



DEPTFORD

**Respecting the past
Embracing the present
Moving forward together
to Create a Deptford for all**

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A Perspective of Deptford's Identity

In the previous phase of this exercise, an urban analysis of the Deptford area was carried out, taking into consideration six different lenses of analysis – housing and dwelling; urban fabric and landmarks; open and public spaces; leftovers and thresholds; cultures and economies and infrastructures and spaces of mobility/ immobility.

This categorisation enabled each group to unpack the area and give a deep analysis, helping to understand the overlapping characteristics that make Deptford as a place. The result, therefore, is a perspective of the whole spectrum of lenses, with commonalities that emerge from Deptford as an integral element and have consequences in all the categories.

The result is an analysis of the historical, current and future dynamics that have and continue to shape Deptford's identity. The figure below illustrates the future morphology of Deptford that forms the basis for our vision, and critical design strategies.



Figure 1. Pepys Estate 1969
Source: Municipal Dreams Wordpress



Figure 2. Current Situation - Empty Lots and Aragon Tower landmark
Source: By author



Figure 3. Proposal for Convoys Wharf Development
Source: Farrells Architects



Figure 4. Deptford in 2021 following the completion of the proposed developments

. Housing and Dwelling

The following key findings are based on A1 group report analysis, that considered housing and dwelling as “the relationship between the residents and built environment they live in, played out at different scales” (Group A1, 2017:4), therefore considering both the scale of housing as urbanism and as residential satisfaction.

Key findings:

History of housing in the area confirms the transformation across time.

Land use homogenised, with the majority of constructions being for housing only. Services are located in separated buildings in specific streets (refer to figure 8). New developments (such as convoys wharf) includes other uses in the ground floor - urban transformation fostered by current policies.

The housing typology presents a fairly even mix of private and council estates and most of the buildings were constructed between the 1950s and 1990s.

The 2011 census data confirms 6,670 households within Deptford, and this number is likely to have increased with the newer residential developments that have come up in the neighbourhood.



Figure 5: Pepys Estate
Source: By authors



Figure 6: Pepys Estate
Source: By authors



Figure 7: Aragon Tower
Source: By authors

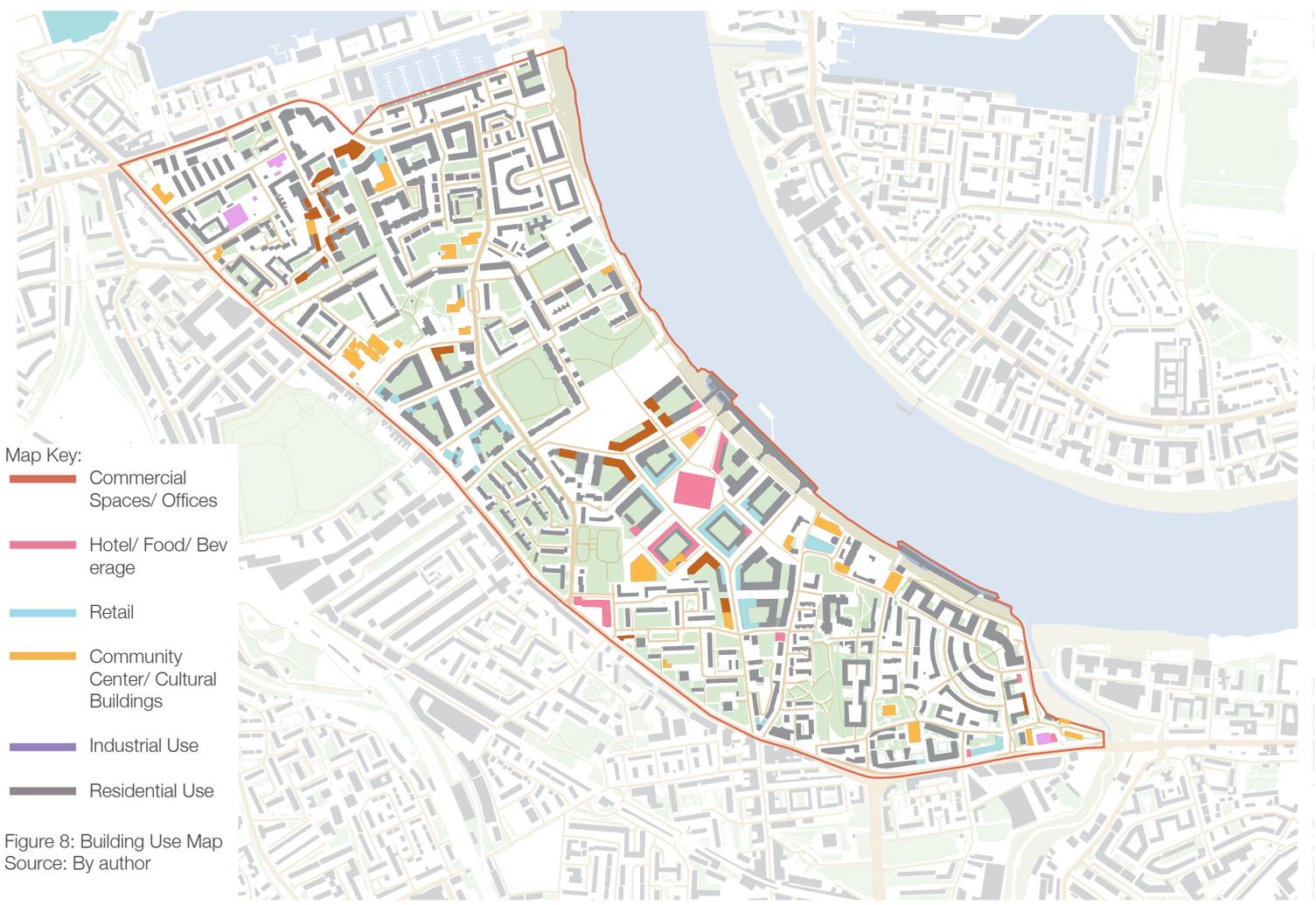


Figure 8: Building Use Map
Source: By author

. Landmarks and Urban Fabric

The analysis of urban fabric and landmarks extrapolates the physical notion of the built environment, to understand how features are related and impact social interactions within the urban space (Group B2, 2017).

Key findings:

Transformation of the urban fabric, from a fine grain typology, that comes from the industrial heritage, to a coarse grain, due to the increase of residential blocks.

Different scales and forms of landmarks characterise the area. Residents considered the concept of landmarks as the buildings with historical value (St. Pauls Church, Sayes Court; the Dockyard). However, they identify ordinary buildings as orientation points (McDonalds, KFC, Tesco).

Subjective spaces, that are personal to each inhabitant, are also identified as landmarks (skate park, Deptford Library, playgrounds).

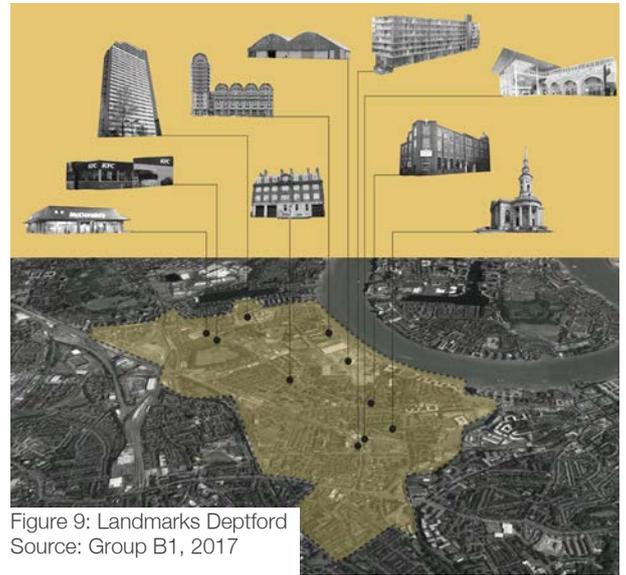


Figure 9: Landmarks Deptford
Source: Group B1, 2017



Figure 10: The Victoria Pub
Source: By authors



Figure 11: Urban Grain
Source: By authors

. Open and Public Spaces

The following analysis of public and open spaces uses the framework developed by Lewisham Council combined with the local community's inclusion in the planning, provision and protection of open space. From this perspective, it is possible to understand how and by whom the space is used (Group C1, 2017).



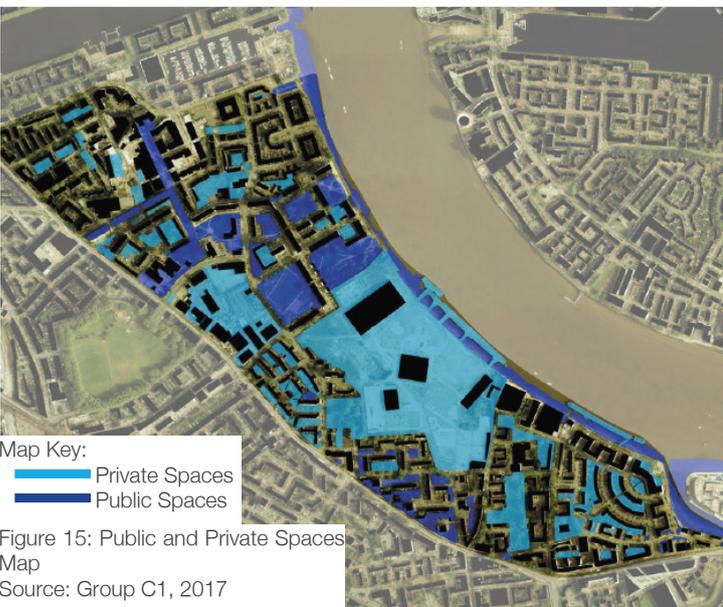
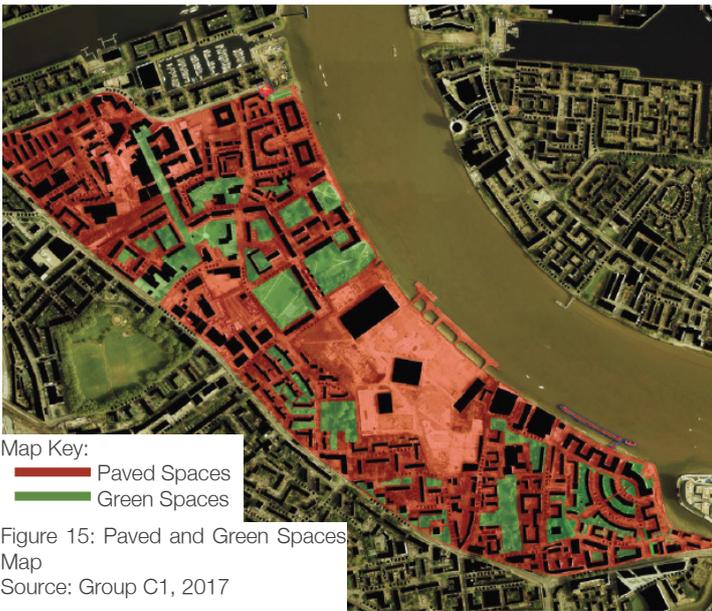
Figure 14: River Thames
Source: By authors



Figure 12: Sayes Court
Source: By authors



Figure 13: Deptford Park
Source: By authors



Key findings:

Different actors (local council, community groups, private companies) are involved in the ownership and maintenance of the area's public spaces. That relation is visible in the different conditions in which each public space encounters itself.

Residents feeling of safety in the public spaces is related to the condition of maintenance of them.

Usage of the larger managed spaces is connected to activity and events promotion. Therefore, the more successful spaces are the ones actively run by community groups (Group C1, 2017).

River Thames plays a central role in the history and identity of the area, hence qualifying itself as a key public space and highlighting the importance of the neighbourhood reconnection with it.

Overlap of open and leftovers spaces point out for the opportunity to activate these spaces and potentially transform the sense of place.

. Leftovers and Thresholds

In this analysis, the elements are perceived not only as physical manifestations of a transformative process, but also as a potential foundation for future development. Understanding the value of what used to be and of the approaching transformation helped creating awareness of the relevance of identity and place-making, and the possibilities that voids and leftovers offer in shaping the process.

Key findings:

Deptford's history is reflected in the current dynamics of the site including street signs linking to the areas past, leftover artifacts such as arches and entrances and more subtle influences such as the a linear park that follows the alignment of the Grand Surrey Canal.

Fences have a striking presence in the area, either for restricting accessibility, separating uses or asserting ownership. They generate leftover spaces that hold a potential for activation.



Figure 17: Historical Plaque
Source: By authors



Figure 18: Leftover Artifacts
Source: By authors



Figure 20: Fenced Space
Source: By authors



Figure 21: Fenced Space
Source: By authors



Figure 22: Fenced Space
Source: By authors



Figure 19: Street Sign
Source: By authors

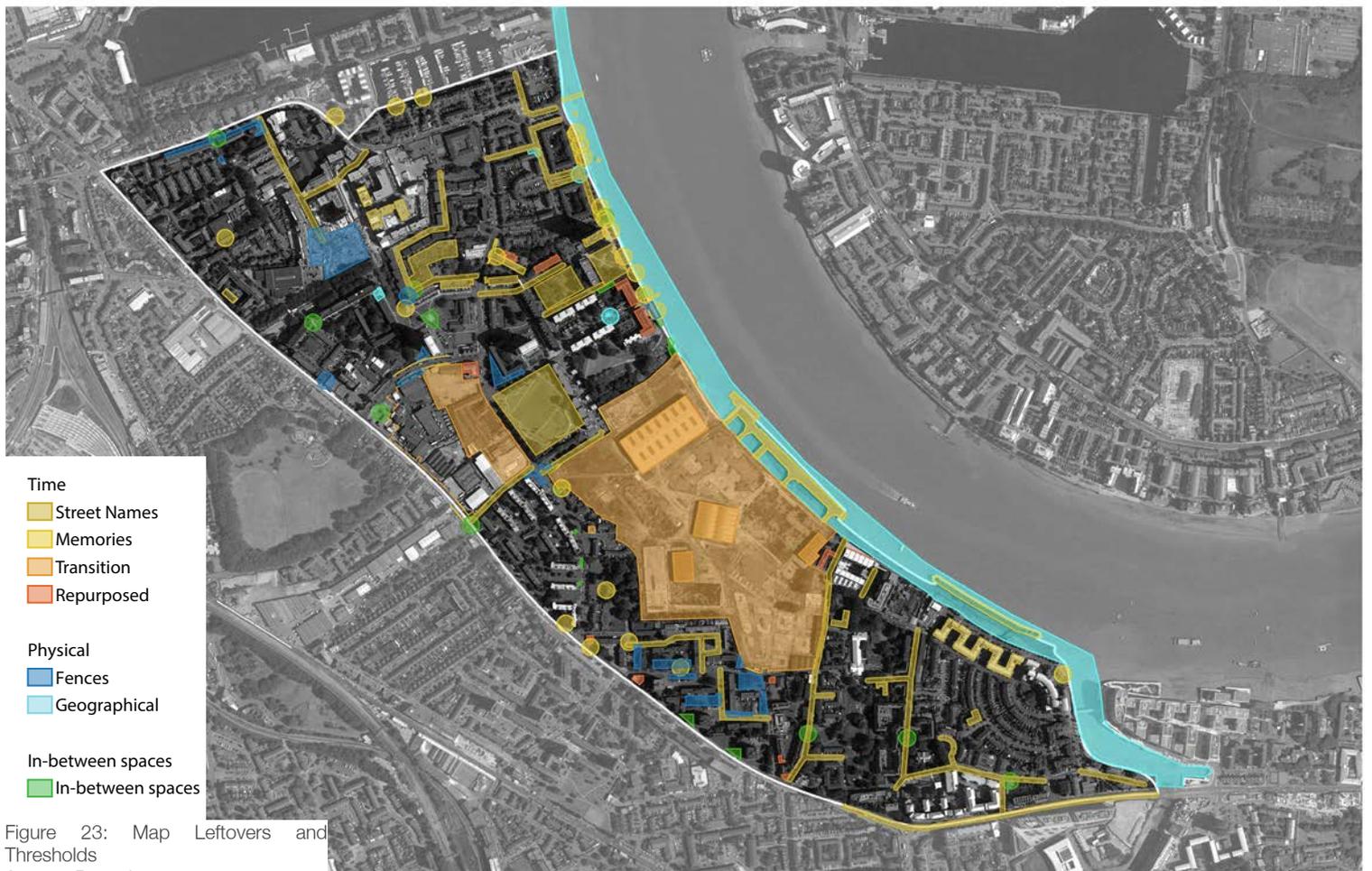


Figure 23: Map Leftovers and Thresholds
Source: By authors

. Cultures and Economies

Cultures and economies are intrinsically connected. In Deptford, cultural capital represents an immense opportunity to encourage local economy. The site's rich history, associated with ethnical diversity and the current art scene, represents a potential to enhance cultural and economic activities. The challenges that arises are concerning the inclusion and integration of this diverse community.

Key findings:

Ethnic diversity is an important feature in Deptford's identity. It is shown in the different ethnic shops and multi-language schools, for example and reflected in the 2011 Census figures.

There are around 800 active voluntary and community groups in the area, mostly formed by the older residents, representing high levels of civic engagement (Group E2, 2017).

Most commercial and retail provision is located on Deptford High Street, north of Surrey Quays station including the Surrey Quays Leisure Park and Shopping Centre and south of the site in Greenwich.

There is an income gap between the older residents and those established after the 1990's.

The large presence of permanent cultural and academic institutions in the area, have enhanced Deptford's reputation as a hub for the arts, creative industries and the TMT sector.

There is a danger of the local art scene being commodified by the new developments, that use it as a marketing tool.

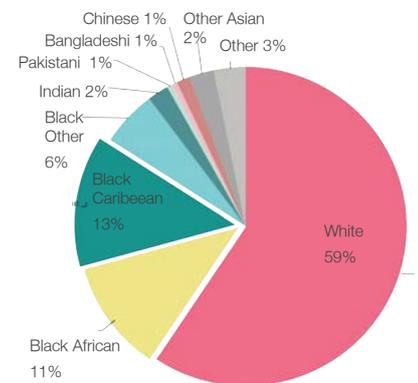
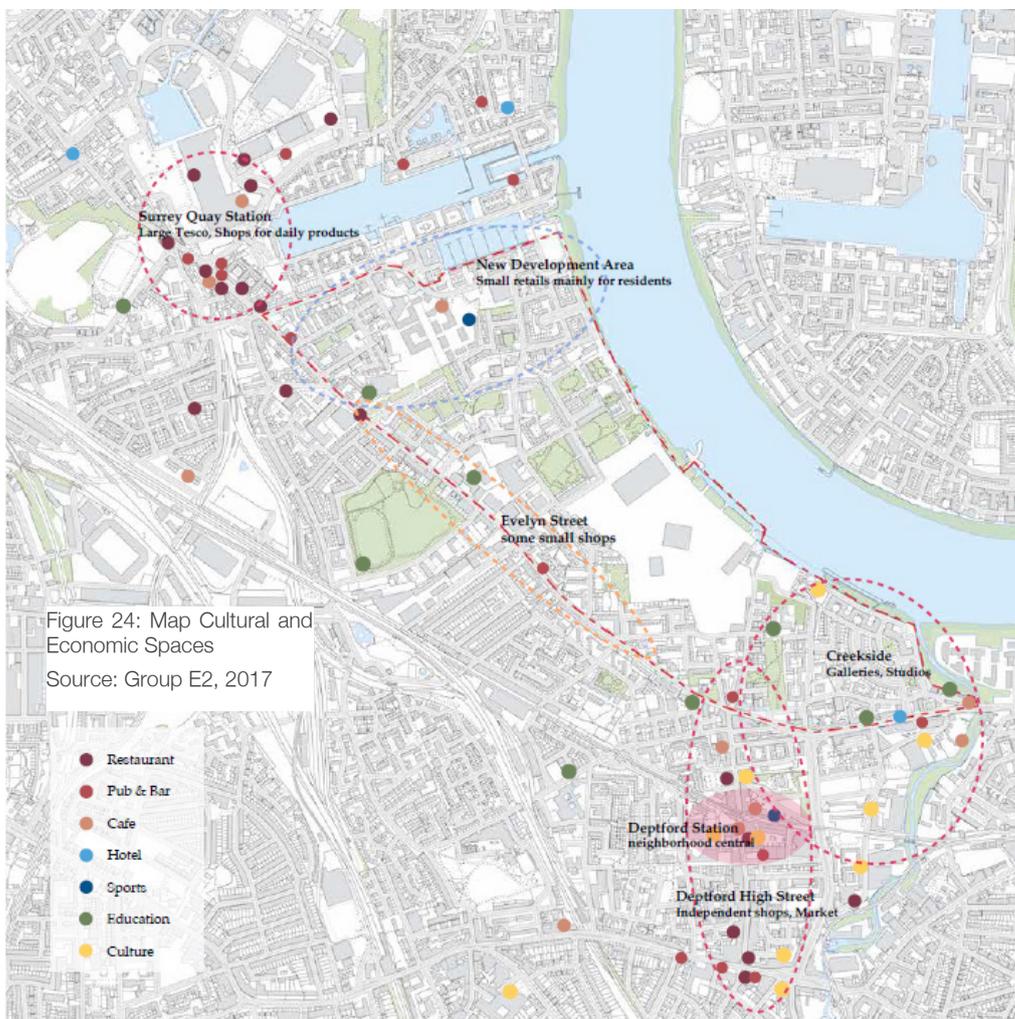


Figure 25: Lewisham Population 2013, by broad ethnic group

Source: Group E1, 2017



Figure 26: Graffiti in Deptford

Source: Yoshizen Blog

. Infrastructures and Space of Mobility/ Immobility

The idea of mobility is explored considering, not only the connectivity between Deptford and London, but also the lived experience of moving throughout the area and the effect of large scale infrastructure on the demographic shifts within Deptford (Report F1 Histories and Politics of Displacement, 2017).

Key findings:

Presence of obstacles and barriers for pedestrian experience: motorised presence; labyrinth estates; presence of walls and lack of commercial areas.

Evidence shows that many of the routes that are covered by bus within Deptford area, could be traversed by bicycle in half of the time.

There are some cycle lanes marked on the roads throughout the site, however, they lack legibility, and many are poorly conceived leading to many cyclists simply cycling on the road.

Lack of pedestrian crossings represents a safety concern by the residents.

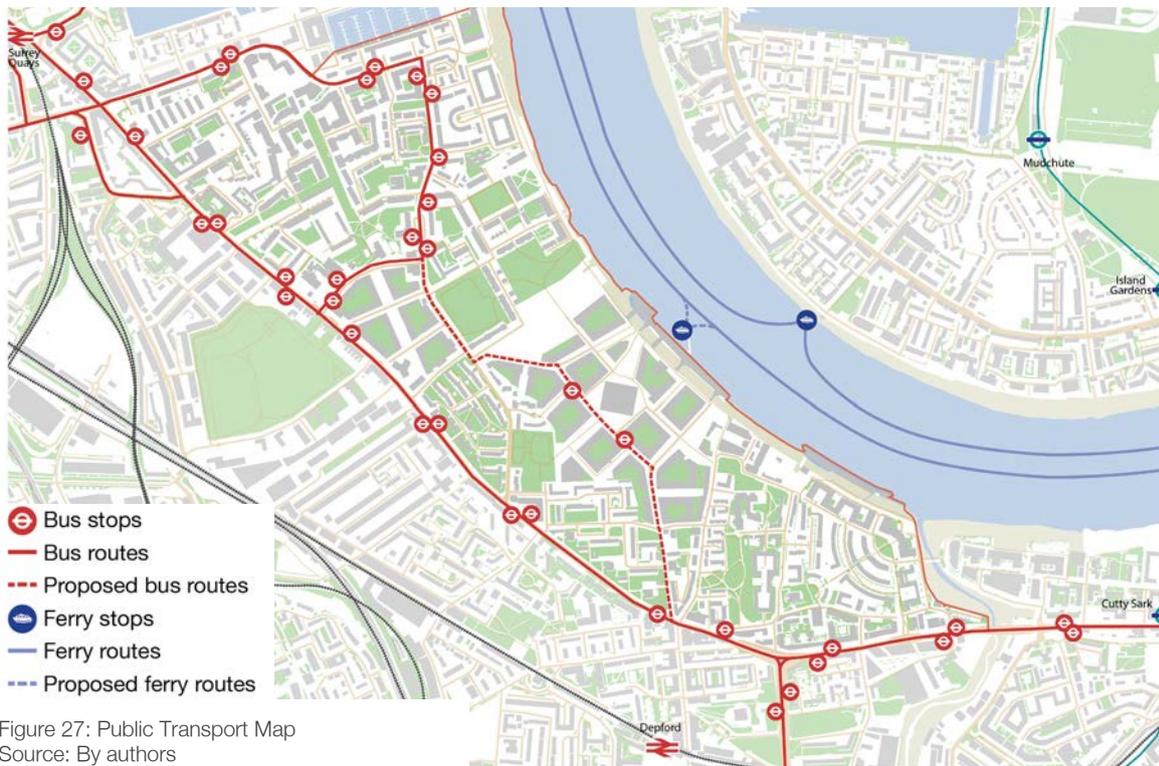


Figure 27: Public Transport Map
Source: By authors

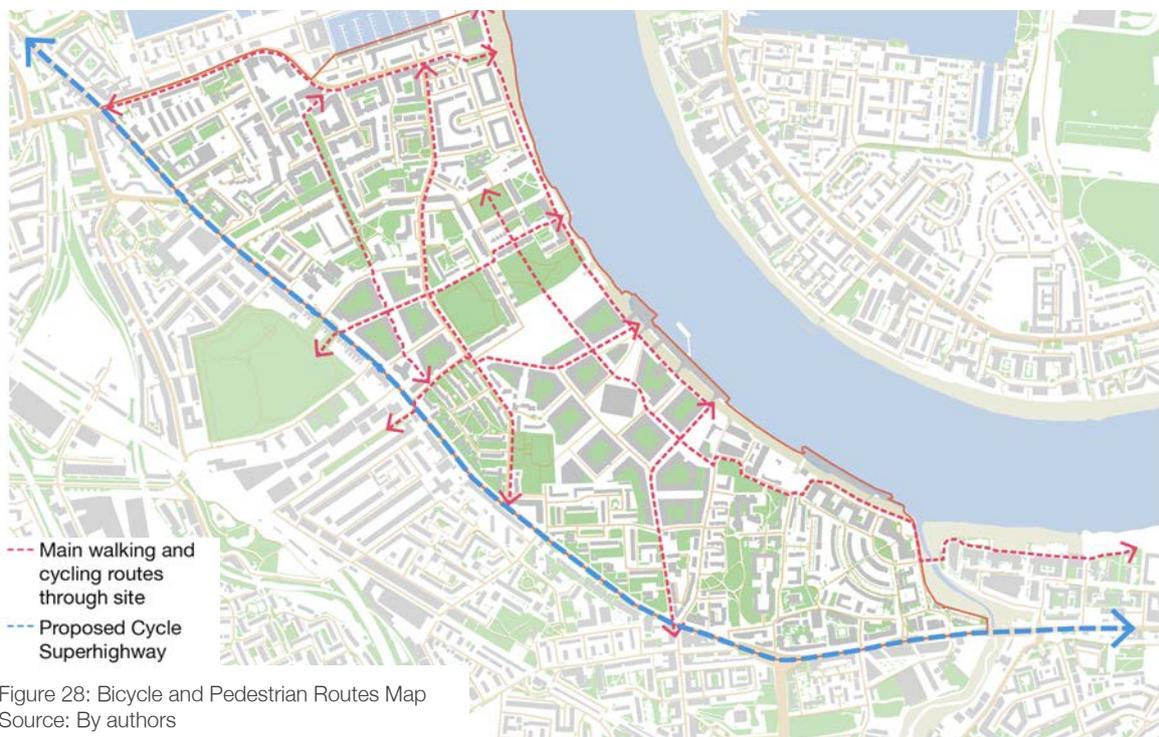


Figure 28: Bicycle and Pedestrian Routes Map
Source: By authors

. Approved and Proposed Development

A number of developments are proposed, or under construction at the site. The accumulative impact of these developments will create:

- _21,240 m² commercial office floorspace;
- _37,826m² retail, financial and professional services, food and drink, cultural, community and leisure floorspace;
- _6,190 new residential units;
- _A children’s nursery;
- _Two local supermarkets;
- _A community health centre;
- _A two-form entry primary school;
- _180 bed hotel with 180 serviced apartments;
- _1023 affordable residential units with a mix of social rent, intermediate rent and shared ownership (16.5% of the total number of units being development).



Figure 29: Convoys Wharf Project
Source: Farrells Architects Website



Figure 31: Timberyards Project
Source: Lendlease Website



Figure 30: Marina Wharf East
Source: Berkeley Group Website



.Potentialities and Weaknesses

.Assets

-  Overall, the site is well connected for pedestrians although there is room for improvement
-  Connected to public transport - Thames Clipper, DLR and Overground (approximately 15-20min walk)
-  Proximity and Connections to the Thames
-  Iconic buildings including Aragon Tower and St. Paul's Church along with the Thames act as landmarks through the site to help with wayfinding
-  Rich in heritage
-  Some high quality playgrounds and areas of open space
-  Good access to open space
-  Diversity of housing stock and typologies allows for a diversity of income groups and households
-  Ethnic/ cultural diversity
-  A lot of community organisations in Lewisham
-  Artistic and student hub with strong presence of creative industries (not based within the site)
-  Markets are vibrant and well used

	Mobility, Transport and Infrastructure
	Heritage and History
	Public Spaces
	Housing
	Cultural Diversity
	Economy

. Opportunities

- Strategic location within London 
- Improved public transport accessibility 
- Create new and improve the existing pedestrian and cycling connections through the site 
- Convoys Wharf Site development allows for the extension of the route along Thames River 
- Improve access to the river 
- Activate and improve the quality of public spaces 
- Remove certain railings to make the area feel more welcoming and open 
- Build on and enhance existing 'sense of place' through new buildings and improved public realm 
- A number of sites are being developed doubling the current housing stock 
- Provide spaces and activities for youth 
- Victoria Pub has been identified as an incubator space by developer 
- New employment areas that meet the needs of the local population 
- Foster local creative entrepreneurs and provide employment accommodation to a high number of graduates who may wish to remain in the area. 
- Opportunity to capture local creative start-up businesses, co-working operators and TMT companies (Technology, Media & Telecommunications) re-locating from Central London. 
- Rise of property values as area is developed and becomes more desirable 
- The new development site contributing to local skills and training programmes, aimed to increase the capacity of the local population to benefit from the development 

. Constrains

-  Bike lanes lack continuity and connectivity
-  History of area is poorly expressed, typically represented by a street sign or name of building
-  Lots of prohibiting signs visually pollute the area - "No Ball Games"
-  Lack of public spaces that foster social integration
-  Fear of crime is a concern in certain areas and for certain people
-  A number of the grassed areas are unnecessarily fenced
-  Amenity of the public realm and maintenance of area around the estates is low
-  Housing being built isn't addressing the needs for those who need it locally
-  After current sites are developed, there aren't any vacant sites to develop, placing pressure on existing housing stock to redevelop
-  New developments are homogenising the housing stock and household composition
-  Millennium Quays area is very insular
-  Lack of integration between different ethnicities and income groups
-  The provision of local community centres viewed as inadequate by many residents and linked to youth antisocial behaviour
-  Limited access to retail and leisure facilities within the site
-  Weak market for commercial space as evidenced by new developments struggling to lease space, although this may change with the completion of the new developments
-  More than half of Lewisham residents work outside of the borough, with the majority commuting to the city. This leads to low levels of activity throughout the day

. Risks

- Loss of local history/ heritage 
- Gentrification and displacement 
- Potential pressure on existing public housing stock to privatise 
- Foreign ownership - vacant apartments 
- Creation of contested spaces due to the new developments 
- Distinction between rich and poor (Convoys Wharf and others) 
- Poor interface between Convoys Wharf and the Estate properties 
- New higher end retail proposed at Convoys Wharf may undercut the revitalisation Deptford Town Centre tenancies 



Respecting the past,
embracing the present,
moving forward together
to create a Deptford for all

.Principles and Guidelines

DIVERSITY
EQUITY
PLACEMAKING
TOGETHER
FUTURE
OPPORTUNITY
RESILIENCE
DISCOVER

Diversity

_Encourage and support non-residential land uses where appropriate to create a vibrant and active place throughout the day.

_Encourage diverse housing typologies catering for different household sizes and demographics.

Equity

_Protect the existing number of affordable housing stock particularly those social rented and under shared ownership.

_Encourage new developments to provide more affordable housing to address local housing needs.

_Ensuring local residents are able to benefit from the opportunity presented by new developments, including the skills, capacity and self confidence.

_Acknowledge and accommodate the diverse language groups within Deptford through appropriate language and ensure these voices are represented.

Placemaking

_The primary function of Deptford's public spaces and streets is to support public life.

_Non-residential uses should complement and strengthen the retail primacy of Deptford High Street, not undermine it.

_Establish a sense of place within the site through a high quality urban environment, making it a pleasant place to live, work and play.

_The public realm should consist of a hierarchy of spaces, performing different roles for different users, but overall working in an integrated and complementary way.

Together

_Create a strong sense of community in which local groups and individuals have the capacity and incentive to make an effective contribution to the future of the area.

_Promoting integration and interaction between residents through events, urban design and community building activities.

Future

_Capitalising on future opportunities by building off existing assets including the area's rich heritage, strategic location, investment and diverse community.

Opportunity

_Improving the local economy by encouraging residents to buy local and supporting the formation of local businesses and local jobs.

Resilience

_Building resilience within communities by strengthening networks to resist displacement due to gentrification through place making strategies

Discover

_Through a walkable and high quality urban environment, encourage the discovery of the area's rich heritage.

_Uncover local stories and histories particularly within the BAME communities to create a more inclusive and modern story of Deptford.

.Strategic Principles and Guidelines

The vision will be achieved through a diversity of uses, people and places, along with building local capacity and strengthening local assets. This was translated to guidelines and strategies to be implemented in the local context.

How this vision fits within the London planning framework:

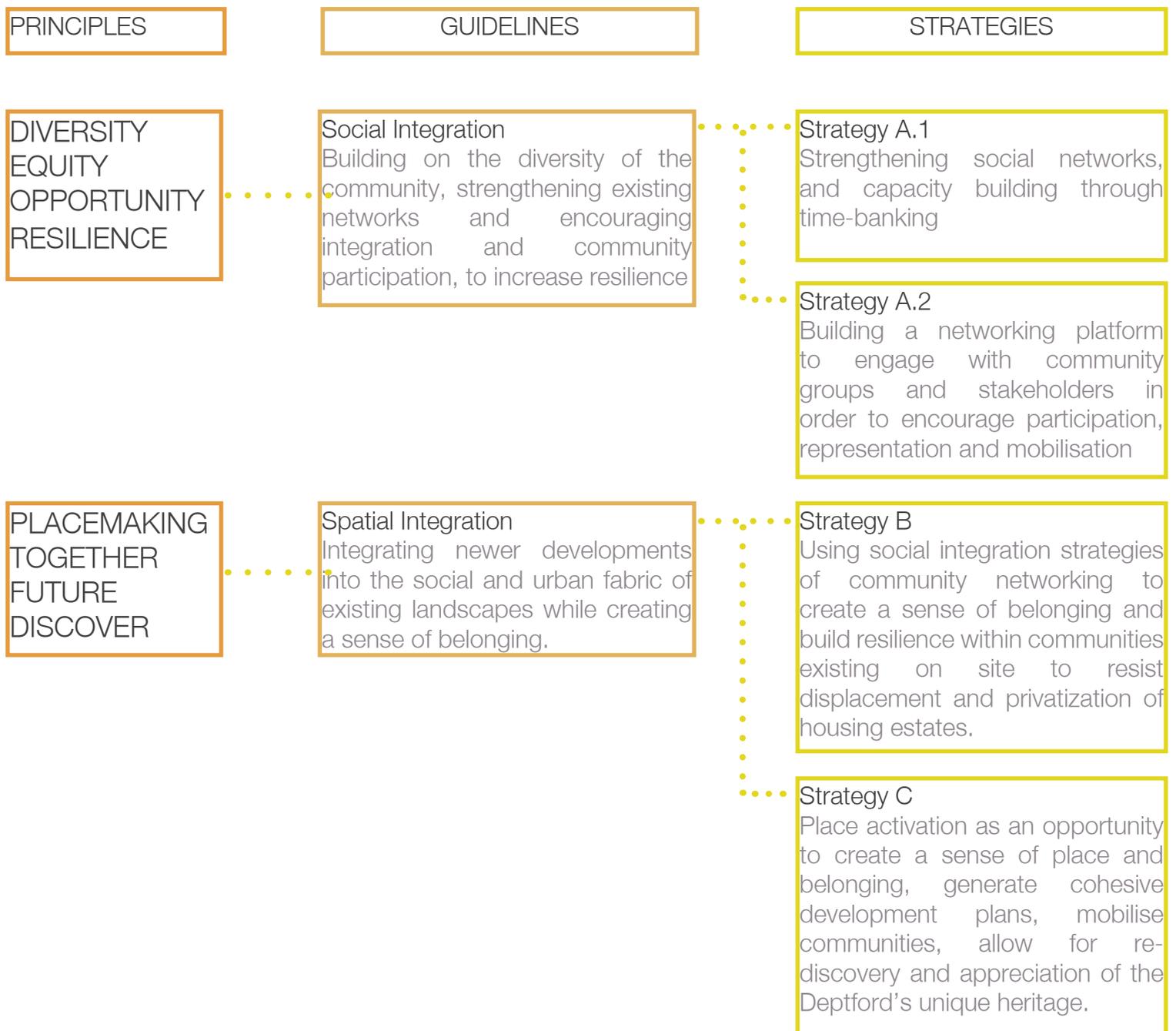
London Plan

Over the years to 2036 – and beyond, London should:

“excel among global cities – expanding opportunities for all its people and enterprises, achieving the highest environmental standards and quality of life and leading the world in its approach to tackling the urban challenges of the 21st century, particularly that of climate change.”

The Lewisham Regeneration Strategy 2008-2020

“Together, we will make Lewisham the best place in London to live, work and learn.”



.Actors

SITE SPECIFIC



Residents

Individual Residents



Community Groups

DNA

Ahoy Centre

Other local Organisations

Youth Organisations



Housing Associations

Pepys Estate Tenants Action Group

Sayes Court Residents Association



Private Sector

Local Developers



State Institutions

Lewisham Council

Greenwich Council

Pepys Resource Centre



Goldsmith University

Students - Faculty

LOCAL (LONDON AND GREATER LONDON)



State Institutions

Time Bank UK

UK Power Network



Private Sector

Lendlease

Hutchison Wampoa

.Strategies for Social Integration

Problem Definition

With the recent proliferation of new enclaves development, and drawing from the analysis on cultures and economies within Deptford, a recurrent and critical issue raised is that of inclusion and integration within the neighbourhood.

It is expected that the intended 'regeneration' and subsequent gentrification will bring about in-migration and displacement of people, and will intensify social fragmentation. In this context, it is imperative to find ways to increase the adaptive capacity of the community to become resilient with the forthcoming transformations.

However, the redevelopment in Deptford also presents opportunities for employment and income generation, in particular for younger residents. With employment rates as high as 14.9% in some pockets of the neighbourhood (refer census data, 2011), and with half the population under the age of 30 (census 2011), the new developments can prove advantageous. And so, these strategy addresses the social aspect of integration of these newer developments into the existing fabric, in particular through capacity building and networking.



MICRO-SCALE

Time-banking

Strengthening social networks, and capacity building through time-banking “[t]o identify, make available and redistribute resources of space, knowledge and power across local actors and communities to improve resilience.” (Petrescu, et. al., 2016)

MACRO-SCALE

Voice4Deptford Network

Building a networking platform to engage with multiple community groups and stakeholders in order to encourage participation, representation and mobilisation of citizens in Deptford

.Strategies for Spatial Integration

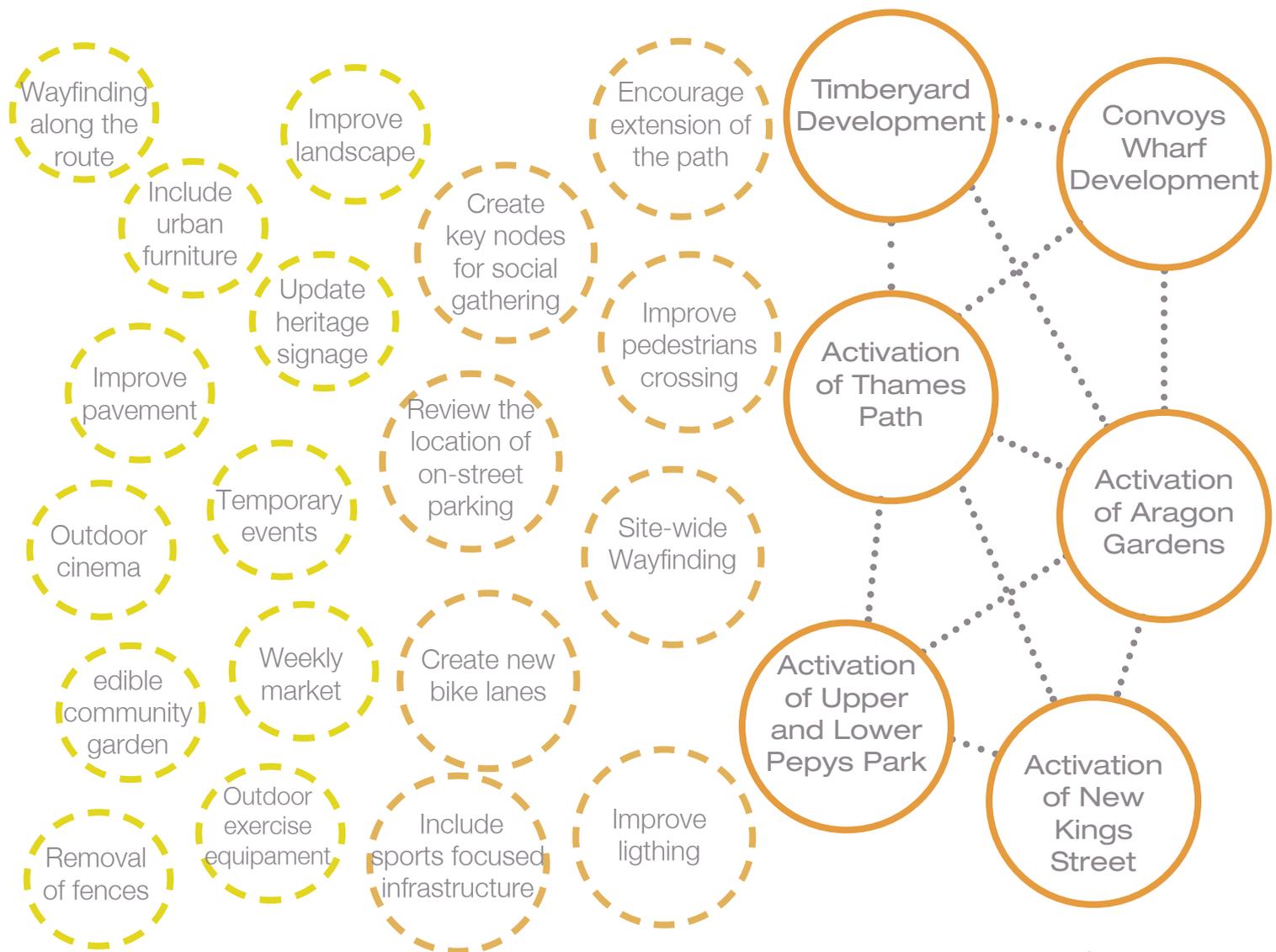
Problem Definition

With the various brownfield developments set to transform the study area, there is a need to stitch the new with the old, creating a holistic urban fabric that capitalises on the opportunities available.

The non-residential uses proposed at Convoy's Wharf poses the threat of undermining the future success and regeneration of the Deptford High Street which, like many other high streets in London, is struggling to remain relevant in the 21st Century.

Another of the resulting effects of this new development would be an inevitable pressure on housing estates to be privatised and/or redeveloped into a mixed income community.

This leads to the final issue identified; **gentrification**, the phenomenon when the urban renewal of a lower income neighborhood attracts wealthier tenants, resulting in increased rents and in the **direct displacement** of lower income residents. Those who are able to remain also begin to see their neighbourhood change and experience the **loss of their sense of belonging**, leading to further displacement (Davidson 2008).



MICRO-SCALE

short-term strategies

Use activation strategies to create a sense of belonging and build resilience within the communities that exist on site

MACRO-SCALE

long-term strategies

Integrate and connect the new developments with the existing assets on site through a network of place activation strategies

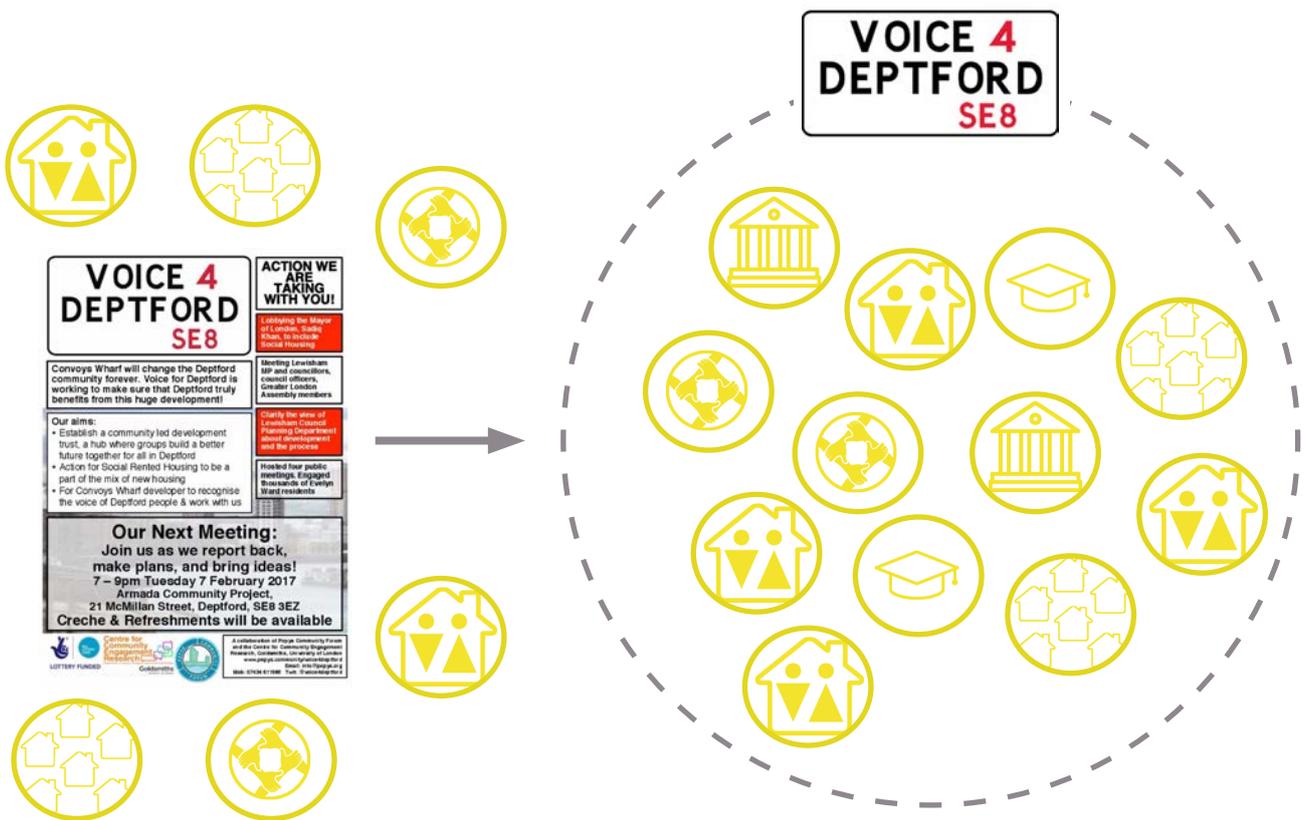
.Strategies for Social Integration

Strategy A.1 - Building a networking platform to engage with multiple community groups and stakeholders in order to encourage participation, representation and mobilisation of citizens in Deptford

Proposal

Based on co-production theories involving citizen action, engagement with the state, and participation of neighbourhood groups (Mitlin, 2008), this strategy recommends the scaling up of the Voice4Deptford campaign to become a networking platform that can act as a single liaising body between the various community groups in Deptford so as to ensure fair representation of all factions and interests of the neighbourhood.

This is especially important given the diversity of the population residing in Deptford currently and one that will change with the forthcoming urban transformations.



Why a networking platform?

Acknowledging the presence of numerous community groups in Deptford, the creation of a network of these existing organisations aims to “host and support resilient practices, tools and spaces for local actors” (Petrescu, et. al., 2016).

This implies the participation and representation of multiple local stakeholders, especially marginalised groups, that can together influence and transform local spatial and governance practices.

Consequently, it encourages a more even distribution of power in decision making for future development.

Actors	Roles
DNA	Host Organisation
Other Community Groups	Diverse agendas related to development in Deptford
Lewisham Council	Representative of the state and its development trajectory
Goldsmith University	Engage in research and mobilisation
Housing Associations	Development Motives

.Strategies for Social Integration

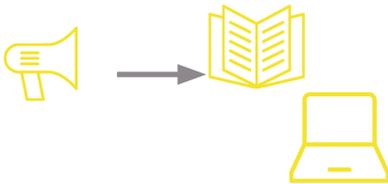
Strategy A.1 - Implementation

Scaling up of campaign



Given that the 'Voice4Deptford' campaign already exists as a movement with wide support, aiming to give a voice to the neighbourhood communities, it provides a suitable platform to scale up from.

Features



The catchy slogan could be translated into an online information portal for better communication, a liaising service between community groups, a publication and a news platform.

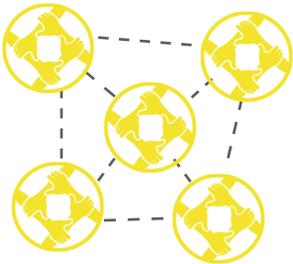
Ownership



DNA's support in such a project will be crucial given their presence and mobilisation in Deptford in the past.

Collaborations: Students from Goldsmiths University could become involved (as they have in the past with DNA) in designing posters, publications and the web portals.

Responsibility



Communication with various community groups to increase participation at planning meetings such as the Community Planning Forum to be held on the 23rd of May.

Such a responsibility could become a priority for the networking organisation rather than DNA having to take it on.

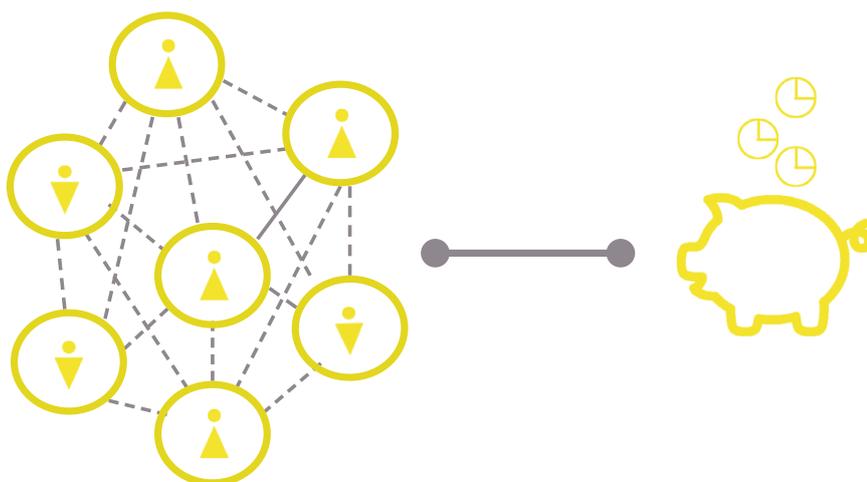
.Strategies for Social Integration

Strategy A.2 - Strengthening social networks, and capacity building through time-banking
 “[T]o identify, make available and redistribute resources of space, knowledge and power across local actors and communities to improve resilience.” (Petrescu, et. al., 2016)

Proposal

“Citizens are (...) not only participants but also agents of innovation and change, generating alternative social and economic organizations, collaborative projects and shared spaces” (Petrescu, et. al., 2016). With this foundation, the proposal recommends a community centre for skills development and training, operating largely on the concept of time banking, in order to help build the capacity of individuals in the neighbourhood to access the employment opportunities that the new developments will bring.

In addition, time banking as a method recognises people as assets and fosters social capital through reciprocal exchange, building support networks that make communities more resilient (Gregory, 2014).



What is a time bank?

Time banking is a form of ‘community currency’ that is used in many parts of the world and has been promoted in the UK since the 1990s (Gregory, 2014). “Participants ‘deposit’ their time in the bank by giving practical help and support to others and are able to ‘withdraw’ their time when they need something done themselves. Everyone’s time is worth the same and a broker links people up and keeps records. People help each other with everything from making phone calls to sharing meals and giving lifts to the shop – anything that brings them together” (Seyfang, 2002).

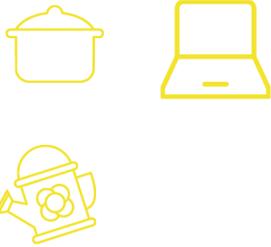
Time banks are found to build social, economic and political value in communities (ibid). In other words, through peer tutoring and resource sharing, time banks bridge social divides and can effect democratic renewal and participation. Additionally, either through training or providing basic services, time banks can free up people’s time and increase productivity (ibid).

Actors	Roles
 DNA/ Alternative Local Organisation	Institutional Support
 Local Residents	Those in search of employment opportunities or skill-sharing/ developing
 Local Youth/ Youth Organisations	As above, skill sharing and offering services
 Goldsmith University Students and Faculty	Partnering with the time banking organisation, offering support and resources
 Lewisham Council	To partner (section 106 funding) and promote scheme
 Time Bank UK	Potential time banking partner

.Strategies for Social Integration

Strategy A.2 - Implementation

Activities



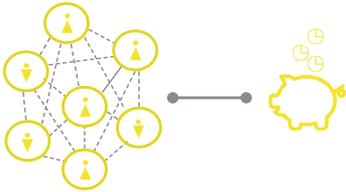
The scheme could potentially involve the following skills development:
cooking, especially cross-cultural given the neighbourhood's diverse populations
computer and software skills, for older age groups in particular, gardening, especially across age groups
household skills such as fixing a refrigerator or washing machine, for instance, help with errands such as pruning, dog walking or car washing

Liasing with Universities



The Goldsmiths University in the neighbourhood provides an ideal opportunity to engage in skill sharing with students and staff. Design students may also be able to create time bank apps or promotion flyers for the programme.

Networking



Joining a larger network of time banks (Time Bank UK, charity and national umbrella organisation). Local networks can be established by building on the strategy for the Voice4Deptford organisation.

Location



The project will require a dedicated drop-in centre and can be situated in an extension to the existing community centre in Deptford. Turning this into a self-build project for the community members is an option in order to reduce costs. Alternatively, perhaps as an extrapolation of the Section 106 clause, developers could be persuaded to be involved in this endeavour.

Ownership



It is recommended that the time bank be based within a local organisation (such as DNA), so that it can be integrated with local activities from the start and so it has institutional support, specially for its initial marketing and promotion.

Management



Appointing a locally known facilitator/time-broker and adjunct staff to run the facility

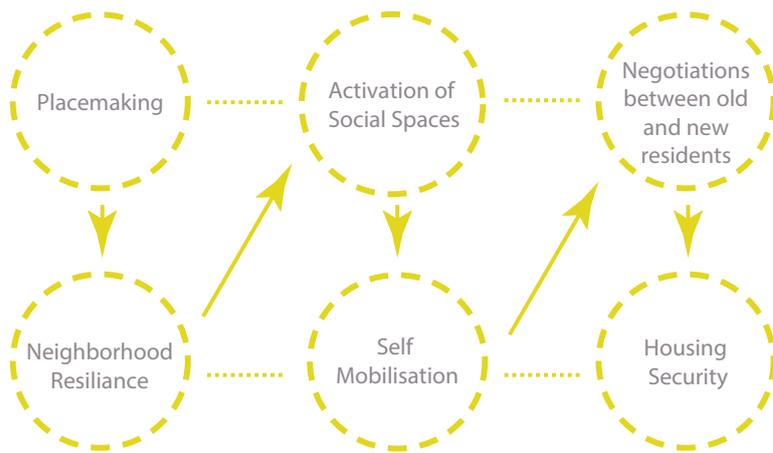
.Strategies for Spatial Integration

Strategy B - Using social integration strategies of community networking to create a sense of belonging and build resilience within communities existing on site to resist dislocation and privatization of housing estates.

Proposal

Building Neighborhood resilience through activation of space and its subsequent use, that will hopefully create a sense of attachment, which may encourage housing estates to remain.

How Long Term residents can respond to gentrification:



Aims

_Address how long-term residents can respond to gentrification of Deptford area.

-Using place-making strategy as a means that residents can draw upon to identify/anchor with the place, while refraining from creating an exclusive place-identity in a time of change. Also leaving room/flexibility for new identities to develop through time.

_Create a framework for self mobilisation in collaboration with old residents and new inhabitants to negotiate housing security.

Why activation?

We speculate that displacement of long term residents and replacement of housing estates is bound to occur in the second wave of change that will follow the developments happening at Deptford. The area's growing popularity as a destination and official interest in the area will spark an interest with new residents popularising the area as a new safe place to move into.

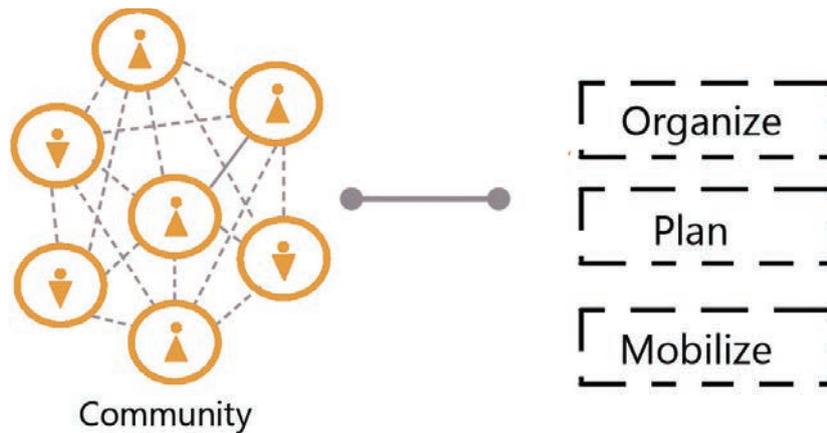
Typically the newer residents will have higher economic status than the long term residents giving them access to better housing in the site thereby increasing its demand. Hence, housing becomes the sector for principal investment to meet the needs of the new residents.

Recent studies conducted in Bermondsey by Jamie Keddie on the experiences of long-term residents and early gentrifiers in Bermondsey suggest that gentrifiers often actively resist the displacement of long term residents and suggested that the the process liberated middle-class from the conformity of suburban living and brought together different classes of people in the inner city promoting a socially diverse, tolerant and welcoming atmosphere countering the hierarchy of class.

Similarly in 2017, the Green Paper suggests that one of the aims of regeneration strategies should be the transformation of lower income housing estates promoting a more diverse mixed- income community. In the context of Deptford, achieving this social mixing would entail replacing the existing long term residents with middle class households - a displacement pattern that is akin to gentrification (Keddie, 2014; p.67)

.Strategies for Spatial Integration

Strategy B - Implementation



Organise

Using the Community Network Platform (Strategy 1) as a base to learn and self-organize including both new residents and long time residents to form communities/organizations with an aim to negotiate neighborhood change and create a narrative for the place.

Establish an organizational structure to ensure continuity of the project despite changes to the numbers/identities of the residents.

Plan

Assess the skills, assets and resources at hand to create a narrative for the housing/neighborhood within this organization and negotiate activities, events or programs to insert value into the property/neighborhood with the residents being vital to the implementation.

Place Activation strategies may offer some opportunities for the implementation of this project.

Some activities could include -

_Wednesday restaurant day (selling home food once a week as a fair/market)

_Gardening classes - grow your own garden / community garden

_Outdoor cooking classes

_Learn your history day

_Day care

Mobilise

Create an identity and a framework to ensure continuity of the project
Promote the project to insert value to the place through a narrative/story that promotes social diversity and official recognition/support thereby providing a base for negotiate housing security for residents.

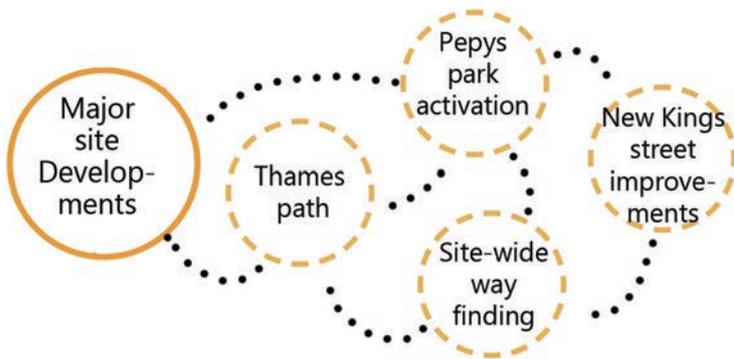
.Strategies for Spatial Integration

Strategy C - Place activation is an opportunity to create a sense of place and belonging, generate cohesive development plans, mobilise communities, allow for re-discovery and appreciation of the Deptford's unique heritage.

Proposal

We propose to use place activation and place making as a vehicle to address these issues. This will be achieved through the following actions:

- _Site-Wide Wayfinding
- _Thames Path Activation
- _Pepys Park Activation
- _New Kings Street Improvements



Aims

_Activation of various key sites within the site would connect existing assets within the site and stitch it together with the Convoys Wharf and other new developments.

_Renew the pride in the heritage of the place and welcome the incoming populations with the sense and identity and belonging with Deptford at its heart.

_Build neighborhood resilience through activation of a space by the community and its subsequent use to will create sense of attachment and built social capital.

_Create a place that is co-produced by the community with support from the Council.

_Mobilise the local community.

_Revive the heritage of the site through heritage trails, public art, platform for plays to perform, documenting the stories and history of the site from people and old records to build place character.

Integrating within Lewisham Masterplan:

_Place Activation Strategy aims to provide a method of implementation to support the vision for Deptford.

_Delivery of this strategy will be supported by a number of the Council's key priorities:

_Provide visible links to the River Thames.

_Activating the ground floor to create vibrant streets.

_Pedestrian friendly and legible streets.

_Discourage car use.

_Accelerate the expansion of the local economy by capitalising on physical regeneration and create a right environment for businesses to grow.

_To diversify and expand the Lewisham economy by inspiring, nurturing and promoting the creativity and entrepreneurship of Lewisham residents.

_Create a borough that is dynamic and prosperous.

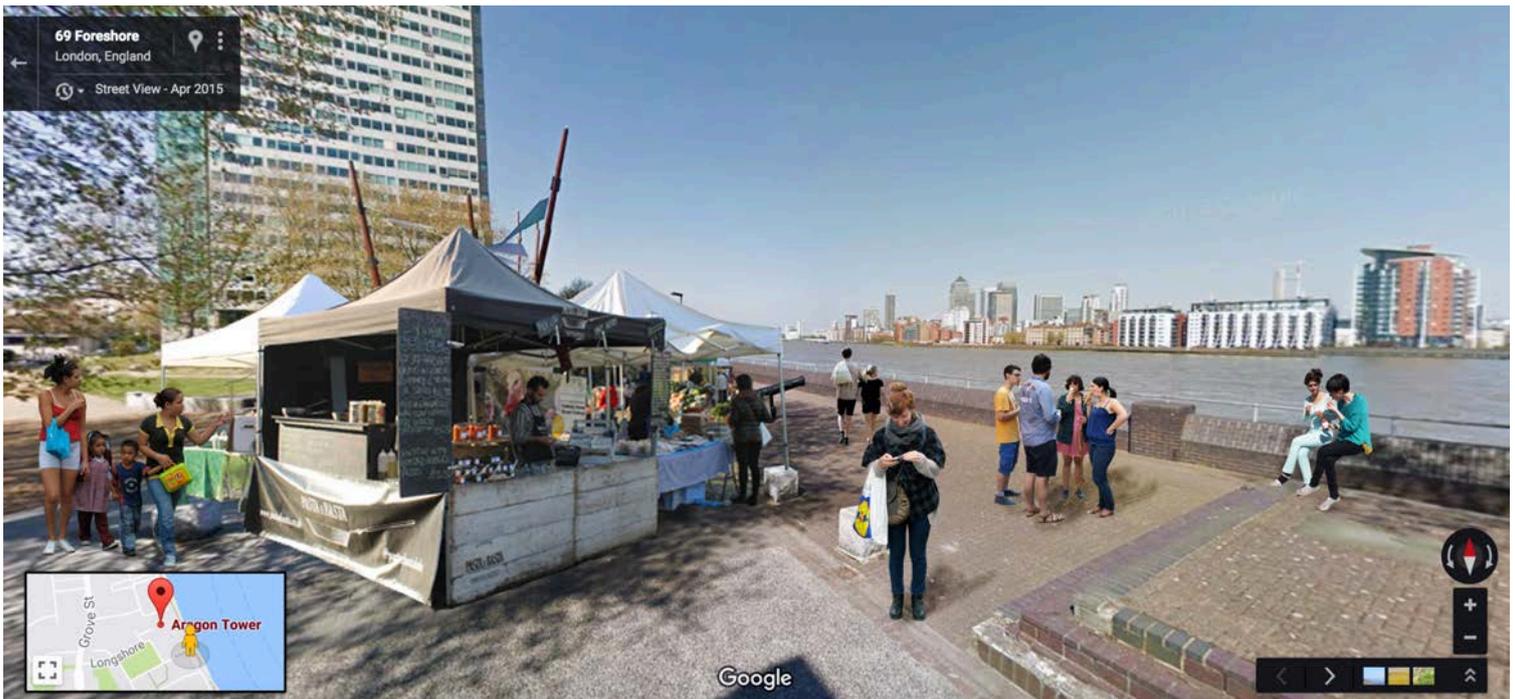
_Promote access to sustainable public transport.

_Promoting enterprise and innovation and the acquisition of skills for sustained employment in London.

.Strategies for Spatial Integration



Visualisation of the possible improvements in Admiralty Square



Visualisation of the possible improvements in Aragon Gardens

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The first half of this report (pg. 4 to 11), presenting an analysis of Deptford under all the lenses has been compiled based on the twelve reports presented by DPU - BUDD, on February 9th of 2017.

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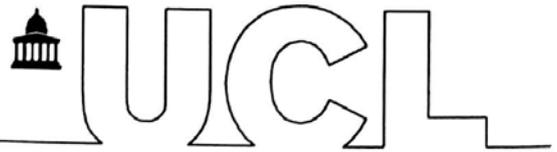
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Candidate Number: QJZK9

Module: B41, MSc Course: B4DD

Tick the relevant box below

Coursework 1 , Coursework 2 , Term Essay , Others

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Should this statement prove to be untrue, I recognise the right of the board of examiners to recommend what action should be taken in line with UCL's regulations.

Signature: *Vincenzo*

Date: 09/02/2017

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Candidate Number: R X V K 8

Module: B41, MSc Course: B4DD

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Candidate Number: NKDS5

Module: BU1, MSc Course: B4DD

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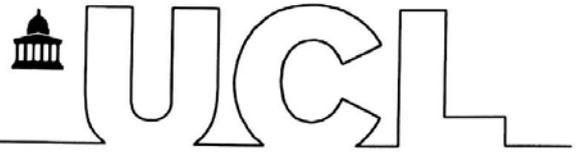
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Signature: Dimitris Anagnostis

Date: 09/02/2017

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Candidate Number: BPDJ7

Module: B41, MSc Course: B4DD

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Coursework 1 , Coursework 2 , Term Essay , Others

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Signature: *A Faulcombe*

Date: 09/02/2017

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Candidate Number: QGFYB

Module: BCL1, MSc Course: B4DD

Tick the relevant box below

Coursework 1 , Coursework 2 , Term Essay , Others ,

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Signature: *Kshirpal*

Date: 09/02/2017

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