

Digital Engagement Consultation Report

1. Introduction

Throughout the consultation various digital engagement techniques were used to promote the Brixton Supplementary Planning Document (SPD) encourage local people to get involved and listen to any feedback. This report outlines the various methods used and the responses as well as evaluating effectiveness.

2. Methodology and participation

The digital methods used can be split into two broad areas: media we controlled and media we did not control.

The media we controlled included a bespoke website that was developed as the primary tool for all online engagement as well as a Facebook page and a Twitter account throughout the statutory consultation period.

Officers were able to post updates, respond to queries and encourage people to have their say either directly onto the website by completing the questionnaire, sending a written response or an event.

Media we did not control included other social forums, websites and twitter accounts. We linked to popular sites from our website and encouraged them to promote the consultation. We also monitored discussion on social media and captured comments as part of the consultation feedback.

2.1 The Future Brixton website

www.futurebrixton.org

Links: 8

Views during consultation period: 6.634

Average views per day: 162

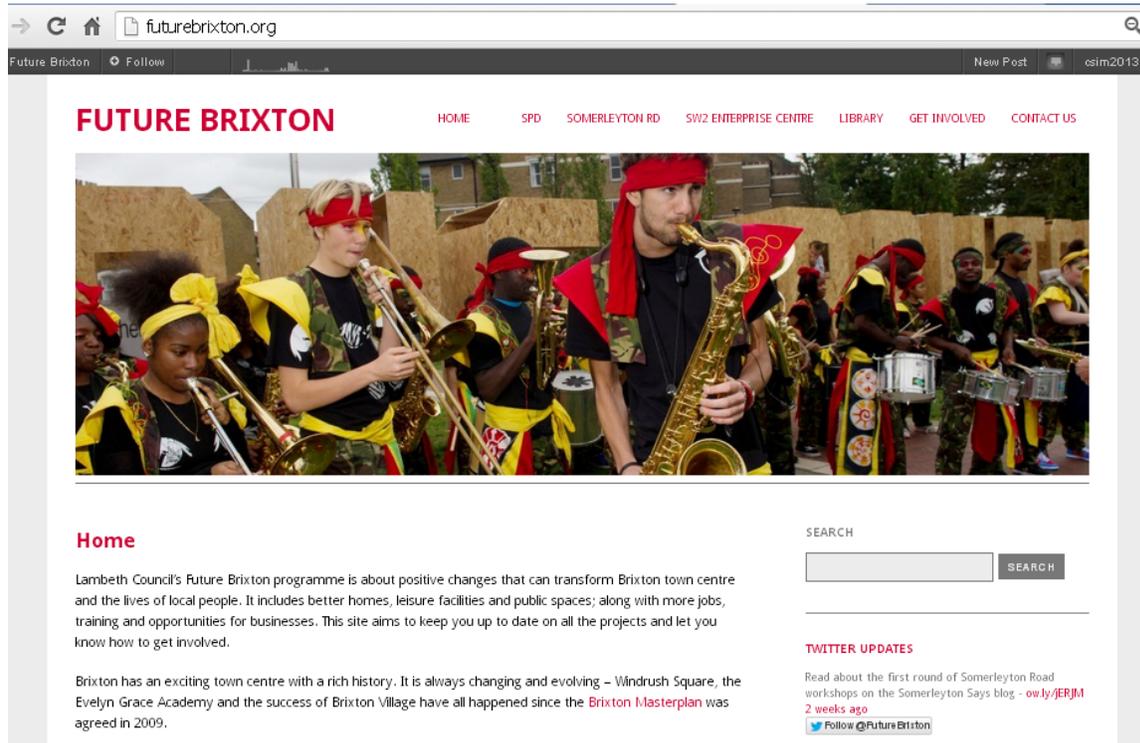
Total Comments: 16

Future Brixton website was the primary resource for our online consultation it provided all the documentation (SPD, EIA, Consultation statement, questionnaire and booklet) on the consultation. Providing links to various blogs, forums and partner sites, this site was a hub for locals to view all of the consultation material online and have their say.

The website was promoted in all communications and people were encouraged to complete the online questionnaire; 155 people completed it.

The documentation was on the 'library' page and could be viewed online via 'Wordpress' without having to download each file; very effective in increasing the accessibility of the site. The library page had in total 481 hits with the month of February having the most traffic (356 views).

Figure 1- Future Brixton website - home page



The website had links to 8 different partner sites:

- Brixton Blog
- Brixton Society
- Brixton Green
- Lambeth Council website
- Ovalhouse
- Planning Advisory Service
- Social Life
- Urban75

These sites all contributed in the promotion of the Future Brixton consultation in a variety of ways including adverts (Brixton Blog), discussions, (urban75), mentions, and links. Having an association with these sites boosted our site views by a significant number, in total 1,194 people were referred to futurbrixton.org via these sites.

Figure 2 - Table of referrals (stats taken from Wordpress.com)

| Referrer | Views |
|--|-------|
| lambeth.gov.uk | 711 |
| brixtonblog.com | 299 |
| Twitter | 221 |
| Search Engines | 122 |
| urban75.net | 121 |
| Facebook | 120 |
| mail.live.com | 52 |
| mail.yahoo.com | 48 |
| brixongreen.org | 39 |
| brixtonsociety.org.uk | 24 |
| lambethnews.wordpress.com/2012/10/03/brixton-recreation-centr... | 24 |
| 36ohk6dgmcd1n-c.c.yom.mail.yahoo.net | 22 |
| better.org.uk | 18 |

With the exception of our Lambeth site, the above statistics show the effectiveness of working with organisations with similar interests to aid in the publicising of the Future Brixton plan as well as any other future plans.

In future perhaps an investment in more links and cross platform promotion including adverts should be explored in order to increase a consultation's reach.

2.2 Other council media

Twitter: @FutureBrixton

Tweets: 49

Referrals: 221

Followers: 243

Users who retweeted: 15

Mentions: 21

Potential Reach: 34,157

The @FutureBrixton twitter account was used to tweet updates on how the consultation was progressing, send out invitations to consultation events and promote the Plan. Through this 15 users either retweeted about the plan or promoted it via the 'mention' function on twitter.

The combined followers of these 15 users equalled to 34,157, this means that every retweet or mention regarding the Future Brixton plan potentially reached this specified number of people. This created a 'snowball' effect enhancing the effectiveness of our online consultation greatly by expanding our reach.

Also @FutureBrixton had a link to our website which referred 221 people to the website therefore making Twitter a highly efficient medium to interact with the public for future consultations.

Figure 3 - Users and Followers table

| | |
|-------------------------------------|--------|
| Brixton Blog | 10,518 |
| Lambeth Council | 9,056 |
| Cyclists in the city (citycyclists) | 7,149 |
| Brick Box Ladies (The BickBox) | 2,490 |
| The Placestation | 1,794 |
| Lambeth Regen | 895 |
| Lambeth Deocracy (LBL Democracy) | 850 |
| Andrew Jacobs | 507 |
| Kinetika Bloco | 330 |
| The Spin Doctor | 247 |
| Lorna Gledhill | 178 |
| Gillian Kidney | 82 |
| Gwa_C | 29 |
| Rosetta Magnavacca | 23 |
| Peter James (peteJM99) | 9 |
| | |

Facebook: <https://www.facebook.com/FutureBrixton>

Likes: 21

Referrals: 120

Similar to Twitter, Facebook page was used to engage with the public audience online, in addition to written posts, we posted pictures of previous events and links to ongoing events and meetings as well as links to other partner sites in order to utilise all of the features available.

Facebook wasn't as prioritised as Twitter it was there as a 'presence' for people who wanted to access the consultation via Facebook. It acted as a substantial referral site linking 120 people

to the future Brixton webpage indicating that although it was just a 'presence' it was quite effective.

Email Updates: the Future Brixton emailing list

Emails sent: 4
Subscribers: 995

A total of 4 emails were sent to our future Brixton mailing list throughout the consultation. These emails notified our subscribers with the latest consultation information and served as reminders for recipients to get involved or promote the consultation.

There was also an update to the Green Community Champions network.

2.3 External media

Urban75 – Brixton Forum: www.urban75.com

Users commented: 26
Total number of posts: 145
Number of recordable comments on the SPD: 27
Discussions: 3

A pre-existing forum which appeals to a wide variety of locals within Brixton and other boroughs of London, this site provides an opportunity for people to voice their opinions on various different subjects which affect their area.

Three discussion threads were created by forum members as a platform to discuss the Future Brixton Plan. We had no control over these forums however we did monitor the 3 discussions in order to extract the opinions of the online Brixton community who use Urban75.

The comments taken from the site was then collated and uploaded into our comment spreadsheet. In total 26 people shared their views between the three forums commenting 145 times with 27 of those discussing in-depth specific schemes and proposals in the Supplementary Planning Document. Although a small figure, the information gathered from the users of Urban75 was substantial and sites such as urban75 should be monitored for future consultations.

Brixton Blog: www.brixtonblog.com

Referrals: 299
Unique Visitors to Brixton Blog during the consultation period: 48,856

Brixton Blog is tailored to provide to the locals all news, updates and important events in and around the Brixton area. This site was used to promote the Brixton SPD via adverts, blogs and articles, in this way it played a considerable external role in the online consultation.

The advert displayed on Brixton Blog was also a link to our futurebrixton.org website which proved quite successful as 299 people logged on to our website via the Brixton Blog.

During the consultation period Brixton Blog had 48,856 unique visitors and the pages that the advert were on was clicked 70,850 times. This indicates to a huge potential of reach the Future Brixton plan had because of popular websites promoting the consultation to their wide audience.

Other hyperlocal websites

In addition we linked to Brixton Green and Brixton Society websites – www.brixtongreen.org and www.brixtonociety.org.uk. Both websites covered the consultation and included links to the Future Brixton website, which led to referrals (39 from Brixton Green and 24 from Brixton Society). Both organisations have posted their official SPD responses to their respective websites.

3. Feedback

Throughout the online consultation we monitored and recorded views and opinions sent to us through the social media platforms discussed above. We also documented the comments received across all the platforms as part of the formal consultation.

3.1 Future Brixton website

The Future Brixton website had a comment section on each page where the public could state their views directly on a specific subject matter.

In total 16 comments were recorded with the 'home' page having the most at 6 comments. The questionnaire was pushed more so then the comment section as the main way to voice your opinions thus rendering the comment section as more of a subsidiary alternative.

Themes and Issues:

- Interested in the opening of the arches for more market space
- Concerns with possibility of having privately owned units – rent hikes
- In favour of the Somerleyton Road development – theatre
- Pleased with SW2 Enterprise centre

*"This is an opportunity to include what seems to be missing elsewhere – housing co-op, shared ownership, sheltered housing, workshops/artists workshops relating to the Theatre."*David Clarke

3.2 Other council media

Twitter: @FutureBrixton

There was very little direct feedback about the draft SPD itself and most mentions seemed to be organisations or individuals promoting the consultation itself. However, there did seem to be some momentum through comment and re-tweeting about the need for more detail about cycling.

Themes and Issues:

- Desire to see more of a focus placed towards cyclists in Brixton

"@FutreBrixton Your SPD is outdated and driver-centric. Make Brixton safer to cycle instead and end the insane daily private car gridlock."Gwa_C

Facebook: FutureBrixton

There were no comments or responses on the facebook page although one post was 'shared' by Brixton Blog.

3.3 External media

Forum: Urban75

There were three discussion threads during the draft Brixton SPD consultation:

- Council plan to redevelop Somerleyton road/Ovalhouse Theatre to move to the site
- Brixton news, rumours and general chat – April 2013
- Future Brixton consultation – What do people think of it?

Themes and issues:

- Concerned about the 'affordable housing' prospects
- Reservations on the Co-op council initiative and how much local views will be considered
- Push for more council housing and less Housing Associations
- Suggested locations for the "Boris Bike" i.e. Rushcroft road, Ferndale road.
- Interested in the prospect of having a car park
- Desire to make Brixton Road more pedestrian and cycle friendly

"What strikes me is that there is TOO much emphasis on subsidised community space (workshops, work spaces, meeting spaces, cinema (!), rehearsal rooms, creche, community

cafe), but I'm not convinced that it can be realised financially. After all, look at the Brix..."SparkyBird – local

4. Evaluation

The aim of our digital engagement strategy was to reach a wider audience and to monitor the interactions of people to see how they discussed relevant regeneration issues. For this reason we made full use of social network sites such as Twitter, which excels at expanding the user's reach through the 'mention' and 'retweet' function which has as a 'word of mouth' effect.

It takes time to establish a twitter account and gain a substantial following and credibility. With that in mind the twitter page gained a substantial amount of followers (243) for a new online presence considering the average amount of followers a user has is 126 according to Twitter's [lead engineer](#). It does suggest that twitter accounts need a time investment over the longer term to reach their full potential as engagement tools. In addition, having influential followers and persuading them to re-tweet is also important and maximum use should be made of other accounts that we have links with (for example @Lambeth_council).

Less investment was given to the maintenance of the Future Brixton facebook page. Some original photos were uploaded but all other posts were a direct feed from the twitter account. The page had only 21 'likes' but was useful for referrals to the Future Brixton website. Whilst facebook is more limited than twitter for promotion it can be used for more detailed information, e.g. events, videos and photos, which could be considered appropriate for future consultations.

The Brixton Blog had a significant impact on the consultation, promoting key events and developments regarding the Future Brixton plan to their local subscribers whilst advertising the Future Brixton website. In comparison to the other partner sites (Brixton green and Brixton Society) it had a greater effect in advertising the plan. This was always going to be the case considering their greater visitor numbers but was helped by the presence of a paid for advert on the homepage and some features mentioning the SPD consultation.

Urban75 offered invaluable insight into some residents' views and the appearance of three discussion threads shows the level of interest in regeneration issues. However, although there were many comments it was a relatively small number of people involved (26) and we need to be mindful that this was a limited number of, probably, like-minded established users.

With online consultations, it's difficult to assess the different demographics of our audience, whether in ethnicity, age, gender etc. This creates a barrier in attempts to gather a varied response from the many different people groups in Brixton. However one assumption could be raised and that is most young people belong to one or more of the above social sites so the online consultation is key in reaching this hard to reach group.

Online consultations have huge potential to reach large numbers of people who may not get involved with 'traditional' consultations. Twitter in particular is a simple, cost-effective way of

promoting consultations and trying to create a conversation. For the large numbers of people who regularly use social media networks, digital engagement provides a simple way for them to have their say at their convenience. Listening in to existing forums is a simple way of going to where the conversations are taking place.

With that in mind, on-going and long term investment in key digital channels is important to have fit-for-purpose, trusted channels already established when consultations start

Figure 4 – Table of comments – 33 comments recorded

| <i>Date</i> | <i>How</i> | <i>What</i> | <i>Theme</i> | <i>Theme</i> |
|-------------|------------|--|------------------|--------------|
| 04/02/2013 | Twitter | Quick read of @FutureBrixton plan - very little abt making safe, coherent to cycle there not drive. Fair? [Want] coherent routes for ppl to cycle to & thro Brixton that are safe enough for kids & older residents, unlike currently | cycling | |
| 04/02/2013 | Urban75 | As I said further up the thread, I like the idea of the theatre moving to Brixton. If it were to move to that corner, I'd like it done in a way that doesn't ruin the view of the mural. The mural is very important to lot of local people and is part of Brixton's cultural history. Also Carlton Mansions (which the mural is painted on) is home to many people and they will have their own views about what happens to that corner... | Somerleyton road | |
| 04/02/2013 | Urban75 | Had a look at the questionnaire - These two are unlikely to be answered in the negative. Brixton needs a significant number of new homes for current and future communities. (Strongly agree, agree, don't know, disagree, strongly disagree) A new cultural facility, such as a theatre, at the north end of Somerleyton Road will be a major new attraction and draw visitors to this area. First question doesn't suggest what type of housing. We need new homes but not ones that the local community can't afford. A cultural facility anywhere in Brixton would be a major new attraction and draw visitors to this area. It would be better to ask if this is the right thing for that corner - if they really want people's honest opinion. | Questionnaire | |

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|------------|---------|--|---------------------------------|--|
| 05/02/2013 | Urban75 | <p>don't often post here but would like to add my support for Oval House, who are a genuinely ethical organisation and have supported for decades local people and poorer people with an interest in theatre. I'd be thrilled to see them on that corner. Any ethical organisation working with locals and local young people needs all the support we can muster these days.</p> | Sommerleyton road | |
| 05/02/2013 | Urban75 | <p>Anyway, I didn't put what I think. I am concerned it doesn't address what type of extra housing we need in the area. It talks about encouraging more high street retailers - I'm not 100% against that but I think there should be a cap to how many we let in so as to keep the diversity of the area.</p> <p>It talks about improving the train station so more people can use it -well, many thousands use it in the morning to travel between Brixton rail and tube. I catch it every day - I don't like the flight of stairs - adding lifts on either side, bringing the ticket office to the ground floor and putting some more shops in the arcade would make it a bit better. However I don't believe that people would suddenly use the overground - people tend to have an underground mindset and presume the underground is quicker. The passage there just needs a good clean!</p> | Housing and Underground station | |
| 05/02/2013 | Urban75 | <p>I think the main problem with the whole Future Brixton thing is that for most people they can't make any sense of it - it's so vast and complicated and full of buzzwords that for many people I imagine it's a near-impenetrable concept.</p> <p>Just look at the area around Sommerleyton Road: I've had two people stop me in the street in the last three days asking me if I could explain what's going on, and when it comes to the ever-mysterious, chameleon-like designs of Brixton Green, it becomes a Lambeth-sized riddle, wrapped in a mystery, inside an enigma.</p> | Future Brixton Plan | |

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| 05/02/2013 | Urban75 | <p>Well I'm not so sure - have they actually got any stats to back this up?... and I still can't see how this scheme is going to make them any more affordable than what's already out there. And if it does then the other places are going to go belly up....</p> <p>Also one REALLY good comment from the event was to put info about what's happening on the outside of the town hall so more people see it. A bit like when hoardings around a building site have lots of info about what's going on inside...</p> | Housing, consultation | |
| 05/02/2013 | Urban75 | <p>Good point. There are not any from what I see. The formal consultation on the Brixton SPD should be about how peoples aspirations are written in planning terms. Some of the issues that Brixton Hatter brought up for example. If people feel that to much of the covered markets are being turned into eateries how can it be written into the SPD that a certain percentage be kept as retail? If people want more affordable housing how can it be written into the SPD that in any new scheme X% of housing has to be affordable? If the officers really wanted to get people involved they could help them with wording to submit to the formal consultation. In the end its the Cllrs/ Cabinet who agree the SPD.</p> | consultation | |
| 05/02/2013 | Urban75 | <p>Actually I thought the bulk of the leaflet was pretty good. There is lots of positive stuff in there. On the subject of housing it does recognise that "People want to see affordable homes in Brixton, preferably those with rents not linked to market value". The questionnaire is pants however - not worth the paper it's written on. Also, I share the scepticism here about Lambeth's propensity to listen and ability to bring into effect positive change. That said, it's a f***** difficult job and they don't have much money</p> | consultation | |

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|------------|---------|---|--|--|
| 05/02/2013 | Urban75 | <p>Just looked at questionnaire. Its really is that bad. Im surprised how poor it is. The whole idea of the SPD for Brixton is that , whilst Lambeth is strapped for cash, it can use planning guidelines to make sure that any new developments are done in the best interests of Brixton not just for profit of large companies. That is what planning can do. Without it its just up to "market forces".</p> <p>The Brixton SPD should be a document that we use to have a say in how Brixton develops.</p> <p>What disturbs me is that the draft does not provide concrete proposals for such things as affordable housing.</p> | | |
| 05/02/2013 | Urban75 | <p>think the main problem with the whole Future Brixton thing is that for most people they can't make any sense of it - it's so vast and complicated and full of buzzwords that for many people I imagine it's a near-impenetrable concept.</p> <p>Just look at the area around Somerleyton Road: I've had two people stop me in the street in the last three days asking me if I could explain what's going on, and when it comes to the ever-mysterious, chameleon-like designs of Brixton Green, it becomes a Lambeth-sized riddle, wrapped in a mystery, inside an enigma.</p> | | |
| 05/02/2013 | Urban75 | <p>Hi</p> <p>I went to the SW2 enterprise centre evening thing on 7 Dec - and reported back - all a bit woolly, esp as to how it was to be funded. There seemed to be tons of affordable 'community' space, but very little on how this would stack up financially and/or who would be running it</p> <p>Just going to read the report to see if it bears any resemblance to the event</p> | | |

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|------------|---------|---|--------------------------------|------------------|
| 05/02/2013 | Urban75 | <p>It talks about improving the train station so more people can use it -well, many thousands use it in the morning to travel between Brixton rail and tube. I catch it every day - I don't like the flight of stairs - adding lifts on either side, bringing the ticket office to the ground floor and putting some more shops in the arcade would make it a bit better. However I don't believe that people would suddenly use the overground - people tend to have an underground mindset and presume the underground is quicker.The passage there just needs a good clean!</p> | rail station improvements | |
| 05/02/2013 | Urban75 | <p>it's ok but it's designed to encourage people to the area to shop and party and live. it doesn't seem designed to make the lives of those who live here and have investment (time, money, work, life) easier - unless you're a business owner or developer. it seems clear to me that Future Brixton is not designed with my needs in mind, nor the needs of Brixtonites who are worried about how they are going to continue to live in the area.</p> <p>And the survey is clearly designed to get the answers they want.</p> <p>So if I was thinking of getting some public land to build houses to sell to affluent singles and couples I'd love it. Unfortunately what I need from Brixton is affordable housing, and stable amenities so that I can raise a family. No sign of that. My family have been working class londoners for at least four generations but I suspect my brothers and I will be the last</p> | what about existing residents? | affordable homes |

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| 05/02/2013 | Urban75 | <p>As you suggested, I think the questionnaire is far too bland to offer anything useful in terms of responses from residents. It lists the main key points "new jobs and housing" , "improve the environment" , "support the markets" etc etc but you only get the choice of saying strongly agree / agree / disagree / strongly disagree / don't know. Most of the questions are phrased in a way you couldn't possibly disagree with, such as "Brixton needs a significant number of new homes for current and future communities."</p> <p>As always, the devil is in the detail - and it's the detail which is the key issue. So, who owns these new homes? How many will be social/affordable homes? How many will be market rent, or less? What will the 'mix of tenures' be? Will the council own these homes to rent out, or will it be a developer or housing association? What will happen to older homes which need renovating/updating? What are the detailed targets for house building?</p> <p>The questionnaire as it stands simply invites residents to rubber stamp what the council already wants to do. If we want to really have a say on this, we need to email detailed comments to futurebrixton@lambeth.gov.uk rather than simply filling in the questionnaire.</p> | affordable housing | affordable retail |
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| 05/02/2013 | Urban75 | <p>Remember this is also a planning document - it will say what can and can't be built in Brixton. This is all about the Council readying itself for a big sell-off of council assets and doing deals with lots of developers. For me, one of the key things will be whether the council/community can retain ownership & control of the various land/developments. If we don't retain that ownership, all the new stuff which gets built will be sold to, and used by, the highest bidder. There will be no "affordable office space to help small businesses" if it is privately owned/operated. This is key for me.</p> <p>The 'more jobs' section says "we want to create more opportunities for independent shops and stalls within the market, the arches and in between the railway tracks". But that could just lead to the building of lots of new units, privately owned, with the landlords free to rake in profits and put up rents whenever they want (as is happening with InShops and the covered markets.) If the council was really serious about supporting independent businesses, it could retain ownership of any new units/retail space, they could keep rents affordable, encourage diversity of businesses, encourage young people to start enterprises, and plough any profits made back into the area, for example.</p> | affordable housing | |
| 05/02/2013 | Urban75 | <p>The mainline station clearly needs some brightening up at ground level. And it's a shame it is not linked into the new orbital railway. Though I understand that is for engineering and timetabling reasons.</p> | train station | |
| 05/02/2013 | Urban75 | <p>It's well lit but empty with a gambling shop and layers of dirt over everything else. A little bit of activity would improve it - still wouldn't mean that more people would use the train.</p> | train station | |

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| 05/02/2013 | Urban75 | actually a couple of new little places have opened up in there recently.. a v. cheap falafel shop and a shop selling handmade (I think) creams and lotions. There's also a vegetable shop and the cafe (with it's own fruit machine in the alcove opposite which always makes me grin). It is all a little bit grubby down there though and could definitely do with some improvement. It is a bit of a pain getting up and down those stairs although things have improved there - I remember there used to often be people smoking crack on the stairs - haven't seen that in a long while. | train station | |
| 06/02/2013 | Urban75 | WHAT BRIXTON NEEDS IS COUNCIL HOUSING BUILT BY THE COUNCIL, OWNED BY THE COUNCIL, RENTED OUT BY THE COUNCIL AT RATES AFFORDABLE TO MINIMUM WAGE EARNERS AND MANAGED BY THE COUNCIL SO THAT PEOPLE CAN STAY IN BRIXTON. WHAT BRIXTON DOES NOT NEED IS LAMBETH COUNCIL/OUR ASSETS SOLD OFF TO PRIVATE DEVELOPERS FOR PRIVATE PROFIT WITH INADEQUATE SOCIAL HOUSING COMPONENTS FOR LANDLORDS TO BUY AND RENT OUT AT RATES UNAFFORDABLE TO ANYONE ON LESS THAN £30K A YEAR. PS WE DON'T NEED ANY MORE ****ING TESCOS. | affordable housing | independent shops |
| 06/02/2013 | Urban75 | I'm surprised no one's kicked up a fuss about the proposal for KenCycles / BorisBikes on Windrush Sq too. As much as I like them, that's not the place for them, unless they take a parking space out of Rushcroft Road and put them there. | bike hire | |
| 07/02/2013 | Urban75 | I agree - the end of Rushcroft Road would be a better place for them than the square itself. Having them somewhere central where people can see them is important. The other proposed site iirc is Ferndale Road outside the Post Office. | bike hire | |
| 07/02/2013 | Urban75 | Not a lot of space in Ferndale. Rushcroft would be perfect if they could close it permanently, but I think trucks still come through the square from there (for some reason). | bike hire | |

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| 08/02/2013 | futurebrixton.org | <p>There are some really good ideas in these plans. Very sensible to reduce overheads by centralising the council buildings in one area. Really positive to build on the success of Brixton Village by opening up the arches and making a bigger pedestraised market and small shop retail area around the station. Improving the appearance of the street in Atlantic Road will be really beneficial</p> | markets | independent shops |
| 11/02/2013 | Urban75 | <p>Affordable housing.</p> <p>My understanding is that this is still up for discussion for this particular scheme . The amount and "affordability".</p> <p>I did not think the 65% of market rent was written in stone. Its officers preferred way of dealing with the new "affordability" criteria in Lambeth. I do not know if it is Lambeth policy or if its grown adhoc through negotiations with developers over planning application (ie the Barretts Brixton square).</p> <p>My understanding is that for this scheme done in a "Cooperative" spirit with the local community we will have a say in this. Something to be clarified with the Council I think.</p> <p>Officer did say to me that the Council are looking into possibilities of building Council housing at social rent. As Councils can borrow money now to build.</p> <p>The Council have said they want to do this scheme differently. With Community involvement. Why Council say they are doing it with Brixton Green. Hopefully Brixton Green with lobby for maximum amount of affordable housing. At an affordable rent.</p> | Affordable Housing | |

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| 11/02/2013 | Urban75 | <p>In short the people living there will go. Carlton Mansions is going to be redeveloped at some point as part of the scheme. It is locally listed. The question is how this is done and what it ends up as at the end of it. The Council have said that they want to keep the mural. Also keep and restore the front brickwork and keep the side by the railway. Thus keeping the streetscape. My personal bottom line is that it does not end up in the hands of Barratts to end up as swanky flats. Cannot say I am that happy to already see it labelled as business units. Would like a say in this. Business units for what? Are they to be affordable? What about studio space for creative people and artists? The Brixton Masterplan acknowledges that this part of Brixton has a historical heritage of arts. There is less and less affordable space for artists and creative people in Brixton.</p> | Carlton Mansions | |
| 11/02/2013 | Urban75 | <p>As someone who lives on the edge of the area I think the access question is absolutely key. For all sorts of reasons (the railway lines, the exterior face of the Barrier Block, generations of poor planning decisions etc) all of that bit of Brixton feels remote from the rest of it: cut-off. I think better, more welcoming access points from Railton Road will help immeasurably - as would a way of getting to and from the Evelyn Grace and Hill Mead from Milkwood Rd. Ovalhouse could be brilliant if it functions as a gateway into the area. Of course i'm only speaking as neighbour rather than a resident and i'd be interested to know if residents feel cut-off too, or whether that sense just comes from being on the outside looking in.</p> | accessibility | |

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| | | <p>The railway embankment provides a border from central Brixton that is increasingly becoming entertainment zone and less retail area.</p> <p>I am also a bit wary of the idea increasing access as I sometimes get the impression its driven by designing out crime ideas. I remember this came up at the one of the SPD meetings I went to before Xmas. I objected to the reference by some present of the Moorlands being a "ghetto" that needed opening up. As though the people who lived on it were some cut off bunch of aliens. I also said that any opening up of access in the estate should only be done if the people on the estate wanted this. It should not be imposed on them from outside.</p> | | |
| 11/02/2013 | Urban75 | Why do you think access question is absolutely key? | Moorlands estate | |
| 14/02/2013 | Futurebrixton.org | This is an opportunity to include what seems to be missing elsewhere – housing co-op, shared ownership, sheltered housing, workshops/artists workshops relating to the Theatre. There is also obvious community centre/hall for Brixton. Link the arts/leisure of the theatre through Brixton Village to Brixton Rec as a recognised theme/hub | Housing | |
| 24/02/2013 | Urban75 | Really boring but the way people can impact on the parking issue is commenting on the Future Brixton consultation. It may make no difference in the long run, but parking for the town centre is mentioned in that and if people comment it may make a difference. Probably would have much more impact at this stage than a letter to the SLP (although that's one to keep in mind for the future...) | Town parking | How to get involved |
| 07/03/2013 | Twitter | FutureBrixton Your SPD is outdated and driver-centric. Make Brixton safer to cycle instead and end the insane daily private car gridlock. | Brixton SPD | |
| 14/03/2013 | futurebrixton.org | Good start. Join it up at the start up, not an add-on, even if it's temporary. That would make people feel more involved, and it's not another opportunity being lost. And don't fully segregate – i.e. don't invest all enterprise activity in SW2 and ignore everyone else | SW2 Enterprise centre | |