

# LEWISHAM SHOPPING CENTRE



Landsec

HELPING COMMUNITIES THRIVE



# **CREATING VALUE FOR THE COMMUNITIES IN WHICH WE INVEST**

At Landsec, we shape places that create lasting value for our communities – places where people come together to live, work, meet and play.

We're one of the largest property companies in Europe, with a rich portfolio of places including major retail destinations, central London offices and mixed-use neighbourhoods.

Through these places, we're helping to realise potential and build a greener, fairer society that works for everyone.

Find out more at [landsec.com](https://www.landsec.com)

# LANDSEC IN LEWISHAM



Landsec is the owner and manager of Lewisham Shopping Centre.

The shopping centre is a central part of Lewisham Town Centre, however, from speaking with the local community we know that the current offer doesn't meet their needs.

We are invested in the long-term success of the area and we want to shape a new centre for Lewisham that realises its potential as the heart of South East London.

Our plans for Lewisham Shopping Centre are rooted in Lewisham's people and culture, and will help redefine the town centre, with more choice and new experiences for residents and visitors, while delivering a safer, cleaner and greener environment.

We've already held a number of consultations and will continue to engage with the community as we develop our plans.



# LANDSEC'S COMMITMENT TO THE COMMUNITY

To understand what communities actually need and want – and therefore make areas better and people happier – we must engage and consult properly.

Genuine engagement is intrinsic to all the decisions we make and the founding principle of our Community Charter.

The Charter, co-created with our community partners, is a set of commitments that we, as a responsible developer and landlord, must stick to in order to involve and engage our communities throughout the development process and beyond.

We are committed to:

**1. LISTENING TO & UNDERSTANDING THE COMMUNITY**

**2. BEING PRESENT & RELEVANT IN THE COMMUNITY**

**3. INVOLVING & EMPOWERING LOCAL PEOPLE**





# APPLYING OUR COMMUNITY CHARTER IN LEWISHAM

Our Community Charter is already being brought to life in Lewisham:

- Continuing to involve the local community as we develop our plans, through creative and fun family events such as Lewisham People's Day, with further activities planned
- Recruiting local design champions to help further develop our plans for Lewisham Shopping Centre, whilst providing in-depth training in architecture and design
- Working with community partners that embody Landsec's values, such as Circle Collective and Lewisham Pensioners Forum
- By working with these partners, we have, and will continue to, generate social value – for the financial year 2021 – 2022 we have delivered:
  - Almost £400,000 worth of space provided to charity partners, including the Migration Museum
  - Nearly £500,000 created through our employability partnership with Circle Collective

But our work doesn't end there. We are committed to continue working with the community and our community partners in the local area.



## **WORKING WITH OUR BRAND PARTNERS: CIRCLE COLLECTIVE**



Circle Collective is a charity and social enterprise located in Lewisham Shopping Centre in a unit provided by Landsec.

### **EMPLOYMENT SUPPORT**

They support young residents into employment through a highly successful customer service training programme. Since April 2021:

- 395 young people enrolled onto training
- 276 course completions
- 189 job outcomes

Through its partnership, Landsec has directly supported 157 people with 75 moving into employment.

### **KICKSTART**

Kickstart has supported 32 roles (14 with partners and 18 working at Circle Collective).

### **VOICE OPPORTUNITY POWER PROGRAMME**




Between February and April 2022, Circle Collective worked with Landsec and its partners to engage young people in a series of workshops focused on the development of their local area of Lewisham. A diverse group of 17 young people took part in the sessions to share their experiences and opinions of living in the area and their thoughts on the development plans.



**Design Ideas**

- Dragon riding a unicorn
- Bare colors
- Logos
- Faint art
- Large words
- Designing their own (from 10-12)

Operations Director  
matthew@circlecollective.org

 @circlecollective  
 @circlecollective  
 circlecollective

# LEWISHAM SHOPPING CENTRE

Top: © Being Human Festival (Photo: Lloyd Sturdy)  
Bottom: © Migration Museum



## EMILY MILLER

Director of Learning and Partnerships  
[emily@migrationmuseum.org](mailto:emily@migrationmuseum.org)

07788 984912  
[migrationmuseum.org](http://migrationmuseum.org)

🐦 @MigrationUK  
📷 @migrationmuseumuk  
📘 migrationmuseumuk



# SUPPORTING 'BRITAIN'S MISSING MUSEUM': MIGRATION MUSEUM



Since opening its doors in Lewisham, the museum has welcomed over 60,000 visitors (including primary, secondary and university students and teachers).

Since its opening, the museum has:

- Hosted a range of popular free events and workshops, from family fun days to dance performances and self-portrait classes
- Launched the 'Football Moves People' campaign during the men's Euros in summer 2021 highlighting how migration has shaped the beautiful game. It reached over 5 million people via billboards across the country, including Lewisham
- Worked with exam boards to embed migration at the heart of the National Curriculum

## MOVING STORIES: LEWISHAM

As part of the Lewisham Borough of Culture celebrations in 2022, Landsec is supporting an exciting opportunity open to all young people aged 9–18 in Lewisham. 'Moving Stories: Lewisham' is a creative competition inviting young people to design an exhibit exploring migration and what it means to people.

Winners will work with a range of creative professionals to build a display for thousands to see.

**“WE ARE ESTABLISHING BRITAIN'S MISSING MUSEUM – A GROUND-BREAKING AND IMPORTANT NEW CULTURAL DESTINATION THAT COMBINES A VIBRANT HYPERLOCAL OFFER WITH NATIONAL AND GLOBAL REACH AND SIGNIFICANCE, ENGAGING WITH AN URGENT TOPIC IN WAYS THAT ARE SURPRISING, ENJOYABLE AND ACCESSIBLE TO ALL.”**

Emily Miller, Director of Learning and Partnerships, Migration Museum

# MAKING SPACE FOR VITAL RESOURCES FOR THE COMMUNITY

Landsec provides support and space within the shopping centre for a number of important local initiatives.

We know that local charities and initiatives often struggle for visibility but their location within the shopping centre aims to provide good exposure to new audiences to promote their work and wider messages.





# LONDON BOROUGH OF CULTURE

Lewisham is the Mayor's London Borough of Culture 2022. With a call to action on the climate emergency and a celebration of Lewisham's diverse communities, the year-long programme is inspired by the borough's rich history of activism and standing up for equality.

The unit within Lewisham Shopping Centre has provided a visible contact point to connect the community with this flagship initiative. It has also provided space for cultural events and activities such as displaying the Identity Tapestry, the Sybil Phoenix exhibition, an International Women's Day exhibition and daily sewing workshops.



## ANDY THOMAS

Head of Culture

[andy.thomas@lewisham.gov.uk](mailto:andy.thomas@lewisham.gov.uk)

[www.wearelewisham.com](http://www.wearelewisham.com)

 [@wearelewisham](https://twitter.com/wearelewisham)

 [@wearelewisham](https://www.instagram.com/wearelewisham)

 [wearelewisham](https://www.facebook.com/wearelewisham)



# SET

Landsec has recently welcomed SET, an arts and community organisation which aims to support grassroots artistic production and artistic communities by providing a platform for collaboration and affordable studios.

Lewisham Council awarded SET a grant to deliver this new affordable workspace for 40 artists in Lewisham – helping to develop their practices by giving them access to project spaces, workshop areas, and inviting them to contribute to a public arts programme. The programme could include performances, live music, exhibitions, talks, workshops and screenings, and seeks to provide a platform for new and collaborative projects. This project is being delivered during Lewisham's year as Borough of Culture and is a continued sign of the Borough's support for its creative talent.



**“SET IS THRILLED TO BE WORKING WITH LANDSEC AND LEWISHAM COUNCIL TO OPEN A NEW ARTS CENTRE AT LEWISHAM SHOPPING CENTRE, WHERE WE WILL RUN OUR ARTS PROGRAMME AND PROVIDE SOME OF THE MOST AFFORDABLE NEW ARTISTS’ STUDIOS IN LONDON. OVER 80% OF THE ARTISTS WHO HOLD WORKSPACE AT THE SITE WILL BE LEWISHAM RESIDENTS, AND WE CAN’T WAIT TO WORK TOGETHER TO DEVELOP AN EXCITING PROGRAMME OF EXHIBITIONS, WORKSHOPS AND SCREENINGS. THE OPENING OF THE SITE WILL TAKE PLACE IN SEPTEMBER AS PART OF SET’S OPEN STUDIOS FESTIVAL.”**

Roland Fischer-Vousden, Director, SET



## **AIMÉE NEAT**

Studios Manager  
aimee@setspace.uk

[www.setspace.uk](http://www.setspace.uk)

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📘 setsetsetsetsetset

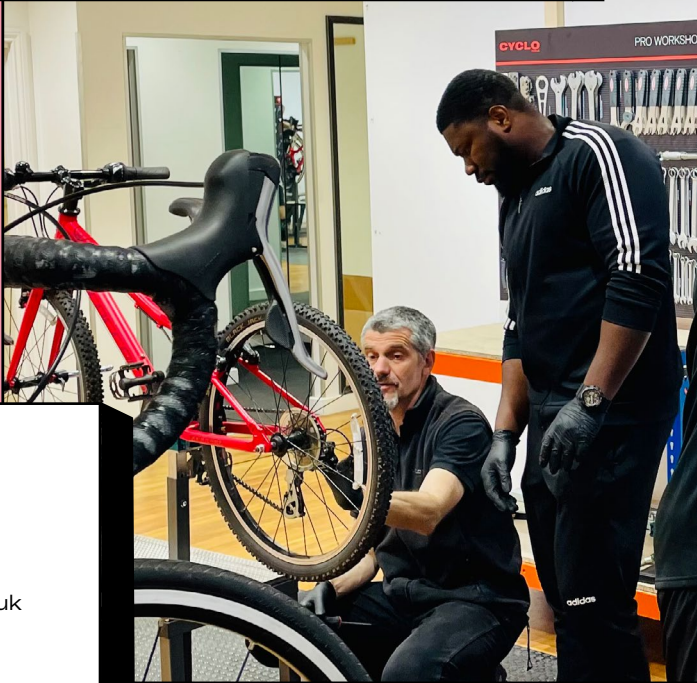


# XO BIKES: ONWARDS AND UPWARDS

XO BIKES®

Landsec has provided XO bikes with a free retail unit in the shopping centre and a warehouse space upstairs. XO bikes is the first business from Onwards & Upwards, a charity which aims to free ex-offenders from the cycle of reoffending by creating jobs that change lives for good.

Within the unit is a mechanic training workshop which provides ex-offenders with the manual skills to repair bikes. Many of the bikes are donated by the Met Police after being lost or stolen and are then sold or donated once they've been refurbished at the workshop.



## STEF JONES

Co-founder  
Stef@xobikes.com

07810180521  
onwardsandupwards.uk

@xobikes





# LEWISHAM TOY LIBRARY



Lewisham Toy Library is a community toy library in the heart of South East London where imagination thrives.

It is an affordable and sustainable alternative to buying toys. Children's tastes are unpredictable and toys can be expensive and take up a lot of space.

Lewisham Toy Library holds a huge selection of over 4,000 toys specially selected for enjoyment, stimulation and fun including for children with special needs. It holds everything from baby toys, jigsaws and dressing up clothes to outdoor play equipment and bikes for all ages.

It is open to all children who live in Lewisham and neighbouring boroughs. Families, child minders and groups are welcome with a variety of membership options to make it accessible to everyone.

**“BEING PART OF A SHOPPING CENTRE ALLOWS US TO BENEFIT FROM FOOTFALL FROM OTHER SHOPS IN THE CENTRE. WE HAVE SIGNED UP A LARGE NUMBER OF MEMBERS WHO HAVE ‘DISCOVERED US’ WHEN POPPING IN TO DO THEIR WEEKLY SHOP AT SAINSBURY’S OR VISITING ONE OF THE OTHER SPECIALTY STORES. WE’RE A HAVEN FOR WEARY PARENTS AND CHILDREN TO POP IN AND ESCAPE FOR A MOMENT. YOU WILL RARELY BE TOLD ‘DON’T TOUCH’ IN HERE!”**

Justine Vella, Chair of the Board of trustees, Lewisham Toy Library

## **JUSTINE VELLA**

Chair of the Board of trustees  
[librarian@lewishamtoylibrary.org.uk](mailto:librarian@lewishamtoylibrary.org.uk)

020 8297 2735  
[lewishamtoylibrary.org.uk](http://lewishamtoylibrary.org.uk)

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📷 @lewishamtoylibrary  
📘 groups/lewishamtoylibrary



# LEWISHAM LOCAL, THE BANK OF THINGS & BASELINE



Lewisham Local is a charity that has existed for over 20 years and aims to connect local people, businesses and organisations to give, share and work together to build happier, healthier communities and make Lewisham a better place.

The Bank of Things is a new Young Mayor's Project working in partnership with Lewisham Local aimed at Young People aged 11–25 living in Lewisham. Former Young Mayors have used their budgets to develop the Bank of Things to address the issues of poverty and lack of resources for young people in the borough. They supply everyday necessities to any young person facing hardship living in Lewisham.




Lewisham Shopping Centre also provides a home for the Baseline drop in service and Lewisham Works – Young Futures. Baseline provides support and careers advice for young people aged 16–18 (up to 25 years old for those with additional needs) who are not in employment, education or training.

Lewisham Works – Young Futures supports 18–25 year olds with holistic advice. Youth employment experts provide guidance to help young people find the perfect job or training opportunity.

## HANNAH MONTEITH

Bank of Things Coordinator  
[hannah@lewishamlocal.com](mailto:hannah@lewishamlocal.com)




07726350915  
[lewishamlocal.com/lewisham-bank-of-things](http://lewishamlocal.com/lewisham-bank-of-things)

 @bankof\_things  
 @bankof\_things  
 bankof\_things

## SAM HAWKSLEY

CEO  
[sam@lewishamlocal.com](mailto:sam@lewishamlocal.com)

07495734122  
[lewishamlocal.com](http://lewishamlocal.com)

 @lewishamlocal  
 @lewishamlocal  
 lewishamlocal





## ETHEL PUNTER

Participation Manager, Baseline  
[ethel.punter@lewisham.gov.uk](mailto:ethel.punter@lewisham.gov.uk)

020 8852 9790  
[lewisham.gov.uk/myservices/  
young-people/baseline-drop-  
in-service](https://www.lewisham.gov.uk/myservices/young-people/baseline-drop-in-service)

 Baseline Lewisham

## CHARLOTTE ROWLEY

Principal Jobs and Skills Officer,  
Lewisham Works

[Charlotte.Rowley@lewisham.gov.uk](mailto:Charlotte.Rowley@lewisham.gov.uk)

[Young.Futures@lewisham.gov.uk](mailto:Young.Futures@lewisham.gov.uk)



## UNLOCKING OPPORTUNITIES WITH **LEWISHAM YOUTH THEATRE**

Since 1987, the Lewisham Youth Theatre (LYT) has supported disadvantaged young people aged 3-24 from deprived areas of Lewisham, using theatre to help them build enduring skills, resilience and ambition to improve their long-term wellbeing and achieve their potential.

LYT works with c200 participants annually in direct projects and reaches another c400 through their outreach activities.

Their programmes help participants from diverse backgrounds to build their confidence, social skills and expanded horizons needed to thrive in any future environment. It helps to build cohesion between communities and counter the isolation of disadvantaged groups.

**“THE RETAIL UNIT GIVES US A HIGH PROFILE AND CENTRAL SPACE IN THE BOROUGH TO ENGAGE YOUNG PEOPLE AND PARTNERS. THE MULTIPLE WORKSHOP AREAS ALLOW FOR SHARING AND PEER LEARNING BETWEEN GROUPS. AS WELL AS USING THE SPACE TO CREATE THEIR OWN PERFORMANCES, YOUNG PEOPLE ARE USING THE SPACE TO DRIVE SOCIAL ACTION ON THE ISSUES OF IMPORTANCE TO THEM IN LEWISHAM.”**

Victoria Shaskan, Executive Director, Lewisham Youth Theatre



## **VICTORIA SHASKAN**

Executive Director

[victoria@lewishamyouththeatre.com](mailto:victoria@lewishamyouththeatre.com)

## **ANGUS SCOTT MILLER**

Participation Manager

[participation@lewishamyouththeatre.com](mailto:participation@lewishamyouththeatre.com)

020 8318 2508

[lewishamyouththeatre.com](http://lewishamyouththeatre.com)

🐦 @lewyoutheatre

📷 @lewyoutheatre

📘 LewishamYouthTheatre









# UPSKILLING YOUNG PEOPLE WITH THE **CONSTRUCTION YOUTH TRUST**



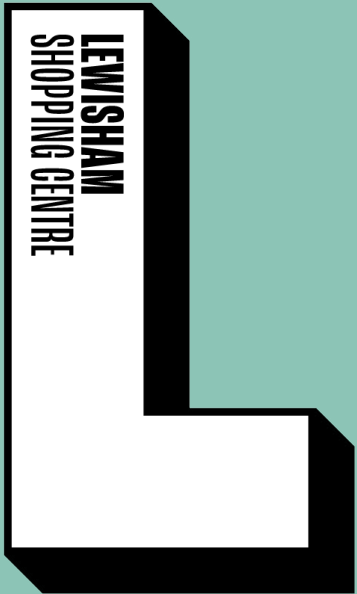
Landsec has been working with Construction Youth Trust (CYT), a charity that aims to inspire young people underrepresented in the real estate industry in. With CYT we have developed a school hub for young people in Lewisham to take part in a programme of employability and industry careers sessions.

Since April 2021:

- We have engaged 4 schools in Lewisham
- Supported 160 young people from underrepresented backgrounds with funding
- Provided 28 volunteers from Landsec and our partners working with groups of young people

Between July and December 2021, we worked closely with Sedgehill School in Lewisham with 20 Year 13 students on a project to develop their own sustainable masterplan for Lewisham. Volunteers from our Lewisham project team, including Landsec and our partners, supported eight industry insight and employability sessions, culminating in teams of students presenting their ideas.





The Landsec team is here to help. Please do contact us if you have any further questions about Landsec in the local area.

**JON WATSON**

Development Director  
Jon.Watson@landsec.com

**KAREN MCCORMICK**

Senior Development Manager  
Karen.McCormick@landsec.com

**KATE HONEY**

Community Engagement and  
Advocacy Manager  
Kate.Honey@landsec.com

**BEN ANDERSON**

Social Sustainability Manager  
Ben.Anderson@landsec.com

