

Kenley Community Plan

Setting out Kenley community's priorities and proposals
from April 2020 to March 2025

Update on the final Kenley Community Plan

The draft Kenley Community Plan (the Plan) was published for public feedback between 21 February and 22 March 2020 following nine months of engagement and over 730 responses to produce the Plan. Respondents were asked to identify inaccuracies, information that was unclear, and provide any other questions or suggestions about improving the information in the Plan. Over 70 people responded.

Due to the Covid-19 pandemic, the original publication date in Spring 2020 was delayed as a result of:

- Redeployment of Council staff to essential Covid-related work
- Uncertainty around funding which had formed an important part of our successful bid to the Greater London Authority (GLA) for the Connecting Kenley Programme (CKP), supporting priorities identified by the community in the Plan¹. A revised programme was agreed

and a contract signed with the GLA in October 2020

- In addition, the Council's challenging financial situation required that from October 2020 all of the council's work programmes were subject to additional financial scrutiny before delivery and spend could commence.

This final Plan has been updated to take account of the feedback on the draft and to reflect the delays and changes resulting from the pandemic.

Future Updates

Further updates on the progress of the CKP and other related work in Kenley will be found on the Council's [Kenley webpage](#).

April 2021

¹ The Connecting Kenley Programme was developed as a result of the KCP engagement. It is a comprehensive programme of works which aims to provide public realm, community space, sustainable transport, air quality and business support to bring together different parts of the community and provide the civic infrastructure required to enable good growth in Kenley.

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**Kenley
Community
Plan**

Chapter 1

INTRODUCTION

1.1 INTRODUCTION



Kenley has been identified as one of four areas designated as a Focused Intensification Zone (FIZ) for housing growth in the borough, as part of Croydon Council's adopted April 2019 *Suburban Design Guide Supplementary Planning Document* (SPD). During the consultation on the SPD, concerns were raised by the community about the impact housing growth would have on Kenley. To address these concerns, Croydon Council (the Council) secured funding from the Greater London Authority's (GLA) *Good Growth Fund*¹ (GGF) in early 2019 to explore these issues further through the creation of a community plan.

Croydon's *Local Plan 2018* outlines the need for

around 33,000 new homes across the borough from 2016 to 2036. Croydon is currently reviewing the Local Plan due to the drafting and publication in March 2021 of an updated *London Plan* in March which sets a housing target for Croydon of 41,800 homes which will be considered as part of planning for homes in the *Local Plan Review* for the borough and the 16 Places. The next draft of the Local Plan Review will be published in Summer 2021.

The Kenley Community Plan (KCP) outlines priorities for investment in facilities, services and infrastructure identified by the community as it experiences growth and change. The engagement period to produce the Plan ran from March to September 2019.

In February 2021, the Kenley Community Steering Group (KCSG), which aims to be representative of the community, was convened to guide delivery of the Plan to ensure that real and lasting community benefits are realised in a sustainable and managed way.

This chapter outlines how the Plan developed and gives an overview of future work. Chapter 2 provides a background to Kenley and its residents. Chapter 3 discusses the engagement methodology and activities followed with residents, businesses, key stakeholders and other people connected to Kenley to build up a good understanding of what they think about the area – its strengths and assets, its challenges, issues and opportunities. Chapters 4 and 5 sets out the community’s priorities for interventions across seven areas or themes, and Chapter 6 identifies a range of project ideas suggested that might address these priorities and make a positive contribution to the growth of the area. The final chapter provides details on how the plan will be delivered, how to comment and keep in touch with the ongoing work.

The community engagement and the Plan were delivered by Croydon Council, AOC, Locality and Commonplace.

AOC are architects who specialise in working with communities, and are part of the GLA Architecture Design and Urbanism Panel. They have worked with Locality and Commonplace to deliver this Plan and ensure that it is representative of the views of the residents of Kenley.

Locality is a national network supporting community organisations to be strong and successful. They have undertaken the research and engagement with the Kenley community.

Commonplace is the on-line engagement tool that was used to create a survey to help the community provide feedback to inform the development of the Plan.

¹ *Good Growth is the London Mayor’s regeneration programme to support growth and community development in London and the GGF supports innovative, best practice regeneration activities to make London a place of opportunity for all.*

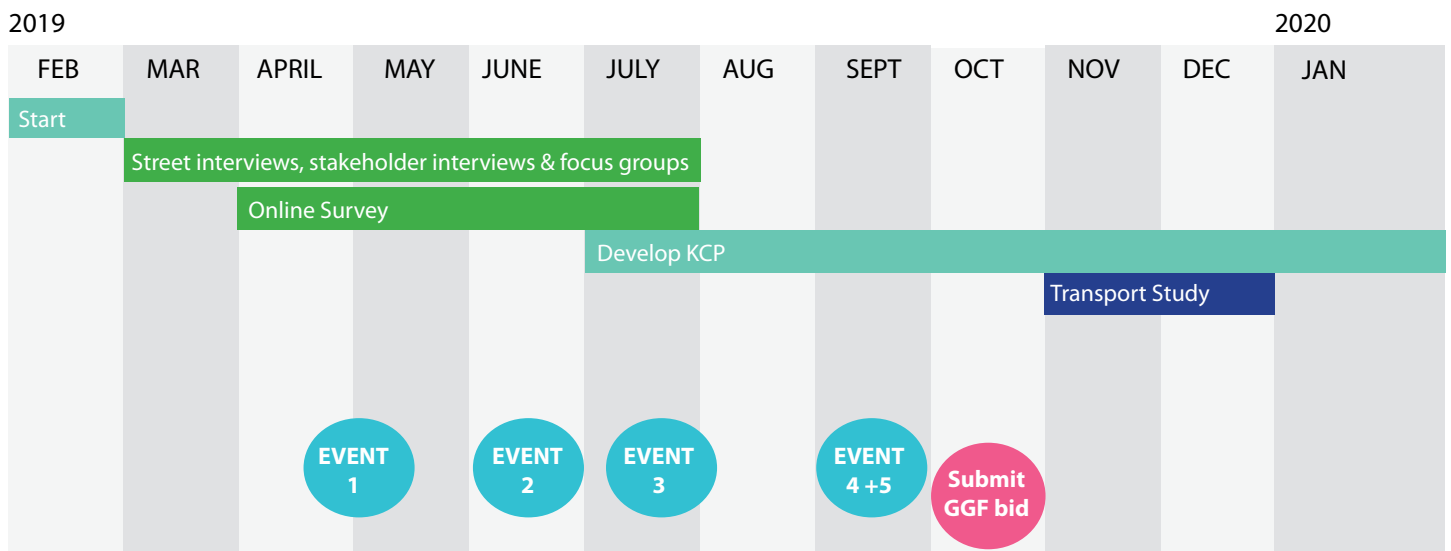
1.2 HOW THE KENLEY COMMUNITY PLAN WAS DEVELOPED

To produce this Plan the project team engaged with residents, businesses and visitors across Kenley from March to September 2019 to gather their views about the future of Kenley.

In order to capture wide and representative views from across the area a “mixed method” approach to engagement was designed. This included street interviews, public events, focus groups and stakeholder interviews. These face-to-face activities were supported through an interactive online survey hosted on the Commonplace website from 29 March to 31 July.

A separate engagement exercise was undertaken with local businesses comprising an online survey and interviews with on-street businesses in Kenley.

Three public events were held to enable the community to review findings gathered to date and provide further feedback to the project team. Final events in September at Kenley Memorial Hall and Old Lodge Lane Baptist Church provided feedback on findings of all the engagement prior to the drafting of the Plan.



Plan Programme

1.3 TRANSPORT STUDY

Road safety, parking stress and the level of public transport provision have been identified as major concerns to the community over many years, especially around Kenley Station and the FIZ. For example, there have been on-going campaigns to introduce a signalised crossing at the Godstone Road/Hayes Lane junction. The consultation on the Council’s Suburban Intensification SPD emphasised these concerns which have also come through strongly as a priority for the Plan.

In order to inform what additional transport infrastructure or improvements may be required to sustainably accommodate the anticipated growth taking place in the Kenley Area FIZ, the Council commissioned a study from a transport engineering consultancy with some of the Good Growth funds. The report was published in the summer of 2020 and identified a range of high level improvements. These will be prioritised and taken forward subject to further detailed feasibility work and costings.

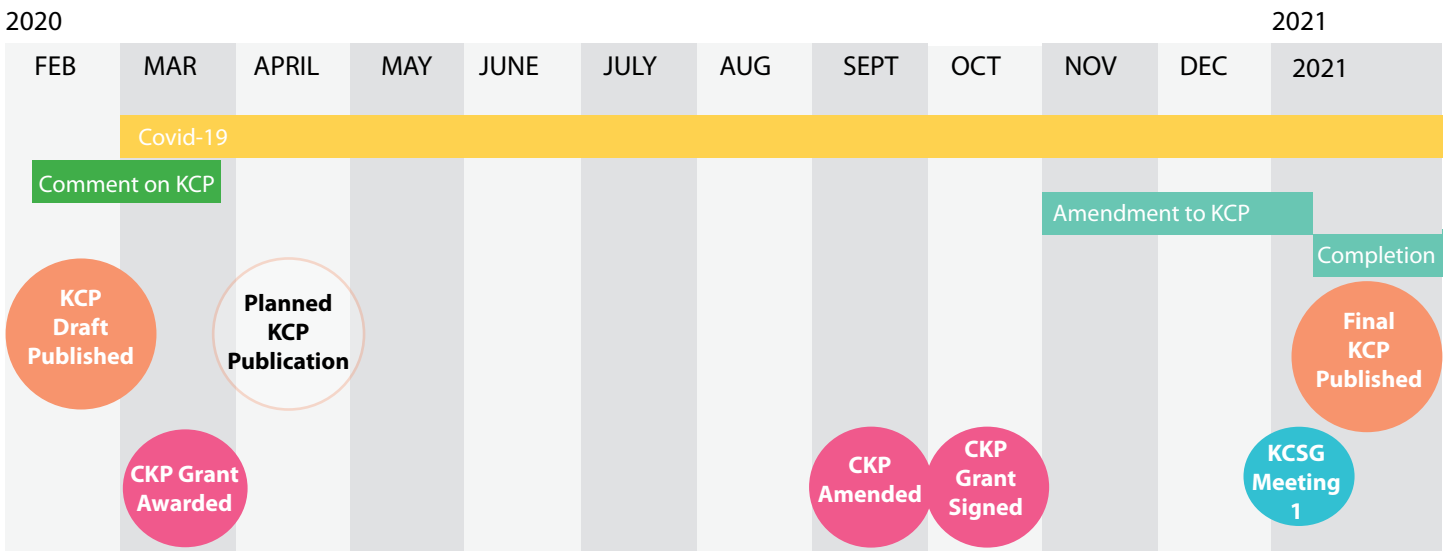
1.4 NEXT STEPS

Croydon Council submitted a successful funding application to the GLA’s Good Growth Fund (GGF) in late 2019 for the “Connecting Kenley” programme. In March 2020, the council was awarded £878,766 grant funding towards a £2.1m programme. This three-year programme will support the delivery of priorities identified by the community that met the GGF’s funding criteria (see [page 60](#) for Good Growth Fund Projects).

and a reduction of some funding, the GLA and LBC agreed a revised two-stage programme to enable those projects which would best support the community coming out of the pandemic to be delivered first. These projects are fully funded. Stage two will come forward subject to funding.

Due to the Covid-19 pandemic causing delays

The Kenley Community Steering Group (KCSG) will guide the delivery of the programme in addition to other priorities identified for Kenley in the Plan.



Plan Programme



Informational signs on the left wall.

2

A dark green circle containing the text "Kenley Community Plan" in white, centered at the top of the page.

**Kenley
Community
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Chapter 2

A SNAPSHOT OF KENLEY

2.1 A SNAPSHOT OF KENLEY

Kenley is located in the south of the London Borough of Croydon close to the boundary with Surrey and the Green Belt. There is a large amount of open space. The built areas contain a combination of detached houses on large plots, planned estates of semi-detached houses with associated green space and mid rise blocks of flats and compact houses on relatively small plots in areas such as the Croftleigh Estate in the Old Lodge Lane area and also along Godstone Road (*Borough Character Appraisal 2015*).

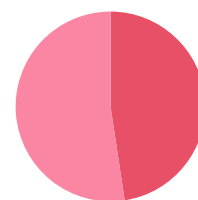
The steep topography of the ward has historically shaped growth of the area into separate areas. The hills shape how people travel around Kenley - there is almost a 100m rise in elevation from the bottom of the valley to the Aerodrome. The valley form has historically led to flooding especially around the railway station. The ward of Kenley has almost equal amounts of built space and green space. Despite increased development since the post war period a number of roads remain private.

There are 4,900 properties in Kenley. Reflecting the general affluence of the area, Kenley has significantly more houses in the highest council tax bands compared to the rest of Croydon and England as a whole. Notably a large proportion of local people are self-employed, part of micro-businesses based at home, specialising in professional services.

The average house size is 2.6 people. Only 3.6% of properties are officially overcrowded, and there is a concentration of under-occupied homes where there are two-person households living in mostly large detached family homes with three or more bedrooms. 97% of the homes are three-bedroom or bigger and the majority are privately owned.

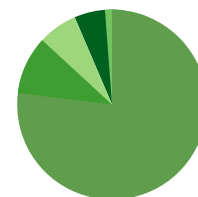
Gender

- 51% Female
- 49% Male



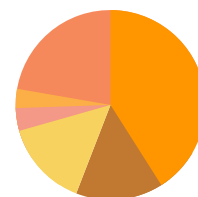
Ethnicity

- 77% White
- 10% Asian or Asian British
- 7% Black
- 5% Mixed
- 1% Other



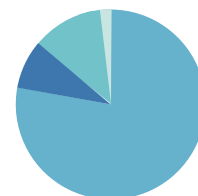
Employment

- 41% Employed
- 26% Retired
- 13% Part time
- 13% Self employed
- 4% Unemployed
- 3% Student



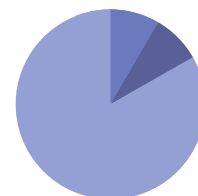
Tenure

- 80% Homeowner
- 11% Social rent
- 8% Private rent
- 1% Sharing with others
- 1% Living with parents



Long-term health problem or disability limiting day-to-day activities

- 85% Not limited
- 8% Limited a little
- 7% Limited a lot



*All Kenley's population data is from the Croydon Observatory (2011 Census)

Kenley has the London Borough of Croydon's lowest levels of poor health, deprivation, unemployment and crime. A quarter of the population is under 19 years of age and there is a good provision of local schools. 16% of the population is aged 65+ which is typical for England, but slightly higher than the London average. This reflects the suburban outer London character of the place, compared to inner London's younger and more diverse inner boroughs. There are several local nursing homes, a doctor's surgery and pharmacy.

There are pockets of deprivation and unemployment in Kenley, although compared to other parts of London there are not many people living in severe poverty. However, the experience of living in an area which does not offer many services to households on lower incomes is likely to increase the exclusion experienced by these Kenley residents.

"We have the best of both worlds; we're close to the city and excellent transport links to London... But it's also beautiful down here: the woods, the commons. In many ways it's an idyllic spot."

"Kenley is different because it doesn't have a centre... It means that the area is quiet, but it also means that it's dislocated, and there's a train track right through the middle so, it's really divided in that sense."

"We also have this immense diversity and that's a tremendous strength. We've been getting people of different faiths, cultures, everything, working and doing activities together. And people are really caring round here."

"Kenley was built as a commuter community, easy access to town without the expense to live in town. But since the 1950s this area has grown with more and more new housing coming in, but nothing aside from that! This is just where people live, where they come to sleep. That's the story of Kenley. It's sad, it has potential, it's just we don't have the resources."



METROPOLITAN
POLICE
IN SUPPORT OF THE POLICE AND
CRIME RESEARCH CENTRE
KINGSTON

Health & Community

Map of the area showing various locations and their proximity to health and community services.

Legend:

- Health Services
- Community Services

Key locations include: [List of locations]

Health & Community

Map of the area showing various locations and their proximity to health and community services.

**Kenley
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Chapter 3

ENGAGEMENT PROCESS WITH THE COMMUNITY

3.1 ENGAGEMENT PROCESS SUMMARY

The engagement methodology sought to facilitate a wide and representative response from those who live, work and visit Kenley. As such a “mixed methods” approach was designed understanding that no one single method would capture the views (both positive and negative) of a diverse community.

Over 733 responses were received throughout the engagement period. This includes an

Interviews

142 street interviews were completed between 13 March and 28 March 2019. The postcode data from these interviews show a good spread of responses from across the ward. 16 stakeholder interviews were also undertaken with key representatives from residents’ associations, faith groups, and youth groups.

Online surveys

From 29 March to 31 July 2019 there were 1419 visitors to the survey hosted on the online community consultation platform, Commonplace. 244 surveys were completed with 175 providing demographic data.

approximate count of responses* at the public events.

A summary of the engagement activities undertaken is shown below. Additional information on the engagement process can be found in [Appendix 1 - Engagement Methodology](#); see [Appendix 2 - Data Analysis](#) for a further explanation of the method of data analysis.

Five focus groups

The focus groups had 39 attendees in total:

- 27 March at Old Lodge Lane Baptist Church (OLLBC) - 2 focus groups targeting mums and dads. 5 & 3 attendees respectively
- 11 July at OLLBC with Play Place Innov8 - 11 attendees
- 15 July at Kenley Memorial Hall (KMH) with Chat over Coffee & Cakes (CCC) group - 20 attendees
- 17 July at Portcullis Club with Kenley Airfield Friends Group (KAFG) AGM - 50 attendees

** Data collected from the public events collate the number of engagement responses by residents, not the number of attendees across the five events.*



Play Place Innov8
at OLLBC



CCC
at Kenley Memorial Hall



KAFG AGM
at Porcullis Club

Engagement with Residents' Associations

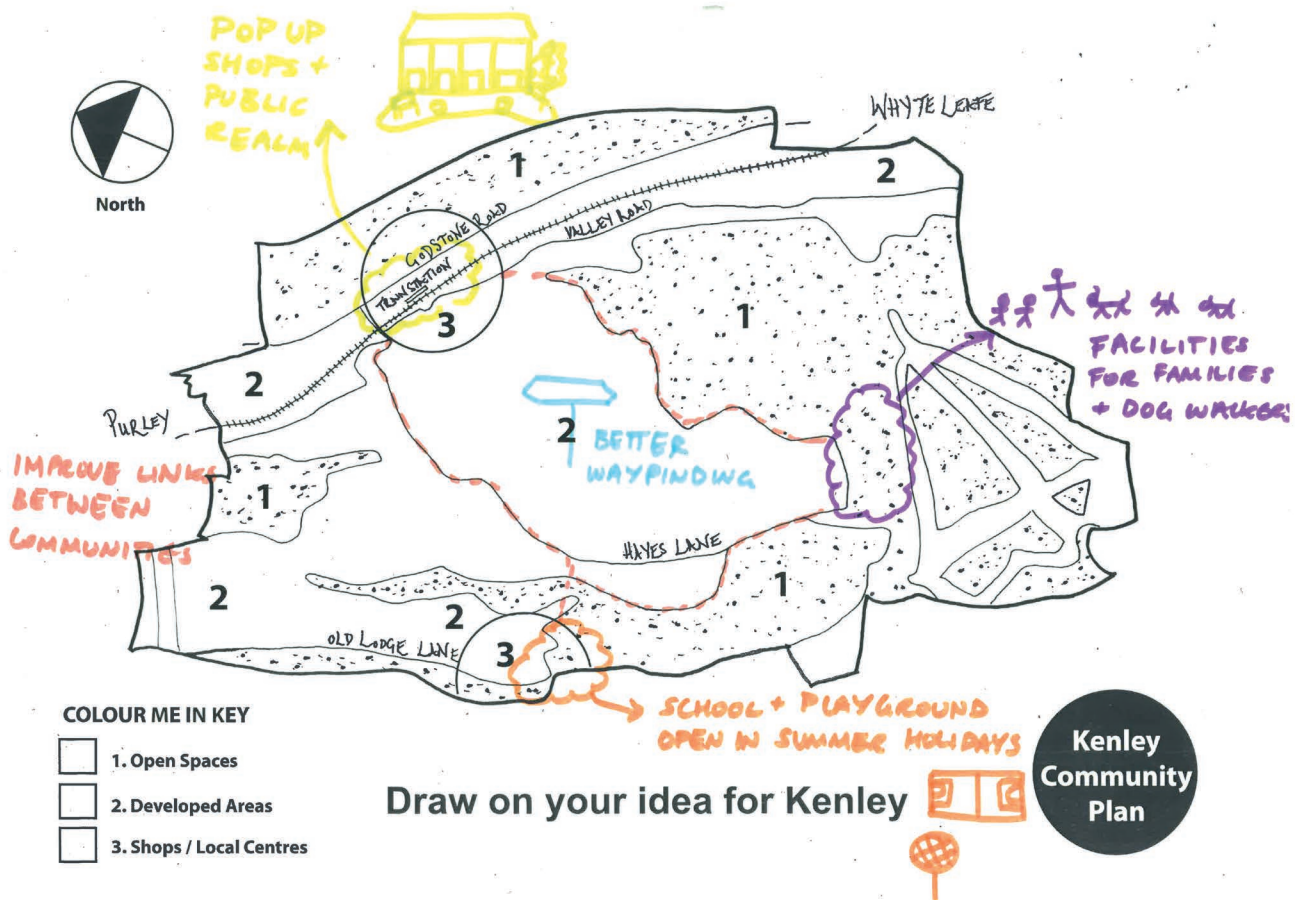
- 8 March and 10 April - three orientation tours with Kenley & District Resident Association (KENDRA)
- 10 April - meeting with Welcomes Road Residents' Association (WURA)

Marketing

All the engagement activities were promoted via community mailing lists and social media. A promotional postcard was mail-dropped to residents and commuters were given leaflets at Kenley Station.

Business engagement

Contact was made with over 20 local businesses via seven structured interviews with business owners of on-street premises and an online survey that ran from 10 July- 16 August 2019, which elicited 15 responses.



Project Ideas captured at event

Engagement event locations

Events

There were around 218 attendees across the five events:

- 1 May at KMH - 120 attendees
- 6 June at OLLBC - 53 attendees
- 20 July Kenley Airfield - 45 attendees

Two final events concluded the engagement activities:

- 11 September 2019 at KMH – 25 attendees
- 12 September 12th at OLLBC – 7 attendees

 Kenley Ward Boundary



Event 1
at Kenley Memorial Hall



Event 2
at Old Lodge Lane



Event 3
at Kenley Aerodrome

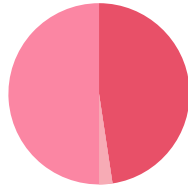
3.2 WHO RESPONDED?

A total of 455 complete data sets¹ were collected across street interviews and the online surveys. Comparing the demographic data collected in relation to the census data (2011) for the ward, those who responded were broadly representative of the ward as a whole.

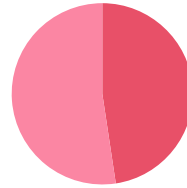
Gender of respondents

- 49% Male
- 49% Female
- 2% Prefer not to say

Survey Data



Kenley's Population

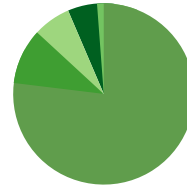
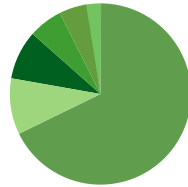


Gender

- 51% Female
- 49% Male

Ethnicity of respondents

- 68% White
- 10% Black
- 8% Mixed
- 6% Asian or Asian British
- 5% Prefer not to say
- 3% Other

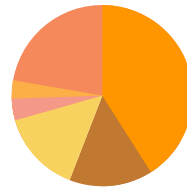
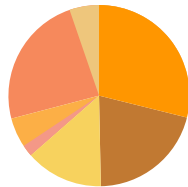


Ethnicity

- 77% White
- 10% Asian or Asian British
- 7% Black
- 5% Mixed
- 1% Other

Employment of respondents

- 29% Employed
- 27% Retired
- 19% Part time
- 14% Self employed
- 5% Unemployed
- 4% Care giver
- 2% Student

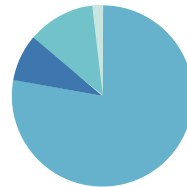
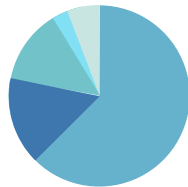


Employment

- 41% Employed
- 26% Retired
- 13% Part time
- 13% Self employed
- 4% Unemployed
- 3% Student

Tenure of respondents

- 63% Homeowner
- 15% Private rent
- 14% Social rent
- 6% Sharing with others
- 2% Living with parents

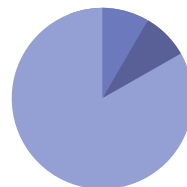
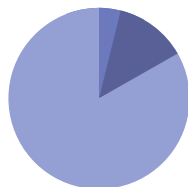


Tenure

- 80% Homeowner
- 11% Social rent
- 8% Private rent
- 1% Sharing with others
- 1% Living with parents

Long-term health problem or disability limiting day-to-day activities

- 85% Not limited
- 13% Limited a little
- 3% Limited a lot



Long-term health problem or disability limiting day-to-day activities

- 85% Not limited
- 8% Limited a little
- 7% Limited a lot

*All Kenley's population data is from the Croydon Observatory (2011 Census)

*All survey data from street interviews and online surveys

¹384 completed the optional demographic data.

 **No stopping**
Mon - Fri
8.00 - 9.30 am
2.30 - 4.00 pm
on entrance markings

Please Keep off
the Grass
Please use Pedestrian
Pathways Only
Thank You

ing Lessons

le at The Hayes
se call: 020 8660 4863
nute Lessons
om 2 1/2 years lessons
Thursdays & Fridays
essons from 3.30pm
& Wednesdays

SCHOOL
KEEP CLEAR DONT STOP HERE

ROAD SAFETY
is EVERYBODY'S TOP RESPONSIBILITY

Don't Park on the
Yellow Lines!
Hayes primary
school
No Parking

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**Kenley
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Chapter 4

WHAT YOU TOLD US

4.1 WHAT YOU TOLD US



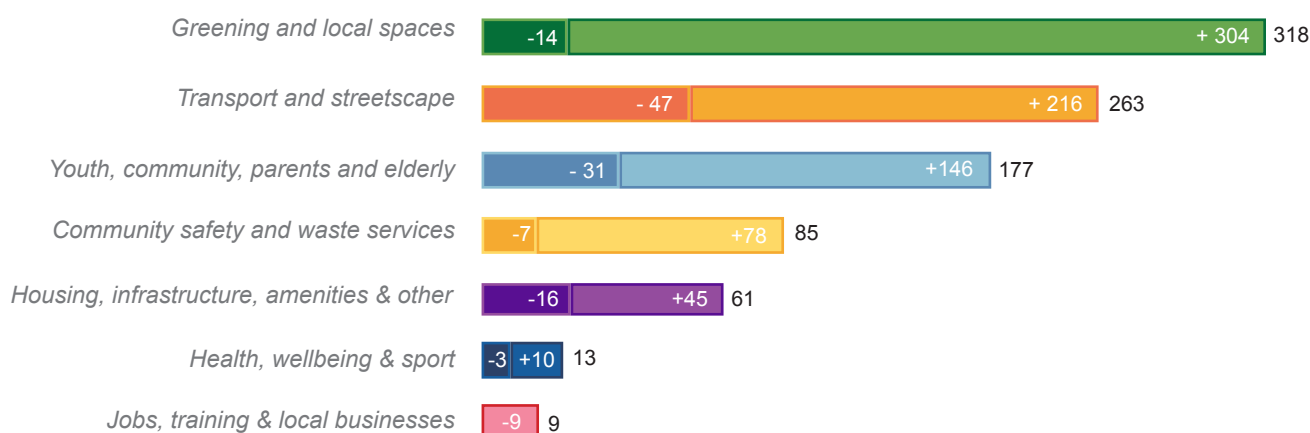
This chapter outlines the responses of the Kenley community to the questions asked in the street interviews and the online surveys, augmented by findings from the focus groups. The most significant trends have been summarised into seven priority themes*, also highlighting where there were any notable differences between the opinions of different sections of the community.

The interview template used for resident interviews can be found in [Appendix 3 - Interview Templates](#). The questions were designed to give an insight into what it's like to live in Kenley, what facilities are used by residents and what improvements could be made to support the community. Participants were also asked about their experiences of previous engagement, and a willingness to become involved in shaping Kenley's future.

** Please note that the graphs in this chapter reflect the total number of times each priority theme has been mentioned - respondents frequently mentioned more than one priority theme.*

Question 1: How do you feel about living in the area?

Number of responses related to priority themes (negative | positive)



Summary of responses

Positive feelings

78.5% of respondents mentioned the amount and quality of green space and the quiet, countryside-like feel to parts of the area. *“It’s semi-rural, I like the green space.”*

55.5% mentioned transport as a positive aspect of life in Kenley, citing the area’s accessibility and proximity to London, and good connections to the wider south east of England. *“I like Kenley, it’s quiet, it’s well connected to London.”*

33.1% of respondents highlighted the sense of community. *“I love Kenley. There’s a great community, nice neighbours.”*

Negative feelings

11.6% of respondents mentioned the negative impacts of development in Kenley. In almost all cases, this related to a concern about the perceived over-development and the impact this would have on local amenities, social

services, and infrastructure such as drainage. *“Building more homes is fine, but we need the infrastructure to support the increase in population, e.g. parking, GPs and school places.”*

6.7% highlighted streets as a negative. This included issues such as parking, congestion, pedestrian safety and inadequate cycle infrastructure. *“The 20mph speed limit hasn’t made a difference. There are no pavements and in winter when it is dark (its dangerous).”*

6.5% of respondents talked about community in a negative sense, with the majority of answers relating to a perceived disappearing sense of community. *“Our culture has somehow lost the value of ‘community’ I think, like knowing your neighbour.”*

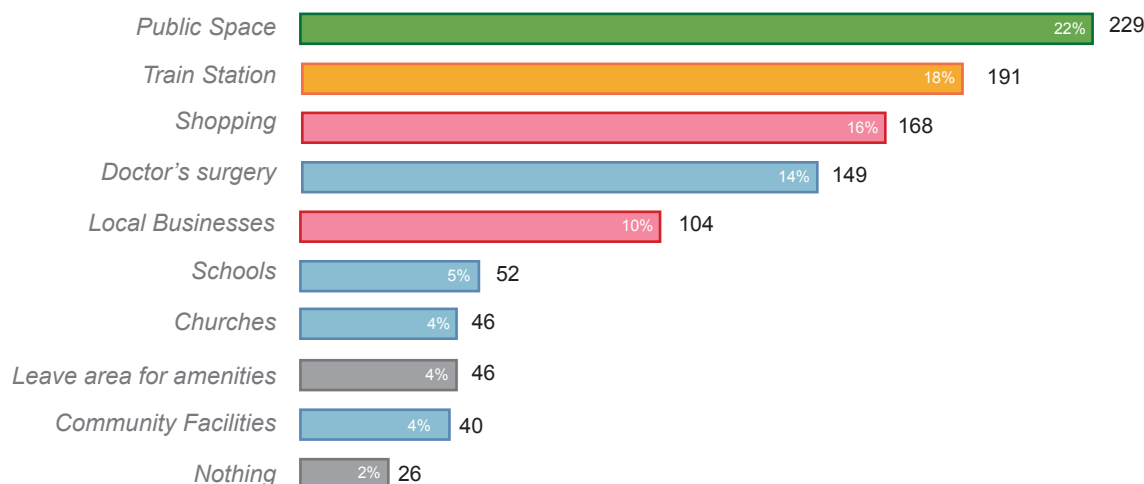
Who said what?

The vast majority of responses to this question were positive. Analysis did not reveal significant differences of views by different sections of the community.

*All survey data from street interviews and online surveys

Question 2: What sort of services or community activities do you use in the area?

Percentages and number of responses related to priority themes



Summary of responses

59.2% of respondents mentioned use of public spaces. Specific spaces which people mentioned included: the Aerodrome; Foxley Woods; and Kenley Common. It is worth noting that mentions of these assets often included suggestions for how they might be improved, such as a café and historic markers on the airfield. *“The green spaces are a big bonus of living here. Protecting those is a must.”*

49.4% of respondents mentioned the train station. Comments highlight concerns that the station and rail services are struggling to cope with increased numbers of passengers, and inadequate parking around the area. *“We need off-street parking with a shoppers’ car-park and a bigger station car park.”*

43.4% of people used local shops. While Kenley does not have a wide retail offer, it does

have local shops that sell day-to-day items which will be used regularly. Other important facilities mentioned include: churches (11.9%); community facilities (10.3%); and community groups and associations (2.6%).

“The loss of shops or non-viability of Kenley parade is a major problem. Before there were many independent shops.”

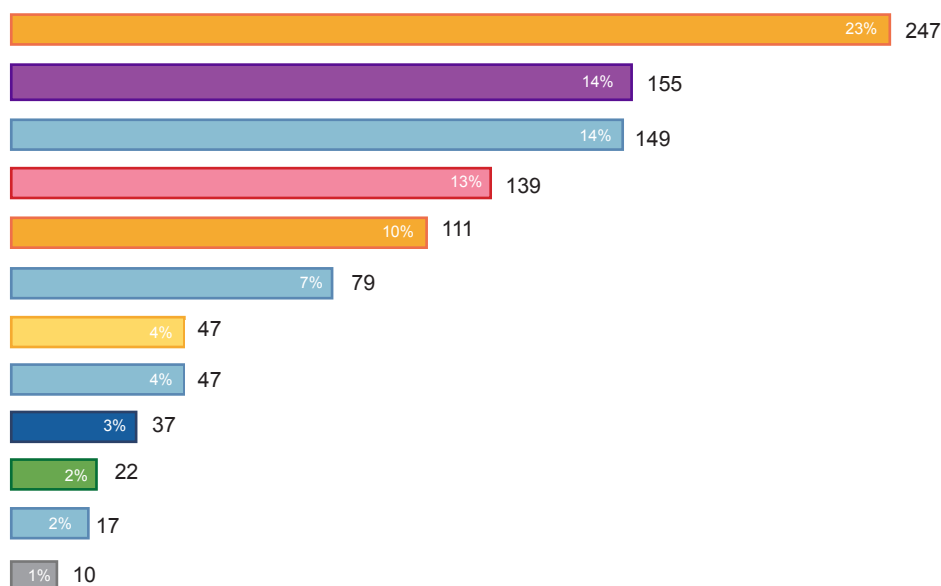
Who said what?

Age did not influence responses. In terms of gender, more men used public spaces and the train station, while more women used the doctor’s surgery and community facilities. Analysing the findings by housing tenure, fewer social renters than private renters and homeowners used the train station, the doctor’s surgery, local businesses & local shops, while they more frequently used churches and community facilities.

*All survey data from street interviews and online surveys

Question 3: What are the key issues facing the area?

Percentages and number of responses related to priority themes



Summary of responses

63.8% of respondents identified streets as a key issue. Parking, congestion, and unsafe conditions for pedestrians were cited as needing to be improved. *“Street parking is a massive safety issue. Cars are blocking the pavements and then I have to walk on the street with my buggy, which is not safe.”*

39% mentioned housing, infrastructure and amenities as another key issue. Many felt that the the perceived over-development put further strain on traffic and parking, increased pressure on public transport and threatened the local environment: *“We moved here for the green space but it’s all going to disappear. The development is too much, the trains are already too full.”*

38.5% of respondents mentioned community as another common issue; there is a general sense of there being “no community”, community division, and a lack of shops. *“They need to focus on young mums, who aren’t working, so*

they’ve got a community where they can get to know people.”

28.7% of respondents identified issues relating to transport in Kenley, such as poor bus services and busy or congested trains. These echo the general findings from our research that while Kenley is well-located in terms of proximity to Purley and beyond, the existing transport services do not cater very well to those who rely on public transport. *“There’s no bus through Kenley.”*

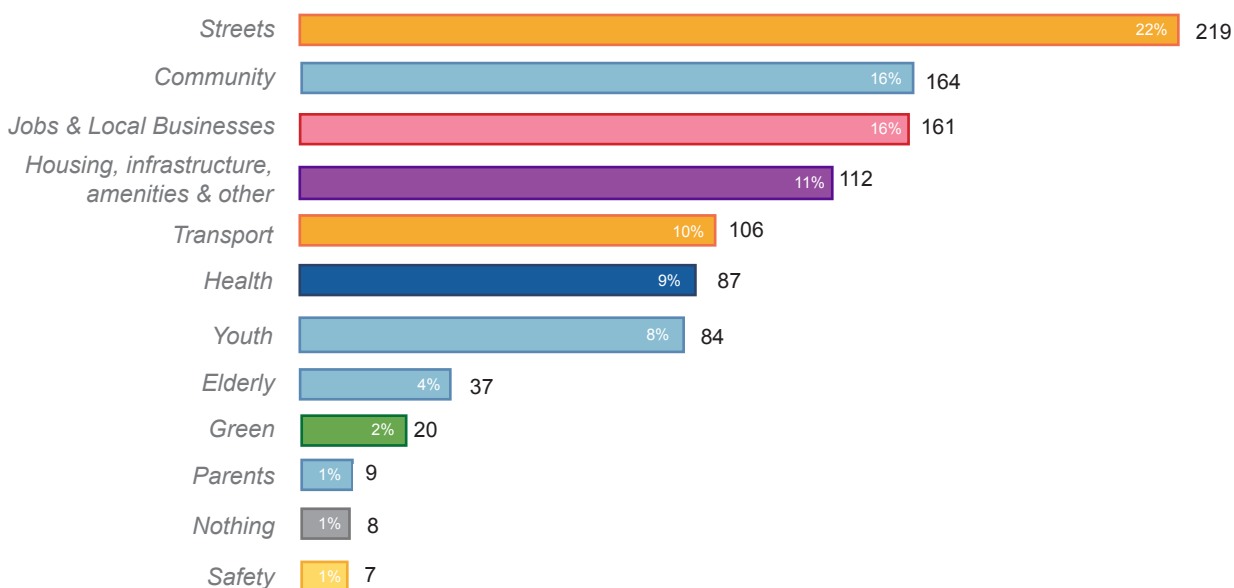
Who said what?

Analysis revealed some differences in opinions by age, gender, and housing tenure. More people aged 60 – 69 and those aged 18 – 29 highlighted community issues. More women than men identified streets and community as priority concerns. The biggest issue for home-owners was the local environment; social renters were most concerned about youth issues; and private renters were most concerned about streets.

*All survey data from street interviews and online surveys

Question 4: What improvements would you make to Kenley?

Percentages and number of responses related to priority themes



Summary of responses

56.6% of respondents identified streets as the highest priority for improvement. *“Put in an infrastructure including commuter and shoppers off-street parking.”* The majority of suggestions were focused on:

- Increasing parking
- Introducing home zones
- Improving pavements
- Introducing and improving cycle routes
- Reducing flood risk.

43.4% identified community as the second priority for improvement. The two main suggestions under this subject related to:

- Promoting local heritage, with most suggestions focused on the Aerodrome and its role in Battle of Britain.
- Suggestions for promoting a greater sense of community, such as lunch groups, youth activities and communal sports and exercise.

42.6% wanted to see improvement in the shopping parades, including more local

businesses and cafes. *“People don’t come to shop here because there is nothing. Needs signs of life. There needs to be more businesses. More coffee shops, bigger supermarkets.”*

28% of respondents identified transport as another priority for improvement. Many suggestions around transport were focused on improving public transport through:

- More regular train services
- More regular bus services on existing routes, and additional bus routes through Kenley.

Who said what?

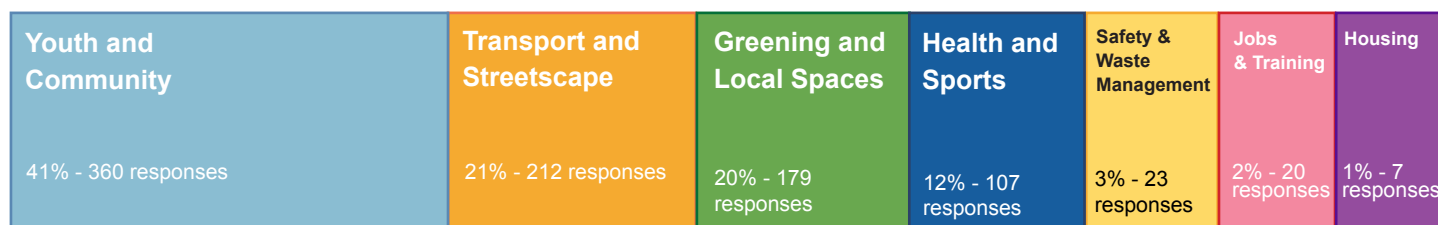
More women identified improving streets and facilities for the youth as priorities. In line with the issues they had identified, the biggest priority for home-owners was improvement of the local environment; social renters wanted more facilities for the youth, and private renters wanted more street improvements.

*All survey data from street interviews and online surveys

Questions 5 & 6:

What in your opinion are three most important areas for new projects/activities? Do you have specific ideas for projects relating to the above areas?

Percentages and number of responses



A further two questions asked the community what specific projects/activities they would like to see introduced in Kenley. Like the previous

questions, these ideas were categorised into seven priority themes. Detailed analysis can be found in [Chapter 6 - Project Ideas](#).

Additional Question:

Would you like to get involved in decisions about the future of Kenley?

Throughout the engagement process, Kenley's residents were asked if they would like to be more involved in decisions about Kenley's future. 287 of 369 respondents stated that they had not engaged with consultation on Kenley's future changes previously. 67 of 134 respondents to this question from face to face interviews were keen to stay involved in making future decisions about Kenley. Approximately half of the 316 responses from other engagement methods were keen to be

kept up to date through public events, whilst slightly more were keen to receive information online. Where contact details were given, and respondents were asked if they wanted to contribute to the Kenley Community Plan, 44% of 124 respondents answered positively (or 12% of the data set).

See [Keeping Up to Date](#) in Chapter 7 to find out how you can stay involved in shaping Kenley's future.

*All survey data from street interviews and online surveys



20
SLOW
DOWN

A dark green circle containing the text "Kenley Community Plan" in white, sans-serif font, centered within the circle.

**Kenley
Community
Plan**

Chapter 5

PRIORITIES BY THEME

ulsdon

Stop cutting the grass so that the bees + butterflies have wild flowers for food.

CLIMATE CHANGE A TOP PRIORITY

play ground for env
- cant ride across from

Shared Priorities

March and April Locality worked within community, meeting and having with a broad range of people who or socialise in Kenley.

Feel free to support priorities which resonate with you.

Consider the shared priorities already identified by members of your community.

Can you support priorities that have been identified by the community?

BROWN FIELD DEVELOPMENT ONLY

HOUSING DEVELOPMENT plans must respect wild life / forest areas
→ support hedgehogs

CRUTCHER 12 trees cut down in 2 yrs only 2 replaced.

main open spaces ●

Protect Green Spaces ● ● ●

Irreversible CLIMATE CHANGE 2050

MORE HOUSES = MORE POLLUTION ENVIRONMENTAL LIMIT ON NUMBER OF HOMES

Playground facilities ● ● ●

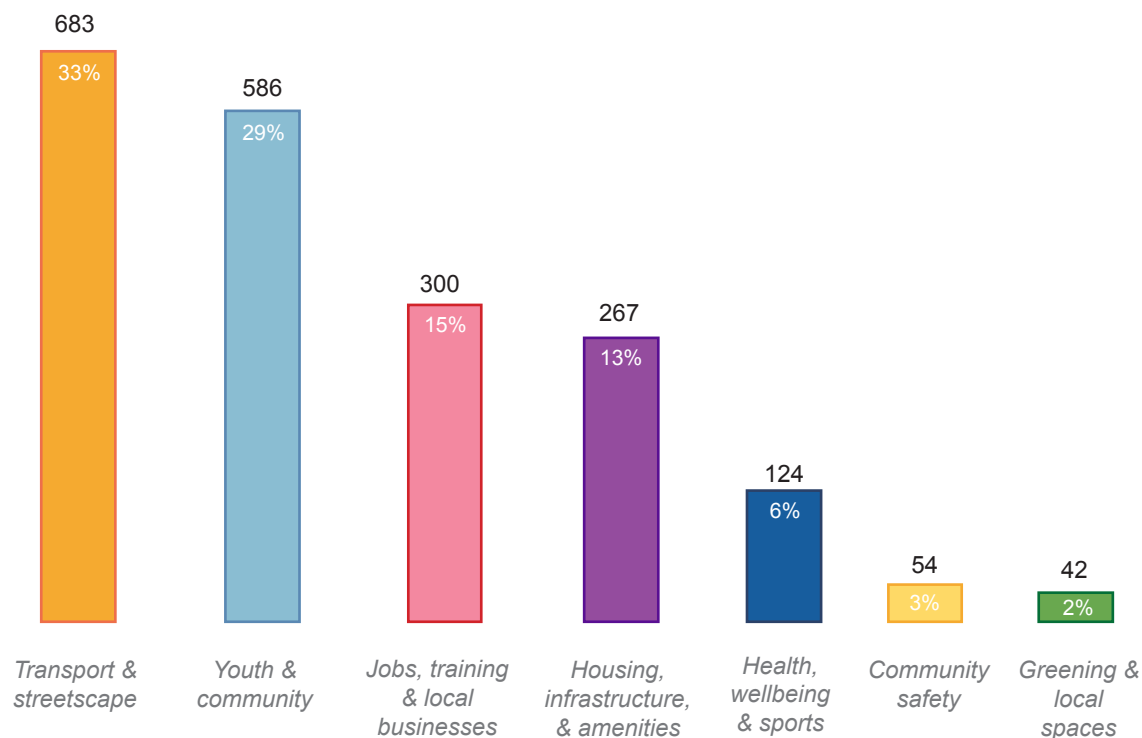
local childrens play area needed in walking distance

BMX track. mountain bike open space next school → better used for kids 12-15 youth hangs out at school

5.1 PRIORITIES SUMMARY

Priorities for Kenley related to themes:

Percentages and number of responses (Summary of Q3+ Q4)



This chapter further analyses the findings of questions 3, *'what are the key issues facing the area'* and question 4, *'what improvements would you make to Kenley'*. The most mentioned topics from each of the seven priority themes have been listed to provide a more in depth understanding of the requirements for the area to shape the Kenley Community Plan.

The following graphs in this chapter reflects the number of times each topic has been mentioned, found by applying prompt terms to the interview data. Respondents frequently mentioned multiple topics in each priority theme.

5.2 TRANSPORT & STREETSCAPE

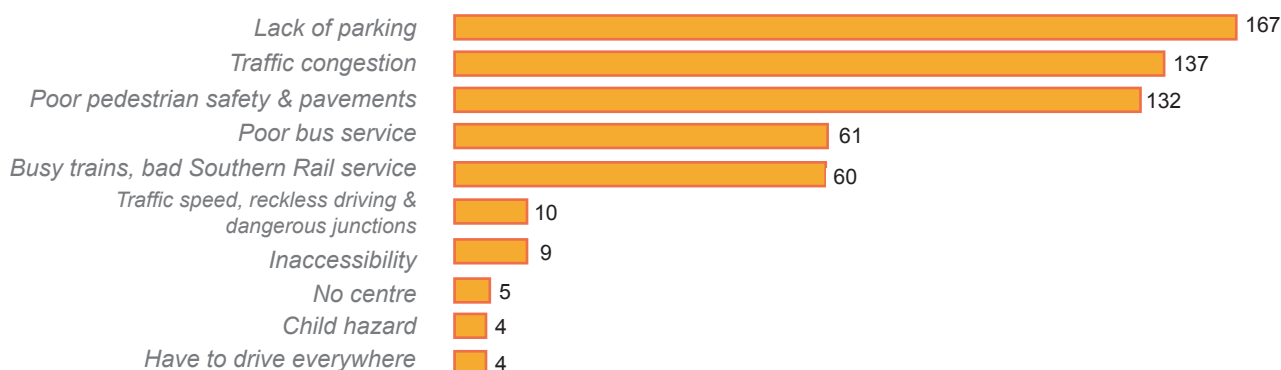
Transport and streetscape issues were the top priority identified during the engagement, with 33% (683) of responses.

Transport issues related to parking and congestion are the top issues followed by pedestrian safety and poor bus services. Suggestions made include improving public transport especially for those with mobility needs (with a service that helps people connect over the hill between the 434 and 455 bus routes), improving parking generally but certainly

around the station and the shopping parades to support local services, and the management of congestion (for example the Godstone Road junction). The lack of safe pavements and the need for cycle routes, especially on Hayes Lane, highlight the need for investment in streetscape and safe and accessible routes through the rich landscape of commons and woods. Targeted investment in green links between roads was also suggested, for example better connecting Steyning Close and Whitefield Avenue.

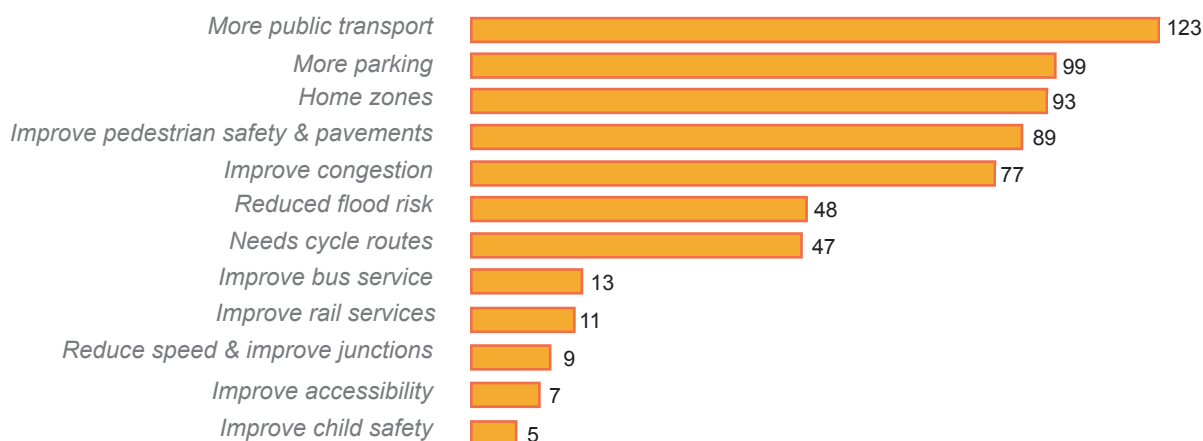
Your key issues

Number of responses



Areas for improvement

Number of responses



*All survey data from street interviews and online surveys

Key transport routes in Kenley

- Trainline
- A22 Godstone Road
- Main roads across Kenley
Park Road
Hayes Lane
Old Lodge Lane
Valley Road
- Through Roads
- Private Roads
- - - Cycle routes / footpaths
- 434 Bus routes
- Kenley Station



"You have to drive to get a pint of milk."

"There are not enough zebra crossings and cars are driving way too fast, it is difficult to move around with the buggy. I once wanted to cross the street, after a long time one lady finally stopped (she also had a small baby in her car) and she got hit into the back of the car. People drive too fast and they don't wait."

"The development plan is the key issue. People are quite anxious that the increase in population will make traffic congestion even worse than it already is. The lanes are very dangerous for pedestrians. Co-op junction is dangerous. A22 really dangerous. Full of articulated lorries travelling too fast. Parking is already a major issue,"

5.3 YOUTH & COMMUNITY

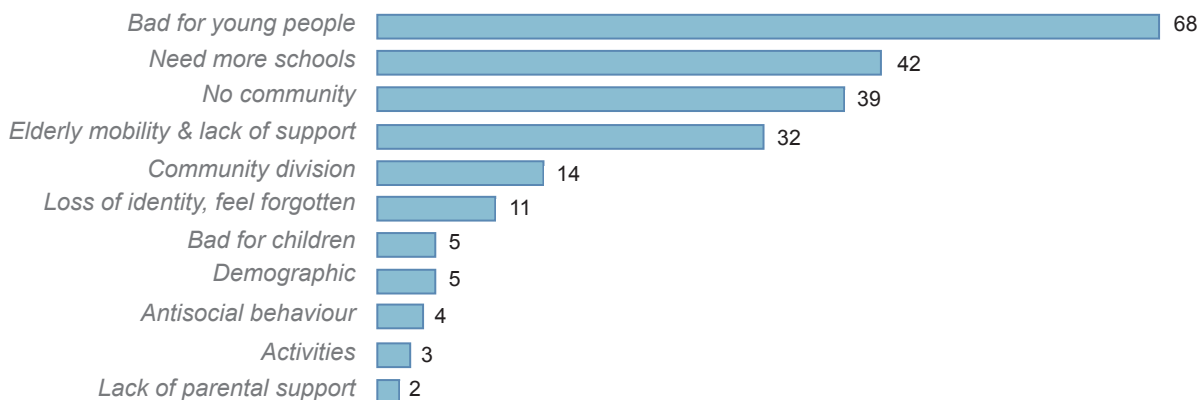
Youth & community issues were the second priority identified during the engagement, with 29% (586) of responses.

A key issue which emerged was the concern that young people in Kenley are not supported sufficiently. Improvements called for included the support for parents, suitable childcare, and ensuring children get a good start in life with meaningful activities available to help them meet their potential - hosted in schools, at the doctors or in community halls. Many respondents saw value in a stand alone youth centre with enough space to support activities that promoted

engagement in the physical environment and practical ways into gaining skills and confidence that would help during a working life. The next priority was to do more for the elderly, including building more of a community to help reduce the risk of isolation - mobility support vital to get out to day care clubs provided at Kenley Memorial Hall or Old Lodge Lane Baptist Hall, and such civic spaces ideal places to break down any perceived intergenerational barriers. The promotion of Kenley's unique heritage and the narrative surrounding the WWII aerodrome was also seen by many as a way to bring more visitors to the area.

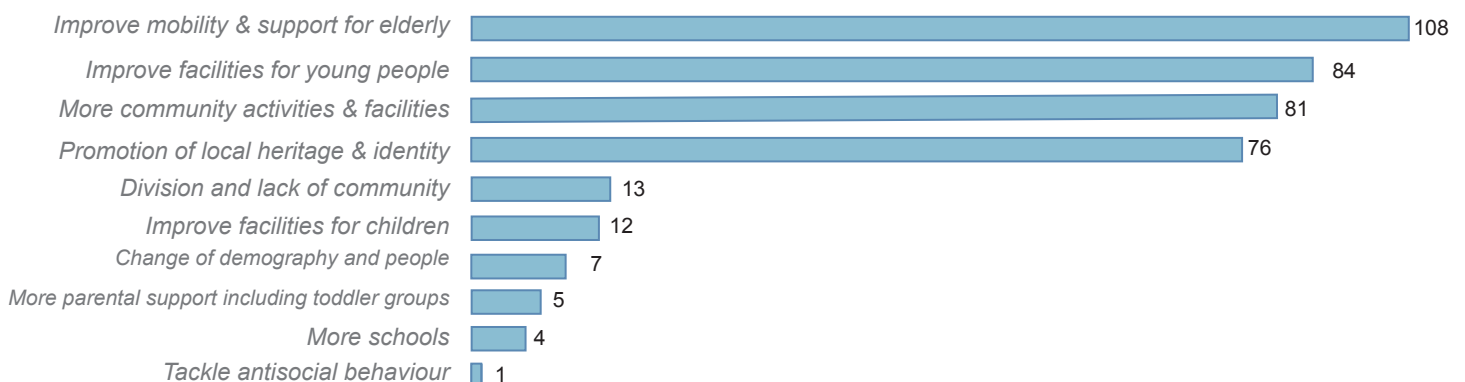
Your key issues

Number of responses



Areas for improvement

Number of responses



*All survey data from street interviews and online surveys

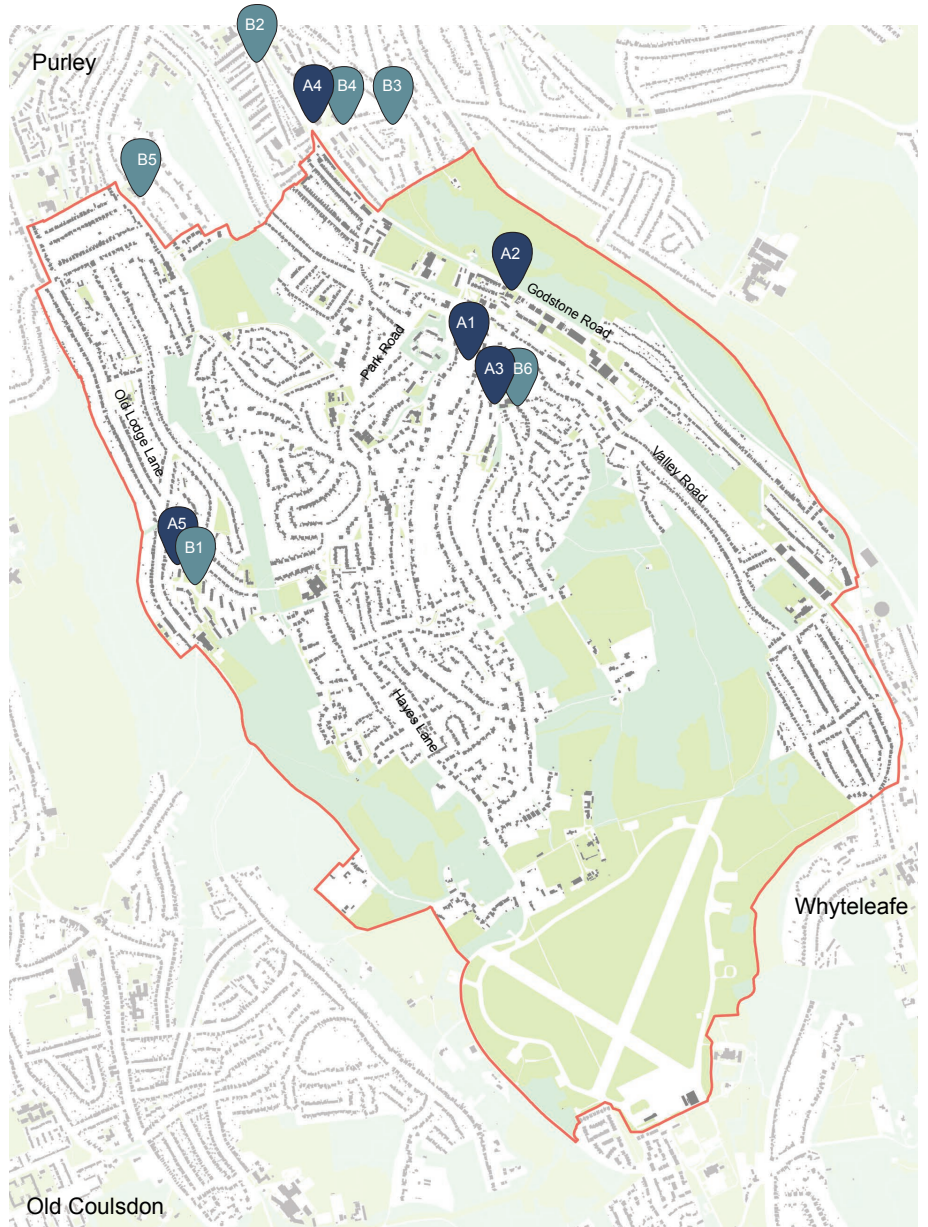
Key youth and community locations in Kenley

A Community Spaces

- 1 All Saints Parish Hall
- 2 Kenley Memorial Hall
- 3 St Barnabas Hall
- 4 St James Church Hall
- 5 Old Lodge Lane Baptist Hall

B Churches

- 1 Old Lodge Lane Baptist Church
- 2 St John the Baptist Catholic Church
- 3 St James Church
- 4 Godstone Tabernacle
- 5 St Barnabas Church
- 6 All Saints & St Barnabas



“There’s a generation of kids becoming teenagers at the moment, and it’s threatening for some people that they are on the street, they need somewhere to go and play football or something. There’s nothing for them, for young kids or for parents. It would also allow youth workers to work more meaningfully with kids, if there was a place they could go, build trust and do real youth work.”

“There is no need for a youth club here. It would just shut down again. Young people can easily go to Croydon and London and there are lots of things to do for them.”

“People live in a bubble. Transport is bad. People feel isolated. Not much social mixing. People don’t know each other anymore. No central social space for people to gather - could be the hall but it’s mostly booked out for private functions.”

5.4 JOBS & TRAINING

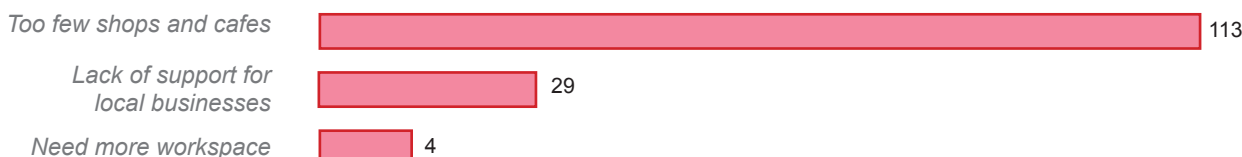
Jobs, training, and local business support were the third priority identified during the engagement, with 15% (300) of responses. Responses from business interviews can be found in [section 5.5](#).

The poor quality of the shopping environment and facilities in Kenley, located around Godstone Road and Old Lodge Lane, was seen to be a significant factor for Kenley residents. Many people were looking to support their local shops, and many wanted a central focal space

carved out of the existing fabric for markets and shopping and socialising. Whilst local business entrepreneurship is evident from the number of home-based professional services, another issue was a perception of a lack of jobs for all levels of entry - particularly for young people looking to start their working life. Local businesses saw the concentration of businesses around Godstone road, Kenley Business Park and Little Roke Road as places where routes into work could be fostered through apprenticeship and start up support.

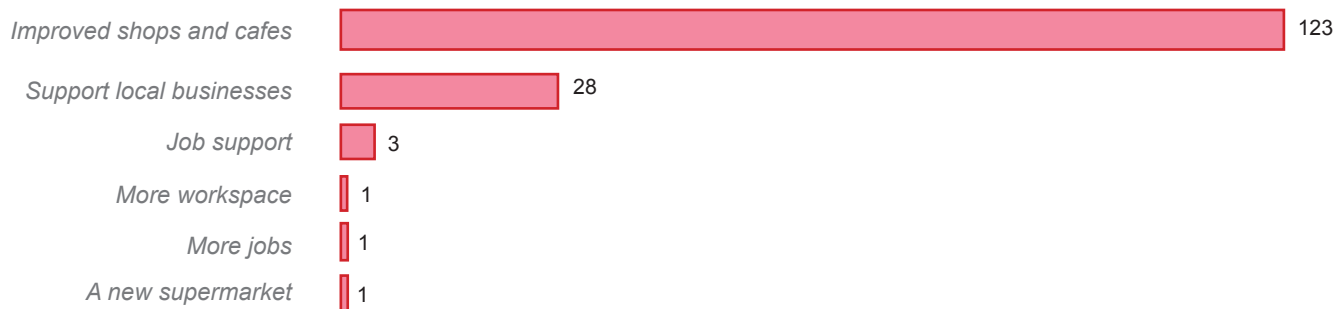
Your key issues

Number of responses



Areas for improvement

Number of responses



*All survey data from street interviews and online surveys

Education & community jobs and business locations in Kenley

- A Business Parks**
 - 1 Legion House
 - 2 Kenley Business Park
- B Commercial Buildings**
 - 1 Seacom House
 - 2 Leyland House
- C Retail Parades**
 - 1 Upper Godstone Road
 - 2 Lower Godstone Road
 - 3 Old Lodge Lane
- D Nursery Schools**
 - 1 Abbey Wood Nursery / Pre-School
 - 2 All Saints Pre-school
 - 3 Kenley Kindergarten
- E Primary Schools**
 - 1 Hayes Primary School
 - 2 Kenley Primary School
 - 3 New Valley Primary School
 - 4 Oakwood Catholic School
 - 5 Reedam Park Independent School
 - 6 The Harris Primary Academy
 - 7 Whyteleafe School
- F Secondary Schools**

Riddledown High School
- G Care Homes**
 - 1 Hayes Court
 - 2 Heathercroft House
 - 3 Hill House
 - 4 Highfield House
 - 5 Hollybank
 - 6 Morven House



“Kids aged 16-19 ... they want to go and do things. And there’s nothing free to do around here. There’s nothing guiding them, no-one telling them how to get into business to start earning money so they can start making a living. Instead they start making trouble as that’s all the entertainment they have, and then everyone gets annoyed at them.”

“The co-op is a good shop but there needs to be more shops. But at the same time lots of shops and business here have struggled in the past, so I am worried that they will make it. They are talking about new outlets and cafes but I don’t understand where they would build that. On the Godstone Road there is no parking, it’s not a nice place with all the heavy traffic to build a centre there.”

5.5 LOCAL BUSINESSES

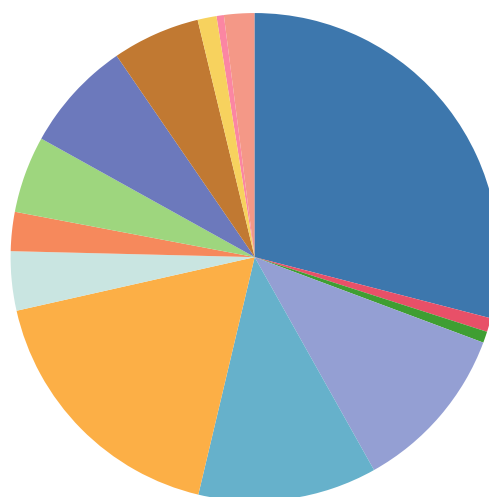
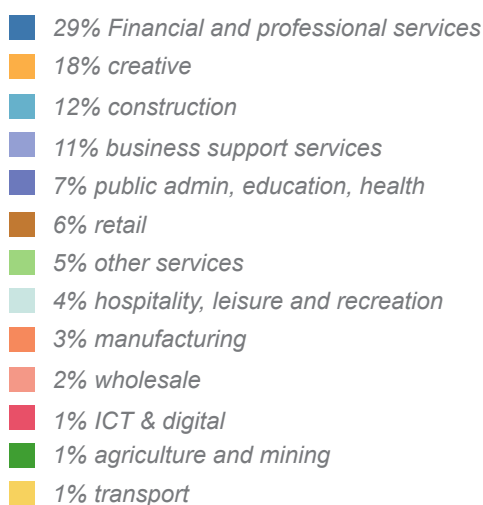
Contact was made with 20+ local businesses, with seven structured face to face interviews and an online survey completed by 15 businesses between July-August 2019.

Local business plays an important role in Kenley. Generally, those interviewed were positive about all aspects of the trading environment, including the local community, many of whom mentioned they tried to shop locally where possible. Local businesses saw their role in the community as important, and saw the concentration of businesses around Godstone road, Kenley Business Park and Little Roke as places that could provide more by bringing people together as a part of the public space of Kenley that is perhaps currently isolated or not perceived.

However, they also identified priorities for improvement. These include:

- Improved traffic; parking; a speed restriction in front of shops; measures to improve drivers' visibility of oncoming traffic and at junctions.
- Street scene appearance; more regular cleaning; better lighting; improvements to frontages.
- A new 'focal point' for Kenley concentrated on the station and nearby shops.
- Better networking between businesses and community groups.
- Diversifying the retail offer; balancing out the multiple takeaway stores with a café or another venue that would encourage more people to stay in the area.

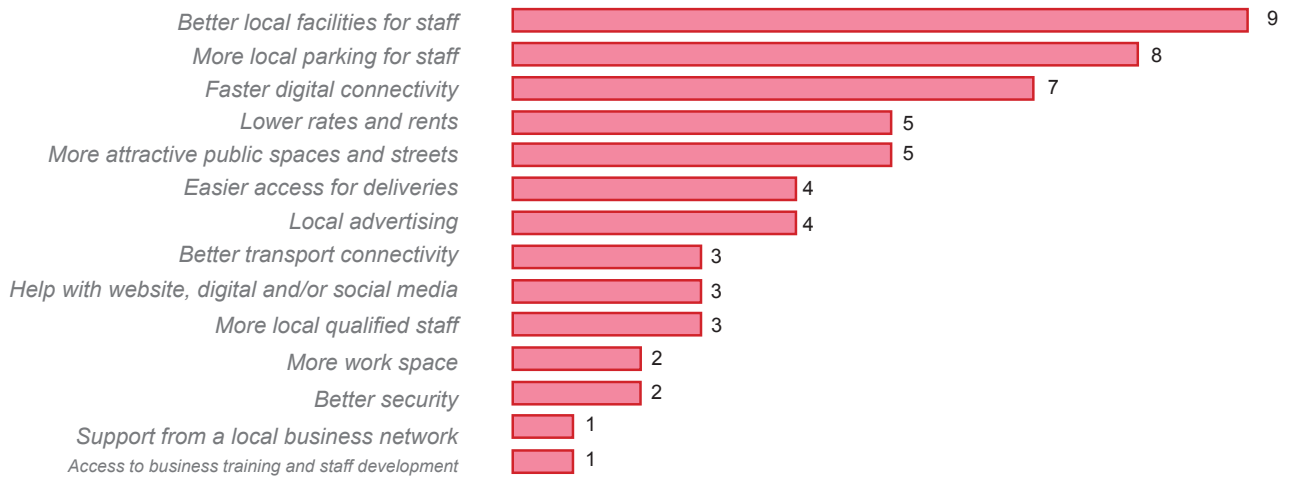
Businesses in Kenley by sector



*Kenley Businesses by Companies House registrations in Kenley 2019

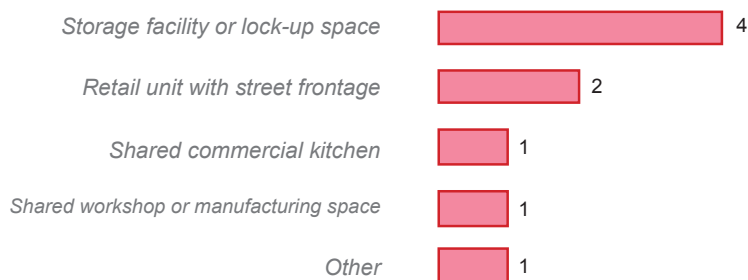
Future priorities for businesses in Kenley

Number of responses



Possible local business facility requirement

Number of responses



Kenley is a good location for business – it has good public transport accessibility to Central London and the surrounding area, M25, Gatwick Airport and the broader South East.

Improvements for local shops, perhaps a farmers market where local businesses can sell their wares.

The customers are amazing, we have long standing loyalty from our customers. Without us many people would be lost. But the parking situation is bad, and the electrical charge point outside the shop is poorly placed. Over development in the area is a huge problem.

5.6 HOUSING, INFRASTRUCTURE & AMENITIES

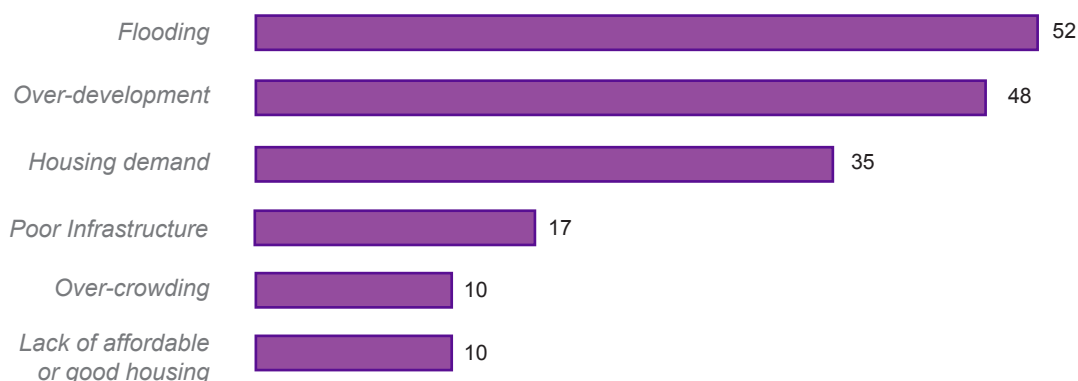
Housing, infrastructure and amenities were the fourth priority identified during the engagement, with 13% (267) of responses.

The most mentioned issue in this theme was the risk of flooding especially around the station on Kenley Lane and the Medical Practice at the bottom of Welcomes Road. The perceived overdevelopment of Kenley is a common

concern; the designation of the Focused Intensification Zone (FIZ) around Kenley Station, and concerns for the impact that this would have on local services including school capacity, road safety where country lanes are under pressure from increased traffic and to provide demarked areas for pedestrians, bikes and motor vehicles, and other infrastructure such as drainage were also commonly cited by residents.

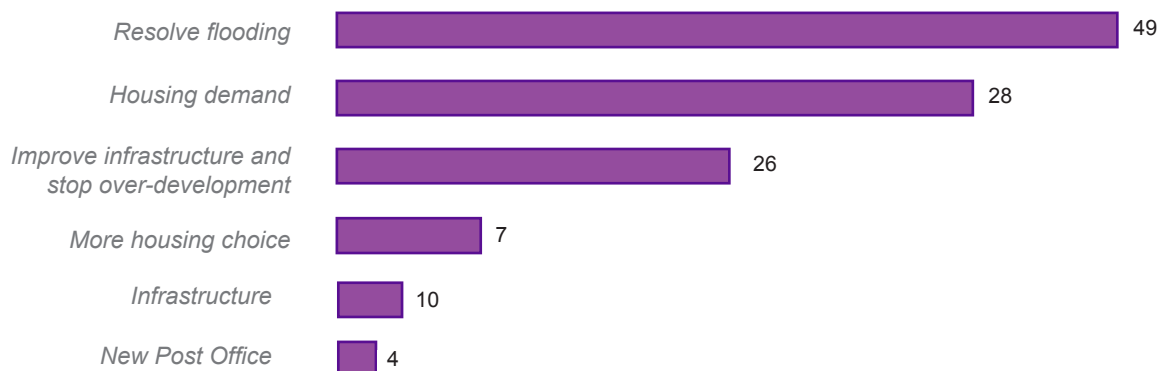
Your key issues

Number of responses




Areas for improvement

Number of responses



*All survey data from street interviews and online surveys

Kenley's Focused Intensification Zone

 Kenley's Focused Intensification Zone



"Everything will be over loaded and everything will need to be up-scaled: GPs, schools, shops, everything! The infrastructure will not cope as it is, where would you build another school for example? Enlarging the numbers will squeeze Kenley into something else. We're very insular, **there needs to be a plan to bring people together!**"

"The planned intensification doesn't bother me. I'd welcome new people. This place really doesn't seem over populated."

I appreciate that there's a housing crisis, but development needs to be done in a strategic and sustainable way. You need to consider environment, transport, everything. There'll be lots of pressure on streets."

5.7 HEALTH, WELLBEING & SPORTS

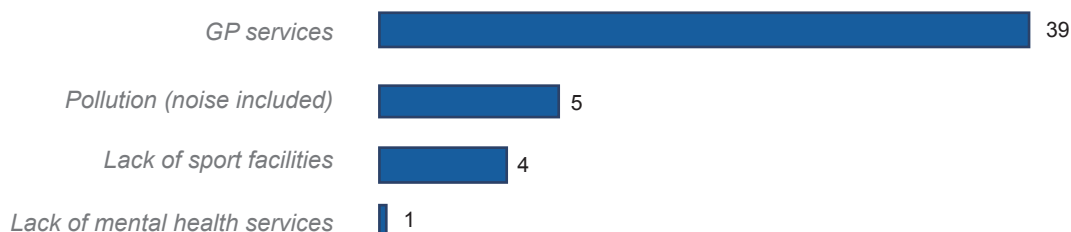
Health, wellbeing and sports issues were the fifth priority identified during the engagement, with 6% (124) of responses.

The main issues mentioned in this theme were the pressures on local GP services and the lack of infrastructure for cycling. A long term solution for expanded GP services perhaps as part of development in the local centre, and the improvement of infrastructure for cycling around Kenley were key improvements sought

by the community. Residents often saw facilities nearby as out of reach or challenging to get to without the car - access to the open spaces on the commons, recreation grounds and the aerodrome from housing areas was seen as difficult or unsafe. Some saw the cost of sports facilities a challenge, and there was a clear ambition to get better community use out of public assets such as sports facilities (flat green space for games) at schools such as New Valley Primary School.

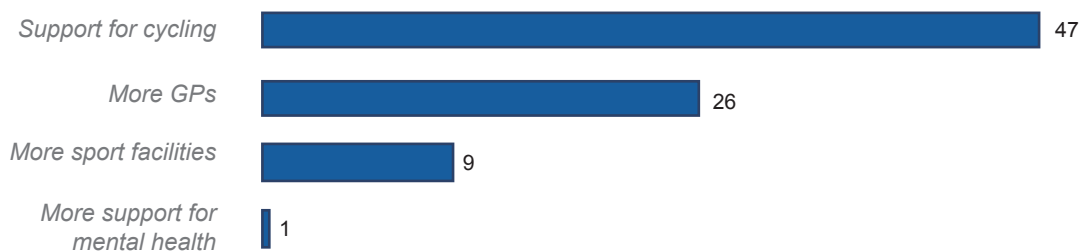
Your key issues

Number of responses



Areas for improvement

Number of responses



*All survey data from street interviews and online surveys

Health, wellbeing & sports locations in Kenley

A Medical Facilities
The Moorings Practice

B Sports Clubs
 1 *Kenley Sports Club*
 2 *Reedham Park Sports Club*
 3 *Surrey Hills Gliding Club*

C Recreation Grounds
 1 *Higher Drive Recreation Ground*
 2 *Betts Mead Recreation Ground*
 3 *Bourne Park Recreation Ground*

D School fields



"We live on the same road, right next door to the GP and they say they're too busy so we've registered in another town!"

"Many of the roads in Kenley are dry rivers. When it rains a lot they flood. More concrete = more run off from the hills and more flooding."

"There's nothing they can do, unless you walk for 30 mins up the hill. No swing, no slides. They can't even kick a football round because it's on a hill, and even if they do there's 'no ball games' signs everywhere!"

5.8 COMMUNITY SAFETY & WASTE SERVICES

Community safety & waste service issues were the sixth priority identified during the engagement, with 3% (54) of responses.

The key concern discussed was safety and the perception of increased crime. This relates to the responses received that the sense of community is changing, but also that there is not enough for Kenley's youth to do. Many wanted to improve safety with Neighbourhood Watch and more police presence.

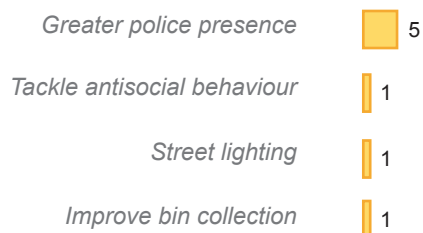
Your key issues

Number of responses



Areas for improvement

Number of responses



*All survey data from street interviews and online surveys

Community safety & waste service locations in Kenley



Former police station

Purley & Kenley Wards, Safer Neighbourhoods Team now located in New Addington



Local recycling centres

Old Lodge Lane, opposite New Valley School



“Safety isn’t an issue in Kenley. It is much safer than Croydon. The main problem is that there is nothing for young people. But, that hasn’t changed very much in the last thirty years. There has never been much going on here. But to a certain extent this also is to Kenley’s favour because it stays quiet.”

“The area is already over-stretched. Increase in population would make it chaotic. The bin men don’t currently have time to pick up all the bins. Council needs to focus their budget...We’re all feeling the pinch.”

5.9 GREENING & LOCAL SPACES

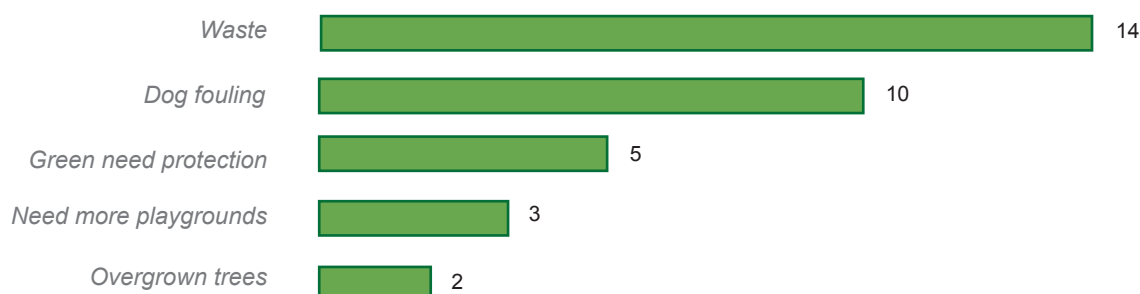
Greening and local green space issues were the seventh priority identified during the engagement, with 2% (42) of responses.

Many people love Kenley for its open spaces and the majority of the responses highlighted getting more out of the existing spaces. Five respondents wanted to see protection and enhancement of green spaces with some citing that they were important for ecology and tackling broader environmental challenges. Generally many spaces were felt to be under-utilised and there were proposals for better playgrounds (Higher Drive, Bourne Park, Old Lodge Lane)

and sports facilities in green spaces, as well as supporting walking and cycling. There was a general feeling that close access to high quality (level) green space was limited for Old Lodge Lane communities and a number of potential opportunities around housing or schools spaces being utilised in more ways (New Valley Primary School). Littering and flytipping were also often cited as a problem. Many people saw the positive opportunity for more facilities and services up at Kenley Common and Aerodrome, but also strong views on getting better use from the recreation grounds at Higher Drive and Betts Mead.

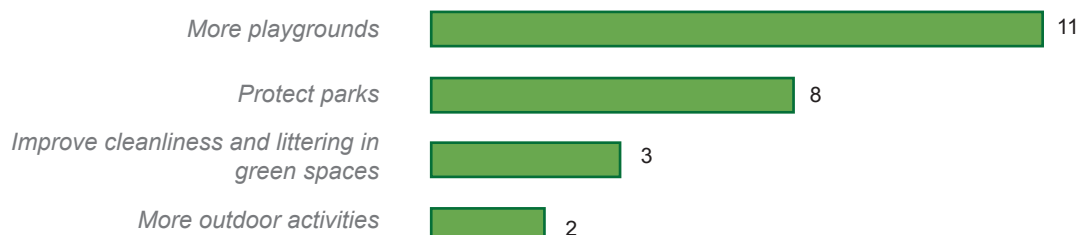
Your key issues

Number of responses



Areas for improvement

Number of responses



*All survey data from street interviews and online surveys

Key local green spaces in Kenley

A Kenley Aerodrome

B Commons

- 1 Riddlesdown
- 2 Kenley Common

C Woods

- 1 Foxley Wood
- 2 Mitchley Wood
- 3 Hawkthirst

D Recreation Grounds

- 1 Higher Drive Recreation Ground
- 2 Betts Mead Recreation Ground

E Playgrounds & Other

- 1 Higher Drive
- 2 Bourne Park
- 3 Bourne Park Allotment
- 4 Grange Park
- 5 Dollypers Hill



“It is important to protect the green spaces, because they are beneficial for everyone’s well-being. And it is one of the only free things you can do here with kids, which is important for me as a single mum. Everything else costs money. “

“Parks - ask any parents - everyone will say parks. Recreational parks I mean, playgrounds. The fields round here are hard work, you’re dead by the time you get to the top of it. It’s completely lacking any recreational parks. There’s one, but it’s completely forgotten - it’s dangerous.”



A green circle containing the text "Kenley Community Plan" in white, bold, sans-serif font.

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Chapter 6

PROJECT IDEAS

6.1 PROJECT IDEAS FROM INTERVIEWS AND ONLINE SURVEYS

As part of the engagement process, the community was asked what specific projects/activities they would like to see introduced. Over 900 project idea responses have been identified from street interviews and online surveys.

Across all the survey responses, the resulting project ideas were consistent. The most

mentioned ideas have been listed on [pages 52-53](#). 117 ideas were able to be geographically located; these are shown on the map below.

The Kenley Community Steering Group (KCSG) will start the process of further prioritisation of projects that can be delivered subject to feasibility and funding availability.

Locations for project ideas



- 20 on Hayes Lane
- 18 for Kenley Aerodrome
- 17 on the A22
- 12 for Kenley Station
- 11 for Kenley's shops
- 9 for Kenley Memorial Hall
- 7 on Valley Road
- 4 on Higher Drive
- 3 for Foxley Woods
- 3 on Roke Road
- 3 on Church Road
- 3 for Borne Park
- 2 for upper Godstone Road shops
- 2 for Betts Mead
- 1 for Northwood Parade
- 1 for Whyteleafe



6.2 POPULAR PROJECT IDEAS BY THEME

The 60 most popular project ideas by theme from the street interviews and online surveys have been summarised below:

Youth & Community

40% - 360 responses

- Youth clubs / groups
- Parenting classes / support
- Community hubs
- Community café
- Sport / leisure centre
- Parenting clubs
- After-school clubs for children with working parents
- Lunch club
- Sport pitches / fields / courts
- Accessible community centre
- Street parties
- A 'village' shop
- Café on the airfield
- Annual programme of celebratory events and festivals
- 'Safe space' for teenagers
- Refurbishing the Memorial Hall to enable more community uses
- Holiday schemes to provide activities and healthy food.
- Hopper bus to local facilities

Transport & Streetscape

23% - 212 responses

- Safety improvements: Hayes Lane/Park Road junction & Welcomes Road/Kenley Lane/Valley Road junction
- Resident-only parking zones
- More bus services
- New footbridge over the railway line
- Better pavements
- More parking Little Roke Road
- Enforcement of speed limits
- Better pavements and safer pedestrian and cycling infrastructure
- More parking (around the train station, Godstone Road, Hayes Lane)
- Train station - increased ticket opening hours/more staff presence
- Pedestrian crossings and improvements (Godstone Road, Hayes Lane, railway bridge)
- Widening bridge crossing near the station
- Remove the lower section of Welcomes Road from the FIZ
- Traffic calming measures and speed cameras (on corner of Godstone Road and Hayes Lane)

<p>Greening & Local Spaces 20% - 179 responses</p>	<ul style="list-style-type: none"> • Higher Drive Recreation Ground improvements • Retain Wontford Road Green as open space • Park refurbishment, managed small green spaces • New green walkways/outdoor gym/picnic areas • Improved drainage • Tree planting project • Development restrictions on 'garden grabbing' • Nature recovery programmes to encourage insects and wild-flowers
<p>Health, Wellbeing & Sports 12% - 107 responses</p>	<ul style="list-style-type: none"> • Mental health and wellbeing support / classes • Running and cycling clubs • Sports / leisure centre • Cycle lanes and bike clubs • Health centre promoting healthy lifestyles, better nutrition, and preventative health care • Organised 'park-run' • Health clinic / additional GP surgery
<p>Community Safety 3% - 23 responses</p>	<ul style="list-style-type: none"> • Neighbourhood watch group • More visible police presence • More police officers dedicated to Kenley • More public toilets e.g. on the airfield / More litter bins
<p>Jobs, Training & Local Businesses 2% - 20 responses</p>	<ul style="list-style-type: none"> • Jobs club • Farmers' market • Craft market • Refurbishment and promotion of the hotel • Vocational training programme with local businesses
<p>Housing, Infrastructure & Amenities <1% - 7 responses</p>	<ul style="list-style-type: none"> • More affordable housing • Converting empty retail units to houses • Re-development of area around train station to build new houses and retail core

6.3 PROJECT IDEAS RAISED AT EVENTS

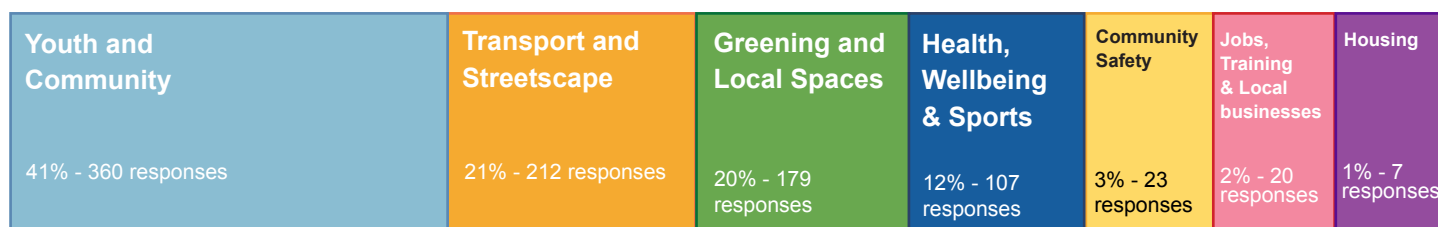
The project ideas raised by street interviews and online surveys were then summarised to produce a list of 86 shared community priorities and project ideas. These were shared at the three public community events and discussed with the community.

700 feedback comments were captured on priorities and project ideas at the events. Overall, the spread of responses across the seven themes at the events was broadly similar to the 900 responses from the street surveys

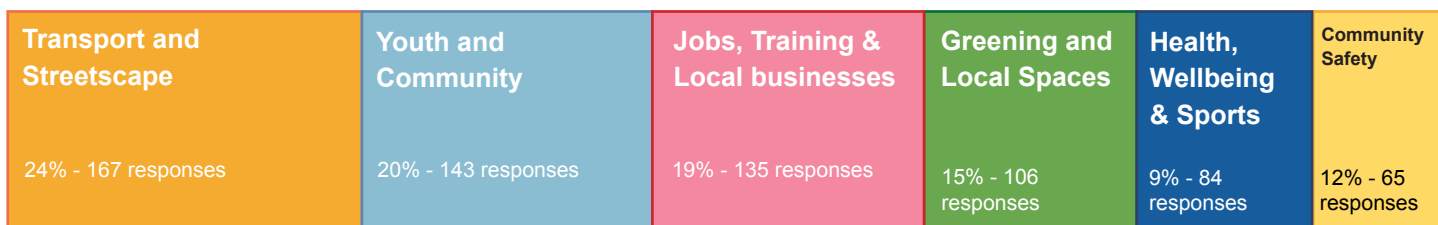
and online surveys. However, the order of priority shifted slightly, with transport and streetscape topping the priorities and more jobs and training ideas being gathered. The top three project ideas captured were different at each event, shown below.

The map on the following page provides a summary of the project ideas prioritised at these community events and the frequency with which they were suggested.

Project ideas captured from interviews and online surveys



Project ideas captured at events



Event 1

at Kenley Memorial Hall

Top priority

Vehicle road safety

Top 3 project ideas

1. Improvements to Hayes Lane
- 2= Shop front improvements to the parades
- 2= Re-open empty shops
- 2= Establish a community coffee

Event 2

at Old Lodge Lane

Top priority

Poor access to sports facilities

Top 3 project ideas

1. Club and activities for young people
2. More buses
- 3= Local gym facilities
- 3= Protect green spaces

Event 3

at Kenley Airfield

Top Priority

Opportunities to come together

Top 3 project ideas

1. Something up at the airfield
2. Protect green spaces
- 3= Improvements to Kenley Memorial Hall
- 3= Invest in playgrounds



Project ideas raised at events



A dark green circle containing the text "Kenley Community Plan" in white, bold, sans-serif font.

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Chapter 7

DELIVERING THE PLAN

7.1 KENLEY COMMUNITY STEERING GROUP

The Kenley Community Plan project engaged with a wide and representative section of those who live, work and visit Kenley over eight months in 2019. The KCP identifies key concerns and ways in which Kenley can be improved to support the growth in housing. It provides greater insight and ideas to form a consensus around the community's priorities for building better social cohesion and investing in streets, public transport, skills, local businesses and community facilities.

To oversee the delivery of this five year plan, the Kenley Community Steering Group (KCSG) has been established to guide the prioritisation of projects, and will be working in partnership with Croydon Council and other stakeholders to ensure that they are achievable and can be funded. Drawn from residents' associations, community organisations, faith groups and Friends groups, the KCSG will be representative of the Kenley community and had its first meeting on 23 February 2021.

7.2 RESPONDING TO KCP FINDINGS: PARTNERSHIPS AND PROJECTS UNDERWAY

The KCP process has built stronger partnerships with key public partners, the Council, and community groups to start to deliver priorities. A number of these priorities met the criteria for the Greater London Authority's (GLA) Good Growth Fund (GGF) and the "Connecting Kenley" programme was submitted in October 2019 with funding of £787,766 being awarded in March 2020. "Connecting Kenley" is a comprehensive programme of works which aims to provide public realm, community space, sustainable transport, air quality and business

support to bring together different parts of the community and provide the civic infrastructure required to enable good growth. These projects are shown on the map on [page 60](#). Delivery of these projects is anticipated to start in mid 2021. As outlined on [page 9](#), the effects of Covid-19 and the Council's current financial situation have resulted in the CKP being amended to a two-stage programme.









The following table shows activity underway to meet priorities in the Plan and how they are being funded.

Priorities in order	Progress and projects underway	*Funding
Transport & Streetscape 41%	<ul style="list-style-type: none"> Croydon Council has commissioned a Transport Study to inform additional transport infrastructure and improvements required to sustainably accommodate housing growth. Recommendations will be reviewed by the Council to determine feasibility and funding options, and priorities will be discussed further with the local community. 	GGF 1
	<ul style="list-style-type: none"> A further study will be commissioned to look in more detail at a number of the transport and traffic interventions that were proposed in the Transport Study. It will examine at the feasibility, costs and funding options for these interventions. 	GGF 2

Priorities in order	Progress and projects underway	*Funding
Transport & Streetscape 41%	<ul style="list-style-type: none"> The Council commissioned a feasibility study to introduce a community bus service to serve all of Kenley and reduce reliance on cars. 	TfL and GGF 2
	<ul style="list-style-type: none"> The Council is collaborating with TfL to introduce public realm improvements as part of their initial works to improve safety and sightlines on Godstone Road. 	TfL
	<ul style="list-style-type: none"> Public realm improvements are also planned for Old Lodge Lane. 	GGF 2 + Section 106
	<ul style="list-style-type: none"> The Council is also speaking with Govia Thameslink Railway (GTR) about improvements to Kenley Station parking arrangements. 	
Youth & Community 34%	<ul style="list-style-type: none"> Investment in two key community hubs - Kenley Memorial Hall (KMH) and Old Lodge Lane Baptist Centre (OLLBC) to coordinate services across Kenley especially for the most vulnerable residents. 	GGF 2
	<ul style="list-style-type: none"> Appointment of a "Community Connector" to support the community hubs coordinate and promote their services across Kenley. 	External funding to be sought
	<ul style="list-style-type: none"> At KMH the proposals are to improve the internal layout and external space. 	GGF 2 + funding from KMH
	<ul style="list-style-type: none"> At OLLBC improvements include installation of solar panels and improvements to the internal layout and external space 	GGF + Section 106
Housing, Infrastructure & Amenities 10%	<ul style="list-style-type: none"> Flood alleviation scheme at Welcomes Road/Kenley Lane junction. 	Croydon Council
Health, Wellbeing & Sports 7%	<ul style="list-style-type: none"> Working with New Valley Primary School to explore options to adapt their playing field to allow community access outside of school hours and respond to concerns that there is nothing to do for young people 	GGF 2
Jobs, Training & Business 4%	<ul style="list-style-type: none"> Improvements to the local shopping parades at Godstone Road and Old Lodge Lane to encourage footfall, improve the environment and local identity. 	GGF + Section 106
	<ul style="list-style-type: none"> Working with local businesses to establish a programme of activities themed around their areas of interest such as micro-preneur events, networking meetings, apprenticeships and skills training for local people 	GGF 2 + Croydon Council
	<ul style="list-style-type: none"> Subject to further demand analysis, providing suitable space to support community events, training, workspace or a community café. 	GGF 2
Community Safety 3%	<ul style="list-style-type: none"> The Council's Community Safety team will attend the Kenley Community Steering Group as appropriate. 	
Greening & Local Spaces 2%	<ul style="list-style-type: none"> Providing improved walking routes through woodland to connect the different parts of Kenley better and promote active travel. 	GGF 2
	<ul style="list-style-type: none"> Provide rapid electric vehicle charging points for cars and bus service (should this prove viable) 	GGF 2 + Croydon Council

* KEY: **Green = funding approved** **Yellow = funding decision awaited**

Good Growth Fund: Connecting Kenley Projects approved in March 2020

-  Community Accessible Transport
-  Improving Green Links
-  Kenley Memorial Hall
-  Godstone Road Shopping Parade
-  Godstone Road Public Realm
-  Old Lodge Lane Baptist Church
-  Old Lodge Lane Shopping Parade and Public Realm
-  New Valley Primary School



Project 1 – Community Accessible Transport (CAT)

Feasibility for a CAT scheme to reduce reliance on private cars, improve bus provision and reduce social isolation in Kenley.

Project 2 – Improving Green Links

Encouraging active travel by improving the walking route from the Old Lodge Lane area to Godstone Road through improvements to the woodland footpath and benches and signage along the route.

Project 3 – Kenley Memorial Hall

Supporting a wider and inclusive programme of events at this community hub through internal improvements, improving the car park, and promoting events and activities throughout Kenley working in partnership with Old Lodge Lane Baptist Church.

Project 4 – Godstone Road Shopping Parade

Improvements to the shopping parade to encourage greater footfall and a sense of

identity. The renovation of a vacant unit to be used as a community café and/or to support training and businesses is proposed.

Project 5 – Godstone Road Public Realm

Enhancing TFL's proposed upgrades to the highway and footpath in this area.

Project 6 – Old Lodge Lane Baptist Church

Enhancing the existing offer at this community hub through the employment of a "Community Connector" and reducing running costs through the installation of solar panels.

Project 7 – Old Lodge Lane Shopping Parade and Public Realm

Improvements to the shopping parade and public realm to encourage greater footfall and a sense of identity.

Project 8 – New Valley Primary School

Physical alterations to the New Valley Primary school field to enable community use outside school hours.

* All proposals are subject to feasibility and funding

7.3 FUNDING THE PLAN

In addition to the GGF funding awarded, the Council has also secured funding via Section 106 planning agreements and will continue to work with public and private partners, trusts

and foundations to secure other funding opportunities. The Council will also support community-led funding applications.

7.4 THE PLAN AND CROYDON PLANNING POLICY

While the Kenley Community Plan will not be a formally adopted planning document and cannot directly influence housing targets, it will be used as evidence to inform the Local Plan Review (LPR) which will update the vision and strategy for Croydon's growth up to 2039. The Kenley Transport Study was commissioned to develop

recommendations for improving transport infrastructure to support the KCP. This study will also provide evidence to the LPR about Kenley's transport requirements.

You can find out more about the Local Plan Review in the Useful Links section on page 62.

USEFUL LINKS

Croydon Observatory

<https://www.croydonobservatory.org/>

The Croydon Observatory provides access to data and information about Croydon. It is an information sharing, mapping and reporting website that can be used by anyone.

Greater London Authority's Good Growth Information

<https://www.london.gov.uk/what-we-do/regeneration/funding-opportunities/good-growth-fund>

GLA's London Datastore

<https://data.london.gov.uk/>

The London Datastore is a free and open data-sharing portal where anyone can access data relating to the capital.

Office for National Statistics

<https://www.ons.gov.uk>

The Office for National Statistics is the recognised national statistical institute of the UK. It is responsible for collecting and publishing statistics related to the economy, population and society at national, regional and local levels.

The National Lottery Community Fund

<https://www.tnlcommunityfund.org.uk/>

The National Lottery Community Fund gives grants to organisations in the UK to help improve their communities.

KEEPING UP TO DATE

Keep up-to-date about the on-going work in Kenley

You can keep up-to-date with what is happening in Kenley here:

www.croydon.gov.uk/kenleycommunity

Send your details to kenleycommunity@croydon.gov.uk
if you would like to be added to Croydon's Kenley mailing list.

Research undertaken by AOC Architecture and Locality.

Photography by AOC unless stated otherwise.

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A dark green circle containing the text "Kenley Community Plan" in white, bold, sans-serif font, centered within the circle.

**Kenley
Community
Plan**

APPENDICES

Appendix 1: Engagement Methodology

Appendix 2: Data Analysis

Appendix 3: Interview Templates

Appendix 4: Glossary

APPENDIX 1: ENGAGEMENT METHODOLOGY

Broadly the same questions were asked in both the online engagement and street interviews and stakeholder or focus group meetings.

The questions asked respondents to give:

- *their views on a set of priorities that the council suggested for the area (improving transport and streetscape; improving green open space; health, sports and wellbeing; activities for community and young people; safety and waste services; employment and training opportunities)*
- *their suggestions for specific projects*
- *whether they had been consulted before*
- *their demographic details, such as age, sex, disability, employment status and so on.*

The council promoted the engagement exercise through a postcard drop to all households in the Kenley Ward and through its online and print channels and networks.

Respondents were encouraged to complete an online survey hosted on commonplace via a link on the council's consultation page. Full demographic data about respondents was captured, along with post code, type of respondent (resident, works in the area), and length of time living in the area.

For people who needed help accessing the questionnaire, an email and phone number were provided.

In order to target hard to reach and seldom heard groups, street surveys and stakeholder interviews were conducted. This approach involved going to places where people are likely to go, including shops, parks and public spaces.

Officers and councillors attended meetings during the consultation period, including 4 structured events and launching the engagement at the KENDRA AGM.

All responses from the online and face to face surveys were analysed to determine priorities overall, and to understand if there were noticeable trends in the types of projects requested by different groups. Project ideas submitted by respondents were categorised by theme, and similar ideas within those themes were then coded and grouped to aid analysis.

A high level assessment of project ideas was undertaken by the officers to examine project priorities and how these might be delivered and funded.

APPENDIX 2: DATA ANALYSIS

The data collected

Throughout the street interviews careful notes of all responses were taken in text form, and then subsequently codified into a number of common responses. The online survey was designed in a similar way to ask responders to answer with a mixture of free text responses and multiple choices.

The combined data set holds all of the core information gleaned through the street interviews and online surveys. The data set also includes demographic data when given, and this allowed a more detailed examination of which groups were more interested in particular issues.

The data set is rich in both qualitative and quantitative information. The research looked to understand the perspectives of residents and stakeholders through a mix of both qualitative and quantitative information. The responses from each question were analysed and the qualitative issues under consideration were ascertained. Searching for citations within the responses also enabled a quantitative understanding of how representative each view expressed was within the data set.

Using the data

The findings from the initial survey period allowed the emerging findings to be shared with the community during the subsequent events where further conversations with community were used to validate these findings.

This method of analysis delivers the main findings from the resident survey, using merged street interviews and online survey responses, augmented by findings from the focus groups and stakeholder interviews. In relation to each question, the findings from the entire survey dataset are presented and then any notable differences are highlighted from the covariate analysis¹ of respondent demographic data in relation to age, gender, tenure, and length of residency in Kenley.

The views recorded tended toward a common set of views and priorities across the different demographics. There was somewhat more difference by housing tenure, but this was generally not significant.

Quotes taken from the free text responses to both surveys are also included throughout the Plan.

¹ In general terms, covariate analysis examines research the research findings for different groups within the population (e.g. by gender, ethnicity etc)

APPENDIX 3: INTERVIEW TEMPLATES

3A. Street interviews

Date:	Interviewer:	Location:	Code:
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The purpose of this survey is to get your views and ideas about the future of Kenley. Croydon Council have asked us to talk to residents and people who work here about what is needed in the area. With new housing planned, we want to work with residents to plan for improvements to services, facilities and buildings to ensure that Kenley evolves in a way the community wants.

1. Connection to the area [tick all that apply]: resident visiting work locally other [pls state] _____

2. How do you feel about living in the area?

How long have you lived here? Do you plan to stay? What's good or bad about the area?

3. What sort of services/community activities do you use in the area?

Family connections, local friendships, neighbourhood groups, TRAs, other community networks? Church. Favourite local spots

4. What are the key issues facing the area?

Has this changed over time? What do you think about the expected increase in housing?

5. What improvements would you make to Kenley to improve it for the community?

How will this relate to the expected increase in the local population?

6. Would you like to become more involved in decisions about the future of Kenley?

Consultation event / Volunteer / Run activities there / involved in management decision about the running

**7. What in your opinion are the most important new projects/activities?
Pick 3)**

Transport and streetscape	
Greening and local open space	
Youth and community	
Community Safety	
Health, wellbeing and sports	
Jobs, training and business	
Parents, young children and schools	

8. Do you have specific ideas for projects relating to the above areas?

(Or any other area/theme)

About you:

1. Postcode [of home address]: _____

2. Are you currently in work?

F/T P/T Self-employed Apprenticeship/training
 Student Unemployed Retired Care-giver Other
Rather not say

3. How long have you lived in the area?

Less than 1 year 2-5 years 5-10 years 10 years +
 Prefer not to say

4. Gender: Male Female Other *Prefer not to say*

5. Age: 18-29 30-39 40-49 50-59 60-69 70-79 80 or above
 Prefer not say

6. Ethnicity:

White	British = 1	Irish = 2	Any other White background = 3	
Black	Black or Black British = 4	Caribbean = 5	African = 6	Any other Black background = 7
Mixed	White & Black Caribbean = 8	White and Black African = 9	White and Asian = 10	Any other mixed background = 11
Asian or Asian British	Indian = 12	Pakistani = 13	Bangladeshi = 14	Any other Asian background = 15
Other	Chinese = 16	Latin American = 17	Other = 999	<i>Prefer not to say</i> - 0

7. How would you describe your housing tenure?

Home owner Social rent Private renting Sharing with others
 Living with parents *Prefer not to say*

8. *Disability* - Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Yes, limited a lot *Yes, limited a little* *No* *Do not wish to declare*

If yes, in what way (please tick all that apply)?

Visually impaired *Hearing impaired* *Mobility disability* *Learning disability*

Communication difficulty *Mental health problems* *Other (please specify)*

.....

10. Has the Council or other party consulted you on activities or plans in Kenley in the last 2 years?

Yes No

If yes - can you recall the details?

11. Are you interested in staying involved and helping us create a new plan for Kenley? We're planning walks, events etc. We will need you telephone number or email and consent to send you information related to the research.

(On a separate form with consent information / email address /telephone / name / signed consent)

3B. Commonplace Online Survey

1. What do you like about Kenley?
2. What are the key issues locally?
3. How could the area be improved?
4. What are the most important priorities for Kenley? Please select your top three

Do you have any specific ideas for projects?

Any other comments?

Demographic Data

What's your postcode?

What is your connection to the area?

How long have you lived in the area?

What is your gender?

What is your age group?

How would you describe your housing tenure?

What sort of services/community activities do you use in Kenley?

How would you like to be involved in decisions about the future of Kenley?

Please select all that apply:

Has the council or other party consulted you on activities or plans in Kenley in the past 2 years?

Are you a member of a local community group/volunteering organisation?

3C. Stakeholder interviews

Kenley Community Plan for Good Growth

Locality Engagement work / Stakeholder interview questions

Name of interviewee:	
Role (if relevant):	
Organisation or group (if relevant)	
Date:	
Interviewer:	
Additional notes:	

Preamble

Thanks for making time for this interview.

Locality has been commissioned by London Borough of Croydon to undertake some research and engagement with communities in Kenley. The work is intended to help produce a Community Plan for the area that will help prioritise the improvements needed (economic, social and environmental) in the short, medium and long term. .

The Plan is being set within the context of planned housing growth in the area with Kenley identified as one of 4 housing intensification areas in the borough. Through this (and other research)

- We are trying to understand what the communities are like here, what their strengths are, and what might be needed in future.
- We want to understand the scope and quality of existing community services, activities and representation in Kenley and how these can be preserved and improved [and schools, parks, transport, shops and cafes etc etc]
- As someone who works closely with/as part of the local community, we hope to gain a better understanding of the area by asking you some questions.
- We will also ask you for some advice and support on our delivery of other parts of this project – including finding others to interview, support our planned events, focus groups and walks.

Do you have any questions before we get started?

About you and your relationship to Kenley

1. Can you tell me a bit more about your role(s) at [organisation] / in the local community?

2. What's nice about living/working in Kenley?

Further prompts: What's special about it? // What positive attributes would you list to someone who was thinking of moving there?

Your service/role

3. What kind of service/activities does [your organisation/group] deliver?

Further prompts:

What is the level of demand – are you able to meet that demand?

How do you deliver the service? (e.g. Through volunteers or paid staff? From what location/building?)

Do you see this service/activities being delivered into the future? (What are the threats to it in the future – funding/resources, location/building etc)

What is needed to retain and/or expand the service/activities in the future? (How would you extend the service/activities if you could and why?)

Wider provision and need

4. Thinking about Kenley as a whole, what kind of gaps do you think there are in terms of community provision?

Prompts: Are there particular groups of people or particular needs that aren't being met?

5. What activities or events tend to bring people together in this area? Who goes, who doesn't?

6. Which, in your opinion, are the most important community locations in Kenley – where residents gather together?

Prompts: name around 3, can be pubs, shops, green spaces etc as well as community facilities

7. How might a growth in the local population affect community life, facilities and need in Kenley?

8. In your opinion, what are the biggest challenges facing the community here?

Future opportunities

9. What do you think are going to be the Community Plan priorities – particularly in relation to the expected increase in housing?

Prompts: Transport and streetscape // Greening and local open space // Youth and community // Community Safety // Health, wellbeing and sports // Jobs, training and business // Parents, young children and schools

10. Do you have ideas for new projects, activities, services or changes that would help improve community life in Kenley

Further research and support

11. Are there other people in your organisation or in the community who we might consider interviewing?

12. We are planning to hold focus groups, walks and co-production events?

Prompts: We are looking to reach more difficult to reach like young people, those who are house-bound or time poor // Could be a focus group with their users // Securing their commitment to come to a co-production event where ideas will be prioritised and fleshed out with other residents and stakeholders

13. Do you have any questions, or is there anything we haven't covered that you wanted to raise?

3D. Focus group questions

Preamble

Thanks for making time for this session.

Locality has been commissioned by London Borough of Croydon to undertake some research and engagement with communities in Kenley. The work is intended to help produce a Community Plan for the area that will help prioritise the improvements needed (economic, social and environmental) in the short, medium and long term. .

Through this (and other research)

- We are trying to understand what the communities are like here, what their strengths are, and what might be needed in future.
- We want to understand the scope and quality of existing community services, activities and representation in Kenley and how these can be preserved and improved [and schools, parks, transport, shops and cafes etc etc]

Do you have any questions before we get started?

About you and your relationship to Kenley

14. What's nice about living/working in Kenley?

Further prompts: What's special about it? // What positive attributes would you list to someone who was thinking of moving there?

Wider provision and need

15. Thinking about Kenley as a whole, what kind of gaps do you think there are in terms of community provision?

Prompts: Are there particular groups of people or particular needs that aren't being met?

16. What activities or events tend to bring people together in this area? Who goes, who doesn't?

17. Which, in your opinion, are the most important community locations in Kenley – where residents gather together?

Prompts: name around 3, can be pubs, shops, green spaces etc as well as community facilities

18. How might a growth in the local population affect community life, facilities and need in Kenley?

19. In your opinion, what are the biggest challenges facing the community here?

Future opportunities

20. What do you think are going to be the Community Plan priorities – particularly in relation to the expected increase in housing?

Prompts: Transport and streetscape // Greening and local open space // Youth and community // Community Safety // Health, wellbeing and sports // Jobs, training and business // Parents, young children and schools

21. Do you have ideas for new projects, activities, services or changes that would help improve community life in Kenley

22. Do you have any questions, or is there anything we haven't covered that you wanted to raise?

Thank you for your time.

3E. Business interview questions

Locality on-street premise survey

Locality has been commissioned by London Borough of Croydon to undertake some research and engagement with communities in Kenley. The work is intended to help produce a Community Plan for the area that will help prioritise the improvements needed in the short, medium and long term.

Contacts	
Name (person/business)	
Email address	
Can we contact you in the future?	
Business in Kenley	
What sort of business are you?w	
Why are you located in Kenley?	
How long have you been here?	
Do you own or rent the property your business operates out of?	
How many people are employed in your business?	
How do they travel to work?	
What role do you see your business as having in the local community?	
What is Kenley like to run a business? (what's good and bad about it)	

Do you plan to continue trading in Kenley longer term?	
About your customers	
Who are your customers?	
Where do they come from?	
How do they access you?	
What time of day do you get most of your customers?	
About the businesses locally	
Do you trade with other local businesses?	
Are you part of a trade network, locally or with others in a similar business?	
Do you give/receive support from your neighbouring businesses?	
About the trading environment	
<i>How do you feel about the area around your business in terms of:</i>	
○ Access for deliveries and servicing	
○ Appearance of the streets and pavements	
○ Waste collection	
○ Environment	
○ Transport connections	
<i>Does the area feel safe or unsafe in terms of :</i>	
○ Lighting	
○ Anti -Social Behaviour	
○ Appearance of area	

How do you feel that these things impact on your business?	
About marketing and business development	
How do you promote your business ?	
What are the key things that would help your business survive, thrive and grow?	
About possible projects	
If funding was available, what specific things would help your business be resilient and grow?	
Would you be able to invest in your business, alongside any funding secured ?	
<p><i>[Projects could include physical public realm improvements, improving the appearance of local roads and shop fronts, 're-branding' the area so that passing trade see it as distinctive, signage, lighting, training and support, networking opportunities, marketing etc]</i></p>	

Online survey by LB Croydon Regeneration team

The Kenley local business survey was undertaken by the LB Croydon Regeneration team between 10 July and 16 August 2019. An online survey of 16 questions were circulated to 40 local businesses, of which 15 completed the online survey, giving a response rate of 37.5%. The questions ranged from the size and nature of the business to understanding the opportunities and challenges of being a business in Kenley, and what individual companies need to grow.

1. What type of business are you?

2. Please Specify

3. How many people work in your business ?

4. How is your business categorised ?

5. Is there anything you want to add ?

6. How satisfied or dissatisfied are you with Kenley as a place to do business?

7. Please tell us more about your answer to previous question

8. What are the challenges and opportunities for your business over the next two years?

9. Which of the following would help your business?

Faster digital connectivity

Access to business training and staff development courses

Local advertising

Better security

More attractive public spaces and streets

More local qualified staff

More work space

Easier access for deliveries

Help with your website, digital and/or social media

Support from a local business network

Better transport connectivity

More residents living locally

Lower rates and rents

More local parking for staff
Better local facilities for staff to use
Other

10. Please tell us what ?

11. Of these options, please tell us which are the top three for your business?

12. Are there any other things that would be helpful to your business?

13. Would your business benefit from having more of the following facilities locally?

14. please tell us what else your business would benefit from:

Event and meeting space
Retail unit with street frontage
Shared commercial kitchen
Storage facility or lock-up space
Creative studio space
Serviced office space for co-working
Shared workshop or manufacturing space
Other

15. Would you be interested in attending an event to discuss Kenley's business needs in more detail?

16. Can we contact you about the Kenley Community Plan using the address/ email address provided above?

APPENDIX 4 - GLOSSARY

CC - Croydon Council

CCC - Chat over Coffee & Cakes - a non-profit making community event run by All Saints at Kenley Memorial Hall, Godstone Road.

CKP - Connecting Kenley Programme - developed as a result of the KCP engagement, it is a comprehensive programme of works which aims to provide public realm, community space, sustainable transport, air quality and business support to bring together different parts of the community and provide the civic infrastructure required to enable good growth in Kenley.

FIZ - Focused Intensification Zone - To achieve the current housing target of the Croydon Local Plan, the Areas of Focused Intensification were identified from evidence which indicated that they were areas with established infrastructure but relatively low density and the potential to accommodate a significant increase in residential development to meet the borough's housing target.

GLA - Greater London Authority - also known as City Hall, it is the devolved regional governance body of London, with jurisdiction over both counties of Greater London and the City of London.

GGF - Good Growth Fund - the London Mayor's regeneration programme to support growth and community development in London. The GGF supports innovative, best practice regeneration activities to make London a place of opportunity for all.

KAFG - Kenley Airfield Friends Group

KENDRA - Kenley & District Residents' Association

KCP - Kenley Community Plan

KCSG - Kenley Community Steering Group

KMH - Kenley Memorial Hall – community hall on Godstone Road

LBC - London Borough of Croydon

OLLBC - Old Lodge Lane Baptist Church

Portcullis Club - Meeting place for the Kenley & Caterham branch of the Royal Air Forces Association (RAFA).

SPD - Supplementary Planning Document on Suburban Intensification

Topics & Themes - Topics are detailed suggested mentioned by respondents. Themes are grouped topics that relate or have similar priorities.

TFL - Transport for London

WURA - Welcomes and Uplands Road Association - a not for profit body run by residents to maintain Welcomes and Uplands Roads.

Kenley Community Plan