

July 2024

The Aylesham Centre, Peckham

Early Engagement Strategy

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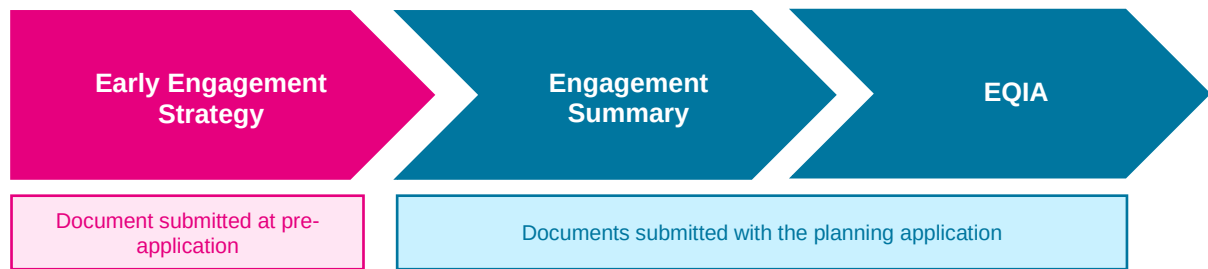
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Public Consultation on the Aylesham, Peckham in the context of the London Borough of Southwark's Development Consultation Charter (DCC)

Pre-application engagement on the proposed redevelopment of the Aylesham site began in 2021, this included introductory meetings with local educational institutes, local businesses, ward councillors, LBS officers and community groups. This was followed by extensive explorative public consultation in an attempt to meaningfully learn about the uniqueness of Peckham and the community. During this time, The Applicant opened a Consultation Hub on the site to enable the team to engage with the local community on the proposals. The applicant also undertook a stakeholder mapping exercise with local community groups to ensure all stakeholders group could be engaged accordingly.

The feedback received was then used to inform a Public Engagement Strategy document. This document was shared with the London Borough of Southwark (LBS) and the Aylesham Community Action group in March 2022 for their review and comment, to ensure that the Applicant's strategy aligned with LBS's overarching approach to consultation and the community's ambitions for genuinely meaningful engagement. The proposed approach to engagement on the proposals for the site was discussed with Council officers from the outset of the pre-application process and input has been sought on an ongoing basis from local stakeholders - including the Council's Aylesham Centre Community Forum and Aylesham Community. Continuous consultation has informed the Public Engagement Strategy throughout the consultation process and has and will continue to evolve, following feedback received.

Despite commencing consultation ahead of the DCC having been adopted, for completeness and in line with the requirements of the DCC, an Early Engagement Strategy document has been prepared. It reflects activities undertaken prior to the adoption of the DCC and the approach to subsequent engagement, as informed by feedback received and consideration of local factors e.g. demographics. The Statement of Community Involvement and Engagement Summary provide further detail on the consultation process and feedback received.



An Early Engagement Strategy (EES) is a requirement for pre-application discussions with the council. The purpose of this document is to ensure that developers engage with residents and local stakeholders from the beginning of the development process. Early engagement is essential to ensure that residents and local stakeholders have a say in the development that is going on in their area. Early engagement can also help to identify elements in the design of the scheme that may have a detrimental impact on certain individuals or groups before a planning application is submitted.

Part 1 - Facts-Based Audit

Stakeholder Analysis

No.	Question	Answer
1.	Who are the owners, occupiers and users of the existing buildings and surrounding the site? How did you identify these stakeholders?	<p>The Site is owned by Berkeley Homes Capital PLC, and the redevelopment of the Site will be led by Berkeley Homes. Berkeley owns the Site unconditionally, having purchased it from previous owners BlackRock.</p> <p>The Aylesham Centre includes many well-known high-street brands such as Holland & Barrett, JD Sports, Nandos and Poundland. On-site there are 27 retailers in total. There are five independent retailers and 10 Mall Hand Carts, who are all independent, small businesses.</p> <p>The vast majority of visitors come to the Site to visit Morrisons. But people also come to:</p> <ul style="list-style-type: none">• Use the car park.• Visit other shops and businesses, including both chains and independent businesses.• Access the bus station.• Access their own businesses or attend their jobs on-site.• Meet friends or socialise.• Undertake informal advertising activities (e.g. flyering). <p>Peckham High Street and Rye Lane host a multitude of retail and food options.</p> <p>Peckham High Street is predominantly independent retailers and services.</p> <p>The northern section of Rye Lane includes a mixture of chain and independent retailers.</p> <p>Further south on Rye Lane, the Bussey Building and Copeland Park industrial estate is home to independent businesses including artists, creative industries and entrepreneurs.</p> <p>At the start of the consultation process, the Applicant and the project team undertook a</p>

		<p>stakeholder mapping exercise to identify local businesses, organisations and commercial units near the Site. This exercise was assisted by local community groups who advised on further groups and stakeholders to add. Tree Shepherd (a charity who has partnered with Southwark to help people locally to establish their own enterprises) has been commissioned to undertake specific targeted engagement with the existing independent businesses on-site.</p>
2.	<p>What are the demographics of the existing users of the site? In particular, consider those with protected characteristics. What data did you use to determine this?</p>	<p>The Site is located at the northern boundary of Rye Lane Ward. The Local Area (as used in the Socio-Economic ES Chapter and the Equality Statement) is the two ward area of Peckham and Rye Lane wards. A full demographic baseline is set out in these reports but, in summary:</p> <p>41% (2021 Census figures) of the local population are White. 37% of residents in Peckham self-identify as being of black ethnicity. Most of these residents identify themselves as African, particularly Nigerian as well as Caribbean.</p> <p>2021 Census data showed that in the Local Area 61% of the residents were born in the UK, 17% of residents were born in Continental Europe, 14% were born in Africa, 10% were born in the Americas and the Caribbean and 5% in the Middle East and Asia.</p> <p>According to the 2021 Census, the proportion of residents in the Local Area who identify themselves as belonging to a religion is 60%, which is higher than Southwark (56%) but lower than the average for London at 66%.</p> <p>In the Local area, the proportion of the population who believe in Christianity is 47%, a higher rate than LBS (43%) and London as a whole (41%). 14% of residents identify as Muslim.</p> <p>The wards have a higher proportion of people aged 20 to 35 than the London average (but similar to the proportion across Southwark).</p>

		<p>The proportion under 15 (19%) is slightly higher than the rate for LBS (17%), but in line with the London average (19%). The proportion of residents who are of working age (16 to 74) is 79%, is in line with the average for Southwark (79%) and higher than London (76%).</p> <p>The Site is located in Peckham Town Centre, which is frequented by visitors and shoppers from around the Borough and further afield, attracting a varied clientele.</p>
Heritage and Site layout		
3.	Give a description of the existing buildings and space surrounding the site.	<p>The Site is located within Peckham town centre within the administrative boundary of the London Borough of Southwark ('LBS') (the Local Planning Authority ('LPA')) Rye Lane bounds the Site to the west, Hanover Park to the south and Mckerrell Road to the east. Peckham Bus Station, fronting onto Peckham High Street, bounds the Site to the north.</p> <p>The Site accommodates the Aylesham Centre alongside an associated surface car park (353 spaces), service yard, and petrol filling station. The Aylesham Centre comprises retail units fronting on to Rye Lane with additional retail units within a covered mall, including a Morrison supermarket. On-site there are 27 retailers in total. There are five independent retailers and 10 Mall Hand Carts, who are all independent, small businesses.</p> <p>The surrounding area is characterised by typical town centre uses, with a broad mix of convenience and comparison retailers; leisure and other commercial uses; and residential.</p> <p>Building heights within the surrounding area are mixed, ranging from three storeys along Rye Lane and Hanover Park to 20 storeys at the Clifton Estate.</p> <p>The wider surrounding area is undergoing a significant period of change, with a number of significant planning permissions approved in</p>

		<p>the last 10 years, including Peckham Place, 97 Peckham Road, Peckham Rye Station, Eagle Wharf and Summer house and Flax Yard. In addition, a number of sites have been allocated for development within the Site's vicinity, including Blackpool Business Park and Copeland Industrial Estate.</p>
4.	Is the site situated within a conservation area? If so, how have you considered this in your proposed scheme thus far?	<p>The western part of the Site (fronting onto Rye Lane) falls within the Rye Lane Peckham Conservation Area.</p> <p>The Applicant's design approach seeks to provide a sensitive architectural response to the THI buildings in key views.</p> <p>On Rye Lane, the design team will be taking inspiration from the historic Jones & Higgins department store.</p>
5.	Is the building listed? If so, how have you considered this in your proposed scheme?	<p>The existing buildings (on the Site) are not listed at either Statutory level. The closest listed buildings are located at 58 Peckham High Street and Baptist Chapel, Rye Lane (Grade II).</p>
6.	Is the site or any buildings on the site of wider community interest? How did you determine whether the site was of wider community interest?	<p>None of the existing buildings on Site are locally listed. Immediately north of the Site, is the former Jones & Higgins building and immediately to the south of the Site is 47-79 Rye Lane, both of which are locally listed.</p> <p>The Applicant's design approach seeks to provide a sensitive architectural response to the THI buildings in key views.</p> <p>On Rye Lane, the design team will be taking inspiration from the historic Jones & Higgins department store.</p> <p>Our design approach seeks to provide a delicate architectural background to the THI buildings in key views, maintaining a clear gap between the Jones & Higgins clock tower and proposed buildings.</p>

		<p>The diversity and specialist nature of some of the shops on the wider high street is of community interest.</p> <p>The development will not impact on the operation of shops on the wider higher street outside the redline. The number of specialist shops on-site is very small and independent businesses will be supported through the Business Relocation Strategy.</p>
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Accessibility and Movement

No.	Question	Answer
7.	How is the site accessed by its current users? How did you determine this?	<p>The Aylesham Centre is accessed via entrances on Rye Lane and by Morrisons/car park which is itself accessible from Hanover Park, McKerrell Road, bus station.</p> <p>Peckham Rye Station is approximately 400m walk to the south from the centre of the Site and is served by London Overground, Southern, Thameslink and Southeastern services.</p> <p>Queens Road Peckham Station is approximately 700m to the east of the Site and operates London Overground and Southern train services.</p> <p>The bus station to the north serves the following bus routes: 177, 381, N381, P12 and P13.</p>
8.	What are the important routes through the site and why are they important? Who currently uses these routes? What data or information did you use to come to this conclusion?	<p>The current Site offers a route through the Aylesham Centre from Rye Lane to the Morrisons, Morrisons car park and to Peckham bus station on Peckham High Road.</p> <p>Otherwise, the Site is largely impermeable and unfriendly to pedestrians due the presence of the large Morrisons car park which favours vehicular travel.</p> <p>This assessment is based on visits to the Site and desk assessments.</p>

Climate Change and Sustainability

No.	Question	Answer
9.	What climate change mitigation and adaption measures are relevant for the site?	<p>According to the GLA's London Climate Risk Map¹, neighbourhoods at the centre of LBS (including Peckham) have been identified as being among most vulnerable to climate risk in London. This risk profile is based on the overlapping risk factors that result in vulnerable populations. The demographic risk factors include age; proficiency in English (as a proxy for access to public information); ethnicity; tenure; and income. LBS has a Climate Change and Resilience Strategy and reducing inequality is part of that strategy.</p> <p>The Applicant's approach includes consideration of a number of climate change mitigation and adaptation measures – including the use of carbon-efficient materials in construction; appropriate M&E; and incorporation of renewable energy sources and sustainable drainage techniques, where relevant.</p>
10	What wider sustainability considerations are relevant for the site?	<p>There will be a reduction in embodied carbon through insulation and improved thermal comfort levels. In addition, the development will seek to reduce carbon by promoting energy efficiency through choice of materials, including glazing.</p>

¹ GLA, 2022. London Climate Risk Map.

Part 2 - Approach to Engagement

Based on the outcome of the Facts Based Audit, outline how you will engage with the key stakeholders that been identified. We want to know what engagement activities you intend to undertake and why you have chosen these activities in particular. You should tailor the engagement activities to the needs of the stakeholders in the area.

Examples of engagement activities can include (but are not limited to):

- Stakeholder meetings
- Workshops
- Attending community group meetings
- Leaflets
- Letters
- Website

Public Consultation on the Aylesham, Peckham undertaken prior to London Borough of Southwark's Development Consultation Charter (DCC)

Pre-application engagement on the proposed redevelopment of the Aylesham site began in 2021, this included introductory meetings with local educational institutes, local businesses, ward councillors, LBS officers and community groups. This was followed by extensive explorative public consultation in an attempt to meaningfully learn about the uniqueness of Peckham and the community. The below table outlines the consultation activity that took place in this period.

Date	Details
Early 2022 Consultation	
31st January 2022	Letters were sent via email, offering a meeting to identified stakeholders to discuss the early proposals for the site, and inviting them to attend the community pop-up sessions.
1st February 2022	Flyers were sent to c. 8,377 addresses, notifying local residents of the launch of the consultation process. The flyer also contained information of the consultation website, launch of the Consultation Hub and information of how to contact the project team.
1st February 2022	A dedicated project website was launched - www.theayleshamcentre.community - which introduced people to the scheme and provided contact details so that they could get in touch with the project team with any comments or questions they may have.
1st February – 8th February 2022	The first set of social media ads ran (via Facebook and Instagram) in the SE15 2, SE15 3, SE15 5 and SE15 6 postcodes, promoting the launch of the community engagement process.
3rd February 2022	An advert was placed in <i>Southwark News</i> informing readers of Berkeley Homes' vision for the Site, the community engagement process and provided a QR Code to the website alongside contact information.
10th February 2022	The project team undertook a business engagement session with businesses and retail outlets in the Aylesham Centre, on Peckham High

	Street, on Rye Lane (north of the intersection with Hanover Park), and all pop-up stores within 'Market Place Peckham'.
11th February 2022	An advert was placed in <i>South London Press</i> informing readers of Berkeley Homes' vision for the Site, the community engagement process and provided a QR Code to the website alongside contact information.
11th February 2022	An initial survey was launched on the project website.
12th February 2022	The first consultation pop-up session took place, staffed by various members of the project team. The project team sought to engage with those visiting or passing through the centre, who would not be reached by other parts of the engagement process.
15th February 2022	The project team undertook a local resident door-knocking session targeting Purdon Court, Martock Court, Winford Court and Yarnfield Square of the Clifton Estate.
18th February 2022	A further advert was placed in the <i>South London Press</i> , advertising the opening of the consultation Hub at Unit 15A of The Aylesham Centre.
1st March 2022	The project team undertook a third door-knocking session targeting residents in 81 Hanover Park and residential areas to the south of the Site.
9th March 2022	The project team conducted a pop-up session at Peckham bus station, from 5am to 8.30am, speaking to early morning users of the bus station.
14th March 2022	An email was sent to the Aylesham Centre consultation mailing list updating people on the public consultation from Early 2022 and the feedback received.
15th March – 19th March 2022	A second set of social media ads were launched, promoting the Saturday 19 th March pop-up event.
19th February 2022	A further consultation pop-up session took place outside the Consultation Hub, staffed by various members of the project team.
19th April – 23rd April 2022	The last set of social media ads for this consultation stage ran, promoting the Consultation Hub being open on Saturday 23 rd April.
April 2022	A Consultation Report detailing activities and feedback received during the Early 2022 consultation stage was published on the project website and sent to subscribers of the Aylesham Centre mailing list.
Summer 2022 Consultation	
8th July – 25th July 2022	Social media adverts announcing the opening of the second stage of community consultation.
11th July 2022	Letters were sent via email, offering a meeting to identified stakeholders to discuss the early proposals for the Site, and inviting them to attend the community pop-up sessions.
11th July 2022	<p>Consultation flyers were distributed to c. 8,377 addresses, advertising the three consultation drop-in events taking place on Saturday 16th July, Monday 18th July and Thursday 21st July 2022.</p> <p>The flyer also contained information about how to contact the project team.</p>

11th July 2022	An update blog - 'Join us at our public consultation drop-in events' was published on the project website.
11th July 2022	E-newsletters were distributed to the subscribers of the Aylesham Centre mailing list inviting them to the upcoming public consultation drop-in events.
11th July 2022	The project team undertook a local resident door-knocking session, targeting residents and businesses to the south of Hanover Park.
11th July – 18th July 2022	A set of social media ads were launched, advertising the public exhibitions on 16 th and 18 th July 2022.
12th July 2022	The project team undertook a local resident door-knocking session on the Clifton Estate and Oliver Goldsmith Estate, as well as those living on Hanover Park.
16th July 2022	The first public consultation drop-in event took place, staffed by various members of the project team.
18th July 2022	The second public consultation drop-in event took place, staffed by various members of the project team.
20th – 22nd July 2022	A third set of social media ads ran, advertising the ongoing community consultation and the upcoming public exhibition on 21 st July 2022.
20th July 2022	An email was distributed to the subscribers of the Aylesham Centre mailing list, thanking people for their attendance at the public consultation drop-in events, and informing them that the exhibition boards and survey from the event were available to view on the project website.
21st July 2022	The third public consultation drop-in event took place, staffed by various members of the project team.
12th August – 21st August 2022	A further set of social media ads ran, promoting the four online surveys.
6th October 2022	A Consultation Report detailing activities and feedback received during the Summer 2022 consultation stage was published on the project website and sent to subscribers of the Aylesham Centre mailing list.
Winter 2022 Consultation	
21st November 2022	An update 'Join us at our series of public consultation events' was published on the project website.
21st November 2022	<p>A flyer was distributed to 8,377 addresses, advertising the four consultation drop-in events taking place on Wednesday 30th November and Saturday 10th December 2022, and Saturday 7th January and Saturday 21st January 2023.</p> <p>The flyer also advertised the two masterplan presentations occurring on Saturday 3rd December and Saturday 7th January 2023; as well as the Consultation Online Webinar on Thursday 5th January 2023.</p> <p>The flyer contained more information about how to contact the project team.</p>
22nd November 2022	A video recording of the project team outlining the latest design proposals was posted on the consultation website.

24th November 2022	Letters were sent via email, offering a meeting to identified stakeholders to discuss the evolving proposals for the Site, and inviting them to attend the upcoming consultation drop-in events.
25th November 2022	Emails were sent to the subscribers of the Aylesham Centre mailing list inviting them to the upcoming public consultation drop-in events.
28th November 2022	<p>The project team undertook a door-knocking session targeting businesses in the Aylesham Centre, on Peckham High Street and on Rye Lane, Peckham Market Place and local businesses.</p> <p>The team also reached out to residents living to the south and east of the Site, knocking on doors on Highshore Road, Hanover Park and the residential streets to the south of Hanover Park, including Cerise and Cicely Road.</p>
30th November 2022	The first public consultation drop-in event took place, staffed by members of the project team.
3rd December 2022	The first masterplan presentation took place, staffed by members of the project team.
6th December 2022	The second masterplan presentation took place, staffed by members of the project team.
10th December 2022	The second public consultation drop-in event took place, staffed by members of the project team.
5th January 2023	A consultation online webinar took place via Zoom.
6th January 2023	The project team undertook their second local resident door-knocking session on the Clifton Estate including Witcombe Point and Flamborough House.
7th January 2023	The third public consultation drop-in event took place, staffed by various members of the project team.
17th January – 27th January 2023	Target social media adverts – via Facebook and Instagram – ran, promoting the final few weeks of the Winter 2022-2023 consultation stage.
19th January 2023	A further flyer was distributed to 8,377 addresses, informing near neighbours that the feedback window for the Winter 2022 Consultation stage was open until Sunday 29 th January.
21st January 2023	The fourth public consultation drop-in event took place, staffed by various members of the project team.
27th January 2023	An email was distributed to the subscribers of the Aylesham Centre mailing list, thanking people for their attendance at the series of consultation events, and informing them that the exhibition boards and survey from the event were available to view on the project website.
4th May 2023	A feedback report was published on the project website and was sent to subscribers of the Aylesham Centre mailing list.

Spring 2023 – New Design Brief

At this point in time, following community feedback and in response to pre-application feedback received from LBS, a new design brief was agreed with LBS, adopting a revised approach to the public realm, heights of buildings, façade design and consultation process.

A new design team was appointed to bring forward revised proposals for the Site, based on the principles of the new design brief.

Therefore, the below table outlines what engagement activities the Applicant and project team intend to undertake and why they had chosen these activities in particular.

Activity	Date	Attendees	Format	Justification
Name and type of engagement event, e.g. LGBTQIA Workshop	When will the event take place? Give an estimate if you are unsure	Who will attend the event? Which groups are you looking to reach?	How will participants feedback in the session?	Why did you choose this format? Why did you choose to target this group in particular? Use the evidence base from the facts-based audit to support your answer.
Stakeholder engagement – correspondence and meetings/workshops (in-person & virtual)	January 2022 – June 2024	Local political and community stakeholders	Online or in person meetings, with presentations followed by an open discussion. Notes will be taken during the meetings.	<p>Local political and community stakeholders are able to provide helpful insights on local needs and priorities, to inform the design approach and approach to wider consultation.</p> <p>In line with the DCC and local feedback, this one-to-one engagement with local groups has also included focused outreach sessions with those representing traditionally seldom heard demographics e.g. young people and those with disabilities.</p>
Consultation website	January 2022 – June 2024	Local residents	Emails	In line with the DCC’s guidance, we have provided a dedicated project website that can be translated hosting key background

Activity	Date	Attendees	Format	Justification
				information on the proposals, alongside consultation content and surveys (updated throughout the programme), blog updates on outreach activities and contact details for further enquiries.
Community newsletters	February 2022, July 2022, November 2022, November 2023, January 2024, April 2024	Local residents	Email/telephone responses using contact details provided	<p>Printed flyers have been sent to residential and business addresses in the area surrounding the Site – notifying them of key consultation updates e.g. public events and providing contact details for further enquiries, as well as details of the consultation website.</p> <p>This aligns with the approach recommended in the DCC and accommodates those without internet access.</p>
Door-knocking sessions	February 2022 - May 2024	Local residents	Notes from conversations and surveys	In line with the DCC guidance and in order to ensure direct engagement with near neighbours, the team have undertaken several door-to-door canvassing sessions throughout the programme – with the aim of raising awareness of the wider consultation process and seeking feedback.

Activity	Date	Attendees	Format	Justification
				We are conscious that a number of local residents e.g. those who are time-poor may be 'harder to reach' via traditional consultation tools such as drop-in events and that door-knocking residents and businesses maximises the opportunities for them to engage in the process.
Pop-up sessions	February 2022 – May 2024	Local residents and visitors	Notes from conversations and surveys	To supplement the wider public engagement process, the team have held a series of pop-up sessions in high-footfall locations in and around the Aylesham Centre, promoting the proposals and consultation to passers-by.
Hub drop-ins	February 2022 – June 2024	Local residents and visitors	Verbal feedback	Since early in the engagement process, members of the project team have been available during drop-in sessions (currently Mon-Tues 1pm – 5pm & Fri 9am – 1pm) at the dedicated consultation Hub on-site. This has aimed to maximise the opportunity for local people to engage directly with members of the project team.
Consultation drop-in events	July 2022, November	Local residents	Notes from conversations	In line with the DCC, we have held a series

Activity	Date	Attendees	Format	Justification
	2022 - January 2023, November 2023, January – February 2024, May 2024		and written feedback surveys	of public drop-in events throughout the consultation programme, showcasing the evolving proposals and inviting feedback on these from attendees, allowing for direct conversations with members of the design team.
Walk and talk sessions	August – November 2023	Local residents, councillors	Verbal feedback	To inform the early design process, members of the design team joined local stakeholders and residents on a series of walk and talk sessions around the Site, inviting feedback on the emerging design principles and the character of Peckham.
Community Champions Panel	February – May 2024	Local residents – focus group selected to emphasise representation of those from traditionally seldom-heard groups	Verbal feedback Written feedback Creative outputs – collages, sketches	<p>To ensure that the design process was informed by feedback from seldom heard groups in Peckham, a Community Champions Panel (CCP) was established in February 2024.</p> <p>It comprised local residents invited based on previous engagement and via recommendations from local groups – with an emphasis on the representation of the young, elderly</p>

Activity	Date	Attendees	Format	Justification
				<p>and those with disabilities.</p> <p>Through a series of focused workshop sessions covering key design topics – including the public realm and housing quality – the CCP engaged directly with members of the design team to share feedback and suggestions which have informed the final proposals.</p>
Community Information Sessions	April – June 2024	Local residents	Notes taken during the event of comments, questions and answers.	<p>To support the wider public consultation process and local understanding of key planning and design considerations informing the proposals, the team organised and held a series of Community Information Sessions covering topics including the site allocation, financial viability assessments, transport, sustainability and housing design standards.</p> <p>These aimed to facilitate informed conversations both with and within the community ahead of submission.</p>

This section should also detail how you intend to incorporate feedback received from the engagement activities that take place. We want to see evidence that stakeholders have had a meaningful impact on the design of a scheme. Please detail how you will achieve this.

How will you incorporate feedback received from engagement activities into the proposed scheme?

Throughout the consultation process feedback from stakeholders and attendees at the planned consultation events and activities will be recorded and presented to the Applicant and design team at regular intervals to ensure that this feedback is being fed into the proposed scheme.

During in-person consultation events and activities such as drop-in sessions, pop-ups and door-knocking sessions and walk and talks, notes from conversations and written feedback surveys will be recorded. Verbal feedback will be recorded during Hub drop-in in days. Members of the design team will be present at the Community Champions Panel meetings, and they will record the verbal feedback, written feedback and creative outputs such as collages and sketches.

Feedback received from the community and local stakeholders will be considered by the design team throughout the engagement and design process, with public consultations highlighting responses to this feedback on an ongoing basis in a 'You said, we did' format.

The Design and Access Statement and Statement of Community Involvement submitted as part of the application will include summaries of the ways in which the design approach has responded to feedback received – in a format similar to the 'You said, we did' approach used in consultation.