

**Notes of workshop Discussion with Stakeholders of People for Portland Road (PPR)  
Saturday 29<sup>th</sup> October 2016  
10-1pm at Stanley Halls**

**Present**

1. Judith Burden	Stanley Halls	j.s.burden@btinternet.com
2. Dave Morris	Croydon Council	David.2.morris@croydon.gov.uk
3. Harry Parmaz	Resident	020 8654 7120
4. Emma Hope Fitch	Love Lane Friends group	lovelaneproect@outlook.com
5. Pat Holding	Resident	tholding2@yahoo.co.uk
6. Tony Holding	Resident	tholding2@yahoo.co.uk
7. Cllr Kathy Bee	Councillor	
8. Cllr Paul Scott	Councillor	
9. Ray Bassett	Resident	
10. Shirley Bassett	Resident	
11. Elizabeth Owens	Resident	elizabethjowens@gmail.com
12. John Hickman	Resident	John_hickman5@hotmail.com
13. Derek Bunning	Resident	
14. Brenda		
15. Chris Pesllett		
16. Ets M		
17. Brenda		
18. Lorraine Hart	CED Adviser	
19. Samantha		

**Framing the Community Economic Development Plan**

Lorraine Hart outlined what CED is and the Plan that is to be the output from the process. Group members considered how they are currently involved in the local economy and they identified that they are:

Users of Shops	Take-aways/cafes , hairdressers, small supermarkets, Gift Shop, dry cleaners, chemist, Pink Icing, Bank, Chic and Shabby, Bike shop, boot menders
Users of local businesses (including sole traders/self-employed)	GPs, Dentists, post office, alternative health clinic, Garage, local mechanics, local painter and decorators, Vets, Newsagents, car company, pubs on high street and Portland Road, DIY/Haberdashers, Home Improvement Company, Barbers, hairdressers, transport services (buses, Overground and southern rail), Crystal Palace FC
User of local groups and Public Services and facilities	Parks, Children's Centres, libraries, leisure centre, swimming pool
Volunteers in civic societies and other charitable/not for profit groups	Residents Associations, Stanley Halls, Friends of Love Lane, South Norwood Country Park, Play Streets, PPR, Allotment Society, Hare Krishna, Bereavement Society, Churches

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The group identified leaks of money from the local economy into betting shops, larger supermarkets, fast food chains and Crystal Palace FC

Other identified leaks from local economy because so many people work and they shop where they work so do not support local shopping/businesses.

Of the participants in the workshop 5 worked from home, 4 worked outside Croydon and 6 were retirees so some had problems using local facilities except at weekends

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*Post Meeting Note: The average 2013 weekly flow using Norwood Junction station was:*

*Weekdays: 20,985 entering, 19,775 exiting*

*Weekend days: 5,858 entering, 5,527 exiting*

*Total weekly: 26,843 entering, 25,302 exiting*

*This information came from a Freedom of Information request to Transport for London in September 2014 which can be found here*

*[https://www.whatdotheyknow.com/request/number\\_of\\_people\\_traveling\\_throu](https://www.whatdotheyknow.com/request/number_of_people_traveling_throu)*

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## **Generating Ideas**

### What do we want?

To build connectedness and loyalty to shops and local business as well as between people

Promote existing offer in the area – shops market and businesses (NOT just online) as many people do not know about it. Web site (Just SN?)

Offer opportunities for people to try out business ideas on stalls or in workspaces

Less empty/boarded shops and the local WC to ensure more people can work in the area – these are a major opportunity/asset. Could be acquired and managed by People for Portland Road so that they can be more affordable. Potential for community investment in this

Town Centre events (one off or annual) focus on station for promotion due to footfall – music, art etc. Build on links with Stanley Halls' artists

Help for shops to improve displays, windows etc.

Encourage “gig” volunteering – just an hour or so

Loyalty card scheme

Increase number of shops that deliver (chemist and Pet Shop do so currently and Iceland in Addington does) this helps those with mobility issues get access to local shopping/suppliers. Local veg box scheme?

Late night shop/business opening – possibly coordinated with events

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Better street environment

Smaller workspaces (for young entrepreneurs and those that work at home)

Community hub for young people and multi- generation events

Soup and Ideas kitchen in hub

Art – temporary art to act as hoardings to empty/derelict buildings and permanent work to make the high street and Portland Road a destination

Offer leases for empty shops in return for renovation works

More Quirky shops offer

Potential volunteer street scene team to deal with flyposting, cleanliness with businesses.

Decrease street clutter (sandwich boards, Banners etc.) – with businesses and with council

Pop up events and businesses in empty properties.

Address parking issues

**Selecting/refining ideas and what might need to be done**

To refine ideas and test their feasibility need to:

Survey people for what they want and what they think will work – what would they buy? What would they go to in the way of events?

Involve more people – particularly potential young entrepreneurs (Samantha particularly interested in this) and find those that want to take action.

**Next Steps**

Look at grant Application details to enable wider discussions, surveys and active involvement

Consider the outcomes in the short, medium and long term that are being aimed at for the CED Plan based on these discussions so that they can be presented simply

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## CED Plans

Context	<ul style="list-style-type: none"><li>• Geographic area</li><li>• Location Profile</li></ul>
Outcomes	<ul style="list-style-type: none"><li>• Social, economic, environmental</li><li>• Short, Medium, Long term</li><li>• How activities relate to outcomes</li></ul>
Engagement	<ul style="list-style-type: none"><li>• Overview of engagement process</li><li>• Planned continuation</li></ul>
Planned Activities	<ul style="list-style-type: none"><li>• Description of activities</li><li>• Rationale</li></ul>
Resources	<ul style="list-style-type: none"><li>• Human, Environmental, Financial</li></ul>
Timetable	<ul style="list-style-type: none"><li>• Timeline</li><li>• Milestones</li></ul>

**My Community**

Look at priority of projects over life of Community Economic Development (CED) Plan based on ease of making them happen.

Consider what further technical support might be needed from the CED programme