



SBP

SOUTH BANK PARTNERSHIP

THE SOUTH BANK MANIFESTO 2018

A BETTER SOUTH BANK FOR EVERYONE

FOREWORD

South Bank is a vibrant, bustling and dynamic area which boasts some of the world's most iconic landmarks, many of London's most popular attractions and an aspiring community that welcomes new ideas, innovation and creativity.

South Bank is not only the world-renowned stretch of cultural venues, attractions and restaurants along the River Thames, but a district rich in its offering of arts, hospitality, research and learning, healthcare, business and commerce. It has a diverse residential, employee and student community and covers a wide area – from Lambeth Bridge to Blackfriars Bridge, and down to St George's Circus.

South Bank Partnership has been coordinating efforts to transform the area, and in particular its public realm and the facilities available to those who live, work, study and visit, since 1995. Twelve years ago, the Partnership launched its groundbreaking and innovative Manifesto, bringing together key public, private and third sector stakeholders, committed to drive change that would benefit all. We have the pleasure of leading this Partnership, which has been at the forefront of exciting development, positive transformation and meaningful change for London's cultural heart.

The Partnership seeks to oversee South Bank's economic growth, whilst ensuring that this benefits all who live, work, study and visit here. The aim of the 2018 Manifesto is to look to the future, building on the achievements and great work we have done already.

This Manifesto is for everyone. As London continues to grow, so too does opportunity here in South Bank. The Partnership works to ensure that these opportunities are managed and delivered for the benefit of businesses, employees and residents. Our tradition of collaboration and partnership working will continue to be critical.

Our commitment to innovation is an important aspect of that tradition. South Bank has led the way in many aspects of city



management – from the groundbreaking London Eye Section 106 agreement, which guarantees annual revenue to support the delivery of local services, through to South Bank Marketing Group, which promotes the area as one of London’s leading destinations.

As London works through a number of economic and social challenges, we need to find new ways of working to ensure that South Bank receives sufficient resources to successfully manage its future. South Bank employers contribute substantial sums in business rates and taxes, and make other financial and in-kind contributions, and the area will continue to generate high levels of revenue, through Section 106 agreements and the Community Infrastructure Levy. We need to work together to ensure that South Bank retains the appropriate level of investment and funding to address the needs of those who live, work and study here, and those that visit the area – now and in the future.

South Bank continues to change, and we have to tackle a number of challenges if the

area is to continue to thrive and deliver the many opportunities that exist. South Bank Partnership will work to ensure that we secure the investment that’s needed for the area, for the benefit of everyone.

We call on all our partners to adopt and endorse the 2018 Manifesto, and to support our vision for South Bank and its future.



Kate Hoey MP
for Vauxhall



Neil Coyle MP for
Bermondsey and
Old Southwark

Co-Chairmen of South Bank Partnership
March 2018

OUR SHARED VISION FOR SOUTH BANK

South Bank is growing, expanding, and changing. And South Bank in 2022 will certainly be a different place to what it was when we launched our first Manifesto in 2006. Change will continue apace.

Our vision is for a better South Bank for everyone.



Change brings with it new opportunities: more jobs, better ways of working, refreshed infrastructure, improved facilities. There's an energy and drive in our neighbourhood, a feeling that we're moving forward. Throughout our work, we celebrate the diversity and dynamism of South Bank and its communities.

We know that without careful management, change can have a downside too. People can get ignored and miss out on the benefits. Unless it's controlled, change can end up excluding people. There could be losers as well as winners. South Bank Partnership will work to ensure that this doesn't happen.

The 15,000 people who call this area home must see positive benefits in return for the disruption to their daily lives which development on this scale will inevitably cause. The 60,000 employees who come here every day should experience a welcoming, better serviced and more attractive place to work, as should the hundreds of thousands of people who arrive at our busy stations every week. And the millions of visitors who come here annually should discover a destination that's inspiring, vibrant, and safe – a place that is bursting at the seams with culture



I fully support this Manifesto and its commitment to make South Bank a better place for Londoners and visitors alike. South Bank has huge importance to the capital – culturally, economically and in terms of our shared values of openness and inclusivity – and I look forward to the area going from strength to strength in the years to come.

THE MAYOR OF LONDON, SADIQ KHAN

and creativity. South Bank must also remain a great place to study and learn.

What's more, we don't want pockets of success. Improvement and opportunity should apply to the whole area. Young and old alike must feel the benefits of everything that's happening. Families and individuals should equally feel that change is delivering a better standard of living for them. Residential development must allow for every type of home, for every pocket. Commercial development must be as focused on the needs of the entrepreneurial start up as of global companies. We welcome the arrival of new and innovative brands and businesses to the area, and we will continue to encourage and support the small independent businesses that are such an important part of our community.

And while this change inevitably brings interference to our normal way of life, we pledge to manage the process, minimise the upheaval, and ensure we see a greener and healthier environment, and improvements to the provision of all services, especially those relating to the public realm.

Our new Manifesto will pursue six key priorities which will deliver the change we believe South Bank deserves:

A better South Bank – for everyone.



Top image: © Guy's and St Thomas' NHS Foundation Trust
Middle image: © Coin Street Community Builders, Ollie Rudkin photography



SOUTH BANK PARTNERSHIP

South Bank Partnership brings together the area's two MPs, major employers and business representatives, the Greater London Authority, the Metropolitan Police, Network Rail, Transport for London, representatives from the local community sector, and elected representatives and officers from Lambeth Council and Southwark Council. It has a strong track record of working alongside local communities and the voluntary sector to deliver successful projects and initiatives.

The Partnership meets quarterly to progress its ambitions for the area as outlined in our Manifesto, which is published every four years. We are rightly proud of our achievements, and track record of delivery. South Bank Partnership oversees the work of the Visitor Management Group and South Bank Business Watch, both of which are chaired by representatives of local employers. We work alongside South Bank Forum, which brings together residents and community groups to discuss matters of local importance.

Our work is supported by South Bank Employers' Group, a not-for-profit company that was established in 1991 and continues to lead on the delivery of many of the services and projects that we support, including those that are funded by the London Eye Section 106 agreement.

A full list of the members of South Bank Partnership can be found at southbankpartnership.org

KEY FACTS AND FIGURES

£4bn annual contribution (Gross Value Added) to London's economy

50% of jobs in Lambeth's creative and digital sectors are based here

32% of all jobs in Southwark are in Cathedrals Ward

15,000 residents

60,000 employees

50,000 students

25 – 30m annual visitors

1,500 businesses

£50m generated in business rates each year

15,000 new jobs by 2025

7,000 staff at St Thomas' Hospital

750,000 patient contacts annually

100m passenger journeys each year through Waterloo Station due to rise to 130m by 2040

26% of households in Bishop's Ward and 12% in Cathedrals Ward are overcrowded – most live in flats without gardens

44% of elderly people in Bishop's Ward live alone – isolation and vulnerability are key concerns

PROGRESS REPORT 2014 – 2018

Much has changed in the area since the last Manifesto was produced in 2014 and progress has been made in many areas. Our aspirations for the neighbourhood were grouped under the following headings, and here we summarise and highlight progress.

Growth and jobs

- Extensive redevelopment projects are now either complete, underway, have received planning approval or are in the planning process; including Southbank Place, South Bank Central, Leake Street, Waterloo International Terminal and ITV.
- Elizabeth House has new owners who are committed to delivering a scheme that will bring significant improvements to the surrounding public realm.
- Work on the master plan for Waterloo Station continued, with the aim of delivering a modern better connected station.
- South Bank and Waterloo Neighbours (SoWN) has been established and the Neighbourhood Plan has been developed following extensive community engagement.
- The visitor economy continued to grow despite challenges and a fall in visitors following the 2017 London attacks.
- The night time economy is an area of growth, particularly with the advent of the Night Tube through Waterloo from 2016.
- South Bank Business Improvement District (BID) was established in October 2014 and We Are Waterloo BID expanded its boundaries in 2016 – nearly all the area is now within a BID.
- Jobs, employment and skills continue to be championed by Employ SE1 and the Waterloo Job Shop alongside the work of both Lambeth Council and Southwark Council. However, there is still much to be done to extend the reach and provide services to all who could benefit.
- Thousands of new homes are in progress for the area, however relatively few of these are genuinely affordable.

The physical environment

- Progress has been made towards increasing the capacity of Waterloo Station, projects on Westminster Bridge Road and Blackfriars Road have been completed, and Transport for London has confirmed plans for a significant project for Waterloo roundabout and Waterloo Road.
- The Construction Coordination Group has been established but needs resources to undertake its work as more developments start and construction intensifies.
- Jubilee Gardens has gone from strength to strength; recent research has shown that it is one of the most heavily used green spaces in central London, and hugely valued by residents, employees and visitors. Archbishop's Park received investment in re-landscaping and sports facilities.



I'm really proud of the close working relationship with all partners across South Bank. Lambeth Council is working for a better, fairer borough with more opportunities for local people – and I'm excited about what this Manifesto promises for the future of South Bank.

CLLR LIB PECK, LONDON BOROUGH OF LAMBETH

Quality of life

- Crime is low despite the area feeling the impact of the 2017 London attacks. The new Met Plus team - funded by the London Eye Section 106 agreement and South Bank BID - works alongside South Bank Patrol, and a new service tackling illegal trading. This combination complements the work of the Metropolitan Police, and is having a positive impact.
- Plans are being developed for a new permanent library in the neighbourhood.

There are two substantive areas where progress is still to be made:

- Tackling issues around the management and maintenance of the public realm has not moved forward as hoped, nor has the renewal of the Spine Route (the stretch of Belvedere Road and Upper Ground between Westminster Bridge Road and Blackfriars Road).
- There is an ever growing need to address issues of air quality; little has been done so far, but this now has London-wide recognition and support from the Mayor.

OUR PRIORITIES FOR 2018 – 2022

We have identified the following six priorities for South Bank Partnership to focus on:

- **The environment and the public realm**
- **Employment, skills and learning**
- **Affordability**
- **Inclusivity**
- **Managing growth and development**
- **Security, crime prevention and safety**



The environment and the public realm

We want to make South Bank the best place in London for people to live, work, study and visit.

To do that we need to ensure that the area is inviting, that it is easy for people to navigate and to get around, and that they are able to enjoy clean and attractive public spaces which are well managed and maintained for years to come.

To achieve this, we will:

- Support projects that promote accessibility and ease of movement through the area; creating greater connection between the river and the rest of the neighbourhood, including around Waterloo Station and the links through Leake Street to Lower Marsh.
- Deliver key infrastructure projects, including the Spine Route.
- Develop ways to retain the revenue South Bank needs to maintain its status as a world class centre for arts and culture as well as a neighbourhood where people want to live, work, study and visit.
- Work with both local authorities to secure future Section 106 and Community Infrastructure Levy (CIL) monies to support the ongoing management and maintenance of the area.
- Work with South Bank BID and We Are Waterloo BID, the Greater London Authority and Government to improve air quality.
- Champion our parks and green spaces, and work to ensure that their ongoing needs are met.
- Develop structures for the collaborative local management of open spaces in the area.
- Support the implementation of the Neighbourhood Plan and its policies on green infrastructure, open space and air quality, and streetscape and transport.
- Continue to improve the cleanliness of South Bank through removal of graffiti, clearing litter from streets and open spaces, and working with all landowners on new forms of delivery.
- Continue to fund key services through the London Eye Section 106, as set out in the legal agreement, and through South Bank BID and We Are Waterloo BID, whilst looking for new funding and sustainable opportunities to support these services in the future.
- Ensure coherence in signing and way-finding – using digital technology as appropriate – to reflect the changing nature of South Bank.



OUR PRIORITIES FOR 2018 – 2022

Employment, skills and learning

We want to support businesses and employers to access the skills and talent that they need from within Lambeth and Southwark, and to help residents from both boroughs benefit from South Bank's evolving and growing economy, with employment and career progression opportunities available for all.

South Bank Partnership supports an employer and business led approach that promotes the wide range of career opportunities available, motivates and offers young people a range of work experience and apprenticeship opportunities, and assists residents to secure good jobs.

To achieve this, we will:

- Facilitate increased collaboration between employers and education providers to ensure alignment to the local job market and economy, and to deliver appropriate career guidance and advice.
- Support and develop access to opportunities for work experience, mentoring, internships and other relevant initiatives.
- Promote and support apprenticeship and graduate opportunities across the boroughs.
- Promote training opportunities for local residents that build on their skills and talents, using relevant data and insight.
- Build on the existing and successful mechanisms which help local people to find jobs in the area, including the work of both boroughs, Employ SE1 and Waterloo Job Shop.
- Work closely with all businesses and employers in the area to support their commitment to build a more local workforce.
- Help residents and employees improve their career and work prospects by implementing a strong employer network, and supporting life-long learning and retraining opportunities.
- Collaborate with the Mayor and his teams to deliver the Skills for Londoners agenda and both the Economic Development and Industrial strategies.
- Support Living Wage South Bank which helps those employers that are looking to secure London Living Wage accreditation.
- Encourage research and education, and support businesses which seek to expand and create new jobs, especially in the key sectors of: creative and digital, media, retail, hospitality and leisure, culture, healthcare and medical technology, and construction.



Southwark Council is delivering a fairer future for all, through a strong local economy where regeneration works for all. South Bank is a neighbourhood that continues to develop and grow and the six priorities of the Manifesto highlight further opportunities to come. We look forward to working together with partners in the South Bank on these priorities and delivering on our wider ambition; one where residents have access to quality skills and jobs and local business prospers in the heart of the community.

**CLLR PETER JOHN, LONDON
BOROUGH OF SOUTHWARK**

OUR PRIORITIES FOR 2018 – 2022

Affordability

We want to ensure that the **vibrant and distinct community** of South Bank are not priced out of living and working in the area by soaring rents, business rates, and property prices: that we maintain the unique mix of individuals and families, social and private tenants, family-run businesses, creative start-ups and multi-nationals that together are the area's greatest asset. To do that, we need to protect and promote affordable housing and workspace to allow communities to thrive, and businesses to grow.



To achieve this, we will:

- Engage with the Greater London Authority and the boroughs of Lambeth and Southwark, to secure more affordable and social housing.
- Support developments which provide more intermediate housing – that which provides a bridge between affordable or social housing and the private market.
- Tackle homelessness by working with local authorities, charities and service providers and refer people to agencies who can offer the appropriate support.
- Promote shared workspaces with affordable rent for start-ups and small businesses.
- Maintain the expansion of office spaces and facilities for teaching, research and technology development that bring new organisations to South Bank, and provide room for existing businesses to expand within the area.
- Protect and promote local independent shops, restaurants, bars and cafes, and encourage landowners and developers to designate space to these businesses.
- Ensure that the area maintains and grows a suitable mix of shopping options, welcoming the high-end retailers and restaurants but also nurturing places which cater for every-day needs at affordable prices.

OUR PRIORITIES FOR 2018 – 2022

Inclusivity

We want South Bank to continue to be an area where everyone can share in the **unique mixture of culture, arts and community activities on offer**. We will encourage the expansion of engagement opportunities at venues across the area and through outreach activities. We will continue to support the many community projects and initiatives that are an important part of South Bank life, encourage new ventures that enable people to enjoy the whole neighbourhood, and ensure that local people have opportunities to contribute to how the area develops in the future.



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Nelly, hardflip, Southbank 2014
© Sam Ashley / Long Live Southbank

To achieve this, we will:

- Encourage and support projects to improve accessibility and navigation throughout the neighbourhood.
- Increase the number of residents and employees who engage with the world-class, fringe and community-based arts and culture, using initiatives like the STAR Card and My South Bank.
- Support opportunities for people to engage with the rich culture and heritage of the area through exhibitions, concerts, workshops, and life-long learning.
- Put young people at the heart of the community by campaigning to provide and improve facilities to meet their needs.
- Deepen collaboration between South Bank Partnership, South Bank Forum and SoWN to represent all South Bank stakeholders, ensuring that the Partnership's activities are conducted in a transparent manner.
- Take steps to engage proactively with residents and provide regular updates on progress towards implementing the Manifesto, through South Bank Forum and other groups that are active in the area, including SoWN.

One of the most distinctive aspects of the South Bank neighbourhood is its sense of community – a real and authentic place where people live and study, alongside those that work and visit here. Community groups work to make South Bank special and distinctive, and they add a richness to this unique area.

CANON GILES GODDARD, ST JOHN'S WATERLOO

OUR PRIORITIES FOR 2018 – 2022

Managing growth and development

We need to ensure that the growth and development underway and planned makes a positive contribution to our shared vision for the future, and that we **harness the opportunities** this will bring to benefit everyone who lives, works, studies and visits South Bank. We need to coordinate and manage projects and activity to minimise the impact on the environment and people's quality of life, and to avoid disruption to businesses and communities.



© Southbank Place

To achieve this, we will:

- Improve the ongoing dialogue between local groups and Lambeth and Southwark Councils when setting the priorities for investment in the area.
- Prioritise resourcing a construction coordination service to provide effective and efficient liaison between the Councils, developers, utility companies, businesses and residents.
- Improve opportunities for consultation on development work and other changes in the area.
- Build on the Our South Bank website and invest further in effective communications such as improved forums, better information provided online, and proactively distributing printed literature, in order to better inform residents, workers and businesses about plans and progress.



The transformation of South Bank has been one of London's greatest success stories. Employers and businesses have been central to this, through the work of South Bank Employers' Group and, more recently, the work of the two Business Improvement Districts. There is a strong and deep history of collaboration and partnership working which will continue as we address our shared interests.

DAVID SHARPE, MERLIN ENTERTAINMENTS,
AND CHAIR OF SOUTH BANK EMPLOYERS' GROUP

OUR PRIORITIES FOR 2018 – 2022

Security, crime prevention and safety

We need to continue to work hard to keep South Bank a **safe and secure** place for everyone. To do this, we need to maintain a high priority on supporting crime prevention, giving employees, visitors and residents the confidence that the area is safe.

To achieve this, we will:

- Take a strategic approach to safety and security, working together with the Metropolitan Police and the Mayor's Office for Policing and Crime (MOPAC) to share information and intelligence, and to deliver key projects.
- Implement Phase Two of our Hostile Vehicle Management Plan.
- Continue funding South Bank Patrol and four Met Plus Metropolitan Police officers through London Eye Section 106 funding and South Bank BID.
- With planned changes to its funding and structure, we will work to ensure that the Metropolitan Police continues to have a visible presence throughout the South Bank and Waterloo area.
- Encourage businesses and Council representatives to work closely with the Police when designing new developments and upgrading the public realm to design out crime.
- Continue to review planning applications with a focus on those which may increase licensed premises – which bring with them an increased concern about anti-social behaviour.
- Support, through local business, the need for a base for the Met Plus officers in the heart of the area.
- Continue to work with the police to combat aggressive begging and anti-social behaviour.
- Continue to work with the Mayor, MOPAC and national government to ensure increased support and funding for the Metropolitan Police.



MAKING PROGRESS

South Bank Partnership will review progress against the Manifesto at our quarterly meetings, and publish regular updates on our website: southbankpartnership.org

South Bank Manifesto is published by
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