

**BIG** SOUTH LONDON



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# REIMAGINING SOUTH LONDON'S HIGH STREETS & TOWNSCAPES

11 MAY 12:30 - 6:30 | **LSBU CROYDON CAMPUS, ELECTRIC HOUSE**



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# Welcome to BIG South London's Reimagining South London's High Streets & Townscapes Conference

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In the Autumn of 2021 the South London Partnership (SLP) published its Economic Recovery Action Plan which set out the five priority areas which we would focus on to ensure a fair, sustainable and productive economic recovery across the sub-region. One of the five areas was a commitment to support how we revitalise South London's High Streets and economic areas.

In the plan, the SLP partners committed themselves to facilitating the sharing of best practice and collaborating on common challenges facing our High Streets and townscapes, supporting their adaptation and vitality, and that is why we are delighted to welcome you to BIG South London's conference looking at post-pandemic recovery and renewal to do just that – share ideas, insights and experiences and help shape a brighter future for the people and businesses of South London.

Undoubtedly the pandemic has thrown businesses into survival mode, particularly those on the High Street. Trends like remote working, the pervasive use of technology, and ever-increasing localisation in purchasing have changed the way we use our towns and High Streets. The aim of the conference is to facilitate discussions between people from all walks of life to shape a better South London, aid post-Covid recovery and growth, and inject creativity, sustainability, and resilience into our region. By bringing together local business owners, creatives, property developers, students, academics, charity bodies and policy makers, we hope to catalyse a broad and varied set of conversations which will spark inspiring ideas to create South London's future.

We are looking forward to a series of thought-provoking workshops on topics like strengthening connections between people and places, identity and belonging, greening the High Street, animating townscapes, sustainability, technology, and the public realm, and understanding future uses and users. Let's see if, working together, we can unlock the full potential of South London's varied, diverse and vibrant High Streets and townscapes.

**Paul Kirkbright - BIG South London**



*"Undoubtedly the pandemic has thrown businesses into survival mode, particularly those on the High Street."*



# Agenda & Breakout Workshops

12:30 - 1:00	<b>Conference Opening</b>	
1:00 - 1:10	<b>Welcome from Matthew Sims, CEO, Croydon Business Improvement District (BID)</b> Working side by side with the Board of Directors, Matthew's role is to determine the strategic direction of Croydon Town Centre BID to deliver positive results for Croydon town centre.	
1:10 - 1:30	<b>Introduction from Alex Elkins, Director, South Bank Innovation &amp; LSBU Croydon Director</b>	
1:35 - 2:15	South Bank Innovation is LSBU's research and enterprise arm supporting academics and business partners to generate real world impact. Alex is responsible for LSBU Croydon, LSBU's new campus based in Electric House delivering courses in healthcare and business. Alex has extensive experience of working in higher education, working in employability, business development and entrepreneurship. He is passionate about purpose led entrepreneurship and delivering impact to local communities through knowledge exchange and research.	
2:15 - 2:30	<b>Networking &amp; Refreshments</b>	
2:30 - 3:10	<b>Breakout Workshops - Session 2</b>	
3:15 - 3:45	<b>Keynote from Tina Jadav, Senior Projects Officer - Regeneration, Greater London Authority</b>	
3:45 - 4:00	Before joining the Greater London Authority (GLA) in 2012, Tina trained and worked in Architecture in London and Manchester. Her role at the GLA's Regeneration Team is to manage and steer several strategic placemaking and Mayoral funded regeneration projects in South London.	
4:00 - 4:40	<b>Networking &amp; Refreshments</b>	
4:00 - 4:40	<b>Breakout Workshops - Session 3</b>	
4:45 - 5:00	<b>Closing remarks from Clare O'Connor, Director, South London Partnership</b> Clare represents a partnership of five London boroughs (Croydon, Kingston, Merton, Richmond Upon Thames and Sutton) at the South London Partnership (SLP) which work together to champion and build upon the many strengths of South London as a place for people to live, study, work and thrive.	
5:30 - 6:30	<b>Conference Networking Reception</b>	

Alongside the guest speakers and keynote sessions there are **3 breakout sessions** with a choice of workshops, and a technology demonstration.

**Technology demonstrator: Living Pillars - Angus Cunningham, Scotscape**

Living Pillar™ is a new urban greening innovation from the Scotscape Group. Inspired by the knowledge the industry has gained about the benefits of urban greening in increasingly busy cityscapes, Scotscape has taken the concept of vertical retrofitting of plants one step further by using the existing resource of street furniture (including lamp posts) as a framework on which to grow plants, thus the LivingPillar™ was designed.



**1:35 - 2:15 BREAKOUT WORKSHOPS - SESSION 1**

**Room CEH 207: Building resilience for a creative future**

**KEY THEMES:** inspirational, practical, implementable **SPEAKERS:** Alison Baverstock and Steven Sparling

What are the blockages and temptations that stand in the way of achieving your goals? Here we consider time-management, realistic goal-setting and how to motivate yourself and your team, whilst remaining alert to opportunities that should not be ignored.

Alison Baverstock is Director of Research, Business and Innovation for the School of Creative and Cultural Industries within Kingston School of Art – as well as Professor of Publishing. She has experience of working with creative and entrepreneurial people to set their priorities and achieve their goals. She has written widely about the creative economy, art for children and parenting, and is the founder of several award-winning book-sharing schemes, including [www.readingforce.org.uk](http://www.readingforce.org.uk) and The Kingston University Big Read.

Dr Steven Sparling is an experienced academic leader, researcher and teacher in higher education, with a strong vision for preparing creative graduates for 21st century demands. A creative and cultural entrepreneurship scholar, interdisciplinary arts researcher, cultural leader and creative practitioner with decades of professional work in live theatre, opera and dance his career has bridged academia and professional creative practice for 30 years divided between the UK and Canada.



**Room CEH 205: Connecting people: High Street leisure, consumption & community**

**KEY THEMES:** interaction, community, wellbeing **SPEAKER:** Dr Katherine Appleford, Senior Lecturer in Sociology, Kingston University

How can we reimagine the high street as a way of tackling isolation? Often understood as a space for consumption, can the High Street be a space for meeting others?

Dr Katherine Appleford is Senior Lecturer in Sociology at Kingston University, and has previously worked at the London College of Fashion, University of the Arts London. Her research straddles sociology, cultural studies, media and consumer behaviour, and examines the relationship between fashion and identity. Her book, *Classifying Fashion, Fashioning Class*, explores the way in which British women's fashion tastes are shaped by class, and highlights the key role mothers play in fashion consumer behaviours.



**Room Lecture Hall CEH 201: Future of South London's High Streets: community town centres**

**KEY THEMES:** communities, placemaking, governance **SPEAKER:** Nicolas Bosetti, Head of Data & Insight at Centre for London

At a time when town centres are facing great change, how can communities best be involved? And how can they be supported to make a difference

Nicolas Bosetti is Head of Data and Insight at Centre for London. He is chiefly interested in cities, governance, and regional economic development, and at Centre for London he has co-authored reports on inequality and social mobility, city planning, and sustainable transport. Nicolas has an MSc in Urban Policy.



**Room CEH 209: Sustainability, health and human experience and how your university can support your journey**

**KEY THEMES:** human experience **SPEAKERS:** Dr. Yuliana Topazly and Ankita Dwivedi

The workshop will demystify the world of academia; explain how educational institutions can support business growth and High Street regeneration. Live case study: Firstplanit, combining sustainability, health and human experience.

Dr. Yuliana Topazly is an award-winning Social Entrepreneur, experienced Business Adviser and a Senior Lecturer in Entrepreneurship at Kingston University. Most recently Yuliana was mentioned in WISE 2020 List: '100 Social Enterprise Leaders showing COVID, who is the boss!' Yuliana was featured in the Alison Rose's report on Female Entrepreneurship in 2019 and is very well-known across the Entrepreneurship eco-system. She has a proven track record of sound business acumen, extensive knowledge of the business cycle and experience of working with a wide range of businesses.

Ankita Dwivedi is Director at Scala Colab and Founder of Firstplanit. An experienced international leader in design, Ankita has practised for 20 years in the fields of architecture, design and research across many geographies on an extensive range of award-winning projects. Ankita is particularly interested in planetary sustainability and people's wellbeing. In this way, she helps teams identify and improve the impact of the built environment on the planet, communities and businesses.



## Room CEH 206: Placemaking is a marketing issue

**KEY THEMES:** resilience, placemaking, tomorrow's users **SPEAKERS:** Dr Charles Graham, Associate Professor, LSBU and Kamran Khan, Lecturer and Associate Course Director, LSBU

Placemaking and place shaping are broad terms. Like High Streets they elicit varied, polarising, views. So, could we focus strategies for High Street vitality more effectively through a marketing lens?

Charles is an associate professor in marketing in the London South Bank University Business School. His research spans aspects of consumer choice behaviour, including its outcomes on High Street vitality. Before becoming an academic, he held board-level roles managing consumer packaged-goods and licenced and franchised retail and hospitality brands.

Kamran is a lecturer in the London South Bank University Business School, and is currently completing a PhD in retail marketing. Before joining LSBU he worked in various international roles in retail, online retail and consultancy.



## Room CEH 208: Toddler engagement with the built environment

**KEY THEMES:** toddlers, practical, more-than-human **SPEAKER:** Dr Penny Lawrence, Senior Lecturer, University of Roehampton

Practical exercises about how toddlers engage multi-modally with more-than-humans are brought together for the first time with urban design. The discussion will be tailored around the audience and their projects and questions.

Dr Penny Lawrence's current research examines young children's expressions of being part of their urban environments. She pays attention in particular to how children engage with more-than-human interactions which include materials and space in the public realm and humans too. Penny is a BBC-trained documentary maker and Senior Lecturer in Early Childhood Studies in the School of Education at the University of Roehampton, London.



## Room CEH 210: The precarious ecosystem of a London High Street

**KEY THEMES:** architecture, urbanism, relationships **SPEAKER:** Aoife Donnelly, Senior Lecturer & Architect, Kingston University

Exploration of the inherent spatial and socio-structural qualities common in London High Streets and how they behave in a context of change. Seen through case studies and the playing of a relational game.

Aoife Donnelly is a practicing Architect and Educator, and Senior Lecturer at KSA's Dept. of Architecture and Landscape, where she leads a Tectonics module, a masters designate and Studio 3.3, a final year undergraduate design studio. Her research explores practices of making, questions agency in the built environment including through the mapping and representation of 'narrative environments'. The work seeks design solutions that are simultaneously inventive, playful and moving.



## 2:30 - 3:10 BREAKOUT WORKSHOPS - SESSION 2

## Room CEH 207: Activating the High Street through event experiences

**KEY THEMES:** events, experience, community **SPEAKER:** Joanna Goodey, Senior Lecturer and Course Director, Events and Entertainment Management, LSBU

Advocating for the transformative power of outdoor events, this workshop session will introduce participants to some case study examples of the success of outdoor events programmes and strategies.

Joanna Goodey is an experienced events and cultural industries consultant, producer and educator, passionate about access to education and sustainable development of the creative, cultural and community sectors. Her professional experience has spanned across a number of businesses and events industry sectors however, her main focus has been in the development and management of arts, cultural, creative industries and 3rd sector, festivals, events, projects and organisations. In her current role at London South Bank University Business School Joanna is a Senior Lecturer and Course Director for the Events and Entertainment Management BA (Hons).



## Room CEH 205: Reappraising the suburbs

**KEY THEMES:** fun, inspirational, different **SPEAKER:** Robin Hutchinson MBE, The Community Brain

A moment to reflect and look differently at placemaking to support a future that is more local, more mutual, more equitable and more sustainable for local communities and organisations.

Robin Hutchinson MBE is founder and a Director of The Community Brain, a CIC established to help support, develop and nurture communities through engagement with the arts, creativity, education and heritage. Much of the company's work is focused on encouraging people to realise their potential and to engage with 'place' not 'space'. He currently works with the GLA, SWR, Network Rail, Grosvenor Estates and is a Visiting Senior Fellow at Kingston University.



## Room CEH 209: Urban Re-leaf Project

**KEY THEMES:** upscaling, climate, nature-based solution **SPEAKER:** Kristof Fatsar, Senior Lecturer, Kingston University

The workshop introduces the target area selection methodology behind a community-led tree planting initiative and explores routes to identify areas where such programmes can exert the biggest possible impact.

Kristof Fatsar holds an MSc in Landscape Architecture (1994), another MSc in the Conservation of Historic Towns and Buildings (1996), and a PhD in Landscape History (2001). Kristof founded a Landscape Heritage Consultancy to produce Heritage Assessments, Conservation Management Plans and other heritage-related documentations on historic landscapes and listed monuments. Kristof held research fellowships at the Institute of Historical Research (London), the UCL's School of Slavonic and East European Studies (London), and Harvard University's Dumbarton Oaks Research Library and Collections (Washington DC), among others.





## Room Lecture Hall CEH 201: Not My Beautiful House, balancing community-building and profit

**KEY THEMES:** inspiring, practical, creativity **SPEAKERS:** Claire Selby and Grace Richards

Hear how we are making a previously vacant space work with student-led activities offering a platform for new work and creativity involving the community.

Claire Selby is Enterprise Projects Lead at Kingston University where she leads "Studio KT1" – a creative agency inside the university. She has over twelve years' experience of working in the education sector running commercial projects, events and training. Most recently Claire has worked with KUS to open Not My Beautiful House, transforming an old PC World in six weeks to become a creative space following a successful crowdfunder from the Mayor of London's Make London programme and support from RBK.

Grace Richards is Business Development at Union of Kingston Students, following a role in events and communications. The Students' Union is a registered charity led by four student officers to provide lifelong experiences and opportunities to students. She focuses on generating income to improve on and develop new student services, whilst enriching the lives and futures of Kingston students.



## Room CEH 208: Living locally - a greener, healthier future

**KEY THEMES:** citizen engagement, digital infrastructure, local communities **SPEAKER:** Marcus Chidgey, CEO, Loqiva

Better mental health, improved social relationships, carbon footprint reduction, sustainable High Streets – the benefits are clear. How do we support more people to work and live locally?

Marcus Chidgey is the founder and CEO of Loqiva, a technology company which provides digital town hubs to Councils and BIDs. Loqiva is currently working with Croydon Council and the South London Partnership to deliver town hubs for South Norwood, Purley, Thornton Heath and Crystal Palace.



## Room CEH 210: How can we achieve Net Zero carbon communities?

**KEY THEMES:** climate emergency, Net Zero carbon, behaviours and actions **SPEAKER:** Dr Heba Elsharkawy, Associate Professor and Head of Department of Architecture and Landscape, Kingston University.

The workshop will introduce the national and local agendas for Net Zero Carbon agenda, before engaging participants in smaller groups in producing localised interventions to help achieve the Net Zero carbon targets.

Dr Heba Elsharkawy joined Kingston University (KU) in October 2021 as an Associate Professor in Architecture and Head of Department of Architecture and Landscape. She is a registered Architect in the MENA region, and holds a BSc in Architecture, an MSc in Architectural Studies and a PhD in Environmental Design (University of Nottingham, UK). She is an active researcher in environmental design and sustainability. She has published more than 38 peer reviewed articles in high impact journals and conferences. She is currently leading the British Council HE Partnerships on Climate Change project.



## 4:00 - 4:40 BREAKOUT WORKSHOPS - SESSION 3

### Room CEH 207: WeAreWaterloo's placemaking strategy

**KEY THEMES:** dynamic, participatory, current **SPEAKERS:** Dr Charles Graham and Natalie Raben

This is an opportunity to hear first-hand about the collaborative, live, placemaking strategy process implemented by the WeAreWaterloo BID and participate in prioritising tactics and next steps.

Charles Graham is an associate professor in marketing at the London South Bank University Business School and an adjunct professor at the Ehrenberg-Bass Institute at the University of South Australia. He studied English Literature at Cambridge, gained an MA in strategic marketing management at Kingston University and a PhD with Andrew Ehrenberg's Centre for Research in Marketing at LSBU. Before becoming an academic, he held board-level roles managing consumer packaged-goods and licenced and franchised hospitality brands.

Natalie Raben is Chief Executive of WeAreWaterloo Business Improvement District (BID). Here she is responsible for enticing people to spend more time – and money! – in London's Waterloo neighbourhood. Prior to Waterloo, Natalie began her BID career in New York at the Lower East Side Partnership, also a BID, where she launched the organisation's public art portfolio through the 100 Gates Project, a public art initiative that connected artists and businesses through murals on security gates. More recently, she obtained her MSc from Manchester Metropolitan University in Place Management & Leadership.



### Room CEH 205: Care and repair on Rye Lane, Peckham

**KEY THEMES:** architecture, refurbishment, transformation **SPEAKERS:** Cathy Hawley and Tom Coward

An exploration of the environment and community of Rye Lane, Peckham. Examining existing built fabric and occupation and ideas for the care, repair and transformation of this characterful High Street.

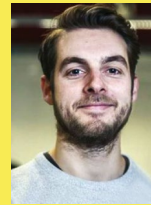
Cathy Hawley and Tom Coward lead Unit 1, a postgraduate design unit at the University of Kingston. Both are award winning practicing architects with wide experience of working on community and civic landscapes and buildings in London and across the UK.

## Lecture Hall CEH 201: Tech for Good: Connect with your citizens to drive community-led decision making and place shaping

**KEY THEMES:** inspirational, practical, implementable **SPEAKER: Tiernan Mines, CEO, Hello Lamp Post**

Hello Lamp Post empowers people to influence the future development of their local area. By making the planning of cities more centred around the needs and ideas of citizens, Hello Lamp Post is helping to drive the way we shape local areas and services, positively impacting places where people live, work and travel.

Tiernan Mines is the Co-Founder and CEO for Hello Lamp Post, the playful platform that helps people to meaningfully interact with their built environment, learn about its stories, and be part of its future. A rising leader in the UK start-up community, Tiernan believes in the power of tech for good and the benefits it has on our society.



## Room CEH 206: Building the case for people-focussed High Streets

**KEY THEMES:** funding, partnership, governance **SPEAKERS: Sandra Perez and Lucy Webb**

A practical session to explore defining your project, securing funding and investment and establishing good partnership approaches and governance in delivering transformative change in our High Streets and townscales.

Sandra has a background in Architecture and Design, with over nine years' experience delivering regeneration and town centre projects. One of Inner Circle's most innovative thinkers, Sandra leads on town centre, regeneration and stakeholder engagement projects, often operating within Local Authorities as part of the client team to maximise the impact and social value of their investment in high streets.

Lucy is an urban regeneration consultant operating at a senior level across local authority, housing association, private and voluntary sectors. Lucy specialises in supporting sustainable growth plans that drives benefits to all delivered through a multi-disciplinary and multi-sector approach. Lucy has led on a number of complex projects and programmes including housing estate regeneration; high street renewal; social infrastructure planning; public realm schemes; and socio-economic regeneration initiatives. Lucy recently played a lead role in writing the successful £19m Levelling Up Fund bid for Newham Council.



## Room CEH 208: 'Work near home' new department store of activity

**KEY THEMES:** accessibility, community, inclusivity **SPEAKERS: Freddie Fforde and Paloma Strelitz, Patch**

How might we create new centres of community on the high street, which are open and accessible to different people for different things? What are these activities? Desking? Community kitchens? Places of learning? Events, hobbies and classes?

Freddie Fforde is the Founder of Patch co-working clubs and community destinations, with a career history building early-stage technology companies, and one time Student Union President.

Paloma Strelitz trained as an architect before co-founding social impact design studio Assemble specialising in placemaking, and which is best known for winning the 2015 Turner Prize.



## Room CEH 210: Young Agency and the City: After Colin Ward

**KEY THEMES:** architecture, built environment, agency **SPEAKER: Aoife Donnelly, Senior Lecturer and Architect, Kingston University**

Exploration of two research projects that focussed on young people and the city; 'A Seat at the Table' Whitechapel Gallery residency and 'Croydon Urban Room: Voices of the unheard'.

Aoife Donnelly is a practicing Architect and Educator, and Senior Lecturer at KSA's Dept. of Architecture and Landscape, where she leads a Tectonics module, a masters designate and Studio 3.3, a final year undergraduate design studio. Her research explores practices of making, questions agency in the built environment including through the mapping and representation of 'narrative environments'. The work seeks design solutions that are simultaneously inventive, playful and moving.



The Business Solutions Centre at LSBU Business School provides a student-led free-to-business consultancy service specialising in tailored business advice and workshops to support new and existing SMEs within the local community, bridging the gap between academia and practice.

The team from LSBU Business Centre will be on-hand throughout the event to provide an overview of the service and answer any questions.

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**ICR** The Institute of Cancer Research



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**Sussex Innovation Centre** making ideas happen



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