



## Commonplace case study West Norwood

### Customer

Regeneris and  
London Borough of Lambeth

### Engagement

Regeneration

### Background

The goal of the project was to understand the needs of the community to inform a future masterplan. **A large number of respondents was required** to effectively explore the opportunities for building new homes, creating employment and attracting investment into the area.

### Mapping the high street and opportunities for regeneration.

There were over **2,700 responses** with Commonplace during the project, and over **50% of the respondents were under the age of 45**.

This is a completely different demographic profile to usual engagement, and demonstrates a new audience having been engaged right at the beginning of a major transformation process.

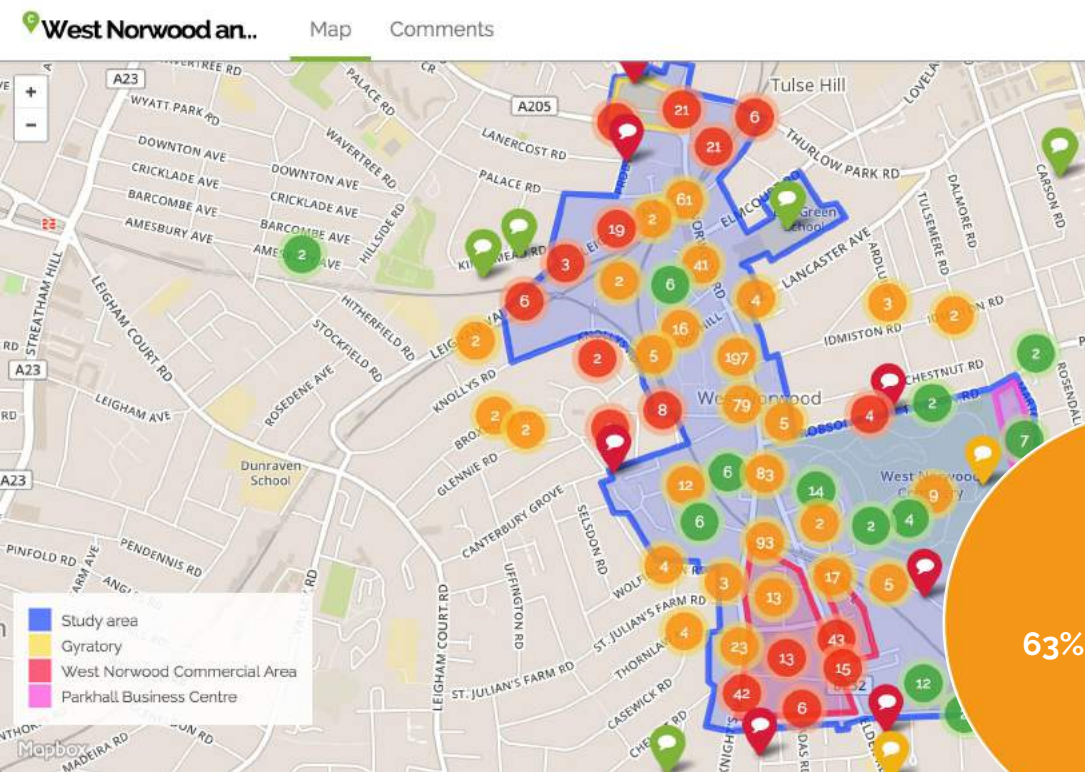
Commonplace worked extremely well. The data we obtained - through over 2,700 responses - is rich in demographic detail and fine-grain understanding of places and how they are perceived.

Barney Cringle, Regeneris

# 50% of respondents were 45 years or under.

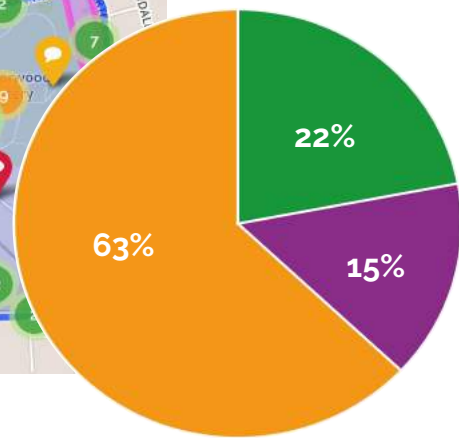
## Over 2700 responses from the community.

Commonplace enabled broad engagement in this diverse area of Lambeth including residents, businesses and visitors. The Council noted that both individually and as a whole, the comments and interactions created a valuable and unique evidence base, which provided a strong platform for future planning, decision making and investment by all local stakeholders and partners.



As well as comments, 1,600 agreements with other comments were made. This data provided a valuable additional layer of intelligence for analysis.

22% of contributions were web comments. 15% of were comments from public events and 63% agreements on both types of comments.



Screenshot of the Commonplace heat map for West Norwood and Tulse Hill.

Our client, Lambeth council, was very happy with Commonplace and the way it matched their ethos of collaborative and open discussions on regeneration and placemaking.

Barney Cringle, Regeneris

# Analysis

## Analysis by neighbourhood highlights valuable local trends

### Re-visioning West Norwood

By analysing the data on a neighbourhood basis, a number of strong themes emerged, with certain areas having a much larger proportion of negative responses and others a much larger proportion of positive. It has been valuable for the council, the urban design team and the community to reflect on these trends when considering potential ideas and solutions.

### Themes and agreements

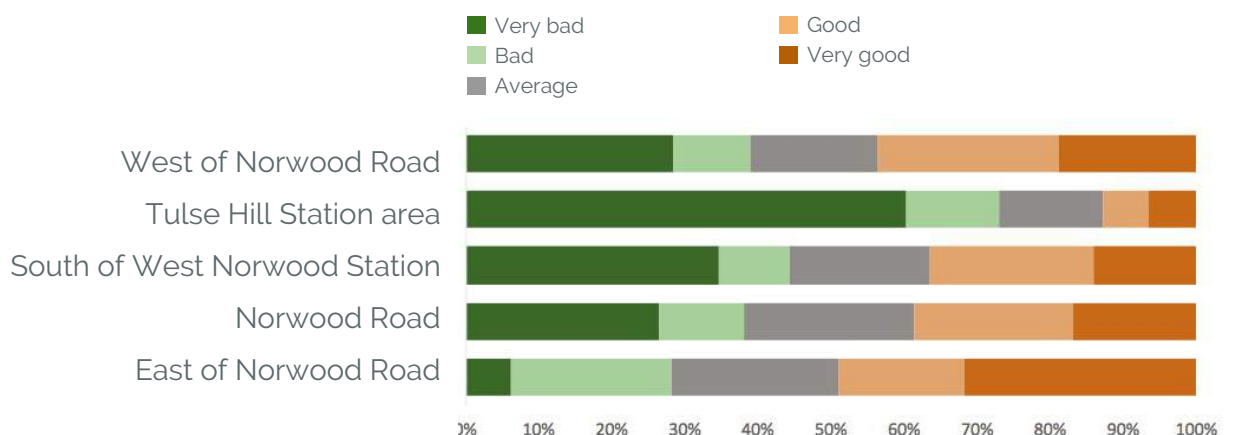
Using the analysis of comments and agreements, emergent themes were tested in further discussions with local people, and fed into group discussions.

This data has become a formative tool for developing emerging ideas that are helping to 're-vision' West Norwood and Tulse Hill.

# Areas

### High street economic opportunities

The main high street area attracted a high number of comments, and whilst seen as a key social area, it wasn't always felt to be safe. Ideas to improve the area included suggestions to increase the diversity of retail offer whilst retaining existing character; and adding more restaurants and other evening offerings for local people.



# Themes

## Identifying vacant spaces

The analysis also included identification of a number of vacant spaces. This unique local insight is used to develop the future vision and economic plan for the area.

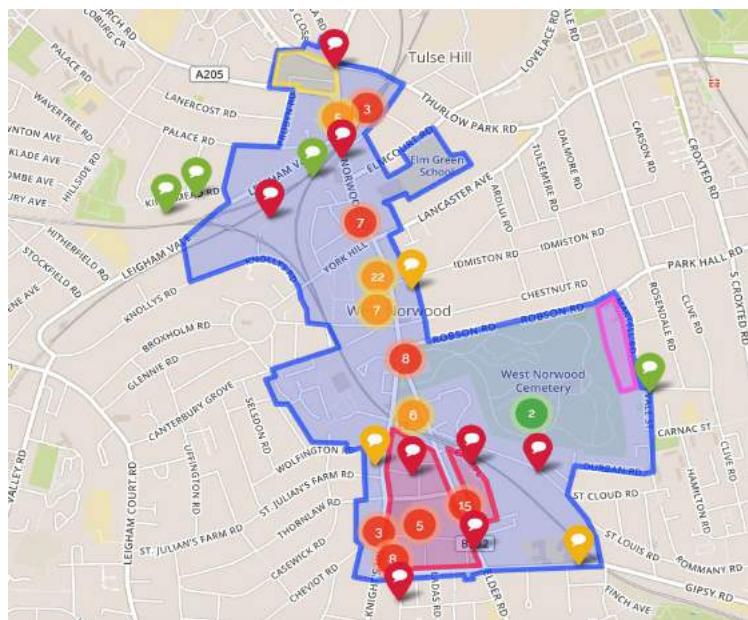
## Engaging widely

Commonplace's "Survey Mode" was used by Community Researchers on tablet computers for face-to-face interviews. The ease of use meant minimum training and reliable results - reaching deep into the community.

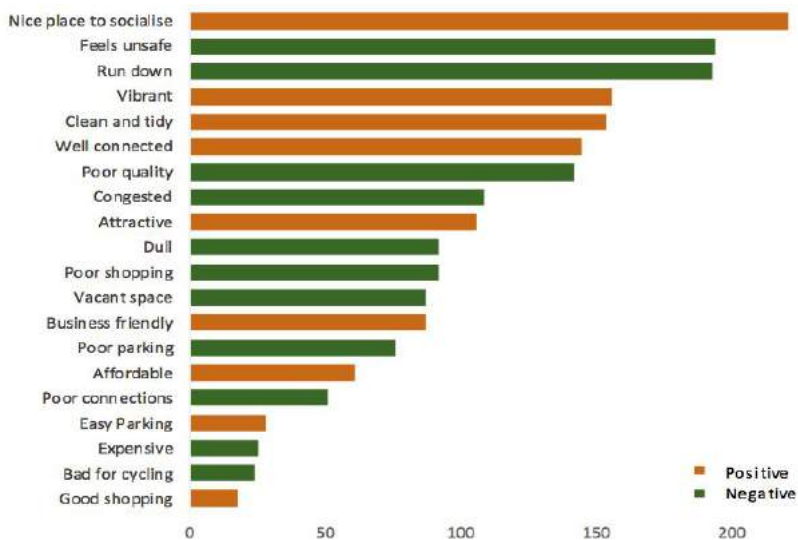
## Knowing what people value

Knowing what residents value is a key to managing change and to being able to reassure residents that change will not sweep away the things they value.

Respondents highlighted the strong sense of community, strength and attraction of long-established businesses and the value of local heritage assets such as the church and cemetery.



Commonplace map only showing comments which indicated that there is vacant space



Learn more about West Norwood and Tulse Hill regeneration [Commonplace](https://westnorwoodandtulsehill.commonplace.is)

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