

POPE'S ROAD



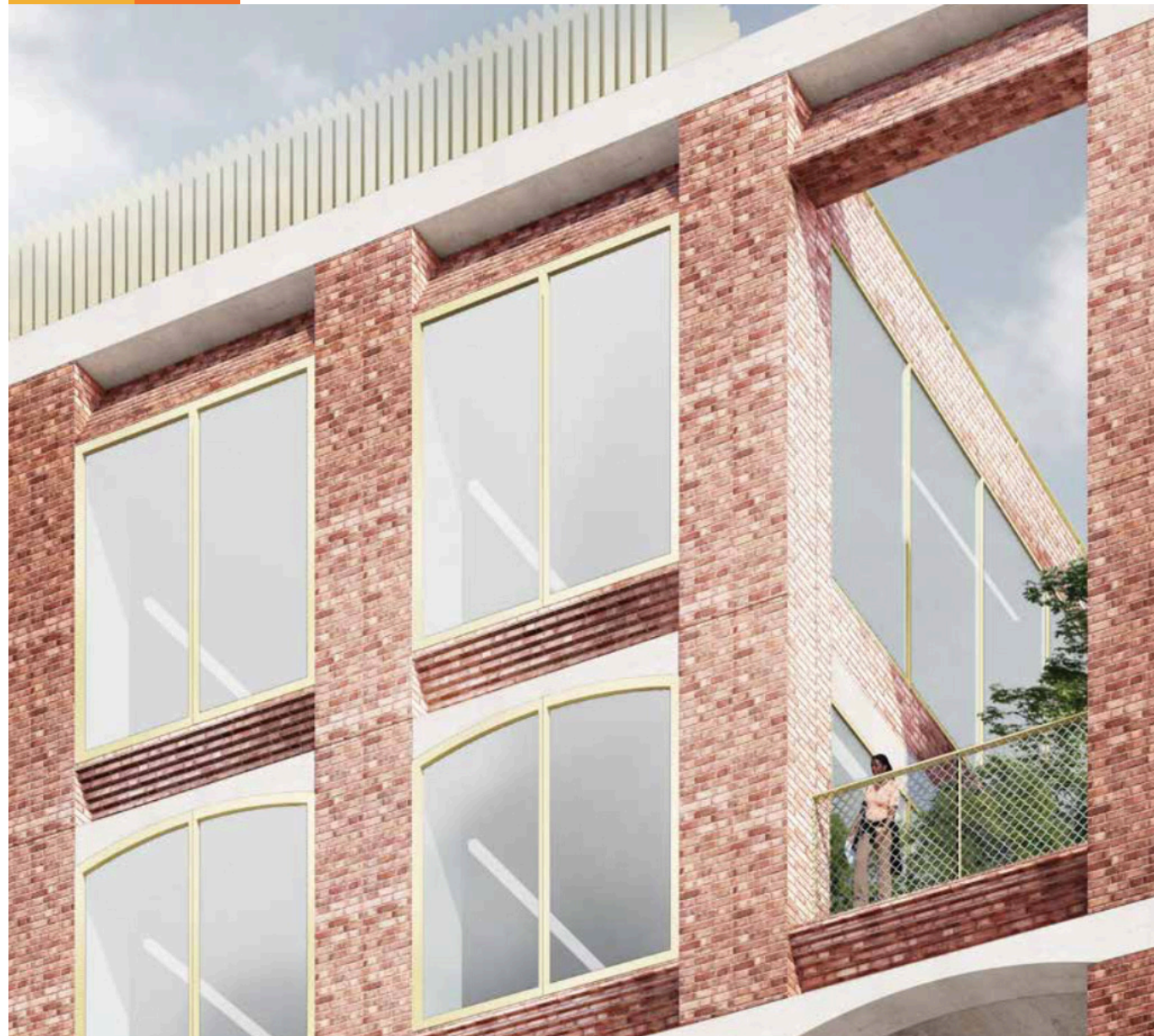
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Introduction

Hondo Enterprises and their award winning architects Adjaye Associates have submitted revisions for their application for Pope's Road. This development will provide a new landmark building that will deliver significant economic, cultural and social benefits for central Brixton.

Adjaye Associates strives for an architecture that enriches daily life and meets the diverse needs of the communities we serve.



Jobs

Even though there has been significant business growth within Brixton for many years, in Brixton there are less than 100 desk spaces currently available in offices. That is over 20 times less than Shoreditch.

We want businesses made in Brixton to have the opportunity to stay and thrive in Brixton.



2,000 jobs

This development will provide 2,000 jobs for local people.

**£2.8
million**

Support for local businesses with £2.8 million being spent in Brixton every year.

**£2.4
million**

Funding for council services with £2.4 million in business rates to support local services and infrastructure every year.

Spotlight
David
Adjaye

“In my work, I strive to consider the full social, cultural and civic possibilities within the built environment. In addition to my work on the Cherry Groce memorial in Windrush Square, I am honoured to be designing another project in Brixton. The project on Pope's Road has immense potential to be a valuable and enduring community resource for the people of Brixton for generations to come.”

Sir David Adjaye OBE is an award winning Ghanaian-British architect known to infuse his artistic sensibilities and ethos for community-driven projects. He is the winner of the 2021 RIBA Royal Gold Medal, one of the highest honours in architecture. Alongside his work on Pope's Road, Sir David's firm has

created a memorial design in honour of Cherry Groce, to be installed in Windrush Square. The project, designed for the Cherry Groce Foundation, a charity dedicated to supporting marginalised Black, Caribbean and African communities, will serve as a pavilion for the local community in Brixton.



Affordable workspace

This is Brixton's first ever purpose-built and permanent, dedicated affordable work space.



20,000 square foot

There will be 20,000 square foot of affordable workspace for 500 local start-ups and freelancers.

**IMPACT
BRIXTON**

The intention is that this will be run by Impact Brixton, a local social enterprise led by Gerald Vanderpuye.

Spotlight
Gerald
Vanderpuye

“Since I took over and rebranded Impact Brixton in 2018, I’ve seen the difference that affordable workspace and building a hub for Brixton’s home-grown businesses can make. The space offered by this development will provide hundreds of people, including the next generation of local entrepreneurs, with the opportunity to build their businesses in the local community.”

Gerald Vanderpuye is an entrepreneur who has led Impact Brixton since 2018. He credits a large portion of his success to his upbringing in Brixton: “*growing up here was tough but I think it also gave me the tools I needed to hustle*”. Currently located in the iconic Market Row, Impact Brixton provides much-needed space, training and

network opportunities for the local community. This includes the Exchange Programme, where people offer their experience - such as design, marketing or IT skills - to other members, or through their ‘Open Project Nights’, where these same skills are offered to local charities, individuals and groups every week.



Sustainability



100%

The building will be powered by 100% renewably sourced energy and feature a heat pump, helping to improve air quality and lower carbon emissions.



We are targeting the BREEAM excellent benchmark for sustainability, going over and above Lambeth's own sustainable building policy.



The design has green terraces, which will support wildlife, with the aim to maximise urban greening and public realm within the building.



Public Realm



£1 million

We are investing £1 million to create a new public square on Pope's Road. This will ease congestion outside the station and increase the amount of space for street traders.



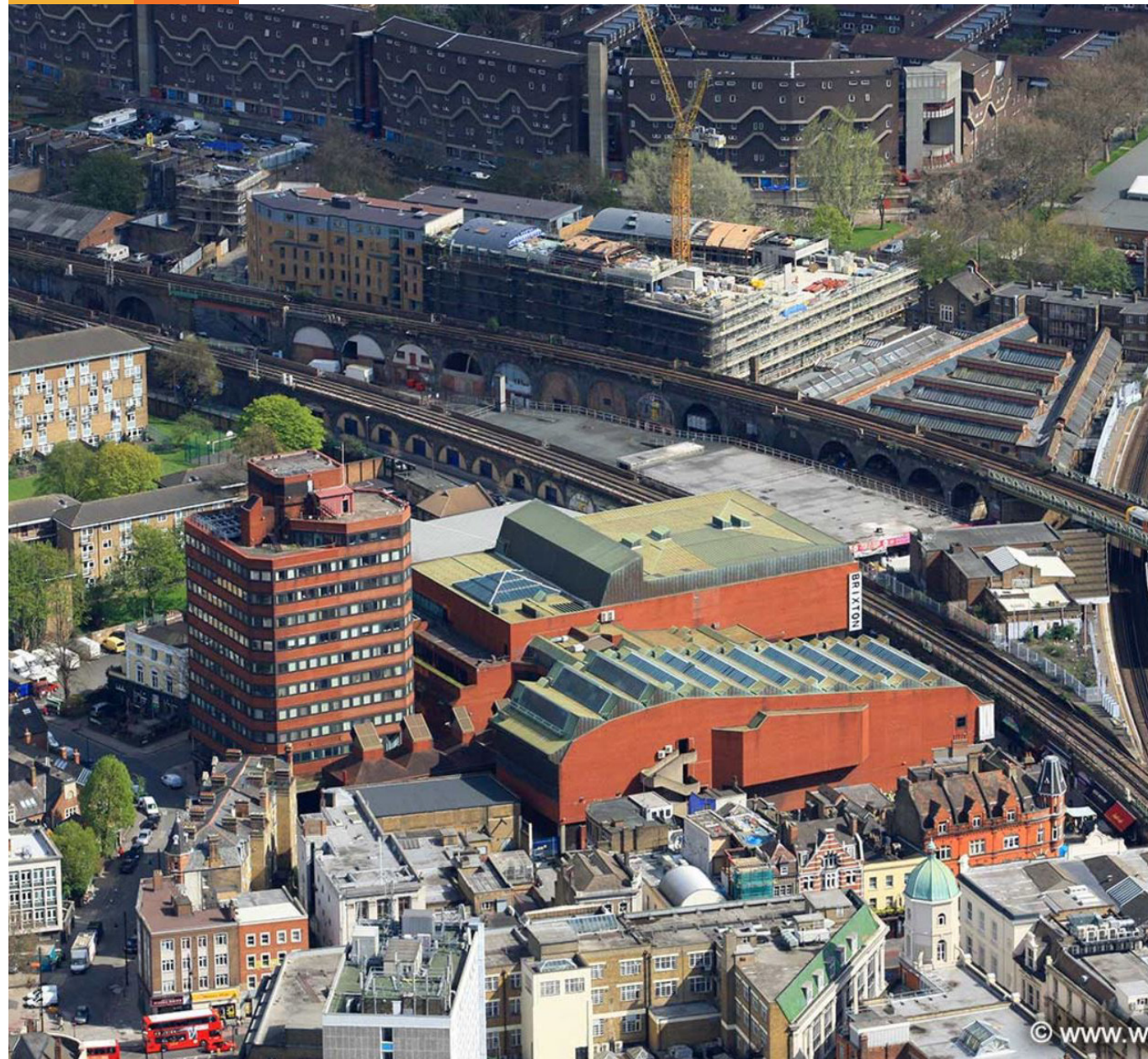
£500,000

We will be spending £500,000 to replace the public toilets on Pope's Road and make them free.



£300,000

We will be making a significant contribution of £300,000 to local street improvements to help congestion across central Brixton.



Transport



£220,000

This project will support street improvements to Brixton Station Road and Atlantic Road, paying £220,000 for a new TfL docking station and creating our own cycle parking facility outside the building.



£450,000

We will also support further public transport contributions, including £450,000 for local buses



£300,000

We will contribute £300,000 to station improvements within Brixton.

Spotlight Binki Taylor





“In a first for Brixton the public community facilities of Pope's Road will be in the hands of the local people it will serve. The Brixton Project have worked to make Brixton's landscape a stronger reflection of its people and culture. Now we have the chance to deliver a new approach to how communities participate in development which is ground-up.”

Binki Taylor is an experienced coach-mentor, creative producer, community activator and partner at The Brixton Project. She is a long-term Brixton resident, with 5 years experience of owning and running a business in Brixton Village and a decade of championing Brixton as a creative and cultural destination. She is an advocate for genuine community involvement in

the local economy and the potential for fusing the skills, knowledge, culture and heritage of a community into its future development. Her work with Brixton Design Trail and now The Brixton Project creates fertile common ground for this to happen in ways that are productive and offer everyone a chance to be represented.



Community

 <p>2,000 square foot</p> <p>There will be 2,000 square foot of community space in a prominent location on the first floor of the building, run by local social enterprise The Brixton Project.</p>	 <p>The Brixton Project will ensure that it is local groups and charities that celebrate and promote Brixton's culture and heritage that will have access to this space for activities, training and events.</p>	 <p>£1.5 million</p> <p>£1.5 million in jobs skills and training to Lambeth, to provide local people with the skills to access the thousands of jobs being introduced across central Brixton.</p>	 <p>The Brixton Project will manage a new community liaison group, with representatives from Brixton who will have oversight over the whole community offer for the building. This will ensure local people have access and input into opportunities across the building for Market units, the central space and within the affordable space strategy.</p>
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Spotlight
Karl
Lokko

“I’m currently 30 years old and still refer to myself as a ‘Brixton boy’ (and don’t see that changing anytime soon). I count myself fortunate of having had the privilege of growing up in such a vibrant, afro-carribean, cultural and significant community. Brixton’s aura is recognised far and wide. However nothing is without its blemishes and so I have also tasted the bitter fruits it has beared. I have dedicated the last decade to moving the dial on youth violence in my community and I’m driven by the personal loss of too many friends that were once residents. Some rally for the area’s skyline but I rally for its people and many of the issues in the area are a by-product of deprivation. More police on the street is a cosmetic work - what is ultimately required is economic stimulation and access to jobs. Local people see the benefits of this development because of the thousands of jobs, the millions of pounds for the local area and the community space that will be run by the local people. Protesters might tell you otherwise but all I see really is the pot calling the kettle black and neither of them actually are.”

Karl Lokko is a former gang leader turned activist, influencer, poet, public speaker and philanthropist. Now a prominent campaigner, he has managed to harness his life experiences to work to reform gang culture and fight for social justice.



Market



The extended market will consist of two floors of similar small sized units to Brixton Village, preserving space for traditional traders as well as new businesses that keep the Market as a top destination.

Spotlight Brian Danclair



“This development is a great opportunity and a vital lifeline for Brixton’s markets. It has been an incredibly hard year for the hospitality industry. The new building would bring thousands of new, regular customers for the markets and help drive much-needed recovery from the impact of Coronavirus on local businesses.”

Brian Danclair is the owner of popular Brixton Village restaurant Fish, Wings & Tings. Brian opened his restaurant in 2012. His inspiration was his grandmother,

Valentina Castillo Caballero. Trained in French Provençal cooking, Brian has developed what he calls “Nouvelle Caribbean cuisine”.

Spotlight Bianca Saunders



Young creatives including **Bianca Saunders** took occupation of the new contemporary art studios at Hondo's expense. This allowed them to hold down residencies and an opportunity to design and deliver their work without the pressures of central London rent. This in turn has offered them the exposure to showcase all of the great creative talent sprouting out of South London and Hondo's commitment to continuing to pioneer it.



By extending the Market we also have more opportunities to support local social enterprises, charities and events with heavily discounted or free space. Hondo currently houses local food bank Compliments of the House, which is run by Sinead Browne in Market Row, and have done for the last two years. This month the charity Re:Sole, which provides high quality footwear to at-risk youths and homeless people, as well as mental wellbeing sessions, will be opening in Brixton Village.

Hondo have invested over £3 million in Brixton already, introducing new heating, infrastructure and CCTV. We are committed to preserving the Market and the benefits outlined for Popes Road, will be the next step in ensuring Brixton Markets are here for generations to come. This new office building will be part of a legal agreement with Lambeth and will reflect our long term commitment to deliver growth that the whole community will benefit from.



Get in touch



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