

July 2024

The Aylesham Centre, Peckham

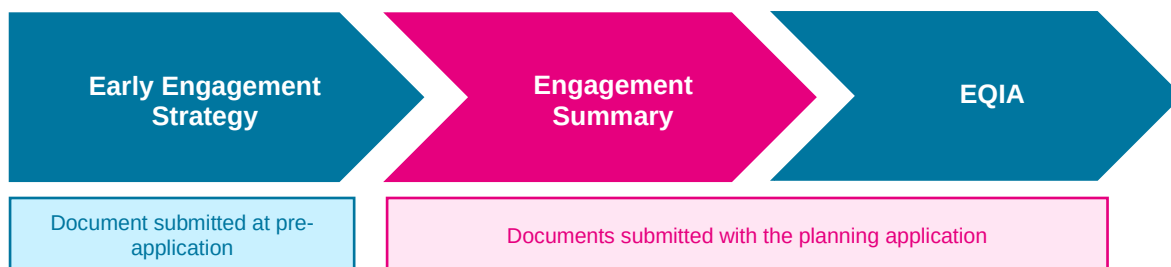
Engagement Summary

Document reference: AC14.2



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Engagement Summary Template



The submission of an Engagement Summary is a validation requirement for planning applications for major or council owned schemes and must be submitted with these applications. It should provide an overview of the engagement that took place with local stakeholders prior to the submission of the planning application.

Part 1 – Summary of Facts-Based Audit

Provide a summary of the Facts-Based Audit undertaken as part of your Early Engagement Strategy. Please include any changes that have occurred since the EES was submitted. If you have not provided an EES, please provide a full facts-based audit here.

Stakeholder Analysis	
1. Who are the owners, occupiers and users of the existing buildings and surrounding the site? How did you identify these stakeholders?	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. 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. The vast majority of visitors come to the Site to visit Morrisons. But people also come to: • 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). Peckham High Street and Rye Lane host a multitude of retail and food options.

Stakeholder Analysis

	Peckham High Street is predominantly independent retailers and services. The northern section of Rye Lane includes a mixture of chain and independent retailers. Further south on Rye Lane, the Bussey Building and Copeland Park industrial estate is home to independent businesses including artists, creative industries and entrepreneurs. At the start of the consultation process, the Applicant and the project team undertook a 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. The political and community stakeholders identified through this mapping exercise were contacted as part of the consultation process, set out within the Statement of Community Involvement prepared by Kanda Consulting.
2. 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? We recommend using: • The Southwark Council Joint Strategic Needs Assessment (JSNA)	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: 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. 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. According to the 2021 Census, the proportion of residents in the Local Area who identify themselves as belonging to a

Stakeholder Analysis

- [The Office for National Statistics Mid-Year Population Estimates](#)
- [The Office for National Statistics Census](#)

religion is 60%, which is higher than Southwark (56%) but lower than the average for London at 66%.

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.

The wards have a higher proportion of people aged 20 to 35 than the London average (but similar to the proportion across Southwark).

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%).

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.

Further information on the anticipated impacts of the proposals on those with protected characteristics is set out in the Equality Impact Assessment, prepared by Quod.

Heritage and Site Layout

3. Give a description of the existing buildings and space surrounding the site.

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. Purdon House sits to the north east of the site boundary.

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 Morrisons supermarket.

Heritage and Site Layout	
	The surrounding area is characterised by town centre uses, with a broad mix of convenience and comparison retailers; leisure and other commercial uses; and residential. Building heights within the surrounding area are mixed, ranging from three storeys along Rye Lane and Hanover Park to 20 storeys on the Clifton Estate. The wider area is undergoing a period of change with a number of significant planning permissions approved in 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. Further information on the Site and its context is set out in the Design and Access Statement, prepared by dRMM Architects.
4. Is the site situated within a conservation area? If so, how have you considered this in your proposed scheme thus far?	The western part of the Site (fronting onto Rye Lane) falls within the Rye Lane Peckham Conservation Area. The Applicant's design approach seeks to provide an appropriate architectural background to the Townscape Heritage Initiative (THI) buildings in key views, maintaining a clear gap between the Jones & Higgins clock tower and proposed buildings. The design team have developed a continuous ground floor shopfront design to Rye Lane that takes inspiration from the historic Jones & Higgins department store. Further information on the Site and its context is set out in the Design and Access Statement, prepared by dRMM Architects.
5. Is the building listed? If so, how have you considered this in your proposed scheme thus far?	The existing buildings on the Site are not listed. The closest listed buildings are located at 58 Peckham High Street and Baptist Chapel, Rye Lane (Grade II).
6. Is the building locally listed? If so, how have you	None of the existing buildings on Site are locally listed.

Heritage and Site Layout

considered this in your proposed scheme thus far?	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. The design approach maintaining a clear gap between the Jones & Higgins clock tower in key local views and steps up in height from 47-79 Rye Lane.
7. 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?	The Jones & Higgins Clock Tower (which is locally listed) and 43-49 Rye Lane (HSBC Bank building and neighbours) were deemed as buildings of particular local interest in the stakeholder mapping exercise that took place during the pre-application period. The locations and heights of the proposed buildings have been carefully considered within the context of the setting of these existing buildings. The diversity and specialist nature of some of the shops on the wider high street is of community interest. 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.

Accessibility and Movement

8. How is the site accessed by its current users? How did you determine this?	Aylesham Centre is accessed via an entrance on Rye Lane and from Morrisons/car park, which is itself accessible from Hanover Park, McKerrell Road and Peckham bus station. 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. Queens Road Peckham Station is approximately 700m to the east of the Site and operates London Overground and Southern train services. The bus station to the north serves the following bus routes: 177, 381, N381, P12 and P13.
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Accessibility and Movement

	Further information on site access is set out in the Transport Assessment, prepared by Arup, and the Design and Access Statement, prepared by dRMM Architects.
9. 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?	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. Otherwise, the Site is largely impermeable and unfriendly to pedestrians due the large, vehicular dominated car park. Further information on site access is set out in the Transport Assessment, prepared by Arup, and the Design and Access Statement, prepared by dRMM Architects.

Climate Change and Sustainability

10. What climate change mitigation and adaption measures are relevant for the site?	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. Our 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 – including rainwater attenuation via landscaping e.g. limited hard surfacing.
11. What carbon reduction measures have	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

¹ GLA, 2022. London Climate Risk Map.

Climate Change and Sustainability

you included within the scheme?

energy efficiency through choice of materials, including glazing.

Sustainable design measures undertaken include:

- A pre demolition audit was undertaken which confirmed 100% of concrete and brick and 25% of bituminous materials (including asphalt) will be recycled on-site i.e., it will be crushed and used as infill material or material for creating pile mats.
- A lean design approach will be taken through the use of bespoke slab reinforcement within the building.
- The design team undertook an early-stage façade options study to determine which façade treatment would be most appropriate in terms of character, diversity, circular economy and sustainability.
- Structural engineers have investigated the use of low carbon structures wherever possible.
- All brick details to be standardised to one or one and half bricks to prevent cutting and wastage. It is proposed that all window positions and openings are to be designed around standard brick dimensions.
- All external furniture will be robust, require low maintenance and be able to tolerate the demands of the public environment. Timber will be used to create a tactile and comfortable surface.
- All partitions have been designed as lightweight and can be removed in future if there is a requirement for a change in layout or function to this area. The building services design has also been designed to account for this potential change future use.
- Proposed use of high cement replacement concrete mixes for structural elements and possibly zero cement mixes where appropriate.

Further information on the approach to energy efficiency and carbon reduction in the proposed development is set out in the Design and Access Statement prepared by dRMM Architects, the Whole Life Cycle Carbon Emissions Assessment, prepared by Hodkinson and the Energy Statement, prepared by M-E Engineers.

Climate Change and Sustainability

12. What wider sustainability considerations are relevant for the site?

The development proposals will be informed by national, London-wide and Southwark standards in terms of sustainability.

More information on the sustainability considerations for the proposed development, including the BREEAM pre-assessment can be found in the Sustainability Statement, prepared by M-E Engineers.

Local Economy and Community Infrastructure

1. Are there any schools in close proximity to the site? If so, how have you considered the impact on the school within the scheme?

There are a number of local schools and educational institutes in proximity to the Site, including:

- Angel Oak Academy
- Bellenden Primary School
- Cherry Garden SEN School
- Harris Primary Free School
- Haymerle School
- John Donne Primary School
- London South Bank University
- Mountview
- Nell Gwynn Nursery School
- Oliver Goldsmith Primary School
- Rye Oak Primary School
- Southwark Scouts
- St Francis Catholic Primary School
- St James the Great RC Primary School
- St John's & St Clements C of E Primary School
- St Mary Magdalene C of E Primary School, Peckham
- St Thomas Apostle School and Sixth Form
- Tuke Community School
- Tuke School
- University of the Arts London, Camberwell College of Arts

The above were contacted as a part of the consultation and engagement process and offered the opportunity to discuss the proposals with the project team.

Local Economy and Community Infrastructure	
	From the above list the Applicant met with the following schools and local educational institutions: • Mountview (May 2021, September 2021, November 2021, March 2022, March 2024) • Cherry Garden School (March 2022) • Harris Academy Peckham (March 2022, May 2022) • Southwark College (March 2024, May 2024) The application includes a detailed assessment of existing school provision in the area, assessed against the projected future population. It is estimated that the development will be home to c. 110 primary school age children and 50 secondary school age children (years 7-11). Council data shows that there is currently a 30% vacancy rate in Peckham primary schools, which is expected to rise over the coming years and impact secondary school demand. An assessment of the anticipated impacts of the proposed development has been undertaken and is set out within the Equality Impact Assessment, prepared by Quod.
2. Are there any local businesses in close proximity to the site? If so, how have you considered the impact on these businesses?	The Site is located in the busy retail hub of Rye Lane and immediately behind Peckham High Street. Both Peckham High Street and Rye Lane host a multitude of retail and food options. The Aylesham Shopping 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. Rye Lane, on which the shopping centre is located, contains a mixture of these high street chain store and independent retailers catering to the local community. Peckham High Street primarily hosts independent stores/retailers and services.

Local Economy and Community Infrastructure	
	All surrounding businesses have been sent information on the proposals and invitations to meet the team and discuss the proposals. The Applicant has been working with local charity Tree Shepherd to understand local business needs, engaging directly with local businesses and attending the Peckham Business Forum. A business relocation strategy has been prepared by the Applicant and submitted as part of the supporting documentation for the application.
3. Are there any sites of cultural importance in close proximity to the site? If so, how have you considered the impact on this cultural site?	Cultural landmarks include Peckham Levels and the Bussey Building to the south of the Site, and Peckham Library and Peckham Pulse to the north. The proposed development seeks to introduce uses that will complement the existing town centre offer. In particular: new flexible public realm that can be used to host events throughout the year; new playspace in the heart of the town centre; and flexible retail, leisure and commercial uses.

Part 2 – Summary of Engagement Activities*

Activity	Date	Attendees	Format
Name and type of engagement activity e.g. stakeholder workshop	When did the event take place?	Who attended the event? How many people attended the event?	How did the participants feedback in the session?
Please see the Early Engagement Summary for this application for further background on the below.			
Early 2022 Consultation			
Letters and emails were sent to key stakeholders	31.01.22	Letters and emails, offering a meeting to identified stakeholders to discuss the early proposals for the Site and invite them to attend the community pop-up sessions.	Contact details provided for comments & enquiries.
Flyer distribution	01.02.22	Flyers were distributed to over 8,300 addresses around the Site. This included further details of the consultation website, launch of the Consultation Hub and information of how to contact the project team.	Email/telephone responses using contact details provided.
Website launch	01.02.22	A dedicated project website was launched - www.theayleshamcentre.community - which introduced people to the scheme and provided information of how to contact the project team.	Contact details provided for comments & enquiries.
Social Media Adverts	01.02.22 – 08.02.22	The first set of targeted social media ads ran, promoting the launch of the community engagement process.	Link to website for further information & contact details for comments & enquiries.
Newspaper Advert	03.02.22	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.	Link to website for further information & contact details for comments & enquiries.
Business Engagement Session	10.02.22	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'.	Notes from conversations and surveys.

Activity	Date	Attendees	Format
Newspaper Advert	11.02.22	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.	Link to website for further information & contact details for comments & enquiries.
Pop-up – The Aylesham Centre	12.02.22	Members of the Aylesham Centre team were in attendance. 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.	Notes from conversations and surveys.
Door knocking – Clifton Estate	15.02.22	The project team undertook a door knocking session on the Clifton Estate at Purdon Court, Martock Court, Winford Court and Yarnfield Square.	Notes from conversations and surveys.
Newspaper Advert	18.02.22	An advert was placed in <i>South London Press</i> , advertising the opening of the consultation hub.	Link to website for further information & contact details for comments & enquiries.
Door knocking – Hanover Park	01.03.22	The project team undertook a door knocking session at 81 Hanover Park and in the residential areas to the south of the Site.	Notes from conversations and surveys.
Pop-up – Peckham Bus Station	09.03.22	The project team held a pop-up session at Peckham bus station, from 5am to 8.30am, speaking to early morning users of the bus station.	Notes from conversations and surveys.
Mailing List Update	14.03.22	An e-newsletter was distributed to the subscribers of the Aylesham Centre mailing list.	Contact details provided for comments & enquiries.
Social Media Adverts	15.03.22 – 19.03.22	A second set of social media ads were launched promoting the Saturday 19 th March pop-up event.	Link to website for further information & contact details for comments & enquiries.
Pop up - The Aylesham Centre	19.03.22	Members of the Aylesham Centre team were in attendance. The project team sought to engage with those visiting or passing through the centre, who would not be	Notes from conversations and surveys. .

Activity	Date	Attendees	Format
		reached by other parts of the engagement process.	
Social Media Adverts	15.03.22 – 19.03.22	A further set of social media ads were launched promoting the Consultation Hub.	Link to website for further information & contact details for comments & enquiries.
Consultation Report	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.	Contact details provided for comments & enquiries.
Summer 2022 Consultation			
Social Media Adverts	08.07.22 – 25.07.22	Social media adverts announcing the opening of the second stage of community consultation.	Link to website for further information & contact details for comments & enquiries.
Letters and emails were sent to key stakeholders	11.07.22	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.	Contact details provided for comments & enquiries.
Flyer distribution	11.07.22	Consultation flyers were distributed to over 8,300 addresses, advertising the three consultation drop-in events taking place on Saturday 16th July, Monday 18th July and Thursday 21st July 2022. The flyer also contained information about how to contact the project team.	Email/telephone responses using contact details provided.
Blog	11.07.22	An update blog - 'Join us at our public consultation drop-in events' was published on the project website.	Contact details provided for comments & enquiries.
Mailing List Update	11.07.22	An update blog - 'Join us at our public consultation drop-in events' was published on the project website.	Contact details provided for comments & enquiries.
Door knocking – Hanover Park	11.07.22	The project team undertook a door knocking session targeting residents and businesses to the south of Hanover Park.	Notes from conversations and surveys.

Activity	Date	Attendees	Format
Social Media Adverts	11.07.22 – 18.07.22	Social media adverts advertising the public exhibitions on 16th and 18th July 2022.	Link to website for further information & contact details for comments & enquiries.
Door knocking – Clifton Estate, Oliver Goldsmith Estate and Hanover Park	12.07.22	The project team undertook local resident door-knocking on the Clifton Estate, Oliver Goldsmith Estate, and Hanover Park.	Notes from conversations and surveys.
Drop-in Event	16.07.22	The first public consultation drop-in event took place in the Aylesham Centre, staffed by members of the project team.	Notes from conversations and written feedback surveys.
Drop-in Event	18.07.22	The second public consultation drop-in event took place in the Aylesham Centre, staffed by members of the project team.	Notes from conversations and written feedback surveys.
Social Media Adverts	20.07.22 – 22.07.22	A third set of social media ads ran, advertising the ongoing community consultation and the upcoming public exhibition on 21 st July 2022.	Link to website for further information & contact details for comments & enquiries.
Drop-in Event	21.07.22	The third public consultation drop-in event of the Summer 2022 consultation stage took place in the Aylesham Centre, staffed by members of the project team.	Notes from conversations and written feedback surveys.
Social Media Adverts	12.08.22 – 21.08.22	A further set of social media ads ran, promoting the four online surveys.	Link to website for further information & contact details for comments & enquiries.
Consultation Report	06.10.22	A Consultation Report detailing activities and feedback received during Summer 2022 consultation stage was published on the project website and sent to subscribers of the Aylesham Centre mailing list.	Contact details provided for comments & enquiries.

Activity	Date	Attendees	Format
Winter 2022 Consultation			
Blog	21.11.22	An update 'Join us at our series of public consultation events' was published on the project website.	Contact details provided for comments & enquiries.
Flyer distribution	21.11.22	A flyer was distributed to over 8,300 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. 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. The flyer contained more information about how to contact the project team.	Email/telephone responses using contact details provided.
Video	22.11.22	A video recording of the project team outlining the latest design proposals was posted on the consultation website.	Link to website for further information & contact details for comments & enquiries.
Letters and emails were sent to key stakeholders	24.11.22	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.	Contact details provided for comments & enquiries.
Mailing List Update	25.11.22	Emails were distributed to the subscribers of the Aylesham Centre mailing list inviting them to the upcoming public consultation drop-in events.	Contact details provided for comments & enquiries.
Door knocking – Business engagement and residents south and east of the Site	28.11.22	The project team undertook door-knocking with businesses in the Aylesham Centre, on Peckham High Street and on Rye Lane, Peckham Market Place and local businesses. The team also visited residents living to the south and east of the Site,	Notes from conversations and surveys.

Activity	Date	Attendees	Format
		knocking on doors on Highshore Road, Hanover Park and the residential streets to the south of Hanover Park, including Cerise and Cicely Road.	
Drop-in Event	30.11.22	The first public consultation drop-in event took place in the Aylesham Centre, staffed by members of the project team.	Notes from conversations and written feedback surveys.
Masterplan Presentation	3.12.22	The first masterplan presentation took place on Site in December 2022 allowing consultees to learn about and discuss the previous proposals with the members of the design team.	Notes from conversations and surveys.
Masterplan Presentation	6.12.22	The second masterplan presentation took place on Site in December 2022 allowing consultees to learn about and discuss the previous proposals with the members of the design team.	Notes from conversations and surveys.
Drop-in Event	10.12.22	The second public consultation drop-in event took place in the Aylesham Centre, staffed by members of the project team.	Notes from conversations and written feedback surveys.
Online Webinar	5.01.23	A Zoom webinar consultation event took place.	Feedback collected verbally and via the Zoom chat function.
Door-knocking – Clifton Estate	6.01.23	The project team undertook local resident door-knocking session on the Clifton Estate including Witcombe Point and Flamborough House.	Notes from conversations and surveys.
Drop-in Event	7.01.23	The third public consultation drop-in event took place, staffed by members of the project team.	Notes from conversations and written feedback surveys.
Social Media Adverts	17.01.23 – 27.01.23	Target social media adverts via Facebook and Instagram promoting the final few weeks of the Winter 2022-2023 consultation stage.	Link to website for further information & contact details for comments & enquiries.

Activity	Date	Attendees	Format
Flyer distribution	19.01.23	A flyer was distributed to over 8,300 addresses, informing near neighbours that the feedback window for the Winter 2022 Consultation stage was open until Sunday 29 th January.	Email/telephone responses using contact details provided.
Drop-in Event	21.01.23	The fourth public consultation drop-in event took place in the Aylesham Centre, staffed by members of the project team.	Notes from conversations and written feedback surveys..
Mailing List Update	27.01.23	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.	Contact details provided for comments & enquiries.
Feedback Report	04.05.23	A feedback report was published on the project website and was sent to subscribers of the Aylesham Centre mailing list.	Contact details provided for comments & enquiries.
<i>Autumn and Winter 2023 Consultation – A New Approach</i> <i>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.</i> <i>A new design team was appointed to bring forward revised proposals for the site, based on the principles of the new design brief.</i>			
Website Launch	May-August 2023	A fresh dedicated project website was launched, The future of The Aylesham – Peckham (theayleshamcentre.community) . The website introduced people to the new scheme and provided contact details.	Contact details provided for comments & enquiries.
ACCF - Presentation	13.07.23	A presentation to the Aylesham Centre Community Forum.	In person meeting, with presentations followed by an open discussion. Notes were taken during the meetings.
Walk and Talk	17.08.23	Walk and talk with representatives of the Aylesham Community Action and Southwark Law Centre around the	Verbal feedback

Activity	Date	Attendees	Format
		Aylesham Centre and local area, getting to know what makes Peckham unique.	
Walk and Talk	05.09.23	Peckham Citizens walk and talk session around the Aylesham Centre and local area, getting to know what makes Peckham unique.	Verbal feedback
Walk and Talk	12.09.23	A public walk and talk session around the Aylesham Centre and local area, getting to know what makes Peckham unique.	Verbal feedback
ACCF - Presentation	13.09.23	A presentation to the Aylesham Centre Community Forum.	In person meeting, with presentations followed by an open discussion. Notes were taken during the meetings.
ACCF - Presentation	11.10.23	A presentation to the Aylesham Centre Community Forum.	In person meeting, with presentations followed by an open discussion. Notes were taken during the meetings.
Walk and Talk	16.10.23	A public walk and talk session around the Aylesham Centre and local area, getting to know what makes Peckham unique.	Verbal feedback
Workshop	17.10.23	The project team held a workshop with Bradfield Youth Club, a youth club located in Peckham.	Verbal feedback Written feedback Creative outputs – collages, sketches
Webinars – website testing sessions	25.10.23 and 9.11.23	The Applicant held two online meetings with local residents in Autumn 2023 to discuss how to make the website more accessible and user friendly, and how to make the project branding more reflective of Peckham.	Feedback collected verbally in the testing session and through a supplementary survey.
Walk and Talk	2.11.23	The project team held a walk and talk session with young people from Bradfield Youth Club, getting to know	Verbal feedback

Activity	Date	Attendees	Format
		their experience of the Aylesham Centre and Peckham.	
Letters and emails were sent to key stakeholders	10.11.23	Letters were sent via email, offering a meeting to identified stakeholders to discuss the new plans for the Site, and inviting them to attend the upcoming consultation drop-in events.	Contact details provided for comments & enquiries.
Flyer Distribution	10.11.23	A flyer was distributed to over 8,300 addresses, advertising the upcoming series of consultation events. The flyer contained more information about how to contact the project team.	Email/telephone responses using contact details provided.
Blog	10.11.23	An update 'Join us at our series of public consultation events' was published on the project website.	Contact details provided for comments & enquiries.
Mailing list Update	16.11.23	An e-newsletter was distributed to subscribers of the Aylesham Centre mailing list, inviting them to the upcoming public consultation drop-in events.	Contact details provided for comments & enquiries.
Drop-in Event	18.11.23	The first public consultation drop-in event took place at the Main Hall of the Rye Lane Baptist Chapel, staffed by members of the project team.	Notes from conversations and written feedback surveys.
Workshop	20.11.23	The project team held a workshop with Grove Vale Youth Centre, a youth club located in Peckham.	Contact details provided for comments & enquiries.
Tea and Cake Session	21.11.23	An older person tea and cake session was held, staffed by members of the project team.	Notes from conversations and surveys.
Older persons group visit	22.11.23	The project team conducted a visit to Elim House Community Association, a daycare organisation for the elderly, talking to users about their experiences of the Aylesham Centre and Peckham.	Feedback collected verbally.
Pop-up Session	24.11.23	The first consultation pop-up session took place, staffed by members of the project team.	Notes from conversations and surveys.
Drop-in Event	25.11.23	The first public consultation drop-in event took place at the Main Hall of the Rye Lane Baptist Chapel, staffed by members of the project team.	Notes from conversations and written

Activity	Date	Attendees	Format
			feedback surveys.
Pop-up Session	28.11.23	The second consultation pop-up session took place, staffed by members of the project team.	Feedback collected verbally.
Workshop	30.11.23	The project team conducted a visit to Southwark Disablement Association, an organisation promoting the health and wellbeing of Deaf and Disabled People, talking to users about their experiences of the Aylesham Centre and Peckham.	Feedback collected verbally.
Door-knocking Session	05.12.23	The project team undertook a resident door-knocking session local to the Site.	Feedback collected verbally.
Feedback Report	January 2024	A feedback report was published on the project website and was sent to subscribers of the Aylesham Centre mailing list.	Contact details provided for comments & enquiries.
Early 2024 Consultation			
ACCF - Presentation	10.01.24	A presentation to the Aylesham Centre Community Forum providing an update on engagement and design.	In person meeting, with presentations followed by an open discussion. Notes were taken during the meetings.
Flyer Distribution	15.01.24	A flyer was distributed to over 8,300 local addresses, advertising the upcoming series of consultation events and information about how to contact the project team.	Email/telephone responses using contact details provided.
Mailing List Update	16.01.24	E-newsletters were distributed to the subscribers of the Aylesham Centre mailing list inviting them to the upcoming public consultation drop-in events.	Contact details provided for comments & enquiries.
Workshop	19.01.24	The project team held a collaging workshop with the Damilola Taylor Centre, a youth club located in Peckham.	Feedback collected verbally.
Youth group visit	21.01.24	The project team conducted a visit to St George's/Luke's Youth Church Group, talking to young people about their experiences of the Aylesham Centre and Peckham.	Feedback collected verbally.

Activity	Date	Attendees	Format
TRA Meeting	24.01.24	The project team held a meeting with Clifton Estate TRA, talking to residents about their experiences of the Aylesham Centre and Peckham.	Feedback collected verbally.
Social Media Adverts	25.01.24 – 02.02.24	Social media adverts via Facebook and Instagram promoted the consultation in local postcodes.	Link to website for further information & contact details for comments & enquiries.
Drop-in Event	27.01.24	The first public consultation drop-in event took place in the Aylesham Centre, staffed by members of the project team.	Notes from conversations and written feedback surveys.
Drop-in Event	30.01.24	The second public consultation drop-in event took place in the Aylesham Centre, staffed by members of the project team.	Notes from conversations and written feedback surveys.
Community Champions Panel	01.02.24	The first Community Champions Panel (CCP) session took place, with the panel discussing the design approach and ground floor uses and layout with members of the design team.	Verbal feedback Written feedback Creative outputs – collages, sketches
Drop-in Event	02.02.24	The third public consultation drop-in event took place, staffed by members of the project team.	Notes from conversations and written feedback surveys.
Pop-up Session	09.02.24	The project team conducted a consultation pop-up session, staffed by members of the project team.	Notes from conversations and surveys.
ACCF - Presentation	12.02.24	A presentation to the Aylesham Centre Community Forum providing an update on engagement and information on building design and character.	In person meeting, with presentations followed by an open discussion. Notes were taken during the meetings.
Tea and Cake Session	13.02.24	An older person tea and cake session was held, staffed by various members of the project team.	Notes from conversations and surveys.
Community Champions Panel	27.02.24	The second Community Champions Panel (CCP) session took place with	Verbal feedback

Activity	Date	Attendees	Format
		the panel discussing how to create welcoming and accessible routes and public spaces with members of the design team.	Written feedback Creative outputs – collages, sketches .
Older persons group meeting	28.02.24	The project team visited Grove Vale Older Women’s Group, a daycare organisation for the elderly, talking to users about their experiences of the Aylesham Centre and Peckham.	Notes from conversations and surveys.
Newspaper Advert	February 2024	<i>Peckham Peculiar</i> ran an editorial spread covering the proposed development and Council projects.	Link to website for further information & contact details for comments & enquiries.
ACCF - Presentation	13.03.24	A presentation to the Aylesham Centre Community Forum providing an update on the masterplan engagement and further information on landscape and public realm designs.	In person meeting, with presentations followed by an open discussion. Notes were taken during the meetings.
Community Champions Panel	19.03.24	The third Community Champions Panel (CCP) session took place with the panel discussing the look and feel of the masterplan with members of the design team.	Verbal feedback Written feedback Creative outputs – collages, sketches
Feedback Report	02.04.24	A feedback report was published on the project website and was sent to subscribers of the Aylesham Centre mailing list.	Contact details provided for comments & enquiries.
Spring 2024 Consultation			
Community Champions Panel	16.04.24	The fourth Community Champions Panel (CCP) session took place, with the panel discussing building design and materiality, community spaces and the process behind designing new homes with members of the design team.	Verbal feedback Written feedback Creative outputs – collages, sketches
ACCF - Presentation	17.04.24	A presentation to the Aylesham Centre Community Forum providing an update on the proposals.	In person meeting, with presentations

Activity	Date	Attendees	Format
			followed by an open discussion. Notes were taken during the meetings.
Flyer Distribution	19.04.24	A flyer was distributed to over 8,300 local addresses, advertising the upcoming series of consultation events, and details on how to contact the project team.	Email/telephone responses using contact details provided.
Mailing List Update	19.04.24	E-newsletters were distributed to the subscribers of the Aylesham Centre mailing list, inviting them to the upcoming public consultation drop-in events.	Contact details provided for comments & enquiries.
Community Information Session	24.04.24	The first Community Information Session took place in Unit 15 of the Aylesham Centre. Attendees were able to hear from the Council and the project team about key factors that had informed the design approach.	Notes taken during the event of comments, questions and answers.
Leafleting	30.04.24	Members of the project team distributed and placed posters in local businesses and prominent local landmarks, such as the Bussey Building and Copeland Park.	Link to website for further information & contact details for comments & enquiries.
ACCF - Presentation	08.05.24	A presentation to the Aylesham Centre Community Forum providing an update on the proposal and further information on the residential mix, tenure distribution and public open spaces.	In person meeting, with presentations followed by an open discussion. Notes were taken during the meetings.
Newspaper Adverts	09.05.24	Newspaper adverts ran in digital and print editions of <i>Southwark News</i> , promoting the consultation.	Link to website for further information & contact details for comments & enquiries.
Door-knocking Session	10.05.24	The project team conducted a door-knocking sessions with residents in Purdon House, Flamborough House and on the wider Clifton Estate.	Notes from conversations and surveys.
Drop-in Event	10.05.24	The first public consultation drop-in event took place in the Aylesham Centre, staffed by members of the project team.	Notes from conversations and written

Activity	Date	Attendees	Format
			feedback surveys.
Drop-in Event	11.05.24	The second public consultation drop-in event took place in the Aylesham Centre staffed by members of the project team.	Notes from conversations and written feedback surveys.
Social Media Adverts	13.05.24 – 25.05.24	Social media adverts via Facebook and Instagram promoted the consultation in local postcodes.	Link to website for further information & contact details for comments & enquiries.
Drop-in Event	16.05.24	The third public consultation drop-in event took place staffed by members of the project team.	Notes from conversations and written feedback surveys.
Community Champions Panel	16.05.24	The Community Champions Panel were invited to the drop-in event at the Aylesham Centre to review and provide feedback on the detailed proposals.	Notes from conversations and written feedback surveys.
Multi-ward forum	16.05.24	Members of the project team from Berkeley Homes, Avison Young and Kanda Consulting, alongside LBS, presented detailed proposals for the project at the West Central multiword forum.	Notes from conversations and questions.
Drop-in Event	25.05.24	The fourth public consultation drop-in event took place staffed by members of the project team.	Notes from conversations and written feedback surveys.
Pop-up Session	30.05.24	The project team conducted a consultation pop-up session staffed by members of the project team.	Feedback collected verbally.
Community Information Session	30.05.24	The second Community Information Session took place in Unit 15 of the Aylesham Centre. Attendees were able to hear from the project team about key factors that had informed the sustainability and transport approach.	Notes taken during the event of comments, questions and answers.
Tea and Cake Session	11.06.24	An older person tea and cake session was held staffed by members of the project team.	Notes from conversations and surveys.

Activity	Date	Attendees	Format
ACCF - Presentation	19.06.24	A presentation to the Aylesham Centre Community Forum providing an update on the proposals.	Feedback collected verbally.
Community Information Session	25.06.24	The third Community Information Session took place in Unit 15 of the Aylesham Centre. Attendees were able to hear from the project team about the consideration of equalities in the planning and engagement process, as well as the process for submission and determination of the upcoming application.	Notes taken during the event of comments, questions and answers.

Part 3 – Stakeholder Views and Vision for the Site

1.	What elements of the scheme did stakeholders like? Be clear which stakeholders you are referring to (e.g., students in the area liked the bike paths)	Feedback was collected in a feedback form at public events, during door-knocking sessions or online via the project website. Conversations with people at event was also recorded by the project team and taken into consideration. The following elements of the scheme have been generally liked by stakeholders in written or verbal feedback at consultation events: • New homes • The proposed new public spaces • Routes through the Site • A phased development that kept Morrisons open throughout • The appointment of local architectural practices Detailed proposals for the future of the Site were presented in the Spring 2024 consultation. Those who attended the in-person consultation and left feedback with members of the project team, or via the feedback survey, felt that the proposals could potential contribute to a positive impact on Peckham Town Centre. Respondents to the survey at this stage noted that the redevelopment could help bring a wider variety of retail to the area. Many welcomed the development of new homes, although often also asked about the affordability of them.
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		Some noted that there is a lack of greenery in the local area and felt the proposals could help address this. Local shoppers were pleased to hear that the Morrisons would remain open throughout the phased development. Feedback from the Community Champions Panel shows they felt their ideas and experiences had been considered and included in the design proposals making reference to welcoming public spaces, feeling safe, and capturing the character and vibrancy of Peckham.
2.	What elements of the scheme did stakeholders dislike? Be clear which stakeholders you are referring to (e.g., the local baby and toddler group were concerned about the lack of play facilities for infants)	Throughout the consultation process, concerns were raised regarding the height and massing of the proposed development and whether this would be in keeping with the area. Many older residents noted that they have seen Peckham change significantly over the course of their lives and view the proposals for the Aylesham Site in this context. Throughout the consultation process there were questions from local residents over impacts on local infrastructure as a result of the proposed development. Although, many residents are aware of ongoing and upcoming development projects in the local area, including the redevelopment of Peckham Rye station. Some local community groups raised concerns that the proposed development would represent an over-development of the Site and wished to see the number of units decreased.
3.	What did the different stakeholders you spoke to want to see as part of the development?	Throughout the consultation process, the Applicant and project team sought to engage young people and local youth groups. Key priorities that emerged from the nine meetings and workshops with local young people included spaces that are safe and welcoming for young people, options for things to do outside of the home, more variety in the retail outlets in Peckham Town centre, and better street lighting. The Community Champions Panel were a diverse and broadly representative group of local people, with a range of lived experiences, requirements, and support needs. The Panel met monthly between February and May 2024

		to discuss and inform the proposed redevelopment of the Aylesham Centre. The group wanted to see spaces for the community to come together such as green spaces, and welcoming public spaces to contribute to a better quality of life for residents and locals. Six meetings, workshops and tea & cake afternoons were held with local elderly groups. Feedback from these sessions indicated that they wished to see the retail offering in Peckham Town centre strengthened, car parking for Morrisons and the town centre, and a mixture of indoor and outdoor spaces for socialising. The Applicant and project team also met with local disability groups and heard how they wanted to see better disabled access in Peckham, improved signage, roads and pedestrian paths and more variety in retail. Local community groups such as Aylesham Community Action (ACA) and Peckham Vision wanted to see lower building heights and a higher percentage of affordable housing. Early in the consultation process, these groups asked the project team to consider how to best engage with local residents across all demographics. Local residents, visitors to the area and shoppers raised the proposed development's retail offer as an important issue, noting the need to complement the existing town centre and support local businesses. Local heritage groups wanted to see the design and architecture of the proposed development be inspired by the local character of Peckham. Residents wanted to see a sustainable design approach in response to the Climate Emergency.
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Part 4 – You Said, We Did

Outline any changes that were made to the scheme following feedback from engagement with stakeholders. If you were not able to make changes to the design of the scheme, provide a detailed justification.

You Said	We Did
Provide a quote or summarised statement of comments made	Outline what changes you made as a result of this comment or provide a justification for why you couldn't make the changes suggested
Comments related to the 2022 masterplan proposals	
There was a perception in consultation that the development was too dense	The number of proposed homes has been reduced from c.1,050 in 2022 to 877 homes.
Consultation feedback suggested that 27 storeys was considered by many to be too tall for the area	The height of the tallest building has been reduced from an initially proposed 27 storeys in 2022 to 20 storeys.
There was a perception from some that the proposals created a 'wall of development'	The new design team have responded with a revised design approach in terms of height and massing, which has carefully considered the local context and the relationship with key local and long-range views.
It was felt by some that development did not reflect the character of Peckham.	The new design brief published in Summer 2023 specifically calls for proposals to be contextual to, and complement, the unique identity and character of the town centre. The new design team of local architectural practices have responded to this through detailed local research into the history and character of the area.
Comments related to the current proposals	
The consultation process needs to engage all sections of the Peckham community	The project team have sought to hear from as wide a range of local people as possible throughout the consultation process, including the traditionally seldom heard. This has included proactively meeting with local amenity groups, youth clubs, older people groups and residents. Activities have included community, led walk & talks, workshops, drop-ins, and public meetings, as well as the establishment of a dedicated Community Champions Panel to feed input from the seldom-heard directly to the design team.

You Said	We Did
	The 'Consultation with seldom heard voices' section above sets out direct design responses to feedback from the Community Champions Panel.
The consultation process needs to engage with local businesses.	During the pre-application process, the Applicant commissioned Tree Shepherd (a business engagement charity who has been appointed by Southwark Council to help local people establish their own enterprises) to undertake specific targeted engagement with the existing independent businesses on-site. Working collaboratively, the Applicant and Tree Shepherd collated a survey aimed at better understanding the existing businesses, their employees and the offer and services they provide for the community. A summary of their activities and feedback received can be found in the Business Relocation Strategy document, prepared by Tree Shepherd.
Local community groups felt there should be more promotion of the redevelopment and consultation process in the immediate area surrounding the Site.	Members of the project team distributed and placed additional posters in local businesses and prominent local landmarks, such as the Bussey Building and Copeland Park to encourage wider participation in the consultation process. Throughout the consultation process the Applicant and project team conducted nine door-knocking sessions targeting residents and businesses local to the Site, and nine pop-up sessions, engaging with shoppers and visitors to the Aylesham Centre.
Local community groups wished for a more accessible and prominent location for the drop-in events.	Following the Autumn and Winter 2023 Consultation stage where drop-in events were held at the Rye Lane Baptist Chapel, the Applicant and project team hosted their Early 2024 and Spring 2024 drop-ins within the Aylesham Centre, with prominent signage and wayfinding to the space.
Local community groups commented on the accessibility and user friendliness of the consultation website.	Following the creation of the new design brief and formulation of a new design team, the Applicant refreshed the consultation website. The Applicant held two online meetings with local residents in Autumn 2023 to discuss changes to the consultation website to make it more accessible and how to make the project branding and logos used more reflective of Peckham.

You Said	We Did
It was suggested by some that the development remains too dense.	The number of proposed homes is consistent with the indicative homes figure in the site allocation.
Some suggested that 20 storeys is too tall for the area.	The height of the tallest building is consistent with the site allocation and this building has been positioned so as to mitigate visual impacts on neighbours, heritage assets and views.
There were questions regarding the proportion and tenure mix for affordable housing.	The proposed affordable housing – 35% by habitable room, including 25% social rent and 10% intermediate is consistent with policy.
There were questions regarding the proposed location of affordable housing.	Information displayed at consultation events in 2024 shown the number, mix and location of the proposed affordable housing.
There were questions regarding the impact of the proposals on the Morrisons e.g. whether the store would close.	The development will be phased so that Morrisons will stay open throughout. A new store will be built within the first phase and opened before the existing store is closed and redeveloped, to ensure continuity of service throughout the construction period.
Feedback noted that historic buildings such as the shops on the High Street and the Jones and Higgins Clock Tower need to be respected.	The design team have considered the settings for key local historic buildings and used inspiration from the previous Jones & Higgins shopfront. Their approach has been to provide a layered backdrop to the High Street that provides an appropriate backdrop to the historic shopfronts, and to maintain a clear sky gap between the new buildings and the clock tower in key views. On Rye Lane, the design team have developed a continuous ground floor design which incorporates elements from the Jones & Higgins department store, infusing them with a modern twist.
It was suggested that the scale of the development will change the built character of Peckham	The proposals have been designed with careful consideration of local views, inspired by the local architecture and town centre character, to ensure they respond to their local context and are part of Peckham.
A number of respondents suggested that the scale of the development will change the commercial character of Peckham	The design team have sought to complement not compete with Peckham's existing offer and have carried out detailed research on the unique character of the town centre. This research has directly informed the location and size of the proposed retail units.

You Said	We Did
	A business relocation strategy for the existing independent businesses on site has been submitted as part of the planning application.
There was a strong feeling in consultation that proposals should be unique to Peckham, not a generic development or design	The design team includes five architectural practices including local architects who know the site and area very well. Research by the architects into the local built character, history and town centre have inspired and informed the architectural response of the masterplan and design of the individual buildings. The approach to individual buildings is set out in the Design and Access Statement.
There was broad consensus in consultation that the site needs to be welcoming to the community	The design team have worked to create spaces that feel welcoming to everyone in the community, with activities and facilities that everyone can enjoy. For instance, they have designed retail spaces around the main open space that are suitable for use as a café. All space at ground floor level will be publicly accessible and local artwork will be introduced to ensure the Site feels relatable and welcoming. Feedback from local young people during design development led to the routes from Rye Lane into the site being made larger and more open so they feel safe.
Feedback highlighted that Routes across the site need to be safe and accessible to everyone.	The design team have worked to create open, safe, and direct routes across the site that are step-free and surfaced in materials that are suitable for all users. Particular focus was given to providing level access to the bus station, improving accessibility for all.
It was noted that the experience at street level should feel like part of the town centre	The proposed choice of materials, colours, planting/landscaping, architectural forms and the narrowing or widening of spaces have been directly informed by local research and the feedback. The team have also carefully considered how the designs can accommodate ideas suggested through the consultation on locating complimentary uses next to one another, such as cafés close to play spaces.

You Said	We Did
Consultation with young people has highlighted the need for spaces to feel safe – the fear of crime is a particular concern for young people	The Proposed Development provides the potential for spaces for young people within the masterplan, carefully considering the priorities raised regarding safety and accessibility. In terms of the safety of open spaces and prevention of anti-social behaviour, all open spaces at ground level have been designed to be pedestrian-friendly and fully accessible. Ensuring the spaces are safe and welcoming has been a key priority throughout the design process and the importance of this has been highlighted by the community throughout our consultation. The proposed public spaces will feature: • Bright, bold and fun colours • Art integration to aid wayfinding • Strategic lighting for night-time use and attraction Passive surveillance from homes and retail units.
Feedback has highlighted a low awareness of the design standards and requirements that new homes have to meet.	Consultation materials and events, particularly the Community Information Sessions, have sought to provide people with clear information on design standards, planning policy and regulations
Feedback received throughout the consultation process has reinforced the need for high quality homes and are safe and have direct access to outdoor space.	All homes have private outdoor amenity space and have been designed in line with relevant standards, policies and regulations.
Feedback received at public consultation events has included questions about the impacts of the development on local education and healthcare provision, given the increase in population.	Consultants Quod, working with the Applicant, have been modelling the anticipated impacts of the development on local services and a detailed assessment is included in their socioeconomic report, which will be submitted as part of the planning application. Throughout the pre-application process they researched existing school and GP provision and assessed this against the projected population of the Proposed Development – which has been calculated using a formula provided by the Greater London Authority.

You Said	We Did
Feedback at consultation events highlighted the importance of the Proposed Development supporting work and training opportunities for Peckham residents.	The Applicant is committed to supporting the Peckham community and has undertaken a series of initiatives to date to provide skills and training opportunities to local people – including via direct engagement with care leavers and local schools and work experience with the design team. If the application is approved, local employment and apprenticeships will be secured by condition as part of the legal agreement. Over and above this, the Applicant is committed to preparing and implementing a Community Plan for the site which will embed long-term support for the local economy and community.
The effect of the Proposed Development on businesses in the wider town centre was a key priority.	Consultants Quod, working with the Applicant, have been researching the town centre, who it serves, uses, types of businesses, etc. to understand what impact the development might have. They concluded that the large catchment of the town centre would mean that a development of this scale would not significantly change the overall retail character of the area.
Respondents asked how existing businesses on site would be accommodated in the Proposed Development.	Throughout the consultation process, the Applicant has been in regular dialogue with Tree Shepherd, a local charity and business development service in Peckham, to discuss their approach to local businesses and the wider Town Centre. The Applicant has consulted the independent traders on site to understand their aspirations for the future and has prepared a business relocation strategy as part of the planning application. A summary of their activities and feedback received can be found in the Business Relocation Strategy document, prepared by Tree Shepherd.

Part 5 – Social Value Statement

1.	Describe the long-term economic, social and environmental impacts of the development.	The Aylesham Centre has been identified by Southwark Council as an important redevelopment opportunity within the Southwark Plan - a planning policy document that shapes and directs growth across the Borough. The most recent version of the Southwark Plan reviewed individual site allocations – the Council's indicative capacity of c.850 homes reflects an updated understanding of what is considered achievable on the Site (based on review of previous proposals i.e. Tiger Developments). National planning policy requires that redevelopment be 'optimised' to deliver the maximum possible benefit while balancing this against consideration of impacts e.g. on neighbours. The proposals seek to optimise the Site's potential to deliver 877 much-needed, high-quality new homes, over and above the minimum capacity indicated in the site allocation. Once operational, the development is expected to: • Be home to c. 1,600-1,800 people, including: ○ 145 pre-school children ○ 110 primary school age children ○ 50 secondary school age children (up to 16) • Create 370 jobs annually during construction and sustain an estimated 510-660 jobs in the retail and workspace following completion and increase from the existing site. • C. £83 million in additional spending from the new homes. The development will also provide a series of meaningful new public spaces and character areas where new complementary retail, leisure, cultural, and creative uses can thrive. The Applicant will provide an inclusive, vibrant, and thriving public realm with new high-quality public open spaces. The Applicant is committed to delivering skills and training opportunities for local people and has
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		already done so during the pre-application process. Further commitments on apprenticeships and local jobs will be secured as part of the Section 106 agreement if the application is approved. A dedicated 'Community Plan' will be prepared and implemented by the Applicant – informed by engagement with local community groups – with the aim of delivering tangible local benefits well beyond the Site boundary through construction and beyond.
2.	How will the development contribute to the long-term well-being and resilience of existing and future residents and businesses?	The Applicant's vision is for a development that is uniquely Peckham and that positively contributes to the continued success of the town centre. The development will create a significant new open space in the town centre, and safe pedestrian routes across the Site with a diverse mix of shops, cafés, restaurants and workspace—all contributing to a vibrant and connected town centre. The proposed public open spaces have potential to host a variety of community events, bringing local people together. A range of play spaces will be provided for local children. A business relocation strategy has been prepared and submitted as part of the application. The Proposed Development will include flexible retail units in a range of sizes to meet the needs of a variety of businesses – including 10% of new retail floorspace in small units of 80sqm or less. The Proposed Development aims to enhance the enduring welfare and resilience of both current and prospective residents by establishing a diverse mixed-use community at the heart of Peckham. The redevelopment of the Aylesham Site will provide 35% affordable housing, including 25% social rent for Southwark residents on the housing waiting list and 10% intermediate affordable. All open space at ground level will be accessible to the public at all times. New routes have been

		designed to be pedestrian friendly and fully accessible.
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Part 6 – Monitoring Data

Monitoring Data	
How many engagement events did you hold?	Throughout the consultation process, the Applicant and project team hosted: • 20 public consultation sessions held at or in accessible and prominent locations near to the Aylesham Centre • Four Community Champions Panel workshops • An online consultation webinar • Six walk and talk sessions • Nine meetings and workshops with local youth groups • Three Community Information Sessions Please note that these figures refer only to advertised events open to the public only – excluding one-to-one stakeholder meetings and door-to-door canvassing sessions. A full timeline of events held is set out in the ‘Summary of Engagement Activities’ section above and in the Statement of Community Involvement.
How did you advertise the engagement events?	The public events were advertised to local residents via seven printed newsletters which were distributed over a week before

Monitoring Data	
	the events. There were also emails to people who signed up for the project email list and information posted on the consultation website. Door knocking and pop-up sessions were also carried out alongside eleven social media adverts to users in SE15 2, SE15 3, SE15 5 and SE15 6 postcodes, posters in the local area, newspaper adverts in <i>Southwark News</i> and the <i>Peckham Peculiar</i> and e-newsletter updates to a mailing list of over 575 interested residents and stakeholders. During the Spring 2024 consultation stage, members of the project team delivered additional flyers and posters were also places and distribution in local businesses and prominent local landmarks, such as the Bussey Building and Copeland Park. Throughout the engagement process, stakeholders were invited to share details of events with their networks.
How many letters did you send to local residents, businesses and community groups?	On 1st February 2022, flyers were sent to over 8,300 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. On 11th July 2022 consultation flyers were distributed to over 8,300 addresses advertising the three consultation drop-in events taking place on Saturday 16 July, Monday 18 July and Thursday 21 July 2022. The flyer also contained information about how to contact the project team. On 21st November 2022 a flyer was distributed to over 8,300 addresses, advertising the four consultation drop-in events taking place on Wednesday 30th

Monitoring Data

November and Saturday 10th December 2022, and Saturday 7th January and Saturday 21st January 2023. 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. The flyer contained more information about how to contact the project team.

On 19th January 2023, a further flyer was distributed to over **8,300** addresses, informing near neighbours that the feedback window for the Winter 2022 Consultation stage was open until Sunday 29th January.

On 10th November 2023 a flyer was distributed to over **8,300** addresses, advertising the upcoming series of consultation events.

On 19th January 2024 a flyer was distributed to surrounding over **8,300** addresses, advertising the upcoming series of consultation events.

On 19th April 2024 a flyer was distributed to surrounding over **8,300** addresses, advertising the upcoming series of consultation events.

Alongside the distribution of flyers to surrounding residents and businesses, letters were sent via email to identified local political and community stakeholders.

Posters were also placed and distributed in local businesses and prominent local landmarks, such as the Bussey Building and Copeland Park.

Monitoring Data	
	A breakdown is provided in the Statement of Community Involvement document, accompanying this Engagement Summary.
How many people attended engagement events in total?	The Summer 2022 stage of consultation events were attended by 73 people in total. The Winter 2022-2023 stage of consultation events were attended by 297 people in total. The Autumn and Winter 2023 stage of consultation events were attended by 55 people in total. The Early 2024 stage of consultation events were attended by 180 people in total. The Spring 2024 stage of consultation events were attended by 234 people in total.
How many written comments did you receive?	In the Early 2022 stage of consultation, team published three surveys which received a total of 554 responses. In the Summer 2022 stage of consultation the team published four surveys which received a total of 406 responses. In the Winter 2022-2023 stage of consultation the team published one survey which received a total of 325 responses. In the Autumn and Winter 2023 stage of consultation the team published one survey which received a total of 22 responses. In the Early 2024 stage of consultation the team published one survey which received a total of 46 responses. In the Spring 2024 stage of consultation the team published one survey which received a total of 111 responses.

Monitoring Data

In total, the Applicant received **1,464 responses** across the surveys.

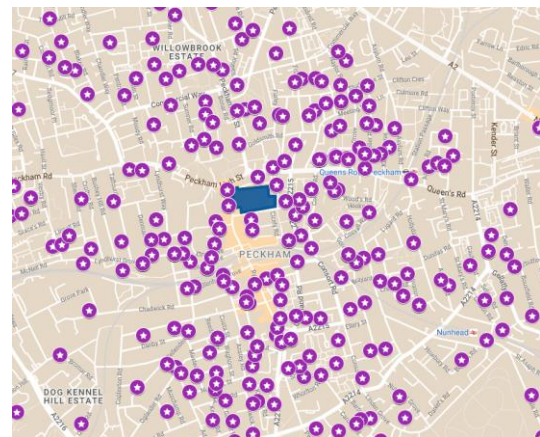
Where did people attending consultation events live or work? Please give an area breakdown.

The consultation events were attended by those living in the local area, as well as many who work/shop in or otherwise visit the town centre.

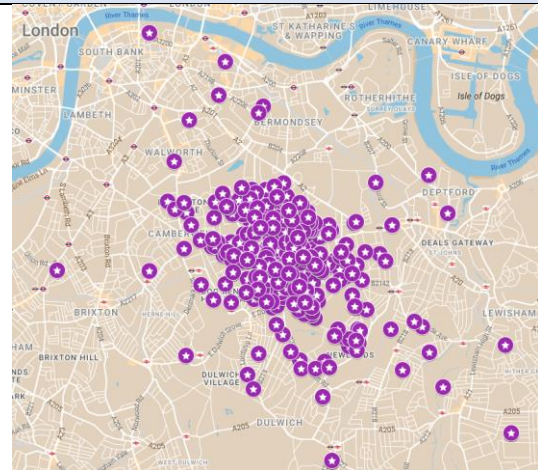
The distribution area for promotional flyers is shown below:



The below maps show the locations of those who have responded to our feedback surveys and left their postcodes. The purple marks indicate a postcode from which someone has completed a feedback survey with the Site marked in blue.



Monitoring Data



The Applicant remains committed to engaging with the local community and stakeholders throughout the application process and thereafter.