

Grant Funded Regeneration Programmes

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Programmes

- Reconnected Croydon – Levelling Up Fund
- Connecting Kenley – GLA – Good Growth Funded
- South Norwood Heritage Action Zone – Historic England and GLA Good Growth Funded
- District Centre Regeneration – UK Shared Prosperity Fund.

Reconnected Croydon Levelling Up Fund Programme

22/07/24

Programme Overview

The £24.1m Reconnected Croydon Programme will use a range of funding, including £18.5m in Levelling Up Fund, circa £1m in TFL LIP and Growth Zone funding.

Projects will provide:

- Improved connections and public realm throughout Croydon town centre, East and West Croydon stations, along London Road, North End and Wellesley Road, as well as in the Old Town area and from the town centre to South End.
- A new civic space contributing to the Fair Field cultural complex.

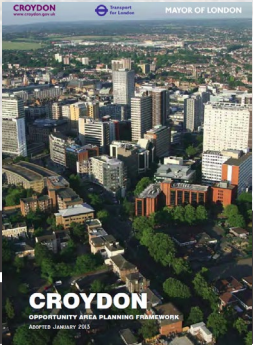
Contributes, alongside other projects, to the Council's vision to 'Reconnect, Refresh, Revitalise and Regenerate' the town centre.

£18.5m of LUF contingent on delivering benefits. Any reduction will be subject to change control and potential reduction in funding.

Will be undertaking ongoing monitoring and evaluation.

Programme Supports Local Priorities

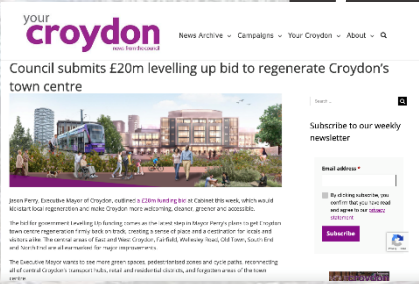
Public Expectation



- OAPF objectives:
- Revival of prominent high streets.
 - Delivery of new and improved streets and amenity spaces.
 - Ensure enhanced transport and parking capacity.



Priority: Support the regeneration of Croydon's town and district centres, seeking inward investment and grants



Realising Benefits

Moving Into Delivery

Validation exercise has been successfully completed.

Memorandum of Understanding (MoU) to secure Levelling Up Funding proceeding to sign off.

Additional resources secured including Programme Manager, Quantity Surveyor and comms support.

Procurement strategy approved by Cabinet Member.

Programme components grouped into portfolios with early deliverables identified to get delivery underway.

Current High Level Programme Delivery Areas and Schemes

1 East Croydon

College Road / George Street Active Travel Route
College Road Active Travel and Public Realm Scheme
Dingwall Road South Active Travel Route Upgrade

2 Wellesley Road

Park Lane South Crossing
Nestle Frontage Crossing
Wellesley Road / Lansdowne Road Crossing

3 West Croydon and London Road

Sumner Road to Greenside Road Parking Scheme
Station Accessibility and Public Realm Improvements
London Road Active Travel and Public Realm Upgrade

4 Old Town

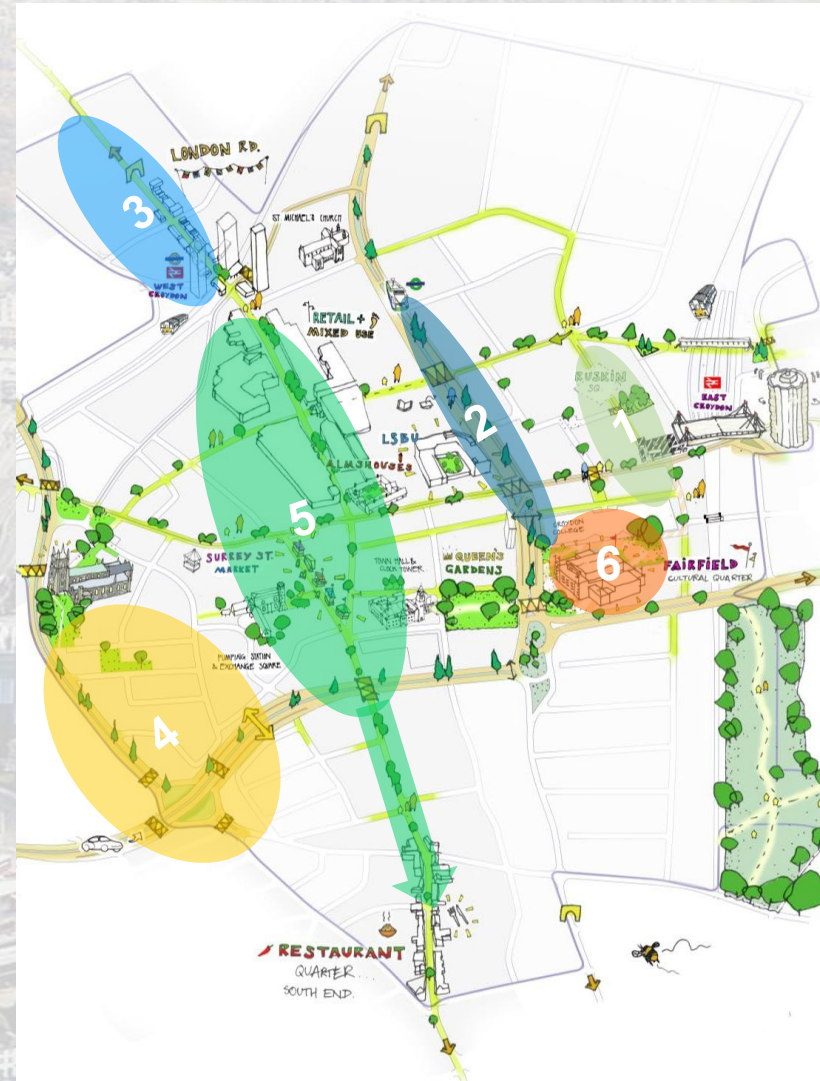
Old Town Roundabout Crossings
Davenant Road Active Travel and Public Realm Improvements
Minster Green to Old Town Roundabout Active Travel Route
Charles Street Active Travel Link
Cycle Contraflows North and South of Flyover

5 North End to South End

Katherine Street and High Street Upgrades
North End Active Travel and Public Realm Upgrades
South End Wayfinding and Public Realm Improvements

6 Fairfield

Regeneration of Public Spaces



£2.4m

£3.2m

£1.9m

£5.1m

£0.9m

£10.5m

Designs and Drawings are Indicative

Early Deliverables Portfolio

East Croydon

1. College Road / George Street Active Travel Route Modelling
2. College Road Active Travel and Public Realm Scheme Design
3. Dingwall Road South Active Travel Route Upgrade

Wellesley Road

4. Wellesley / Lansdowne Road Crossing Modelling and Approvals

West Croydon and London Road

5. Sunner Road to Greenside Road Parking Scheme Design and Delivery
6. Station Accessibility and Public Realm Design
7. London Road Active Travel and Public Realm Design

Old Town

8. Old Town Roundabout Modelling and Design

North End to South End

9. Katherine Street and High Street Upgrades to Existing Schemes
10. South End Wayfinding and Public Realm Improvements

Fairfield

10. Design Review and Cost Estimates



Upgrades to existing infrastructure alongside preparatory design, modelling and consents for other schemes.

Designs and Drawings are Indicative

Communications, Consultation and Engagement

Programme (periodic):

- CAFASAT
- Croydon BID
- Mayor's Town Centre Advisory Board
- One Croydon Alliance
- Strategic partners
- Committees and Cllrs.

Project (as required):

- Businesses and residents via statutory consultation
- Tailored engagement with more depending on impact
- Mayor, Cabinet Member and Member briefings
- Strategic partners.

Overarching (ongoing):

Get Involved, Social media, Urban Room

2024 Milestones

- MoU and Procurement strategy sign-off.

Jul

- Comms and press around Reconnected Croydon.

Sep

- Highway works portfolio procurement completed and detailed design starts.

Nov

Aug

- First schemes designed.

Oct

- Fairfield design and costs review completed.

Dec

- Build of first schemes starts.
- Target date for fixing main highways programme scheme dates.

Connecting Kenley GLA – Good Growth Fund

What is Connecting Kenley?

- The Connecting Kenley Programme is a series of projects intended to improve pedestrian road safety, transport, air quality, support spaces, community spaces and the appearance of streets in Kenley.
- Projects have been designed in line with residents' priorities from the Kenley Community Plan.
- The Connecting Kenley Programme is funded by Croydon Council and the Mayor of London's Good Growth Fund, with supporting partners.

Background

- In 2018, Kenley had seen an increase in house building. This put pressure on the local area.
- To address these issues, Croydon Council secured funding from the Mayor of London's Good Growth Fund to develop a **community plan in partnership with the community**. Croydon Council engaged with residents and businesses across Kenley.

Background

- In 2020, the draft Kenley Community Plan was issued. At the same time, Croydon Council secured funding to deliver the priorities identified in the Kenley Community Plan. The plan included description of engagement events and the community's thoughts.
- In 2021, the Kenley Community Advisory Group (KCAG) was established by Croydon Council, to guide delivery of the Kenley Community Plan.

Kenley Community Advisory Group

- KCAG members include local Ward Members, local residents from residents' associations, community organisations, faith groups and Friends groups, to represent the Kenley community.

Background

- In 2022, Croydon Council and Kenley Community Advisory Group worked together to develop projects for Kenley.
- In 2023, Croydon Council secured additional GLA Air Quality Funding to deliver landscaping and update the street appearance to Old Lodge Lane Parade. This makes the total funding, from the Mayor of London, **£903,776.**

Projects

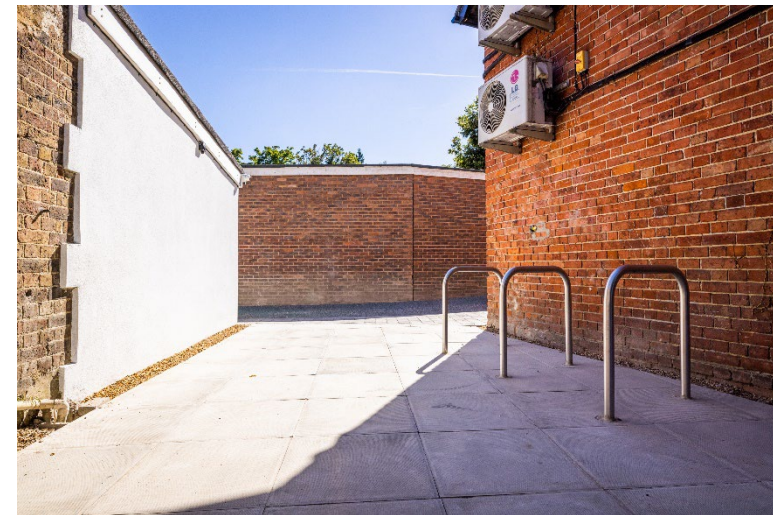
7 projects were formed from the Kenley Community Plan and the resident engagement workshops. These are:

1. Community Hubs
2. Wayfinding
3. Pocket Park
4. Healthy Streets
5. Electric Vehicle Charging Points
6. Secure Cycle Hub
7. Flood Alleviation

1. Community Hubs

Works completed at **Kenley Memorial Hall**:

- New reinforced gravel car park and bicycle stands
- Repair works to external steps and handrail
- New external signage and lighting
- New accessible and unisex toilets, with baby change
- New electric range cooker and fire door to the kitchen
- New fixed projector in the large hall



1. Community Hubs

Works completed at **Old Lodge Lane Baptist Church:**

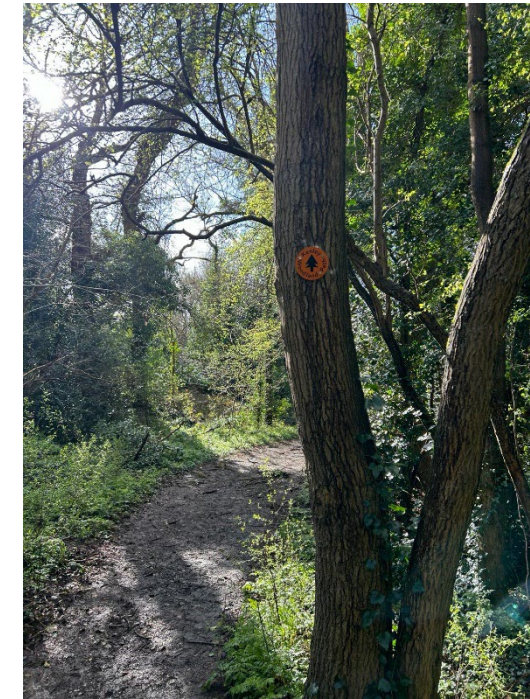
- New community room, available to hire
- New room for the Purley Food Stop Shop
- New accessible toilet
- New ramp
- New landscaping, spill out space, canopy and external lighting
- New signage
- New glass frontage



2. Wayfinding

Croydon Council are in the process of delivering wayfinding signage across Kenley, to promote local walks, highlight iconic locations and create connections between the north and south of Kenley. This includes:

- Fingerpost signage across Kenley
- Breadcrumb signage and tree disks through woodland paths
- Station signage including a Kenley Map



- Croydon Council have commissioned a mural at Old Lodge Lane Baptist Church Community Hub.
- The mural artist held a co-design workshop at Old Lodge Lane Baptist Church where local visitors expressed their values and themes that represent their community. The artist then used these ideas within the mural.



Key themes:
 hope,
 community,
 hands, diversity,
 wildlife/nature of
 Kenley, unity and
 togetherness,
 empowerment,
 faith.

3. Pocket Park

Croydon Council are in the process of delivering a pocket park on the Old Lodge Lane Parade. This includes:

- New rubber wetpour floor surface
- New planting
- New seating
- A bug hotel
- A bird box
- Play-on-the-way equipment like stepping logs



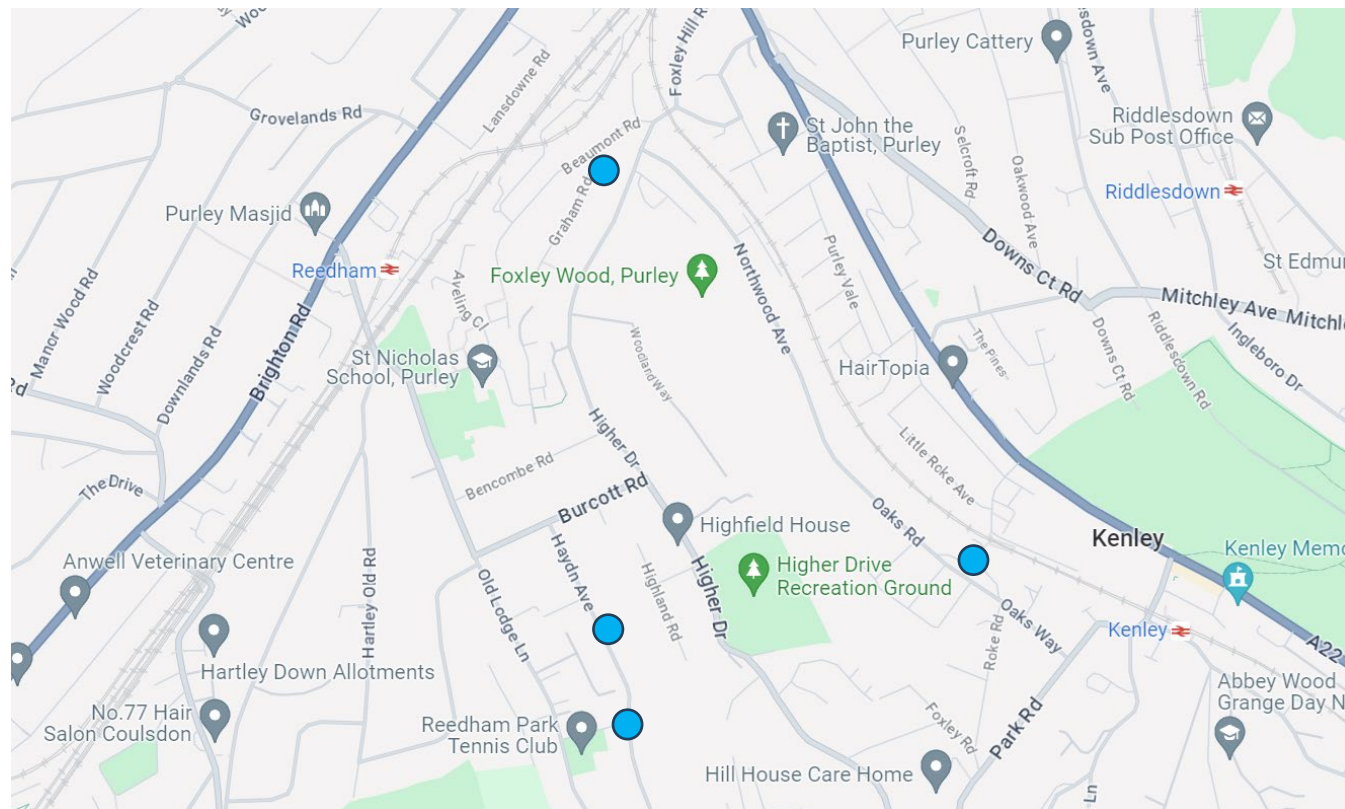
4. Healthy Streets

- This is a series of proposals to improve pedestrian road safety in Kenley.
- 3 key areas have been identified:
 - Kenley Lane
 - Hayes Lane Aerodrome
 - Hayes Lane South
- KCAG will be hosting an open workshop in July to discuss proposals

Locations	Problems identified as priorities by Kenley Community Advisory Group	Suggested approaches
Kenley Lane	Drivers use this as a through road, but it is closed at one end.	<ul style="list-style-type: none"> • Introduce a NO THROUGH RD sign to prevent drivers from entering Kenley Lane which is closed at its end.
(Hayes Lane) Aerodrome	Drivers travel at high speeds, affecting pedestrian safety as people enter Kenley Aerodrome.	<p>Speed reducing measures, including:</p> <ul style="list-style-type: none"> • reducing current posted speed limit of 40mph to 30mph • buildout to improve pedestrian safety at opposite entrance to Kenley Aerodrome • adjustment of parking bays
Hayes Lane South	A section of Hayes Lane is very narrow with no pedestrian footways, sharp bends and poor visibility, which is a concern for pedestrian safety as this is a road used by pedestrians frequently to access the station and other amenities.	<ul style="list-style-type: none"> • Any proposals will need input from wider engagement, as other roads feed into Hayes Lane.

5. Electric Vehicle Charging Points

- We are in the process of delivering a series of electric vehicle charging points across Kenley.



6. Secure Cycle Hub

- Croydon Council approached Govia Thameslink Railway to discuss delivery of a bike hub.
- In 2023, a secure bike hub was opened at Kenley Train Station.
- The hub is designed with space for 16 bicycles and space for up to 4 cargo or adapted bicycles. Bikes are protected by the fob entry system and CCTV. The hub also has a repair stand and a pump for tyres.
- Security fobs can be collected at the Station Ticket Office.



7. Flood Alleviation

- In 2023, Phase 1 works began (construction of a water storage area). Planting (shrubs and trees) and seating was also been installed. All Saints & St Barnabas Churches have adopted the planting.
- In 2024, Phase 2 of the works has now been completed. This included installing additional pipework to convey the water to the storage area. Croydon Council are now monitoring the completed works.

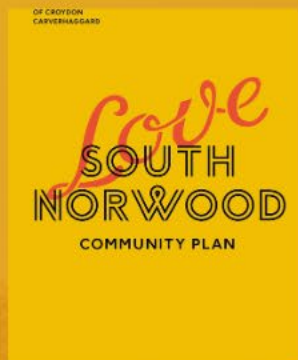


South Norwood Heritage Action Zone – Historic England and GLA Good Growth Funded

Background

- The South Norwood regeneration programme has been underway since April 2019.
- It was originally a £2.3m programme delivering four workstreams: community hubs; workspaces and shops; placemaking; and business support and community capacity building.
- The GLA and Croydon Council were match-funding the programme, each contributing £1.16m.
- From April 2020, a further £1.1m from Historic England's High Streets Heritage Action Zone (HSHAZ) increased the budget to £3.3m.
- Adding a new heritage community engagement workstream and expanding the scope of the workspaces and shops workstream to incorporate the upper fascades of heritage high street properties.

2018



South Norwood Community Plan

South Norwood Community Plan published

New consortium of local groups win the lease competition for the Socco Cheta Community Hub on Portland Road

2019



Community public consultations

GGF programme begins

South Norwood Economic Capacity Study commissioned

Community design workshops held at Socco Cheta Community Hub

2020



Socco Cheta Community Hub plans

HSHAZ programme begins

Socco Cheta Community Hub plans awarded planning permission

Community Hub Study completed

2021



Social Media workshop for Creatives

Stanley Arts appoint conservation architects and embark on ambitious reimagining of William Stanley's buildings

Refurbishment works begin at Socco Cheta Community Hub

Refresh of the South Norwood Conservation Area Appraisal & Management Plan begins

GGF Business Support programme launches with workshops for artists and creative businesses

Stanley Arts' Phase 1 GGF and HSHAZ funded refurbishment begins

Workshops with We Love SE25, South Norwood Net, South Norwood Business Neighbourhood, Clock Tower Market, All Heads Recognized and CYTO to help them grow

SNBN runs their first Christmas Shop Local campaign to support high street businesses



CAAMP consultation begins July 2021



New co-working space in construction at Stanley Arts

Supported by

MAYOR OF LONDON



HM Government



Historic England

CROYDON
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WE LOVE
SE25

2023



Oral histories, storyteller portraits



High Street Archive sessions



New façade at Stanley Arts

C20 Society leads a guided tour of the high street's twentieth century built heritage

Heritage film night at The Jolly Sailor pub

Oral histories published on Stanley Arts' *Inventing South Norwood* website

isifiso selected as one of *Small Business Saturday's Top 100 2023*

South Norwood's Methodist and Baptist Churches share memories for the community-led High Street Archive

CYTO take on The Shoestring Theatre as a Community Asset Transfer and launch their Refurb! capital campaign

Newly trained volunteers interview 9 local residents for the second collection of oral histories

Little Mouse cheese shop on Selhurst Road complete stage 1 of their HSHAZ-funded shopfront works

2022



Croydon United Domino Club, Socco Cheta Community Hub



isifiso at the Clock Tower Market Business Launchpad

150 residents attend the CAAMP consultation at No.241 Norwood cafe (Selhurst Road)

South Norwood self-guided heritage walk published

Design team selected for public realm projects, and design workshops begin

Socco Cheta Community Hub reopens as the home of Croydon United Domino Club, South Norwood Community Kitchen and Association of Jamaicans in London

Stanley Arts celebrates completion of Phase 1 works and launches a new co-working space

6 high street businesses take part in the Portland Road Mentorship Scheme

50 budding entrepreneurs attend the South Norwood Business Builder course with Rebel Business School

Reaching Higher works on designs for a mural for Goathouse Bridge

GlowPretty, a beauty and skincare brand & isifiso, an eco-friendly accessories brand win CTM's first Business Launchpad pop-up competition

2023



Installing a new market power supply on Station Road



SPAB workshop and walking tour

35 locals attend LHBT and SPAB workshops on how to maintain, adapt and reimagine heritage buildings

SPAB visits Harris Professional Skills Sixth Form to share insight on careers in conservation construction

Glowpretty wins Vegan Choice Award 2023

14 residents share their memories of the high streets for our first collection of oral histories

Local historian John Hickman stars in a new film *Tracing the Past of South Norwood*

C20 Society creates *South Norwood Mod Map*, a second self-guided walking tour

Harris Academy's *South Norwood in Print* limited-edition zine is published

Stanley Arts transforms their South Norwood Hill façade in Phase 2 of works

New power supply for CTM installed on Station Road



Norwood Narratives exhibition at Stanley Arts



Open City workshop at Harris Academy, reimagining the high street



Little Mouse cheese shop proudly reveal their new heritage shopfront

HSHAZ community engagement projects find a home on SNN's revamped heritage webpages

CYTO awarded planning permission for their Oakley Road frontage improvements

SNN celebrates their new high street heritage treasure trove on social media

Little Mouse proudly present their new heritage shopfront

Harris Academy students reimagine high street buildings with Open City's Accelerate team

Norwood Narratives exhibition at Stanley Arts closes the HSHAZ programme in March 2024



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Croydon Council's South Norwood Regeneration team is working to deliver improvements based on close engagement with local residents and businesses.

Detailed design proposals are currently being developed for the south side of Selhurst Road, with the target of delivering these improvements by Spring 2025.

New greening, footway improvements and reorganised street furniture will deliver on the desires of residents and businesses and make South Norwood a more pleasant and sustainable place to live, work and visit.

Selhurst Road South side

New footway planting

Planters for businesses

Decorative paving

Reorganised street furniture



Selhurst Road North side

New tree planting

New footway planting

Decorative paving





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We're working to improve the yard by Station Road. This includes resurfacing and establishing a stronger identity by installing new signage at its entrance.

We want to hear your thoughts on the proposed naming of the yard. Let us know what you think on the right side of this board.

You can select your favourite of our proposed options or add your own suggestions.

New surfacing

Naming and signage

Previously local residents have supported the name 'Emerton's Mews,' which refers to a historic hardware shop that previously existed by the yard.

EMERTONS MEWS

Indicative new signage design



The yard by Station Road

Leave a dot by your favourite option

EMERTONS MEWS

ALLIANCE  PLACE

STATION YARD

STATION YARD

Write your own naming suggestions here



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Portland Road Bridge

Portland Road bridge is another important gateway in South Norwood to the lively shopping parades on Portland Road and, for those travelling north, framing a striking view of Stanley Arts beyond the junction with High Street.

The project to install feature lighting to the footway which was paused in 2020 due to lockdown is underway once again.



Portland Road Bridge

In addition to replacing the existing lighting with LED lighting above the footway on either side of the bridge, the project also includes repairs to the Roots, Routes, Roots mosaic. We are working with Network Rail to agree an alternative location for the mosaic on Clifford Road where it will not suffer the same water damage it's currently subject to under the bridge.



New feature lighting

Mosaic relocation



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Goathouse Bridge

The Goathouse Bridge is one of the main entry points to South Norwood. This gateway was highlighted in the Community Plan in 2018 as the perfect canvas to announce the entry to our bustling high streets.

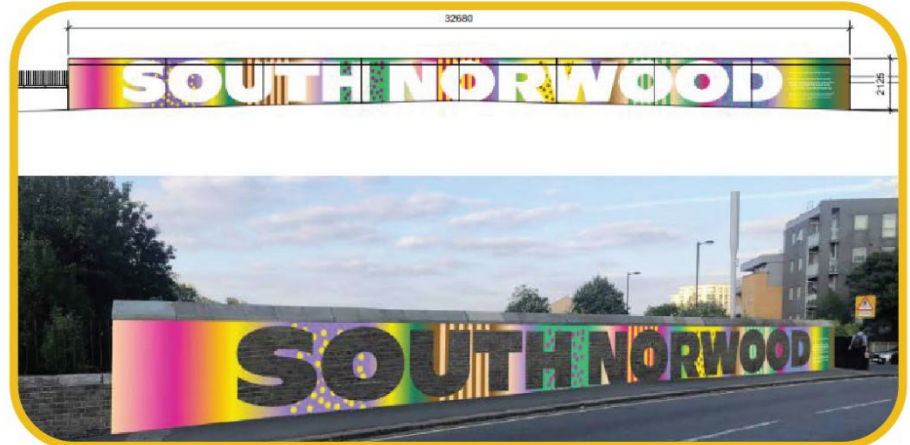
New mural

An improved 'welcome'



The concept for a 'South Norwood' sign emerged through collaborative workshops with local residents. In October 2022, Europa and artist Tanguy worked with Reaching Higher's holiday activity groups at Oasis Area Academy to develop the idea further.

We will be working once again with Harris Academy South Norwood students to create the mural in September 2024. This is the third project in the programme that we have collaborated on with Harris Academy.



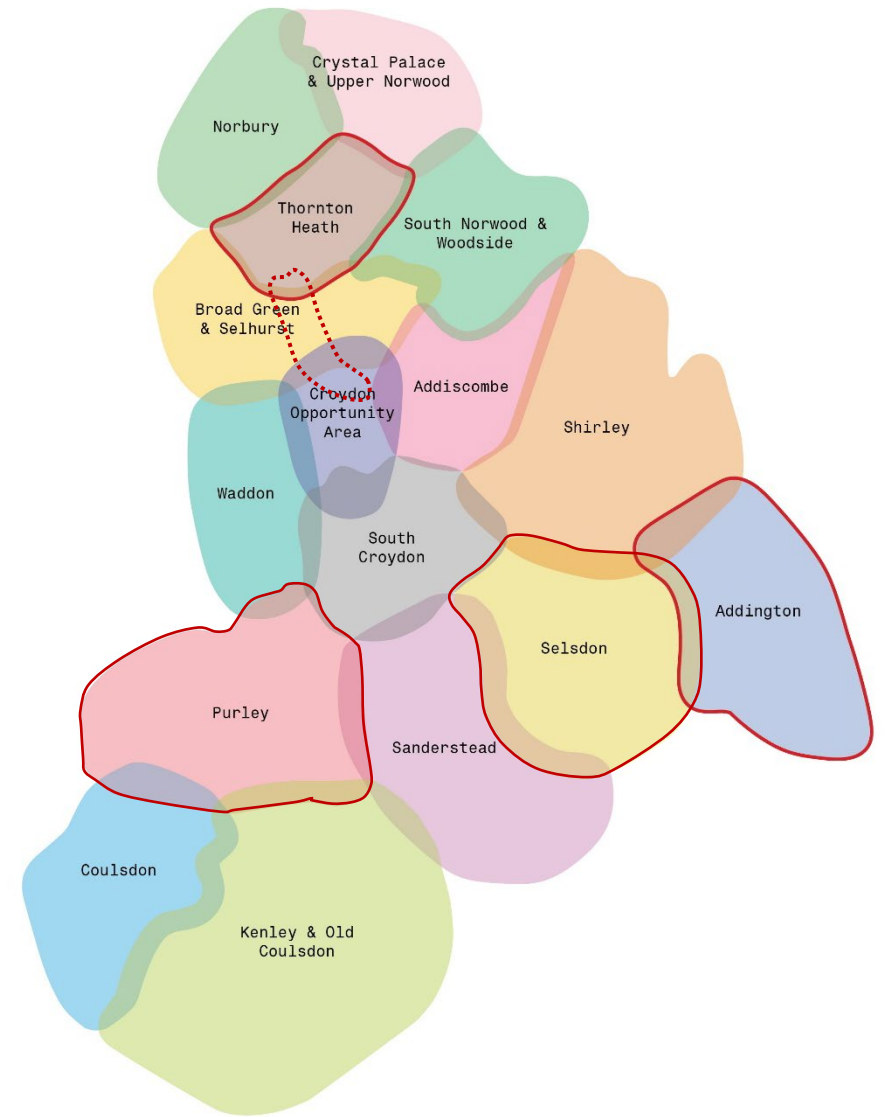
District Centre Regeneration – UK Shared Prosperity Fund.

UK Shared Prosperity Fund

- The UKPSF is part of the former government's levelling up agenda and will provide £2.6 billion funding of new funding for local investment by March 2025.
- The aim of the funding is to improve pride in place and increase life chances across the UK.
- The government identified three UKSPF investment priorities: communities and places, supporting local businesses and people and skills.

UK Shared Prosperity Fund

- The 16 Place Policies of Croydon provide frameworks to guide development management and support the creation of sustainable neighbourhoods.
- UKSPF areas of focus are Thornton Heath, New Addington, Purley, Selsdon and West Croydon & London Road.



UK Shared Prosperity Fund

- The funding allocated to each of the district centres is as follows:

DISTRICT CENTRE	CAPITAL FUNDING
West Croydon & London Road	£250k
New Addington	£223k
Thornton Heath	£220k
Selsdon	£90k
Purley	£50k

- 1. *West Croydon & London Rd***
- 2. New Addington**
- 3. Thornton Heath**
- 4. Selsdon**
- 5. Purley**

Opportunities

1. ASB measures
2. Improvement or creation of green spaces (London Road)
3. Opportunities for market infrastructure & public art
4. Opportunities for activation infrastructure

Market

Opportunity to collaborate with the London Road Traders Association to develop infrastructure for a night market (power supply) and other forms of activation.



Public Art

Public art opportunity to activate and improve the public realm while remaining sensible to ASB reduction measures.



1. West Croydon & London Rd
2. ***New Addington***
3. Thornton Heath
4. Selsdon
5. Purley

Objectives

1. Support the vitality of the district centre;
2. Enhance green spaces and public realm;
3. Measures to support existing community vibrancy;
4. Boost economic opportunities.

Opportunities

1. Improvement of Central Parade public realm;
2. The Octagon Building;
3. Fieldway Neighbourhood Centre
4. Castlehill Ruffs and Rowdown Woods

Central Parade

Potential site

Improve the attractiveness and functionality of Central Parade to increase footfall and community activity.

Implement green initiatives such as orchards, edible gardens, and play spaces to enrich the area.



1. West Croydon & London Rd
2. New Addington
- 3. *Thornton Heath***
4. Selsdon
5. Purley

Objectives

1. Enhance the public realm;
2. Increase green and blue spaces;
3. Improve safety;
4. Boost visitor numbers.

Opportunities

Improvement and creation of green & blue space in Thornton Heath Pond Roundabout.

Improvement and creation of public realm and green space at Colliers Water Lane.

Improvement of Thornton Heath Clock Tower.

1. West Croydon & London Rd
2. New Addington
3. Thornton Heath
- 4. *Selsdon***
5. Purley

Opportunities

1. Improvements and greening of Selsdon High street and Forestdale centre;
2. Wayfinding & signage
3. Selsdon Community Plan project review

1. West Croydon & London Rd
2. New Addington
3. Thornton Heath
4. Selsdon
- 5. *Purley***

Opportunities

1. Increasing accessibility to public spaces;
2. Opportunities for collaboration with Purley Business Improvement District, alongside their High Street Fund.