

Car-Free  
Day

BUILDING CORPORATE CULTURE

Network  
Platform

Memory  
Project

BUILDING GREEN FUTURE

Fusion  
Market  
Project

Green  
Generation

S M A R T

CREATING A SAFE COMMUNITY

+

Activate  
Leftover  
Space

CONNECTED  
NEIGHBORHOOD

Safer  
Deptford



## GROUP F2

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# CONTENT

EXECUTIVE SUMMARY .....	1
INTRODUCTION .....	3
SITE ANALYSIS .....	5
Master plan analysis .....	6
Six lences analysis .....	7
SWOT and synthestic analysis .....	8
DESIGN FRAMEWORK .....	10
Principles and Guildlines .....	11
Design Strategies .....	12
Combined strategies .....	27
Overview of intervention .....	28
Timeline .....	29
CONCLUSION .....	30
REFERENCES .....	33



# EXECUTIVE SUMMARY

Deptford is a place that welcomes diversity and is rich with history. This document tries to present several strategic interventions that may be considered in the future development of Deptford. Acknowledging it's strengths and opportunities without neglecting its weaknesses and threats, "SMART+CONNECTED" Deptford comes up as our vision of the future Deptford.

This document includes stages in of how do we come up with the vision and how we structure our strategies. First, we present our analysis of Deptford through its masterplan, 6 lenses of urban analysis, and SWOT and synthetic analysis that we got from previous report. The analysis lead us to the main challenges that bring us to develop our vision, principles, and guidelines in the second stages. The strategic intervention in the third stages not only includes some actions, but also introduced the timeline and actors that we consider is essential to be involved in the strategic projects.



# INTRODUCTION

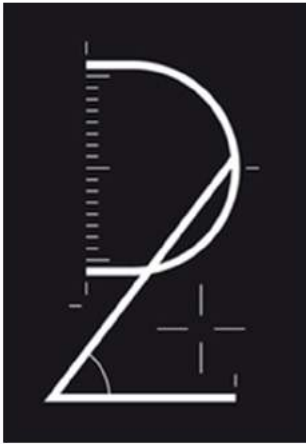
Deptford is part of South Eastern of London, situated in the London Borough of Lewisham. During the mid-16th to late-19th century, Deptford was known as the first Royal Navy Dockyard, Deptford Dockyard. Deptford is characterised by a mix of victorian and mid-20th century development.

Deptford has been facing several problems within the neighbourhood including the environmental related issues, transport network, social segregation and safety. With the high demand of transport networks such as rail, ferry, london bus services, private cars, footpath and cycling utilise in the area, the residents have been experiencing a long delay during their journey. Also, with an increasing number of public buses and private cars, there is a continuous increase in the carbon dioxide emission. High rise of the carbon dioxide levels reduce the ozone layer and increase extreme temperature. The strategies promoting the usage of bikes and pedestrian walk has to be enhanced. Nonetheless, the expansion of the new development area for mid-high income class in Deptford enlarge the social segregation problem. There is no platform for the people with diverse background to interact. As a result, the concept of community market, exhibitions and meetings are part of the strategy to build better Deptford. Lastly, safety of drivers, cyclists and pedestrians have to be considered. With the unclear signs and limited lighting, there are high chance of accidents and crime in the area.

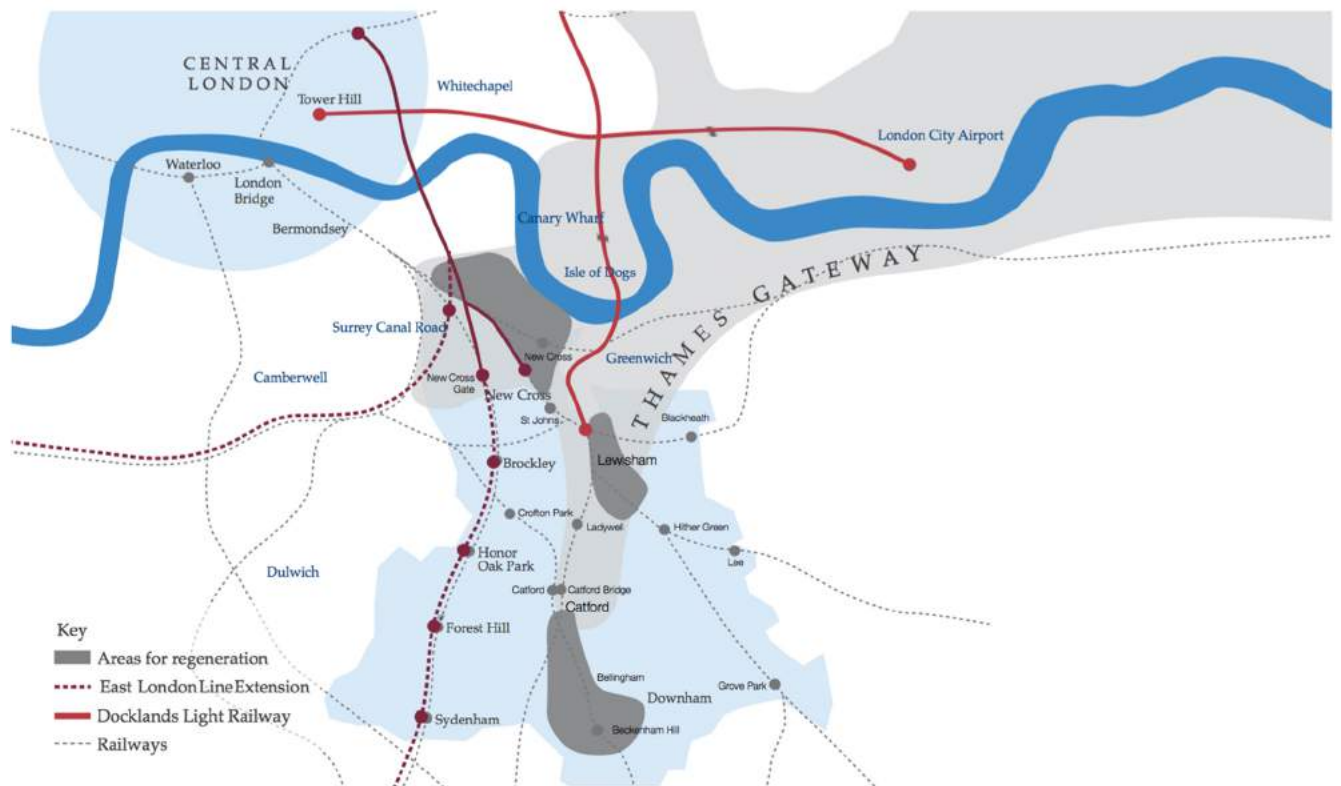
In the past there are several projects and strategies implemented in Deptford including Mayor' s transport strategy (2001), Lewisham Local Implementation or LIP (2007), London Plan (Revised in 2008), Local Development Framework, Unitary Development Plan, Lewisham Air Quality Management Strategy: Annual Monitoring Assessment, Rail White Paper (2007), Rail 2025 and Transport for London Business Plan 2009/10 -2017/18 (2008). These development plans are mainly focusing on the accessibility, quality, equality and environmental friendly.

This report is aimed to introduce different strategies than can be utilised in the Deptford to tackle with the difficulties.





# SITE ANALYSIS





## ● MASTER PLAN ANALYSIS

Deptford is a borough that welcomes diversity with high sense of belonging. This cultural element is seen as opportunity which is recognized by Mayor of London and GLA and are important elements in London Plan. Local, including historic, character will be at the heart of new design' are mentioned in The Core Strategy vision for Lewisham. Heritage assets are meant to be preserved and enhanced. Not only the cultural elements, Deptford' s economic is also an opportunity to be recognized. The sustainability vision of Lewisham' s Sustainable Community Strategy 2008-2020 are carried out by LDF.

The regeneration plan in Deptford brings new development in the area. Increasing number of dweller and workforce put the new development to provision of housings and commercials. These new developments may cause homogenization and gentrification to Deptford which currently has diverse housing stocks and residents. There is a concern that the new developments masterplan will make Deptford lose its identity and connection to its history.

Deptford has good transport link to the city center and development of new. The new development which bring high density and high population put congestion and transport to the location of jobs to a concern. Parking has already been a concern to local residents. However, Mayor' s vision of cycling which plan to build quietways and cycling superhighway through Deptford gives alternative to help mobility in, from, and to Deptford. It is also purposed to maintain local health and reduce damage in environment.

## ● SIX LENSES ANALYSIS

### INFRASTRUCTURE & MOBILITY

The infrastructure that support mobility to and from Deptford is already good. The next development though will rise the demand of the supervision of transport infrastructure. However, the unclear signs creates unsafe and hesitation in the mobility within the study area.

### CULTURE & ECONOMIC

Deptford has characteristic which is welcoming diversity. Residents are highly educated and skillful. The However, the upcoming development may push-out local business

### PUBLIC & OPEN SPACES

Deptford has plenty parks in its area. however, some of those open spaces are fenced and inaccessible. The public spaces in Deptford can not only be seen in physical lenses because there are several online platform that has become a public platform for its residents. Green spaces are needed to maintain environmental health of the area.

### THRESHOLD & LEFTOVER

Although the leftover and thresholds can be seen as border that segregate and disconnect spaces in the area, these type of spaces bring opportunity to be used as a space to connect the past historical elements of Deptford and its continue development. These spaces also offer opportunity to be functioned in multiple-use.

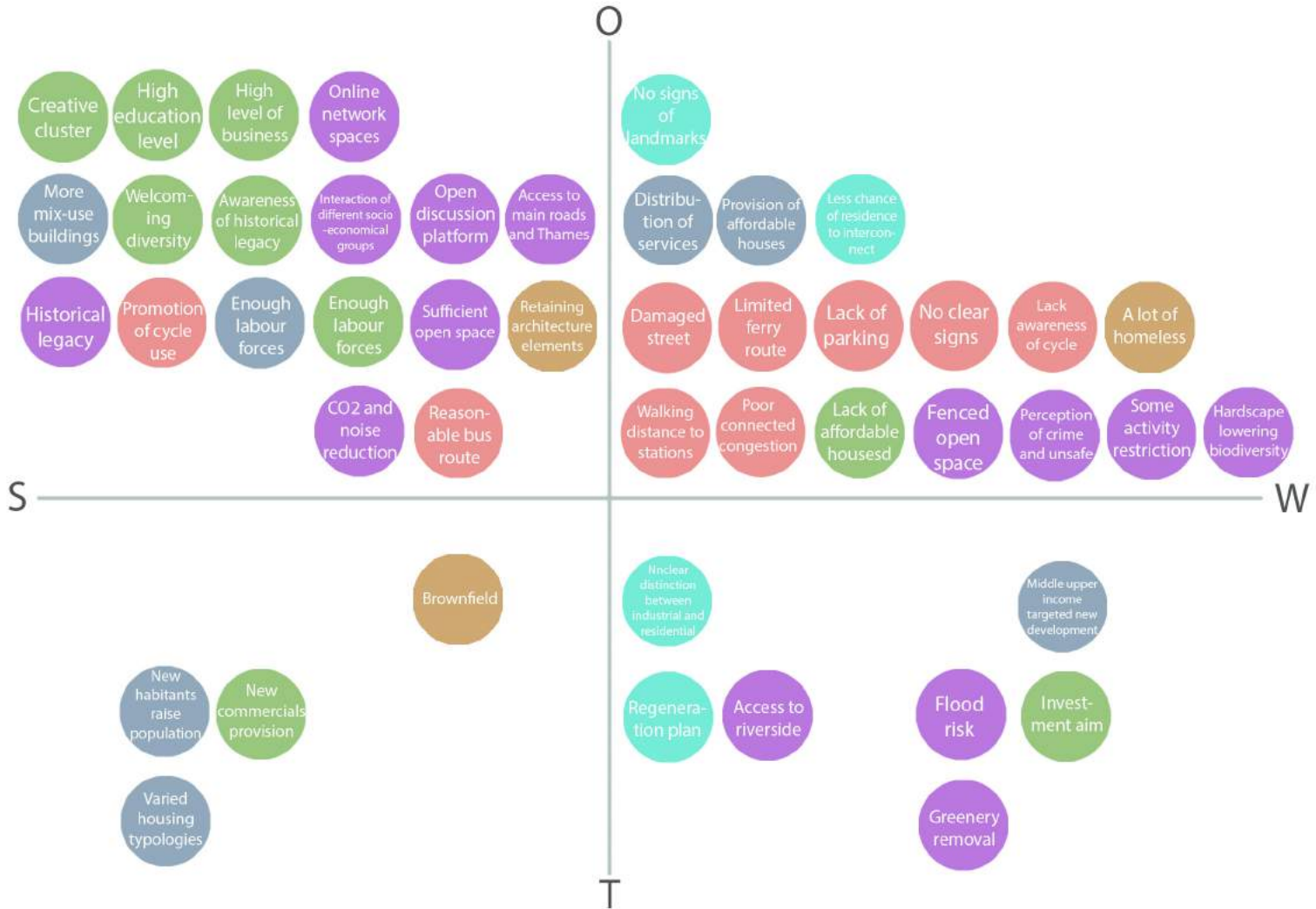
### HOUSING & DWELLING

The future development may bring homogenization on the area and segregation between different class in the area. The distribution of services that only focused in one area limits access of the residents.

### URBAN FABRICS AND GRAIN

The urban fabric and grain in deptford shows how the city has been developed. It is heterogeneous like the character of the Deptford itself. Valuing its rich history, the urban fabric and grain that can connect the past and present of the area are considered important.

# • SWOT AND SYNTHETIC ANALYSIS



## CHALLENGE

ENVIRONMENT

ACCESS

SAFETY



## PRINCIPLES

Building Green Future

Building Corporate Culture

Creating Safe Community

Each lenses of analysis has its strength, weakness, opportunity, and threat that contribute in shaping the transformation of Deptford. Analysing SWOT of each lenses, we found three main challenges that effect the dynamics in Deptford. These challenges rather than be seen as problems are seen as elements that lead us to our intervention principle, as we understand the room of potential intervention through the dynamics of the study area.

The next development which will not focus on constructing infrastructure for private transportation has already been an opportunity to tackle the environmental challenge of Deptford that will be a high density residential in the future where energy consumption and transport demand (which related to CO2 emission) will rise. The safety challenge is not seen only as physical issue but also mentally.

Furthermore, the challenge that is faced by Deptford is access which are related to access inter community, access to services and access to its rich history.





# DESIGN FRAMEWORK

## “SMART+ CONNECTED NEIGHBORHOOD”

**E**mbrace the connection and digital innovation to create new revenue to serve the citizens

Our intervention is aimed to create a smart and connected community. According to Anthony Townsend (2016) “ Smart cities are places where information technology is combined with infrastructure, architecture, everyday objects and even our bodies to address social economic and environmental problem” . As there are several problems mentioned in the SWOT analysis on the limited space of integration, safety within the community, and the environmental concern. We address smart in our vision as connected community. The neighbourhoods are willing to share their knowledge and skill build their neighbourhood capacity together and they will smartly utilise their potentiality. Smart can be defined as the smart technologies and smart innovation, which includes the social networks and the environmental friendly invention (solar panel and bikes). Yet, one of the concerns found in the community is the safety of the drivers, cyclists and pedestrians. In order to become a smart city, the strategies are used to overcome the problem has to also be implemented.

## ● PRINCIPLES AND GUIDELINES

**B**uilding the future in Deptford is about bringing a desired future into being on purpose. Through the observations of six lenses: infrastructure and mobility, public and open spaces, housing and dwelling, culture and economic, threshold and leftover, and urban fabrics and grain, the principles and guideline are aiming on bringing diverse elements including technologies, plans, people and organisations to create a platform for learning and sharing. The key success for sustainable future is by sharing knowledge (capacity building) while enhance the bond within neighborhood by embracing potentiality that may come either from inside or outside Deptford. Teaming up across multiple disciplinary to work together and respond to the challenges related to people, environment and safeness in Deptford is crucial. The principles and guidelines to rebuild the future of Deptford are mentioned below;

### Building Corporate Culture

- Erasing the conflicts in the community
- Enhance the connectivity amongst different socio-economical groups
- Build the learning network on urban planning
- Understand the roles of citizens in urban planning process
- Present the possible interventions to tackle the problems in the community
- Promote local activities and businesses
- Stich the heritage area with a new development

### Building Green Future

- Raise the awareness on the importance of environmental issue
- Build up on the knowledge on disaster management and urban planning
- Enhance the engagement of the residents with all social classes in the community in urban planning and designing process to create change in the community

### Creating a safe community

- Accessibility and connection to natural resource and spaces for recreation
- Reducing perception of unsafety and crime

# ● DESIGN STRATEGIES



The urban analysis, vision, principle, and guidelines has lead us to form our proposed strategic interventions. The strategies are formed to actualize our vision of SMART + CONNECTED Deptford and are consisted of actions, actors, and selected sites. The sites of strategic intervention are chosen by considering the locations of sites that trigger challenge and the spaces that may enhance the potentiality in Deptford. Moreover, we also introduce combination of the strategies which may enhance and fasten the impact of the strategies to achieve our vision.

# Car-Free Day Project



Higher possibility of green house gas emission including water vapor, carbon dioxide, methane, nitrous oxide and ozone can possibly cause a severe effect in ceasing the heat escape into the space. Consequently, there is a continuously increase in the temperature, ocean acidification, smog, pollution and ozone layer depletion. According to the statistics from department of energy and climate change in 2014, the transport is considered as the second largest emitting sector of UK greenhouse gas emissions with up to 23 percent. As a result, reduction of the gas emission has to consider as one of the priorities all across the UK.

Deptford is one of the regions where the road is really congested especially in peak hours (8.00 -9.00am and 17.00 – 18.00pm). Citizen Science project in 2014, conducted by Network for Clean Air, shows that Deptford air pollution is above EU’ s legal limit. In order to cope with the problems related to green house gas emission and congestion, which may be increased due to future development, the car-free day project is introduced. The car-free day project is aimed to enhance the usage of bikes and pedestrian walk to commute, alongside with increase the safety of the people utilise the street. The project includes free bike rent spot, bike parking spot, clearer signs, zebra painting on the pedestrian cross, lighting on the streets and walk rally. The project is not only focusing on safety aspect, it does consider building the relationship of the people living within the neighbourhood or visitors across social classes. Walk Rally, Pedestrian walk and bike usage likely increase people interaction both in direct and indirect way.

## Short-term

Walk Rally, a monthly event, with games that have missions to be accomplished that will engage people to work together as a team. Each post of the games takes place on and connect the heritage and cultural landmarks of Deptford. This event aims to promote walking and cycling instead of supporting car usage within the Deptford, to build the connection within the family and the people living in and outside the neighbourhood, to promote Deptford’ s landmarks and historical places.

Painting pedestrian cross, a monthly event, will increase safeness for the pedestrian alongside with increase the social engagement of the people in the community.

## Medium-term

Clearer signs that show direction to and connect bus stops, stations and local landmarks to give assurance of not getting lost. The signages with maps and short history of the landmarks help to promote local landmarks.

## Long-term

Free Rent Bicycle (an hour rent) allows people with different socio-economical classes to commute easily and freely. In addition, the project can potentially decrease the amount of the greenhouse emission in a long-term.

Bike lanes aside of routes in the mayor vision of cycling, that connect local landmarks are introduced to enhance the usage of bicycle, the safeness of the cyclists on the street and the delayed from the poor traffic.



## Actors

Local authorities:  
London Transport Organisation (TfL)  
Local community:  
Residents and Visitors  
Private sector: Investors




# Community Network Platform (Deptford4all Project)





One of the problems occur in most London community is no or limited platform for the residents to share their experiences or the problems occurring within the community. Deptford4all allows the people with all social background to share their own opinion or even promote local businesses. Moreover, creating bonds through interaction amongst the people with different background through free and easy access source. The project will be using both digital space and physical space to all everyone to integrate in the developing their neighbourhood. The digital space includes Instagram, Facebook, Twitter and QR code, while physical space includes workshops and meetings.

**SCAN**  
the QR Code



LEARNING THE INFORMATION WITH QR CODES



**TWITTER**

**facebook**

## Long-term

Facebook, Twitter and Instagram - Creation of Deptford group enhance the interaction amongst people living in Deptford or even visitors, and promote Deptford's landmarks. Most important, keeping the residents up to date with all the projects and events that is happening or going to happen.

QR code - QR code will be provided on the heritages sites or Deptford's landmarks to have a further explanation of the importance and the history.

Workshops and Dinners are aimed on collaborative network expansion and capacity building. With a high educated and skilled residents, this strength may be shared and sustain by sharing it through the interested community. People, especially youths, can get help for a particular sectors they are interesting in. The workshops will also raise the awareness on the importance of resident engagement in Deptford development plan, and build up the knowledge on urban planning and policy. Moreover, the dinner will be a more relax meeting that will focus on the current problems and the possible solutions. The workshops and dinners allow people with all knowledge background to express their thought, which might be beneficial for the neighbourhood in a more welcoming ambience.



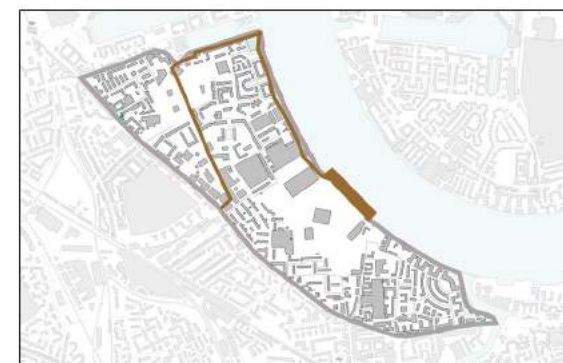
## Actors

- Local authorities
- Local Community: DNA, Residents and General Public
- NGOs

# In My Memory Project



In my memory (medium-term) is a gallery and exhibition project that is expected to happen three times a year (January – February, May – June, September – October). The exhibition exhibits the pictures of memorable memory during community events or gathering to build bonds through remembering good memories amongst different classes and build up more positive memory. Pin up boards installed through the way of Grand Surrey Canal to riverfront of Thames which have historical story of Deptford, as means to connect present and past memories. Thought, ideas, pictures, and any other aspiration can be attached to these boards to build collective memory of the neighbourhood. Furthermore, the exhibition can be one of the landmarks people in Deptford come and explore the art gallery together.



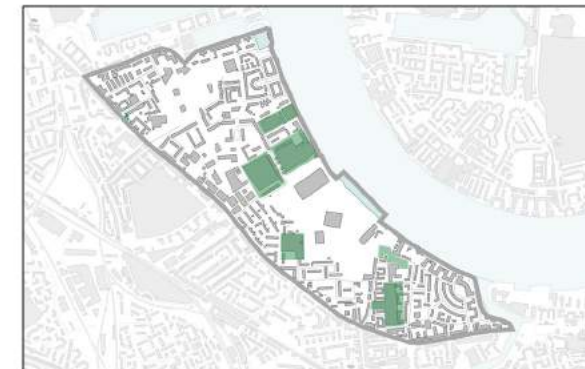
## Actors

Local Authority: Leisure and Culture Council Services  
Local Community: DNA, Residents and Visitors  
Private Sector: Investors  
Art Communities in East London: Universities (London University of East London and University College London (UCL)) and Artistic Group

# Fusion Market Project



**F**usion Market (short-term) is the community market, which not come as a competitor of Deptford market but aims to promote and protect local business and create bonding and capacity building in neighbourhood. The market provides chances of interaction between the local with local, local – visitors, and amongst visitors themselves. The stalls owner may give opportunity to hire part-timer from local youths that is interested in the business and share their business advices. Working with Deptford reach, this event can also be a place to train some skill and create opportunity for the homeless. East meets west project can be the opportunity for the local with lower income to earn money from selling the product. It is also convenient for the residents within the Deptford area to commute which can possibly attract more people to come the market. The project is expecting to occur every weekend, which sites are rotated from one park to another that close to different estates. This rotating scheme aim to trigger participation from each estates wherever its nearby and aim to trigger interaction and dialogue between residents from different estates.



## Actors

Local Authority: Deptford business council services, Deptford Reach

Local community: Sales, Residents and Visitors

Private Sectors: Investors

# Green Generation Project



MGS CLOUD & IBM TRIRIGA  
<http://grahatekindo.com/gti/smart-building/>

<http://www.rcrwireless.com/20160725/business/smart-building-tag31-tag99>

Deptford is situated within the major development area. According to London regional flood risk appraisal (2009), more than 50 percent (approximately 152 Hectare) of the Deptford area (189 Hectare) is a flood prone area. Currently, there is an intense development in the area to protect Deptford from daily tidal flooding, River Ravensbourne flooding and tidal surges by Thames barrier. There are also plans to raise river wall and set development area back from river edge. These developments cause greenery removal and some soft-scape even paved into hard-scape which is damaging environment and lowering biodiversity.

The objective of green generation project is to maintain health environment and well-being in Deptford through the efficient use of energy and water, and increase the number of trees within the neighbourhood.

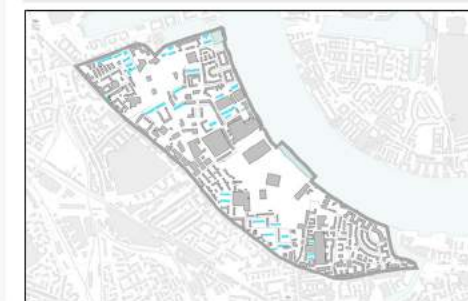
## Short-term

Planting trees day, as there is still high amount of green house has emission due to high number of cars in Deptford. The main purposes are to raise the awareness of flood risk and pollution level in the community, and to decrease the amount of green house gases in the atmosphere by planting more trees. Nonetheless, this event enhances social integration amongst different age group and background.

## Long-term

Green roof, one of the strategies that can be implemented is the green roof, where greeneries are grown on top of the roof for better drainage system especially during rainy season. Crops can conserve energy and reduce ozone levels in the urban area like Deptford. Moreover, after absorb enough carbon dioxide, crops will releases oxygen, which is used to sustain biological beings. The community gardening will not only take places on the grounded space, but will harness these roof tops of the new developments.

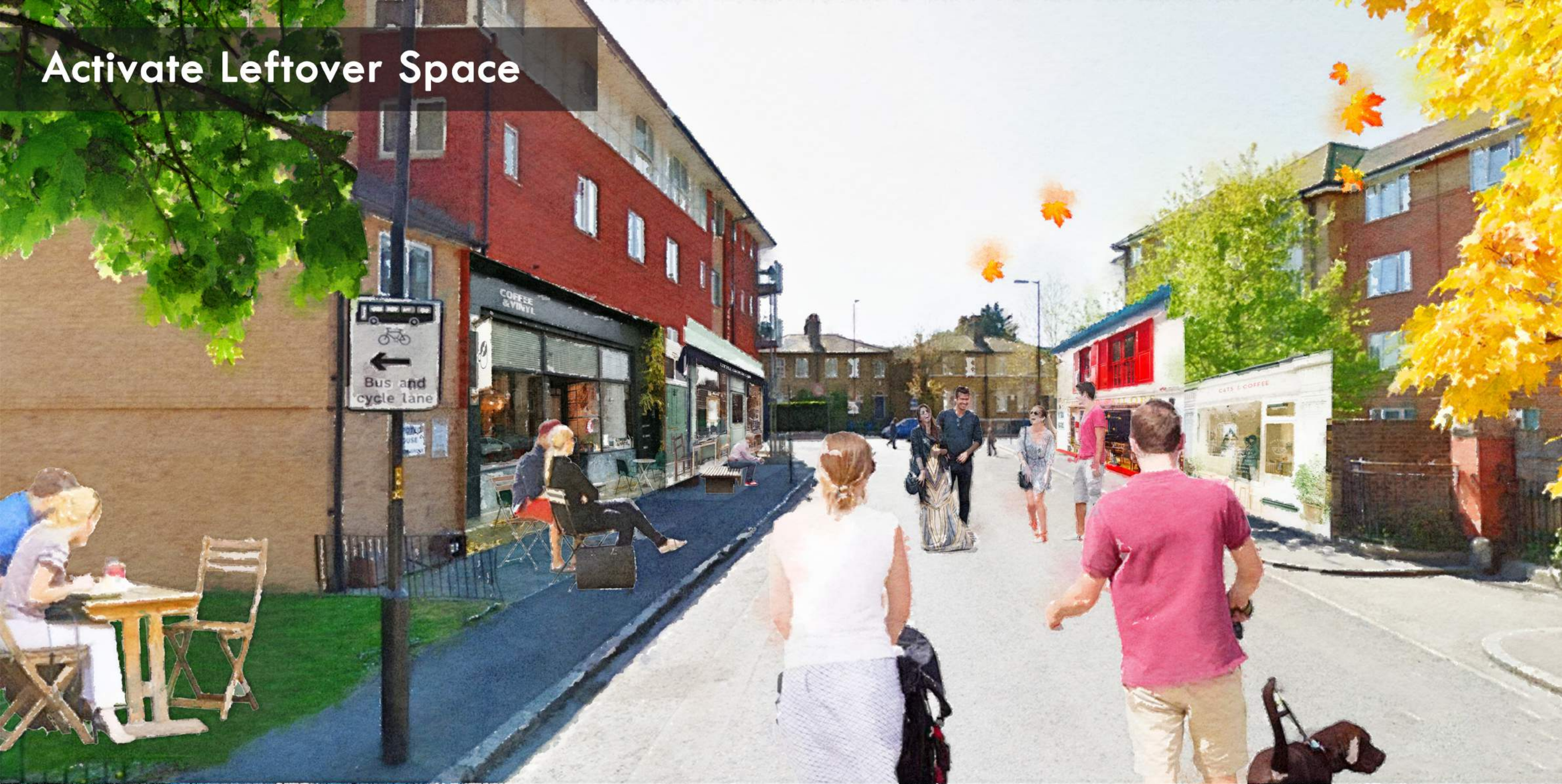
Roof integrated Solar Panels , as Deptford offers free solar panel (free-solarpanels 2015), the development of new buildings shall integrated with this fuel-free energy generator. It is the strategy to promote the usage of solar panels in the community. As solar power can be used to generate electricity and can possibly save the electricity bill cost in the households it may be helped to reduce bills of small local business or low-income groups.



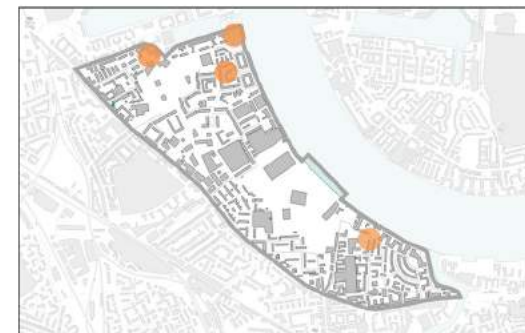
## Actors

Local Authority: Greater London Authority  
 Local community: DNA, Residents  
 Private Sectors: Community Garden Network,  
 Investors and Universities

# Activate Leftover Space



One of the issues appears in the community is social integration in the high-income and low-income groups. Deptford is currently building the new development area that mainly targets mid to high-income class. However, there are still leftover spaces and leftover buildings, which can be an entry point in minimising the gap between people with different socio-economical income groups. As there are still homeless people and low-income groups in the community, leftover buildings (long-term) can be renovated to accommodate these groups with a low rental price. In addition, the ground floor can be used as a store for the low-income group to earn more money from their own businesses.



## Actors

**Local Authorities:** Lewisham Business Council Services  
**Local Community:** Civil Society, DNA, Residents  
**Private Sector:** Developers and Investors  
**NGOs:** Housing associations, National Housing Federation, Housing Cooperatives

# Safer Deptford Project

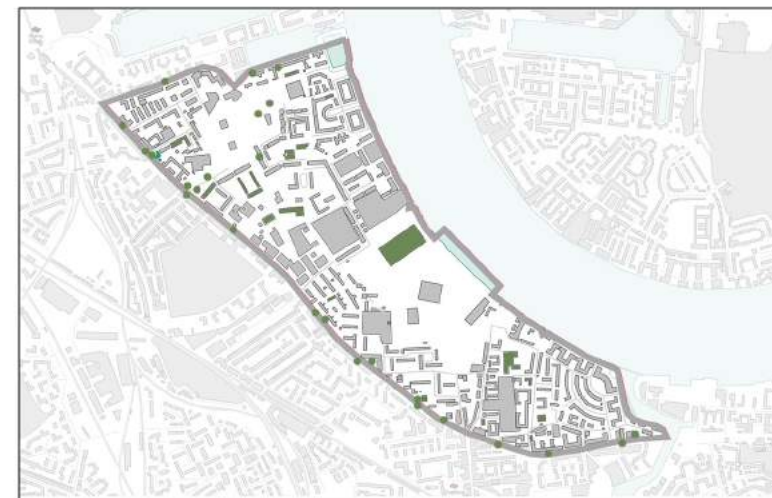


According to data from ukcrimestats, the Anti Social Behavior shares the biggest percentage as the type of crime in Deptford (Ukcrimestats.com, 2016).

## Long-term

Cultural Night, every 6 months, the cultural night is held on weekend in some leftover spaces to celebrate diversity in Deptford. This event is a place where and when community can show their skills. With different themes in each events, this event will trigger interaction across different age, ethnic, socio-economic, and class to participate in this event. Building bonds and creating sense of belonging, this event may help to reduce crime in the area. While this event also open for public and visitors from outside Deptford, it is expected to reduce crime that is aimed at non-local-Deptford. This event gives access to youths, homeless, and elders to show up their expected unexpected skills. Space of bonding and expression.

Walk-Cycle for Power, while parking provision are lacking, the usage of cycle and walking are increasing which means kinetic energy are also increasing. Thus, there is a big opportunity to generate fuel-free energy by harnessing this kinetic energy through kinetic energy pavement that will light up dark spots that is perceived as unsafe in Deptford and especially will be located to connect parks and bus stops and stations.



## Actors

Local Authority : Lewisham Business Council Services  
Local Community : DNA, Deptford Reach, Youth centers  
Private Sector : Investor

## ● COMBINED STRATEGIES



**E**ach of the strategies has the potentiality to be combined with the other strategy. The purpose of the combination is to maximize the potentiality of impactful interventions.

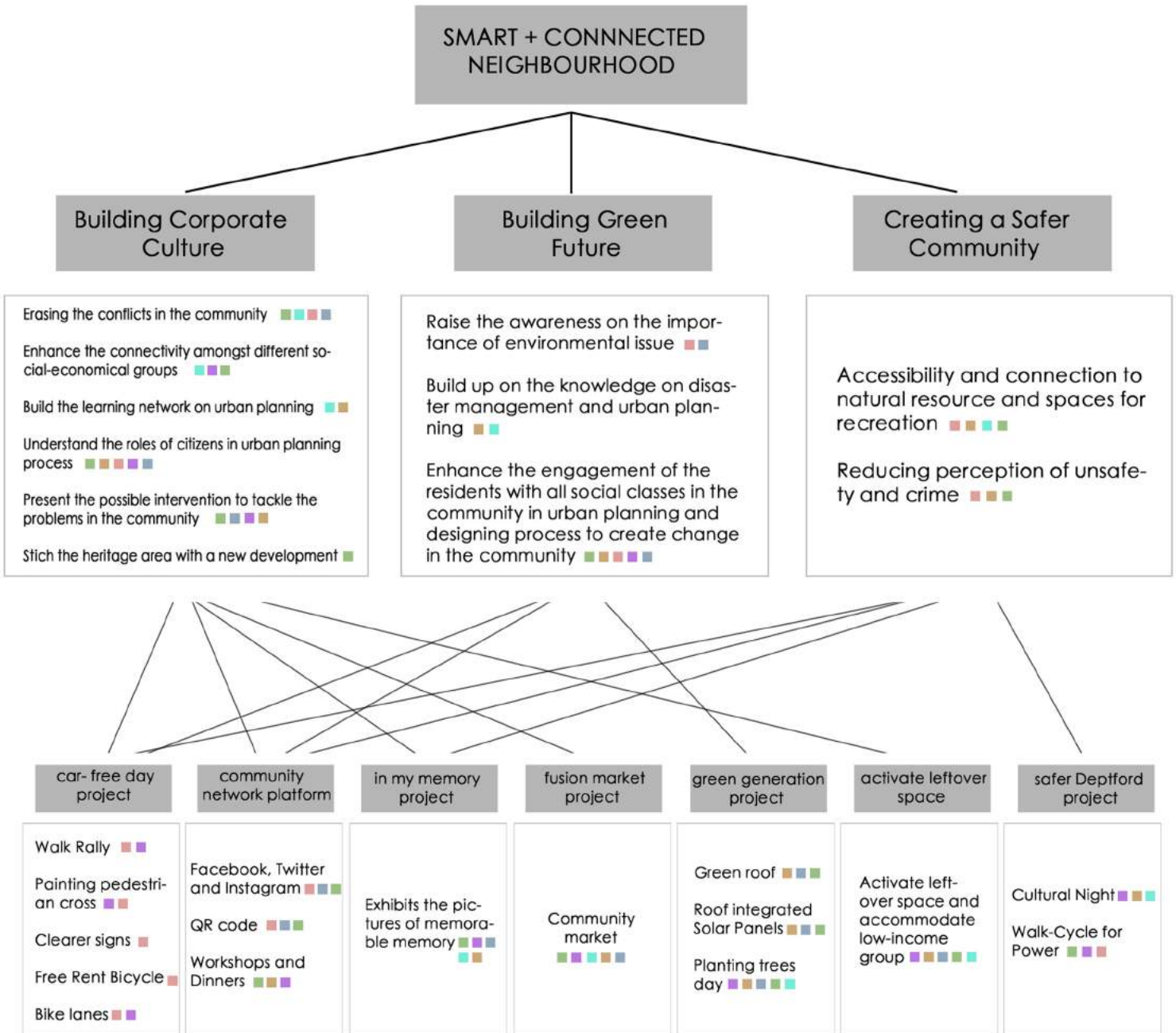
### (Car Freeday) + Fusion Market + Activate Leftover Spaces + Green Generation Project

The local business market can be held on the same day of the car freeday event. The posts to stop of the rally can use the leftover and threshold spaces. This combination can promote not only local history and culture, but also local business which will support local economic. Not only in car freeday, Fusion market can also be held in the cultural events of Deptford which is held in the leftover Spaces and/or parks that can also bring people closer to environment.

### In Memory Project + Community Network Platform

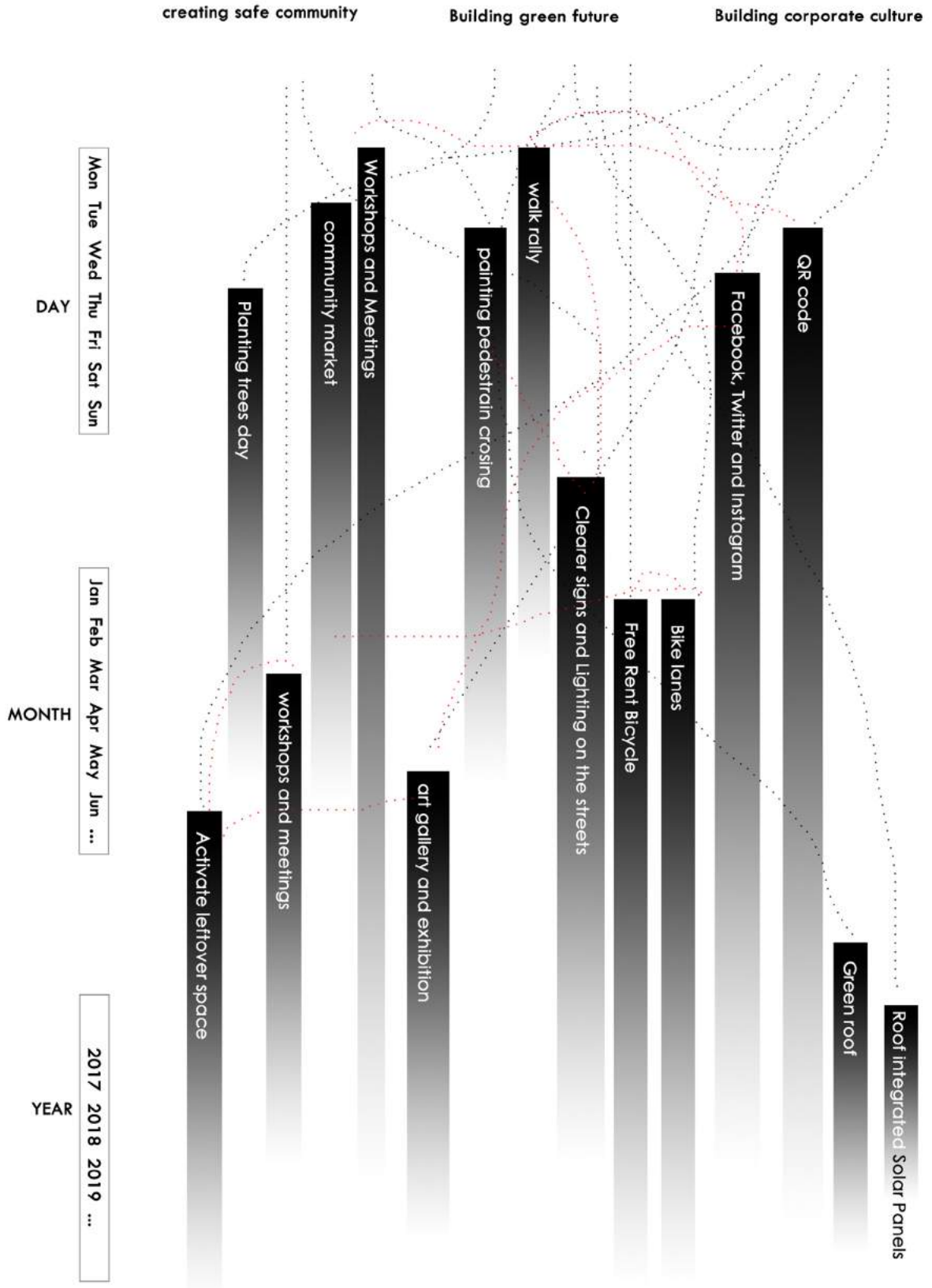
The community Network Platform to record the collective and cumulative memory of the residents and visitors of the exhibition. This records that can be access by everyone will create new memory and make the memory keep accessible through time.

# ● OVERVIEW OF INTERVENTION





# ● TIMELINE





# CONCLUSION



Deptford is one of the developing area in London with several development plans have been introduced within the region. From our observation, the main focus of the project of the regeneration plan is to build a residential area for the mid-high income class. Consequently, it can possibly lead to the social fragmentation in the community and the limitation of access to affordable houses despite its massive development. Acknowledging the strengths and opportunities in the site, we vision Deptford to be a smart neighborhood which can enhance and harness its strengths and opportunities smartly. Moreover, we believe that those plus points also have to be shared, to be connected.

Currently, there are limited platform for people to integrate. We consider building the connection of the people living in the neighbourhood as our first priority. We suggested both physical and digital platform for social integration. The physical platform includes the market, meetings and workshops, while the digital platform consider the social networks such as facebook and instagram, as the entry point to engage people with different age groups and background. With the continuous increase in the residential area, the rise of the residents number affect the mobility access and may lead to environment issue. People were also have concern regarding the unclear signs and crime issue, which create perception of unsafety and limitation of their access and movement. Therefore our intervention presented in the report also focusing on the environment, safety and the accessibility which later be translated to connectivity.

Our strategic interventions will simultaneously reduce the threats and answer the main challenges. Involvement of actors and time-framed strategies help the actualization of our strategies to achieve our vision of “SMART+CONNECTED Neighbourhood” . With the selection of location that has historical value to the area, connection that we intend to build is not only within the current neighbourhood, but also continuously between past and present and later, future times.



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