

# GOOD GROWTH FUND

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Expression of Interest form

# GENERAL INFORMATION

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All sections of the form do not need to be completed for an application to be accepted. If we are requesting information you do not currently have access to or understand then don't worry, we will still read your submission. If you are unable to respond to any sections please indicate this with N/A and add an explanation as to why this information cannot be provided.

Applications that are not presented in this template will not be considered.

Where the response provided exceeds the stated word limit, information beyond the maximum word count will not be considered.

Additional information in support of your proposal will be considered, this may be information which helps us to understand your project better or which supports a specific aspect of the proposal (for example evidence of demand, need or support). Supporting information may be documents (e.g. survey results, user-centred research, soft market testing, feasibility studies), but may also be in other media formats, including images, videos, links to information on the internet or social media, a Twitter poll or Facebook page. You will not be penalised if this is not included as it will not form part of our scoring assessment.

Completed Expression of Interest forms and supporting documentation should be submitted in electronic format (in both word and PDF format) by email to [goodgrowthfund@london.gov.uk](mailto:goodgrowthfund@london.gov.uk) by 4pm on 04 September 2017.

Feedback cannot be provided on drafts of your application but if you have any queries about how to complete your form please email your query to [goodgrowthfund@london.gov.uk](mailto:goodgrowthfund@london.gov.uk). Please note the last possible date to do this is 28 August 2017

# SECTION 1: CONTACT INFORMATION

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**Name of organisation:**

The Royal Borough of Kingston Upon Thames

**Applicant contact name:**

[REDACTED]

**Applicant contact email:**

[REDACTED]@kingston.gov.uk

**Lead organisation name:**

Strategic Planning, Regeneration and Internationalism Service  
Royal Borough of Kingston upon Thames,  
Guildhall 2,  
Kingston upon Thames,  
Greater London  
KT1 1EU

**Lead organisation address:**

Guildhall, 5 High Street, Kingston upon Thames, KT1 1EU

**Lead form of lead delivery organisation**

**Public Sector body** ☒ Charity ☐ CIC ☐ Cooperative ☐ Limited Company ☐ Unincorporated organisation ☐  
Other ☐

If 'Other' Please explain further

**Registered company or charity number** (if relevant): *Click here to enter text.*

**Project Address** (if different from applicant):

N/A

**Please indicate other participating organisations and the nature of their support for the project:**

The Community Brain - Lead Delivery Partner for SHEDX.

The Community Brain is a Community Interest Company with a strong track record in delivering activities which benefit the whole community, with particular focus on anyone who believes they are outside of a meaningful perceived community. The Community Brain exists to work with communities to develop their cohesion using the widest range of the arts, education, sport and local history. Their work is about giving place and people renewed importance and pride.

In recent years The Community Brain has launched the Museum of Futures and The Community Kitchen, having successfully crowd-funded for both. The Community Brain has a good track record of funding from the Heritage Lottery Fund and the Arts Council and is currently delivering an HLF & RBK supported project 'The Wheels of Time' celebrating the history of cycling in the Borough.

Other participating organisations and stakeholders are:

- Kingston University - partner of Shed heritage project and source of volunteers from Creative Writing and Art departments
- Kingston College - project partner and source of volunteers
- Local schools - participants and beneficiaries
- Local businesses - participants and beneficiaries
- Local residents - participants and beneficiaries
- Corinthian Casuals - participants and beneficiaries

**How will the project be managed? If you will you need to bring in additional resources to deliver the project please describe these arrangements?**

The Royal Borough of Kingston (RBK) will be the accountable body for the project with overall responsibility for the project, including project management, budget management and performance monitoring and reporting.

Our Lead Community Partner, The Community Brain will be responsible for delivering the SHEDx project. The Community Brain will recruit 1 x FTE Project Manager post and 2 x 0.5FTE project co-ordinator posts to deliver the project for a period of 1 year (the duration of the project). These costs are included in the project costs. In addition a team of approximately 30 volunteers will be recruited and trained to deliver this project. This will be calculated as revenue match funding in the project costs.

Furthermore, RBK will allocate internal resources as necessary to support the Community Brain in delivering the project activities and meeting the GLA Good Growth Fund requirements. This will include a Regeneration Officer and others within the Strategic Planning, Regeneration and Internationalism Service. The costs of these will be included in the costs as revenue match funding towards the project.

**Are you related to or do you have any contact with any elected GLA officials or members of our staff? No**

**If yes, please tell us about your relationship with them and their name (or names) and which team they work in:**

N/A

**Are you submitting more than one application to GGF? If yes, please list all of your other applications in your order of priority:**

Yes, this application is part of a borough-wide Good Growth Programme that aims to promote innovative growth and regeneration across the borough. The programme was submitted for approval internally by the Planning & Regeneration Board.

SHEDx is one of 7 projects under the programme that includes: The Hook Innovation Hub (in Chessington), Re-imagining Kingston Town Centre and the Exchange (in Kingston Town Centre) that will be submitted in September 2017. The programme also includes an additional 3 projects: Kingston Heritage Trail, Kingston Boxpark (Cattle Market site in Kingston town centre) and Intensification of Employment Space (in Chessington) that will be put forward in future rounds of GGF Expression of Interests.

For this round of submissions, our order of priority is:

1. SHEDx
2. The Exchange
3. Re-imagining Kingston Town Centre
4. Hook Innovation Hub

# SECTION 2: PROJECT DESCRIPTION AND DETAILS

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## Project title

SHEDx

## Project aim

**Describe the general context, specific issue you are seeking to address, and overall purpose of your project. In describing your project you should consider how it will relate to the three wider themes of People, Places and Prosperity listed on pages eight, ten and twelve of the prospectus**

Tolworth, in the Royal Borough of Kingston, faces a period of significant regeneration. Crossrail 2, major planning applications and ambitions for the A3 are bringing a new focus to this area of the borough. The aim of this project is to ensure that the community are engaged in, and feel the benefits of, this future growth and development

RBK's Economic Growth and Development Strategy 2017-2025 states that: "enabling further growth in Tolworth is essential if the Vision for Kingston 2025 is to be achieved. It has the potential to play a leading part in the densification and diversification of the economy with, for example, potential for mixed use development at Tolworth Tower and Tolworth High Street and the surrounding area. There is however, a need for significant investment to reduce the environmental impact of the A3". The emerging Tolworth Area Plan and Tolworth Masterplan consultation highlights specific issues and barriers to growth (see Map on Tolworth Area Identified Needs and Constraints):

- Tolworth is not considered to be a destination - the lack of activities and/or an evening/night time economy mean that many residents head elsewhere for recreational pursuits.
- Significant growth will require infrastructure, amenities and green spaces to work harder.
- Local residents are concerned about growth and development, due to fears of worsening congestion and air pollution (which already exceeds recommended levels).
- The A3 acts as a barrier for communities and amenity access within Tolworth, such as the areas MOL land and leisure offer.
- There is a lack of community engagement in decisions about the future of the area - particularly those who are considered 'hard to reach' and/or socially isolated.
- The lack of a local identity and knowledge of the Tolworth offer or vision for the future direction.

The SHEDx projects aims to address some of these issues by empowering people, making better places and growing prosperity.

### **Empowering people:**

- This multi-faceted project is designed to achieve strong community engagement
- Developing community relationships through a shared vision of Tolworth's potential and turning that into a reality
- A range of activities to develop skills in local residents

- Improving social connections in an area where levels of social isolation are high
- Improved awareness of how communities can protect themselves when levels of air pollution in the area exceed legal levels (behavioural change/habits).
- Active citizenship/collaboration at neighbourhood level to build more integrated communities.

#### **Making Better Places:**

- Improving 'brand Tolworth' by putting the spotlight on local people and celebrating local talents (ie live music) at community events
- Better use, by the community, of open/green spaces achieved by improving linkages between existing green areas and reducing the impact of A3 severance
- Animating the area around Tolworth Station ahead of Crossrail 2 to encourage residents and commuters to engage with the space
- Locating additional greening in key areas to activate underutilised spaces and build resiliency into the urban fabric by better supporting pollinators and biodiversity.
- Animating the Broadway through activities
- Delivery of human-scale projects and interventions admits large scale regeneration in this area to ensure change is inclusive of all and improves quality of life, health and wellbeing.

#### **Growing Prosperity:**

- Creating a skills hub and harnessing opportunities to encourage new business and social enterprise start ups in Tolworth (working with JCP and local educational institutions)
- Enticing people (particularly young people/graduates) to stay in the area/move here
- Identifying meanwhile uses and/or encouraging the use of disused/underutilised work and retail spaces in Tolworth Broadway
- Increase turnover of businesses located in areas of intervention

### **Project summary**

**Briefly summarise your project, explaining the activities that are required to deliver it. Where possible, please make reference to the eight actions listed on page fourteen of the prospectus**

SHEDx is an opportunity to **deliver community-led regeneration** in Tolworth whilst at the same time changing the perceptions of 'brand Tolworth' to create a place where people want to live and spend their time. This project is the brainchild of the Community Brain and takes inspiration from TEDx and the classic British allotment shed, as a programme where communities and individuals gather to share ideas and skills, sparking ideas and initiatives that will have a wider benefit for the local community (**share culture; drive innovation**). Allotments and sheds are very much a part of the heritage of Tolworth (the voice of the Dig for Victory campaign lived and died here).

Three sheds, which will be designed and built by the Community Brain, with input from local residents and craftspeople, will tour Tolworth for a period of 1 year (**share culture; build skills and employability; back small business**). Approximately 25 locations are yet to be determined but some potential sites have been marked on the attached map of SHEDx Impact Area.

The eye-catching sheds, staffed predominantly by local volunteers (including students from Kingston University's Art and Creative Writing departments) will draw people in for a range of 'Tolworth' themed activities including discussions, debates, story telling, problem solving, design competitions, skills

sharing etc. These activities will be designed to ensure involvement and participation from a wide range of beneficiaries, regardless of age or background (**share culture**).

In addition, a portable stage and sound equipment will be used for a programme of community (designed & managed) events to take place throughout the year (**deliver community-led regeneration; share culture; build skills and employability**). This will allow the outputs of the creative activities taking place in the sheds to be promoted e.g. a celebration of local talents (ie live music from local performers; food festivals to celebrate locally grown produce; and/or a pop up bar to test the appetite for evening and night time economy in Tolworth. This will also result in a high footfall in community and/or underutilised areas such as the MOL.

The shed activities and community events will take place at a number of strategic locations in Tolworth (community spaces, under-utilised spaces, future development sites e.g. Tolworth Station) where attendees will be engaged with reimagining these spaces in different uses.

Opportunities will exist for communities to turn their ideas into practice through local interventions to create a lasting legacy. This legacy could include the creation of a pocket park or community garden (to encourage planting of pollinators to support beelines), street art or infrastructure that encourages play or exercise (**develop civic infrastructure; enhance public space**). SHEDx will also allow for networking opportunities - e.g. matching local businesses that have specific skills gaps with local residents who hold those skills/expertise (in partnership with Kingston College and JCP. This could be a pop up restaurant, social enterprise linked to the aquaponics trial etc (**build skills and employability**).



# SECTION 2A: FUNDING

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The Good Growth Fund will expect to fund up to 50 per cent of the total project value, with the remainder covered by match funding. Applicants should be aware that the majority of the available funding is capital funds, so we would encourage revenue elements of projects to be funded via match. European Social Fund revenue grant funds are available for projects which will be co-commissioned with the GLA and will deliver employability and skills outcomes.

## What is the start date of your project?

April 2018

## What is the end date of your project?

April 2019

## Projects funded through other sources:

Tolworth Suburban Farming: Oct 2018

Grow for Good: Dec 2018

Wartime allotment project: Jan 19

## Total project cost (including match funding)

£756,165 (£328,500 funding requested and £427,165 match funding).

## Funding requested from Good Growth Fund

Please specify which type(s) of funding you are interested in applying for, and if possible the specific amounts

| Types of Good Growth Funding available (please tick if interested) | Amount (£,000) |
|--|----------------|
| Capital Grant <input type="checkbox"/>                             | £328,500       |
| Repayable Grant (Loan) <input type="checkbox"/>                    |                |
| European Social Fund <input type="checkbox"/>                      |                |
| Total  | £328,500       |

In addition to the above funding options, the Crowdfund London programme offers small-scale grants in the form of pledges towards crowdfunding campaigns by organisations or partnerships seeking to raise funding for community-led projects. For further detail on this fund and whether it is suited to your project, please see

[\[https://www.london.gov.uk/what-we-do/regeneration/funding-opportunities/crowdfund-london\]](https://www.london.gov.uk/what-we-do/regeneration/funding-opportunities/crowdfund-london).

## Have you secured any match funding?

Please indicate the amount and whether the funding has already been committed to the project, has been requested or is your realistic estimate of what might be secured

| Source of Funding  | Amount (£,000)   | Committed, Requested, or Estimate  |
|--|------------------|--|
| <b>Suburban Farming Project</b><br>Crowd-funding for trial aquaponics and community space at Tolworth Allotments.  | £17,665          | <b>Committed</b>   |
| <b>Grow for Good</b><br>HLF bid to research, document and showcase the history of allotments in Tolworth and the impact of local food growing for communities. | £95,000          | <b>Requested</b><br>Awaiting funding decision (date Nov/Dec 17).           |
| <b>Mini-Holland / GoCycle</b><br>Investment in cycle infrastructure (Tolworth to Surbiton and New Malden to Raynes Park links).                                | £155,000         | <b>Committed</b><br>Subject to internal prioritisation of GoCycle schemes. |
| <b>Lead Local Flood Authority</b><br>Internal RBK budget   | Up to £15,000    | <b>Committed</b><br>Subject to flood risk mitigation outputs.              |
| <b>S106</b>  | £25,000          | <b>Committed</b><br>Subject to checks by Finance Dept.                     |
| <b>Community volunteer time</b><br>(@200 hours)  | £25,000          | <b>Estimate</b>  |
| <b>Project partner time</b> (Uni etc)  | £15,000          | <b>Estimate</b>  |
| <b>RBK staff time</b>  | £80,000          | <b>Committed, Estimate</b>   |
| <b>Total</b>   | <b>£427, 165</b> |  |

**If possible, please outline clear and achievable milestones that will constitute delivery (preparation, construction, operation etc.), when you forecast them to occur, and the amounts of funding associated to them**

| Milestone/description of activity | When will the activity take place? | Budget forecast   |
|-----------------------------------|------------------------------------|---|
| <b>SHEDx</b>                      |                                    |   |
| Project team assembled            | April 18                           | 1 X FTE Project Manager<br>2 X 0.5 FTE Project Coordinators |
| Marketing commences               | April 18                           | £40,000   |

|   |                   |  |
|---|-------------------|--|
| Design of sheds   | April 18          | In kind support from Kingston University and Community Brain           |
| Construction of sheds   | April/May 18      | £15,000  |
| Mobile stage and sound equipment are purchased  | May 18            | £40,000 stage<br>£20,00 sound equipment                                |
| Volunteers recruited and trained  | April/May 18      |  |
| Confirmation of temporary locations for sheds (with RBK Highways/landowners)  | May/June 18       | £1,500   |
| Shed tours commence   | End of May 18     | £37,000  |
| Events programme launched (with celebration event)  | May18 - March 19  | Cost of events included in marketing costs                             |
| Sheds are located in key locations along the beelines to encourage planting of pollinators  | May 18 - March 19 | £40,000 for greening and planting (cost to cover plants and materials) |
| Sheds are located at sites where community input into developing local spaces to include street art, equipment to encourage play and exercise etc   | May 18 - March 19 | £60,000 for material costs   |
| Sheds are located at sites where community is encouraged to share skills, creating social enterprises and new business start ups which make the most of disused/under utilised work/retail space. | May 18 - March 19 | £75,000 for material costs for refurb                                  |
| Review of activities and future recommendations   | March 19          | In kind support from Community Brain                                   |

# SECTION 3: DEMAND AND SUPPORT

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**Applicants should outline why the proposed actions represent good value for money, and knowledge or awareness of any complementary projects which will bring strategic added value to their proposal, and provide an estimate of potential outputs and outcomes**

**What local engagement has been undertaken so far and how can you evidence demand or need for your project? If you can, please attach or provide links to any evidence of this, including local support that might exist (e.g. letters of support, a Twitter poll, Facebook page, user-centred research). If possible, describe if the project complements any other initiatives and if possible demonstrate any strategic advantages?**

Recognising the significant development opportunities in Tolworth the Council, in partnership with the GLA and TfL, have undertaken to produce a Tolworth Area Plan. Through investigative work and early engagement undertaken with the local community and stakeholders it is evident that transport connectivity, congestion and pollution, particularly in relation to the A3, is the key concern for local residents.

The Tolworth Masterplan - Economic Strategy consultation in 2017 highlighted the need to capitalise upon Grassroots and Civil Society activity: Tolworth already has an active local community who are contributing to projects which offer both social and economic benefit (like the Community Brain). This activity should be seen as an asset in itself and as fundamental to the future identity of the area. As new residents and businesses move into the area, it will be important that community led activities are supported to scale and enable greater cohesion.

The Masterplan recommended key actions to help achieve this including to:

- Develop strong dialogue with local community leaders, giving them a strong role within the evolution and delivery of the masterplan
- Support existing local projects designed to encourage civic participation
- Identify ways in which community-led activity can link to the commercial objectives of the masterplan
- Better promote community assets within Tolworth, encouraging movement between them
- Promote fun and outdoor activity as part of Tolworth's emerging offer.

Specific comments received from three public engagement drop-in sessions in Tolworth which were attended by 345 local residents, business owners and community representatives revealed overwhelming support for interventions that would improve the area, increase access to green space and reduce congestion and associated noise and air pollution. Findings also showed that the local community do not support additional growth and development in the area without measures to tackle these issues.

The Community Brain has also undertaken community surveys in Tolworth and the surrounding areas. They've identified a demand from local residents for community led initiatives (along the lines of the initiatives they've successfully trialled in Surbiton) in the area - receiving the following statements:

*'Please come and work in Tolworth, we want some of the fun'*

*'Can you do something in Tolworth please?'*

*'Make Tolworth a great place to live!'*

Furthermore, a number of their existing volunteer network were keen to work in the Tolworth area and build upon its farming and growing heritage. They have since held two events in Tolworth for residents to discuss initial ideas and opportunities. These events have been well attended and residents have been very supportive of the ideas discussed.

Local support for this programme can be evidenced by the success of the Community Brain's current crowd funding project for the Tolworth Suburban Farm. Over 120 backers from the local community and beyond have raised over £17,000 to bring this initiative to life. The project has attracted a huge wave of public support and positive PR. Community support for the project is demonstrated through the comments on the Crowdfunding web page [www.spacehive.com/suburban-farming](http://www.spacehive.com/suburban-farming)

SHEDx will be delivered alongside a number of other funded community projects in Tolworth, led by The Community Brain. The overall programme is complementary to The Community Brain's Museum of Futures and Community Kitchen initiatives in Surbiton, which have proved to be very successful. As a result much of the learning and resource from these projects can be transferred to support the SHEDx project, therefore representing excellent value for money through utilisation of in-kind internal resource from the Community Brain and RB Kingston. Additional in-kind support will also be provided by a range of partners (listed above), of which Kingston University is a key partner.

### **What stage are you at in the development of your project**

Concept ☐ Feasibility/Research ☐ Business case completed ☐ Procurement ☐ Planning submitted ☐ Planning approved ☐ Ready to deliver ☒ Other ☐ If 'Other' Please explain further

The Council will appoint The Community Brain to deliver SHEDx and therefore the project will be ready to deliver in April 2018, subject to funding approval.

# SECTION 3A: OUTPUTS AND OUTCOMES

Please indicate appropriate outputs and outcomes to quantify the level of impact your project will have, and describe how your project will lead to them. Please use page twenty of the prospectus, and the suggested metrics included below as a prompt (these are merely an initial indication of priorities to help applicants and by no way definitive). We understand that figures will be estimates at this stage, but please make them as realistic as you can, and projects in the development stage which do not have access to this information should not be discouraged from applying. As the Good Growth Fund develops, we will encourage our delivery partners to set objectives against a number of different indices which we will monitor and evaluate during the lifetime of their projects.

| Output or outcome measure                      | Definition  | Target  |
|--|---|---|
| New jobs being created                         | <i>New - should not have existed in the London borough or the employer before the intervention.<br/>Permanent - should have a life expectancy of at least 26 wks.<br/>FTE - 35hrs or more per wk.</i>   | 1 X FTE Project Manager<br>2 x 0.5 FTE Project Co-ordinators  |
| Public realm improvements (m2)                 | <i>Improved: significant improvement in the quality of the built environment through improved use of space, urban design and improved quality of materials used. Could be linked to measurement of time savings, reductions in road safety incidents, increased perception etc.<br/><br/>New: space which was previously not for public use which is transformed into pavement, road, street furniture &amp; park area.</i> | 500m2 of increased street greening (plants, trees, hedges, pocket parks, planters etc), street art and community facilities<br><br>Increased positive perception of the potential around Tolworth Station for the community |
| New or improved commercial/business space (m2) | <i>New or upgraded: new buildings constructed as part of the project, refurbished, improved or adapted for productive use as part of the project. Improved: Actual floor space or potential market value has been increased by some physical improvement</i>  |   |
| Number of vacant units brought back into use   | <i>A unit is considered vacant if it has not been occupied for over 6 months. Re-occupation should be by a non-residential use.<br/><br/>Temporary: re-occupation for at least 1 month, but less than 6 months.<br/><br/>Permanent: re-occupation for at least 6 months.</i>  | At least 1 vacant unit brought back into use temporarily  |
| Increase in business turnover                  | <i>Increased financial turnover can be defined as the volume of a business output in terms of profits over a given number of years or period of time</i>  | Increase in turnover of up to 5% of business situated in areas of   |

|   |   |   |
|---|---|---|
|   |   | intervention/engagement   |
| <b>Increase in visitor and residents satisfaction</b> | <i>Increase in visitor satisfaction in the target area over agreed period. Positive increase in local residents perception of the area</i>  | Start, middle and end surveys of Tolworth's visitors and residents reveal significant increases in satisfaction and awareness with the area   |
| <b>Increase in footfall</b>                           | <i>Also known as People Counting or Shopper Counting, as the measurement of the number of people entering passing a certain location or entering a shop or shopping mall. An increase in footfall is measure from the baseline position over a period of time compared to another survey after an expected change or trend has taken place.</i> | 15% increase in footfall in areas of intervention and engagement (ie the currently underutilised metropolitan open land just south of the A3 and railway and other green space in the area).<br><br>Higher match attendance at Corinthian Casuals                       |
| <b>Entry into employment</b>                          | <i>New – A London resident who was economically inactive, unemployed or NEET (Not in Education, Training or Employment) before the intervention, accesses employment as a result of the support received. Permanent - should have a life expectancy of at least 26 wks.</i>   |   |
| <b>Sustained Employment</b>                           | <i>New – A person who has already achieved an Entry into Employment via the intervention remains in work for at least 26 weeks out of 32.</i>   |   |
| <b>Progression in Work</b>                            | <i>New – A London resident in low-skilled or low-paid employment achieves an uplift in their employment status as a result of the support received. Examples of an uplift include a promotion, a pay rise or additional hours.</i>  |   |
| <b>People supported</b>                               | <i>New – A London resident actively participates in the project. This may be as a member, user, volunteer, participant, or beneficiary.</i>   | Target of recruiting 40 volunteers to deliver this programme.<br><br>Target of engaging with 700 beneficiaries  |
| <b>Improvement in local biodiversity</b>              | <i>Biodiversity surveys, species count, abundance variation at different times of year</i>  | Biodiversity surveys/species count to be undertaken by qualified local environmental organisations to evaluate the impact of additional green space and 'beelines' for pollinator abundance. This could include an element of skills development and knowledge sharing. |

|  |  |  |
|--|--|--|
| <b>Time spent on community-led regeneration (hours)</b>        | <i>Number of hours spent by local people on food growing, creating local community spaces, pocket parks, public art etc</i>  | 1000 hours over one year   |
| <b>Community infrastructure improvements</b>                   | <i>Number of community buildings improved and increased uptake in utilisation</i>  | 1  |
| <b>Business Support</b>  | <i>Skills networking activities</i>  | Up to 2  |
| <b>New business/social enterprise start ups (total number)</b> | <i>A startup company or start-up is an entrepreneurial venture or a new business in the form of a company, a partnership or temporary organisation designed to search for a repeatable and scalable business model</i> | At least 1   |
| <b>Consultation into planning development</b>                  | <i>Number of people participating in consultation of future developments</i>   | 700  |
| <b>Community engagement</b>                                    | <i>Number of community events for engagement/knowledge share and level of publicity achieved. Approx number of locations where the 3 sheds will be located during the year.</i>  | 3 Major Community events and 9 smaller community events. 25 locations where the sheds will be located (Tolworth station will be a key site in this project) 700 beneficiaries engaged and between 10-20% actively engaged in delivering initiatives. |
| <b>Number of new community assets</b>                          | <i>2 x large mobile sheds<br/>1 x small mobile shed<br/>1 x large mobile stage with sound equipment</i>  | 4  |

## **Please include a brief description here of how each output measure relates to the overall project**

The main aim of this programme is to directly engage with the community, including those who are 'hard to reach', around the issues of growth and development in Tolworth. Over the year the mobile sheds will be located at approximately 25 different locations in Tolworth and there will be a total of 12 community events. As a result, an estimated 700 beneficiaries will directly engage with this programme either through interactions with activities held in the mobile sheds or at a community event.

The project team will work hard to capture views and ideas for the area from vast majority of these beneficiaries. In addition, it is expected that between 10 - 20% of beneficiaries will actively participate in the programme, spending an estimated 1000 hours on community-led regeneration over the year.

SHEDx has been designed to allow the programme outputs to be largely led by the community, therefore at this stage it is difficult to estimate exactly what these may be. It is envisaged that 500m2 of public realm improvements (which could include street greening, community play/exercise facilities or street art) will be created with active contributions from local residents/communities. It is also estimated that will be a 15% increase in footfall in areas of intervention and engagement (ie the currently underutilised metropolitan open land just south of the A3 and railway and other green space in the



area). A focus on skills networking with local businesses and residents as part of this project could potentially lead to the creation of social enterprises and/or business start ups - which in turn could see at least one vacant unit brought back into use.

The community events and engagement mentioned above, along with the market campaign which will run alongside it, will also contribute towards improving Tolworth's reputation, which is another key aim of this programme. Surveys will be taken throughout the year to measure the perception of the area by those who live and work there. It is expected that the outcome of this programme is that the levels of satisfaction will increase significantly.

## SECTION 3B: LEGACY

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**Provide a brief description of your current ideas or plans to ensure ongoing delivery and management of the facility or service after the end of the Good Growth funding period**

The aim of this programme is to create an active and inspired community in Tolworth that plays a key role in shaping the area where they live and work and influencing current and future growth. This, in itself, will create a strong legacy for the area. The programme will result in a Tolworth which looks different and is used differently to the one that currently exists. There will be more pockets of green space, increased biodiversity, more local enterprise, a wider range of street art and more community activities, more of a community hub around Tolworth Station. The areas of Metropolitan Land and the local parks and green spaces which currently exist will be more widely utilised by residents of all ages and backgrounds. There will also be a culture where local emerging talents are identified and supported through the networks that have been created.

These new physical improvements will be owned, managed and maintained by the community, with support from The Community Brain and the Council, to ensure that the benefits of this project continue to be felt widely years after the funding ends. After the year the portable sheds will be gifted to the local community and the stage and sound system will continue to be available (at no charge) for community events and celebrations.

This programme will also create an environment where the community will be skilled, networked and inspired to seek additional opportunities and/or further funding to continue to develop the area - through new initiatives or seeking funding to roll out those that have worked well.

# SECTION 4: DECLARATION

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The declaration must be completed by a Director of the organisation or equivalent. Applications without a completed declaration section will not be considered.

As a public organisation we have to follow the Data Protection Act 1998 and the Freedom of Information Act 2000. We have a data protection policy, which is available from our website at [www.london.gov.uk](http://www.london.gov.uk)

We also have a Freedom of Information policy which is also available from our website at [www.london.gov.uk](http://www.london.gov.uk)

By signing this application form, you agree to the following:

- A. We will use this application form and the other information you give us, including any personal information, for the following purposes.
- To decide whether to award your proposal support.
  - To provide copies to other individuals or organisations who are helping us assess and monitor support. After we reach a decision, we may also tell them the outcome of your application and, if appropriate, why we did not offer you support.
  - To hold in our database and use for statistical purposes.
  - If we offer you funding or support, we will publish information about you relating to the activity we have funded, including the amount of funding and the activity it was for. This information may appear in our press releases, in our print and online publications and in the publications or websites of any partner organisations who have funded the activity with us.
- B. You have read the GLA data protection and freedom of information policies and accept how we generally plan to treat your application and other related information if someone asks to see it under the Freedom of Information Act 2000.
- Tick this box if you consider that we should treat your proposal as confidential information. ☐
- Tick this box if you consider that we should treat your financial information, such as your budget and any business plan, as confidential information. ☐
- Tick this box if there is any other information you have provided that you consider to be confidential information. You must tell us what that information is and give us your reasons below or in a separate letter. If you are sending us a separate letter, please write 'letter included' below. ☐
- C. Please note that your project summary and any images or videos that you supply may be published if your project is selected for further development or if you are asked to submit a

more detailed application form. By submitting this text and any accompanying materials you give us full permission to use them on our website and in other publications and marketing materials produced by the Mayor of London.

To the best of my knowledge, I confirm that the information supplied on this form is correct and complete. If successful, this organisation will use the funding only for the purpose shown in this application.

**Signed:**

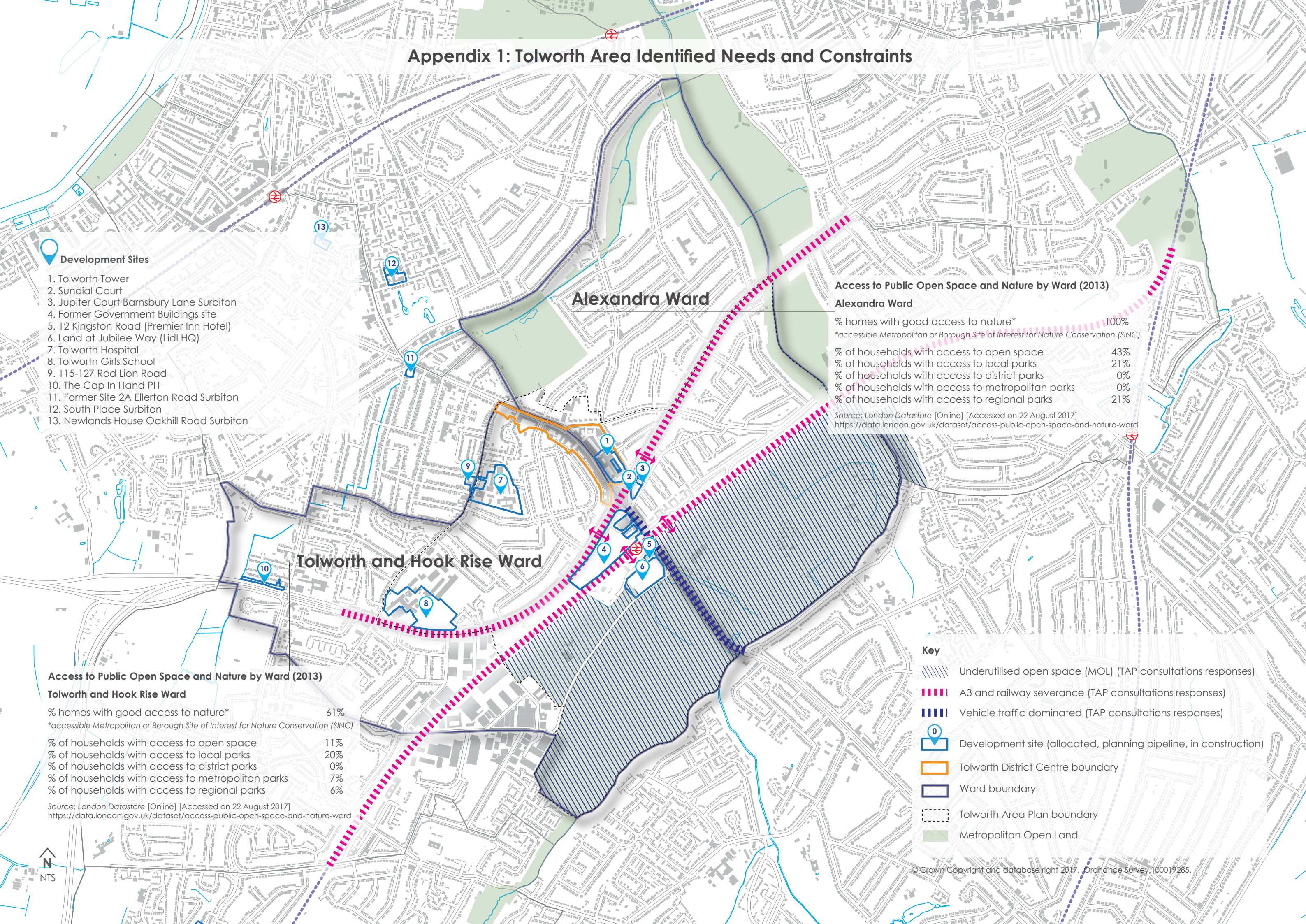
**Name:** *Roy Thompson*

**Position:** *Deputy Chief Executive*

**Date:** *30.08.2017*

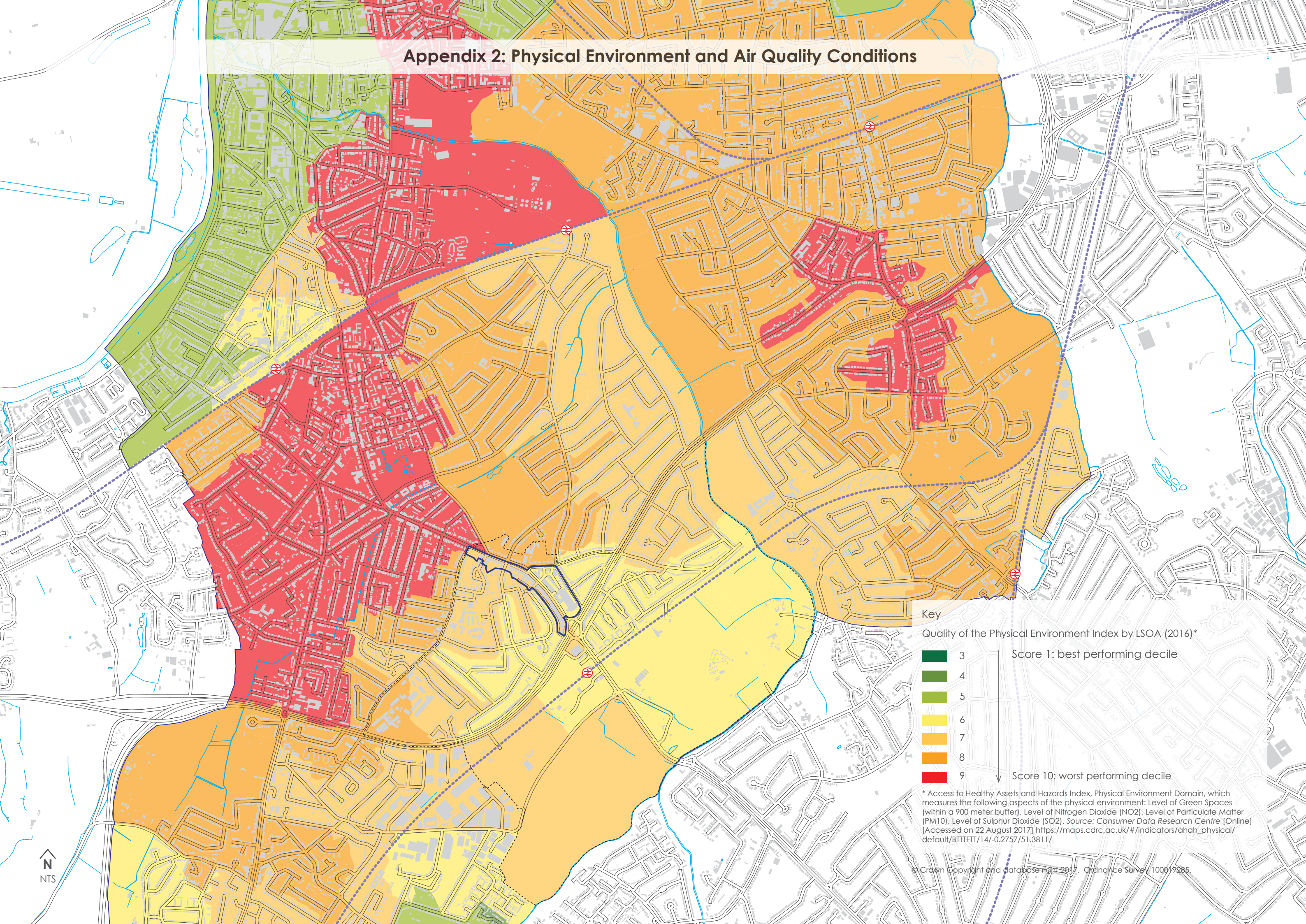


# Appendix 1: Tolworth Area Identified Needs and Constraints





## Appendix 2: Physical Environment and Air Quality Conditions





# Appendix 3: SHEDx Impact Area



## Key

- Tolworth Area Plan boundary
- Tolworth District Centre boundary

## LDF designations: nature & green environment

- Metropolitan Open Land
- Local Open Space
- School Open Space
- Allotment
- Site of Importance for Nature Conservation
- Local Nature Reserve
- Green Chain

## Sustainable travel

- Go Cycle scheme
- Strategic Walking Network
- Identified green way
- Tolworth A3 junction improvements
- Crossrail 2 station improvements

## Project initiatives and developments

- Development site (allocated, planning pipeline, in construction)

## Good Growth Fund improvements

- Indicative SHEDx location
- Indicative stage location
- Identified missing link between existing green areas



## Appendix 4: Visual representation of SHEDx concept/ideas







## Summary of comments

The comments received at the public engagement drop in sessions have been categorised according to the relevant Guiding Principle and summarised below. A full record of comments received is available in appendix 1.

### Guiding principle 1: Support regeneration opportunities

Tolworth is a significant centre within RB Kingston, and regards itself as distinct from metropolitan London. Reflecting its peripheral location, Tolworth's character is derived from its affordable housing, convenient retail offer, and easy access to employment centres in Kingston and central London. This accessibility also shapes Tolworth's character by generating significant levels of traffic and congestion, with associated poor air quality.

In the future Tolworth should strengthen its status as an independent centre within RB Kingston, with the return of independent businesses and establishment of new attractions playing a key role in this. Residents should have new reasons to stay in Tolworth, whilst visitors from elsewhere in the borough should be given reasons to visit. New spaces for the community to come together should feature amongst these new attractions.

New development should reflect Tolworth's peripheral location, with low-medium rise density housing continuing to generate high demand for car ownership. This demand could be mitigated by more frequent train service from an upgraded Tolworth Station that includes a bus terminus. The position of Tolworth on the edge of London means that many are uncomfortable with the 'London' densities proposed in projects like King George's Gate and Tolworth Tower. They are seen as 'over development', a feeling exacerbated by a suspicion that no new infrastructure would be forthcoming to support the new population. Indeed, the physical scale and massing of recent proposals comes behind their likely traffic impact in the order of local concerns. There is also some appreciation that new development could help re-invigorate Tolworth, and change perceptions for the better.

### Guiding principle 2: Build a strong local high street and wider economies

There is substantial public good will towards Tolworth Broadway, and local people want it to succeed and become a place they want to visit and use on a daily basis. Marks and Spencer's and Boots are seen as amongst Tolworth's key assets, to the extent that there is anxiety that should they ever leave Tolworth Broadway will collapse entirely.

This anxiety has been provoked by the recent losses of a number of independent businesses and services, including banks and shoe shops. Though vacancy rates are low on Tolworth Broadway, many local people feel replacement businesses have a negative impact on Tolworth's character. They would prefer 'higher status' businesses with the ability to compete with Surbiton or Thames Ditton. The lack of a leisure or evening economy is an issue, and contributes to feelings that Tolworth lacks a sense of community and civic pride. People feel they have nowhere to meet and socialize.

### Guiding principle 3: Make the most of green assets

Tolworth is perceived as having a low quality public realm, which suffers from a lack of maintenance and a history of poorly executed public realm projects. Though on balance the Greenway is seen as a positive for Tolworth, poor maintenance and specification has meant street trees have died, street furniture is not fit for purpose, and Tolworth is seen as a less attractive place to visit when compared with Surbiton or Kingston. There is a general lack of public space, with a particular deficit in children's play space. In combination, these issues erode local confidence and civic pride, and limit aspirations for the future. The public is generally unaware of the large areas of green open space that Tolworth does actually possess, or does not feel these spaces are sufficiently enticing to warrant a journey across the A3. Future improvements should retain the 'wild' quality the Hogsmill Nature Reserve currently possesses, whilst realizing opportunities to utilize the Hogsmill River as both an 'open space' and a pedestrian and cycle connection.

### Guiding principle 4: Encourage low emission transport

Recent initiatives to encourage people to choose more sustainable modes of transport, such as the Greenway, are broadly supported and seen as moderately successful. However, there is doubt about the long-term success of these projects and their ability to convince Tolworth residents to leave their cars at home. There is a suspicion that existing cycle lanes are unsafe. Many people see the suggested crossings over the Greenway as a major design flaw, with greater clarity on their role required.

### Guiding principle 5: Connect Tolworth

The connections offered by the A3 are acknowledged as vital to Tolworth's continued success as both an employment centre and commuter town. However, the pollution and congestion it creates is possibly the single biggest issue in Tolworth. People are considering leaving Tolworth as they fear for the health of their children due to the air quality, and are anxious that new development will only exacerbate the problem. Further congestion, pollution, and pressure on on-street parking is a major reason for opposition to planning applications at King George's Gate and Tolworth Tower. The psychological obstacle the A3 presents is evident in the unwillingness of people to cross it to use Tolworth Station or the Hogsmill Nature Reserve.

Tolworth Station is seen as an asset for Tolworth, but inferior to Surbiton in terms of service frequency, station quality, and wider connectivity. Any opportunity to better connect Tolworth Station with major bus routes should be seized, as this could increase patronage of Tolworth Station and enhance its appeal to commercial interests.

### Guiding principle 6: Promote local identity

There is a lack of confidence in Tolworth as a coherent community, and an anxiety that it is less desirable than neighbouring places like Surbiton, Epsom or Thames Ditton. There are few identifiable places for local people to congregate and be

together, and a general lack of well maintained civic space.

Tolworth's linear structure, combined with the severance caused by the A3 and railway line, contributes to this by creating confusion about 'where Tolworth is' and what it contains.

However, there is an underlying calm and harmony to Tolworth, with people generally living together peacefully. This could be built on by responding to people's desire for more community and a better relationship with their fellows.

# **SHEDx - Stage 2 Application GLA Good Growth Fund 2017-2021**

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## 1. PROJECT SUMMARY AND DESIGN

### 1.1. The SHEDx Project

SHEDx is a partnership working initiative between The Community Brain (TCB), a Community Interest Company based in the Royal Borough of Kingston upon Thames, and Kingston Council (RBK).

The SHEDx project is a direct response to Tolworth's context and quick win projects identified in the Tolworth Area Plan (TAP). It is designed to give all of Tolworth's communities a voice in anticipation of significant area regeneration. It will utilise TCB's track record of successful community engagement in order to mobilise Tolworth's residents and business communities to empower them to drive change in their area. This proactive approach from shows a willingness to deliver inclusive growth with all of the borough's communities.

SHEDx is an opportunity to **deliver community-led regeneration** amidst larger scale transformation. The project intends to stimulate communities to become engaged in reimagining space through small scale interventions and opportunities to develop a sense of local pride, whilst changing the perceptions of 'brand Tolworth'. SHEDx aims to challenge the perception of Tolworth, once described as the 'scrag end of the borough' by the Evening Standard.

The project takes inspiration from TEDx and the classic British allotment shed, as a programme where communities and individuals gather to share ideas and skills, sparking initiatives that will have a wider benefit for their local area (**drive innovation; build skills and employability**).

#### The Sheds

Three 'mobile' sheds will tour Tolworth for a period of 1 year, each with different theme:

1. **Green** – to enable people to plant and green the area in which they live (linked with TAP Public Spaces Enhancements) (**enhance public space**).
2. **Play** – to use play to help people imagine what an area could offer (linked with TAP Civic infrastructure) (**share culture**).
3. **Ideas** – to enable low risk business model testing on Tolworth Broadway (linked with TAP Build Skills and Employment) (**drive innovation; back small business; build skills and employability**).

The eye-catching sheds, staffed predominantly by local volunteers (including students from Kingston University's Art and Creative Writing departments), will draw people in for a range of 'Tolworth-themed' activities including play, storytelling, problem solving, design competitions, skills sharing, planting, greening, discussions and debates (**share culture**).

Some locations will be strategically chosen (to animate under-utilised or unknown space) while others will be chosen collaboratively via engagement with the communities. Attendees will be engaged with reimagining these spaces in different uses. Examples of spaces include Tolworth



Station, Tolworth Broadway, Alexandra Park, Tolworth Infants & Juniors, Our Lady Immaculate Primary School, Knollmead School, Red Lion Road Industrial Estate, Cox Lane Industrial Estate and potential areas for pocket parks (see indicative locations on the SHEDx Impact Area Map in [Appendix 4](#)).

#### The mobile stage:

A portable stage and sound equipment will be used for a programme of community events throughout the year. This will allow the outputs of the creative activities taking place in the sheds to be promoted through a celebration of local talents (i.e. live music from local performers; food festivals; and pop-up evening and night time uses) (**build skills and employability; share culture; develop civic infrastructure**).

#### Tolworth Broadway:

The project aims to bring back into use an empty premises on Tolworth Broadway, creating a skills hub and harnessing opportunities to encourage new business and social enterprise start-ups in Tolworth (working with JCP and local educational institutions) (**back small business; develop civic infrastructure; build skills and employability; secure and create workspace**). It is envisioned this will:

- Encourage social activity;
- Test low risk business initiatives;
- Trial community development ideas including a 'Community Kitchen'; and
- Work with Kingston College to provide skills-sharing opportunities.

#### Hybrid BID:

TCB will work with local businesses, industrial estates, landowners and residents to examine the potential of creating a hybrid BID or civic society that would represent a broader groups of stakeholders (local businesses, industrial/business estates and community representatives) (**drive innovation**).

#### Green Infrastructure Audit:

The SHEDx programme will work with Kingston University and consultants We Made That to undertake a green infrastructure audit (**build skills and employability**). This will provide baseline data by mapping green assets and identify opportunities to build on these. This will be aligned to encourage walking and cycling by greening routes, and rediscovering the ancient 'bee lines' to better support pollinator health. SHEDx will also provide a platform upon which we can raise awareness of how measures residents can take in their own lives can build local resilience towards to the impacts of surface water flooding, air pollution and biodiversity.

#### SHEDx legacy:

Opportunities will exist for communities to turn their ideas into practice through local interventions

which will leave a legacy such as pocket parks, public art, or play facilities, for example (**enhance public space; share culture; deliver community-led regeneration**).

TCB will use events and community processions (as the sheds travel to new destinations) to spotlight the breadth of our communities creating reasons for people to explore Tolworth and challenging the barrier of the A3. The project will also spotlight hidden treasures identified by the community such as the heritage and legacy of the Corinthian Casuals Football team in Tolworth with a Brazilian festival to journey down Tolworth Broadway and across the A3 to the ground to mark 2018 being the 30th year of the club in Tolworth (**share culture; build skills and employability**).

SHEDx will also act as a case study to better understand how RBK can transition towards being an 'enabling council' to better support its vast range of local groups, organisations and businesses to drive change in their local area (**drive innovation**). It will also build the organisational capacity of TCB.

## 1.2. A new Chapter for Kingston

Kingston is entering a significant growth period. RBK has been working with the GLA and TfL to formalise the designation of a number of 'Opportunity Areas' in the emerging London Plan associated with the future prospect of Crossrail 2 which will be transformative for the borough. Yet Kingston is already an increasingly attractive location for investment, with a well-performing economy and a number of major developments in recent years, including planning permission being granted for the relocation of Lidl HQ to Tolworth.

Tolworth's importance to Kingston's future is clearly understood across a suite of strategic documents - *City in the West: Direction of Travel for The Royal Borough of Kingston upon Thames* (2016); the *Tolworth Area Plan* (emerging); and RBK's *Economic Growth and Development Strategy 2017-2025* (EDSG):

*"Enabling further growth in Tolworth is essential if the Vision for Kingston 2025 is to be achieved. It has the potential to play a leading part in the densification and diversification of the economy" (RBK EGDS 2017-2025).*

The EGDS 2017-2025 aspires to build a diversified, resilient and polycentric economy that is fit for the 21st century. The strategy identifies Tolworth as a 'hidden gem in the borough's economy', having the highest rate of employment growth between 2010 and 2015 (though this is attributable to the area's industrial estates). The area's locational advantage, alongside the A3 artery into Central London, ensures ongoing interest in the area from large organisations. The creation of business hubs (to support growth in creative and professional sectors) to bring forward start-ups and promote touchdown space for overseas businesses exploring new markets is understood to be of particular relevance to Tolworth. As such, it has been identified as one of four places in the borough that will be critical in driving a polycentric approach to economic growth and development, to ensure equitable growth is spread to all parts of the borough.



To unlock Tolworth's full potential, RBK, TfL and the GLA have jointly commissioned consultants We Made That to produce the TAP to facilitate comprehensive and long-term regeneration in Tolworth. However, the EGDS 2017-25, along with TAP public consultation and stakeholder engagement (see [Appendix 1](#): TAP - Summary of Consultation Comments), has identified a number of barriers to growth and regeneration in Tolworth. Together, the EGDS 2017-25 and the TAP form the baseline and justification for intervention of the Good Growth Fund in Tolworth. These findings are supported by a number of maps in [Appendix 4](#).

### 1.3. Barriers to Good Growth

- Kingston has one of the top ten fastest growing population in the Country, with an expected rise of 16.2% in population in 10 years (ONS, 2016). The two wards that make up the project boundary have a total population of 20,370 (ONS, 2016), representing about 1/9 of the borough's population.
- 10.6% of people in Alexandra Ward are of 'other Asian' background while 6.7% are of 'other White' and 6.1% are of Indian backgrounds (2011 Census).
- In Tolworth and Hook Ward; 8.6% of the population are of 'other Asian' background while, 7.2% are of 'other White' and 5.9% are of Indian backgrounds (2011 Census).
- 8% of households in Tolworth and Hook Rise and Alexandra wards do not have english as their main language (2011 Census).
- The SHEDx project will be delivered in Tolworth and Hook Rise and Alexandra wards with areas of multiple indices of deprivation as indicated by the Low Super Output Area (LSOA) by Education, Skills and Training Decile (See [Appendix 4](#): SHEDx Maps; 2015 Index of Multiple Deprivation: Education, Skills and Training Domain).
- Educational attainment in Tolworth is lower than the borough average with 15.8% of the population in Alexandra Ward and 18.4% in Tolworth and Hook Rise with no qualifications compared to 13.4% for the whole of Kingston (2011 Census).
- Significant investment is required to reduce the environmental impact of the A3, particularly in regard to congestion and air pollution which is one of the biggest barriers to improving quality of life for residents (see [Appendix 4](#): SHEDx Maps - LAEI Air Quality).
- There is a need to improve links and connectivity between the industrial areas and the high street businesses to ensure the high employment growth in these areas deliver benefits across Tolworth.
- Tolworth is not considered to be a destination - the lack of activities and/or a quality evening and night time economy mean that many residents head elsewhere for recreational pursuits.
- Tolworth lacks a sense of community civic pride, people feel they have nowhere to meet and socialise. There is a lack of local identity and it is felt that there is a lack of community engagement in decisions about the future vision of the area - particularly those who are considered 'hard to reach' and/or socially isolated.
- The A3 creates a psychological barrier for residents who are unwilling to cross it to use Tolworth Station or Hogsmill Nature Reserve thereby further limiting their access to public open space and nature ([Appendix 4](#) - SHEDx Maps - Identified Needs and Constraints identifies the multiple causes of severance in the area).
- Public awareness of Tolworth's green assets (MOL) is poor and/or people are discouraged

from visiting them due to the severance of the A3 (see [Appendix 4](#) - SHEDx Maps - Identified Needs and Constraints to see access to green space in Tolworth).

- The impact of air quality on health as a result of the A3 discourages people from walking and cycling. There is also concern that future development which could deliver 'London densities' would exacerbate existing problems of congestion and air pollution.
- There is a perception that Tolworth has a low quality of public realm and children's play space.

#### 1.4. TAP 'Quick Wins'

As a direct result of these challenges, the TAP has identified six guiding principles:

1. Support regeneration opportunities;
2. Build a strong local high street and wider economies;
3. Make the most of green assets;
4. Encourage low emission transport;
5. Connect Tolworth; and
6. Promote local identity.

The TAP identified a number of 'quick win' projects which can be delivered in the short term to ensure that Tolworth's communities are benefitting from, and supported by, change in the area, grouped around the three themes of civic infrastructure; build skills and employment; and public space enhancements (see [Appendix 2](#): TAP 'Quick Wins'). Pages 5-9 of [Appendix 3](#): TAP-SHEDx Inputs identifies how SHEDx 'early wins' identified in the project programme can contribute to delivering the medium and long term aspirations of the TAP.

#### 1.5. Complementary Projects

There are number of projects which SHEDx is designed to complement:

- **Suburban Farming Project:** following a successful Crowdfunding campaign in 2017 which was supported by the Mayor of London, the Suburban Farming Project will convert an abandoned allotment shed in Tolworth Allotments into a 'learning growing' space, a trial aquaponics centre and shared community 'green' facility.
- **Grow for Good:** this HLF funded project will research the history of allotments and sheds in the area since 1900 (allotments and sheds are very much a part of the heritage of Tolworth - the voice of the Dig for Victory campaign lived and died here). The project aims to put Tolworth on the London and national stage by taking a bespoke 'heritage shed' to the Hampton Court Flower Show, The V&A and hopefully City Hall, as well as local spaces, enhancing a sense of local value and civic pride.
- **Tolworth Area Plan:** See above and [Appendix 2](#): TAP 'Quick Wins'.

- RBK Go Cycle Programme - New Malden to Raynes Park link:** The Go Cycle programme presents a unique opportunity to extend the SHEDx project outside of its immediate impact area and shows that this concept can be replicated to enable the delivery of ‘good growth’ principles across the borough. The cycle and walking link will open up a currently inaccessible green link between New Malden and Raynes Park train stations, and presents an opportunity for SHEDx to extend the ‘beelines’ from Tolworth to New Malden and beyond (see [Appendix 5](#): New Malden to Raynes Park Project Brief).
- London Borough of Culture:** As part of Kingston’s bid to be the LBoC, Tolworth featured as a specific area for activity. If the bid is successful SHEDx supports the aims and ambitions and if unsuccessful the work of SHEDx will provide a local foundation for further cultural activity.
- Tolworth Highway Strategic Solution - Housing Infrastructure Fund (HIF):** RBK has applied to the DCLG for funding for a new left turn lane at Tolworth Roundabout onto Kingston Road and Greenway (cycle/pedestrian route) extension. If successful this scheme will have a big impact on the traffic congestion and air pollution in Tolworth, it will also open up more opportunity for new development in the area and increase journeys made by foot and bike.

## 1.6. Project beneficiaries

The SHEDx project will deliver improved outcomes for Tolworth residents and business communities. Following consultation with RBK’s Equalities and Communities Teams, the project will also benefit community groups who are traditionally underrepresented.

The table below provides an indicative summary of the project beneficiary and method of engagement:

| Group (beneficiary)              | Method of engagement   |
|----------------------------------|--|
| <b>Tolworth Residents</b>        | <ul style="list-style-type: none"> <li>- Community events and consultation</li> <li>- Green spaces audit</li> <li>- Pocket parks, public art and/or play facilities</li> </ul> |
| <b>Students and young people</b> | <ul style="list-style-type: none"> <li>- Kingston College and University</li> <li>- Local schools</li> <li>- Social media</li> </ul>   |
| <b>BAME community</b>            | <ul style="list-style-type: none"> <li>- Institute of Tamil Culture</li> <li>- Tamil school</li> <li>- Language schools</li> <li>- Local shops</li> </ul>                      |
| <b>Commuters</b>                 | <ul style="list-style-type: none"> <li>- Scheduled events, activities and literature at Tolworth station</li> </ul>  |

|  |   |
|--|---|
| <b>School children/children</b>  | <ul style="list-style-type: none"> <li>- Local schools (assemblies, themed lessons)</li> <li>- Children's associations (ie scout groups)</li> <li>- Local open spaces</li> </ul>  |
| <b>Faith groups</b>  | <ul style="list-style-type: none"> <li>- Places of worship (i.e churches, Kingston Interfaith Forum)</li> </ul>   |
| <b>Those with sensory, physical, disabilities, learning difficulties, mental health issues</b> | <ul style="list-style-type: none"> <li>- Mind in Kingston</li> <li>- Doctors surgeries</li> <li>- Kingston Centre for Independent Living</li> <li>- Dysart school</li> </ul>  |
| <b>Tolworth Business Community</b>   | <ul style="list-style-type: none"> <li>- Tolworth Broadway</li> <li>- Industrial estates</li> <li>- Hybrid BID / Civic Society</li> </ul>   |
| <b>Active community groups</b>   | <ul style="list-style-type: none"> <li>- Kingston Environment Centre</li> <li>- Kingston Biodiversity Network</li> <li>- Knollmead Permaculture Reserve</li> </ul>  |
| <b>Sport groups</b>  | <ul style="list-style-type: none"> <li>- Corinthian Casuals</li> </ul>  |
| <b>Volunteering opportunity / skill-sharing development</b>                                    | <ul style="list-style-type: none"> <li>- Royal Horticultural Society</li> <li>- Other local volunteers</li> </ul>   |
| <b>Kingston's creative community</b>   | <ul style="list-style-type: none"> <li>- Creative Youth</li> <li>- Kingston University Creative Writing Department</li> </ul>   |
| <b>Project partners (RBK, TCB)</b>   | <ul style="list-style-type: none"> <li>- Partnership delivery</li> <li>- Delivery of TAP quick win projects</li> <li>- Capacity building for TCB</li> <li>- RBK's enabling agenda</li> <li>- Developing good growth principles</li> <li>- Improve 'Brand Tolworth'</li> <li>- Green Infrastructure Audit</li> <li>- Evaluation</li> </ul> |
| <b>Funders (GLA; HLF; RBK)</b>   | <ul style="list-style-type: none"> <li>- Achieving good growth outcomes in Tolworth</li> <li>- Value for money</li> <li>- Improved reputations</li> <li>- Delivery of community outcomes (Destination Kingston 2016-2020).</li> </ul>   |

It is envisioned that SHEDx will compliment RBK's formal consultation process (e.g. TAP; Go Cycle New Malden to Raynes Park link). This is particularly timely given that RBK are working to deliver a new Local Plan. Transforming the way we engage with communities is recognised as one of three strategic challenges in Destination Kingston 2016-2020, the borough's medium term financial plan.

## 2. DESIGN MANAGEMENT ARRANGEMENTS

### 2.1. Project scoping

The TAP highlights the need to capitalise upon Grassroots and Civil Society activity:

*‘There are a number of active local community groups and individuals who are already contributing to projects which offer both social and economic benefit to Tolworth. This activity should be seen as an asset in itself and as fundamental to the future identity of the area. Community-led activities should be supported particularly as new residents and businesses move into the area, to enable greater cohesion’ (TAP 2017).*

The TAP Masterplan - Economic Strategy recommended key actions to help achieve this including to:

- Develop strong dialogue with local community leaders, giving them a strong role within the evolution and delivery of the masterplan
- Support existing local projects designed to encourage civic participation
- Identify ways in which community-led activity can link to the commercial objectives of the masterplan
- Better promote community assets within Tolworth, encouraging movement between them
- Promote fun and outdoor activity as part of Tolworth’s emerging offer.

TCB’s active involvement in the development of the TAP, along with their successful track record of delivering community events and securing funding for enable project delivery, made them natural partners for the delivery of the TAP quick wins. Based on their work in Surbiton, TCB’s Annual Community Survey identified a demand for community-led activities in Tolworth:

*“Please come and work in Tolworth, we want some of the fun”*  
*“Can you do something in Tolworth please?”*  
*“Make Tolworth a great place to live!”.*

The partnership approach between RBK and SHEDx is particularly fitting given the Council’s aspirations to empower local communities to deliver good growth outcomes, through the ‘enabling agenda’ and the TCB relationship with Tolworth, Kingston’s voluntary and creative organisations such as Creative Kingston, Kingston Environment Centre, Kingston University and College among others, allowing the project to evolve organically and be designed in such a way as to deliver shared outcomes across the borough’s stakeholders.

## **2.2. Brief writing**

RBK and TCB have jointly prepared both Stage 1 (EOI) and Stage 2 (Full Application) submissions to ensure they adequately reflect the outcomes envisioned by both parties. Brief writing has been influenced and informed by the GLA Regeneration Team as well as a number of project stakeholders including, but not limited to, Kingston University, Creative Kingston, JobCentre Plus, Kingston College, MIND in Kingston, Corinthian-Casuals, Tolworth Junior School, and Creative Youth (see Letters of Support in [Appendix 12](#)).

## **2.3. Procurement**

RBK adheres to a Commissioning Framework which is aligned with the UK Public Contracts Regulations. Given SHEDx is the unique intellectual property of TCB, RBK has confirmed that it will directly award a contract to TCB without prior publication, under Regulation 32(2)(b)(ii) of the Public Contracts Regulations 2015 (see attached signed Memorandum of Understanding in [Appendix 11](#)). All project expenditure will be subject to RBK procurement guidelines.

## **2.4. Design Development**

The overall approach to the design of SHEDx will be community-led and collaborative with borough stakeholders, with a focus on providing opportunities for utilising local expertise and talent that exist in the borough and developing local skills. This approach is there intended to ensure the project reflects and develops local ambition, rather than this being 'imported in'.

- The three mobile allotments sheds will be designed and built by the Community Brain alongside Kingston University, with input from local craft and residents community.
- The mobile stage, sound equipment and mobile sheds will regularly come together to create a space for community designed and managed entertainment and community engagement. This will literally provide a platform upon which creative talent can have the opportunity to be nurtured. This same principle applies to the Brazilian Festival, as well as the community processions and community celebrations that will take place throughout the SHEDx programme.
- In the case of the meanwhile use locations, while it will be important for the programme to identify some indicative locations (see SHEDx Impact Map in [Appendix 4](#)), it is envisioned that subsequent locations will be identified through community engagement, thereby identifying spaces that communities want to see animated.



## **2.5. Design Review**

SHEDx would welcome design input from the GLA, in regard to both the physical design of project elements (e.g. mobile sheds, pocket parks) and the overarching programme itself. This is particularly true for the elements of the project that are relevant to the GLA's Good Growth by Design and Healthy Streets Agenda.

TCB and RBK have also begun discussion with the GLA Environment Team and would be keen to keep this line of communication open. Additionally, RBK has recently set up a Design Review Panel, which we will be utilising during the project design process and the Council's in-house Urban Design team are committed to supporting the delivery of the SHEDx project throughout the project lifecycle, as required.

## **2.6. Delivery**

TCB will be responsible for delivering the SHEDx project and providing regular reports on the project progress and outputs delivery to RBK. TCB will recruit 1 x 0.5 FTE Project Manager and 2 x 0.5 FTE Project Co-ordinator posts to deliver the project for a period of 21 months (the duration of the project including 15 months delivery + 6 months evaluation). The new staff costs are included in the budget in [Appendix 6: Project Costs and Match Funding](#). In addition, TCB will recruit and train a team of approximately 100 volunteers to support the delivery of this project, this is included in the budget as in-kind revenue match funding ([Appendix 6: Project Costs and Match Funding - Partner and volunteer time](#)). See also 4.3: Approach to monitoring the project.

RBK will be the accountable body for the project, and will be responsible for overall budget management, performance monitoring and reporting to the GLA. Furthermore, RBK will allocate internal resources as necessary to support TCB in the engagement of different internal departments to assist the project to meeting the GLA GGF requirements. This will include a Regeneration Officer and others within the Strategic Planning, Regeneration and Internationalism Teams. The costs of these are also included in the project budget as in-kind revenue match funding towards the project ([Appendix 6: Project Costs and Match Funding - RBK Officer Time](#)).

## **2.7. Completion and Evaluation**

Ongoing monitoring, reporting and evaluation will continue for some time following project delivery to ensure the project is fully 'wrapped up' and its contributions are captured. A 6-month post project evaluation time has been built into the project timeline to allow for this.

It is envisioned that the project evaluation will be jointly produced and completed by RBK and TCB to ensure both the performance monitoring, project management, GLA reporting, project delivery

and on the ground project management are captured, alongside the effectiveness of the programme against its aims, objectives and delivery of outputs/outcomes.

As a defined output of the project, RBK and TCB will use SHEDx to build a case study demonstrating how Kingston can better enable borough stakeholders and build their capacity through partnership working. As such, the evaluation will reflect on how SHEDx has been effective as a model and lessons learnt for future partnerships and collaboration (see also 4. Evaluation and Impact Strategy)



### 3. FUNDING SCHEDULE AND MILESTONES

- [Appendix 6: Project Costs and Match Fund](#)
  - 6.1 Funding Schedule and Milestones Table
  - 6.2 Match Fund Profile
  - 6.3 Match fund profile: Partner and Volunteer Time
  - 6.4 Match fund profile: RBK Officer Time
  - 6.5 Signed GGF Financial Declaration

## 4. EVALUATION AND IMPACT STRATEGY

### 4.1. Project Logic Chain

- [Appendix 7: Project Logic Model](#)

### 4.2. Evaluation Focus

RBK and TCB have agreed to carry out an internal project evaluation. An indicative Self-Evaluation Report Template is set out in [Appendix 9](#). This will include other delivery partners, the communities around Tolworth and the wider SHEDx project in the collection of data, measuring progress against project outputs/outcome and sharing the project successes and lessons learned.

The purpose of the evaluation process is to:

- Work with stakeholders and communities involved with, or impacted by SHEDx to complete the Evaluation Focus Questionnaire ([Appendix 8](#)) which will form part of the final evaluation report;
- Undertake detailed review of the SHEDx project alongside GLA requirements;
- Undertake an end of project survey against the baseline project information;
- RBK, TCB and its delivery partners co-producing a project evaluation report using the Project Evaluation Report Template ([Appendix 9](#));
- Provide recommendations on the key management and delivery processes of the SHEDx project;
- Review the programme outcomes to assess Value for Money;
- Review the project impact on specific equality groups;
- Review the project environmental impact and sustainability;
- Review the long term impact of the project on key Good Growth outcomes;
- Review the project's contribution to the Council's Corporate Outcomes and enabling agenda (partnership working);
- Provide a forward plan and make recommendations on an Exit Strategy (specify whether any elements of the programme will continue and how will these be funded);
- Set out key conclusions and lessons learnt including how the partnership will promote the project success.

The project evaluation report will be shared with the GLA and wider stakeholders and will be used to promote the project's key achievements.

### 4.3. Approach to Monitoring and Research

#### ❖ Approach to monitoring the project

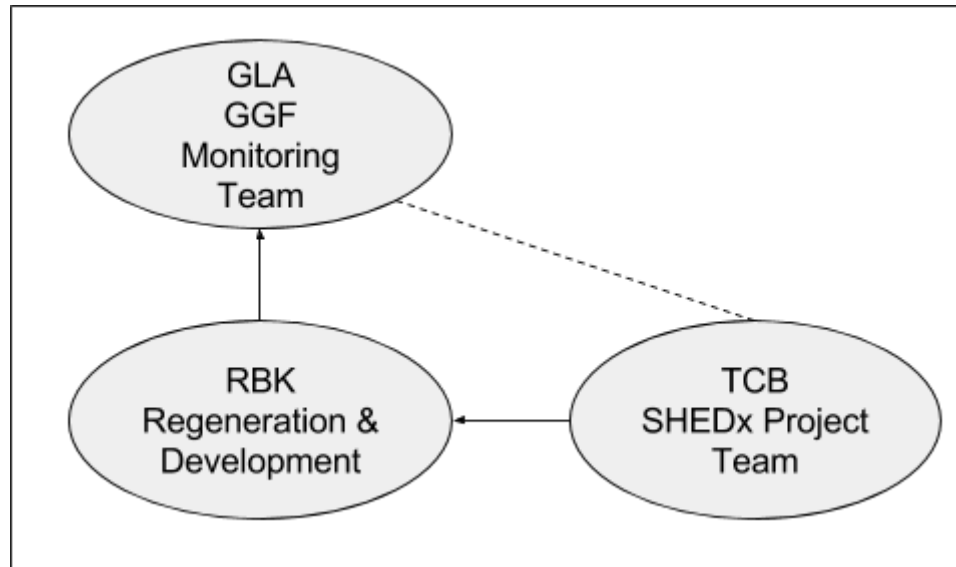
As the Delivery Body, TCB will be responsible for monitoring spend in accordance with the GLA

grant agreement including:

- Seeking approval before spending the grant in accordance with the GLA grant terms and conditions;
- Monitoring spend and ensuring compliance with financial standing orders and procurement guidelines;
- Reporting any underspend and any indication of overspend as early as as possible;
- Keeping a record of spend including receipts and invoices for monitoring;
- Providing sufficient evidence to enable RBK's drawdown of the GLA grant on a regular basis;
- Reporting on the project progress in a timely manner and in accordance with the GLA grant agreement;
- Meeting the project outputs and outcomes;
- Monitoring project outputs and outcomes and provide early warnings for any variances that may occur;
- Setting up a Sharepoint Project Document Folder to enable the collection of all project information, data and evidence of delivery and providing access to RBK and the GLA as requested;
- Working with RBK to complete the final evaluation report and sharing the results with the GLA and partners in order to promote the project.

### Project Monitoring Workshop

In order to further build the capacity of the TCB in this area, RBK will deliver a monitoring training workshop at the start of the project and invite GLA officers to participate. RBK will work with TCB to review the project information and evidence before reporting/submitting to the GLA to enable the drawing down of funds on a quarterly basis.



*Figure 1: SHEDx Monitoring and Reporting Structure*

#### ❖ Approach to gathering information on performance against outcomes

Our evaluation strategy is summarised below and sets out how we intend to monitor our project, conduct research and evaluate the outputs and outcomes.

We intend to use a number of research techniques to gather sufficient information to enable us to carry out a robust evaluation.

Our evaluation strategy is based upon our Project Logic Chain ([Appendix 7](#)) which clearly sets out our project objectives and directly links these to our project outputs and outcomes. The process of evaluation will allow us to measure our project performance against our outputs and outcomes and to understand the wider impacts of the activity and how well this links to and reflects our initial objectives and overall achievements.

The evaluation approach that we will utilise is outlined below and includes a number of methods and measures of research and data collection (both qualitative and quantitative) to ensure that data capture is robust, inclusive and thorough.

- Attitudinal surveys
- Counts (at events or on-street to gauge number of people using public/green spaces)
- Number of people engaging in/responding to planning consultations
- Recorded oral testimonies

❖ **Approach to gathering wider qualitative and quantitative insights on project impact**

- Case studies
- Focus groups
- Interviews with community representatives
- Recorded oral testimonies
- RBK will be conducting a Town Centre Health Check as part of the evidence collection for the emerging Local Plan which may be able to provide baseline data and provide a tool to track future change in Tolworth District Centre post delivery of SHEDx. This may look at some of the following indicators:
  - Pedestrian flows
  - State of town centre environmental quality
  - Proportion of vacant street level properties
  - Customer views and opinions
  - Diversity of uses

❖ **Approach to gathering insight on the project delivery processes**

- Stakeholder consultation

#### 4.4. Evaluation Resources and Timing

Our evaluation strategy, monitoring and evaluation will be key considerations during every stage of the delivery of this project, from inception to completion. Evidence will be continually collected and evaluated to allow for robust and timely reporting to meet the GLA's requirements. TCB will work with KU to develop the strategy and KU is committed to supporting this element.

❖ **Who will be responsible for collecting evidence during delivery?**

- Responsibility for collecting evidence during delivery will be held by TCB as lead delivery organisation.
- The method of evidence collection is outlined above and is part of the Impact Strategy.
- SHEDx project manager and coordinators will have overall responsibility for collecting evidence at all public facing activities, events etc. This responsibility will be outlined in the job description and included within appraisals;
- The majority of the evidence collection is expected to be done by volunteers under guidance from TCB and KU. Volunteers will all receive training on evidence collection at the start of the project (or during their induction) and throughout the delivery period;

❖ **How often will information be collected?**

- Information will be collected from every public facing activity and event which takes place during the project delivery period;
- Perception surveys and focus groups will be undertaken pre-project, six months into the project and at the end of the project.

❖ **Will the self-evaluation be conducted in-house or externally?**

The final self-evaluation report will be conducted by TCB working with RBK, no more than 6 months after project delivery (see attached self-evaluation form in [Appendix 9](#)).

❖ **Have you set out a clear resource plan?**

TCB's project manager and coordinators will be responsible for the collection of evidence and the deployment of volunteers for the collection of evidence for the evaluation. The final resources plan will be agreed in consultation with delivery partners and submitted to the GLA monitoring officer alongside the agreed methodology ahead of the project start.

## 5. OUTPUTS AND OUTCOMES

| OUTPUTS  | BASELINE<br>(Where applicable include a baseline figure)   | TARGET<br>(What is your overall aim against this output?)  | How will this output be monitored / measured / evidenced, and who by?  |
|--|--|--|--|
| Number of partners working together to support delivery ( <i>cross-cutting (CC) 3</i> ). | N/A  | Minimum of 5 partners (including TCB and RBK).   | Signed contract between TCB and RBK, contracts with supporting partners during delivery stage.                 |
| Area of public realm improvements ( <i>programme-wide</i> ).                             | Baseline to be established at beginning of project (public realm improvements directly attributable to the project). | 500m2 of improved street greening, public art and/or community facilities.<br>20% of seating along Tolworth Broadway to be repurposed as green planters. | Monitored by RBK, TCB & KU.  |
| Number contributing to engagement exercise   | N/A  | Minimum 750 beneficiaries of formal SHEDx engagement activities.   | Formal engagement activities will be run by TCB and partners, and will be evidenced by logged representations. |
| Number of people who participate in project ( <i>programme-wide</i> ).                   | N/A  | Minimum of 1500 beneficiaries to be engaged in SHEDx activities.   | Attendance monitored by TCB and volunteers   |
| Investment in community infrastructure   | N/A  | £150,000 investment in community infrastructure  | 3 community-owned sheds, mobile stage and community kitchen  |
| Community events: number and attendance  | N/A  | 24 events (including 2X skills networking events).<br>1X new community designed and managed Brazilian Festival.  | Published programme of events, with attendance monitored by TCB and volunteers                                 |
| New management organisational/structure established ( <i>CC3</i> ).                      | N/A  | 1 (Hybrid BID or civic society)  | Signed agreements with local businesses, monitored by TCB  |
| Startups/SMEs  | N/A  | Trial a small scale social enterprise (Suburban Farming Project) for 12-months.  | Monitored by TCB   |
| New/innovative approaches developed ( <i>CC3</i> ).                                      | N/A  | Build case study of RBK working as an 'enabling council' through partnership working with TCB.   | Case study built throughout project, evaluation to review  |



|   |   |  | outcomes and success of project   |
|---|---|--|---|
| OUTCOMES  | BASELINE<br>(Where applicable include a baseline figure)                  | TARGET<br>(What is your overall aim against this outcome?)   | How will this outcome be monitored / measured / evidenced, and who by?  |
| New jobs created<br>(programme-wide)  | N/A   | 3X new jobs created (1X 0.5 FTE Project Manager & 2X 0.5 FTE Project Coordinators) for a 15-month duration.                | Contracts signed, invoices  |
| Perceptions of value of area change for local community (CC2)                         | Baseline to be established from research at beginning of project          | Increase positive perception of Tolworth against baseline, including Tolworth Station, by the community                    | Measured through perception surveys and focus group sessions by TCB   |
| Increase in resident and visitor satisfaction within a defined area (programme-wide). | Baseline to be established from research at beginning of project          | Improved satisfaction against baseline (to be conducted at beginning of project).  | Measured through perception surveys and focus group sessions by TCB   |
| Increase in footfall (programme-wide).  | Baseline to be established from research at beginning of project          | 10% increase in match attendance of Corinthian Casuals<br>10% increase in footfall in areas of intervention and engagement | Measured by Corinthian Casuals<br><br>Footfall measured by TCB pre project, 6 months into project and 12 months into project      |
| Volunteers on place based initiatives   | N/A   | Minimum of 100   | Volunteers recruited and managed by TCB, database of local volunteers   |
| Number of vacant units brought back into use (programme-wide).                        | N/A   | Minimum of 1 to be brought back into use temporarily   | Signed contract   |
| Increase in business turnover   | Baseline to be established from research at the beginning of the project. | Increase of up to 5% on Tolworth Broadway.   | Surveys with local businesses on Tolworth Broadway pre-project, 6 months into project and 12 months into project. Measured by TCB |
| Biodiversity surveys (bespoke).   | Seasonal baseline to be established in Spring 2018                        | Increased species abundance against baseline (seasonal)  | Green infrastructure audit undertaken by local partners   |

|  |  |   |   |
|--|--|---|---|
| <b>Number of hours spent on community-led regeneration projects (<i>bespoke</i>).</b>                  | N/A  | 1000 volunteer hours  | Volunteer time sheets, monitored by TCB                             |
| <b>Awareness of green space offer (<i>bespoke</i>).</b>  | Baseline to be established from research at beginning of project | Increased awareness against baseline (to be conducted at beginning of project)  | Measured through perception surveys and focus group sessions by TCB |
| <b>Size of the night time economy: visitors in area socialising after 7pm</b>                          | Baseline to be established from research at beginning of project | Increase in visitors against baseline (to be conducted at beginning of project) | Measured by TCB   |
| <b>Awareness of behaviour change measures that can reduce exposure to air quality (<i>bespoke</i>)</b> | Baseline to be established from research at beginning of project | Increased awareness against baseline (to be conducted at beginning of project)  | Measured through perception surveys and focus group sessions by TCB |
| <b>Impact on equalities groups for specific interventions (<i>CC1</i>).</b>                            | Baseline to be established from research at beginning of project | Improved awareness and engagement (qualitative).                                | Measured through perception surveys and focus group sessions by TCB |

## Appendices