

Bid for Funding – Celebrating the Natural Heritage of Brockley – Brockley Three Peaks Walking Map

Background

The area in and around Crofton Park and Honor Oak contains lively urban streets and substantial pockets of attractive green space, but these can feel disconnected, and are not as well-used as they could be. Some of the green space feels 'hidden' and because of their hilly nature can feel inaccessible.

Nevertheless, these expanses of open spaces are one of the neighbourhood's pull factor and make great natural heritage assets for the area. People's comments throughout all our neighbourhood planning engagement events to date focused on their local as well as strategic importance as well as the need to improve their quality and accessibility.

At the neighbourhood vision workshop of 6th of June, one key aim for the neighbourhood plan came out quite strongly: "to enhance the natural heritage of the neighbourhood by improving the green infrastructure and public open spaces as key destination points thus helping to strengthen social and economic linkages as well as the health and wellbeing of the community"

Whilst the neighbourhood plan that is currently being developed will deal with the planning issues to meet this aim, the local residents are developing a circular 'Brockley 3 Peaks' as a way of starting to make this happen. Reference to Brockley is to rightly encompass the greater Brockley area and historic origins of the neighbourhood name.

AIM

The neighbourhood forum wants to help promote this natural heritage by designing a walking tour that takes local residents as well as visitors to the area through these quite remarkable, but undervalued open spaces. In so doing, it will strengthen the case for improved green chain links in the area and ensure that future public realm improvement works, such as those planned for the Brockley Corridor, incorporate green infrastructure as core to its design.

Objectives

Whilst the primary objective is to promote the remarkable hilly parks of the neighbourhood, the production of a walking map will contribute to additional benefits, including:

1. Promote the neighbourhoods natural heritage by designing and promoting the 3 peaks of Brockley walking challenge
2. Foster a stronger community identity within the 'green ring'

3. Encourage greater discovery, appreciation and use of neglected parts of the local area, and highlight significant local history and culture”.
4. Get people walking and discovering their neighbourhood, thus promoting health and wellbeing in the area as well as heritage value
5. Promote the local shopping promenades along the way, thus showing visitors what’s on offer, helping to promote the local economy and boost local access to local businesses
6. Strengthen connections between green space and urban and retails space, encouraging greater use of both

Product Description

To achieve this goal the neighbourhood forum is seeking assembly funding to design and produce the map and made available to local residents for purchase. The funds will cover:

1. Appoint a cartographer/designer to illustrate the map. This is likely to be a foldout map which opens up into an illustrated view of the area and potentially on the back advertisements of local shops. Design has yet to be decided.
2. Some initial printing costs, although other sources may be sought if a more formal map is produced.

Delivery and Funding Strategy

- Some volunteering time in the form of resident’s time to map out potential routes has already started. As soon as the forum can secure this assembly fund, it will appoint a designer.
- An estimate received from an ex-resident, who also illustrated the wider Brockley Map – see here: <http://brockleycentral.blogspot.gr/2011/04/glory-of-greater-brockley.html>) is in the region of £1000.00.
- The forum will then apply for further funding for the publication from HLF sharing heritage fund <http://www.hlf.org.uk/looking-funding/our-grant-programmes/sharing-heritage>

Promotion and Marketing

At present it is envisaged that the map will be on sale in local stores and all proceeds will go back to the neighbourhood forum account to help fund local initiatives, such as this one.

Another option is to freely distribute a copy of the map to residents. However, this will escalate the costs, and it is hoped that the fee will be minimal as to make it affordable for all in the area.

Additionally, the forum will do its duty under its constitution to promote the local economy, by hopefully advertising the walk further afield with rambler groups, its own walking events and

national sites such as <http://www.walkingbritain.co.uk/>, helping to bring in visitors and promote out of London tourism, which also fulfils one of GLAs objectives.