

## Early Engagement Strategy Template



Southwark Council's Development Consultation Charter requires the submission of an Early Engagement Strategy (EES) for pre-application discussions with the council. The purpose of this document is to ensure that developers engage with residents and local stakeholders from the beginning of the development process. Early engagement is essential to ensure that residents and local stakeholders have a say in the development that is going on in their area. Early engagement can also help to identify elements in the design of the scheme that may have a detrimental impact on certain individuals or groups before a planning application is submitted.

As part of developing the Early Engagement Strategy, applicants should make drafts of the strategy publicly available for residents and stakeholders, including Ward councillors.

Before submission of a planning application, applicants should make the final version of the EES publicly available and undertake the engagement activities outlined in the strategy. The outcome of this engagement should then be reflected in an Engagement Summary (ES).

### Part 1 - Fact-based Audit

In the Fact-based Audit, please provide the details of the local stakeholders and community infrastructure on and around the site.

'On or around the site'- refers to the area beyond the red line of the planning application, taking into account immediate neighbours of the site. Around the site is approximately a 10-minute walking radius from the red line.

#### For neighbourhood-level data we recommend using:

- [The Southwark Council Joint Strategic Needs Assessment \(JSNA\)](#)
- [The Office for National Statistics Mid-Year Population Estimates](#)
- [The Office for National Statistics Census](#)
- [Fingertips - Public health profiles](#)

#### For site-level data, we recommend:

- Conducting stakeholder surveys
- Recording observations through site visits
- Desk-based analysis of local infrastructure

## Stakeholder Analysis

### 1. Who are the owners, occupiers and users of the existing buildings on and around the site?

#### **Owner**

The current landowner of the site is Arada London.

#### **On site occupiers**

The existing site currently accommodates a builder's merchant (Buildbase) supplying timber, tools, and other building materials. On-site staff, including sales personnel, warehouse operatives, and administrative employees, form the core daily users of the building.

In addition to staff, the site regularly accommodates customers visiting to purchase materials, including professional tradespeople such as builders and contractors, as well as small-scale builders and DIY enthusiasts.

#### **Surrounding Occupiers**

Neighbouring the development site is a range of residential tenures, including traditional semi-detached housing (south-west) and purpose-built accommodation (east). In addition to the bus depot and other industrial uses (north), the site also neighbours the Copeland Park (west), which houses over 150 businesses onsite, "offering a haven for a diverse community of creatives, including painters, photographers, architects' graphic designers, carpenters and makers, alongside fitness studios, restaurants, bars, shops, a rooftop cinema, skate school and galleries."

Neighbouring the site is also a Primary School, St Mary Magdalene CofE (south), which is currently closed and being occupied by residential guardians through the LOWE Group.

Beyond Copeland Park is Rye Lane, Peckham's main shopping area hosting a range of high street and market independents.

#### **Demographics of the wider area:**

Rye Lane ward is located within the commercial and cultural heart of Peckham in the London Borough of Southwark. In the 2021 Census, Southwark recorded a population of 307,600 people, with a broadly even gender split.

Rye Lane has a relatively young population, with a high proportion of residents aged 20-44, reflecting demand from renters, key workers and economically active households. The proportion of residents aged 65 and over is lower than the borough average, although established older communities remain present, particularly within long-standing social housing estates.

The ward is ethnically diverse and includes one of the highest proportions of residents identifying with Caribbean ethnicity in the borough (around 18%). Religious affiliation reflects Southwark's wider diversity and secularisation, with a large proportion of residents reporting no religion, Christianity remaining the largest faith group, and significant Muslim communities alongside smaller faith groups.

Rye Lane experiences relatively high levels of deprivation compared to other parts of Southwark, with household incomes generally below the borough average and a high proportion of socially and privately rented housing. Housing affordability pressures and overcrowding are key local issues.

Health outcomes in the area are poorer than the Southwark average, with higher levels of reported bad or very bad health and lower life expectancy, particularly for men. Rates of disability and long-term health conditions are similar to or slightly above the borough average, influenced by wider determinants such as housing quality, air quality and income inequality. Fertility rates are also declining at a faster rate than in the rest of the Borough, with the change from 2011 to 2021 being - 59%.

As a busy town centre corridor with high footfall and late-night activity, Rye Lane records higher crime levels than many residential wards. Despite these challenges, the area benefits from excellent public transport accessibility, proximity to employment opportunities and a strong local economy driven by retail, markets and small businesses.

**2. How did you identify the stakeholders on and around the site?**

The Applicant and project team undertook a stakeholder mapping exercise at the outset of the consultation process to identify businesses, organisations, and commercial premises located in the vicinity of the Site. This exercise was complemented by site visits, ensuring a comprehensive understanding of the surrounding commercial context.

**3. Is there a Community Plan or Neighbourhood Plan covering the area?**

The adopted development plan for the Site comprises the London Plan (2021) and the Southwark Plan (2022). In terms of planning policy designations, the Site falls within the Peckham and Nunhead Action Area and is identified under Site Allocation NSP75 – Blackpool Road Business Park.

The Southwark Local Plan sets out the vision for the Peckham Action Area, providing a framework to guide development in the area. It states that new development in Peckham should complement and enhance the town centre, deliver as many homes as possible across all tenures, including social housing, while respecting the local character, and increase or improve the quality of open spaces. In addition, development should prioritise walking and cycling, improve public transport connections, and contribute towards the delivery of strategic initiatives such as the Low Line and Peckham Coal Line.

## **Local Economy and Community Infrastructure**

### **Schools and educational facilities**

**4. How have you considered the impact on any identified schools or educational institutions which are within or impacted by the scheme?**

The closest schools to the site (within a 0.5m radius) are as follows:

- St Mary Magdalene Church of England Primary School (Closed)
- John Donne Primary School
- Rye Oak Primary School
- The St Thomas the Apostle College
- Bellenden Primary School
- Cherry Garden School

## Local Economy and Community Infrastructure

- The Belham Primary School
- Hollydale Primary School
- Harris Academy Peckham

The team are currently in conversation with those in charge of managing the St Mary Magdalene Church of England Primary School. In addition, the project team will incorporate these schools within their consultation outreach.

## Health facilities

5. Are there any health facilities on and around the site?

There are no health facilities on the site itself; however, a range of community and wellbeing services are located nearby. Peckham Women's Institute (0.4 miles) offers social and educational activities for local women, while the Copleston Centre (0.9 miles) provides counselling, art therapy, mindfulness, and support for older residents. Glengall Wharf Garden (1.2 miles) is a volunteer-led community garden promoting wellbeing and environmental engagement, and the Southwark Wellbeing Hub (2.4 miles) offers free mental health support, workshops, and access to local services. These facilities ensure residents have access to important health and wellbeing support within walking distance.

6. How have you considered the impact on any identified health facilities which are within or impacted by the scheme?

The scheme has been designed to avoid any adverse impact on existing health facilities in the area. While no health services are located on the site, consideration has been given to the accessibility of nearby community and wellbeing facilities. The proposals aim to ensure safe pedestrian access and connectivity, supporting local residents' access to health and wellbeing services.

## Local businesses

7. Are there any local or independent businesses on and around the site? How did you determine this?

The site neighbours Copeland Park to the west, which houses over 150 businesses, including painters, photographers, architects, graphic designers, carpenters, and makers, alongside fitness studios, restaurants, bars, shops, a rooftop cinema, skate school, and galleries.

The identification of these businesses, including those within Copeland Park and other independent units nearby, was carried out through a stakeholder mapping exercise at the outset of the consultation process and a site visit.

8. How have you considered the impact on any local or independent businesses within the scheme?

The owners of Copeland Park have been offered an individual meeting to discuss the scheme and have also been included in our introductory meet-and-greet event held within Copeland Park at

## Local Economy and Community Infrastructure

the Copeland Gallery. All businesses within the estate have been, and will continue to be, invited to future consultation events to ensure ongoing engagement and feedback opportunities.

## Sites of Community Importance

9. Are there any sites of significance to the local community on or around the site? How did you determine this?

Several sites of significance to the local community are located on or near the site. These include Community Outreach Ministries (466 feet), a faith-based organisation supporting youth development and community cohesion; the Qing Liang Buddhist Association (0.1 miles), promoting Mahayana Buddhist teachings and cultural exchange; Peckham Heritage, which preserves and celebrates the area's history; Peckham Platform (0.7 miles), a charity producing socially engaged art and supporting marginalised groups; and The Peckham Society (0.9 miles), which works to protect local heritage and the environment.

These sites were identified through desk-based research, review of planning records, site visits, and stakeholder engagement, ensuring that both formally recognised and locally valued community sites were considered in the assessment.

10. How have you considered the impact on any sites of significance to the local community within the scheme?

The scheme has been designed to respect and minimise any impact on sites of significance to the local community. All the groups identified above have been offered individual briefings with the project team and have been, and will continue to be, invited to future consultation events to ensure ongoing engagement and feedback opportunities. The proposals also maintain appropriate distances from nearby community and cultural organisations, with careful consideration given to access, visibility, and the character of the surrounding area, ensuring the development complements existing facilities without adversely affecting their role in the neighbourhood.

The following questions may be covered in supporting documents (e.g. Design and Access Statement, Transport Statement, Energy Statement). Please refer to these strategies where relevant and summarise the key points below.

## Heritage, Site Layout, and Climate Mitigation

### Heritage

11. Is the site situated in a conservation area? If so, how have you considered this in your proposed scheme?

The site is not located within a conservation area. However, it is adjacent to several conservation areas and locally listed buildings, while there are no statutorily listed buildings in proximity. The adjacent conservation areas include:

## Heritage, Site Layout, and Climate Mitigation

- Rye Lane Peckham Conservation Area
- Holly Green Conservation Area
- Nunhead Green Conservation Area

12. Are there any listed or locally listed building on the site? If so, how have you considered this in your proposed scheme?

There are no statutorily listed buildings or locally listed buildings on the Site.

## Accessibility and Movement

13. How is the site accessed by its current users? How did you determine this?

The site is primarily accessed from Blackpool Road, which also serves the neighbouring Bus Garage. Vehicles, including staff, customer cars, and delivery lorries, typically enter the site from this main access point. The site is located within the London Borough of Southwark and benefits from excellent transport connectivity. It is within an 8-minute walk of Peckham Rye Station, and most of the site achieves a Public Transport Accessibility Level (PTAL) of 5, the second-highest rating.

Peckham Rye Station, located in TfL Zone 2, provides Overground services towards Battersea and Canada Water, as well as National Rail services to London Blackfriars, London Bridge, and London Victoria, with journey times of approximately 10 to 13 minutes.

14. What are the important routes through the site and why are they important? Who currently uses these routes? What data or information did you use to come to this conclusion?

The main route through the site is the vehicular access from Blackpool Road, which provides entry and egress for staff, customers, and delivery vehicles, including lorries servicing Buildbase. The site is largely impermeable and unfriendly to pedestrians, with limited internal pedestrian routes, meaning most foot traffic is confined to the site perimeter and surrounding footways. This assessment is based on site visits and desk-based analysis, which informed an understanding of how the site is currently used and the key routes through it.

## Climate Change and Sustainability

15. What climate change mitigation and adaption measures are relevant for the site?

The site is in Peckham, an area identified by the GLA's London Climate Risk Map as among the most vulnerable in London to climate-related risks. This reflects overlapping demographic factors, including age, language proficiency, ethnicity, tenure, and income, which contribute to local vulnerability. In response, the London Borough of Southwark's Climate Change and Resilience Strategy emphasises both mitigation and adaptation, alongside reducing inequalities.

## Heritage, Site Layout, and Climate Mitigation

### 16. What carbon reduction measures have you included within the scheme?

We are aiming for a fabric first approach with low U-values, air permeability and thermal bridging details. The scheme will utilise highly efficient low carbon heating through communal air source heat pumps which are able to connect to a future district heat network. The roof will be maximised with photovoltaic panels to further reduce carbon emissions on the scheme.

## Part 2 - Approach to Engagement

Based on the Fact-based Audit in Part 1 of this document, outline how you will engage with the stakeholders identified. Engagement activities should be tailored to the needs of local stakeholders.

Examples of engagement activities can include (but are not limited to):

- Stakeholder meetings
- Workshops
- Attending community group meetings
- Leaflets
- Letters
- Website

Activity and Date	Attendees	Format	Justification
Name and type of engagement activity e.g. In-person 'drop-in'.  When did the event take place? What time of day did the event take place?	Who will attend the event? Which stakeholder groups are you aiming reach?  e.g. Parents and carers	How will participants feedback in the session?  e.g. directly to	Why did you choose this format? Why did you choose to target this group in particular?

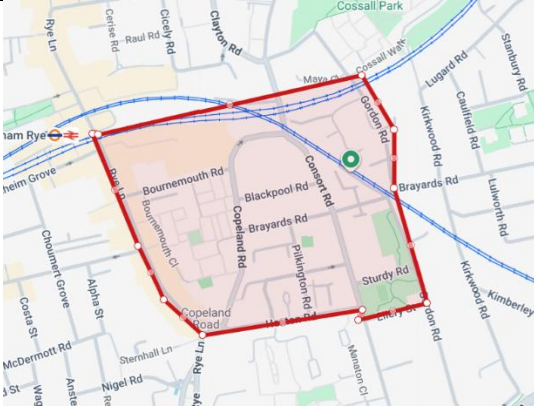
Our consultation approach aims to reach as many people as possible, with a strong focus on accessibility and inclusivity. We will use methods that cater to different abilities and age groups, and we will engage with a wide range of local groups and organisations that form a cross-section of society, including those that are religious, from different backgrounds, or with protected characteristics.

This approach will be refined throughout the consultation process, with further details captured in our Statement of Community Involvement, Engagement Summary, and Equality Impact and Needs Analysis.

We are planning to use multiple methods to engage with the community in order to reach as many people as possible, inform them about the proposals, and provide a range of ways for feedback to be submitted to the Applicant. This approach also ensures that each engagement method meets accessibility requirements.

Activity and Date	Attendees	Format	Justification
<p>Contact local groups for briefings</p> <p>29.09.2025</p>	<p>35% Campaign Peckham Heritage SHAPE Southwark Qing Liang Buddhist Association Peckham Society Peckham Vision Community Outreach Ministries</p>	<p>Email invite.</p> <p>One-to-one meeting.</p>	<p>These groups have in the past shown a particularly strong interest in local development and based on community audit these groups were considered most pertinent to brief.</p> <p>In line with the DCC, we are focusing our engagement on prominent local organisations and groups in Peckham that have established networks, including local religious groups.</p> <p>This approach enables us to reach a wide segment of the local community and supports our commitment to inclusivity.</p>
<p>Contact Ward Councillors for a briefing</p> <p>08.10.2025</p>	<p>Rye Lane Ward Councillors</p>	<p>Email invite.</p> <p>One-to-one meeting.</p>	<p>To offer a briefing to the local Councillors on the proposals.</p> <p>Meeting local politicians is a key element of best practice for any scheme,</p>

Activity and Date	Attendees	Format	Justification
			<p>and this is no different in this case. Local representatives reflect the needs and views of the wider community and are therefore vital stakeholders to engage with. Meeting with them allows us to provide briefings, gain valuable insights and understanding of the area, and connect with other interested groups, residents, or business owners.</p>
<p>Introductory Meeting with Peckham Vision</p> <p>17.10.2025</p>	<p>Peckham Vision</p>	<p>In-person meeting</p>	<p>The purpose of the meeting was to provide a briefing on the early plans for the site and to introduce Arada as the new owners.</p> <p>The session was held in person at a flexible time to accommodate different needs and accessibility requirements.</p>
<p>Meeting with the local Ward Councillors</p>	<p>Rye Lane Ward Councillors</p>	<p>In-person meeting</p>	<p>To offer a briefing on the early plans for</p>

Activity and Date	Attendees	Format	Justification
07/11/2025			<p>the site and introduce Arada as the new owners.</p> <p>To understand early local concerns.</p>
<p>Newsletter hand delivered to local addresses.</p> <p>19/11/2025</p>	<p>1013 addresses to receive letter.</p> <p>Including local residents, businesses and other stakeholders.</p>	 <p>The above is the chosen radius for the hand delivered newsletters.</p>	<p>Newsletter hand delivered to circa. 1013 addresses signposting the public consultation events and online community hub. Community consultation FREEPOST and email address shared via the newsletter detailed above.</p> <p>Newsletters will be issued to surrounding local properties.</p> <p>This aligns with the DCC as these will be written in clear, plain English and will outline the key points of the proposal.</p> <p>They will also publicise multiple ways to get in touch, including by phone, email, webform, and post, catering to different age groups and</p>

Activity and Date	Attendees	Format	Justification
			accessibility needs.
<p>Door Knocking 26.11.2025</p>	<p>To be undertaken on the addresses surrounding the site including Consort Road, Blackpool Road, Copeland Road and Brayards Road.</p>	<p>Members of the project team will knock on surrounding streets' doors.</p>	<p>Door knocking will be undertaken to raise awareness of the upcoming consultation events and other methods to view the plans such as the website and feedback email address.</p> <p>Following DCC guidance, the team will be carrying out multiple door-to-door visits during the programme to engage directly with nearby residents, inform them about the broader consultation, and gather their feedback.</p>
<p>In-person Meet and Greet Event 03.12.2025</p>	<ul style="list-style-type: none"> <li>•Members of the project team</li> <li>•Local residents</li> </ul>	<p>4pm – 7pm</p> <p>Copeland Gallery</p> <p>Residents &amp; businesses can drop in and out of the event and can ask questions and provide verbal and written feedback via comment forms on the initial plans for the site and meet with the team.</p>	<p>A meet and greet event hosted for local residents to view the early plans for the site and speak with members of the project team, and provide their feedback via comment forms,</p>

Activity and Date	Attendees	Format	Justification
			<p>verbally, or later online.</p> <p>In line with the DCC, we are holding a series of public consultation events to allow for direct conversation with the team. These events have been held in locations with accessibility so that any resident can attend.</p>
<p>Further stakeholder meetings &amp; workshops</p> <p>January 2026 onwards</p>	<p>Key local stakeholders identified following earlier meetings with local community</p>	<p>Online or In-person</p>	<p>Through local engagement and conversations, further groups have been identified and can provide insight on local issues, needs, concerns and priorities.</p>
<p>Consultation Website</p> <p>March 2026 onwards</p>		<p>Online &amp; Online Form</p>	<p>The provision of a dedicated project website for the local community to view project information, developments and provide feedback online to feed into the scheme.</p> <p>In line with the DCC, an online website will be provided to allow for those</p>

Activity and Date	Attendees	Format	Justification
			<p>that are not able to attend in person. This will provide all the consultation content, alongside feedback mechanisms and contact details for further enquiries.</p> <p>This aligns with the approach recommended in the DCC and accommodates those without internet access.</p> <p>The Engagement Summary will set out the engagement barriers and proposed mitigations further, alongside additional details that will be provided in the Equalities Impact and Needs Analysis (EINA).</p>
<p>Newsletters hand delivered to local residents</p> <p>February 2026</p>	<p>Local community and residents</p>	<p>Provision of key details including exhibition event dates and locations, contact email, phone number, mail address and sharing project website link.</p>	<p>Newsletters are to be distributed to residential and business addresses in the area surrounding the site, informing recipients of key consultation updates such as</p>

Activity and Date	Attendees	Format	Justification
			<p>public events, providing contact details for further enquiries, and including information about the consultation website.</p> <p>This aligns with the approach recommended in the DCC and accommodates those without internet access.</p> <p>In addition, we will send direct emails to the local groups we have already identified to ensure they are notified of any events, as well as to any additional groups that are identified later.</p>
<p>Newspaper Advert</p> <p>February 2026</p>	<p>Local residents and wider community</p>	<p>Provision of key details including exhibition event dates and locations, contact email, phone number, mail address and sharing project website link.</p>	<p>We will place an advertisement in the local paper to reach anyone who may have missed the letter or does not live within the immediate catchment area.</p>
<p>Door-Knocking Sessions</p> <p>March 2026</p>	<p>The site's surrounding neighbours</p>	<p>Verbal responses to be recorded in the form of notes</p>	<p>Ahead of any events &amp; to gain a better understanding</p>

Activity and Date	Attendees	Format	Justification
			<p>of the local community, door-knocking will be undertaken to alert residents of consultation events and provide general project updates.</p> <p>In line with the DCC, this provides an opportunity to ensure local residents and stakeholders nearest to the site are given the opportunity to engage with the team, in particular those who are time-poor and may be harder to reach via traditional consultation tools.</p>
<p>In-person Public Exhibition Events</p> <p>March 2026</p>	<ul style="list-style-type: none"> <li>•Members of the project team</li> <li>•Local residents</li> </ul>	<p>4pm – 7pm (weekday evening)</p> <p>10am –1pm (weekend morning)</p> <p>Copeland Gallery</p> <p>Residents &amp; businesses can drop in and out of the event and can ask questions and provide verbal and written feedback via comment forms on the developed plans for the site and meet with the team.</p>	<p>In-person exhibition events hosted for local residents to view the developing plans for the site and speak with members of the project team, and provide their feedback via comment forms, verbally, or later online.</p>

Activity and Date	Attendees	Format	Justification
			<p>In line with the DCC, we are holding a series of public consultation events to allow for direct conversation with the team.</p> <p>These events are being held in accessible locations so that any resident is able to attend.</p> <p>In addition, these are being held on a weekday evening and weekend morning to allow multiple opportunities for people to attend.</p>
Poster On Site	Local community and residents	A1 Poster	A poster will be displayed on site with a QR code linking to the project website, which will be set up to act as a one-stop shop for information and engagement both during and after the events.
Collection of feedback  September 2025 onwards	Local community and residents	Verbal, Comment Forms, Email, Phone, Mail, Online Form	Following meetings and events, local residents and community representatives will have the opportunity to

Activity and Date	Attendees	Format	Justification
			<p>share their questions, concerns, and priorities for the area. This feedback will be reviewed by the project team and considered in the development of the scheme where relevant.</p> <p>In line with DCC guidance, a range of feedback methods has been used, including in-person discussions, written comment forms, and other channels such as email, phone, online forms, and freepost mail.</p>

This section should detail how you intend to incorporate feedback received through the engagement activities that take place. We want to see evidence that stakeholders have had a meaningful impact on the design of a scheme. Please detail how you will achieve this.

**How will you incorporate feedback received from engagement activities into the proposed scheme?**

A feedback tracker will be established in Excel, with separate sheets for each feedback type - consultation events on one sheet, and telephone, email or FreeMail feedback on others.

As comments are discussed in meetings, we will update the tracker with our responses. All entries will then be grouped by theme. These will be collated into a concise feedback summary and, subsequently, incorporated into the Statement of Community Involvement and Engagement Summary.

All feedback received is shared with the project team and considered for incorporation into the scheme.

**How will you incorporate feedback received from engagement activities into the proposed scheme?**

The feedback received will inform the project team's approach at every stage.

Any questions or queries sent to the project email address will be responded to promptly by the consultation team.