
The South Bank Manifesto

4 years on: A renewed call for action





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Foreword by Kate Hoey MP and Simon Hughes MP

In 2006, South Bank Partnership launched *Under Pressure and On the Edge - London's South Bank: A Manifesto for Action*. It was a powerful, practical document, which recognised the huge changes and challenges facing the area and established a collaborative, neighbourhood response. We believe it has made a difference to the way all have approached the challenges of this key central London neighbourhood, which sits on the edge of two boroughs which both suffer from continuing extensive deprivation and increasing financial pressures.

The Manifesto grew from the unique partnership which has developed over the years between South Bank's major businesses, arts organisations, universities, health and other public agencies. Together with Lambeth and Southwark Councils, the Mayor's agencies and local residents represented by their ward councillors and MPs, they make up the South Bank Partnership which has been co-ordinating change and managing some of its inevitable tensions. All parties in the 2006 local elections signed up to the Manifesto action plan and all members of the Partnership subsequently agreed to play their part in taking it forward.

Four years on, we can reflect on significant achievements, many of them catalysed by the coordinated neighbourhood approach advocated in the Manifesto. We celebrate the extraordinary success of the South Bank as an international tourist and cultural destination, and the restoration and re-opening of the Royal Festival Hall. We welcome the completion of the new Coin Street neighbourhood centre and the new Park Plaza Westminster Bridge hotel on the old GLC Island Block site, formerly one of the eyesores of the neighbourhood. Thameslink, now under construction, will bring a new station to Blackfriars and make the area even better connected. A revised scheme has been launched for Jubilee Gardens which it is hoped will be deliverable in time for the Diamond Jubilee and the Olympics.

There has been improved collaboration and progress, albeit slow, over the future of Waterloo Station. However, developments in

Blackfriars Road and York Road have been delayed by the planning process, especially heritage issues, and stalled by the downturn. There are too many empty or derelict sites and continuing planning uncertainty, especially arising from the refusal of the Elizabeth House redevelopment. These delays have so far denied us many of the economic and community benefits which we counted on to flow from development.

Our neighbourhood is now part of two Opportunity Areas in the London Plan, designated for tall buildings and intensive development, intended to provide thousands of new jobs and homes. We need to create the conditions for this development to go forward, with improved retail, public realm and community facilities needed to attract investors and tenants. We also need to consolidate and develop training and job brokerage programmes to ensure that residents throughout Lambeth and Southwark can secure the jobs created by new development and cultural and tourist activity.

The South Bank Partnership recognises the enormous opportunities but also the challenge to ensure that further transformation is properly managed and coordinated for the benefit of the community as a whole, residents, employees, and visitors. The neighbourhood must also work for the millions who pass through it each day and fulfil its potential in the wider London and UK economy.

To achieve this in the face of declining public expenditure we must continue to be creative and ambitious, harnessing local knowledge and local delivery, based on our history of partnership and collaboration. This is why we are republishing our Manifesto with an up to date Action Plan for the first four years of the new decade. We urge all partners to use it as the basis for working together to benefit the people, businesses and activities of the South Bank. At the same time we want the South Bank to make an even greater contribution to the wider communities of Lambeth and Southwark, and to the success of London as a world city.

**Kate Hoey MP for Vauxhall,
Simon Hughes MP for North
Southwark and Bermondsey**
Co-Chairs, South Bank Partnership



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The Neighbourhood and its Community

The Context for the Action Plan

20 years ago the South Bank meant a small area of riverside stretching from County Hall to the National Theatre. Today it runs from Lambeth Bridge to Blackfriars Bridge and south to St George's Circus. It is a vital part of central London and one of its most important neighbourhoods. It boasts two universities, the country's largest railway station, one of its great teaching hospitals, and one of its leading social enterprises. It is home to some of the world's most successful businesses, the nation's leading arts and media organisations, and a still growing residential population.

The South Bank is partly in Lambeth and partly in Southwark. It is a key source of employment for both boroughs – in the case of Lambeth, the neighbourhood contains half of the borough's jobs. The South Bank community is a striking mix, some 12,000 residents, 50,000 employees, millions of visitors – it is estimated that the South Bank riverside attracts 25 million visits each year. The neighbourhood is also used by those who make 130 million journeys through Waterloo Station annually, with millions more passing through from other stations.

The South Bank is a neighbourhood characterised by contradictions. It is a key central London business district, but its physical state inhibits investment. The area generates huge footfall, but has generally very poor shopping. It has 50,000 employees, but both they and local residents suffer a lack of sport and leisure facilities. Not enough of its jobs are available to people living in the area and in the deprived neighbourhoods nearby. The riverside contains internationally-acclaimed cultural institutions, and the South Bank is now the most popular tourist destination in London, but just away from the river is some of the worst public realm in central London. The area is extraordinarily well connected, which is what makes it so suitable for growth and new jobs. However, Waterloo Station dominates and divides the neighbourhood and planned capacity increases will increase footfall and pressure on the area around it.

Development opportunities abound, but many schemes with planning permission have not been implemented. The most challenging sites at and around Waterloo Station need a greater level of planning certainty than is currently available. In all cases the possible erosion of local Section 106 benefits in favour of major infrastructure may make development less acceptable locally than is now the case.

A more detailed narrative on the neighbourhood and its needs is contained in the 2006 edition of the South Bank Partnership Manifesto, which can be found at www.southbankpartnership.org

The Views of the Community

In 2008-09 the South Bank Partnership commissioned Ipsos MORI to conduct an in-depth survey of representative samples of residents, employees and visitors to the South Bank. The results revealed a high degree of consensus between the three groups in their views of the neighbourhood and priorities for its future. The results also showed high levels of satisfaction with the South Bank as an area in which to live and work as well as to visit. There was a general pattern of improved satisfaction with the area and its services since the previous survey was undertaken in 1999.

However there was also very clear evidence of dissatisfaction, including indoor and outdoor sports provision, particularly the lack of swimming facilities. There were also strong concerns about the absence of public toilets, the poor retail offer, and further concerns about parking rough sleeping and street drinking.

The full results of this survey can be found at www.southbankpartnership.org

Updated map TBC



The South Bank Manifesto

Achievements and Progress 2006–10

Economic growth, development and jobs

- New Park Plaza County Hall and Westminster Bridge hotels.
- Planning granted for Beetham Tower, 20 Blackfriars Road, Doon Street, York House and several hotels but few starts on site.
- Growth in visitor numbers and spend; continued pre-eminence of London Eye; success of Southbank Centre retail outlets and imminent further development.
- Continuing success of local destination marketing and visitor information; strong collaboration with Bankside and London Bridge.
- Decision to appoint commercial operator for Lower Marsh Market; funded plans for Lower Marsh regeneration.
- Over 1000 local residents into work through the Waterloo Job Shop, with 65 employers engaged in its work.

A safe, clean and accessible environment, and reduced carbon emissions

- Ownerships and responsibilities clarified; higher standards of local authority and private cleansing services; over 6000 tags removed by local graffiti service, additional cleansing service launched; improved coordination on rough sleeping.
- Revised Jubilee Gardens scheme launched; Emma Cons Gardens improvements funded; Archbishop's Park upgraded.
- Legible London signs installed
- Increased police presence; public/private South Bank Patrol Service launched and already virtually eradicated illegal trading; improved CCTV coordination; new communication systems and very high levels of coordination between patrols, police and security staff.
- St Thomas' Combined Heat and Power Plant; King's College London and London South Bank University projects; local business waste and recycling programmes; South Bank Decentralised Energy Network taken from feasibility to technical and commercial appraisal; Lambeth Business Carbon Reduction Partnership launched with strong South Bank participation.

Transport, Public Realm and Pedestrian Routes

- Major improvements around the Royal Festival Hall; IMAX subways upgraded; The Cut refurbished; creation of King's Plaza (outside King's College London), Westminster Bridge roundabout improved; various tunnel refurbishments; new public art banners and lighting; clutter removal.
- Thameslink work started; Waterloo 10-car upgrade planned and funded; Waterloo Square (IMAX Roundabout and Waterloo Road); design team selected and project recognised in Mayor's Great Spaces initiative.

Achievements and Progress 2006–10

Quality of Life (health, education, childcare, culture, sport, community activity)

- Major improvements and continuing investment in St Thomas' Hospital; setting up King's Health Partners; successful London South Bank University developments.
- Restoration and reopening of Royal Festival Hall; opening of BFI Southbank; formation of South Bank & Bankside Cultural Quarter; government commitment to new National Film Centre; emerging National Theatre masterplan; consent for new HQ for Ballet Rambert.
- Opening of Coin Street neighbourhood centre in Stamford Street, including family and community and conference spaces.
- Vast growth and success of Sport Action Zone programmes in North Lambeth and North Southwark, with 150,000 annual attendances at community sports sessions, half of them at the former Lilian Baylis hub in Kennington; planning granted for Doon Street leisure centre and swimming pool; improvements completed at Colombo Centre; increased use of Hatfields/Paris Gardens sports spaces.
- Continuing employee volunteering and local business support initiatives.
- Formation of Waterloo Community Coalition, bringing together voluntary and community sector organisations in the neighbourhood.
- Increasing attendance at South Bank Forum; increased readership of South Bank News, distributed to over 7500 households.

Policy and Delivery

- Secretary of State for Transport and Mayor of London taking on leadership roles in Waterloo Station redevelopment.
- Neighbourhood working in South Bank recognised in government programmes on Town Centres and Neighbourhood Charters.
- South Bank Manifesto objectives recognised in Lambeth's Sustainable Community Strategy, Core Strategy and Waterloo SPD.
- Full engagement of MPs and elected members from both Lambeth and Southwark in the work of South Bank Partnership.
- Greater transparency secured on Section 106 contributions and expenditure in both boroughs; project banks agreed to guide S106 priorities; continued and positive impact of S106 neighbourhood project funding from the London Eye.
- Strong commitment to supporting the South Bank Manifesto and implementation of its Action Plan secured from Lambeth and Southwark, Mayoral agencies and South Bank Employers' Group and its members.

The South Bank Manifesto

The Action Plan

Our Action Plan has six fundamental objectives

- **Economic growth, new developments, new jobs and better retail;**
- **Improved schools and training, especially to benefit local residents without work;**
- **A safe, clean and accessible environment for all;**
- **An efficient transport interchange and improved transport links;**
- **Improved health and housing and increased opportunities for culture, sport and recreation and community engagement;**
- **Reduced carbon emissions.**

Economic growth, development, jobs and retail

- Identify barriers to inward investment and work to attract new tenants and facilitate implementation of developments.
- Establish greater planning certainty for major new developments by resolving heritage, design and transport issues and engaging all relevant authorities.
- Consolidate and develop local employer-led jobs and skills programmes and influence national/ regional initiatives to meet local needs.
- Ensure that local residents have every opportunity to secure the new jobs created by new development, and by cultural and tourism activity in the neighbourhood.
- Support the tourist economy in partnership with front-line tourism enterprises.
- Provide better visitor information.
- Achieve better shopping across the neighbourhood, including retail uses at the former Waterloo International Terminal, as well as reviving the market and improving the environment in Lower Marsh.
- Coordinate and maximise the benefit to the South Bank neighbourhood from the 2012 Olympic and Paralympic Games.

Improved schools and training, especially to benefit local residents without work

- Ensure children living locally have access to high quality early years, primary and secondary education in or close to the South Bank.
- Maximise employment opportunities for local residents through employer-led local recruitment programmes.
- Develop employer-led work experience, internships, apprenticeships and other training, in conjunction with local colleges.
- Support the growth and improvement of the neighbourhood's two universities.

A safe, clean and accessible environment

- Consolidate and develop additional local services appropriate to local needs, in partnership between public authorities and private landowners.
- Improve and sustain the service levels needed to cater for the neighbourhood's very high footfall generated by millions of visitors and commuters.
- Commit to addressing the backlog of maintenance by 2012, especially the South Bank Spine Route.
- Provide effective management of utilities.
- Deliver a new Jubilee Gardens in time for the Queen's Diamond Jubilee and promote other open space improvements.
- Resolve the future of Hungerford Car Park.
- Implement plans for public toilet facilities.
- Develop local management structures for open spaces.
- Achieve an agreed design and incremental funding for the Waterloo Square project, addressing the IMAX roundabout/subways and Waterloo Station environs.
- Secure public realm improvements in Blackfriars Road and surrounding area through investment and development.
- Deliver the Lower Marsh/Westminster Bridge Road regeneration scheme.
- Sustain the successful public-private South Bank Patrol Service and build on high levels of local security collaboration.

The Action Plan

- Maintain and improve the concerted approach to rough sleeping and street drinking.
- Support the continuing effective co-ordination between public and private CCTV systems.
- Develop cross-borough delivery of services and programmes wherever possible.
- Prioritise greater use of s106 agreements to provide revenue for additional local services.

An efficient transport interchange and improved transport links

- Create the right mix of strategic leadership and local input to ensure a joined-up approach to the future of Waterloo Station and the surrounding area.
- Provide for incremental improvements ahead of the main Station redevelopment.
- Ensure increased passenger numbers at Waterloo and the new Blackfriars Station on the South Bank are catered for via improved pedestrian routes.
- Support the earliest possible reuse of the former Waterloo International Terminal.
- Support the Airtrack link from Waterloo to Heathrow.
- Improve cycle parking and routes.
- Promote increased use of the River, enhanced services, a new pier between Blackfriars and Waterloo Bridges and upgrades to existing local piers.

Health, housing, culture, sport and recreation and community engagement

- Support the Guy's and St Thomas's investment plan.
- Ensure local input and full recognition of cross-borough issues in local primary healthcare provision.
- Provide more affordable housing on development sites and elsewhere locally - including family units - to maintain the residential mix.
- Secure local estate improvements.

- Support improvements to cultural facilities and promote increased use of them by local residents.
- Support the Doon Street pool and leisure complex and improved access to all local sports facilities.
- Provide a new Waterloo library.
- Promote new playgrounds and additional community space.
- Develop sustainable plans for the future of local community assets.
- Strengthen mechanisms for community engagement, consultation and participation.

Reduced Carbon Emissions

- Deliver the South Bank Decentralised Energy Network as a beacon project for inner city carbon savings.
- Maximise public and private sector input into further schemes for the reduction of carbon emissions across the South Bank.
- Increase local business waste recycling.
- Build on and disseminate best practice among all local organisations.

The South Bank Partnership brings together major local stakeholders, elected representatives and statutory authorities. It has an outstanding track record of working with a strong social enterprise and voluntary and community sector to deliver successful local initiatives. We have proved that there is another way of doing things: business working in partnership with the community to achieve mutual benefit.

We have the capacity to make an exceptional contribution to national, regional and local priorities and believe the South Bank is pioneering new forms of neighbourhood leadership and delivery.

Adopting our Action Plan will deliver real benefits for workers, commuters and visitors to the South Bank and for residents in and beyond the area.

The South Bank Manifesto

Implementation

Our call to action is addressed to central government, the Mayor, the Boroughs of Lambeth and Southwark, and local businesses and community organisations.

To achieve success we ask that:

National Government

- Provides leadership, including strategic ministerial intervention, in key areas such as the redevelopment of Waterloo Station.
- Ensures that the planning system supports high quality new development.
- Recognises and supports the unique local partnership structures of the South Bank as a model for neighbourhood business and community engagement and local delivery.

The Mayor, the Greater London Authority, and the Mayor's Agencies (Transport for London, London Development Agency, Metropolitan Police Authority and London Fire and Emergency Planning Authority)

- Recognise the vital role of the South Bank in Central London and offer strategic leadership where necessary.
- Prioritise investment which will help deliver development as well as economic and community benefit in the neighbourhood's two Opportunity Areas.
- Participate fully in the South Bank Partnership and use its structures to help deliver the Mayor's Strategies.

Lambeth and Southwark

- Maximise cross-borough collaboration.
- Recognise the importance of the success of the neighbourhood to the achievement of their borough-wide priorities.
- Are open to all opportunities for public-private partnership and commissioning with local business and community organisations.
- Support local mechanisms to maximise the community benefit from development and coordinate the delivery of Section 106 funds in the area.
- Support the participation of Cabinet / Executive members, ward councillors and senior officers in South Bank Partnership so that it can be effective and accountable in overseeing the implementation of this Plan.
- Promote engagement with South Bank Forum and other community networks and organisations.
- Support opportunities to improve community facilities and neighbourhood management.
- Recognise the agendas of the private sector and other public sector agencies in the area.

The Private and Community Sectors

- Prioritise local improvements, better community facilities and neighbourhood management in Section 106 negotiations and other inward investment opportunities.
- Actively support South Bank Partnership, South Bank Forum and South Bank News.
- Actively seek opportunities to assist the training and employment of Lambeth and Southwark residents.
- Encourage staff involvement in improving community facilities and mentoring new businesses and young entrepreneurs.

We ask that all levels of government, national, regional and local, and local business, public, social enterprise and community organisations

- Use the South Bank Partnership to help secure coordination and value for money.
- Endorse and help deliver the Partnership's Action Plan, both financially and in kind, and engage fully in its implementation.

Images TBC?

Published by South Bank Partnership
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www.southbankpartnership.org

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