

Elephant and Castle Leisure Centre Redevelopment Consultation

March 2012





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1) Introduction

The Design Update exhibition was the second in a series of exhibitions for the Elephant and Castle Leisure Centre redevelopment. Over 200 people attended the three day exhibition, completing around 80 feedback forms.

Complimenting the exhibition, a design workshop for the public realm was arranged to give local people the opportunity to work creatively with the landscape architects, BCA Landscape.

This report summarises the comments and feedback received at both consultation events.





2) Raising awareness

Invitation flyer

An A6 colour invitation flyer was designed and printed for the Design Update exhibition.

10,000 flyers were distributed on Saturday 17 March 2012, one week before the exhibition opened. These were delivered to all addresses in the Elephant and Castle Opportunity Area and an area of Lambeth to the west of the leisure centre.

An additional 3000 flyers were distributed to local institutions, such as Newington Library, Cuming Museum, Elephant and Castle Leisure Centre, by Southwark Council.

In addition, flyers were left at the retail units within the railway arches along Elephant Road and in the arches to the south of Walworth Road. The majority of these businesses are owned and operated by the Latin American community.

Poster Distribution

A3 and A4 posters were distributed around businesses and venues in Elephant and Castle. This included:

- Prominent locations in the existing leisure centre.
- Some of the retail units in the Elephant and Castle Shopping Centre.
- Shops along Walworth Road.
- Businesses in the railway arches on Elephant Road and to the south of Walworth Road

- The Elephant and Castle Consultation Hub on Walworth Road.
- London College of Communications.
- All retailers within the shopping parade surrounding the southern roundabout and facing the leisure centre site.

Additional posters were also distributed to local institutions by Southwark Council.

Locations for posters were chosen to ensure high visibility to all sections of the local community. The posters within the existing leisure centre raised awareness with all regular leisure centre members and the Latin American community using the sports hall on Sundays for worship.

Email Notification

1500 invitation emails were sent out with a PDF file of the flyer. These were sent to contacts collected during previous consultation for the leisure centre, including those contacted during 2010, and all contacts made during consultation on the Heygate Masterplan.

Newspaper advertisement

A quarter-page advert was published in the Southwark Weekender magazine and Southwark News, on Friday 9 March 2012 and Thursday 22 March respectively. These publications have a distribution of 30,000 and 11,000 respectively over the geographic Southwark constituencies.

3) Design Update exhibition

The Design Update Exhibition took place in the cafe/bar of the existing leisure centre on:

- Wednesday 21 March, 6.30 - 8.30pm (Exhibition Preview for key stakeholders.)
- Saturday 24 March, 10am - 5pm
- Monday 26 March, 12noon - 8pm
- Tuesday 27 March, 12noon - 8pm

This venue benefits from a good footfall of existing users and members of the leisure centre. It is also centrally located within Elephant and Castle making it easily accessible to local residents and stakeholders.

Disabled access to the exhibition is possible but less than ideal. As a result, staff at the pop-up were briefed to support disabled attendees in accessing the exhibition via the side entrance of the leisure centre.

The exhibition was staffed at all times by representatives from the design and client teams including 4 Futures, Lend Lease, Southwark Council, Squires and Partners, John McAslan and Partners, BCA Landscape Architects and Soundings.

Exhibition content

This exhibition included exhibition boards containing plans, visualisations, diagrams and text to explain the proposals. This information was distributed over 19 A1 and 1 A0 boards.

The boards displayed included:

- 1 Exhibition welcome
- 2 Project introduction
- 3 The team
- 4 Project brief and timeline
- 5 Consultation
- 6 Site Context
- 7 Site Analysis
- 8 Site masterplan

Leisure Centre

- 9 Project vision
- 10 Ground floor
- 11 First floor
- 12 Second floor
- 13 External appearance



St. Mary's Residential

- 14 Project vision, consultation, key components
- 15 External design / look and feel
- 16 Ground floor
- 17 Upper floor plans
- 18 Sustainability

Public Realm

- 19 Vision
- 20 What it could look and feel like?

A 1:500 scale model of the proposals was also on display to help people better understand the proposals in three dimensions.

Pop-Up

A pop-up was used successfully during the exhibition to help increase awareness of the event. This was located on Elephant and Castle in front of the existing leisure centre.

The pop-up stall consisted of a small gazebo with banner, and a sandwich board showing selected images from the exhibition. It was staffed by two team members who distributed flyers and spoke to passers-by, encouraging them into the event.

Feedback Form

A two page feedback form was provided at the exhibition for attendees to submit their views and thoughts on the redevelopment.

This feedback form was divided into the following sub-categories, which highlighted the key components of the redevelopment:

- The new leisure centre
- St. Mary's Residential
- Public Realm
- Any other comments
- Demographic Monitoring Form

The feedback form was available at the exhibition and on the project website. 72 paper and 7 online forms were received up to the closing date of Monday 2 April 2012.

Event attendance

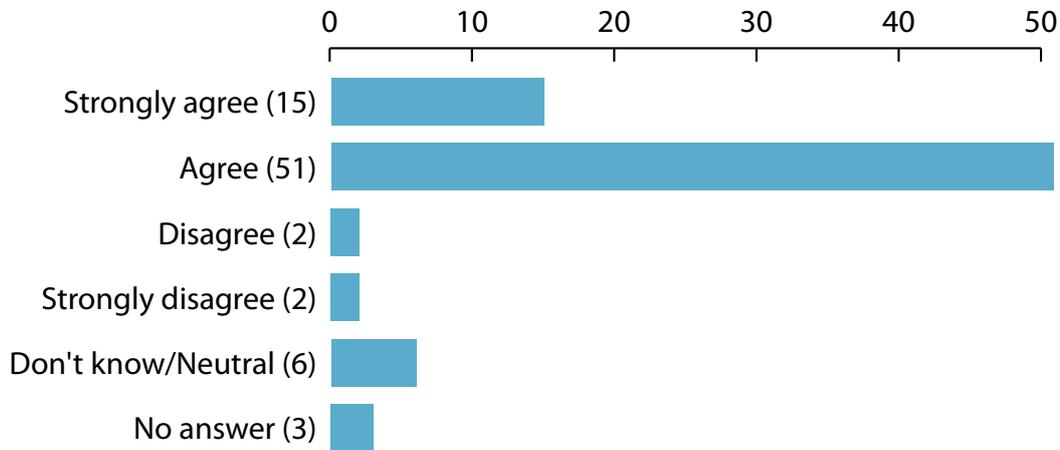
Approximately 235 people attended the Design Update exhibition.

Date	Attendance
Wednesday 21 March (Exhibition Preview)	5
Saturday 24 March	95
Monday 26 March	75
Tuesday 27 March	60

4) Feedback form analysis

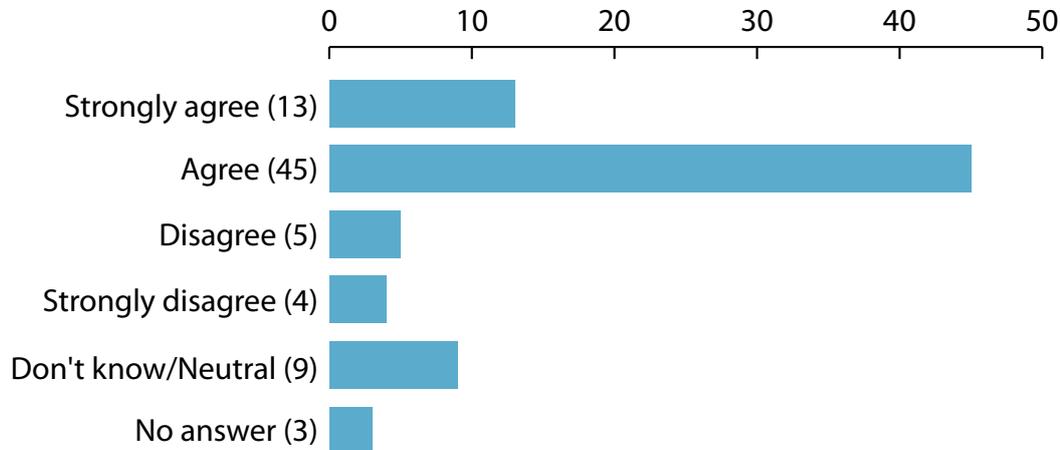
The new leisure centre

1.1) Do you agree with the approach to the massing or scale of the leisure centre?



The approach to the massing or scale of the new leisure centre was agreed by the vast majority of consultees (66 from 76 responses, or 87%).

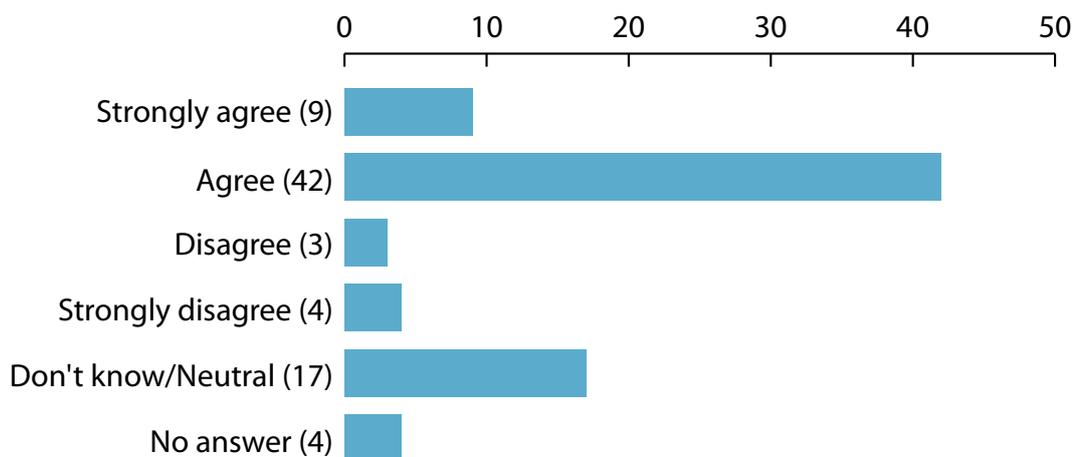
1.2) Do you agree with the initial design proposals for the reception and cafe areas?



The vast majority agreed with the initial design proposals for the reception and cafe areas (58 from 76 responses or 76%).



1.3) Do you agree that the design of the external appearance responds well to its context?

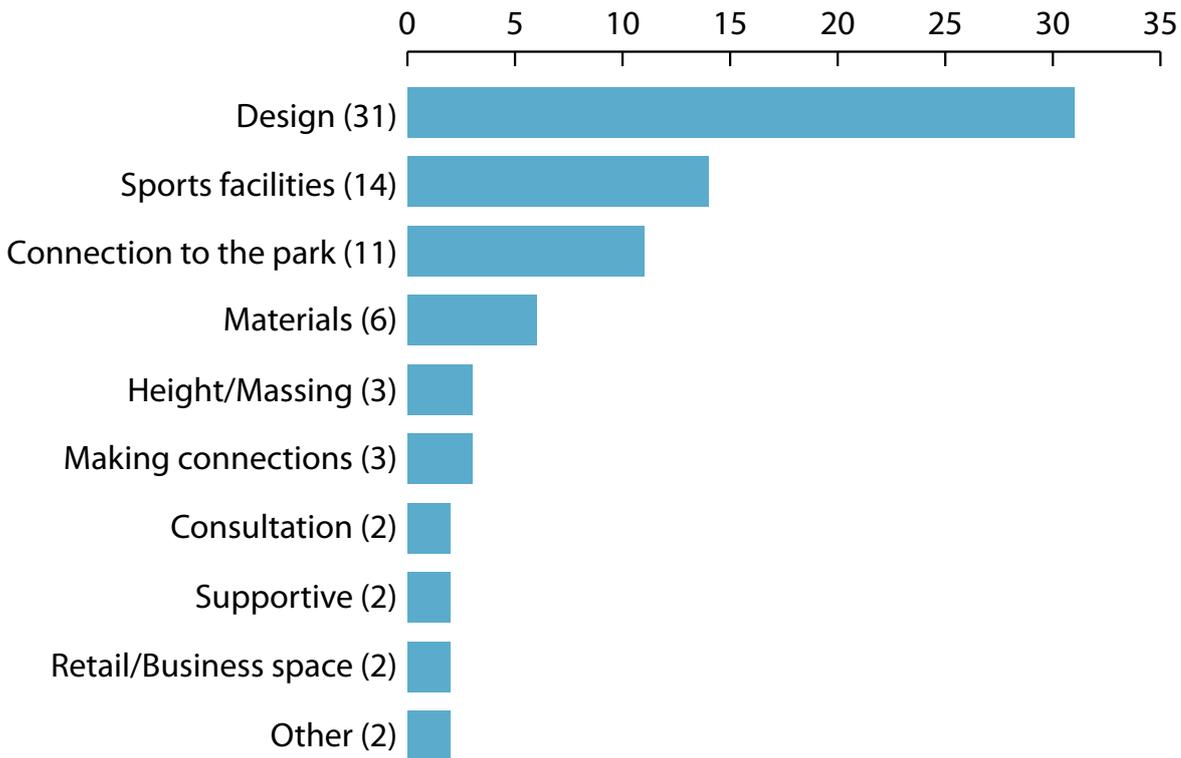


Respondents agreed that the design of the external appearance of the leisure centre responded well to its context (51 from 75 responses , or 68%).

It is worth noting that the second largest response was 'Don't know / Neutral'. This could be due to difficulties in reading the available information.

1.4) Do you have any other comments related to the design of the leisure centre?

The responses to this open question have been arranged into 9 categories shown on the chart below. A summary of the comments within these categories is provided on the next page.



The 31 comments received on design quality clearly shows that this is a key priority for the project. The comments included both positive and negative reactions to the proposals, and a number of suggestions or ideas.

14 comments were made in relation to sports facilities, less than half the comments of the top priority. These comments were again mixed, with appreciation of the new pool and concern over the changed mix of facilities.

In third place were comments related to connections to the park. This topic was also raised during the public realm workshop.

Key comments or topics:		
Design quality	31	<ul style="list-style-type: none"> • Positive feedback on the concept and design of the building. • Detailed comments on the design of some internal and external spaces such as the tight space between kitchen/servery and pool, and the small gap between new leisure centre and children's play park. • Windows towards Brook Drive should feel vertical, rather than horizontal. • Majority of leisure centre faces dull frontage onto tower and gap in-between. • Longevity of design proposal is important for growing population • Need for lighting and temperature control. • Need for iconic "wayfinder" to leisure centre as it is to the western side of the site. • A bold, modernist exterior.
Sports facilities	14	<ul style="list-style-type: none"> • Support for the new swimming pool. • Concern about loss of squash courts. • Concern about size of the sports hall. • Need for the capability of catering for growing population.
Connection to the park	11	<ul style="list-style-type: none"> • The leisure centre cafe should be linked to St. Mary's Churchyard, to take advantage of the park views and children's play area
Materials	6	<ul style="list-style-type: none"> • Concern about appearance of timber cladding over time • Need for materials that age well • Praise for the combination of materials
Height / massing	3	<ul style="list-style-type: none"> • Concern about height of St. Mary's Residential • Request for daylight / wind studies
Making connections	3	<ul style="list-style-type: none"> • Need for cycle connections and parking for St. Mary's Churchyard, Brook Drive and Elephant and Castle.
Consultation	2	<ul style="list-style-type: none"> • Proposal for a competition for local universities to design the internal areas of the leisure centre to enhance public engagement
Supportive	2	<ul style="list-style-type: none"> • Appreciation of redevelopment
Retail / business	2	<ul style="list-style-type: none"> • Keep cafe open for evening use • Sports-related shops
Other	2	<ul style="list-style-type: none"> • Water feature • Public sculpture

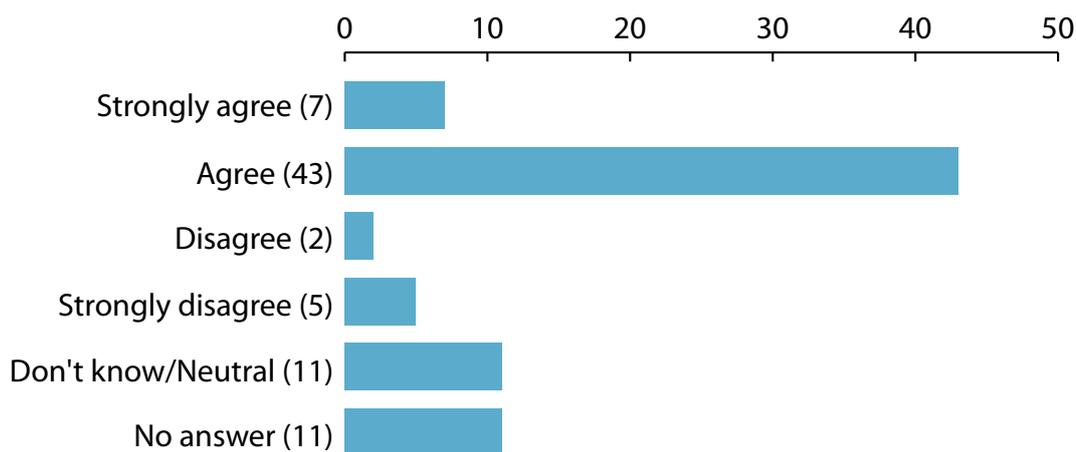
St Mary's Residential

General note:

Analysis of the feedback forms shows that a consistent number of respondents did not provide answers to questions in section 2 and beyond.

This could be due to the consultee only wishing to comment on the leisure centre and not St Mary's residential or the public realm. Whilst there is no evidence to support this conclusion, it does concur with the focus of discussions between exhibition staff and the attendees.

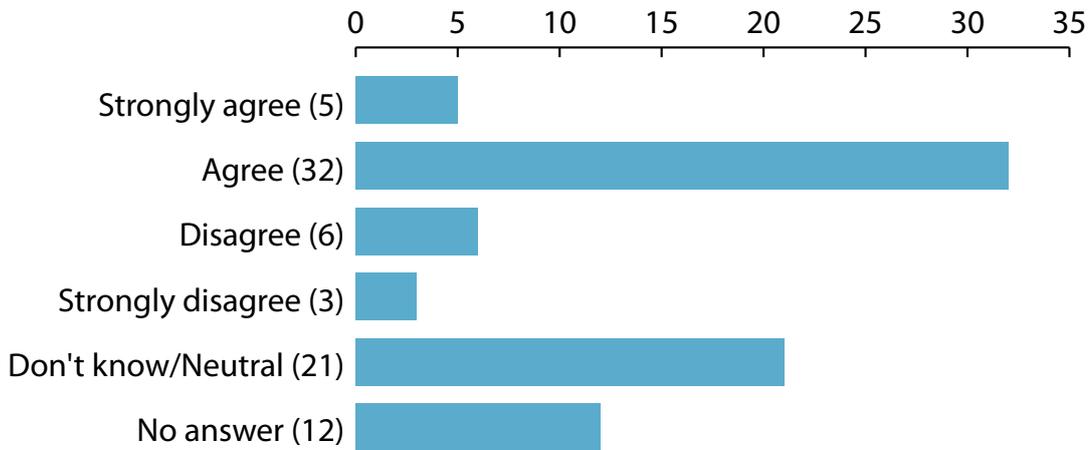
2.1) Do you agree with the broad approach to the external appearance?



A clear majority of respondents agreed with the broad approach to the external appearance of St. Mary's Residential (50 from 68 responses, or 74%).

A minority disagreed (7 of 68 responses, or 10%) with the approach to the appearance. Whilst this number is low, it is worth recognising that those that disagreed tended to strongly disagree. The responses to question 2.4 provide more detail to this.

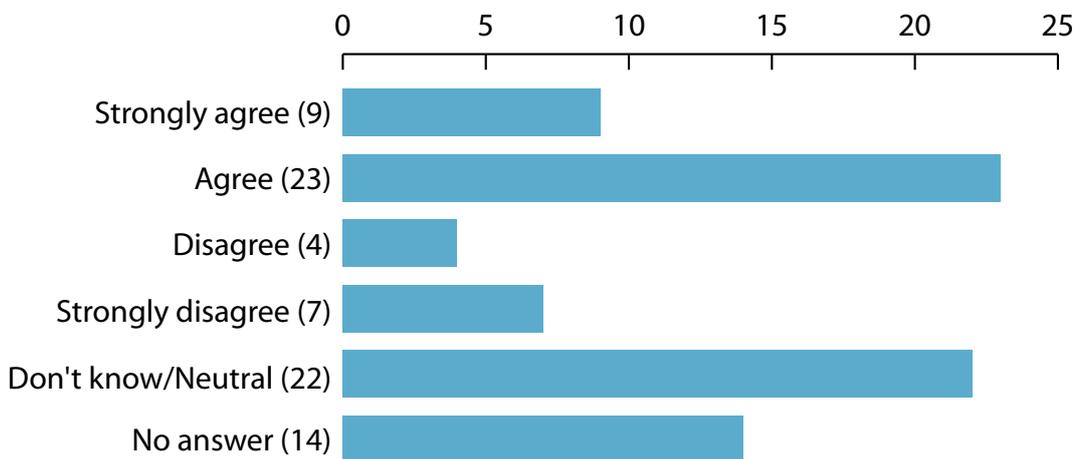
2.2) Do you agree that the ground floor uses should include space for offices?



The majority of consultees agreed that the ground floor uses should include space for offices (37 of 67 responses, or 55%).

The second largest majority, accounting for approximately 31% of respondents, replied 'Don't know / Neutral'.

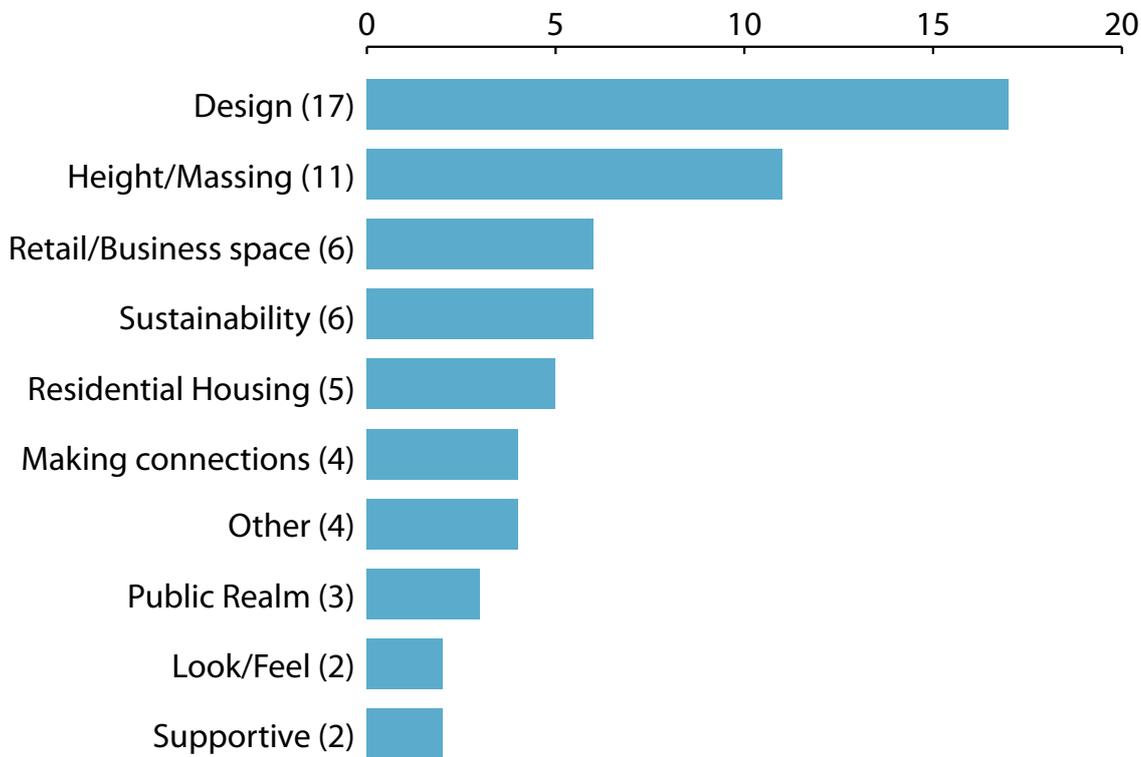
2.3) Do you agree that St. Mary's Residential will set a good benchmark in design quality and sustainability for the regeneration of Elephant and Castle?



There is agreement that St Mary's Residential will set a good benchmark in design quality and sustainability for Elephant and Castle (32 of 65 responses, or 49%).

However, the high number of 'Don't know / Neutral' responses (22 of 65 responses, or 34%) is notable. It is also worth noting that those that disagreed (11 of 65 responses, or 17%) tended to strongly disagree.

2.4) Do you have any other comments related to the design of St. Mary's Residential?



The responses to this open question have been arranged into 10 categories shown on the above chart. A breakdown of the content of the comments within these categories is provided in the table to the right.

The architectural design of St Mary's Residential and its height / massing are clearly the most important topics. Most of the comments received for these topics were concerns.

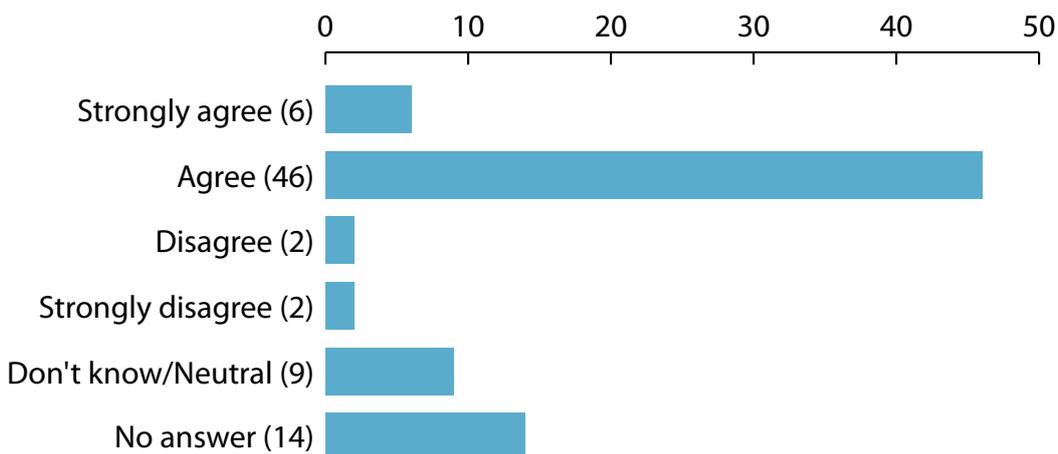
In equal third place were the topics of retail / business space and sustainability. The former received generally positive comments, whilst the latter was mostly suggestions.

Design	17	<ul style="list-style-type: none"> • Concern about overall design • Need for buffer in between park and tower • "Tower in the Park" • Prioritise design and sustainability
Height / massing	11	<ul style="list-style-type: none"> • Over-crowding of tall buildings • Impact on surrounding streets • Wind tunnelling
Retail / business	6	<ul style="list-style-type: none"> • Generally well received
Sustainability	6	<ul style="list-style-type: none"> • Rainwater collection • Solar panels • Aim higher than Code Level 4

Residential	5	<ul style="list-style-type: none"> No provision for affordable housing Appreciation of balconies / external spaces
Making connections	4	<ul style="list-style-type: none"> Secured disabled parking Traffic congestion due to the development
Public Realm	3	<ul style="list-style-type: none"> Uninspiring design, maintenance issues. Appreciation of outdoor seating and enhanced security
Look and feel	2	<ul style="list-style-type: none"> Out-of-scale Not distinctive
Supportive	2	<ul style="list-style-type: none"> Area needs improvement / regeneration
Other	4	

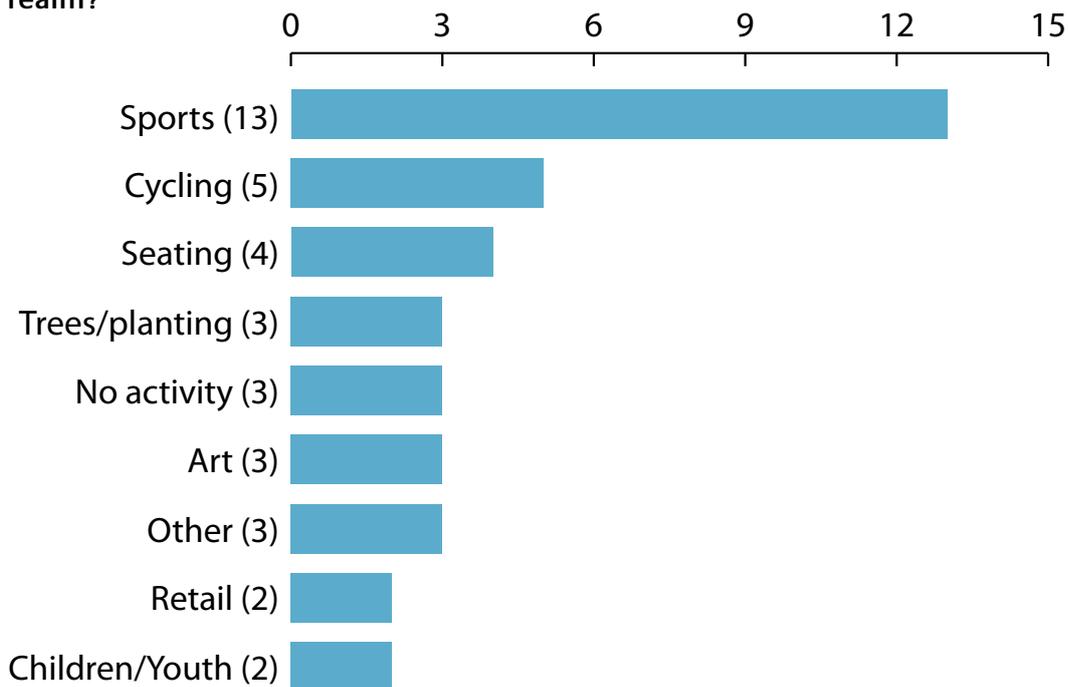
Public realm

3.1) Do you agree with the character area approach for the public realm?



The vast majority of consultees were in agreement with the character area approach of the public realm (52 from 65 responses, or 80%).

3.2) Are there any other activities that you think should be included in the public realm?



The responses to this open question have been arranged into 9 categories shown on the above chart. A breakdown of the content of the comments within these categories is provided in the following table.

Sports	13	<ul style="list-style-type: none"> Outdoor exercise / gym Chess boards Table tennis Basketball nets Allow for skateboard use Training area Martial arts/self defence Walking Blind swimming club Water features Football area for South American community
Cycling	5	<ul style="list-style-type: none"> Cycle parking and routes
Seating	4	<ul style="list-style-type: none"> Include a lot of external seating

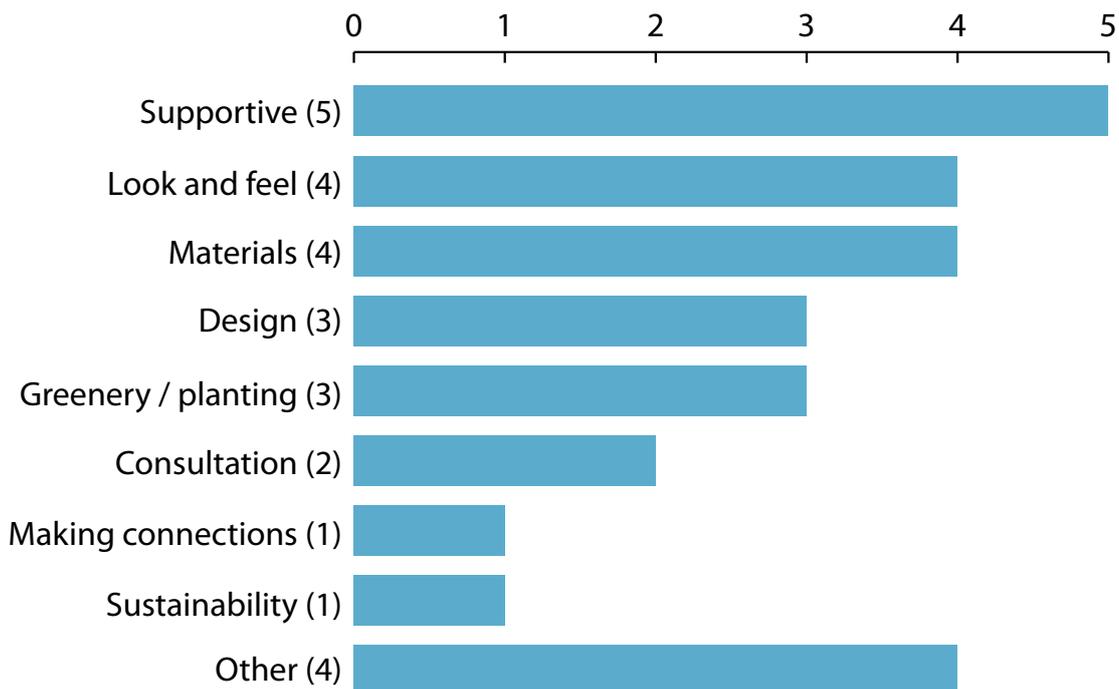
Trees / planting	3	<ul style="list-style-type: none"> Public realm as extension of the park Planting areas to be managed by St. Mary's residents
No activity	3	<ul style="list-style-type: none"> Keep simple Restful
Art	3	<ul style="list-style-type: none"> Public artwork and activities for the unemployed Statues of famous people
Retail	2	<ul style="list-style-type: none"> Bars Food shops
Young people	2	<ul style="list-style-type: none"> Children play area Teenage recreational club
Other	3	

The clear majority of proposals for the activities to be included in the new public realm related to the theme of outdoor sports and games.

Cycling facilities and seating were the second and third priorities, but received less than half the responses of the top priority.

Trees and planting, art, as well as no activities for a peaceful environment accounted for an equal number of responses.

3.3) We would like to hear any comments you have on the initial ideas for the look and feel of the public realm.



The responses to this open question have been arranged into 9 categories shown on the above chart. A breakdown of the content of the comments within these categories is on the right.

There was a variety of responses to this question, with people expressing support for the proposals, commenting on the look and feel, or on the materials.

Supportive	5	<ul style="list-style-type: none"> General appreciation of redevelopment
Look and feel	4	<ul style="list-style-type: none"> Commercial, no specificity Interesting roof planting Environment should look and feel as natural as possible Looking good so far

Materials	4	<ul style="list-style-type: none"> Robust materials Too many hard surfaces
Design	3	<ul style="list-style-type: none"> Lighting Line of sight to the leisure centre entrance Entry points dwarfed by St. Mary's Residential massing
Greenery / planting	3	<ul style="list-style-type: none"> Appreciation of trees Request for more trees Too much concrete
Consultation	2	<ul style="list-style-type: none"> Public to be better informed Appreciative of public realm workshop
Other	4	

3.4) Please tell us any places that you think are good examples of public realm design.

These comments have been grouped into five categories.

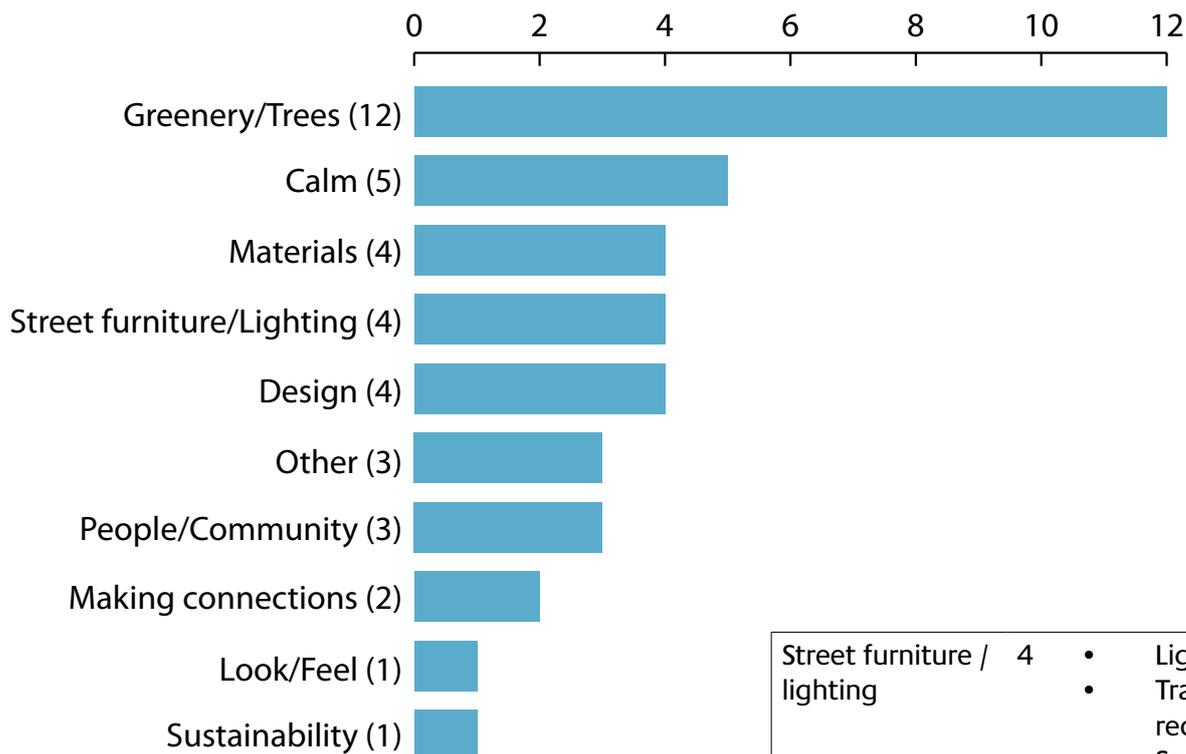
Parks	<ul style="list-style-type: none"> • High Line park, NYC • Burgess Park • Urban Orchard and Apothecary, Union St - Good ideas for community spaces. • Verticle Park in Zurich, Switzerland • Paisley Park, New York • Bedlam park • Millennium Park • St. James' Park cafe. Do not get around to seeing other areas now. Poor mobility. • Millennium Green Waterloo • Potters Field Park (Contrast with stark, dark, expensive and cold granite in "More London" adjacent) • Red Cross Garden (Red Cross Way) • Aldgate Park, Braham Street, London EC3 - space to walk through and/or linger. • Geraldine Mary Harmsworth park
Buildings	<ul style="list-style-type: none"> • Lit-up National Theatre & QE Hall are magical! • Canary Wharf • Westfield Shopping Centre • Fusion Centre – Leatherhead
Cities	<ul style="list-style-type: none"> • Chicago • Sheffield – near station / university • City of London (lots of examples) • Temple bar, Dublin

Squares	<ul style="list-style-type: none"> • London South Bank • Covent Garden • Duke of York Square in Chelsea – good mix of shops, green space • The newly refurbished square in front of Ritzy cinema (Brixton) • Front Tate Modern (river side) • The nearby Georgian/ early Victorian squares e.g. West Square • The stoop and areas around London Assembly Building
Other comments	<ul style="list-style-type: none"> • Environmentally friendly • More London's view lines • Areas as natural as possible with • Support for blind and partially sighted people. • No areas yet designed with visually impaired people in mind. • I like the idea of reflecting local history and heritage. • Really good design and good structure. • Integration of exercise areas and landscape design. Generosity of Public areas for all to share. High impact, inner city design which retains soft touches of nature and green space.

The most frequent references made were to:

- 1 London South Bank
- 2 High Line Park, New York City
- 3 Front of Tate Modern (riverside) & Mary Geraldine Harmsworth Park

3.5) We would like to hear any words or ideas that you think should inform the design of the public realm.



The responses to this open question have been arranged into 8 categories shown on the above chart. A breakdown of the content of the comments within these categories is in the following table.

Greenery / trees	12	<ul style="list-style-type: none"> Green spaces Water features Multicoloured (planting) Raised planting beds Poor relationship to the park Grass More planting in overly large pavements
Calm	5	<ul style="list-style-type: none"> Quiet Tranquil Escapism
Materials	4	<ul style="list-style-type: none"> Solidity Stone / weathered concrete British stone High quality materials

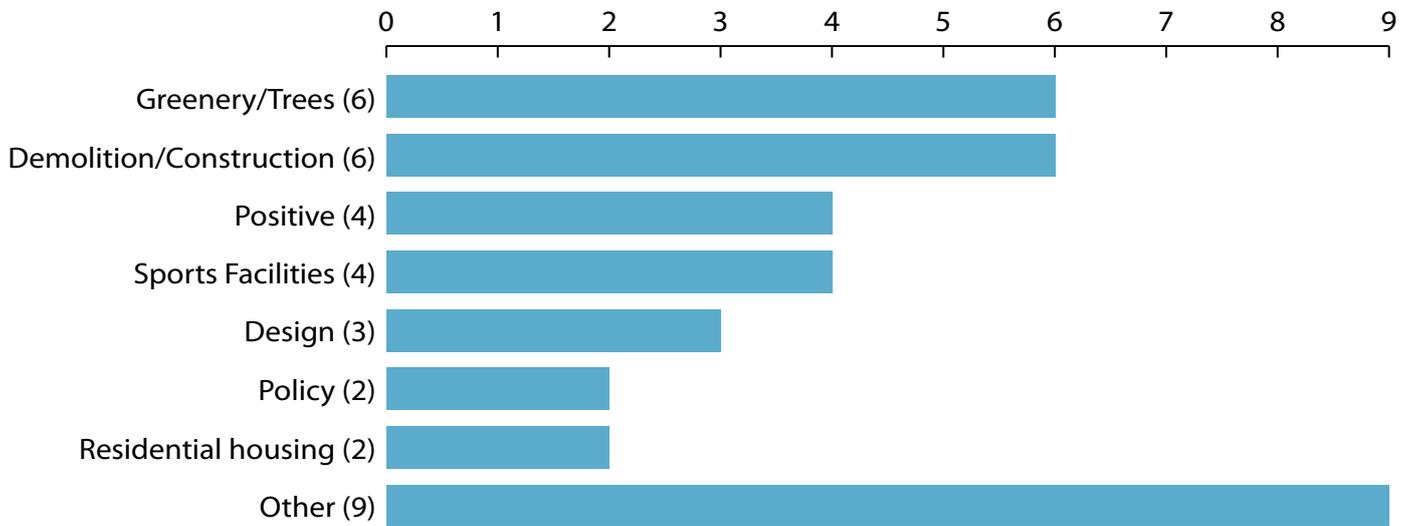
Street furniture / lighting	4	<ul style="list-style-type: none"> Lighting Traffic sound reduction Spaces to sit Robust
Design	4	<ul style="list-style-type: none"> Narrow corridor between Martha Stewart play space and leisure centre Former ramps / tunnels integrated into design Internal street between buildings should be secondary to park
People / community	3	<ul style="list-style-type: none"> Space for community activities
Making connections	2	<ul style="list-style-type: none"> Cycle parking Maintain existing thoroughfares
Other	3	

The vast majority of words or ideas received related to greenery and trees in the public realm.

The public realm as a place of calm and relaxation was the second most frequent comment.

There was an equal number of comments on the materials, street furniture and lighting, and design.

4) Any other comments



The responses to this open question have been arranged into 9 categories shown on the above chart. A breakdown of the content of the comments within these categories is in the table to the right.

The majority of additional comments were focused equally on two topics - the importance of greenery and trees in the public realm; and logistics for demolition and construction and disruption to local residents.

There was also a high number of generally positive comments about the redevelopment, and other queries about sports facilities.

Greenery / trees	6	<ul style="list-style-type: none"> Natural as possible No paved front gardens Public realm should be extension to Park Leisure could spill out into park Leave open grass around leisure centre Green space at ground level
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Demolition / construction	6	<ul style="list-style-type: none"> Vehicular access Brook Drive / Dante Road construction logistics Concern about increase in traffic Consultation workshop
Supportive	4	<ul style="list-style-type: none"> General support for the redevelopment
Sports facilities	4	<ul style="list-style-type: none"> Interest in plans for providing interim facilities during construction Should have a pool for toddlers Proper play area for parents and children
Design	3	<ul style="list-style-type: none"> Proper lighting for sports hall for badminton Importance of good design
Policy	2	<ul style="list-style-type: none"> Should be safeguarded as a public and not private area
Residential	2	<ul style="list-style-type: none"> Affordable housing
Other	9	

5) Discussion themes

Many conversations take place between staff and the local community at consultation events and via email correspondences after the event. These conversations often confirm many of the themes for consultation and add further detail or nuance to the topic. Sometimes they also introduce new topics that are perhaps not included within the feedback form.

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

General

- Visitors to the exhibition are generally happy with the overall redevelopment and positive impact on the area

Leisure Centre

- There is a need to communicate more about the provision of alternative sports facilities during the demolition/construction period.
- Some reassurance is needed about the cost of using the new leisure centre not increasing.
- There were questions related to the management and ownership of the new facility.
- There is concern about the change in mix of sports facilities - loss of squash courts and reduction in sports hall size
- The leisure centre cafe should have a better connection to the existing children's playground.

Demolition and Construction

- There are concerns particularly expressed by residents to the west of site about disruption and noise during demolition and construction works.
- There is a concern about the length of time for construction.

Making connections

- With the new leisure centre and St Mary's Residential it was felt that more pressure would be placed on an area already experiencing difficulties with car parking.

St Mary's Residential

- There were concerns about the height of St. Mary's Residential and the effect of overshadowing and wind to the immediate and surrounding areas
- There was interest from people keen to purchase apartments in the development

6) Public Realm workshop

The Public Realm Workshop was organised to give local residents the opportunity to help shape the public realm proposals. The workshop gave attendees a chance to work with the public realm designer, BCA Landscape Architects.

The event was advertised during the exhibition and email invitations sent to those who had previously expressed an interest to be involved in public realm during the January exhibition.

The workshop was held on the last day of the public exhibition, Tuesday 27 March, from 6.30pm to 8.30pm in Studio 2 of the leisure centre. It was facilitated by Soundings, supported by representatives of Squires and Partners, John McAslan Architects, BCA Landscape Architects, Lend Lease, 4Futures and Southwark Council.

The workshop began with a brief overview of the project vision from both Southwark Council and Lend Lease. This was followed by a presentation by BCA Landscape Architects of their initial ideas.

General questions and thoughts on the proposals were taken, before dividing into two smaller groups to discuss priorities, issues, areas for improvement and ideas. Members of the design team and the developers participated in discussions at both tables.

Feedback from the work of both groups was captured in a plenary session. A summary of the findings follows:

General comments

- The new public realm needs to feel as an extension to St Mary's Churchyard.
- Desire for a more direct link to the park, cutting through the current play area.
- The naturalistic planting at St Mary's Churchyard is liked and ideas should be drawn from this for the new public realm.
- The current proposals feel very flat and grey.
- A suggestion to provide a wall for teenagers for graffiti. This can be painted white every couple of weeks to allow for it to be used repeatedly.
- Concerns over dog damage and children damage to trees.
- Suggestion that the design language of St Mary's Churchyard should be transposed the new public realm.
- New trees should be good quality and a substantial size.
- Launch a competition for signage design or a course module for LCC students (due to longevity of the project).
- Too much consideration of looking from above. Must be from ground level.
- Suggestion for a water feature (moving water, rainwater collection, 'waterfall' on the building)



- Suggestions to use projections to reveal the areas history.
- Use power from exercise machines to power lighting.
- De-cluttering of pavement outside Strata is positive.
- Lighting, safety and security is a key priority.

Brook Drive

- Improve the character of this street
- Better lighting is needed
- Tree planting along the leisure centre façade
- Encourage cyclists down Brook Drive and introduce a green lane or cycle signage. (Important cycle link to Walworth road)
- Improvement needed to LCC green area facing Brook Drive.
- Developer team to approach other stakeholders to allow for these improvements.
- Take into consideration the Tabernacle transit vans that use this route.

Entrance

- Support new tree planting areas facing Elephant and Castle but it is felt that the southern planting area should be joined to St Mary's Churchyard.
- Celebratory signage needed to mark the site and Elephant and Castle.
- Play with scale of signage but don't make it too corporate.

Service Drop-off Area

- Concerns about this area being very barren and the soft landscaping not working well.
- Suggestion to take more of a sculptural approach i.e. have a large elephant sculpture in one of the dedicated landscape areas.



St. Mary's Residential

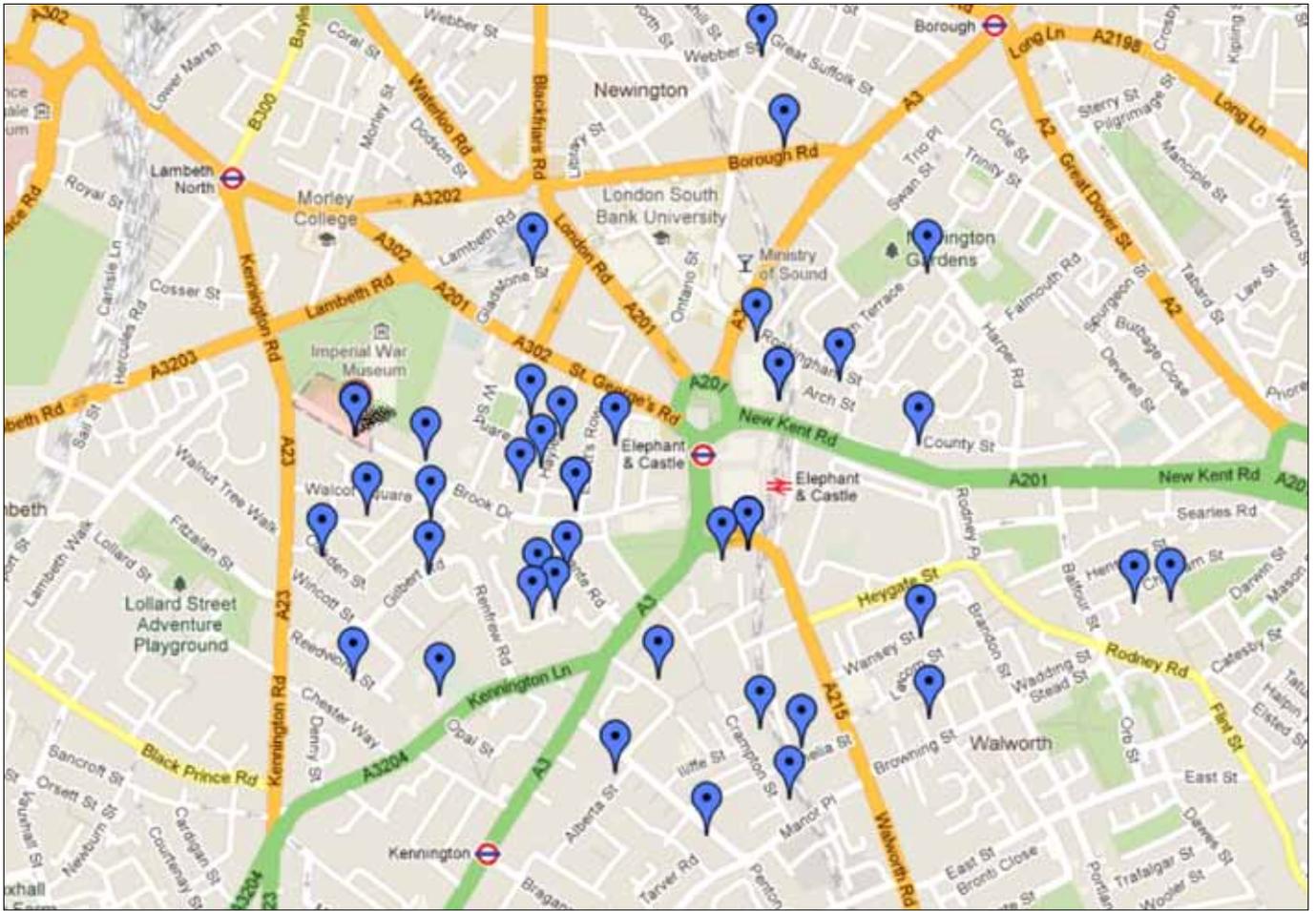
- Alfresco dining on south east corner is key to activate this corner.

Leisure Centre

- Activate south façade
- Make the café more of a feature
- Café should open up to the park
- Green area to the west needs more consideration.

St. Mary's Churchyard

- The dedicated performance area is in the wrong location (too noisy), should be relocated to west end of park
- Concerns over anti-social behaviour
- It was stated that there will be more natural surveillance and more CCTV once the leisure centre site is developed
- A suggestion for a kiosk in the park. Reference made to the kiosk at Imperial War Museum Park.
- Place a big elephant in the park (sculpture). Reference made to ostrich sculptures currently at Pasley park.
- Skateboarders should be encouraged to use the space but not the flowerbeds as they currently do. A dedicated space could be designed for them
- West end of park (Churchyard Row) is very vibrant. It is used by the South American community to play football, it's a main cycle route and an ice-cream van stops here.
- There should be provision for activities for teenagers and over 60s.

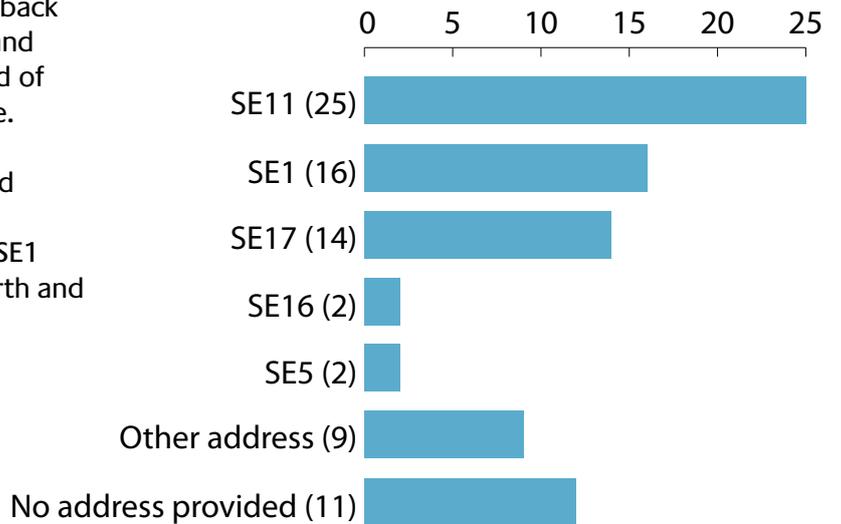


Map showing some the distribution of the closest addresses

7) Respondent by address

The postcode of people completing the feedback forms demonstrate that the event publicity and pop-ups are working to attract a good spread of people from around the area. See map above.

Analysing the postcode's further show a good representation by Lambeth residents in SE11 (Kennington and part Vauxhall), followed by SE1 (Bankside and Southbank), and SE17 (Walworth and Newington).



8) Demographic monitoring

The demographic monitoring on the feedback form is used to ensure the consultation events are representative and inclusive.

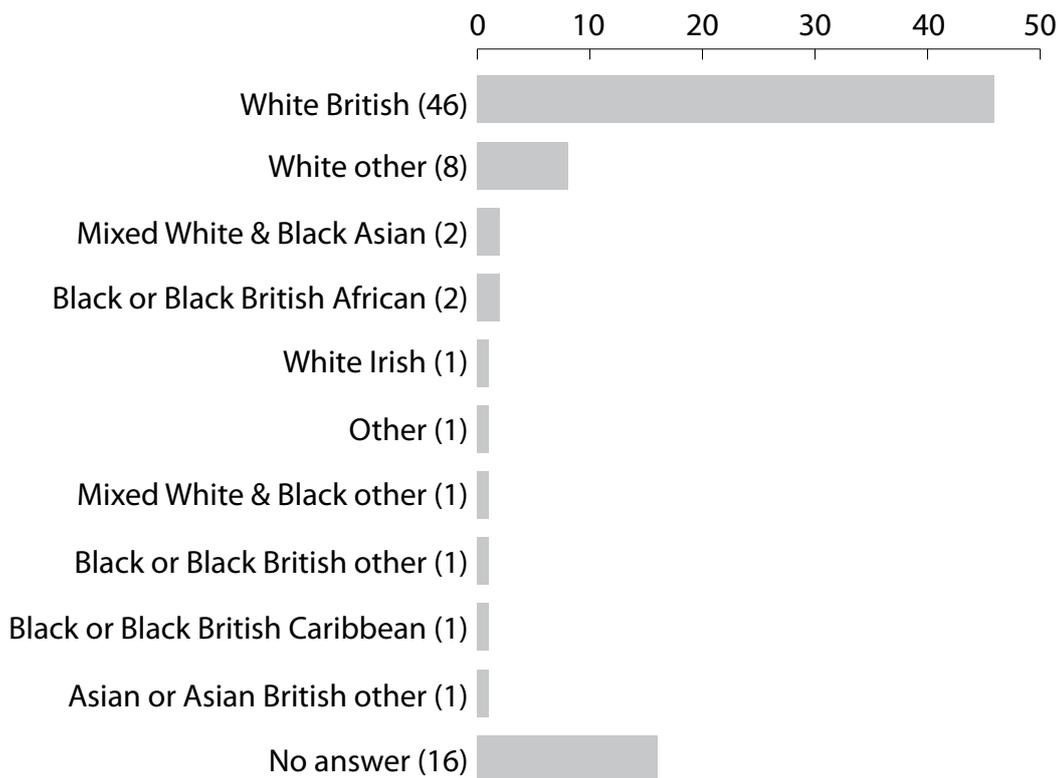
Ethnicity

The vast majority of respondents, 46 of 64 responses, or 72%, are White British. This is noticeably higher than the figures for Southwark, 52%.

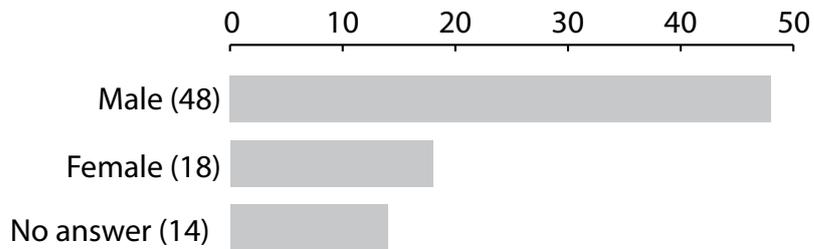
Black or Black British African are the second highest ethnicity in Southwark, accounting for 16% of the population. This is significantly higher than the

1 respondent (2%) completing the demographic monitoring.

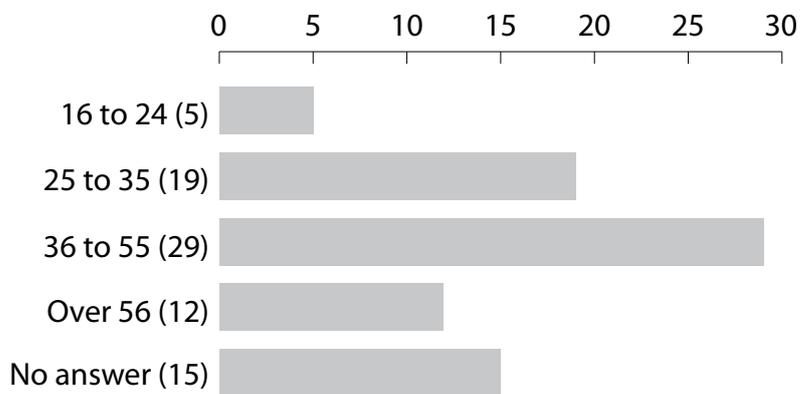
Although not captured in the demographic monitoring form, the Latin American community was also noticeably low in representation. This was despite specifically targeted advertising.



Gender



Age



There is a good spread of ages in the respondents, although 16 to 24's are slightly lower than the borough average, whilst 25 to 35's are slightly higher.

Disability

