

E1 Group

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ACTIVATING AGENCY IN DEPTFORD



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E1 group

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EXECUTIVE SUMMARY



This report endeavours to inform the urban transformation of Deptford. It puts forward some suggestions to be considered in the discourse of the trajectories of future developments in the area. It is presented as a critical design response which encompasses both an analysis, as well as a practical methodology for achieving the proposed urban change it prescribes. The analysis builds upon seven weeks of research into Deptford through the lens of the cultures and economies, and also incorporates the interlacement of the findings of other reports which focus on five other lenses of analysis: housing and dwelling, leftovers and thresholds, urban fabric and landmarks, open and public spaces and transport and infrastructure. The analysis identifies potential entry points for urban change, and help to paint an image for what we deem to be a vision for transformation.

The practical methodology advocates the strategic implementation of a set of interventions designed to disrupt and alter the trajectory of urban change in Deptford. The methodology is articulated through a vision, correlating principles that will activate this vision and a set of guidelines that form the practical framework for our strategies. They inspire action in the community, recognising the wealth of knowledge already present in the area waiting for the engagement of various actors to activate its potential. While acknowledging the inherent limitations of our research project, and the limitations in the scope of the interventions we can put forward, we conclude our report with a series of recommendations that we believe can articulate a new vision for Deptford. We prescribe this process as an iterative and incremental process that will reframe the notion of co-development in Deptford from within.

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Introduction & Context

Methodology



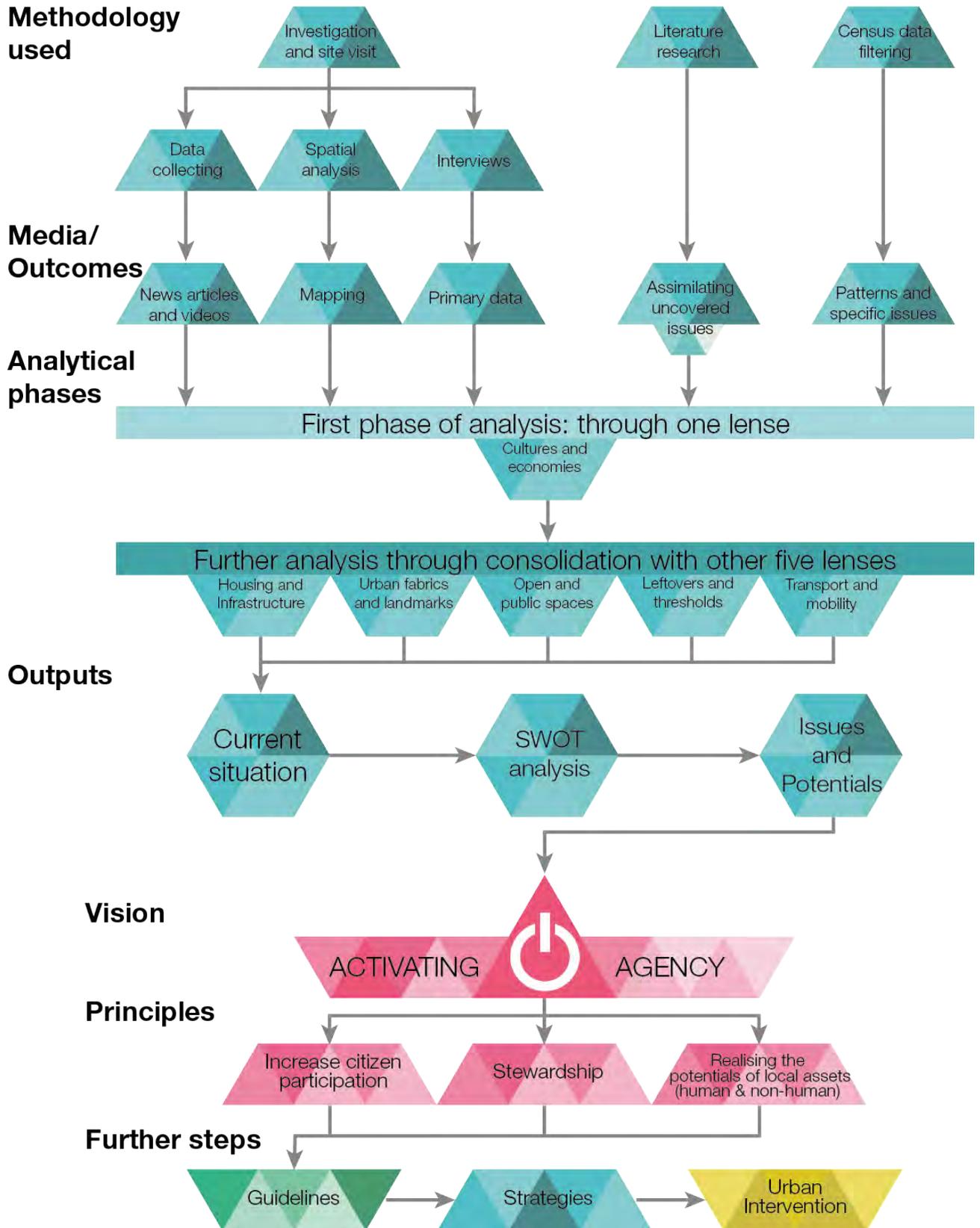
Introduction & Context

The landscape of Deptford is vibrant and diverse. It has seen an ongoing transformation of its spaces by global forces that wish to develop the area's abundant industrial space into housing stock. This ambition has a profound impact on both the material surface of its space, but also the underlying urban drivers of the production of space. Developer's view Deptford's abundant industrial space as ideal for ambitious housing projects which don't reflect the needs or wants of the residents - as demonstrated by the lack of affordable housing, privatisation of public space and creation of various socio-economic enclaves. The developments contribute to the beatification of the space, which serves the perceived notion of it placemaking for a new generation of city workers. Furthermore, the forces of gentrification and commodification of housing have gradually transformed the space, leaving the residents to feel increasingly pushed out.

A reflection of the history of the site informs us that it was largely an industrial area with workhouses and an active Dockyard, which closed in 1869, where it became a Foreign Cattle Market until 1913. Deptford suffered the destruction of some of its material space between 1940-41 as a result of the War, but these spaces saw the transformation into the industrial warehouse stock we see today. Furthermore, new commuter connections between the region and other areas of London have been introduced, e.g. The DLR, along with new services and infrastructure. Core strategies within the region attempt to meet the needs of the community, however residents don't feel this is the case which perhaps signifies the nature of the development going on in the area, suggesting there is little consultation with the people who produce the spaces and the majority of the people who have to live in these spaces.

Despite the threat of overwhelming global forces, there appears to be a unification in resilience on the part of the residents. For example, Deptford Neighbourhood Action, a neighbourhood forum, seeks to build a local identity to "promote and improve the social, economic and environmental well-being of its residents and businesses" (DNA, 2015). This resilience was also present when speaking to the residents and understanding their perspectives. An overview of our suggested interventions is perhaps to prescribe a channel for their resilience that is spatial in its nature. We believe the existing socio-political climate is not sufficient to nurture this collective voice in its present form, so an alternative means of expression is required. It follows then that our method is inspired by an investigation into the drivers of empowerment of this collective voice.

Methodology





Urban Analysis & Synthesis

Urban Analysis Synthesis



The urban analysis synthesis is a discourse around the salient points identified by each group. We have discussed, debated and extrapolated the narratives that we believe best inform the trajectory of the development in Deptford. Each report was around a specific point, however they are all informed by common drivers of urban change.

The first report identified **Housing** as a central point of discussion when trying to understand the narrative of Deptford. Housing greatly informs both the material reality of space, as well as the underlying urban drivers in the production of space. The analysis of housing shows that land prices have increased in the area, which also has the effect of increasing the cost of living in the area. As a result, this will push out the incumbent workforce of Deptford, leaving a skills gap that needs to be somewhat filled. This skills gap informs the nature of work in demand in Deptford, and also informs to whom the new housing developments will be marketed to. The general narrative indicates that the area is experiencing a beautification of its housing

fabric, to be marketed to a new generation of city workers. This serves to stagnate social mobility, as it prices out the incumbent residents from moving up the property ladder. The analysis perceives housing as a commodity which is being controlled by global forces, and residents have little participation in the process.

The analysis of the **public and open spaces** indicate a sentiment of the loss of identity being shared amongst the residents. There is an understanding that there is a need for more open space, as well as increased policing for existing open space. Residents attribute this to the increasing density of the area. Furthermore, an analysis of the **thresholds and leftovers** indicate there is an inefficiency in spatial cohesion, as spaces exist in enclaves and do not organically flow into each other. This creates a cognitive barrier of exclusion felt by some residents as they traverse through Deptford.

The **economies and culture** of Deptford note a substantial transition in both the



Urban Analysis Synthesis

material space of Deptford and also the underlying urban drivers. An analysis of the stakeholders involved in the production of the spaces of Deptford also note a transition in the area, featuring the rise of high-skill workers looking to locate in the area in one of the new abundant housing projects, and locals feel the effects of gentrification as a result of the rise in speculative demand in the area. There is an element of political polarisation as the values of the area are being provoked by the global forces that look to beautify the area. This has an impact on both the nature of housing in Deptford as well as the local businesses – both formal and informal.

An analysis of the **transport and infrastructure** indicated that there was a high density of commuters during rush hour. This signifies, and somewhat confirms how Deptford serves as the home for workers who commute out of the area to work. Residents have concerns over safety during this rush hour period, and have further concerns that the new developments will increase the density of commuter transport. To mitigate this, there is a strategy in place to increase cycling as a modes of transport, with future plans to invest in a cycle highway.

The **landmarks and urban fabric** of Deptford noted the transformation of industrial space into residential units. There is a high level of demand for the construction of residential buildings, and residents as a result have increasingly seen the urban fabric change with the erection of massive housing infrastructure which as a result makes them

feel unable to interact with their surroundings. With regards to landmarks, the analysis noted that the landmarks are not linked and feel detached from one another and thus their overall influence on the identity of Deptford is not fully realised. The study noted a distinction between formal and cognitive landmarks, and understood that new landmarks are formed due to the success of commercial marketing schemes and are not organic to the typology of the space. There also appears to be somewhat of a war between a capitalist endeavour on behalf of the developers to beautify the space to sell for larger profits and a want from older generations of Deptford for historical protection for the urban fabrics. There is also the presence of graffiti, a method of both protest and ownership of the space.

In conclusion, the different reports highlight both issues and potentials in Deptford. We understand and synthesise these issues to be political polarisation, lack of ownership and loss of identity. These issues present barriers to community cohesion, especially in the context of the mass development going on in the area. We understand the potentials to be the resilience of the residents, the motivation to rally for change and the heritage of the area. These three potentials inform the basis for the trajectory of our strategies, possible solutions to challenge the issues highlighted. Understanding the issues and potentials of the site is important because they inform the values our principles are be informed by and also how exactly they activate our vision.

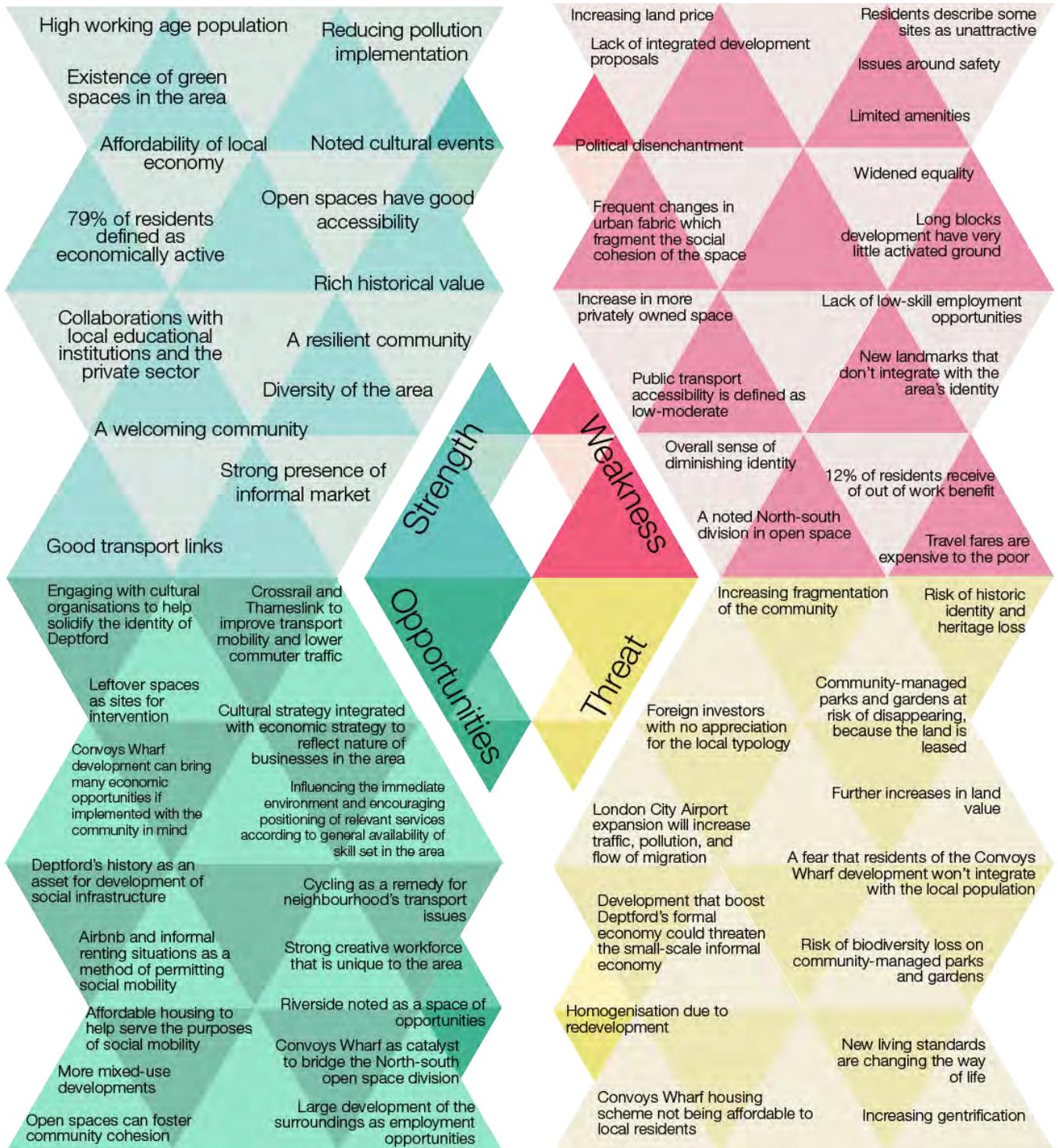


SWOT

Issues

Potentials

SWOT Analysis



Political Polarisations

Deptford is experiencing a huge change in its urban fabric, which is not to the benefit of all members of the community. Our site interviews have uncovered this discourse, and the residents have also expressed that their greatest point of contention is that they don't feel involved in the consultation process of these proposals for change. This contributes to the notion of a process of political polarisation of the residents who feel completely disenchanted with any political decision in Deptford. The issue of this is that although the residents communicate a sense of resilience in the face of these global forces, they refuse to engage with the political system as a means of channeling their resilience. We believe the citizens need to be mobilized and encouraged to engage with the political system.



Figure 1: New development in the area. (Group's site visit documentation)



Figure 2: Sayes Court Park, council-managed green space that included in Convoys Wharf plan (seen in the background). (Group's site visit documentation)

Lack of Ownership

Another issue we've identified is a sense of a lack of ownership of the residents of the space they reside in. The pace of the developments in Deptford and transformation of the urban fabric has been rapid, which contributes to an increasing sense of a lack of ownership as the residents no longer recognize the spaces they reside in. Furthermore, the increasing attraction of foreign investors to the area also mean the area is importing methodologies and philosophies on development that are not malleable with current modes of production of space. We have noted that other areas of London have identities which the residents aggressively protect to prevent such a thing from happening, and we have understood this to be an issue in the area of Deptford. We believe that ownership of space needs to be encouraged and fostered so that the residents feel permitted to express their right to challenge these proposals if they directly affect their ability to feel welcome in the spaces they reside in.



Figure 3: Plan on Convoys Wharf redevelopment. (Source: <http://www.constructionenquirer.com/2014/04/01/1bn-london-convoys-wharf-scheme-approved/>)



Figure 4: Shops on Deptford High Street, resembling the middle-low income society. (Source: <http://www.britainfromabove.org.uk/image/epw055314>)

Loss of Identity

Due to the immense change in Deptford, the identity of the area is being questioned. The multicultural landscape, regeneration schemes and influx and outflow of residents due to changing land prices have contributed to the notion of Deptford's identity being questioned and challenged. Furthermore, Deptford is seeing a shift in its local industries away from manufacturing which means the local workforce are currently experiencing a shortage in employment opportunities in the area. The changing material fabric along with the underlying economic drivers of urban change communicate a shift in identity which is an issue because an area needs to communicate a strong sense of identity in order to defend itself against proposals that are to the detriment of its residents.



Figure 5: Deptford's Anchor, used to be a signage on the high street to symbolise its past, was removed and placed in Olympia warehouse building, Convoys Wharf. (Source: <http://crossfields.blogspot.co.uk/2015/11/sign-petition-to-bring-back-deptford.html>)



Figure 6: The Wharves, one of new developments in the area that possibly designated for middle-high income group. (Source: <http://www.thewharvesdeptford.com/>)

Resilience

Deptford has experienced a huge change in its urban fabric, and the residents have remained resilient in the face of this. They are determined to live their lives despite the immense change. This can be evidenced by the interviews conducted during the urban analysis report, where residents communicated clearly that they were determined to carry on living their lives and felt a connection to Deptford. Those who had newly moved to the area were appreciative of the economic opportunities of the area whereas those who had lived in the area for a long time were appreciative of the rich heritage the area had.



Figure 8: Deptford High Street market, as a symbol of economic diversity. (Source: <http://www.thetimes.co.uk/tto/life/property/areaguides/article3458752.ece>)



Figure 7: The Albany, as the communal space for the area. (Source: <https://www.thestage.co.uk/news/2016/the-albany-london-prepares-for-summer-refit/>)

Motivation of residents to rally for change

The residents remain immensely motivated to rally for change, as demonstrated by the culture of graffiti, the presence of community groups and the resilience in the sentiments expressed during the site interviews. We have identified the presence of this motivation as being a strong potential because motivation can inspire stewardship when it is channeled correctly. Motivation is the driving force behind any community action or cause, and without it, it has hard to hard to gain momentum. This potential should be capitalised upon and also inspire the necessity for identifying the correct modes of channeling.



Figure 10: Deptford Neighbourhood Action, an established community to promote and improve the social, economic and environmental well-being of its residents and businesses. (Source: screenshot from deptfordaction.org.uk)



Figure 9: Protest of local residents against the Convoys Wharf redevelopment. (Source: <https://modernlondondocklandshistory.wordpress.com/photo-gallery/>)

Heritage

Deptford's rich heritage is a strong potential in order to activate our vision because it connotes a sense of pride for the area. This compels residents to feel a sense of responsibility towards maintaining that pride. Heritage is something that should unite the residents, and not serve to divide them between new and incumbent groups. This can be achieved by understanding the core values that lie behind what goes into defining the area and allowing all members of the community to feel unrestricted in identifying with those core values.



Figure 11: Ship mooring as a base for art installation (Group's site visit documentation)



Figure 12: A signage, installed by the council to show the history of where the signage is erected. (Group's site visit documentation)



Vision

Principles

Guidelines

Strategies

Phasing, Collating, Scaling, and
Iteration of Strategies

Our vision

Activating agency.



Our vision communicates our stance on the urban transformation of Deptford, and on how we believe this trajectory should continue. The current modes of production of spaces and the development strategies are at a dichotomy with the needs of the residents, and thus we believe the current vision is one that is not shared by the residents. Our urban analysis report, alongside the consolidation of the other reports uncovered a few salient forces that remain embedded in Deptford, one of them being the resilience of the of the residents in the face of the increasing gentrification of the high street and commodification of homes around them by foreign capital. The resilience was tangible when we spoke to the residents face to face, but we also understood there to be an element of political disenchantment which meant their resilience did not have a channel.

Upon trying to synthesise these narratives, we discovered that our discussion revolved around the ideas of empowerment, identity and agency of the 'individual', and thus we reflected upon the work of F.A. Hayek. He posited in his essay titled "Individualism: True and False" that there are two philosophies associated with individualism, as suggested by the title, and "that the former is a product of an acute consciousness of the limitations of the individual mind which induces an attitude of humility toward the impersonal and anonymous social processes by which individuals help to create things greater than they know, while the latter is the product of an exaggerated belief in the powers of individual reason and a consequent contempt for anything which has not been consciously designed by it or is not fully intelligible to it." It follows then that the crucial difference for Hayek was whether societies are spontaneous and organic in their emergence, or rather whether they are designed. This epistemology was an important reflection in forming our vision because we understood that the study area of Deptford was experiencing uncontrolled change driven by its economic potential for housing which resulted in the residents feeling a sentiment of powerlessness - which Hayek explains as "humility toward the (...) social processes by which individuals help create things greater than they know". We understood the forces of capitalism, which centre around the idea of individualism as being a driving force in shaping the modes of production of spaces, but also recognize the power of individualism as also being the counterbalance to combat this through the activation of individual agency.



Our vision

Lefebvre's work on *rhythmanalysis* was also a reflection on forming our vision as he discussed how the mechanical repetition of the cycles of capitalist production is imposed over our circadian rhythms, which should remind us of the discussion of the working day in Marx's "Capital". Connecting these two epistemologies suggests that our interventions aim to empower the residents to disregard the idea of feeling a 'humility' towards these 'social processes' and attempt to challenge the 'rhythms' of capitalist production as described by Lefebvre.

We thus believe that the idea of the individual is central to achieving a cohesive vision to challenge the global forces that are in control of the modes of production of space in the study area. Empowering the individual can work across all spectrums of power dynamics - and perhaps to create a fully inclusive society, it should be applied across all spectrums of power. Our vision is activating the agency of the residents with the intention of making them the catalysts for the urban change they need.

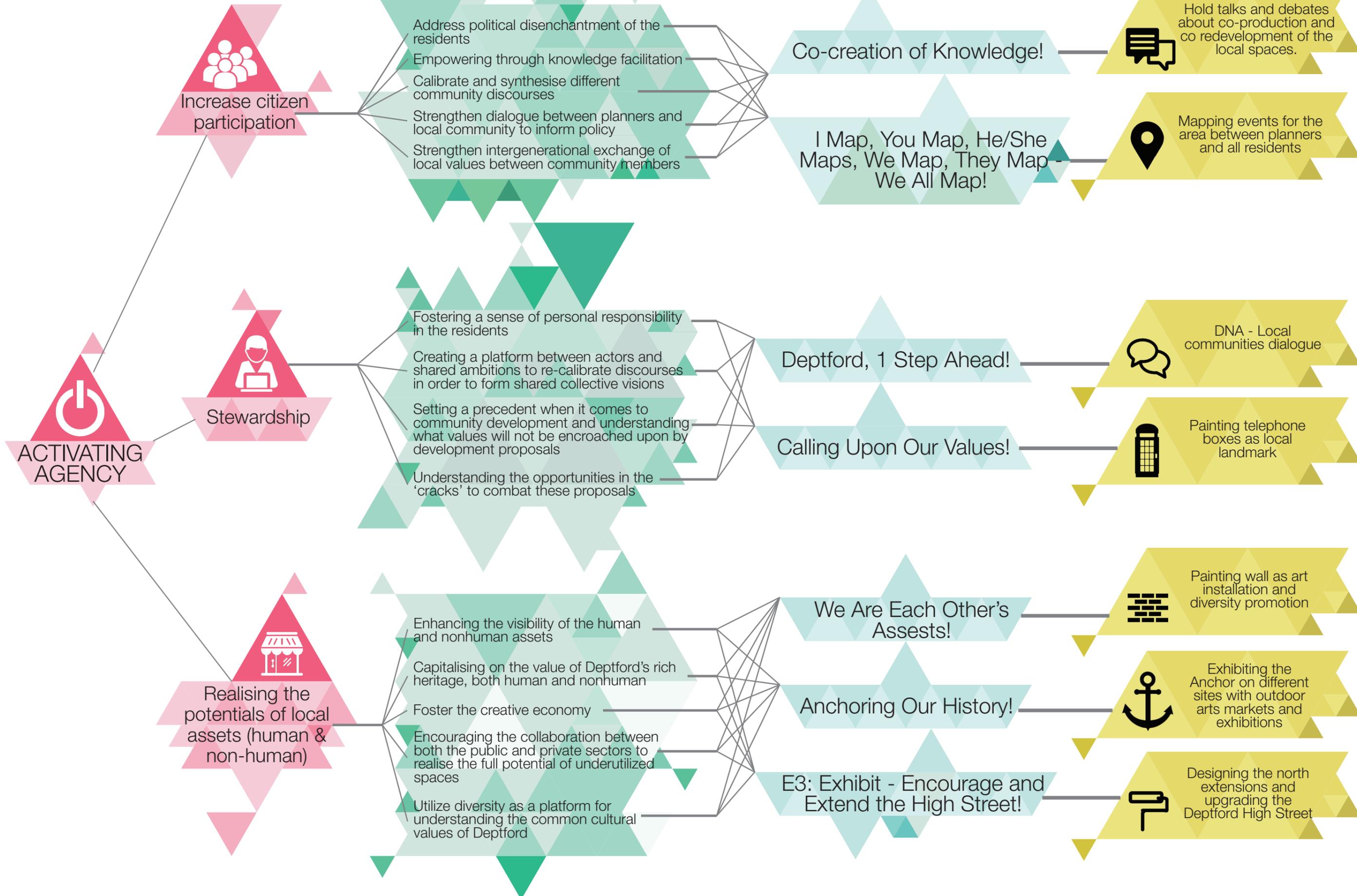
VISION

PRINCIPLES

GUIDELINES

STRATEGIES

URBAN INTERVENTIONS





Principles & Guidelines

#1: Increase citizen participation

This principle is key to activating our vision. This principle understands the underlying factors that inform citizen agency and what the barriers are to achieving this. We believe that in order to activate the agency of the residents, they must be able to participate. We have taken a conceptual approach to understanding what participation denotes through reflecting on the work of Michel Foucault (2000) who theorised how space, power and knowledge are related. Connecting this to participatory approaches suggests that we must address these dynamics in order to increase citizen participation.

Guidelines:

1. Address political disenchantment of the residents
Addressing citizen disenchantment is key because this is a direct barrier to citizen participation as it clearly indicates that the citizens feel as if their voices are unheard in consultations for the swathes of development going on the area of Deptford.
2. Empowering through knowledge facilitation
We will empower through knowledge because relating back to Foucault's theory on power, space and knowledge, he suggests that power and knowledge are inextricably linked with one dynamic greatly informing the other (Foucault, 2000). Asymmetrical information is a barrier to citizen participation and we will attempt to address this.
3. Calibrate and synthesise different community discourses
We understand the community of Deptford to be diverse, however we believe that at the core of Deptford, there is a common thread in community values. We aim to synthesise the discourses of the different community discourses into one voice to make the residents realise that their sentiments are shared.
4. Strengthen dialogue between planners and local community to inform policy
We understand the need to strengthen communication channels between planners and the local community because we understand the planners to be the intermediaries between the community sentiments, and the changing urban fabric of Deptford.
5. Strengthen intergenerational exchange of local values between community members
We also understand the importance of strengthening intergenerational exchange of values between community members because we realise the intrinsic values held by different generations. Encouraging a discourse can help inform different members of their vision of Deptford. We aim to make residents realise their values are common and shared.

#2: Stewardship

Stewardship as a principle is an essential element in not only activating agency, but maintaining agency. For Deptford's agency to be activated, leadership behaviors that promote a personal responsibility for the long term wellbeing of the community, have to be fostered and induced. This requires mutual trust between and within the community, and contextually supportive leadership behaviors that create a sense of belonging among the residents. We anticipate this will eventually form the foundation for creating a bottom up stewardship.



Principles & Guidelines

Guidelines:

1. Fostering a sense of personal responsibility in the residents.
We believe in the need for community members to develop a personal feeling of responsibility, and to act as caretakers and role models for future generations. This sense of responsibility can positively influence the development of the present and the future.
2. Creating a platform between actors and shared ambitions to re-calibrate discourses in order to form shared collective visions.
We believe that community members have individual visions but each vision is formed by common values which promote the wellbeing of both the residents and the inhabited space. Creating a platform of collation enforces the notion of sharing these ambitions.
3. Setting a precedent when it comes to community development and understanding what values will not be encroached upon by development proposals.
We believe that precedents lead to a reframing of discourses and perceptions. These precedents are also necessary to claim and define the ways of doing things in the community, and show local planners and external bodies the political will of the local residents.
4. Understanding the opportunities in the 'cracks' to combat these proposals.
We believe the cracks in the system have to be used to reframe and, if necessary, combat proposals that do not foster the identities of the local community. However understanding these cracks go side by side with knowledge of the political economy, social movements, regulations, policies and funding resources.

#3: Realising the potential of local assets (human and non-human)

The assets of the community are understood to be both human and non-human, and these give a sense of value to space. In the context of Deptford, non-human assets include odes to the prestigious naval history of the area, whereas examples of human assets include the strong creative arts industry. Realising the full potential of these assets by maintaining them, and enabling growth opportunities in them, will bring the identity and pride of the community to the forefront of the discussion around any development proposals.

Guidelines:

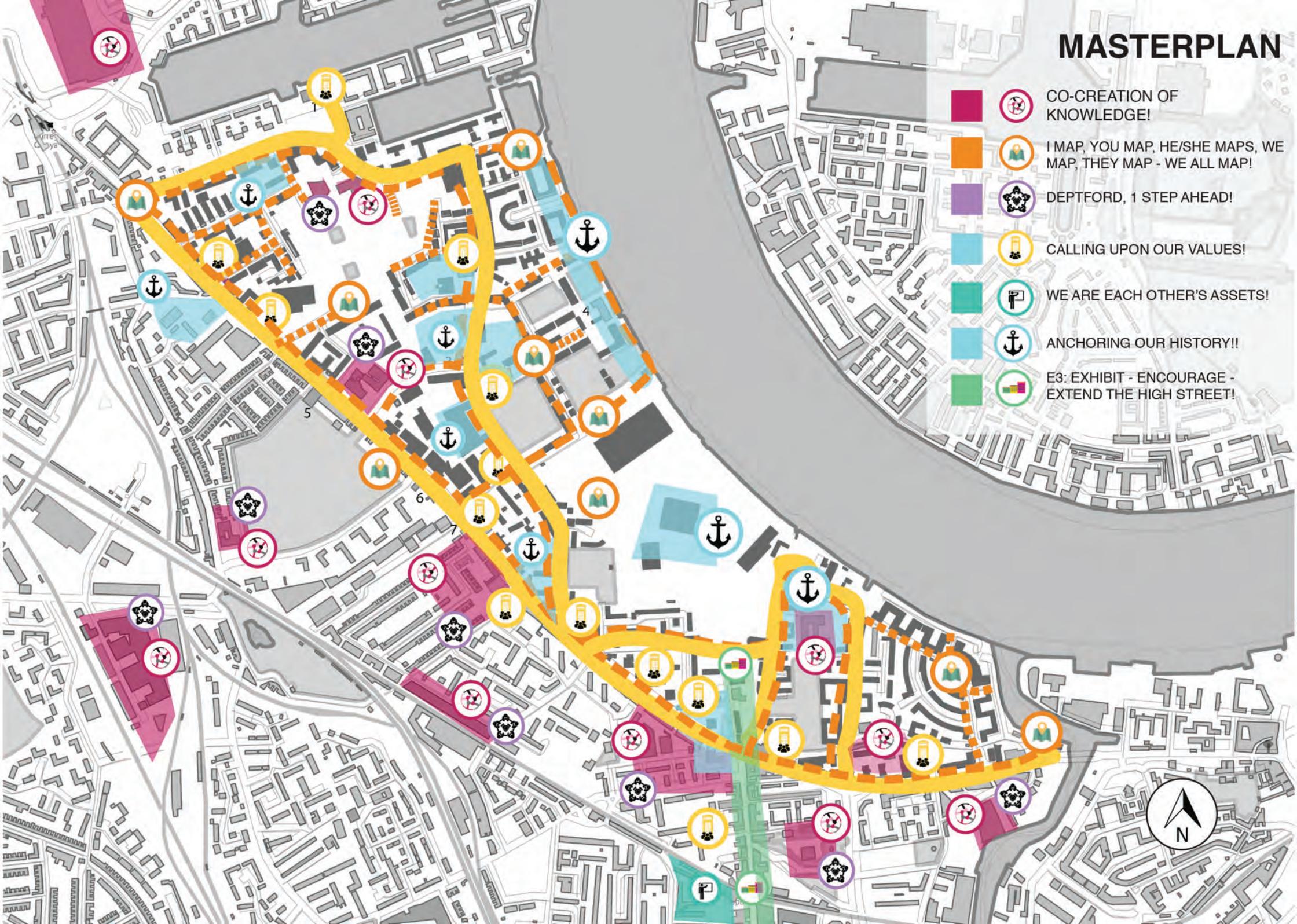
1. Enhancing the visibility of the human and nonhuman assets.
We understand this as a guideline because we realise the intrinsic value of Deptford's assets (both human and non-human). However, in the context of mass development going on in the community, these assets have been made invisible and lost in the narrative of these developments.
2. Capitalising on the value of Deptford's rich heritage, both human and nonhuman.
We understand the richness of Deptford's heritage as the unique selling point that can be repackaged and communicated in order to activate our vision.
3. Fostering the creative economy.
Our urban analysis report through the lens of the economies and cultures uncovered the presence of a creative sector within Deptford, as noted by the presence of Arts institutions and the culture of Graffiti in the area. We understand this to be a huge potential in activating our vision, as it could possibly serve as the foundation of a movement to reclaim the economy of Deptford away from the business of commodification of homes by foreign investors.



Principles & Guidelines

4. Encouraging the collaboration between both the public and private sectors to realise the full potential of underutilised spaces.
We understand the need for both the public and private sector to collaborate in order to address market inefficiencies in underutilised spaces. The private sector have large land holdings with a lot of space being underutilised, and we believe that by directly communicating with the public sector and allowing the community to voice their spatial needs, these inefficiencies can be addressed.
5. Utilise diversity as a platform for understanding the common cultural values of Deptford.
We understand diversity to be a huge asset in Deptford, however, the narrative we want to push here is that the many cultures of Deptford have common values. Bringing these values to the forefront of the discussion on diversity is integral to uniting the community voice and realising the potential of Deptford's human assets.

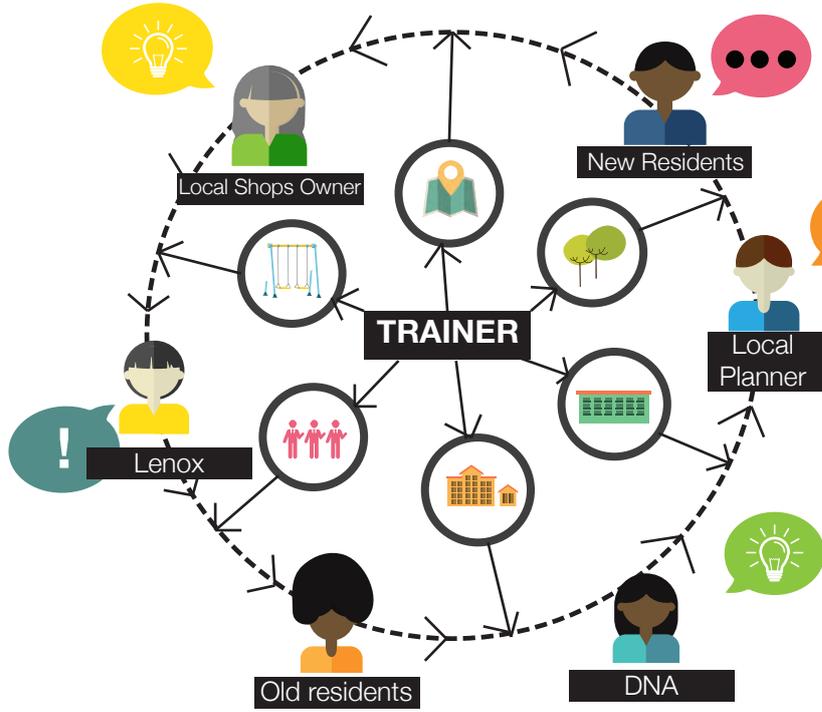
MASTERPLAN



-   CO-CREATION OF KNOWLEDGE!
-   I MAP, YOU MAP, HE/SHE MAPS, WE MAP, THEY MAP - WE ALL MAP!
-   DEPTFORD, 1 STEP AHEAD!
-   CALLING UPON OUR VALUES!
-   WE ARE EACH OTHER'S ASSETS!
-   ANCHORING OUR HISTORY!!
-   E3: EXHIBIT - ENCOURAGE - EXTEND THE HIGH STREET!



CO-CREATION OF KNOWLEDGE!



Encourage a discourse in the community between actors in charge of local production of space and the residents living in those spaces. Due to apparent contestation of space, these dialogues can be held in open green space, left over spaces and thresholds so as to strengthen the awareness of need to participate in the development of these areas. It is connecting with and inviting urban actors and entrepreneurs of all scales from policy makers to local shop owners to hold talks and debates around participating in the co-production and co redevelopment of the local spaces. This talks are to be held in schools and community centers

Scale: Local but scaling up to encompass the entire region of Lewisham.

Temporality: Monthly

Key ingredients of success: Communication and trust to build

Spaces of Interest: Master Shipwrights House / Riverside Corridor/ Estate Gardens/ Pepys Park/ Deptford Park/ Sayes Court/Bars /Art Galleries/Deptford Creek/ Thresholds

TRANSFER-KNOWLEDGE PROCESS

Initiator: DNA

Work Support: Volunteers / Students/ Universities



KEYWORDS OF ENGAGEMENT:



Food



Drink



Trade



Relation



Prestige



SUCCESS

I MAP, YOU MAP, HE/SHE MAPS, WE MAP, THEY MAP - WE ALL MAP!



STAGE 1:

STAGE 2:

STAGE 3:



Collective mapping events to encourage participation between new and incumbent residents across all social backgrounds to create an honest discourse around the co-production of knowledge and space.

Note: This mapping events will also tackle the North-South division in terms of open space usage. As stated in the SWOT analysis residents in Pepys Estates tends to use only available open space in North Deptford. Meanwhile residents in southern part do not use the open space in the northern part.

Holding bi-weekly/monthly themed mapping events per area between local planners, new residents, older residents, local children and adults and of all ethnic backgrounds to personally acquaint themselves with each other's views of the neighborhood. Also utilize events to identify, discuss, repackage and present the spaces and assets of local pride.

The proposal is to execute this intervention through cycling through the set areas in collaboration with local primary and secondary schools.

Scale: Local but scaling up to encompass the entire region of Lewisham.

Sites: Schools & Community Centers

Spaces of Interest: Master Shipwrights House / Riverside Corridor/ Estate Gardens/ Pepys Park/ Deptford Park/ Sayes Court/Bars /Art Galleries/Deptford Creek/ Thresholds/ Local Cafes

Work Support: Children, Parents & Veterans.)

Temporality: Two stages for the allocated three Scope: Planners, DNA, Mapping for Change, Universities, Primary & Secondary Schools, Parents, Veterans and religious groups.

Key ingredients of success: Inclusion of a broad variety of stakeholders, timing, communication

Lets Cycling! Cycling for Mapping!

Cycling route for mapping



DNA currently serve as the mouthpiece for Deptford, voicing community concerns revolving around the mass development in the area, through a neighbourhood plan. We have noted that Deptford contains a large proportion of high-skill workers, and also workers skilled in working in the manufacturing and construction industry. We see this knowledge and expertise as a huge potential in the context of engaging in a conversation with the development forces of the area. We propose to mobilise this expertise by creating a collective intermediary body between DNA and this knowledge base to inform the deptford neighbourhood plan with concrete development plans.

We also note the potential for this intervention to be scaled to take the form of a community fund, whereby the residents essentially gain full control over tactical development projects in the area that are identified as key to maintaining and supporting the urban identity of deptford. The aim is to use the skills and the funding to develop spaces of potential from within as bottom-up solutions.

This proposal will also inform and communicate the identity of Deptford to other forces of development so that they remain mindful of Deptford's stewardship when they engage in transforming the urban fabric of the space.

INTERVENTION:

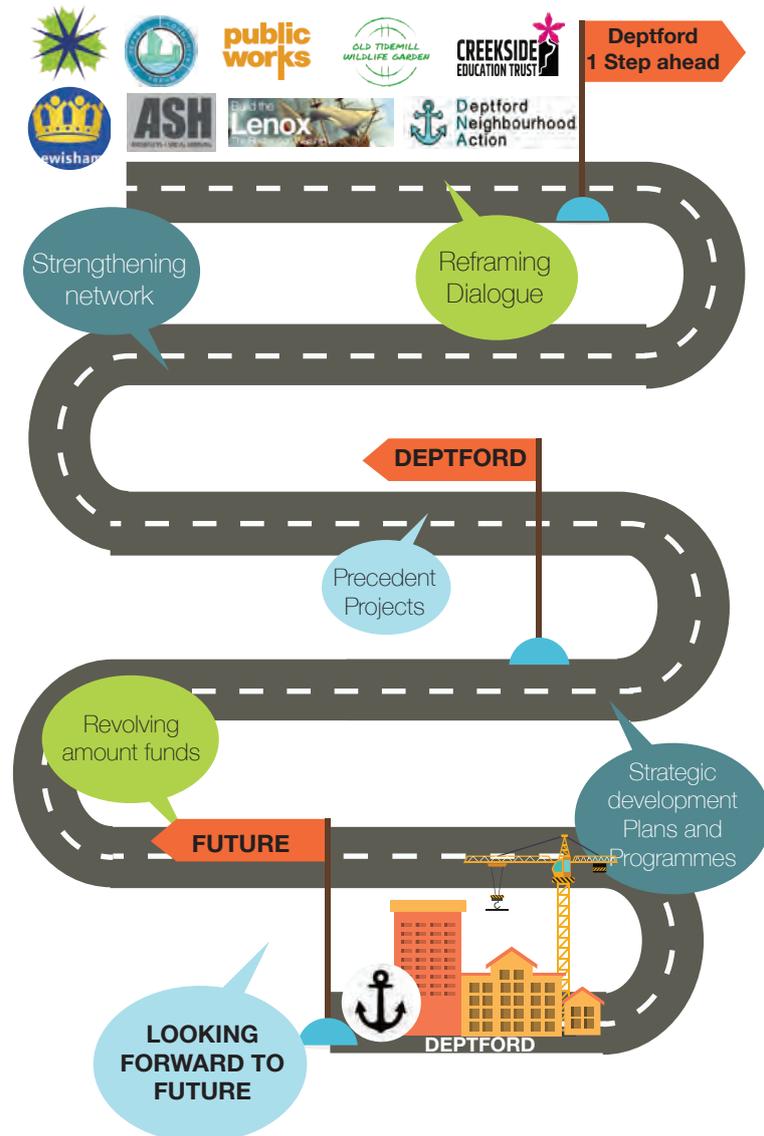


Organising dialogues between DNA and the local community groups to rethink and strengthen the linkages with the local skills and materialising these dialogues into a community enterprise of urban planners, scholars, policy experts, builders, entrepreneurs and most of all stewards of community led projects.

Based on these strengthened networks and body, co-planning, co-production and co-redevelopment can start taking place by acquiring funds, grants, loans from several community development agencies like: Newable, The Greater London Authority, The London Green Fund, Nationwide Building Association etcetera. Further funds can be generated through creation of social venues, car parks community centers for rent.

The organisation will act as a body capable of collaborating with the planners on equal levels.

Activating this agency will also tackle the diminishing nature of open spaces by being one step ahead of the developers and negotiating specific public functions to the spaces.



Requirements: Reframing dialogue, strengthening networks, precedent projects, strategic development plans and programmes and revolving amount of funds.

Scale: Local, regional and transecting london areas to learn from other communities.

Site: Deptford

Scope: DNA and entire local community including planners.

Temporality: Permanent

Initiator: DNA & New Agency

Work Support: Universities & Local Council

Key ingredients of success: timing, capital and gathering collective intent within Deptford.



An analysis of the leftovers and threshold spaces have indicated that telephone boxes, although iconic imagery of London, remain underused - likely due to the popularity of mobile technology. This intervention will re-imagine these spaces by making them an ode to Deptford's values.



Mapping of telephone box on the existing

INTERVENTION:

Painting one side to reflect a value shared by the residents of Deptford, and the other side will contain directions to a local landmark that reflect this value. The directions to the landmark will serve to connect and create a network and activate these spaces.

Scale: Local

Site: Telephone boxes in Deptford

Scope: DNA, artists, planners, community leaders, conservation officers and contractors.

Temporality: Permanent

Initiator: DNA

Work support: Art schools

Key ingredients to success: Planning support and donations by local entrepreneurs.



Using cultural artwork to reflect the diversity of Deptford

Landmark's Mapped to connect and activate public spaces



Telephone box implementation on the site



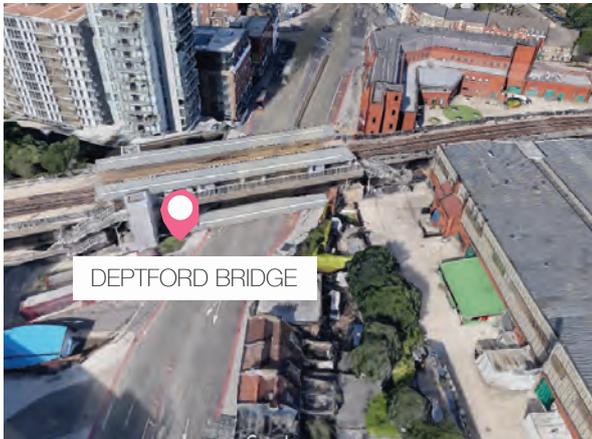
Telephone boxes become leftover and having less function

WE ARE EACH OTHER'S ASSETS!



05

Creating the awareness of having “more in common than what divides us.” (Cox, 2015) Viewing diversity as a means of strengthening the identity of Deptford instead of splintering it. Furthermore, valuing the intrinsic skills each culture adds to the economy of Deptford, and supporting that to capture the full potential of the area.



INTERVENTION:

An art installation - An art installation - creating a wall for the residents of Deptford to communicate the worth of diversity in a provocative way to make one another understand that each culture's values possess commonalities that can unite to realise the greatest potential of an area than limit this. The wall will provoke discourse by asking people to answer the question “I'm from... and I love Deptford because...”

Scale: Local but scaling up to encompass the entire region of Lewisham.

Sites: Deptford Station & Deptford Bridge

Scope: Anyone with the sentiment to express.

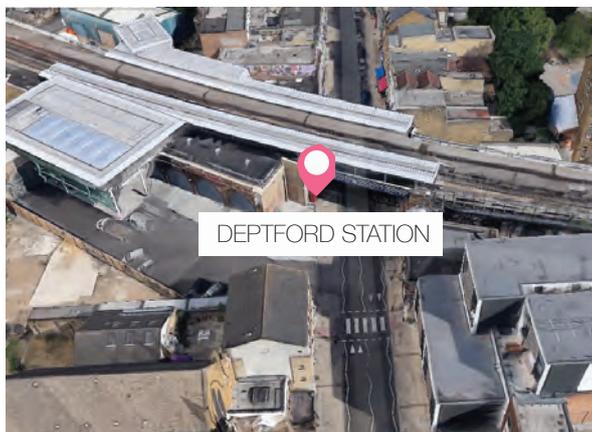
Temporality: 3-6 months

After achieving the required awareness, permanent boards of all the gathered values can be framed into art pieces and placed at the two key stations so as to continuously inform current and future residents.

Initiator: DNA, Art Galleries and local artists.

Work Support: Volunteers / Students/ Universities.

Key ingredients of success: Planning permission, TFL permission, weather circumstances, stewardship in maintaining the boards and collecting the gained information for the final art piece.





ANCHORING OUR HISTORY!

Re-Anchoring Deptford's history by collaborating with the arts sector of Deptford to get the Anchor now stored in the Olympia Warehouse and exhibit it at key asset locations around Deptford on a temporal/continuous basis. The exhibition of the anchor will serve as a directive to also exhibiting the other heritage sites of Deptford. The anchor will increase the visibility of Deptford's heritage to serve as a tool of power in communication with local planners and developers on behalf of the community.

Note for Narrative:

wealth and reinvest in the economy. The anchor will not foster people gathering around it for any mundane purpose, but will belong to places where people already gather for communal purposes, hence mitigating the fears of the Local Authority.

INTERVENTION:

On the basis of the mapped out assets, we will develop and present a proposal to the Local Council to regain access to the Anchor and to exhibit it at different sites in combination with an outdoors Arts exhibition and Arts Market. The sites would connect the historical values of Deptford using the meanwhile spaces.

Scale: Local

Temporality: Temporal till Convoys Wharf has been redeveloped.

Initiator: DNA

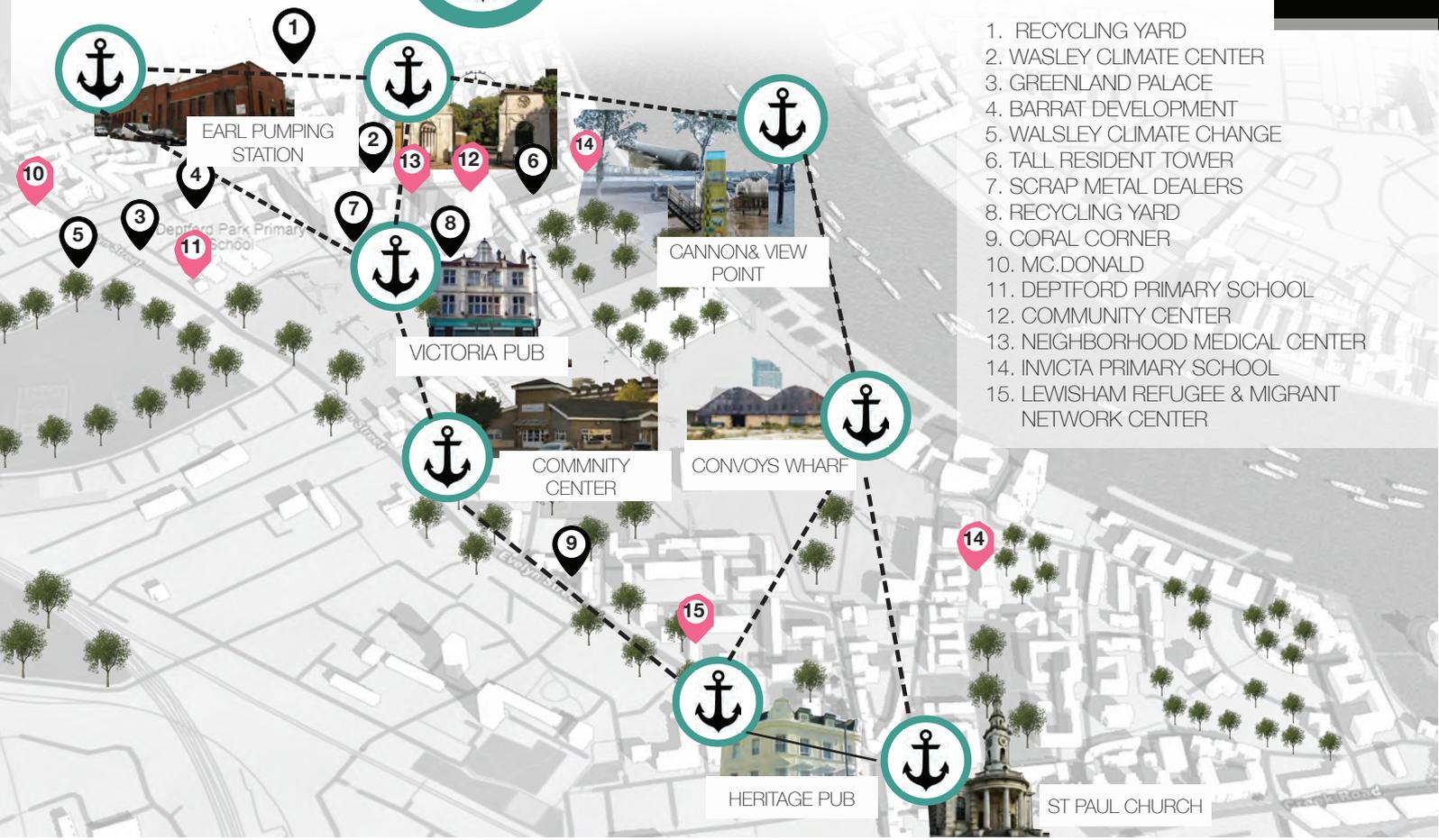
Work support: Local Artists, Galleries and Contractors

Key ingredients to success: Planning support and voluntary resources





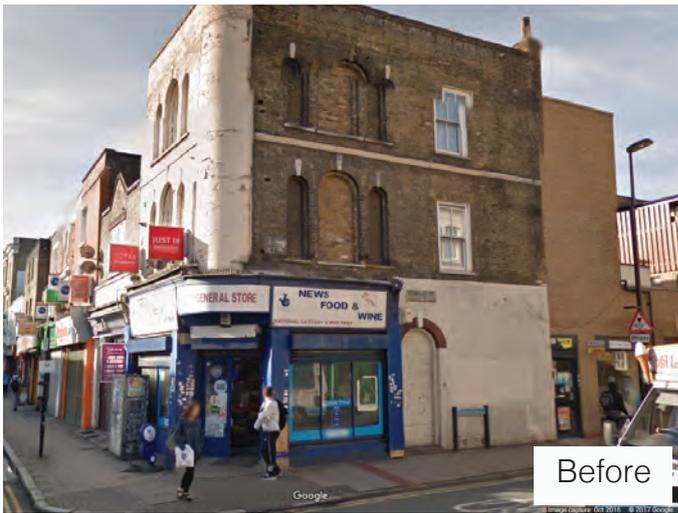
ANCHORING OUR HISTORY!



1. RECYCLING YARD
2. WASLEY CLIMATE CENTER
3. GREENLAND PALACE
4. BARRAT DEVELOPMENT
5. WALSLEY CLIMATE CHANGE
6. TALL RESIDENT TOWER
7. SCRAP METAL DEALERS
8. RECYCLING YARD
9. CORAL CORNER
10. MC.DONALD
11. DEPTFORD PRIMARY SCHOOL
12. COMMUNITY CENTER
13. NEIGHBORHOOD MEDICAL CENTER
14. INVICTA PRIMARY SCHOOL
15. LEWISHAM REFUGEE & MIGRANT NETWORK CENTER

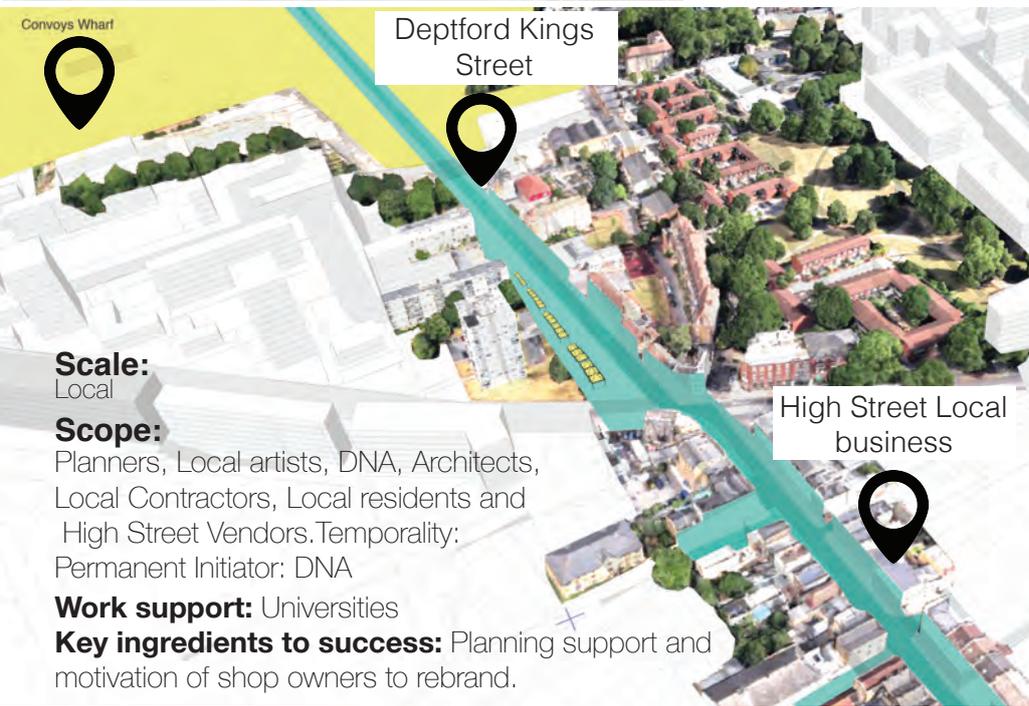


E3: EXHIBIT - ENCOURAGE - EXTEND THE HIGH STREET!



Before

After



Deptford Kings Street

High Street Local business

Scale:
Local

Scope:
Planners, Local artists, DNA, Architects, Local Contractors, Local residents and High Street Vendors. Temporality: Permanent Initiator: DNA

Work support: Universities

Key ingredients to success: Planning support and motivation of shop owners to rebrand.

Realise the potential of the existing high street by using the underutilized shop spaces for the purposes of incubating budding entrepreneurs through rolling tenancies. Furthermore understanding the potential to extend the typology of the Deptford High Street further along New King Street. This will prevent and protect the typology of the area from being redefined by the potential of the Convoys Wharf Development and speculative gentrification by high end stores.

Collaborating with the Local Planners, Street Artists, Architects and local residents to foster the potential of the budding entrepreneurial arts community by designing the colourful extension and upgrade of the Deptford High Street facades and fabric, exhibiting the multicultural essence of the neighbourhood and claiming the pride of inhabiting the spaces to provide communal goods and services to Deptford and beyond.

176 Deptford High St
London, England
Street View - Oct 2016





Phasing, Collating, Scaling, and Iteration of Strategies

Phasing

Phasing our strategies is important because the processes need to be iterative in order to constantly be recalibrated to achieve our vision. Phasing the strategies gives us the opportunity to pause and reflect, which means we can digest the wealth of information gathered in each of the phases.

Phase one will consist of the implementation of “I Map, You Map, He/She Maps, They Map - We All Map!”. The strategy behind this is that a mapping exercise will best uncover the size and relativity of various actors in the area, and thus determine their scope of influence. Furthermore, the mapping exercise will serve as a method of breaking the ice with the community to allow for an authentic flow of knowledge. This will directly feed into phase two, which will feature the “We are each other’s assets!” strategy. The idea behind this intervention is an art installation which will highlight the commonalities between different cultures in Deptford, and attempt to synthesise these discourses. Phase 3 will contain the implementation of “Co-Creation of knowledge!”. This strategy will endeavour to connect actors with the residents. It is important that this phase comes after phase one and two because phase one will be an introduction of different residents to the discourses of the area, and phase two will attempt to synthesise this discourse by highlighting similarities in them. Phase three will thus be a more practical conversation between a more unified community, as a result of phases one and two, and the actors in the spaces they reside in. This phase is primarily a knowledge sharing platform and will constantly be revisited. Phase four sees the implementation of our more practical strategies: “Calling upon our values!”, “Anchoring our values!” and “E1 - Exhibiting the high street”. These strategies will be implemented in the above order and not at the same time as to allow for an iterative process to occur whereby the knowledge gained in each strategy goes into feeding the implementation of the subsequent interventions. Phase five will see the implementation of “Deptford, 1 step ahead!”, which is vital for realising the following strategies. “E2 - Encouraging the high street” and “E3 - Extending the high street” will be the result of the success of “Deptford, 1 step ahead!”. The phases all feature a moment to pause and reflect to inform the trajectories of the following phases in feeding back into principles and thus activating the vision.

Collating

Collating our strategies is something we will employ because we understand that by not realising how each strategy can complement each other and fully meet the guidelines they are operating under, our strategies will not be executed under full efficiency. Collating our strategies is a strategic process we can apply to amplify their intended effects and feed back into our principle, and ultimately activate our vision.

With regards to collating our strategies, all of our strategies will work in conjunction with our phase two strategy “Co-creation of knowledge”. The purpose of this is that we realise the importance of sharing knowledge to be instrumental in realising the success of our strategies. It should be noted that this particular strategy will continue on a permanent basis and constantly feed into the implementation of the other strategies.

Scaling

The scope of influence of our interventions will largely correlate with the scale they operate under. We understand the intrinsic importance of some of our principles and guidelines and how they reflect the qualities required for a strong moral fabric in a society, and thus realise that they must be scaled in order to realise their full scope of influence. We consider scaling as integral to some of our



Phasing, Collating, Scaling, and Iteration of Strategies

interventions in order to reinforce our guidelines, feed back into our principles and ultimately activate our vision.

With regards to scale, we have noted that “I-Map...”, “Co-production of knowledge”, “Calling upon our values!” and “Anchoring our values!” will feature the capability to be scaled in order to reach a wider scope of influence.

Iteration

We believe it is important to understand the entire process of an urban intervention as being an iterative process, where we build on the knowledge gained from previous phases and also the results of phases running alongside, i.e. being reflexive to incorporate an understanding of both horizontal and vertical learning. The iteration process is noted through scheduled periods for pausing and reflecting, however this process is autonomous and constantly occurring which highlights the importance for the existence of a platform to process this, which will be our strategy implemented in phase two: “Co-production of knowledge”.



Conclusions

References



Conclusions

The analysis formed a theoretical and practical framework to understand the trajectory of development in Deptford, and also to position ourselves with regards to this development. Our critical design response was informed by this process, and thus the vision can be understood as an intention to alter the trajectory of the nature of development in Deptford. Our critical design response suggested a set of principles to activate this vision, with the subsequent guidelines forming the practical framework necessary to realise the principles. The suggested strategies thus act as urban catalysts towards the achieving the vision. The report highlighted the importance of not having the trajectory of development shaped primarily by autonomous external forces, but rather suggests that it should be co-created: formed, framed and readjusted from within. Our final thought is understanding the need to problematize the proposals, particularly emphasising that the process is iterative and constantly being re-calibrated forwards and backwards. The critical design response serves not to provide a final vision into an utopian notion of Deptford, but rather inform a process of understanding the underlying urban drivers that can build or destroy the fabrics of Deptford.



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