



**Station To Station Steering Committee Meeting
Great Northwood Pub
13.05.24**

Present:

Stephanie Correia	Chair, formerly SRA
John Price	Portico
Cllr Olga Fitzroy	Lambeth
Nick Willoughby	Street Food Union
Guy Bridger	Taxfile
Bronwen Rice	S2S
Charlotte Ashworth	S2S
Marcus Chidgey	Loqiva

Apologies:

Melissa Chubb	Andrea Felice
Domani Beer	Otter Trading
Kim Hart	Norwood Forum
Philip Virgo	Community Safety Partnership
Alison Gibbs	S2S

	Item	Notes	Action
1.0	Lamppost Banners	<p>All present lamppost banners have been removed. We have banners in Norwood Works. New banners from Tulse Hill Station to top of Knights Hill and beginning of Norwood High Street. SC & GB suggested that if it was possible the banner locations should include the gyratory.</p> <p>CA reported that currently 1000+ have the app. 736 use it regularly. We would like it to be higher. Since Facebook has been hacked it has been difficult to communicate with people to encourage downloads of the app. Our way to do marketing is now focussed via the app.</p> <p>MC commented that everything can be hacked but there are various layers of protection in the app.</p> <p>MC presented stats on the app - https://app.box.com/s/jw92l0csjv8o9ar4vcgkq5f3qoyk4io1 Very thorough. It can take up to 2 years for a neighbourhood app to be fully loaded. BR shared that training businesses to use the app</p>	<p>CA/BR to check if gyratory can be included</p> <p>The lampposts on the gyratory at Tulse Hill are not available for banners, some not fit for purpose and it is a TFL route.</p>

	<p>Business Parking Pilot</p>	<p>individually is effective and can be a good way to talk about other things with BID members.</p> <p>MC reported that the Easter trail saw around 500 engagements with the app and people taking part. We advertised this in school newsletters and it was suggested by SC that this would be a good idea to do as each new school year starts as there will be potentially new audiences arriving with children starting school. OF will look into and connect us with someone at Lambeth Talk magazine to see if we can get an advert in there to raise awareness amongst Lambeth residents.</p> <p>113 businesses are now registered and using the app. There is a footfall counter installed at the Great Northwood Pub. We are suggesting that a 2nd footfall counter be installed at West Norwood Library/Picturehouse, with another installed in the Tulse Hill area next. Other measures for tracking usage will be coming soon, these include: click to call, tracking website click-throughs, e-commerce facility (useful for local food delivery and online shopping). Making a video/short film was discussed as a useful marketing tool for the app, BR and CA shared that so far the quotes we have received are quite costly.</p> <p>St Matthews Church has agreed to our proposal to lease several parking spaces in the car park for exclusive use by Station to Station businesses. Initially we will look at a pilot of between 7-10 spaces and see how these are used. The Church will manage the use of the parking spaces with some restrictions such as: not on weekends or when the church has a big weekday event (eg funeral); if usage is taken advantage of (eg overnight or space hogging) a warning will be issued and ultimately the benefit revoked. The church will take a list of registration plates and if there are any issues they will be removed and fines issued. S2S will take on the administration from the BID side, ensuring that those using this service are current businesses and that the levy is paid up to date. Each user will have to sign a contract with the terms of use.</p> <p>If the pilot scheme is successful we will look at increasing the number of spaces available in the future in line with the CPZ roll out that will affect the bus garage and its drivers.</p>	<p>OF to provide connection/timeline for Lambeth Talk</p> <p>NW will share contact details for film maker he has used previously. More investigations will be made into this proposal</p>
	<p>ChooSE27 Comedy Festival</p>	<p>We are working alongside Good Ship Comedy (who currently put on quarterly Comedy night at SLT). The intention is to host a week of comedy events in a variety of spaces throughout the BID area. This is primarily to promote use of the ChooSE27 app and encourage increased footfall to the area and awareness of the venues involved. More details on this will be shared as they are confirmed.</p> <p>OF shared that there is a new Cabinet Member for business - Marcia Cameron.</p>	<p>S2S to invite her to visit the BID area.</p>

	<p>AOB</p>	<p>OF shared with the group that there are some road changes proposed by the council and that she will send S2S the details of these proposals. She felt that on the whole they would be positive changes, there is a new cycle lane planned from Streatham to Brockwell park. There are also plans from TFL for safety measures and changes to the Tulse Hill gyratory.</p> <p>GB asked if there was an update on the building site in Tulse Hill opposite the Tulse Hill Hotel? OF said that the Housing Association was struggling to find contractors who could complete the build within their budget constraints, but that there is a date of end of July 2024 for work to re-commence.</p> <p>CA also mentioned the new development that is coming to the area behind Tulse Hill Station (Avenue Park Road). It would be useful for S2S to be kept informed about this, in particular the demographics of the occupants as this might inform local businesses marketing and offerings to be inline with local residents needs, as well as for GP and dentist surgeries within the BID.</p> <p>BR shared that we have been having positive interactions with Tulse Hill businesses and successfully removing graffiti and fly tipping as a result of good reporting by businesses and rapid responses from the Lambeth cleaning team.</p> <p>CA shared that we continue to work well and develop a successful relationship with the local Safer Neighbourhood Team and in particular our dedicated SPOC (Shoplifting Point of Contact) officer PC Will Luck. We have also seen an increase in reporting by businesses and slowly we hope to address more of the Shoplifting and Anti Social behaviour in the area.</p>	
2.0	<p>Date of next meeting/event</p>	<p>Monday 15th July, 10.00 am</p>	