
	advertising its facilities/well signed
	glass
	views in and out
	high quality exterior
Facilities	cafe, restaurant
	shops
Brook Drive	not just a blank wall on Brook Drive + not just service access areas + therefore rubbish + vans.
	windows on all sides/access from Brook Drive/open views at ground level t(o) Brook Drive

Entrance	level to encourage disabled/pushchair visitors.
Safety	natural surveillance of public realm
Reference	Swiss Cottage Leisure Centre
	striking like Strata
	Peckham Library
	cafe in St. James Park
	Southbank University key worth building
Other	outdoor courts or space
	art
	low long term maintenance
	decent wayfinding
	inclusive

Leisure Centre

4.2) We would like to hear your ideas for the look and feel of some of the key internal spaces.

RECEPTION: The responses are (grouped together and) presented below, as they were stated on the feedback forms.

Look/Feel	welcoming to all ages, particularly to young people coming on their own
	spacious, large enough so that visitors can congregate, wide & open
	Bright, well lit, Daylight everywhere
	small, Compact, Small as possible
	NOT like an office!
	Basic
	modern
	light and airy feel
	warm
Material	made of glass
Design	easy to manoeuvre with pushchair
	avoid barriers
	visually connected to E&C + park, Views in from outside and views through to activities
	accessible
	Open plan area with help desks, open style reception
	easy to navigate

	should be visible upon arrival to the centre, Easy to find as it is behind the commercial development
	more of an information centre
	double height
	fast entry (e.g. minimize queues)
	disabled access
Safety	ability to enter swimming pools or gyms with a member card
	better security
	card swipe
Facilities	with seating area
	well signed
	comfortable seating to wait for people - like a smart club
	cafe, restaurant
	shops open to public
	public spaces
Other	good customer service, helpful staff all round
	user-friendly

Leisure Centre

4.2) We would like to hear your ideas for the look and feel of some of the key internal spaces.

CAFE AND CRÈCHE: The responses are (grouped together and) presented below, as they were stated on the feedback forms.

Look/Feel	modern
	colourful
	bright, well lit/daylight
	attractive
	inviting/welcoming
	friendly
	not noisy
	large, open, airy, spacious
	small + basic
	healthy, clean
Crèche	warm
	fun, lively
	total sound-proofing
Material	glazing
Design	suitable for all ages/families but also older people
	clear wall space for all sorts of exercise
	flexible
	wide spaces for push-chairs, sports bags
	plenty of space to relax
	open out to the park/view of landscape

	doesn't smell of chlorine
	designed in part with local kids/schools
	mixed use
	cafe not to be a spill over of creche
Park	relaxation and break out zones
	good access
Facilities	play areas in cafe
	public spaces, facilities
	shops open to public
	adequate baby changing facilities
	Starbucks
	welcoming and open to non-gym users
	cafe, restaurant,
	lots of equipment
	well stocked and staffed
	seating, outdoor covered seating
large soft play area	

(Continued)

Leisure Centre

4.2) We would like to hear your ideas for the look and feel of some of the key internal spaces.

CAFE AND CRÈCHE (Continued)

Reference	CentreParcs model
	good food like Tate Modern
	Paul
	Chumleigh Gardens
	Jubilee Hall gym, Covent Garden
Café	good quality produce
	variation wide menu
	greenery
	healthy food and smoothies
	protein vending machines
	local, not like a hospital café
Other	well signed
	under floor heating
	comfy sofas/seats

Leisure Centre

4.2) We would like to hear your ideas for the look and feel of some of the key internal spaces.

GYM AND STUDIOS: The responses are (grouped together and) presented below, as they were stated on the feedback forms.

Look/Feel	modern, up-to-date
	warm
	good, adjustable lighting, bright, well lit, daylight everywhere
	air conditioning, heating
	quiet
	friendly
	CLEAN
	Welcoming
	energetic
	light and airy
Design	visual connections to other spaces
	functional
	needs to be bigger
	no need for studios because sports hall could be used instead especially afternoon
	privacy please in changing rooms
	secure/private to ensure comfort when exercising
	lots of windows looking out onto trees, street
	the gym and studios should be designed so that they can accommodate women only and men only events; women friendly gym areas
	gym to be gender neutral a large space to stretch, natural light
	ventilated well

Facilities	well signed
	better equipment, Up to date equipment, well-maintained
	cafe, restaurant
	shops open to public
	provision for circuits classes, as well as treadmills etc
	good music
	more mat space
	more boxing bags
	sauna and/or steam room is a must
	more studios
	more mirrors
	5-a-side football
	old school! heavy quality cast iron weights.
	small gym
	24hr access
maintenance plan	
TVs etc	
changing rooms and showers	
Reference	westend gym
Material	good quality materials
Other	good staff
	all age

Leisure Centre

4.2) We would like to hear your ideas for the look and feel of some of the key internal spaces.

SPORTS HALL: The responses are (grouped together and) presented below, as they were stated on the feedback forms.

Look/Feel	inclusive
	CLEAN, fresh
	aircon!
	airy, large windows, windows ++
	modern
	bright, well lit, daylight everywhere
Material	good quality
Design	lighting to minimise glare when playing racquet sports
	visual connections to other spaces
	room for viewing matches/ demonstrations
	good ventilation
	modular and adaptable
	secure/private to ensure comfort when exercising
	viewing gallery MANDATORY
	similar to existing

Design (cont'd)	large gym (6 badminton courts min)
	adaptable to different sports
	spacious, bigger please
	reduce current size
	Presentation on first appearance makes a difference
	open plan
Facilities	well-equipped
	cafe, restaurant
	shops open to public
	good quality
	multi use
	badminton, squash courts
	soft play for kids
	climbing frames
blue courts	
Other	well signed

Leisure Centre

4.2) We would like to hear your ideas for the look and feel of some of the key internal spaces.

POOLS: The responses are (grouped together and) presented below, as they were stated on the feedback forms.

Look/Feel	colourful
	fun
	open
	inspiring
	bright, well lit, Natural light where possible
	light, open, ceiling high, not cramped + low
	CLEAN
	Victorian
	classic, ageless
	outdoor feel, windows onto trees to give it natural feel
	flexible and inviting
Material	use of glass
Design	view in and out, room for people to watch who are not swimming
	the best-high specification case of use from street to pool
	good ventilation (often cold, dark, mouldy)

Design (cont'd)	accessible
	windows, views to outside useful for swimmers and pass the time, views high up (so not overlooked)
	noise reduction
	should not be too hot esp in the summer
	use non-slip surfaces
	gradual increase in depth is a plus, high-ish roof
	a view of the sky when swimming
	prefer low lighting
	use of space...don't waste it.
	Olympic pool - cutting edge design, dynamic
	too small, make it longer and wider or get rid of it.
	Aqua World Class
	space to sit by pools e.g. allow space e.g. for mothers to sit and read while kids swim
	25m +
	ideally retractable roof or walls to allow outside sun bathing adjacent on lounge /grass in summer

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Leisure Centre

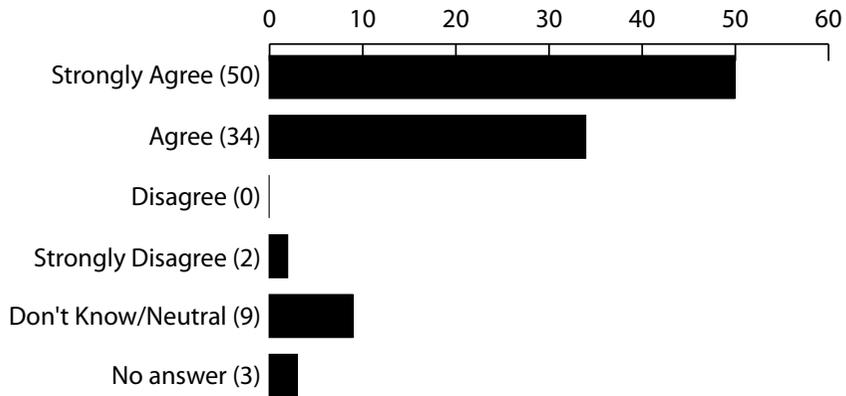
4.2) We would like to hear your ideas for the look and feel of some of the key internal spaces.

POOLS (Continued)

Facilities	good changing facilities near to pool
	decent showers
	clear lanes for swimming, wide lanes
	toilets nearby
	cafe, restaurant
	shops open to public
	public spaces
	adult only swimming from 7-8am please
	steam and sauna
	a learning pool with attractions, like slides
	kids pool with low level wader
	diving pool
Reference	Camberwell
Other	well signed

Leisure Centre

4.3) We think that the cafe should have a good connection to the play ground and outdoor open space. Do you agree with this approach? (Tickbox)



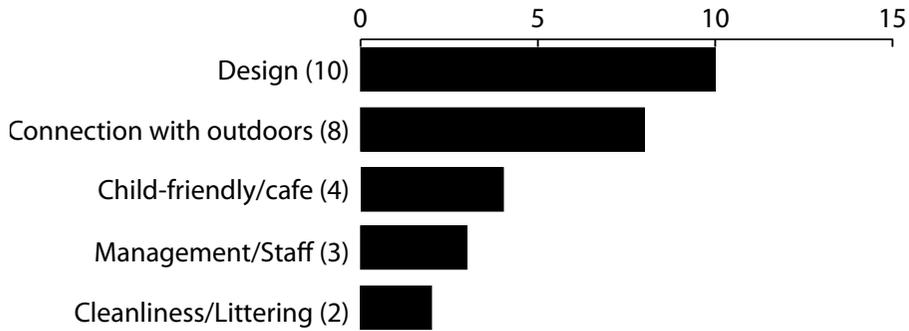
Strongly Agree	54
Agree	34
Disagree	0
Strongly Disagree	2
Don't Know/Neutral	9
No answer	3

The vast majority of consultees “Strongly Agreed” and “Agreed”.

There were no consultees for “Disagreed”, and a moderate number that responded as “Don't Know/Neutral”.

Leisure Centre

4.3) We think that the cafe should have a good connection to the playground and outdoor open space. Do you agree with this approach? Additional comments.



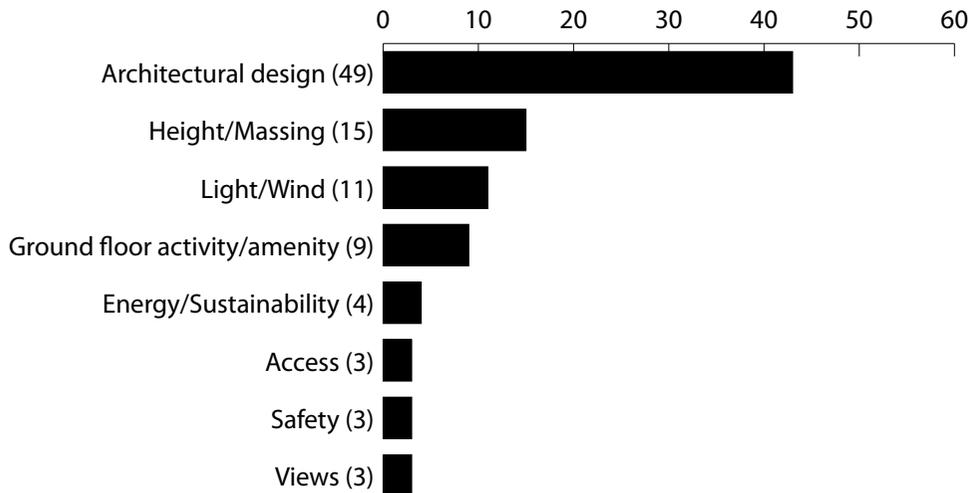
Design	10	Materials, spatial integration, sunlight, capacity,
Connection with outdoors	8	Visual or physical like to park via terrace, seating area, entrance
Child-friendly/safe	4	Gates, preventing sound, safety, place for parents to relax but watch children
Management/Staff	3	Sufficient staff all year round, private operator
Cleanliness/Littering	2	Proposed leisure centre

Design proved to be the most important aspect of the connection between the cafe, play ground and open space.

A connection between the cafe and play ground/open space also ranked high with this approach.

St. Mary's Residential

5.1) What do you believe are the most important considerations for the design of tall buildings?



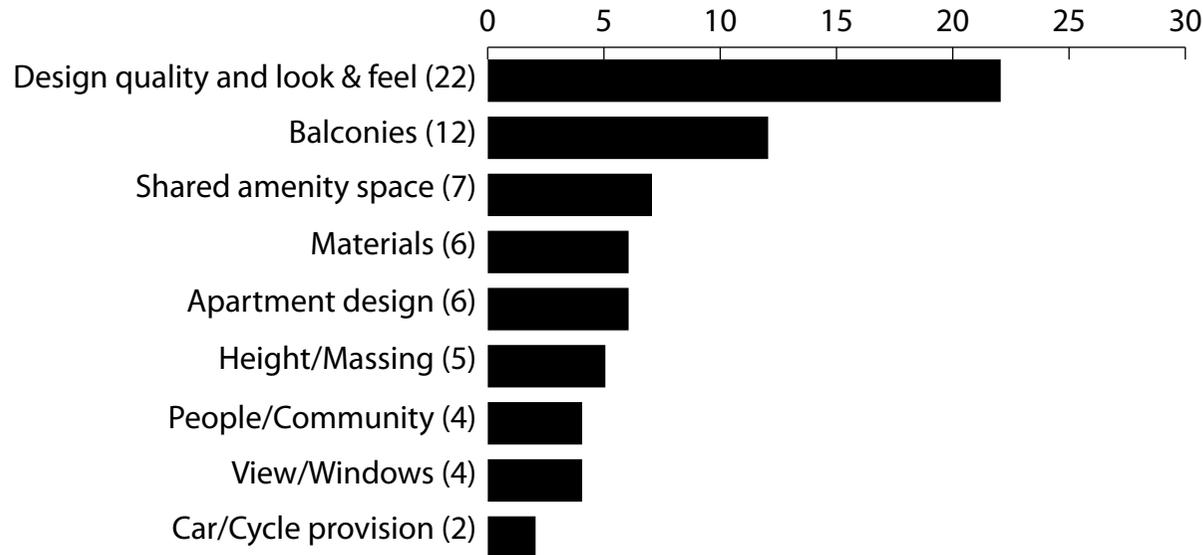
Architectural design	49	Not square, slender, attractive, classic, functional, Blend in with general surroundings, Tabernacle and St. Mary's Churchyard, Use interesting, quality material but not concrete, steel, glass, Instantly recognisable, distinctive, creative, Visual aspect and usage for decades
Height/Massing	15	Slender, not affecting skyline or overpowering existing buildings, good scale; consider light, wind, views
Light/Wind	11	Affects on green space, existing buildings from new residential tower
Ground floor activity/amenity	9	Communal areas, retail, amenities, open to streets, for all ages
Energy/Sustainability	4	Residential energy use, alternative energy
Access	3	pedestrian, disabled, no parking provision request
Safety	3	Night-time, communal, no ghettos
Views	3	Site and surrounding views

Architectural design was the most important consideration for the design of tall buildings.

Height/Massing could be linked with Light/Wind, to be the next priority.

St. Mary's Residential

5.2) How should residential tall buildings differ from tall office buildings?



Design quality and look & feel	22	Interesting, modern, creative, warm colours, façade, character, Homely, balconies, gardens
Balconies	12	Outdoor space with opportunity for greenery
Shared amenity space	7	Personalised spaces, landscaping, greenery, café, cultural attraction
Materials	6	Inviting, natural, quality
Apartment design	6	Concerns about sizes of flats and living space
Height/Massing	5	Slender, shorter but wider, not as tall as Strata
People/Community	4	Community spaces to be provided for all cultures
View/Windows	4	More opening windows, privacy
Car/Cycle provision	2	Barclays bike, underground residential car parking

Design quality and look & feel were thought to be the factors that differed residential from office buildings. The availability of balconies also ranked highly.

Other aspects generally related to the activities within the space and physical attributes of the building.

St. Mary's Residential

5.3) Please tell us any words or ideas to help inform the look and feel of the mixed-use scheme.

The responses are (grouped together and) presented below, as they were stated on the feedback forms.

Look/Feel	<p>muted (i.e. no primary colours), balance between the exterior colours so the building doesn't appear too "office-ish" or "too homey"; more colour and non-silver exterior (too many whites and silvers around already)</p>
	<p>modern, progressive; minimalist, modest, contemporary, clean</p>
	<p>green, peaceful, unthreatening</p>
	<p>community-oriented</p>
Height	<p>modern, tall tower like Docklands resi towers such as Pan Peninsula</p>
	<p>fewer very tall buildings, reduce the height of the development to less than 15 floors</p>
	<p>keep the tower narrow so as to offer a compromise to existing homeowners in the area, who will be financially affected</p>
Public Realm	<p>broad community hall where influential "W.C.C." could meet</p>
	<p>attractive, inviting</p>
	<p>the low level @ the front this is the most vital of all the buildings - it is the link between the Tabernacle and the Park + Public Realm; plenty of ground floor uses</p>

	<p>natural landscaping, I can't imagine living somewhere with no access to outdoor space</p>
Material	<p>not too much glass</p>
	<p>the more texture on walls the better</p>
People/Community	<p>reflect our multinational and cosmopolitan community - Bangladeshi, Irish, Latin American and African communities as well as traditional British communities are all well-established</p>
Making connections	<p>car-free</p>
Design	<p>the current plans seem to hint at a "square" building. This is ugly and will look very much like the existing Draper House.</p>
	<p>sustainable, long term in use of building materials, design and colours, contemporary architecture that still will be nice in 20 years time, low carbon, eco-friendly, energy performance</p>
	<p>inclusive, user friendly, warm, approachable, welcoming, not corporate (like Strata), community-oriented, accessible, human-scale</p>
	<p>high quality</p>
	<p>balconies - they need to be integrated into the design - not just stuck on.</p>

(Continued)

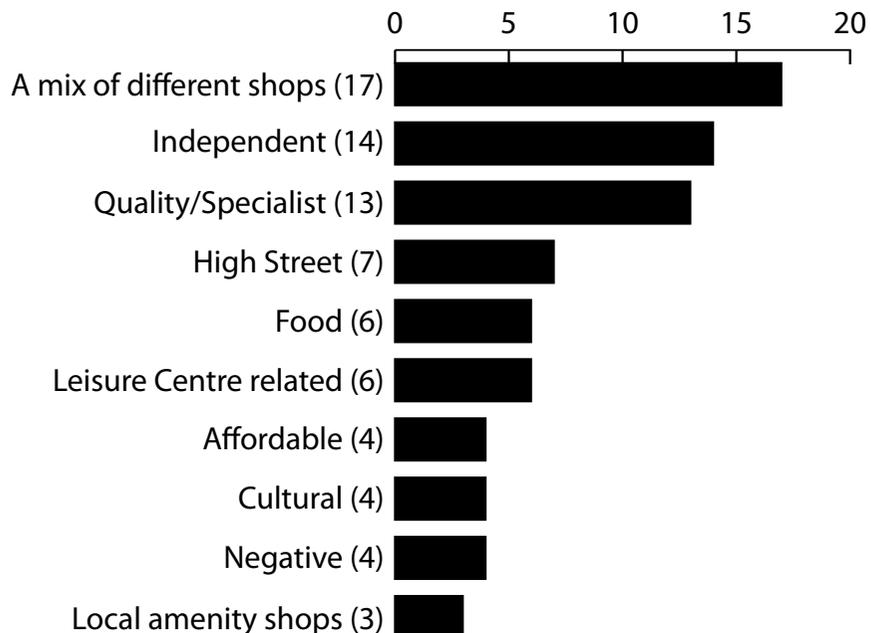
5.3) Please tell us any words or ideas to help inform the look and feel of the mixed-use scheme. (Continued)

The responses are (grouped together and) presented below, as they were stated on the feedback forms.

Design (continued)	Capacity! The new leisure centre is now too small for all these people moving into this area.	not like Strata building where the turbines never turn; nothing too wacky please. e.g. stupid 3 token turbines on top that don't work	
	integrity, consistency balance, beauty, simple,		green living walls
	must be flexible to take in different and future communities		
	tower should be backed away from 'strategic view corridor'.		Retail
	vibrant, active, diverse		less nail salons, betting shops, loan shops
	horizontalism - deliberate contrast to tower blocks		avoid a conglomerate of high street brands
	well-integrated with surrounding buildings and spaces, coherent; A new triangle between Strata, the approved 360 scheme and this development is being created, those are key touch points, this development should unify these with polite reference to both these and the surrounding buildings.		inspiring, aspirational, considered
	integrate the uses, strong materiality signifying transition of uses		original mix of independent; book, art, music shops
	accessible to locals, amenities, open (not gated), No raised and gated podiums		good quality, niche bit
	cafes, restaurants should be self funding		
	there should not be mixed-use, should be shops, leisure, theatre, supermarket, quality cinema		
	lots of outdoor/indoor (cafes, shops with outdoor displays)		
	gallery space, student exhibitions		
	Other	include social housing	
		mix of tenure	
		housing outside the area	

St. Mary's Residential

5.4) The retail units and leisure centre will bring activity to this part of Elephant and Castle. What types of shops /cafes do you think the area needs?

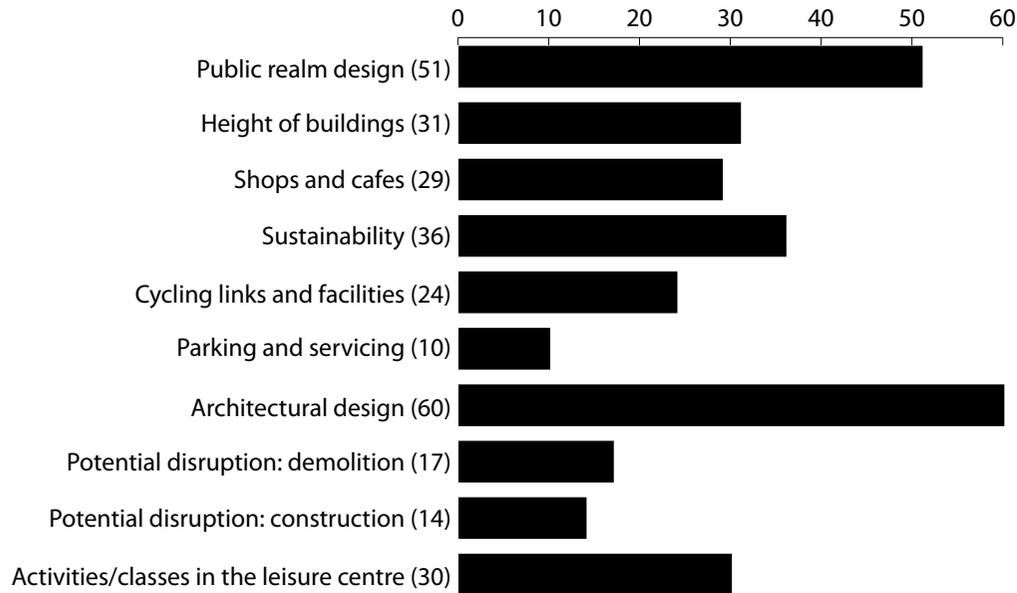


A mix of different shops	17	High-end to affordable shops, standard brands
Independent	14	Character, local, coffee, food, boutique, affordable
Quality/Specialist	13	Coffee, drinks, food incl vegetarian, Latin American, arts & photography, media
High Street	7	Recognisable brands, food & clothing
Food	6	Café, butcher, fishmonger etc.
Leisure Centre related	6	Sports, martial arts, nutritional food/drink, sports equipment
Affordable	4	Charity, second-hand
Cultural	4	Reference to Spitalfields, Latin American, Caribbean, to reflect population
Negative	4	Difficulty to find retail tenants, no retail for squash court, more entertainment and leisure
Local amenity shops	3	Bank, post office, not chains

There were generally mixed views about the types of retail units to be delivered in the redevelopment.

General

6.1) What are your top three areas of interest for future consultations? (Tickbox)



Top areas of interest:

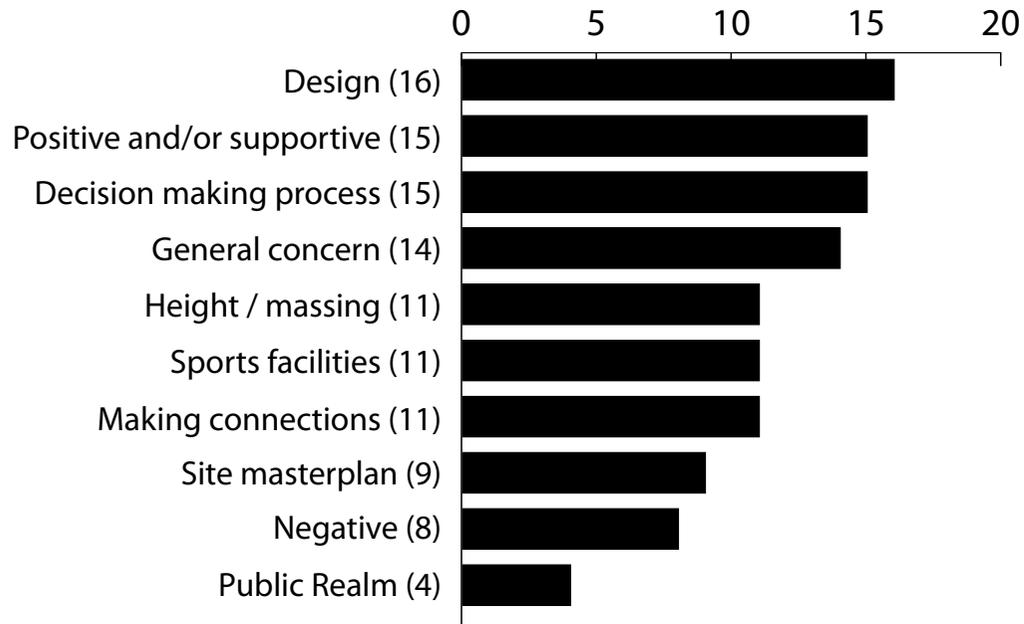
1. Architectural design
2. Public realm design
3. Sustainability
4. Height of buildings
5. Activities/classes in the leisure centre
6. Shops and cafes

Physical features of the redevelopment, such as Architectural design, Public Realm and Height of buildings, appeared as key priorities.

Sustainability was also ranked quite highly, followed by factors that will increase the activity on site, such as leisure and retail.

General

6.1) Additional comments



Design	16	
Positive and/or positive	15	
Decision making process	15	
General concern	14	public realm, people/ community, consultation, Parking, greenery/ trees, affordable housing
Height/massing	11	
Sports facilities	11	
Making connections	11	
Site masterplan	9	
Negative	8	
Public Realm	4	

Most additional comments were concerns: policy, height/massing, overall masterplan, sports facilities, connections, and design in decreasing order of priority.

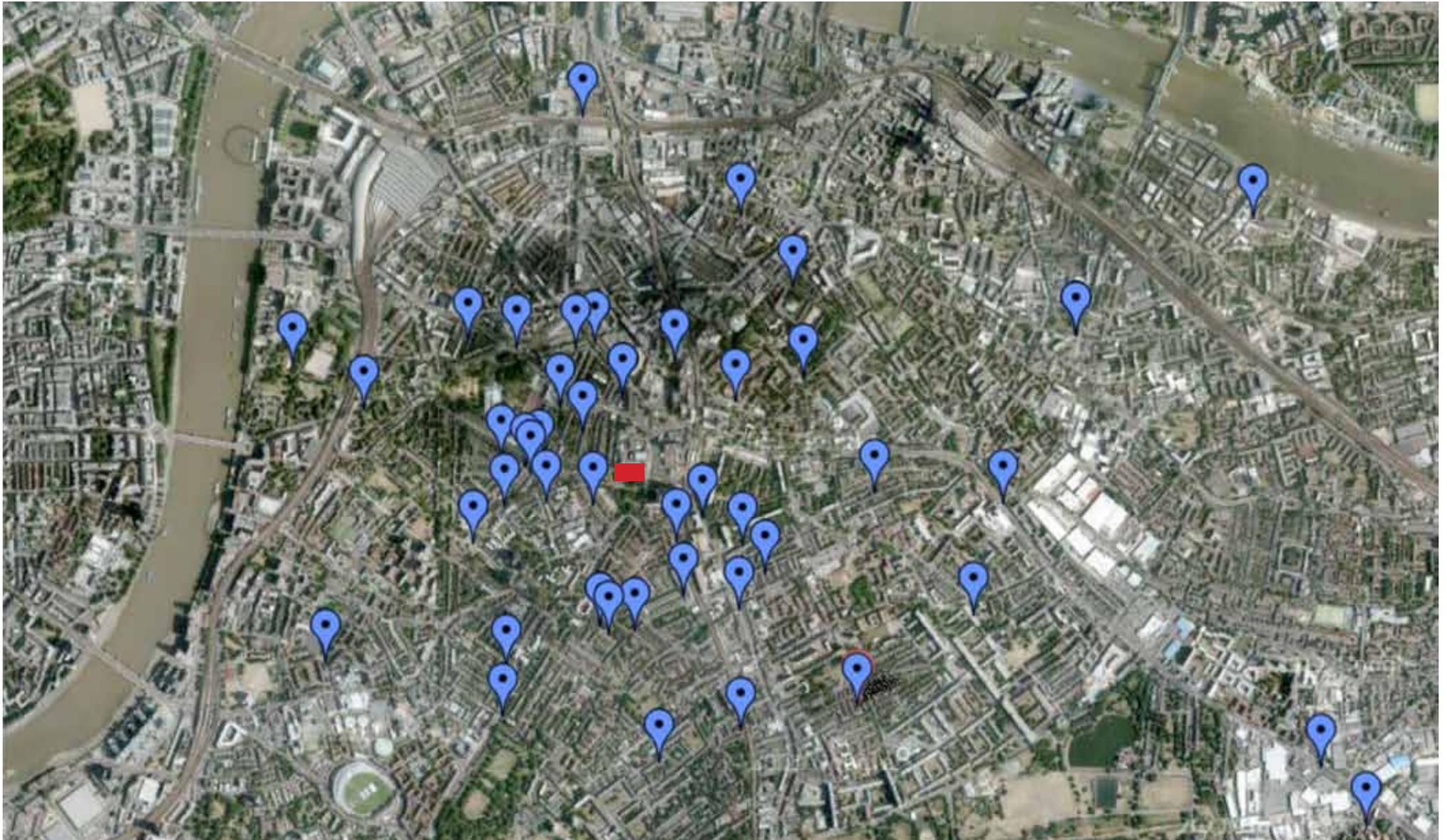
There were a moderate number of positive comments and a smaller number of negative comments.

Feedback from team on key concerns at the consultation

Below is a list of key, recurring concerns that have been expressed to team members at the exhibition:

- Changing mix of leisure facilities
- Height of residential tower
- Loss of views to local residents
- Allocation of leisure centre facilities elsewhere and distance to these facilities
- Capacity and cost of using the new leisure centre
- Cycle routes - defined lanes, safety, parking
- Car parking
- No affordable housing

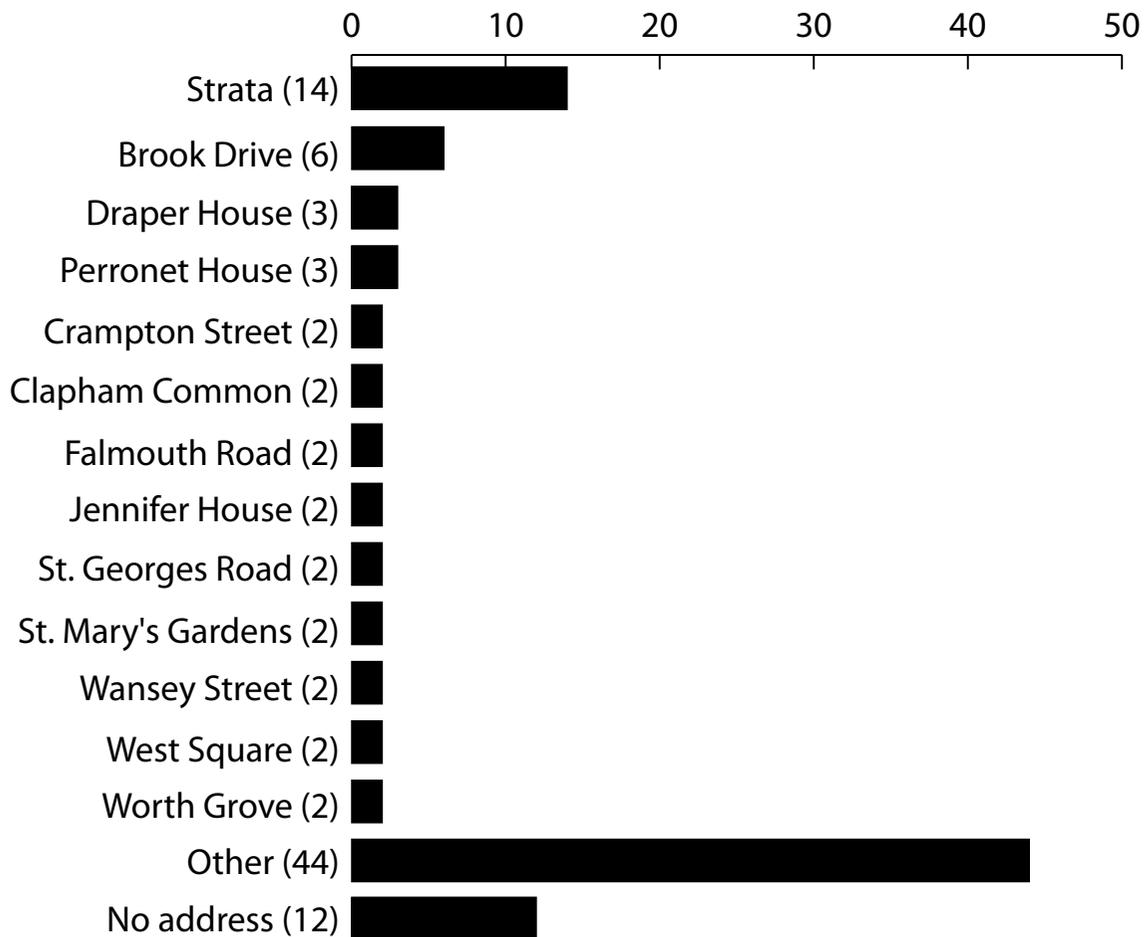
Consultee analysis - mapping location by streets



■ Elephant and Castle Leisure Centre site

Consultee analysis - location

1) By Address



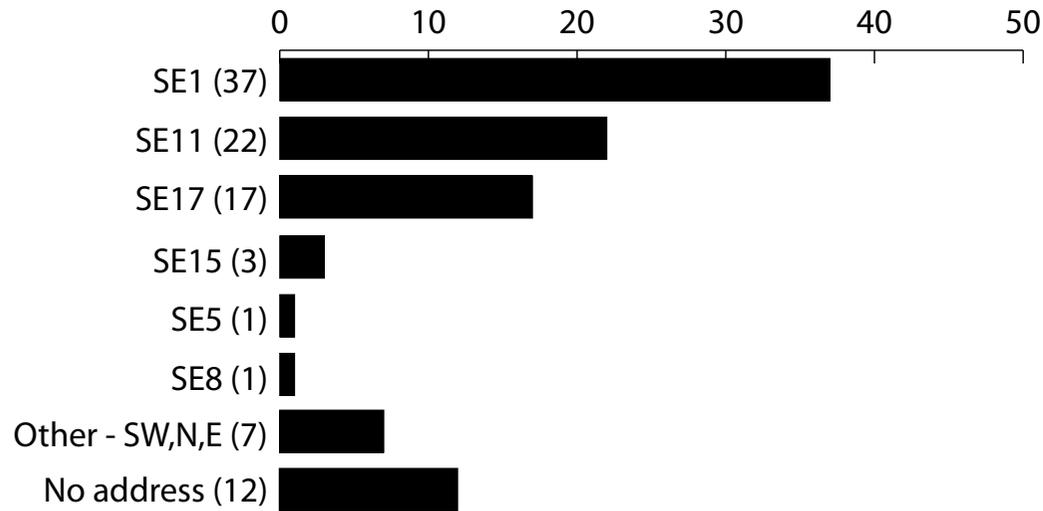
Strata	14
Brook Drive	6
Draper House	3
Perronet House	3
Crampton Street	2
Clapham Common	2
Falmouth Road	2
Jennifer House	2
St. Georges Road	2
St. Mary's Gardens	2
Wansey Street	2
West Square	2
Worth Grove	2
Other	44
No address	12

The majority of consultees resided in buildings / on streets with very close proximity of the redevelopment e.g. Strata, Brook Drive, Draper House, Perronet House.

These residences were also mostly medium to high rise buildings.

Consultee analysis - location

2) By Postcode



SE1	37
SE11	22
SE17	17
SE15	3
SE5	1
SE8	1
Other - SW,N,E	7
No address	12

The majority of consultees resided in SE1.

Consultee analysis - organisation

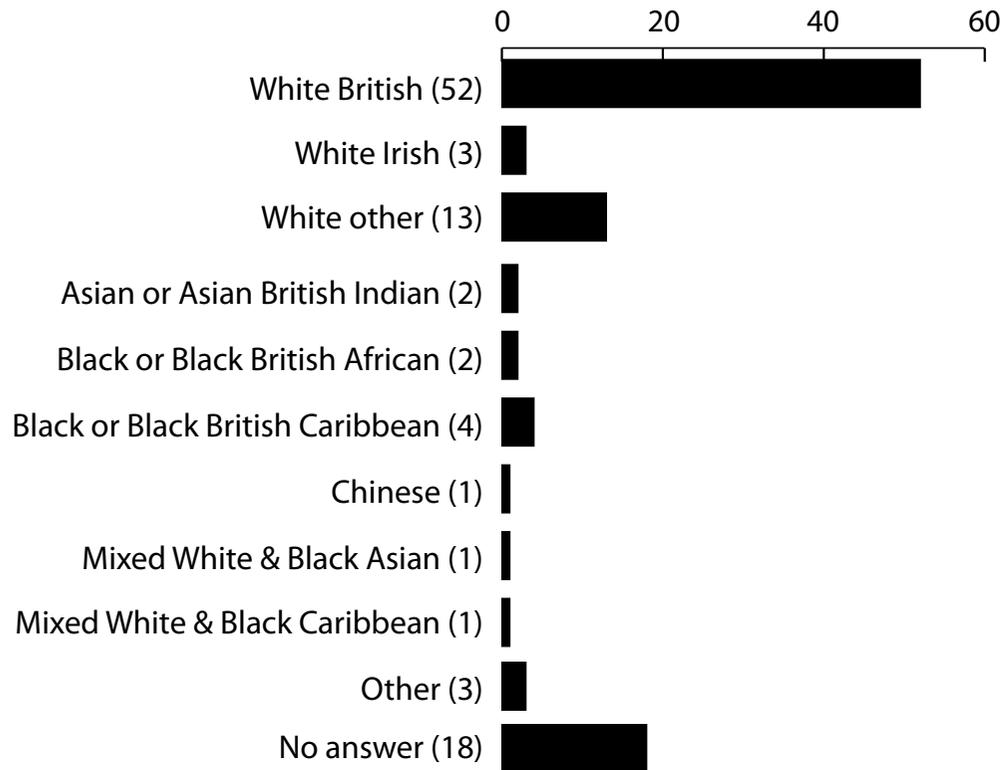
The organisations which the consultees belong to are (grouped together and) presented below.

Residents/TRA	Brook Drive
	Draper House
	Strata
	Water Tower Residents Association
	Wansey Street TRA
	Sutherland Residents Association
	Perronet House
Community	Walworth Community Council
	The Walworth Society
	The Salvation Army
Culture/Leisure	Fusion
	Central Martial Arts Academy
	Superarts School of Dance and Musical Theatre
Transportation	Kennington People on Bikes
	Southwark Cyclists
	Southwark Living Streets

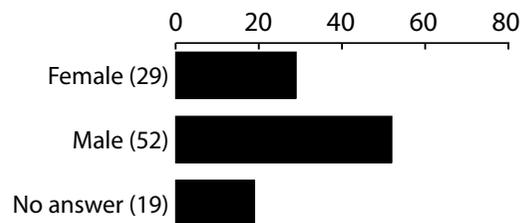
Sustainability	Urban Forest
	Mobile Gardeners
	Bermondsey & Rotherhithe Green Enthusiasts
Housing Asso.	Family Mosaic Housing Association
	Family Mosaic Housing Association (Strata)
Church	St Paul's Church
Other	London 2012 Team
	Undercurrent Architects
	House of Commons
	GLC Limited
	Wyll
	Nomura

Demographics

1. Ethnicity



2. Gender



White British	52%
White Irish	3%
White other	13%
Asian or Asian British Indian	2%
Black or Black British African	2%
Black or Black British Caribbean	4%
Chinese	1%
Mixed White & Black Asian	1%
Mixed White & Black Caribbean	1%
Other	3%
No answer	18%

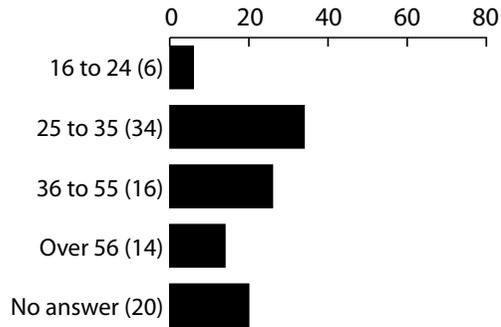
The majority of consultees were White British.

Female	29
Male	52
No answer	19

The majority of consultees were males.

Demographics

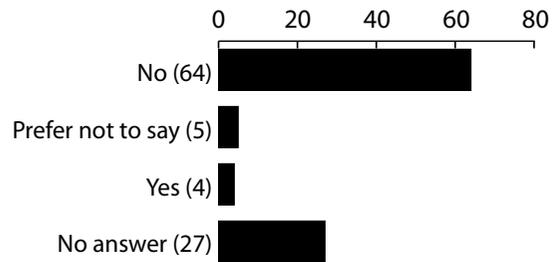
3. Age



16 to 24	6
25 to 35	34
36 to 55	16
Over 56	14
No answer	20

The majority of consultees were 25 to 35 year olds.

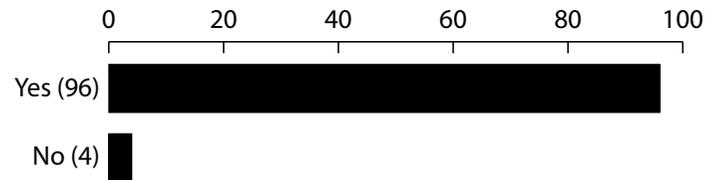
4. Disability



No	64
Prefer not to say	5
Yes	4
No answer	27

The majority of consultees consisted of people with no disabilities.

Consultees that want to be contacted



Yes	96
No	4

The majority of consultees wanted to be contacted in future.

Next steps

The next steps to consultation and outreach for the Leisure Centre Redevelopment are as follows:

- **Public Realm Workshop (Mar 2012)**
 - Exhibition 1 consultees
- **TRA Liaison Group (Feb/Mar 2012)**
 - Brook Drive (Southwark)
 - Brook Drive (Lambeth)
 - Hayles
- **Latin American Church - Workshop (Feb/Mar 2012)**
- **Other Local Outreach (Feb/Mar 2012)**
 - Primary School e.g. Crampton Primary School
 - Secondary School e.g. Notre Dame Girls'
 - Universities - LCC, Southbank
- **Exhibition 2 (24/26/27 Mar 2012)**
 - Exhibition Boards
 - Feedback Form
 - FAQ
- **Exhibition 3 (TBC)**
 - Exhibition Boards
 - Feedback Form
 - FAQ