

# Local Authority Regeneration

**PARTNER**

**Croydon Council**

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**RELATIONSHIP MANAGER**

**David Gentles**



## The Challenge

Croydon is undertaking a large regeneration process across the borough, with a focus on improving physical assets as well as activating the local community to enable more positive activity to take place on-site.

Ambassador House in Thornton Heath Town Centre, which is situated in one of the most deprived parts of London, is not owned by the council, but the large forecourt area out front is. The site is poorly lit, the building empty and the local reputation is that the area is known for anti-social behaviour.

The regeneration team at the council wanted to build in some meaningful usage to improve the community safety and engagement in that location.

## London Sport Support

London Sport helped organise an initial scoping meeting where local organisations had the opportunity to visit the site and discuss the plans for redevelopment. The Relationship Manager supported a section 106 funding application with guidance on physical improvements to the site for levelling the floor, increasing and improving street furniture and lighting.

Identification of funding to run open days and ongoing opportunities over the summer led to a successful Active Londoners funded project that inspired local residents to see the space as usable in different ways.

London Sport also connected the programme to the new outside youth zone that was about to open nearby, they provided some staff to the summer open days free of charge, using the opportunity to connect with the residents that would use their site and services from September.

## Outcomes of London Sport Relationship Management Team

Having London Sport support this work meant that the regeneration team were able to connect with local delivery partners including the onsite youth zone that were not on their radar, or within their network.

The regeneration team have improved their connections to the sport and physical activity team at the council and invited London Sport to support similar work in other sites.

London Sport's approach helped secure nearly £100,000 for physical improvements and £5,000 for delivery of activities plus bringing in value-in-kind costs. The summer programme reached over 250 local residents.

*"This project really helped demonstrate the value of London Sport being able to connect local delivery partners to a regeneration project which ultimately benefited the local community and will continue to do so."*

### David Gentles

Relationship Manager for Croydon



## Interested in working with London Sport?

### Get in touch: Lorna Leach

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