Consultation Statement

190 Rye Lane, Peckham

December 2015

Prepared by

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Quality Standards Control

The signatories below verify that this document has been prepared in accordance with our quality control requirements. These procedures do not affect the content and views expressed by the originator.

This document must only be treated as a draft unless it is has been signed by the Originators and approved by a Business or Associate Director.

DATE ORIGINATORS APPROVED
October 2015 Charlotte Wills Jo Sistern
Account Executive Director

Limitations

This document has been prepared for the stated objective and should not be used for any other purpose without the prior written authority of GL Hearn; we accept no responsibility or liability for the consequences of this document being used for a purpose other than for which it was commissioned.
1 EXECUTIVE SUMMARY

1.1 This report outlines the public consultation programme undertaken on behalf of 2 Gee Developments Ltd, the owners of the site, who are seeking to redevelop 190 Rye Lane in Peckham. 2 Gee Developments Ltd appointed GL Hearn’s Strategic Communications team to undertake the public consultation from June to September 2015.

1.2 This report summarises the approach to consultation, the feedback received as a result, and how the project team has responded to the main themes which have emerged through the process.

1.3 The plans being submitted are a full planning application and conservation area consent, for the retention of the façade of 190 Rye Lane, demolition of all other buildings and structures and redevelopment to form 22 new dwellings in total; a 691.4sq m (GEA) restaurant (A3); new landscaped open space; surface vehicle and cycle parking; access and associated and ancillary development.

1.4 The project team engaged with officers and councillors from Southwark Council, local community organisations, immediate neighbouring residents and local businesses. A consultation newsletter was circulated to the local community; two on-street surgery sessions were held and door-to-door visits to businesses were carried out, and a meeting was held with Peckham Vision, all in support of the consultation programme.

1.5 The feedback summarised in this report was received through a variety of means including verbal feedback from the on-street surgeries and door-to-door sessions, from e-mails sent directly to the project team, and also through the use of feedback forms which were provided within the consultation newsletter. Feedback forms could be posted or e-mailed to GL Hearn and in total, 36 items of written feedback was received.

1.6 The key themes emerging from the feedback centred on: protecting what was felt to be ‘a local institution’, namely the Canavan’s Pool Club; the potential value of the properties and whether they would be affordable to local people; and a general desire to see the site and the area redeveloped and regenerated.

1.7 The project team has sought to respond to the feedback received from the consultation process which is detailed in the table in section 5 (page 14). The team has noted both the concerns on the proposals and the significant desire to see the re-development of 190 Rye Lane, with 60% of those who returned feedback forms either ‘supporting’ or ‘strongly supporting’ this concept. Furthermore, 53% of the recipients think that the proposals for the site are either ‘good’ or ‘very good’.
2 INTRODUCTION AND CONTEXT

2.1 2 Gee Developments Ltd appointed GL Hearn’s Strategic Communications team to undertake a programme of public and stakeholder consultation in relation to proposals for the re-development of 190 Rye Lane, Peckham.

2.2 In brief, the site is brownfield and is predominantly used as a salvage yard containing piles of building materials and a number of steel storage sheds. A 19th century traditional brick building is located at the front of the site, fronting onto Rye Lane, which houses a small hairdressing salon on the ground floor with two residential units above. Next to this existing building on Rye Lane is a ‘gap’ within the otherwise uninterrupted frontage on the street, which incorporates a covered gateway to allow vehicles and pedestrians to enter the salvage yard. Neighbouring the site are largely three storey buildings, also with traditional brick frontages, with the exception of Robert Court which is a modern, four storey, primarily residential block. A more detailed site description can be found in the Design and Access Statement.

2.3 Plans for the site include up to 22 new apartments including a mixture of affordable and private housing, communal gardens for new residents, retail space at ground floor level, secure pedestrian and delivery vehicle access directly from Rye Lane as well as the potential development of a basement for commercial use such as a quality restaurant. The proposals aim to be in keeping with the surrounding area, incorporating the existing site frontage and the height of the proposed buildings. A more detailed description of the plans can be found in the Design and Access Statement.

2.4 The consultation programme implemented for this application not only responds to the advice laid out in the National Planning Policy Framework, but also Southwark Council’s Statement of Community Involvement (SCI) as adopted on 29th January 2008, which states, “We expect developers to carry out consultation on Major developments before the application is submitted”. ‘Major developments’ include any development which proposes 10 or more dwellings. The methods of consultation that were used during the process are highlighted in Southwark Council’s SCI as being suitable for use regarding Major Planning Applications. These methods and the general approach to consultation are discussed in more detail in the section 3 (page 6).
3 METHODOLOGY AND PROGRAMME

3.1 In this section, the approach to consultation is outlined and is based on best practice principles established and followed by GL Hearn’s Strategic Communications team. The aim was to conduct an appropriate programme of consultation which reflected the scale and nature of the site and provided the opportunity for interested residents, businesses and community groups to view the proposals and provide feedback. The approach to consultation was agreed with local ward councillors and planning officers.

3.2 The following principles have been followed throughout:

- Identify for consultation, those parties who will potentially be affected by the proposals
- Explain the approach to consultation and how people can get involved
- Provide the opportunity for feedback on emerging proposals to be reviewed by members of the project team
- Clearly outline timescales for the consultation
- Report back on the feedback that has been received and how this was responded to

Stakeholders

3.3 At the beginning of the process, GL Hearn reviewed the development site and the surrounding area to draw up an appropriate list of stakeholders. As such, the following stakeholders were identified:

- The Lane Ward councillors
- Local residents and business (please see Appendix A for the scope area that were included in the consultation)
- Peckham Vision (which is closely associated with the Peckham Town Centre Forum and Rye Lane and Station Action Group)
- Bellenden Residents Group
- Rye Lane Traders Association
- Peckham Society

3.4 As previously stated, ward councillors were consulted early on in the consultation process, to approve the consultation approach.
3.5 Consultation newsletters were sent to Peckham Vision, Bellenden Residents Group, Rye Lane Traders Association and the Peckham Society electronically. The groups were also given the opportunity for a meeting with the project team. A subsequent meeting was set up with Peckham Vision on the 15th October 2015; please see section 5 (page 14) for more detail.

**Newsletter**

3.6 A four-page consultation newsletter was distributed to 411 addresses within the scope shown in Appendix A. The newsletter was distributed to properties that surround or are in close proximity to the site. The mailout scope was deemed appropriate given the confined nature of the site and the scale of the proposed plans.

3.7 The newsletter provided details of the proposals as well as the opportunity to provide feedback through a tear-off comments form. The newsletter was designed so it could be easily read and feedback conveniently returned, particularly by time-poor, working residents who would ordinarily be unable to attend dedicated consultation events and read through significant amounts of information. Contact details were also provided for any interested party to contact the project team with questions or comments on the plans. In addition, the document promoted the on-street surgeries to be held at the development site for members of the local community to visit and ask the project team questions on the plans. A copy of the newsletter can be found in Appendix B.

3.8 Peckham Vision also displayed the newsletter in their local shop window along with the contact details of the team.

**On-street surgeries**

3.9 Two on-street surgery sessions were held for interested members of the public on Thursday 17th September, 12 noon – 2pm and Friday 18th September, 3pm – 5pm. The surgeries were held outside of the development site, at the entrance of the Christmas Ward salvage yard, 190 Rye Lane. Members of the project team attended including from the GL Hearn Strategic Communications team and ColladoCollins, the Architects.

3.10 In total 66 individuals attended the surgeries.

3.11 As discussed in point 3.5, the newsletter was used as an opportunity to promote the on-street surgeries. Details of the events were featured in the newsletter including the dates, times and location of the surgery stall. The dates and times were also posted on Peckham Vision’s website.

3.12 The location of the on-street surgery on site was chosen as it receives high footfall being on Rye Lane, and provided the opportunity to highlight the location of the site and to catch the immediate
local community who may live locally, work locally or visit Rye Lane regularly. The on-street surgeries were held during the daytime to catch workers on their lunch breaks or leaving work. Photos of the session are available in Appendix C.

3.13 If a member of the local community was interested in the proposals but was unable to attend the on-street surgeries, they could contact the project team with their questions via one of the options outlined in the newsletter - freepost, telephone or email – and the team was happy to send out visual materials on request that were used to aid discussions at the surgeries.

Door knocking

3.14 As part of the consultation strategy it was agreed that the project team would undertake a “door knocking” exercise with the immediate neighbouring businesses along Rye Lane. This involved approaching members of staff, managers or owners of the businesses directly at each business and asking for their views on the proposals. The door knocking of local businesses was undertaken in conjunction with the dates of the on-street surgery.

3.15 Conversations were had with businesses where possible on Copeland Road and along Rye Lane to Choumert Road. A list of the businesses that were approached can be found in Appendix D.

3.16 Copies of the consultation newsletter were presented to members of each business and the majority of those approached as part of the exercise stated that they were already aware of the proposals. Generally, people indicated that they had either already submitted their feedback via the freepost address or were not interested in taking part. Where individuals indicated an interest in providing feedback, either verbal feedback was taken, or a form was presented for them to fill out on the day.
4 FEEDBACK RECEIVED

4.1 As part of the public consultation, all feedback was received, recorded and collated by GL Hearn who received 28 completed feedback forms and 8 email representations. Throughout the consultation, members of the project team were updated with the nature of responses received. The project team have reviewed the responses, as well as the comments noted during both the on-street surgeries and door-knocking, and a summary of the responses are captured in section 5 (page 14).

Feedback forms

4.2 As noted in section 3, feedback forms were distributed as a tear-off page within the newsletter. The feedback forms contained three questions – two with multiple choice options and space for additional comments to explain the selection and one for general comments. It should be noted that not all respondents made a multiple choice selection (this is indicated in the charts below as ‘N/A’) and a number also did not choose to explain their answers or provide general comments.

4.3 Question 1 asked “How do you feel generally about the regeneration and re-development of 190 Rye Lane?”

Main themes of additional comments in order of frequency with number of recipients raising this in brackets

- Welcome the idea of redeveloping the site and regenerating the area (9)
- Concerns over whether Canavan’s Pool Club will be affected by the proposed development, particularly from noise complaints from new residents (3)
- Regeneration can impact on the local culture and community (3)
4.4 Question 2 asked “*What do you think of the proposals for the site?*”

<table>
<thead>
<tr>
<th>Main themes of additional comments in order of frequency with number of recipients raising this in brackets</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Concerns that new residential development would adversely impact Canavan’s Pool Club - a need for existing local businesses to be preserved (4)</td>
</tr>
<tr>
<td>• Proposals do not consider existing local residents and businesses (4)</td>
</tr>
<tr>
<td>• Good proposals/looks like a good idea (3)</td>
</tr>
<tr>
<td>• Provides opportunities for people and businesses (2)</td>
</tr>
</tbody>
</table>

4.5 The feedback form provided space for general comments. Please see below the main themes which emerged from the comments.

<table>
<thead>
<tr>
<th>Main themes of additional comments in order of frequency with number of recipients raising this in brackets</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Concerns whether Canavan’s Pool Club will be affected by the proposed development by complaints from new residents, particularly regarding noise (3)</td>
</tr>
<tr>
<td>• General support for the re-development and improvement of the area (4)</td>
</tr>
<tr>
<td>• Affordable housing needs to be considered (4)</td>
</tr>
</tbody>
</table>

4.6 The feedback form also included a section asking for contact details of the individuals who were filling out the form as well as key information such as age, gender and what the respondent’s reason for interest was in the site. For a breakdown of the demographic analysis of the feedback forms please see Appendix E.
Additional feedback

4.7 8 e-mails were sent to the project team which set out general comments, questions and concerns over the proposals. The main themes and the number of times these were included in a response are provided here:

<table>
<thead>
<tr>
<th>Main themes of additional comments in order of frequency with number of recipients raising this in brackets</th>
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</thead>
<tbody>
<tr>
<td>• Concerns that Canavan's Pool Club will be impacted (5)</td>
</tr>
<tr>
<td>• Example comments:</td>
</tr>
<tr>
<td>o “Further to this concern is the location of the proposed development; right next to an established live music venue and pool bar. I’m mostly concerned that the people who will spend a considerable amount of money to move into these flats will inevitably complain about noise the established venue creates. I’m worried that this will lead to licensing problems and, in a worst case scenario, closure of the venue.”</td>
</tr>
<tr>
<td>o “It disregards the community and will create a situation where residents are unhappy due to unpreventable noise made by the influx of people into Canavan’s, your company will be unhappy due to mass complaints by Canavan’s and its customers and the people whose livelihood depends on Canavan’s keeping its doors open and its business thriving.”</td>
</tr>
<tr>
<td>• General support for the redevelopment of the site (5)</td>
</tr>
<tr>
<td>• Example comments:</td>
</tr>
<tr>
<td>o “In general, I am with Peckhamites that consider it’s good to see such schemes go ahead and I certainly do not share the concerns about over development - most of the site looks like a wasteland at present!”</td>
</tr>
<tr>
<td>o “This re-development of an unused site will definitely benefit a lot of people and would be a step closer to a cleaner, better Rye Lane.”</td>
</tr>
<tr>
<td>• Consultation scope could be wider and events should be held outside of working hours (4)</td>
</tr>
<tr>
<td>• Example comments:</td>
</tr>
<tr>
<td>o “We didn't receive any information at all about 190 Rye Lane redevelopment. No information and no opportunity for consultation.”</td>
</tr>
<tr>
<td>o “Firstly I would like to say that it is somewhat disappointing that pre-application consultation is taking place during weekday working hours. I would very much like to see the plans but am only in Peckham during evenings and weekends. It does not seem like a very genuine attempt to hear the views of Peckham residents.”</td>
</tr>
</tbody>
</table>
More information required on the level of affordable housing and questions raised over 'who' will be able to afford these new homes (4)

Example comments:
  o “You mention "affordable" housing without going into any specifics. Before this planning application is accepted I - as a resident concerned for the original community - I would like to know exactly your definition of "affordable" and how many of your 22 flats will meet this criteria.”
  o “It just says apartments without any indication of prices and who will be able to afford them. Can you give an indication of this?

Concerns over the perceived loss of façade (2)

Example comments:
  o “The Victorian building on Rye Lane would be demolished and a new building constructed with the façade resembling the old one. Is that the right way to treat this Victorian building in the Conservation Area?”
  o “Like others, I am very concerned at the possible loss of the Victorian buildings fronting the street.”

Perceived over-development and over-bearing (2)

Example comments:
  o “… my concern is the size and overbearing nature of the amount of dwellings proposed.”
  o “This appears to be residential over development. The provision is for 22 apartments. In the PNAAP, <http://www.southwark.gov.uk/downloads/download/3933/peckham_and_nunhead_area_action_plan_-_adoption> Part 2 Page 44, it provides for 10 residential units. This is a big discrepancy. – what is the reason?”

Door knocking feedback

4.8 Feedback was also received verbally during the door-knocking exercise. Below is a breakdown of the key themes which emerged as part of the conversations held with the various businesses approached:

  ● Broadly welcome any new proposals for the site.
  ● Like the look of the frontage and balconies are a good idea.
  ● Need to consider the pricing of the flats and affordability to the local community.
• With Tesco and Sainsbury’s coming into the area, the retail offer is picking up, but there is still a need for more appropriate sized retail and commercial units to be available.

• Need to consider existing retail offer when looking to attract other businesses to the ground floor and basement units; be careful not to duplicate the type of shops which already exist.

Stakeholder feedback

4.9 The team met with Peckham Vision on Thursday 15th October 2015. Some key areas of discussion are outlined below:

• The potential for alternate uses for the site as opposed to residential – this issue is responded to in the team response table in section 5.

• Clarity was sought over the Area Action Plan allocation for the site – this issue is responded to in the team response table in section 5.

• Canavan’s pool club was discussed given its immediate proximity to the site and the concern that there is “juxtaposition” between housing and the night time economy of Peckham. This is leading to new residents complaining about noise and disruption – this issue is responded to in the team response table in section 5.

• Emergency service access and waste disposal arrangements - it was outlined that the internal buildings for the site would have a residential sprinkler system meaning the fire brigade would not need vehicle access to the core of the site. Any refuse collection would all be made from a bin store towards the front of the site.

• Some concern that despite the development being car free, people will still have cars and may park where there is no CPZ at the moment – car-free developments have been successful across London and with 190 Rye Lane having the best Transport for London rating in regards to accessibility to public transport (PTAL 6b), it is exactly this type of site which should come forward as car-free.

• Clarity was sought as to what type of affordable housing was being proposed and the nature of this – this issue is responded to in the team response table in section 5.

• A question was asked whether the site would be sold freehold or leasehold - at this point, not much thought has been given to the ownership of the site after sale.
5 TEAM’S RESPONSE TO ISSUES RAISED

5.1 To enable the design team to respond to the main issues raised through the consultation, GL Hearn reviewed all feedback received to draw out common themes. Responses to these themes are set out in the following table:

<table>
<thead>
<tr>
<th>Theme</th>
<th>Team Response</th>
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<tbody>
<tr>
<td>Potential impact of the development and its new residents on Canavan’s Pool Club</td>
<td>The team are aware of the site’s location and its proximity to Canavan’s Pool Club. Any plans the developer intends to bring forward will ensure that adequate mitigation is implemented, in the form of sound proofing, to the proposed flats. There will however, be a need for anyone buying the properties to accept that they are purchasing in an urban setting. It is clear that the facility and the activities offered at Canavan’s is of high importance to the local community and as such, it is beneficial to both the existing community, and the developer, to ensure the most appropriate plans for this site come forward and our project team are working hard to achieve this.</td>
</tr>
<tr>
<td>Support the regeneration of the site</td>
<td>The project team notes the enthusiasm by many of those who responded to the consultation process for the regeneration of the site. At present, 190 Rye Lane is a run-down and under-used brownfield site and the team feels that the proposals will realise the site’s potential to make a lasting and meaningful contribution to the area.</td>
</tr>
<tr>
<td>Levels of affordability of new homes</td>
<td>The value of the flats when completed will be subject to market conditions. The majority of the new apartments will be for private sale and will be priced appropriately for the local market. The ultimate value of these properties is not a material planning consideration and as such the planning application cannot be determined with this in mind. However, building A as outlined in the Design and Access statement (the building immediately adjacent to Rye Lane) will be provided for affordable housing on site, with the precise mix being subject to discussions with the Council.</td>
</tr>
<tr>
<td>Consultation could have been wider and events held outside of working hours</td>
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The programme of consultation and engagement was developed in line with relevant planning policy on a local and national level and respective of the size and scale of the development. The programme of consultation was discussed with relevant ward members at Southwark Council and agreed with them and the planning officer.

The project team perceived that it was likely that a number of time-poor residents would be unable to attend any consultation session and for that reason, it was decided to send the newsletter with the option of a tear-off feedback form. The on-street surgery sessions were intended to complement the mailout of this newsletter.

The team have endeavoured to share the community newsletter and offer meetings to a number of community organisations in the area including Peckham Vision, Bellenden Residents Group, Rye Lane Traders Association and the Peckham Society. This was in addition to sending out 411 newsletters to the neighbouring community and the businesses that were approached whilst door-knocking.

The surgeries were held at the development site and the times proposed for the surgeries were such that they would be most convenient for lunch-time passing footfall, as well as local footfall towards the end of the business day. The team accepts that there will inevitably be times during the day which are inconvenient for any demographic in the community but have been willing to supplement all activities by sending out additional information on request to allow flexibility in our consultation approach.

All of the above approaches to consultation are included in Southwark Council’s Statement of Community Involvement as being suitable for use regarding Major Planning Applications (page 38 – page 45).
| Heritage and design | It is understood that 190 Rye Lane falls within the boundaries of Peckham’s Conservation Area and although not listed, the proposals aim to preserve and enhance the building and positively contribute to the current architectural feel of the area.  

The proposals retain the existing front elevation onto Rye Lane and will return the frontage back to its original red brick finish. The new residential façade which will fill the gap in the existing frontage along Rye Lane, (above the entrance to the salvage yard) will be of a sympathetic but contrasting material of light brickwork. The project team have worked closely with officers at Southwark Council to ensure that the approach being proposed is in keeping with the character of Rye Lane and is appropriate for this site. |
| Perceived over-development | Residential and retail uses are thought to be appropriate for the site given its proximity to local transport links, the nature of the site being brownfield land and the chronic housing shortage in London.  

Some feedback received as part of the consultation process referred to the Peckham and Nunhead Area Action Plan (PNAAP) which indicates the development has the capacity for 10 residential units. However, pre-application discussions with officers at Southwark has indicated that, given the site’s location, its current underutilisation and the wider necessity to deliver new homes, more residential units could be delivered at 190 Rye Lane. |
| Alternative use for the site | A limited number of comments highlighted other buildings within Peckham which have successfully integrated alternative uses such as the Bussey Building and that similar uses could be implemented at 190 Rye Lane. The nature of 190 Rye Lane is a constrained and relatively small site in comparison to the locations highlighted by the respondents. The project team has, in discussion with planning officers at Southwark, worked hard to ensure the most appropriate mix of uses is sought for this development. As a result, we believe the balance of residential and commercial use, as proposed, will provide significant benefit to the local community within the context of Rye Lane and the existing retail offer. |
6 CONCLUSION

6.1 2 Gee Development Limited is seeking to redevelop the site at 190 Rye Lane, Peckham. At present this site is a run-down and under-used brownfield site. The proposals submitted by the project team will make a lasting and meaningful contribution to the area, support increased employment, and provide a high quality architectural solution which can set a precedent for the rejuvenation of the area.

6.2 2 Gee Development Limited is committed to the consultation programme and has sought to engage with neighbours and local community stakeholders throughout the pre-application process.

6.3 In summary, the key topics which emerged from the consultation were focused on: the potential impact of new residential units on Canavan's Pool Club; the affordability of the new units; a desire for the consultation programme to be wider and events held outside of working hours; heritage and design of the frontage on Rye Lane should be retained; perceived over development of the site; and the potential for alternative uses on the site.

6.4 The project team has sought to respond to the feedback received from the consultation process which is detailed in the table in section 5. The team has noted both the comments and concerns on the proposals and the significant desire to see the re-development of 190 Rye Lane, with 60% of the recipients sending back feedback forms either ‘supporting’ or ‘strongly supporting’ this concept. Furthermore, 53% of the recipients think that the proposals for the site are either ‘good’ or ‘very good’.

6.5 Further details on the evolution of the design of the proposals can be found in the Design and Access statement submitted to Southwark Council as part of the planning application.
APPENDICES

APPENDIX A: Distribution scope

Figure 1: Distribution scope map. 411 addresses were included in the scope
APPENDIX B: Consultation Newsletter

Figure 2: Front page and back page of consultation newsletter
Figure 3: Inner pages of consultation newsletter
Figure 4: Tear off feedback form
APPENDIX C: Consultation photos of on-street surgery

Figure 5: Photos taken on Thursday 17th September 2015 at the on-street surgery
APPENDIX D: Businesses approached for door-knocking exercise

- Lerryns Café
- Paradise Heritage Boutique
- Emporium Hydroponics
- IG Fashion & Hair Salon
- Oyin’s Textile
- Ozzies Coffee Shop
- Ladan Express – Internet cafe
- Carlton Jefferson - Chiropodist’s
- Coral
- T & S Afro Cosmetics
- Lobos Seafood Ltd
- Crocker
- UCKG Help Centre
- Roya Textiles
- Help Centre
- Tasty Spice Bakery
- Olu’s Hair
- Wang Jia Supermarket
- Peckham Bargain – Many Items
- Jaffa Food Store
- Rye Lane News & Off Licence
- Aksu
- Tommys – Prams & Cots
- The Makeover – Hair & Beauty Salon
- Hax International
- Stella’s Groceries & Vegetables Ltd
- Tfnc
APPENDIX E: Demographic information

Figure 6: Pie chart indicating reason for interest in the site

Figure 7: Pie chart indicating gender of respondents

Figure 8: Pie chart indicating age group of respondents