

PURLEY STRATEGIC FRAMEWORK



Purley Community Projects



PURLEY STRATEGIC FRAMEWORK

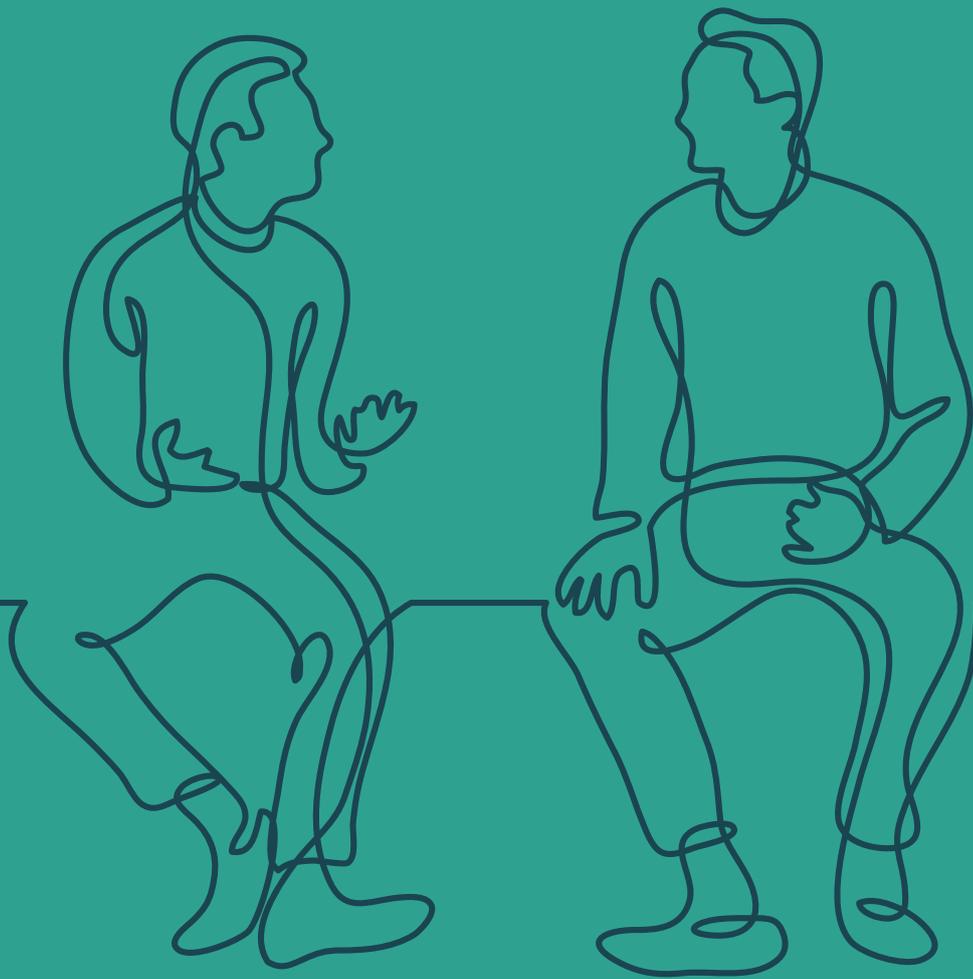
Spring 2021



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INTRODUCTION



Introduction

Purley Strategic Framework

Purley is experiencing rapid change with a large number of development sites coming forward. In March 2020 Croydon Council commissioned a multi-disciplinary team to develop the Purley Strategic Regeneration Framework. The overarching objective of the framework is to create a plan to ensure that the changes brought by the emerging developments benefit the wider community by funding local projects, social and physical infrastructure and public realm improvements.





Purley Community Projects

The Purley Community Projects have been identified over the period of developing the Purley Framework. Community Engagement was at the heart of the framework programme and from speaking to various resident and business groups it was identified that there are a number of small to medium scale projects that could generate interest in Purley and create more opportunities to socialise and improve the town centre. This would in turn result in economic benefits and growth for the businesses.

These projects would also work as a way of testing key framework strategies on opportunity sites within the area. It is recognised that some development sites may not come forward for a number of years, and some opportunities may take longer to achieve so these projects backed with the power of the community could start to contribute to immediate positive change in Purley.

The projects are not currently funded and subject to local landowner discussions. This document will however suggest ways in which the local community could approach and also seek funding opportunities for local projects.

The projects will be broken down in areas and within each area there will be proposals for

- Activity and Events Based projects
- Greening projects
- Physical Improvement projects
- Ideas generation and Management Planning



Community Engagement

Community Engagement

The Purley Strategic Regeneration project ran from Mar 2020 to Feb 2021 and has faced some challenges due to the Covid-19 outbreak. At the inception of the programme physical engagement activities had been planned along with street interviews and attendance at local events, but due to COVID-19 lock down restrictions engagements were moved online.

Desktop research was undertaken to understand the demographics of Purley, and local councillors and council staff who work in Purley highlighted key community groups and in the area who represent the wider demographics.

The Purley Panel includes representatives from:

- Local Businesses - Purley BID,
- Purley Youth project,
- Purley and Woodcote Residents Association,
- Purley & Couldson Centre for the Elderly,
- Purley Masjid Mosque,
- Churches Together,
- Riddlesdown Residents Association,

Diverse individuals and residents, including local mothers and young people

1-to-1 online or phone interviews were carried out with the various representatives groups and a large number of people contacted agreed to be part of an ongoing community advisory group known as the Purley Panel.

The Purley Panel assisted in developing and distributing a survey to the wider area which had 423 responses and further Purley Panel workshops were held in Dec and Jan 2021 to review the results. There is a hope that the Purley Panel continues to support the vision and can help to facilitate the delivery of some of the short term projects that have emerged during the engagement process.

Thank you to the members of the Purley Panel who have worked hard over the course of the last year to help in generating these ideas and thank you for your continued support in looking at ways of delivering these projects.

THE **VISION**





Realising **Purley** as an

Active and Evolving Destination





A Community Vision

A Vision for the Community

Our engagement approach started by listening, first to internal stakeholder teams; conducted within the earlier stages and then to local community stakeholders to the assembly of wider community insight.

Our aim was to achieve a real understanding of the local community, engaging with those that shout loudest but also understanding that there are always community stakeholders that don't have a voice or face barriers to standard engagement practices.

Building upon the internal "Road-show" that was conducted within the early stages, the team and members of Croydon Council Regeneration team identified and engaged with local community representatives to derive local insight that was used within the following:

- Input into the Local Plan Review
- Development of a community vision
- Purley Regeneration Framework
- Identification and curation of members of the Purley Community Panel
- Wider community survey via the Future Purley Website

During the inception of the programme, physical engagement activities had been planned, along with street interviews and attendance at local events, but due to COVID-19 lock down restrictions engagements were moved online. The majority of the engagement was conducted via the Purley Panel and via the online website for 'Future Purley'.

The Purley Panel

The "Purley Panel" is a community panel made up of passionate local residents, businesses and community groups who were approached early on in the project to help the team understand some of the local issues and opportunities. This group of people represent the area's diverse community and is made up of different age groups, faith groups, resident's associations and business representatives.

The long-term vision for the Panel is for the panel to grow into a self-sufficient, representative community group capable of seeking funding that will help implement community projects. We hope that the Purley Panel will continue to operate beyond this project as a community network to identify, champion and deliver local initiatives. In response to this, the projects identified also include those that may be led by the community and/or Purley Panel.

The Purley Panel includes representatives from:

- Purley BID, Purley Youth project,
- Purley and Woodcote Residents Association,
- Purley & Couldson Centre for the Elderly,
- Purley Masjid Mosque,
- Churches Together,
- Riddlesdown Residents Association,
- Diverse individuals and residents, including local mothers and young people

Website & the Wider Community

A focussed survey that covered the majority of the key sites in Purley was shared over a two week period on the future purley website (www.futurepurley.com) which was used by the team to gather insight and priorities to focus the framework. Over 420 people filled out the survey and represented a wide demographic of people, the lowest response was from those under 15 years old. (This will have to be addressed via a schools programme created specifically for the Purley Regeneration Framework). We were unable to deliver workshops within the project timeframe due to the December 2021 national lockdown that resulted in schools being closed. A workshop template has been designed and stakeholders looking to further this work can work with local schools to deliver this. See the appendix for the School Workshop Template.

Vision Priorities

Community priorities focused on Purley becoming a destination, a place that was more green (including the need for more trees and greenery to include natural flood storage) and more opportunities for social activities (a cafe culture, pedestrianised streets and inclusive events programme) and a Purley with an enhanced and diverse retail offer.

It is noted that a number of people mentioned 'no more flats' within their comments which is not within the remit of this study to influence. In the town centre location study area that has been identified for this project, flats will primarily be the residential type. However the framework emphasises the need for good quality and well designed homes for a range of age groups and for families, whilst responding to the community priorities by promoting access to green space, good public realm, public transport networks and pushes for the spaces between buildings to enhance and complement Purley.

This framework should not be seen this as a static document and we encourage the community to continue to feedback as the needs of Purley change and evolve. Further details on community Projects can be found in section 4.

Regeneration **Strategy Vision**

Realising **Purley** as **Unique** and

Active and Evolving Destination

Whatever the weather, whatever the season

Purley will be a place of choice...

- A place that's radically inclusive
- A place that's continuously vibrant and socially diverse
- A place that actively enhances wellbeing
- A place that's progressively green

Vision

One of the key insights from the engagement was the desire to establish Purley as a place for the community and as somewhere for people go 'to' rather than 'through'.

Our vision is therefore to establish Purley as a destination of choice. One that appeals to and provides for all of its inhabitants and their active health, inter-generational and social needs and one that attracts people from all facets of the immediate community and the wider area to spend their time and money in the Place of Purley.



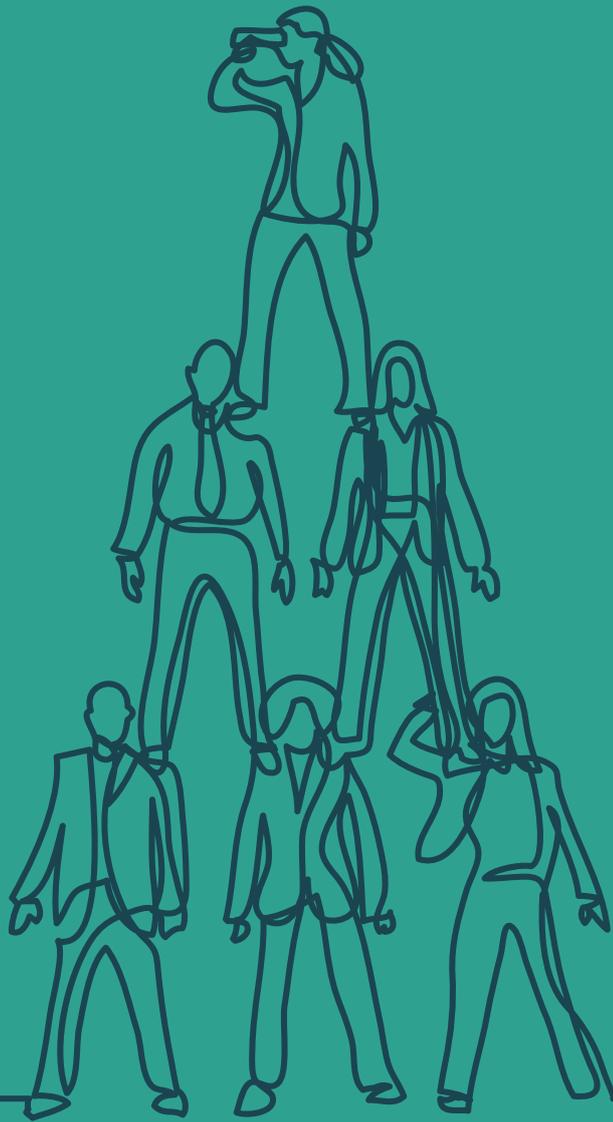
Our vision is to establish Purley as a bustling, vibrant, local town centre, full of the life that comes with a place that is cherished and utilised by its community. Purley will become a local destination shaped around the needs and aspirations of the local community.

Building on its unique characteristics, Purley will become a place where people come together to learn, work and play in an environment that supports their mental and physical health and wellbeing. It will be a radically inclusive and intergenerational place that draws on the unique qualities of the community to create homes, businesses and a diverse programme of activities that support the very youngest to the oldest residents and a place that will work to ensure its development sites contribute to bringing green space and green streets into the heart of the town centre etc.

Both the local community and town centre will grow together in a symbiotic relationship, with Purley district centre being empowered with the ability to adapt and organically adjust to meet the needs and aspirations of the local community; supplying the retail offerings, dining and evening use opportunities, event programming, workspaces (including workshops and start-up studios) and easy access to community facilities and support services required by an ever-changing community.

The catalyst for change starts with a desire to do so, building on the huge amount of community passion that resides within the local community and ambition to reinstate the town centre as a vibrant community destination.

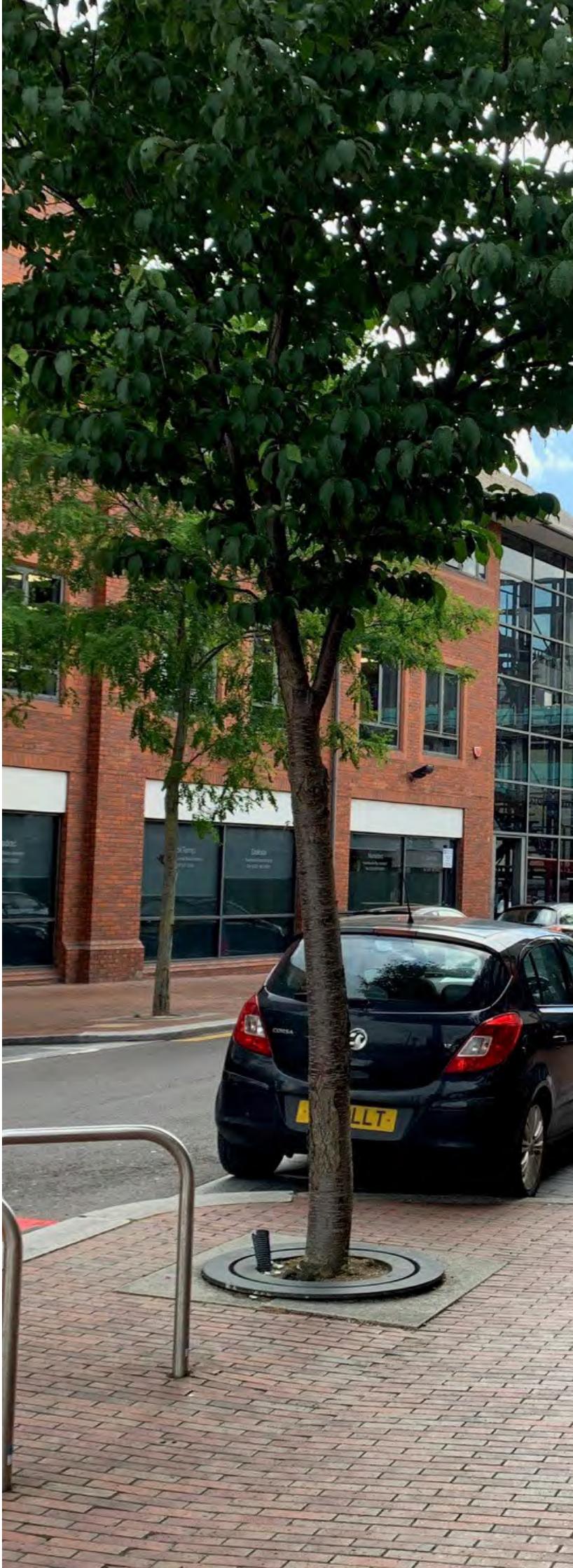




THE DRAFT **FRAMEWORK**

3

THE HIGH STREET





Purley
London

Diane's
Hair & Beauty

SANDWICHES
PÂTISSERIE

o
b
e

WE OFFER
A FULL RANGE
OF HAIR
SERVICES

High Street- Community Led Vision

High Street Revitalisation Overview

The High Street is proposed to become a street for people, with increased space for walking, tree planting, outdoor seating and socialising therefore establishing a public heart of Purley. It was identified in the community survey as one of the top priority areas for short to medium term improvements and a key location for events and markets and outdoor dining.

Projects:

- Business workshops to identify strengths, weaknesses, opportunities and threats in regards to the current high street and future projects (C)
- Reclaim the High Street events (C)
- Prototype and test pedestrianisation with businesses, residents and visitors (D/LA/C)
- Meanwhile uses e.g. Purley Sundays- a weekly or monthly programme of events that could occur on a Sunday to attract more people to the area. This could be for a flea market, cinema, local performance space/ theatre, pop up bars/restaurants, cycle hub, etc. The focus could be for inter-generational use and for young people who lack sufficient facilities in Purley. The use of the multi-storey on a Sunday is also viable as parking in the multi-storey car park is free on a Sunday which may encourage more visitors whilst ensuring that parking revenue isn't disrupted. (C)
- High Street Business Plan including ways to attract and retain smaller businesses (LA/C)

Purley Panel Insight

The Purley Panel discussed the opportunity for the High Street to become a street that is more focussed on people, pedestrians and activities to increase the footfall in the area. It was also noted that the parking offer would need to be improved if pedestrianised and the high street exposed as a new destination point:

Wider Community

With an opportunity to make the High Street more pedestrian friendly with limited cars. The top 3 spaces and activities that would encourage the survey participants to visit and stay longer in Purley included

1. active street & shops followed by
2. spaces for eating and
3. space for events & markets

Precedents

Reclaim the High Street events

Stockport was chosen as a 'Portas Pilot' Town in 2013. The local Town Team went on to run a range of events such as a Teenage Market pop up market, A Foodie Friday street food and live entertainment event once every month, and various other events across the year. Foodie Friday went on to win Best Pop Up Event at the Manchester Food and Drink Festival in 2016 and is estimated to bring in an annual sum of £250,000 for the local community. The benefits have also positively impacted the businesses in the local area.

<https://www.didobi.com/wp-content/uploads/2019/09/GrimseyReview2.pdf>



Meanwhile Uses

Meet in the street – Recognising that design solutions alone cannot attract activity. A series of Sunday events were organised to bring people to the streets. Different activities were put on and measured to see which ones were most popular in order to develop a long term programme – Denver, Gehl.

<https://gehlpeople.com/blog/we-love-denver/>



THE HIGH STREET

A Community Informed Vision

"need to make area more user friendly for the shops and to encourage people from outside area to visit Purley as they used to when it was a proper town"

Active tree planting for delight, carbon dequstration + shading to reduce overheating of the street

More bike parking. Incentives for people to cycle to shops eg free fitting of racks and panniers

Solar powered street lighting

Wayfinding

Enhanced Greening

Cycle infrastructure



Art/ light installations

"...what Purley is missing is a cultural hub with flexible event space also available for local groups, youth groups, language exchange, minorities, perhaps local skill exchange."

Diverse offer (shops + experiences)

"The high street needs to feel like a small village.....small independent retailers - perhaps markets"

Space for markets & activities

Spill out space/ cafe culture

Pedestrian prioritised area

High street programme of events

BRIGHTON ROAD





Brighton Road - Community Led Vision

Brighton Road Greenway

The framework will not seek to reduce vehicle flows along Brighton Road or to displace it onto local roads. However, it will seek to reduce the impact the road has which currently dominates the area. This will be done through a number of interventions, short to medium term activities could be the introduction of parklets, temporary cycling Sundays and a decluttering exercise would help to increase pedestrian space on the pavements and also help to highlight the distinctive shopfronts.

Projects:

- Identify and pilot community-led meanwhile uses such as pop-up planters, grow bag allotments and biodiverges (C)
- Initiate a 'Clean Purley' or 'Love Purley' campaign to champion local and community pride in the area. This is both particular to Brighton Road and the wider area (C)
- Establish Purley biodiversity action group to champion the new landscape and act as biodiversity stewards (D/C)
- Future of Retail Research and Strategy and Inward Investment Study (LA/C)
- Economic Research and Strategy on Success Shops and Residence (LA/C)

Purley Panel

The Purley Panel agreed that Brighton Road is the main thoroughfare into and through Purley and presents one of the greatest opportunities for change in the area- it's also a great advertisement to entice people to come and visit Purley.

Wider community:

Survey participants when asked What they would like to see on Purley's Roads and Streets and what would attract them to visit and stay longer in Purley. The majority overwhelmingly agreed that there is a need for

1. more variety of shops
2. more restaurants
3. pop up space/events

Precedents

Clean Purley

After suffering from urban flytipping in their neighbourhood, residents in Oldham came together to combat this issue in their neighbourhood and turn it into a neighbourhood that they could feel proud of.

In 2018 [hubhub](https://www.hubhub.org.uk) worked with the local community in Oldham (a town in Greater Manchester) to try and understand the causes of fly-tipping and come up with solutions. Five streets came together to transform the fly-tipped alleys at into bright and friendly communal spaces.

<https://www.hubhub.org.uk/lovewhereyoulive>



BRIGHTON ROAD

A Community Informed Vision



"need to make area more user friendly for the shops and to encourage people from outside area to visit Purley as they used to when it was a proper town"

Wayfinding and signage to encourage people to discover the high street

A unified shopfront improvement strategy

Diverse offer including retail and experiences

Controlled/ temporary spill out

Cycle facilities

A wide de-cluttered paving area for a better pedestrian experience

Multi-functional landscape that softens the street whilst providing carbon sequestration & mitigates flooding



Enhanced historic facades

"Brighton Road is Purley's Shopfront, it needs to be attractive"

Awnings used to create a collective aesthetic for the high street

Pop ups shops, workspaces + experiences

Diversity of shops & brands maintained

More efficient parking options

THE GYRATORY





The Gyratory- Community Led Vision

Gyratory Park

Whilst further traffic studies are undertaken to reduce dominance of the gyratory, inserting low-cost interventions such as kiosks, small stage areas, public art, natural play and other temporary interventions will help to animate the space and encourage people to stop for a while. Including attractive and comfortable street furniture, signage and lighting will improve the feeling of safety and security and identify the space as part of Purley's public realm.

Short term

- Greening the Gyratory Square- work with the BID to start and support initial projects (C)
- Meanwhile Uses - examples such as mobile greening using portable planters and a light festival to improve this dominant site (C)

Purley Panel:

The Purley Panel discussed the divisive nature of the gyratory and the need for improvements to be made both in the short and long term. They described the need for it to be humanised and easier to access on foot as well as contributing to the flood issues that Purley experiences. The following areas were suggested

- Enhanced greening: use of landscape to soften the aesthetics and polluting nature of the gyratory
- Accessibility: better and more direct crossings, reducing the need to use the underpass and including seating to enable accessibility for the elderly or disabled. To include a strategy that ties the Baptist Church's new plaza with a public realm strategy.
- Landmark/ aesthetic: reinstating the fountain as a landmark within the gyratory and/ or lighting the landscape to improve the aesthetic outlook of this major piece of infrastructure
- Purley Pond/Park: utilising and enhancing the central green area within the gyratory to include needed flood mitigations and an enhanced landscape setting

Wider community:

The top three elements from the survey are noted below:

1. an improved Gyratory Square
2. green flood storage area to be prioritised to enhance the setting of the gyratory area
3. better crossings and path improvements

Precedents

Greening the Gyratory Square

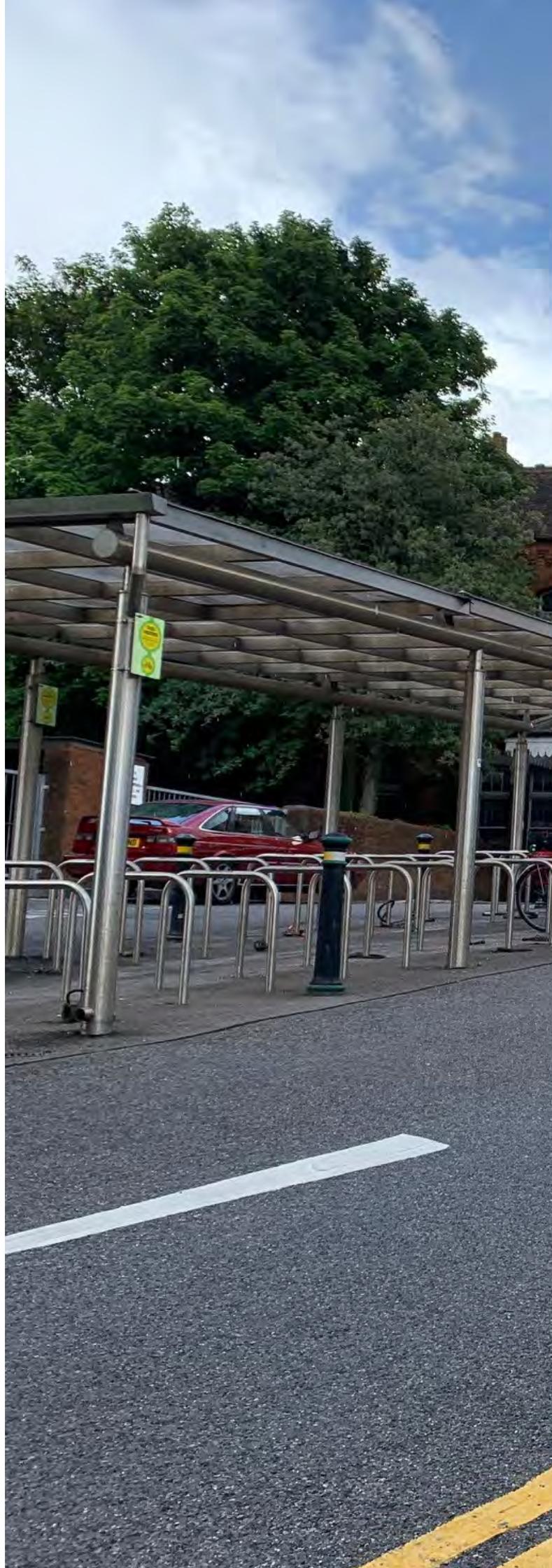
Brixton Orchard is a project that was launched by the Brixton BID. A once neglected public green space on the corner of one of London's busiest and most polluted roads was transformed by local volunteers who planted 30 fruit trees. The space now hosts training sessions and regular events offering local people skills and knowledge in planting fruit trees, wildflowers and edible bulbs.

The project was commissioned by The Brixton BID with match funding from the Mayor of London's Air Quality Fund.

Source: <https://urbangrowth.london/project/brixton-orchard/>



WHYTECLIFFE **ROAD SOUTH** + STATION APPROACH





1899

Purley Station

Taxi Rank
Please queue
on other side

LL15 ZXY

STATION



Whytecliffe Road South + Station Approach - **Community Led Vision**

Station Gateway & Whytecliffe Road Approach

Purley Railway Station is a key gateway to the District Centre that is currently mostly used by commuters. As Purley seeks to become a destination rather than a dropping off point it needs to improve its arrival experience and create legible pathways leading to its attractions and activities. The Station Square offers a great opportunity to indicate change is happening in Purley and reflect its unique sense of place.

High quality (robust and long lasting), contemporary landscape design can elevate the space from a traffic dominated roundabout to a shared use space that is attractive and functional outside of rush hour drop-off time. Its design quality should be indicative of the experience a visitor can expect in Purley with safe, attractive spaces and interesting use of materials and details tied to the Purley Placemaking Strategy.

The route from the station to the District Centre should be simple to find, easy to navigate and accessible for all users. Legible signage and pedestrian scale lighting should indicate a choice of safe, direct and interesting routes. An easy, attractive and engaging arrival experience goes a long way to attracting return visits.

Projects:

Upgrading the station arrival experience and improving the visual and accessibility aspects of Station Square and its interconnectivity with Purley Centre should have regard to the following actions:

- Implement pilot studies to test changes to parking/ drop off/ pedestrian space (if needed) pilot/ test (LA/C)
- A Whytecliffe Road corridor improvement plan (this should include reference to frontages on key development sites and wayfinding potential linked to street improvements and redevelopment of low quality buildings). (D/ LA/C)
- pop up and wayfinding

Project - Activities & Events

Pilot Studies

Precedent

Love where you live - We all want to live in a place Anyone can set up a parklet or a pop-up park to transform streets into a vibrant community hot spot. You'll need permission from your local council, but after that, it can be easier than you might think. Why not work together with your neighbours to improve your local area for everyone who lives there?



Project - Activities & Events

Pop up & wayfinding

Precedent

Walk your city

Walk [Your City] provides a toolkit for local people to set up temporary signs that encourage the community to explore the areas they live in. This is a quick and low cost way of testing out wayfinding and encouraging people to walk, cycle and explore their neighbourhoods. This could be based around heritage or art trails or even to encourage people to visit businesses on the high street.

Source: <https://walkyourcity.org/>



WHYTECLIFFE ROAD SOUTH + STATION APPROACH

A Community Informed Vision



Car share pick up

"train station space to link with sustainable travel such as bike and scooter hire points"

Electric bike, bike and scooter hire + secure cycle parking

Ecological and aesthetic improvements through landscaping

More pedestrian focussed



the station is something that does attract people

Wayfinding and signage to encourage people to discover the high street

Enhanced shop frontage

Welcoming active environment

EASTERN GATEWAY





MY OLD
CITY

Reservations:
020 8468 455
10 8763 2955

OPEN

PLUMBING
KEY CUTTING
ELECTRICAL
IRONMONGERY
BATHROOMS
TOOLS
DIY
LOCKS
PAINT
GUTTERING



Eastern Gateway - Community Led Vision

Eastern Gateway & My Old China Site

This project aims to improve the arrival experience for pedestrian, cycle and car users arriving in Purley from the south east beneath the railway bridge.

The brief should consider the potential for:

- The opportunity for public art and light installations around the railway bridge and
- Consideration of wayfinding and the relationship between this project and the Station Square project is also required.

Projects

Short term

- Liaise with Network Rail to ascertain the opportunities from bridge enhancements including lighting and public art. (C)
- Liaise with Network Rail to ascertain the opportunities for enhanced planting of its green bank along Godstone road amongst other bio-diversity and flood features.(C)
- Meanwhile uses to create an aesthetically enhanced My Old China site through art work, hoardings, ground floor use or a park/ public realm space in place of a demolished building in the meantime. (C)

Purley Panel

The My Old China Site was seen as a widely contentious issue to the majority of the Panel members, serving as an eye-sore and an inadequate gateway into Purley. The prevailing opinion is the need for the site to be developed or demolished. It was discussed that the site in the meantime could be made to be more aesthetically pleasing with the BID taking forward an art project using its facade or hoardings.

Wider Community Insight

When asked what area needs to be prioritised when discussing where small to medium contributions towards improvements should be focussed, the My Old China Site was defined as the site with the highest priority (joint first position with the Leisure Centre).

Project - Activities and Events

Community Meanwhile Uses

As part of Network Rail's Community Rail programme, they invite voluntary groups to transform disused railway land in their area including old platforms, land adjoining stations, and land underneath viaducts. Everyone can join the from residents, 'Station Friends' groups, transition town groups, charities, Community Rail Partnerships and local authorities. Schemes include creating station gardens, wildlife areas, murals and artwork, planting fruit and vegetables, and clearing drains and undergrowth ready for heritage railways.

<https://www.networkrail.co.uk/communities/community-rail/community-schemes/>



NORTHERN ENTRY ROADS





LS62 PJY

WX68 LRF

57 57

Northern Entry Roads - Community Led Vision

Northern Street Public Realm Improvements

Description

This project looks to implement suburban street improvements that reclaim excess road space for pedestrians, cyclists and public greening. The aim is to encourage more walking and cycling by providing safe, well designed, uncluttered pavement space that improves the pedestrian experience and reduces the dominance of cars, and to secure a green future for the suburban hinterlands of Purley.

Actions

Detailed designs for streetscape improvements should be commissioned following completion of the traffic and transport study. Alternatively, if this project is identified by the community as a Priority Project the detailed designs could be developed hand in hand with the technical transport work.

Roads for consideration should include but not be limited to:

- Pampisford Road
- Foxley Lane
- Banstead Road
- Russell Hill Road

Russell Hill Gateway

Russell Hill Gateway is a key entrance to Purley from the north and should provide a memorable transition experience from the suburban hinterland to the more urban environs of Purley District Centre. A development brief or masterplan is needed that articulates a vision for the Russell Hill Gateway area, including new and existing built form and public realm, that creates a strong sense of arrival and provides a legible entrance that can be read by both pedestrians and drivers travelling at higher speeds.

The masterplan should refer to the Purley Placemaking strategies and include shopfront improvements, lighting, wayfinding, street materials, street furniture and urban plantings. It should be underpinned by traffic studies that review options for pavement widening, parking and servicing, pedestrian crossings and traffic calming. The traffic studies could be undertaken as a separate commission but would ideally form part of the wider traffic study for the District Centre.

Actions

Some typical actions that might form part of this project include:

Short term

- Create Russell Hill working group that represents residents and business interests (include BID, Purley Panel) (C)

Medium/ Long term

- Procure Development Brief/ Masterplan for Russell Hill Gateway (referring to Project 01 - Purley Placemaking Strategy) (D/LA/C)
- Investigate grant funding opportunities for street and shopfront improvements (LA/C)

Precedents

Meanwhile Uses

Tree Wardens

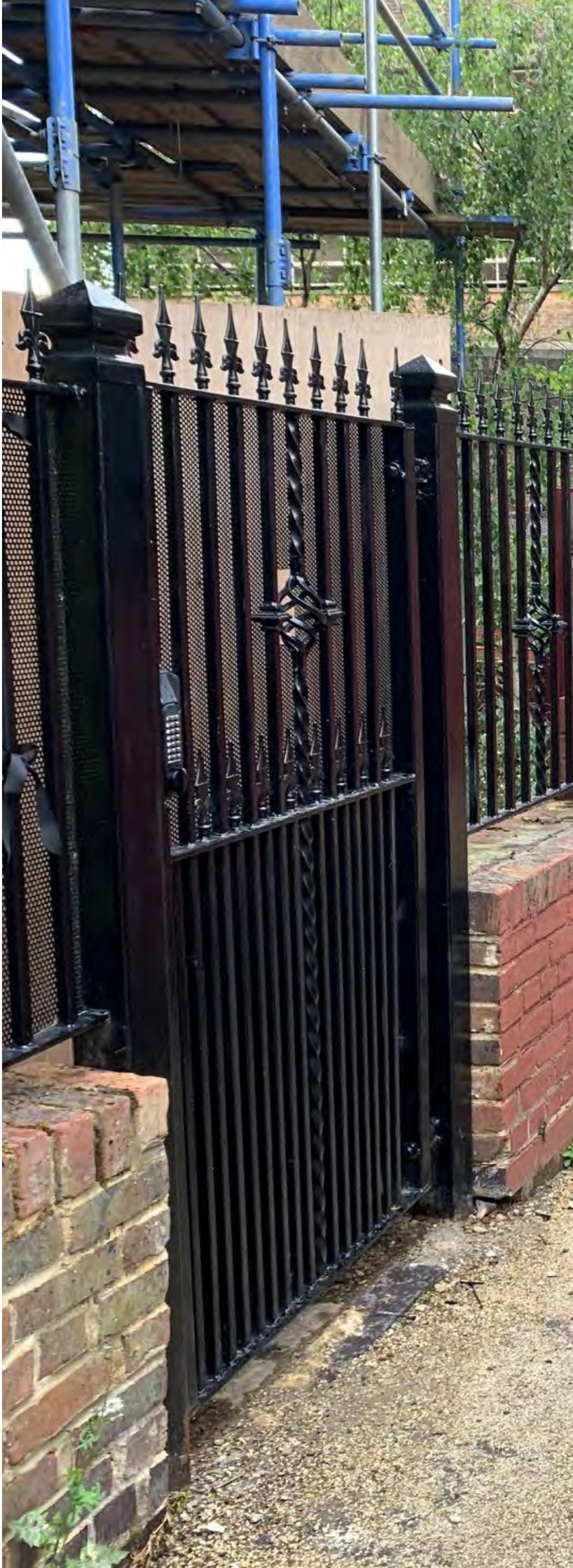
The Tree Council is a charity that brings people together with the shared mission to take care of trees and therefore the future of the planet. They have a tree warden initiative that supports and encourages local communities and organisations to champion local trees by planting trees and looking after them. Some projects Tree Warden groups have done include:

- Arranging local tree planting days
- Pruning, watering and giving vital aftercare to local trees after planting
- Working with local authorities to plant and care for our precious street trees
- Raising funds and identifying suitable land for local tree planting projects
- Going into schools to talk to young people about the value of trees.
- Tree Planting

<https://treecouncil.org.uk/tree-wardens-inspire-the-next-generation-to-be-a-forcefor-nature-through-our-schools-programme/>



LANEWAYS






CALUNCOURT
LUXURIOUS 1-23
BED APARTMENTS
0207 973 2020



Laneways & Yards - Community Led Vision

Rediscovering the laneways

The laneways are an interesting characteristic of Purley's urban fabric and have the potential to become an attractive destination in their own right. With the right streetscape design, lighting and activation, the laneways can be reclaimed as an alternative pedestrian network connecting key parts of Purley centre such as the Station, High Street and Russell Hill Road.

Projects

Short term

- Procure Laneway Action Plan: Identify routes, ownerships and current uses. Define vision and set out actions required to deliver. (C)
- Pilot projects/ desire lines/ meanwhile uses e.g. heritage, activity and art trails / alternate servicing and parking studies (C)

Medium/ Long term

- Consolidate land or create owner/developer cooperatives/ SPVs (D/LA/C)
- Laneway improvement plans / development briefs (surfaces, lighting, uses, activities) (D/LA/C)
- Work with developers where their sites are adjacent to potential routes to deliver contemporary active edges, enhanced spaces and increase lighting (D/LA/C)

Purley Panel

The Purley panel discussed the idea of Purley Lanes (new active pedestrian paths) and yards (new open space areas for activities and enhanced public space) which they welcomed. Russell Hill Place was noted as a popular walkway that is now dominated by car garages, with an aspiration to be reinstated as a new attractive connection and pathway with accessible access. The Purley panel suggested the following to be implemented alongside improvements to the rotary fields.

-

Purley lanes and yards

- Character creation – creation of a human scale and enticing character to include atmospheric effects such as canopy lighting and cobbled street pattern and texture
- Informal play- creation of areas for young children and families to meet Purley's open space deficit
- Wayfinding- by connecting the high street and Brighton road to the station, these laneways should be part of an adequate wayfinding and legibility strategy
- Purley yards- a place for pop ups and activities for parents young and old of both day and Night time activities e.g. Night Market

Wider Community

When asked about the potential opportunities for more activities in Rotary Fields and in the footways and public spaces in Purley. The top 3 priorities for activities and facilities included:

- spaces for dining and events
- followed by edible gardens
- spaces for art

Project - Activities and Events

Greening Projects

Brislington Green Trail

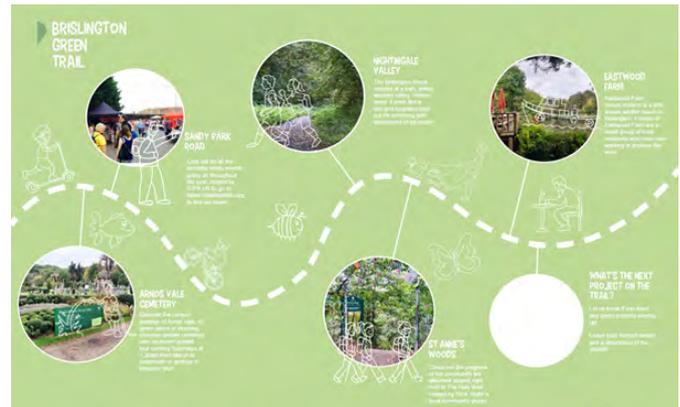
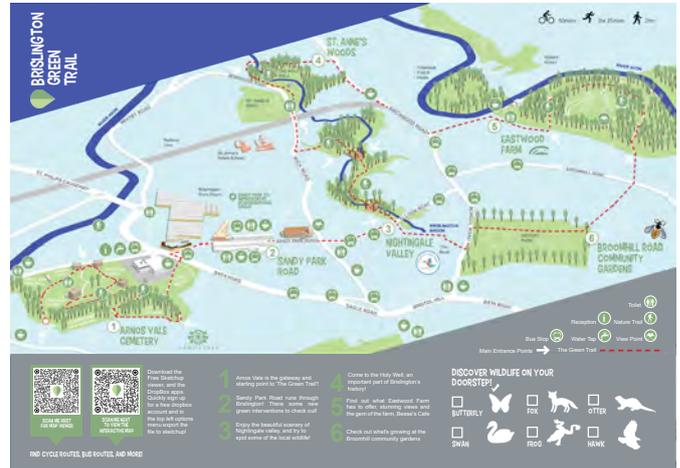
<https://greaterbrislington.org/greentrail/>

<https://greaterbrislington.org/wp-content/uploads/2019/01/BrizGreenTrailMap.pdf>

<https://greaterbrislington.org/>

Greater Brislington Together is a local community group in Bristol that brings together residents, businesses and community groups to work together on local issues. They have a focus on transport, youth engagement and community safety, and have in the past delivered a green trail project which links all the green spaces throughout the area and highlights community projects along the way.

The project which was launched in 2018 added planters in prominent areas, green roofs and updated existing green spaces. The community also hosts family events and tours. The project was funded by CIL contributions and the community group works together to seek other sources of funding.



LANEWAYS

A Community Informed Vision



"Brightening up of area. Purley has a lot to offer with some TLC"

"Smarten it up"

Art/ heritage trails or activity to increase use & footfall for better safety & perception

An enhanced & active laneway route to the station



Lighting for safety & atmosphere

We need...."...streets, footpaths and lanes that are clean and safe and have an identity and style that says we are Purley"

An active & cleaned route

ROTARY FIELDS





Rotary Fields - Community Led Vision

Rotary Fields Action Plan

Rotary Fields is a much loved open space but it could work much harder to cater for the whole community. A highly successful piece of public art, The Iron Horse, has already been installed. Additional interventions that provide flexible space for a range of activities and cater for all age groups could be identified through consultation and provided over time as funds become available.

Projects

Short term

- Create Rotary Fields Steering group including existing user groups, members of the Purley Panel, wildlife and leisure volunteers (C)
- Create Area Action Plan - consult on activities and uses - what is missing, what works and what can be removed. (C)
- Identify short-term / low cost interventions that could animate the space or act as pilot projects to test user engagement and popularity of activities (C)
- Identify improvements and funding for projects (C)

Medium/ Long term

- Identify longer-term interventions and improvements e.g. enhanced skate park, youth facilities, outdoor gym, cafe status and public toilet re-opening) as funds are made available. (LA/C)

Purley Panel

The Purley panel discussed the idea of Purley Lanes (new active pedestrian paths) and yards (new open space areas for activities and enhanced public space) which they welcomed and suggested the following to be implemented alongside improvements to the rotary fields

Rotary fields

- Improved youth facilities- the need for facilities for older children and younger adults to include involving young people in the design of the facilities to ensure its relevance. skate part, sports, fitness areas; need a multi-use space , need a space for older ages, basketball, different areas as different behaviours. Youth project also require the use of a flexible space, that can be cordoned off
- Improved public facilities- to include a new café and public toilet
- Improved existing park facilities- a wider variety of play equipment

Wider Community

When asked how the Rotary field could be improved in Purley, the top 3 included better facilities such as:

- an improved skate park
- café
- informal play spaces

Project - Activities and Events

Pop up in the park

Rein Park, Playbox

<https://theccd.org/article/a-place-to-play-an-exploration-of-peoples-connection-to-local-greenspace-in-east-leeds/>

LS14 Trust was a group set up by local people in Leeds. Through a successful application for Children in Need funding they were able to provide a Playbox for a local park they own called Rein Park. Rein Park was identified as a key greenspace in the area, however the local community felt the park could be better used. Over the summer of 2016 LS14 Trust commissioned a pop up Playbox for the park which was a form of creative consultation. The Playbox is a 20 foot shipping container which had play equipment and an array of tools that could be locked away and brought out when needed to be used by the local community. This allowed for people to engage with the park in different ways and to test different activities that could become long term features in the park.



ROTARY FIELDS

A Community Informed Vision

*"...Skate park plus an adventure/
nature trail/obstacle course to
complement what is already there."*

Enhanced play &
adventure facilities

Enhanced youth facilities-
multi use sports area &
better skate park

*"More family use of the Rotary Field
especially at weekends perhaps with
cafe and toilets... more and better
facilities for older children and adults"*

Flexible space

Bio diverse, wild flower &
flood mitigating planting



"...restaurant and open area outside for eating together not separate benches. ... permanent tennis / badminton court / cricket / fitness area - picnic tables with bins - area for people to congregate and socialize - cafe with pop up stalls

Outdoor avm

Nature trail

Better amenities including cafe & public toilet reopening

Heritage trail

Summary Matrix

Key Projects- Activity and Events Based projects

Project	Name	Zone of influence	Type
00	Reclaim the High Street events (C)	Activities/ events	High street
01	Prototype and test pedestrianisation with businesses, residents and visitors (D/LA/C)	Activities/ events	High street
10	Meanwhile uses e.g. Purley Sundays- a weekly or monthly pro	Activities/ events	High street
04	Implement pilot studies to test changes to parking/ drop off/ pedestrian space (if needed)	Activities/ events	Whytecliffe road and station approach
06	Initiate a 'Clean Purley' or 'Love Purley' campaign to champion local and community pride in the area. This is both particular to Brighton Road and the wider area (C)	Branding + activities	Brighton road
	Meanwhile uses to create an aesthetically enhanced My Old China site through art work, hoardings, ground floor use or a park/ public realm space in place of a demolished building in the meantime. (C)	Activities/ events	Eastern gateway and my old china
	Reclaim the High Street pilot event (eg summer street party)	activities	all
	Reclaim the gyratory pilot event (e.g. party in the park)	activities	all
07	Identify and pilot community-led meanwhile uses such as pop-up planters, grow bag allotments and biodiverges (C)	greening	Brighton road
09	Establish Purley biodiversity action group to champion the new landscape and act as biodiversity stewards (D/C)	greening	Brighton road
	Greening the Gyratory Square- work with the BID to start and support initial projects (C)	greening	Gyratory

Project	Name	Zone of influence	Type
00	Create an annual event calendar for Purley	Event/activities	all
	An awareness strategy that identifies and showcases what wider Purley has to offer can be created through a marketing campaign and wayfinding strategy.	Event/activities	all
	A branding and awareness strategy via social media and active advertisements of Purley as a destination that may also begin to distinguish it from Purley Way and to establish new areas and events such as the Purley Lanes and Yards as well as Purley Sundays.	Event/activities	all
	Pilot projects/ desire lines/ meanwhile uses e.g. heritage, activity and art trails / alternate servicing and parking studies (C)	Activities and installations	the laneways

Summary Matrix

Key Projects- Greening

Project	Name	Zone of influence	Type
00	Identify and pilot community-led meanwhile uses such as pop-up planters, grow bag allotments and biodiverges (C)	greening	Brighton road
01	Establish Purley biodiversity action group to champion the new landscape and act as biodiversity stewards (D/C)	greening	Brighton road
10	Greening the Gyratory Square- work with the BID to start and support initial projects (C)	greening	Gyratory
04	Meanwhile Uses - examples such as mobile greening using portable planters and a light festival to improve this dominant site (C)	Greening/ activity	Gyratory
06	Liaise with Network Rail to ascertain the opportunities for enhanced planting of its green bank along Godstone road amongst other bio-diversity and flood features.(C)e	greening	Eastern gateway and my old china Eastern gateway and my old china

Summary Matrix

Key Projects- Physical Improvement projects

Project	Name	Zone of influence	Type
00	Liaise with Network Rail to ascertain the opportunities from bridge enhancements including lighting, greening and public art. (C)	Physical Improvement projects / greening	Eastern gateway and my old china
01	Pilot projects/ desire lines/ meanwhile uses e.g. heritage, activity and art trails / alternate servicing and parking studies (C)	?	the laneways
10	Liaise with Network Rail to ascertain the opportunities from bridge enhancements including lighting, greening and public art. (C)	Physical Improvement projects / greening	Eastern gateway and my old china
04	Laneway improvement plans / development briefs (surfaces, lighting, uses, activities) (D/ LA/C)	Physical Improvement projects / greening	the laneways
06	Work with developers where their sites are adjacent to potential routes to deliver contemporary active edges, enhanced spaces and increase lighting (D/LA/C)	Physical Improvement projects / greening	the laneways
07	Greening the Gyrotory Square- work with the BID to start and support initial projects (C)	greening	Gyrotory

Summary Matrix

Key Projects- Ideas Generation and Management Planning

Project	Name	Zone of influence	Type
01	Pilot projects/ desire lines/ meanwhile uses e.g. heritage, activity and art trails / alternate servicing and parking studies (C)	?	the laneways
10	Business workshops to identify strengths, weaknesses, opportunities and threats in regards to the current high street and future projects (C)	Ideas generation and Management Planning	High street
04	High Street Business Plan including ways to attract and retain smaller businesses (LA/C)	Ideas generation and Management Planning	High street
06	Create Russell Hill working group that represents residents and business interests (include BID, Purley Panel) (C)	?	Northern entry roads
	Investigate grant funding opportunities for street and shopfront improvements (LA/C)	Ideas generation and Management Planning	Northern entry roads
	Procure Laneway Action Plan: Identify routes, ownerships and current uses. Define vision and set out actions required to deliver. (C)	Ideas generation and Management Planning	he laneways

Project	Name	Zone of influence	Type
10	Short term		
04	Create Rotary Fields Steering group including existing user groups, members of the Purley Panel, wildlife and leisure volunteers (C)	Steering group	Rotary fields
06	Create Area Action Plan - consult on activities and uses - what is missing, what works and what can be removed. (C)	Ideas generation and Management Planning	Rotary fields
	Identify short-term / low cost interventions that could animate the space or act as pilot projects to test user engagement and popularity of activities (C)	Ideas generation and Management Planning	Rotary fields
	Identify improvements and funding for projects (C)	Ideas generation and Management Planning	Rotary fields
	Identify longer-term interventions and improvements e.g. enhanced skate park, youth facilities, outdoor gym, cafe status and public toilet re-opening) as funds are made available. (LA/C)	Ideas generation and Management Planning	Rotary fields
	Purley Panel Legacy - formalisation of structure, funding, venue, chair etc.	Steering group	

Funding

Funding

Funding opportunities change over time with some open for application at different times of the year. Below are some suggestions of live and closed opportunities which need to be reviewed over the year in order to understand which ones may be available and applicable:

Art and Creativity

<https://www.artscouncil.org.uk/projectgrants>

Air Quality

Mayor's Air Quality Fund - <https://www.london.gov.uk/what-we-do/environment/pollution-and-air-quality/mayors-air-quality-fund> (reopening Autumn 2021)

Crowdfunding

<https://www.spacehive.com/>

Greening

Tree Council

<https://treecouncil.org.uk/take-action/grants-for-trees/>

Greener City Fund

<https://www.london.gov.uk/what-we-do/environment/parks-green-spaces-and-biodiversity/greener-city-fund>

Heritage Funds

<https://www.heritagefund.org.uk/funding/sign-in>

High Streets & Placemaking

GLA High Streets for ALL Challenge

<https://www.london.gov.uk/publications/high-streets-all-challenge>

Parks and Play

Biffa Recreation Fund

<https://www.biffa-award.org/recreation/>

Return to Play

<https://www.sportengland.org/how-we-can-help/our-funds>

Walking & Cycling

<https://www.groundwork.org.uk/apply-for-a-grant/london-grants/walking-cycling-grants/>

General Funds could be applied across a number of projects

<https://www.citybridgetrust.org.uk/what-we-do/>

Council Funding

Local Council funding opportunities and grants are currently limited as is resourcing to co-ordinate larger funding applications. There may however be opportunities in the future for S106, CIL or ward budgets to support projects.



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