

## **Appendix 1 - Brixton Green responses to questions within application form**

### **Q. 3(h)**

*Shareholders must live or work within one of the five Brixton wards. These are Coldharbour, Herne Hill, Tulse Hill, Brixton Hill and Ferndale. This is because Brixton Green Limited are about putting Brixton residents in control of Brixton's future development.*

### **Q. 10**

*This bid is to support the costs of a 12-month pilot cultural and community programme in Somerleyton Road, Brixton, currently the largest community led development in the UK. The programme includes a range of activities designed by, for, and to meet the needs of the local community and will be the first programme in a longer-term community led redevelopment of the area which will see a holistic mix of low rent housing, cultural and community uses established.*

*The funding will enable the following pilot programme to take place:*

*1. 'Brixton Stories' - A project engaging 20 local young people in developing a three-week exhibition celebrating the people from the diverse local area by photographing and interviewing 20 Brixton personalities. Participants aged between 15 and 19 from the Somewhere\_to local group, will learn literacy / journalistic and photography skills and their work will result in a temporary exhibition, as well as an 'exhibition trail' across the local area with photographs and excerpts of the articles displayed in prominent places in Brixton to publicise the programme. In excess of 1,000 local people will see the exhibition and exhibition trail.*

*2. Enterprise Drop-In - A twice-monthly advice and guidance session designed to mentor local entrepreneurs. Expert volunteers will assess draft business plans, identify potential funding sources, and evaluate financial options offering advice and support on setting up and strengthening local businesses to local people. It is projected that more than 30 people will benefit from these sessions over the year.*

*3. Gardening Club - A weekly club that will engage the local community in improving the aesthetic of the local area which is densely built up with limited green space. Participants will gain skills in gardening under the guidance of a professional landscape gardener. More than 25 local people are expected to participate, with more than 500 local people enjoying the benefits of the enhanced environment.*

*The programme will be facilitated by a freelance sessional worker acting as a Community Co-ordinator, who will be responsible for liaising with the local community and engaging them in, as well as administering, the programme.*

Q.13(a)

*Brixton Stories - Exhibition and 'exhibition trail' (20 x high res photo, 20 x low res photo, creation of digital exhibition)*

*Brixton Stories - Workshop leader fees (preparation, teaching and editing for exhibition).*

*Brixton Stories - Refreshments (lunch for 22 people over 2 days)*

*Gardening Club - Tools (3 x spades, 3 x watering cans, 3 x trowels, 3 x secateurs and 1 x hose)*

*Gardening Club - Seeds, bulbs, planters, fertiliser and soil*

*Freelance sessional worker - [REDACTED]*

Q. 13(c)

*Brixton Stories*

*Exhibition - Quote from local printers and web designers.*

*Workshop leader fees - Quote from workshop leaders.*

*Refreshments - £3 per person (Sainsbury's meal deal) for 2 days.*

*Enterprise Drop-In*

*Refreshments - Tea, coffee and biscuits @ £10 per month.*

*Gardening Club*

*Tools - Amazon pricing.*

*Gardener - Quote from local gardener.*

*Seeds - Estimate from gardener.*

*Freelance Sessional Worker - [REDACTED]*

*Marketing - Quote from local printer*

Q. 15(a)

*Several of Brixton's wards rank among the poorest 10% in the country; they are nonetheless experiencing an influx of more affluent arrivals, who are changing the nature of services, facilities, jobs and retail offer in the area and local communities are finding that they no longer reflect their needs. The development of Somerleyton Road seeks to address these issues by placing the local community at the heart of the planning process, responding to their needs and giving them a voice in how Brixton looks in the future.*

*The proposed programme is a pilot for how the long-term cultural and community engagement strategy will develop, establishing a relationship founded on community ownership in order to encourage more actively engage with the redevelopment. Further, by identifying those activities that prove most popular*

*with local residents, Brixton Green can better identify the services and activities that will be most beneficial to the local community.*

*The programme outlined here responds to consultation work, which has already taken place. By establishing the pilot programme and raising awareness, we aim to engage a larger and wider group of people in the redevelopment as a whole.*

*The programme will establish a sense of pride in the area and local people. It will create ownership by engaging a broad cross section of the community. It will offer skills to young people classified as NEETS and budding entrepreneurs.*

Q. 15(b)

*Lambeth is among the most socially and economically deprived local authority districts in the country, with a young and diverse population suffering with high levels of unemployment and low levels of education (Lambeth Economic Development Strategy - LEDS).*

*Almost a fifth of Lambeth residents have no qualifications, which, in an increasingly competitive job market, puts the local community at a distinct disadvantage and the Coldharbour Lane Ward, where the development is located, the problems are more pronounced. 6.9% of residents claim out of work benefits, which is 2.8% higher than Lambeth and 3.5% higher than the London average (Office of National Statistics - ONS).*

*Brixton has developed a reputation as a diverse cultural and creative force, but the local economy has suffered through a deterioration of the physical environment, the highest levels of deprivation within the borough and a jobs market that does not reflect the talent within the borough (LEDS).*

*Brixton Green is a community group set up by and for local people. It has worked closely over five years with the community; running workshops, meetings, open-days, door to door visits and consulting the community about their interests, priorities and needs. Those responding were most concerned with the aesthetics of the area, local history, youth engagement and assistance with setting up businesses, as well as health and well-being. This pilot programme will implement initial responses to these priorities.*

Q.16(a)

*We have created a marketing strategy for the programme, which is composed of a number of elements:*

*Community Liaison: The freelance Community Co-ordinator will build upon Brixton Green's extensive network of community groups, community leaders and elected community trustees to contact and meet with local groups to inform them of and engage them in the programme.*

*Signage: External signage will be established to inform local people about the programme.*

*Digital: A web presence will be established through the use of social media and the creation of a web page for the Centre. All platforms will carry information on the programme, timings and how to participate. Mailing list created through the consultation process will be used to update subscribers through a newsletter.*

*Radio and Newspapers: The Community Co-ordinator will set-up interviews with local newspapers such as The Brixton Bugle and radio stations such as Brixton Radio.*

*In addition an 'exhibition trail' will be created across Brixton with photographs and excerpts from the 'Brixton Stories' placed in prominent locations to encourage people to view the exhibition, visit the centre, and to learn about the opportunities on offer.*

Q. 16(b)

*The Community Co-ordinator will be responsible for involving as wide a range of people as possible in the activities and ensuring that they are open to all. The role of the co-ordinator will include the following priorities:*


- 1. To advocate the programme to existing communities and local community groups - attending meetings and identifying key community contacts.*
- 2. To raise awareness of the programme through a communications strategy - with a marketing mix including flyers, articles for email networks, a centre noticeboard, etc.*
- 3. To promote the programme in local media, social networks, etc. - establishing a Facebook page, setting up interviews with local newspapers, radio stations, etc.*

*In addition, the Brixton Stories project will profile 20 local personalities through an exhibition at the centre and an 'exhibition trail' across the local area. By celebrating local people from a range of backgrounds, we will create a sense that the programme is open to all.*

Q. 17

*People have better chances in life*

*The 'Brixton Stories' project will provide training in literacy / journalistic and photographic skills for NEETS.*



*The Enterprise Drop-In project will provide free volunteer led access to expert advice on business development for local people planning to become self-employed or strengthen their existing businesses.*

*Stronger Communities*

*As the pilot programme for the larger Somerleyton Road development, the local community will see their feedback to date regarding their priorities for the area implemented and will be encouraged to continue to engage with the development process. The pilot programme will be closely monitored and evaluated and the results used to inform the next stages of the development.*

*The programme includes elements such as the gardening club, which will bring local people together to enhance the local environment. A project such as 'Brixton Stories' will be a celebration of the local area and people. Both projects will instil a sense of pride, which will strengthen the local community.*

*Improved rural and urban environments*

*Brixton Green's approach is based on the principle of putting the local community in control of the planning process, to ensure that the facilities and services on offer meet the needs of local residents. The pilot programme will help to communicate this is actively happening and will build momentum to ensure that residents are empowered to take an active part in how the development of their local area is shaped.*

*The gardening club will directly seek to allow local residents to improve their environment by providing them with the tools, materials and expertise to do so. The gardening club will be open to all and the results will be widely enjoyed with the sites adjoining on the public road.*

*The programme will take place in a previously disused building, No 6 Somerleyton Road, a former meals on wheels kitchen which has to date contributed to the poor quality of the local environment. By opening up this building, and offering a range of artistic skills to the local community and providing space in which to employ these skills, the whole area will be improved.*