

**Report for:** Housing, Planning & Development Scrutiny Panel, 26 September 2024

**Title:** Placemaking Programmes and Funding

**Report authorised by:** David Joyce, Director of Placemaking & Housing

**Lead Officer:** Anna Blandford, Interim AD Regeneration & Economic Development

**Ward(s) affected:** All

**Report for Key/  
Non-Key Decision:** For information

## 1. Describe the issue under consideration

- 1.1. Placemaking, or in other words the Council's plans to create fairer, healthier, safer, more sustainable and resilient places, is work that has been taking place over a number of years. It is led by programmes that are strengths-based, led by the Council's aspirations for its places, especially for Tottenham and Wood Green. Crucially, placemaking must respond to our communities' priorities, which is why Shaping Wood Green and Shaping Tottenham will now guide this work for the years to come.
- 1.2. Placemaking places a clear emphasis on embedding local communities in the process, taking a Haringey Deal approach to co-production and targeting a whole Council approach to the way that we will deliver. The Wood Green Voices exercise delivered an early exemplar of this approach, carrying out a wide-ranging engagement exercise to involve local communities in discussions and resulting in [Shaping Wood Green](#). Shaping Tottenham is now in late stages of development and is due to be considered by Cabinet on 17<sup>th</sup> September. These two documents now guide Placemaking work in the two respective areas of change, and what we heard through these engagement programmes is being embedded in the new Local Plan. Placemaking will also align with, and support, the delivery of related strategies such as Opportunity Haringey (the Council's Inclusive Economy Framework), and the Borough of Culture with a focus on Tottenham as a major events and cultural destination.
- 1.3. Placemaking is also influenced by available funding streams; at any given point over the past 10 years there have typically been a mix of local/subregional funding streams led by the GLA or Subregional Partnerships, national funding provided by Government or, prior to Brexit, EU funding towards growth in local areas. This funding tends to come with very specific conditions for delivery, as well as desired outputs and outcomes, which then influences what Councils can and cannot deliver with their own levers. Alongside this external funding which makes up the majority of Placemaking programme resources, Cabinet has decided on numerous occasions to invest Council budgets, both revenue and capital, as match funding and/or complementary funding towards delivery of Placemaking activities.

1.4. The purpose of this paper is to provide information on:

- a) existing and planned placemaking programmes, and;
- b) details on placemaking funding streams, including any variables attached to that funding.

## 2. Recommendations

2.1 The Scrutiny Panel is asked to note this briefing paper.

## 3. Placemaking Programmes in delivery

### Tottenham

3.1 Regeneration work in Tottenham has typically focussed on four priority areas for regeneration: Northumberland Park, Love Lane estate and the area north of White Hart Lane, Tottenham Hale and Tottenham Green / Seven Sisters. Regeneration was for some time guided by the Strategic Regeneration Framework which was adopted in 2014 following the 'Tottenham's Future' consultation exercise. Since that time, much has changed in Tottenham and much has already been delivered.

3.2 Placemaking in **Tottenham Hale** was guided by the [Tottenham Hale District Centre Framework and subsidiary strategies](#). It has included:

- Delivery of over 3,200 new homes and a range of commercial uses, including meeting the target set out at the outset of **40% affordable housing** across the programme. These new homes include the new Council homes at Walter Tull House, Rosa Luxemburg and Hale Wharf which all formed key schemes brought forward through the placemaking programme as part of the District Centre Framework, enabling them to be acquired by the Council to provide high quality new homes for our residents.
- Significant investment in **parks and green spaces**: the [Down Lane Park](#) improvement plan with over £9m of investment to improve the park and deliver new and improved facilities for the local community which were co-designed with the community and Living Under One Sun and now onsite; the creation of the borough's first new nature reserve in a decade at [The Paddock](#) now onsite; delivering [the Colour Way](#) (formerly Park View Road underpass) to improve connections into Lea Valley Regional Park now onsite
- Major **streetscape and public realm** works in and around new developments in the new Tottenham Hale District Centre: Chesnut Road

public realm improvements (Phase 1 delivered and Phase 2 onsite); completed works on [Ferry Lane](#) forming a key cycling and walking route into the borough; public realm enhancements in and around the station, on Ashley Road and Station Road delivered.

- **Partnership** working with key local stakeholders to deliver social infrastructure, and ongoing complementary activities such as a place branding and a retail strategy, wayfinding and a business crime reduction partnership (BCRP). Critically, the **Welbourne Health Centre** has now opened which was the top priority expressed by residents in earlier rounds of engagement and which provides brand new, state-of-the-art primary health facilities for existing and emerging communities alike.
- **Funding:** GLA Housing Zone, S106, GLA Green & Resilient Spaces, LBH capital.



Tottenham Hale

- 3.3 Placemaking in South Tottenham/Tottenham High Road, including Seven Sisters, West Green and Bruce Grove has been guided by the [Tottenham High Road Strategy](#). It has included:

- **The Wards Corner and Seven Sisters Market** project will deliver on a new vision for Seven Sisters, transforming it onto a vibrant town centre, with the iconic Latin Village market at its heart. Following the completion of the Compulsory Purchase Order (CPO) on land previously owned by Grainger, the Council is now uniquely positioned to collaborate with Places for London (owners of the market building), traders, and residents. Together, the scheme will reflect broader placemaking ambitions, with Seven Sisters the cultural gateway to Tottenham. As part of this, the Council is supporting Places for London in the delivery of temporary indoor and outdoor markets, to allow traders to return to the site after years of closure.

**Seven Sisters Placemaking** - Alongside the Wards Corner project is a placemaking scheme for the wider district centre which will include a series of public realm, lighting and creative interventions. These improvements aim to position the area as an exciting new destination with a safe and welcoming atmosphere for both visitors and locals, ahead of the upcoming Borough of Culture events and Euro 2028. Part of this strategy includes investing in Tottenham Green Market.

- [Your Bruce Grove](#) has an overarching objective to ‘thicken’ Tottenham High Road and establish the side and back streets as safe, welcoming, and lively spaces where local communities feel comfortable to socialise, shop and work and where the Council can deliver an improved and **expanded Holcombe Market**.
- **The Tottenham High Streets Heritage Action Zone**, or ‘HSHAZ’, has as its goal to make the high street in Bruce Grove Town Centre a more attractive, engaging and vibrant place for people to live, work and spend time. It is delivering improvements to the public realm for four forecourt properties on Bruce Grove and to the public realm surrounding **St Marks Church** on the High Road. The former [Bruce Grove Public Conveniences](#) is a Grade II listed building which has been restored and will now operate as a locally-owned café. Improvements to **Bruce Grove Station** include a new station waiting room alongside securing a community room for use and hire by the local community.
- [Page Green Common, Rangemoor Open Space and Page Green Terrace](#) is the coming-together of improvements to three green spaces near Seven Sisters Station
- **Community storytelling** has also been a major focus, with initiatives like ‘**Tottenham Tales**’ and the creation of a new walking trail and digital map that showcase Tottenham’s rich history from past to present.
- **Workspace Development** - Recent upgrades to the Grade II listed **639 Enterprise Centre** have been completed. This historic building has been carefully remodelled, now featuring a new seminar room, improved café facilities, and an enhanced street presence, providing a revitalised workspace for local businesses and entrepreneurs.



- *Funding: FHSF, HAZ, TfL/GLA investment, GLA Good Growth Fund, LBH capital match funding*



Artist's Impression: Entrance to Outdoor Seven Sisters Market



Bruce Grove Station waiting room

### 3.5 Placemaking in North Tottenham is focussed on three main areas:

- **High Road West** - High Road West is a mixed-use Scheme that includes around 2,500 homes including more than 500 Council homes as well as a new Library and Learning Centre, commercial and leisure space, a new

civic square and an extensive socio-economic programme including 3,000 jobs. Clear principles and requirements were set out for the Scheme from the outset, which were driven by the initial engagement with the community from the outset of the masterplan development and include a resident charter and design guide and, later on, commitments through the Landlord Offer that set out the standards for homes and the neighbourhood, that are part of the contractual requirements of the developer, Lendlease as set out in the development agreement. The Scheme has successfully progressed through the Mayoral resident ballot, planning consent and a compulsory purchase order, with the first phase close to being ready to be advanced at Whitehall Mews.

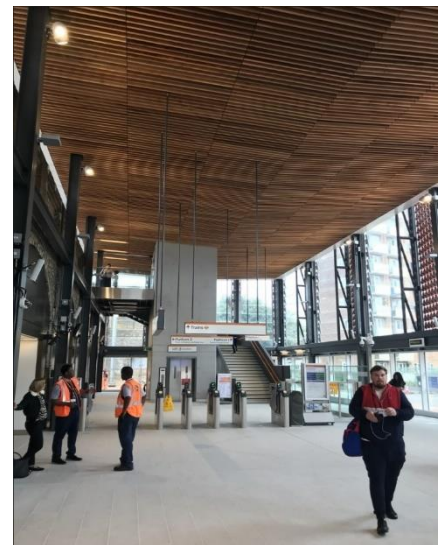
The approach to developing the High Road West scheme has been recognised as good practice by the Future of London Health and Housing Impact Network, while the design of the public square and open space successfully combines the community's aspirations for a range of outdoor uses, from markets to outdoor theatre events, with the standards required for safe and comfortable access for stadium visitors. A strong relationship has been developed with residents, who lead a range of events and activities, as well as being an integral part of the development of an exciting new playground at the heart of the estate.

- **Northumberland Park:** The Northumberland Park Community Placemaking Plan seeks to deliver a holistic approach to improving the lives of residents in North Tottenham. The Plan is focused on four key pillars; **Safe and Sound** – improving local housing services and safety across North Tottenham; **Homes and Places**- delivering neighbourhood improvements and new housing and spaces; **Community space and services** – improving community spaces and access to services and developing community; and **Jobs, skills and training/community development**- helping residents reach their aspirations through opportunities, job support and training and a range of community activities, with a specific focus on young people.

Numerous initiatives have been implemented across jobs, skills and training and community space and services including providing employment support programmes, digital support programmes and youth engagement programmes. New partnerships have been forged to tackle key issues such as health inequalities and crime and anti-social behaviour with our partners such as the police and the NHS and local community/voluntary sector through the establishment of a new **Partnership Forum**. New public realm has been delivered around **Northumberland Park Station**, Somerford Grove (new playground and murals), Kenneth Robbins House (new street gym) and on Park Lane (new street trees). Kenneth Robbins House and Stellar House, the two largest tower blocks on the estate, are currently being retro fitted with new windows, cladding, community space in ground floors, internal communal spaces, bathrooms and external public spaces. A **Homes and Spaces Plan** is currently being prepared to look at options for new homes and spaces across the estate.



- **Selby:** The Selby Urban Village project is an ambitious development arising from a shared aspiration between Haringey Council and the Selby Trust to deliver a community focused, mixed-use scheme on the Selby Centre and Bull Lane Playing Field sites, which will help the Council deliver its vision for a greener, healthier more equal borough. The scheme will deliver a new and improved Selby Centre community hub, alongside over 202 new social rent council homes and new sports and recreation facilities on Bull Lane Playing Fields. Following a Cabinet decision in 2019 to undertake a masterplanning exercise and design development across RIBA Stage 0-3+, the next step is to submit the proposals for detailed and outline planning consent. This is targeted for early Autumn 2024.
- **Funding:** *HRW: GLA Affordable Housing Grant, Mayor's Land Fund, Mayor's Regeneration Fund, TfL Local Implementation Plan funding, GF and HRA capital funding; Selby: LUF2; Northumberland Park: TfL investment, HRA capital funding Northumberland Park, LBH capital investment into Northumberland Park station.*



Artist impression: view to the stadium along Brereton Road      White Hart Lane Station

New playground in Somerford Grove

New street gym at Kenneth Robbins House



## 4.1 Wood Green

4.2 Placemaking in **Wood Green** is underpinned by the ambition set out in Shaping Wood Green and delivery in the area will be focussed on the key themes and placemaking areas which area supported by the community:

- The most significant focus area is the detailed strategy work around Council accommodation on Station Road and the Library Sites – **Wood Green Central** - which is now progressing to a new workstream with short, medium and long-term proposals due in 2025. The strategy represents the most significant opportunity for placemaking transformation that Wood Green has seen for decades and will focus on delivering financial outcomes for the council, catalytic placemaking change, green public realm and buildings, culture and economic opportunities, underpinned by Haringey Deal principles.
- A series of complementary improvements to Wood Green while the strategy is in development focussed on greening public realm, connectivity, youth participation, boosting businesses and the economy, supporting high road diversification – **Connecting Wood Green, Turnpike Lane** improvements, public art including large murals, **Reimagine Wood Green, Adaptive Wood Green, Eat Wood Green**. The projects improved connectivity and the public realm throughout the area, as well as tackling air quality, promoting walking and cycling to school, encouraging a modal shift and improve ecology, biodiversity and the facilities on offer within the green spaces. The projects include **Rising Green Youth Hub**, Clarendon Yards workspace delivery; the co-designed **Wood Green and Turnpike Lane Design Manual**; Mayes Road Pocket Park, co-created with local residents; and Gladstone parklet delivered with local partners and school.
- A wide-ranging programme of projects have also worked with businesses and partners to help boost the local economy, supporting the intensification of the high street and providing and protecting affordable workspace to support the local creative economy.
- Significant support has been given to creative community through programme support to creative and cultural activities, spatial planning in the **Cultural Quarter**, improving links to Ally Pally, hosting the London **Festival of Architecture**.
- *Funding: Wood Green has been the recipient of multiple external funding sources including 2 rounds of GLA Good Growth Fund, significant developer contributions from WG Liaison Group; SIP; UKSPF*





## 5. Placemaking funding and funder conditions

5.1 Placemaking activities are funded by a diversity of funding sources including many and varied grant funding awards, developer contributions, capital funding through Council borrowing, housing revenue account (HRA) and general fund revenue spending.

5.1 Due to the Council's challenging financial situation successive savings targets have been set, and met, over a number of financial years and as a result general fund revenue is now very limited. Capital borrowing has also been reduced and officers are looking at options to reduce further. This presents challenges versus inflationary pressures on capital delivery and given the external funding environment has become significantly more constrained, particularly following Brexit, with less Government funding for growth and regeneration activities.

5.2 However, Placemaking teams have been successful in obtaining a large volume of external grant funding for projects over a number of years. Externally funded projects include:

- **Wood Green Common** - £250k grant from the Football Foundation Play Zone Fund towards a Multi-use Games Area (MUGA) at Wood Green Common
- **GLA Good Growth Fund 3 (Wood Green):** £0.9725m grant from the GLA was awarded for the Adaptive Wood Green programme which supported youth participation, air quality, high street intensification and boost to local business.
- **Tottenham Heritage Initiative:** £2.5m for shopfront improvements and upgrades to the High Road in North Tottenham, now in later phase of delivery
- **Tottenham Housing Zone** funding: £44m from the Mayor of London.
- **Green and Resilient Spaces Fund:** £790k to fund physical development and community development activities in the first phase of improvements at Down Lane Park, Tottenham Hale.

- **Strategic Investment Pot (SIP)** – this includes funding for the Northumberland Park Broadband project (£800k), Productive Valley Fund (£1.987m across three boroughs) and South Tottenham Employment Area projects (£2m)
- **GLA Good Growth Fund 1 (Wood Green):** Haringey Council was awarded a £900,000 for a set of projects called Connecting Wood Green. The project boosted community participation, delivered connectivity projects and supported businesses and the local economy.
- **Good Growth Fund 2 (Tottenham)** - £4.1m for the Enterprising Tottenham High Road programme, transforming under-utilised assets through social value uses, diversifying town centre activity and inspiring Pride in the High Road
- **Good Growth Fund 3 (Wood Green)** - £1.8m for strategic projects that include co-design with youth and a focus social inclusion, a town centre repositioning strategy, air quality and street greening.
- **Regeneration Fund** – A £2.3m allocation from MHCLG, including socioeconomic activities in Northumberland Park and Broadwater Farm
- **European Social Funding** - £484k of ESF match funding to provide additional capacity to support residents by delivering targeted employment support to those most impacted by Covid 19 and furthest from the job market
- **Creative Enterprise Zone** – £260k for creative and cultural activities in Tottenham from GLA Culture, supporting creative start-ups to grow and for local people to access employment in the sector
- **Opportunity Investment Fund** – A £2.6m programme, funded by GLA Regeneration to provide low-interest loans to local businesses, creating/improving commercial space, additional jobs and apprenticeship opportunities.
- **Heritage Action Zone** - £2.1m has been secured from Historic England in order to deliver an improved Bruce Grove town centre and empower the local community in decision-making and implementation of the works
- **Future High Street Fund (FHSF)** – £10m award of funding in March 2021 for a series of projects in Tottenham, including new and improved employment space, supporting entrepreneurial activities and investing in the long-term economic health of Tottenham High Road.
- **One Public Estate (OPE)** - £1.5m for Gourley Triangle project – to cover brownfield land release abnormal cost; £2m recently awarded for Selby Urban Village
- **High Streets For All** – A funding award of £200k for the Eat Wood Green project, to be delivered by the Future Wood Green BID.
- **Levelling Up Funding** – a £20m award as part of Round 2 for the Selby Urban Village project
- **UK Shared Prosperity Fund (Placemaking & Business Support Programme)** – A cross council programme including £363k capital to fund improvements to town centres and high streets, including better accessibility for disabled people. And £437k of revenue for business support programmes.

5.3 Each of the above funding streams come with different conditions for spend, including eligible activities, splits between revenue and capital spend, timescales, required outputs/outcomes and other conditions precedent according to signed

and agreed grant funding agreements. In all cases, accepting external grant funding requires either a Key Decision (published as a Cabinet Report or Lead Member / Leader Decision) or a Non-Key Decision (published as a delegated authority report by either the Director of Placemaking & Housing or the Assistant Director for Regeneration & Economic Development. Details for any or all of these funding agreements can therefore be provided if desired.

- 5.4 While the team has been successful in gaining external funding there are also associated risks. External funding is often insufficient to ensure project viability, especially for large sites or large capital programmes, meaning that match funding or further external funding needs to be secured. It is not always possible to meet funding conditions or deadlines, although this is often mitigated by working constructively with funders. Further challenges lie ahead in delivery terms; however each and every scheme is appraised fully before the Council becomes contractually committed to delivery in order to mitigate these challenges.

## **6. A new Placemaking approach – Shaping Wood Green and Shaping Tottenham**

### **Placemaking Approach as part of the Haringey Deal**

- 6.1 The [Haringey Deal](#) changes the way that the Council works – listening better, sharing power, and drawing on the passion and expertise of our communities. It sets out our ambition to listen and prioritise the relationships, to focus on what's strong, not what is wrong, to learn from our mistakes, to create space for good things to happen, and to work harder to hear the voices that are too often overlooked. To be successful, and to be delivered in partnership with our communities, our approach to Placemaking must align with the way of working set out in the Deal.
- 6.2 Placemaking activities in our communities are led by the Haringey Deal, and good Placemaking can only be achieved by being guided by the people who live there and by empowering our communities to influence large scale, longer-term change. Where the Council acts as a catalyst for wider change in an area, we continue to focus our efforts where the need and opportunity are greatest – in Wood Green and Tottenham.
- 6.3 Great places are achieved and sustained by people working together. Our diverse residents, businesses and stakeholders are an important resource. They know their local areas and how they function, what works, what doesn't, what the impacts of proposed changes may be on different groups of people, and what the opportunities are. They also offer a range of skills and resources to help deliver and manage improvements to their neighbourhoods.

### **Shaping Wood Green**

- 6.4 Wood Green Voices was an early exemplar of the Haringey Deal approach. Carried out over the winter of 2022, it aimed to give a range of local people the opportunity to have their say on Wood Green as it is today and their ambition for what it could be like in the future. Workshops were aimed at widening the conversation and hearing a broader range of voices than previous exercises.



Participants were introduced to the Haringey Deal as the Council's commitment to a new way of working together with residents, businesses and communities, including listening better, sharing power and drawing on the passions and expertise of local people, and putting people at the heart of what the Council does.

- 6.5 Shaping Wood Green [ [Shaping Wood Green | Haringey Council](#)] is the result of that process and was adopted and published in April 2023. It sets out a vision for Wood Green to become greener, more welcoming for people of all ages and a hub for culture. It is underpinned by:
- 6.6 **Six Themes for Change:** Six themes that reflect a shared idea of how to steer the changes that can be made:
1. Making Wood Green a welcoming place
  2. Culture at the heart of Wood Green
  3. Putting the green in Wood Green
  4. Living well
  5. North London's town centre for all
  6. An economy to benefit everyone
- 6.7 **Five Placemaking Areas:** We've identified five 'Placemaking Areas' where we think there is the greatest potential for providing new community and civic facilities and places to spend time that will help transform Wood Green:
1. Cultural quarter
  2. Library site
  3. Station Road sites
  4. Civic Centre
  5. High Road and Turnpike Lane

## Shaping Tottenham

- 6.8 The approach to Shaping Tottenham was led by an extensive strategic engagement exercise, where communities and partners were asked 'what is working well?' and 'what needs to change looking ahead?' The Tottenham Voices approach took a specific focus on how the Council engages with communities that are often under-represented, to ensure that all of Tottenham's residents were able to have their voices heard. Shaping Tottenham is due to be considered by September Cabinet.
- 6.9 Shaping Tottenham will guide the Council's approach to holistic placemaking in Tottenham in the years ahead. It will also inform how the Council works in partnership with external stakeholders - ranging from community groups to strategic partners, businesses, landowners and investors – and the community. It seeks to address the big challenges for Tottenham highlighted through Tottenham Voices in order to deliver a placemaking programme that both meets the concerns and aspirations of local people, and also looks to make the most of opportunities that could transform the area.

**6.10 Five Themes:** Shaping Tottenham focuses on the long-term outcomes the Council wants to secure for Tottenham, described under five themes which will guide positive change:

1. Identity, culture and representation
2. Strong and resilient communities
3. Healthy and sustainable neighbourhoods
4. Safe and welcoming
5. Inclusive and prosperous economy.

**6.11 Five Neighbourhood Areas:** Building on these themes, Shaping Tottenham describes how the Council will work in Tottenham's placemaking priority areas of Tottenham High Road; North Tottenham; Bruce Grove & Broadwater Farm; Tottenham Hale; and Seven Sisters & South Tottenham to ensure that the Council is focusing resources and intervention where it can make the greatest impact, while securing benefits that can be felt more widely across Tottenham and the Borough.

### **Next Steps for Placemaking programmes**

**6.12** Shaping Wood Green and Shaping Tottenham set out the blueprints for how we will work with our communities over the next ten years, building on the deep engagement approach taken so far and working in partnership to achieve lasting change.

**6.13** Implementation of both strategies includes a commitment to ongoing participation, working with partners to take bold, collective action to address complex and cross-cutting challenges. Our proposed approach focuses on mobilising partners, setting clear, ambitious goals and being targeted in our combined actions and resources to achieve them efficiently and effectively.

**6.14** Shaping Tottenham and Shaping Wood Green will be used to guide the Council's deployment of resources to placemaking, with the themes being used to underpin the approach to future funding opportunities.

**6.15** Placemaking is a long-term process which is inherently complex and multifaceted. The Council is in a difficult position and resources are scarce. This means that we will need to continue to make difficult decisions about where we focus our levers and prioritise our resources where they are needed most, in order to achieve the best possible outcomes across the next 10 years of work.

### **7. Use of Appendices**

N/A

### **8. Local Government (Access to Information) Act 1985**

N/A