

# IDEA LYC

Design + Access Statement

Block F, 43-81 Greenwich High Road  
Greenwich, SE10 8JL

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## 00. PRACTICE PROFILE

Studio Idealyc provides a fully integrated design service, including architectural design, project management and full building related services, both authoring and implementing every aspect of the project. A collaborative approach is a key aspect of the practice portfolio. We involve other artists, designers and professionals throughout the whole process creating homes and workplaces for our clients.

The practice strives to create playful and poetic architecture whilst strictly adhering to Building Regulations. Work has included conservation and new build as well as change of use applications for public buildings such as St Giles International School.

We have also worked extensively in community and green architecture. We are committed to providing buildings that meet government guidelines for sustainable buildings, for instance, reducing carbon footprints and grey water strategy.

The practice is also concerned with social cohesion and in our work we endeavor to design architecture that addresses community issues and cross social areas.

Studio Idealyc's first commission and public project, The Hut at Spa Fields in Clerkenwell was Highly Commended as the Best Community based Planning Initiative at the London Planning Awards 2007. This building reflects part of the ethos of the studio by the use of poetic qualities of copper as a main and unique cladding material. Recently this project was selected as a reference model at the 2009 European Competition.

Studio Idealyc has also built up extensive experience of extensions to existing properties as well as internal renovations. We currently hold a 100% successful rate of planning approval.



## 01. INTRODUCTION

This statement has been put together by Studio Idealyc on behalf of the applicant, Mr. Collins Chukwukere, director of Zippy's Day Nursery Ltd, in support of the planning application for the proposed retro-fit and change of use of an existing B1 to as D1, at block F, 43-81 Greenwich High Road, Greenwich.

We have been working closely with council representatives from the London Borough of Greenwich, planning officers and the client to complete the application. Decisions regarding the scheme have been made in accordance with regulations and where possible we have included innovative design solutions regarding economic, safety and sustainable issues.

The planning application relates to the ground floor of block F, which forms part of a large mixed use (commercial and residential) redevelopment at 43-81 Greenwich High Road, Greenwich. This redevelopment is made up of six blocks, comprising of 227 private and affordable flats, 7,254 sq m commercial floor space (Class B1/B1c), 150 bed hotel, 308 sq m restaurant (class A3) and 995 sq m retail unit (Class A1). The area in block F that this application relates to is currently classed as commercial (B1).

The proposed nursery is to be called Zippy's Day Nursery. It will be a family run and operated nursery that reflects strong family values and ethics. The company's concept is based around this and also convenience for parents, offering flexible pick up and drop off times, consequently, it will provide a valuable service to the local community.



### ◀ COMMUNITY LIFE.

The redevelopment offers enclosed courtyard spaces to be used for circulation as can be seen in this image. From this courtyard block F, the application site, will be accessed. The proposal will play an important part in the day to day running of the larger scheme, becoming an integral part of a functioning community, which undoubtedly will require the assistance of a nursery in close proximity to the numerous residential units.

## 01. INTRODUCTION

The primary purpose of this statement is to set out an assessment of the proposed development in the context of local and regional planning policy and guidance. In terms of content, this statement will provide:

A description of the site and surrounding area in section 02

Details of the proposed development in section 03

A comprehensive overview of the design criteria in section 04

Additional reports to support the application in sections 05 - 08

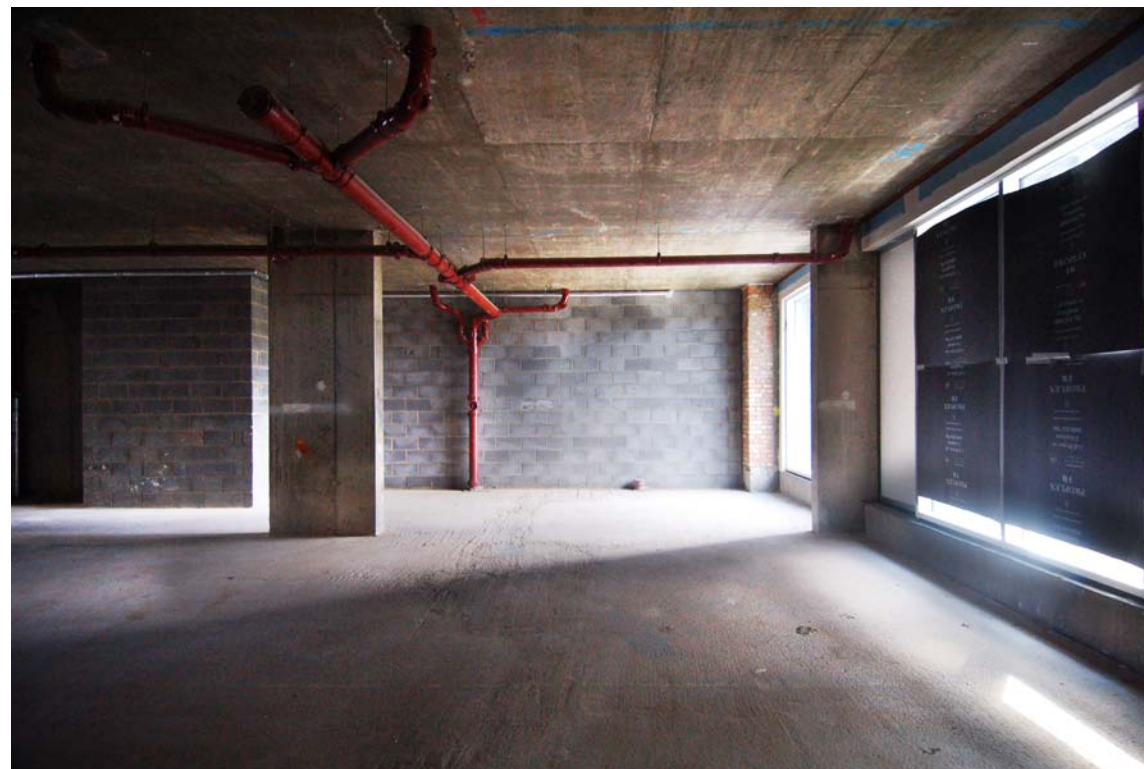
Conclusion and summary of the application in section 09

The planning application refers to Block F of the 43-81 Greenwich high Road developments. Recent planning permission has been granted for the change of use on the ground floor of block E from a B1 to D2 (Gymnasium). Block F (the application site) is a relatively small part of a large mixed used project that aims to create a large number of jobs for the area. The proposed nursery will become an important part of supporting the new employees moving to the area and as such is in direct response to its immediate site and the available amenities.

The nursery will create 12 positions for carers to look after approximately 50 children. The age of the children being looked after will range from 0-12 months to 5 years old.

The character of the immediate surrounding area will not be affected by the addition of a nursery. There are a number of educational buildings nearby hosting numerous age ranges, including James Wolfe Primary School to the North East and Tidemill Primary School to the West therefore transition will be made easier for parents as well as children.

As a whole, the submitted application provides a full and detailed explanation and justification of the proposal to introduce a new nursery facility into the existing mixed-use development at 43-81 Greenwich High Road.



### ◀ THE APPLICATION OF PROCESS.

This image of the application site was captured while on a site visit prior to the initial design stage. It was taken to aid with the design process, a visual representation of the materials and space we had to work with. This specific shot is depicting the proposed children's play area, featuring large windows designed to flood the room with light.

## 02 SITE ANALYSIS

### The Application and Wider Site

The application site occupies the north west corner of the wider redevelopment site at 43-81 Greenwich High Road, Greenwich, London SE10. It is one of the last remaining spaces available for development on the site; however, there has not been any interest in the ground floor of Block F as demonstrated in the marketing report.

A plan showing the application site, Block F, within the context of the approved wider redevelopment at 43-81 Greenwich High Road is shown here.





The application site (block F) is located 160m south-west of the Greenwich District Centre boundary and 625m from the designated Core Shopping Frontage of Greenwich Town Centre. Therefore, the development will not significantly contravene the council's policy TC16 of maintaining existing retail and leisure floorspace, which is out of centre.



### ◀ HOME

This map is a clear indication of the site boundary, and its immediate context. This includes a creek running around the back of the site and to the front Greenwich high Road. The application site (block F) can be found towards the rear of the redevelopment, taking in views of the surrounding creek. The creek, and also the railway that passes over it to the north of the site, are extenuated acoustic factors, which leave the proposal for a nursery acceptable. Placed towards the rear of the site, block F will not impose itself upon the functions of the other blocks and the manner in which they function. For a proposed nursery this will mean drop off and pick up times for children, while being fairly busy times for the business, will remain insignificant upon the daily functioning process of the surrounding community.

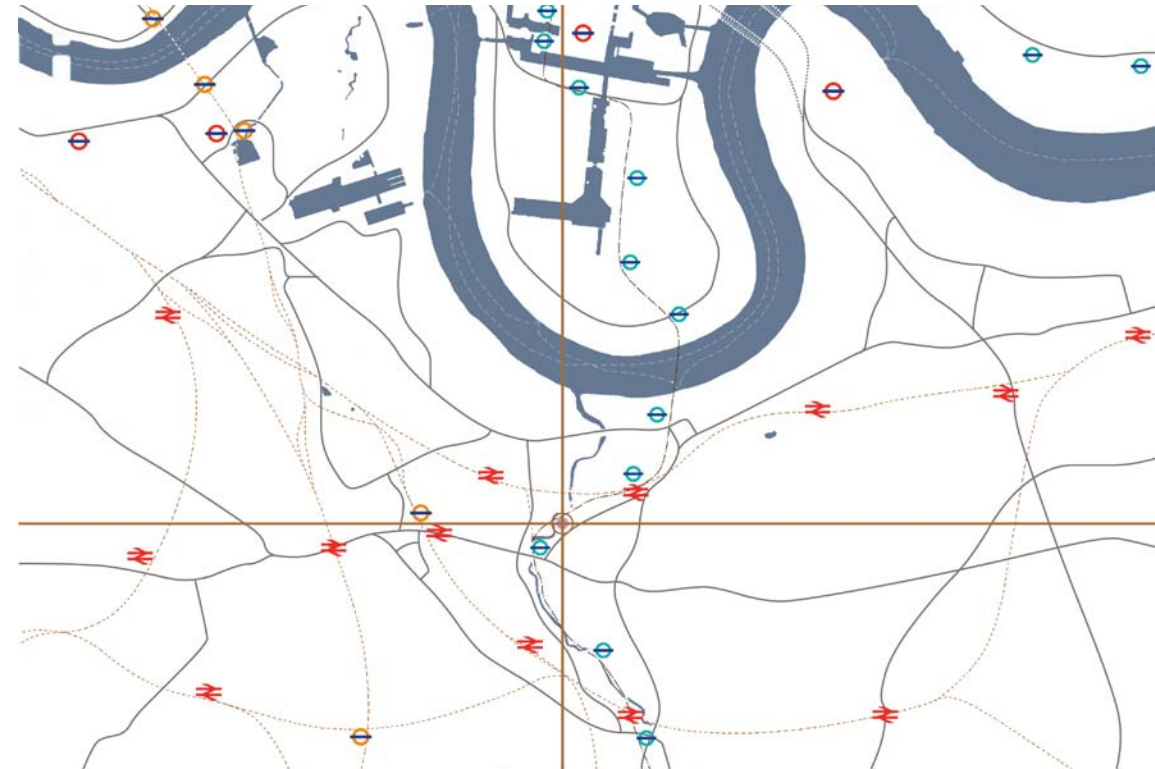
### LEGEND

-  Creek
-  Block F
-  Site boundary
-  Greenwich High Road

## Transport Links

The below accessibility is reflected in a site PTAL rating of 5 (as established at the planning enquiry in June 2010). This is significantly high when considering that the highest rating achievable is 6.

There are two DLR stations within 250m of the Site. Greenwich Station is to the north-east and Deptford Bridge Station is to the southwest, meaning that both are accessible to pedestrians. These stations provide access to key locations including Bank, Canary Wharf and Stratford. Links from these stations also provide connections to a number of London Underground lines. These are the Circle, District, Northern, Waterloo and City, Central, Hammersmith and City, Jubilee, London Overground and other mainline services.



### ◀ MOVING ABOUT

As can be seen in the transport map there are numerous modes of transport available to users of the application site. In all there are 13 train stations, 3 London Underground stations (LUL), 13 Dockland Light Railway stations (DLR) and 5 London Overground stations (LO). The abundance of transport links surrounding the application site means that parents coming to drop off their children have a number of options available to them. This will lessen the affect of traffic upon the function of the scheme during drop-off and pick-up times.

#### KEY/LEGEND

##### Railways stations

- 13 Dockland Light Railway stations (DLR)
- 3 London Underground stations (LUL),
- 5 London Overground stations (LO)
- 13 London train stations

420m from Greenwich Mainline Railway.

320m from Greenwich Docklands Light Railway

367m from Depfords Docklands Light Railway

## 02 SITE ANALYSIS

### Site Context

The wider site (including the application site) is bounded to the south by Greenwich High Road (with the residential area of the Ashburnham Triangle located just beyond and to the south of Greenwich High Road); to the west by the former Booker cash and carry warehouse (and the residential conversion of Mumford Mill beyond); to the east by the Thames Water pumping station (with Greenwich town centre beyond); and to the north by Deptford Creek and the Docklands Light Railway.

The character of the surrounding area is mixed. Areas to the north and west are mixture of residential and commercial. Areas further south are predominantly residential in character, largely comprising the residential streets of the Ashburnham Triangle Conservation Area (Egerton Drive, Devonshire Drive, Catherine Grove, Ashburnham Grove). Further to the east, and beyond the Thames Water site, there is a typical mixture of town centre uses.



### ◀ WHAT WE HAVE TO WORK WITH

The image depicts the area surrounding the site, showing the surrounding residential areas, the large industrial units that line along the side of the creek and the large expanse of green space available to the proposal, including in the bottom right hand corner of the map one of the six royal parks that are dotted around London. We can also see the site's close proximity to the river Thames, which feeds the creek with water in times of heavy rain.

We include this map to better understand the density of the wider site and how that may affect the proposal. Being situated next to the creek may offer some transport issues for people situated to the west of the site but the close proximity of the south-west (262m) and north (201m) bridge, addresses this issue offering strong links to any parents travelling further afield. Furthering this, the image shows that while situated within a dense residential area there also remains strong transport links from Blackheath Road to the south, which intersects through Greenwich High Road connecting west Greenwich to east, and Deptford Church Street to the west of the creek connecting north Greenwich to south Greenwich.

## 02 SITE ANALYSIS

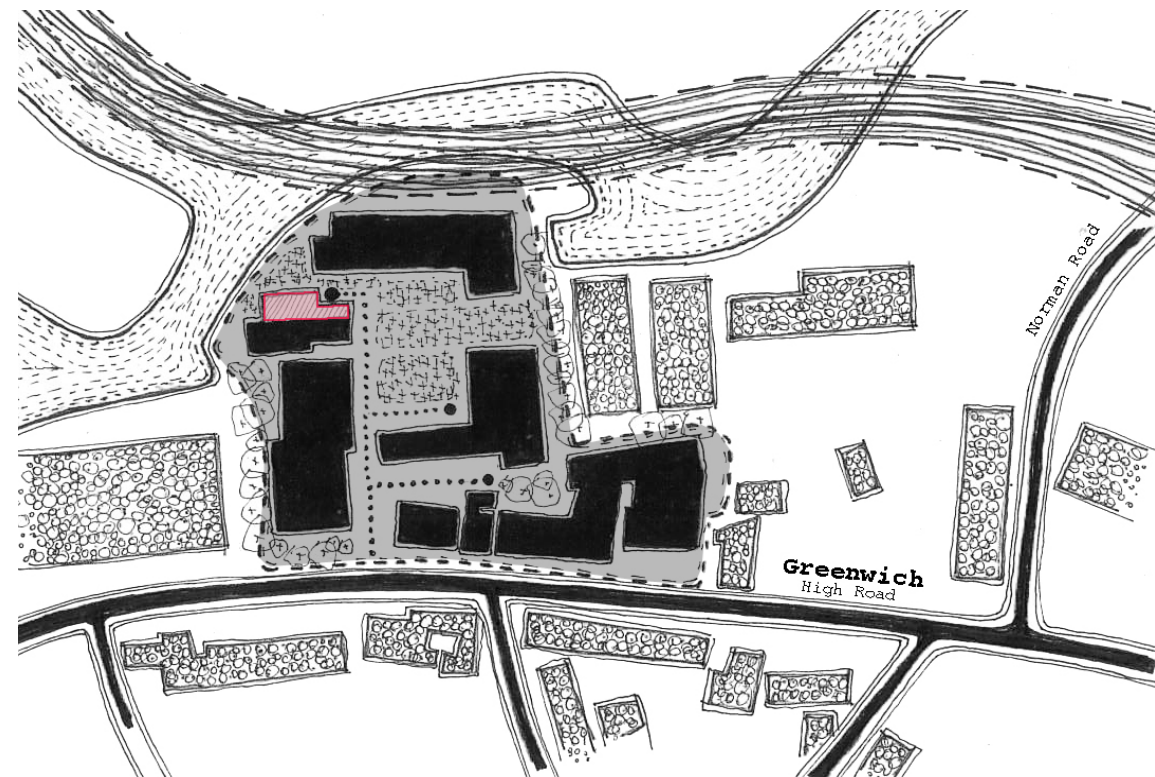
### Site Context

The majority of the redevelopment is now complete, we have mapped this history of the occupancy in the list below.

a) Block A has been completed and was handed over to a hotel operator, Premier Inn, in January 2011.

b) The 227 flats approved are now complete and are ready for occupation from March 2011. The private residential units have all been sold and the affordable units were handed over to London Quadrant Housing Association in March 2011.

c) The approved commercial space (including block F) is also complete and has been ready for occupation since April 2011. Analysis of the residential properties found in the numerous blocks show a significant amount of apartments, which could house possible custom.



### ◀ STUDIES

To gauge an idea of how the proposed nursery would interact with the new community contained within the development we initiated a study showing some of the dwellings that would be available, taking a particular interest in the high number of two and three bedroom apartments. As is shown in the legend there is a number of apartments situated directly above the proposed site in block F.

### 03 DESIGN DEVELOPMENT

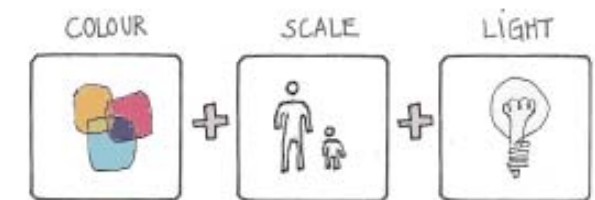
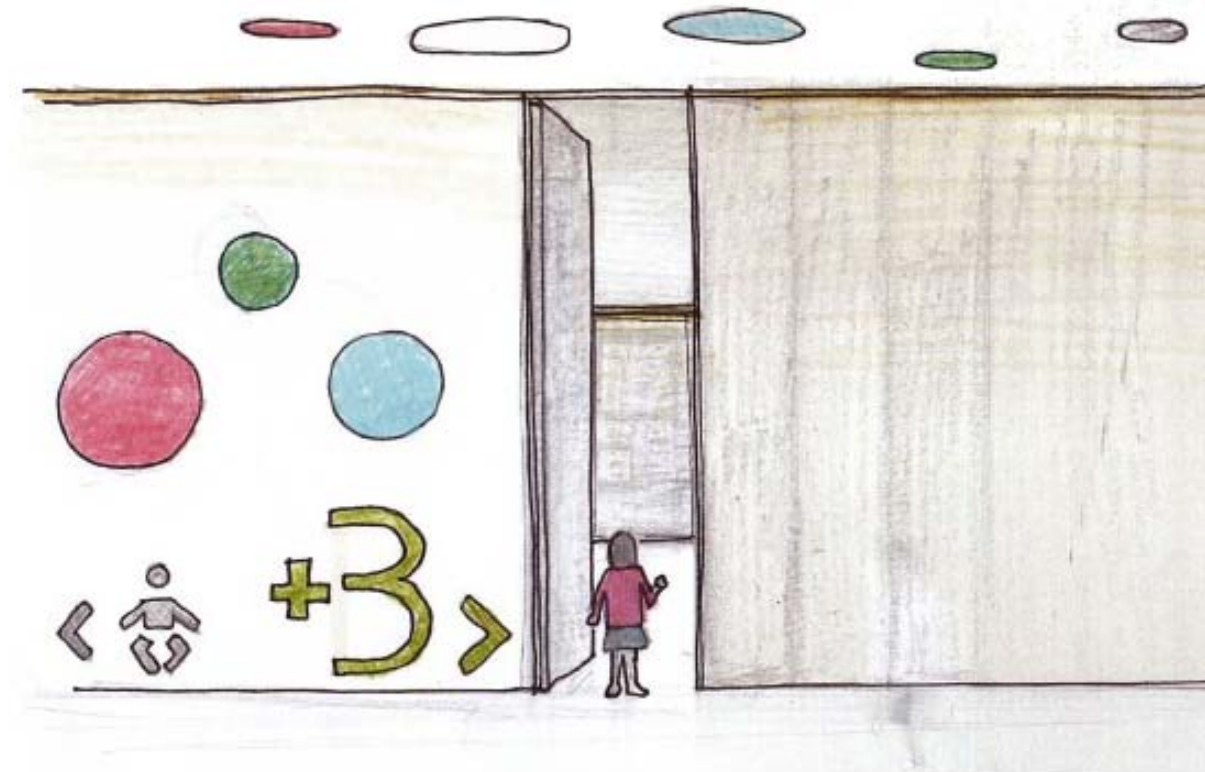
#### Precedent

Assisting the design proposal we looked at a number of nursery school projects. The development of the internal space has taken cue from these visual references, in particular the projects displayed here. Projects such as the ones displayed provided aid with innovative decisions regarding organisation of space and how that in turn could affect the children's development and see to their continued safety and improved education.

#### St Elizabeth - School House / S Cullinan & Buck Architects

This redevelopment of an existing prefabricated building places a central internal feature at the focus of all the activity in the building. This approach addresses the need for natural light within the scheme, which is essential for the successful development of the children. The layout of the space is playful and rich in colour, appealing to the children's nature, using ornamented images cut into the surface and small panels of bright colour to contrast to the timber.

The empty space surrounding the installation allows the opportunity to rearrange and inhabit the internal space in a variety of ways so the programme of the building is not rigidly set. The sparse appearance also solves the issue of surveillance.



#### 04 PROPOSED SCHEME

The proposed scheme is submissive to its context, answering to the buildings that surround it making up the large redevelopment. As such the design has many factors to consider in feeding the life of its progression. The mass of the site is dense, creating a dominant skyline significantly higher when compared to the wider site. Similarly the scale and prominence of material detailing is not to be ignored, featuring heavily in the redevelopment and can be seen reflected in our proposal.

Our proposal is located within the tallest block on site, but features on the ground floor at the core of its existence. This elevation shows, towards the left, the main entrance; and beyond that the corner of the proposal site. A direct visual link between Greenwich High Road and the entrance of the proposal is maintained and could prove prominent for safety when it comes to parents dropping their children off, if needed, along the road.

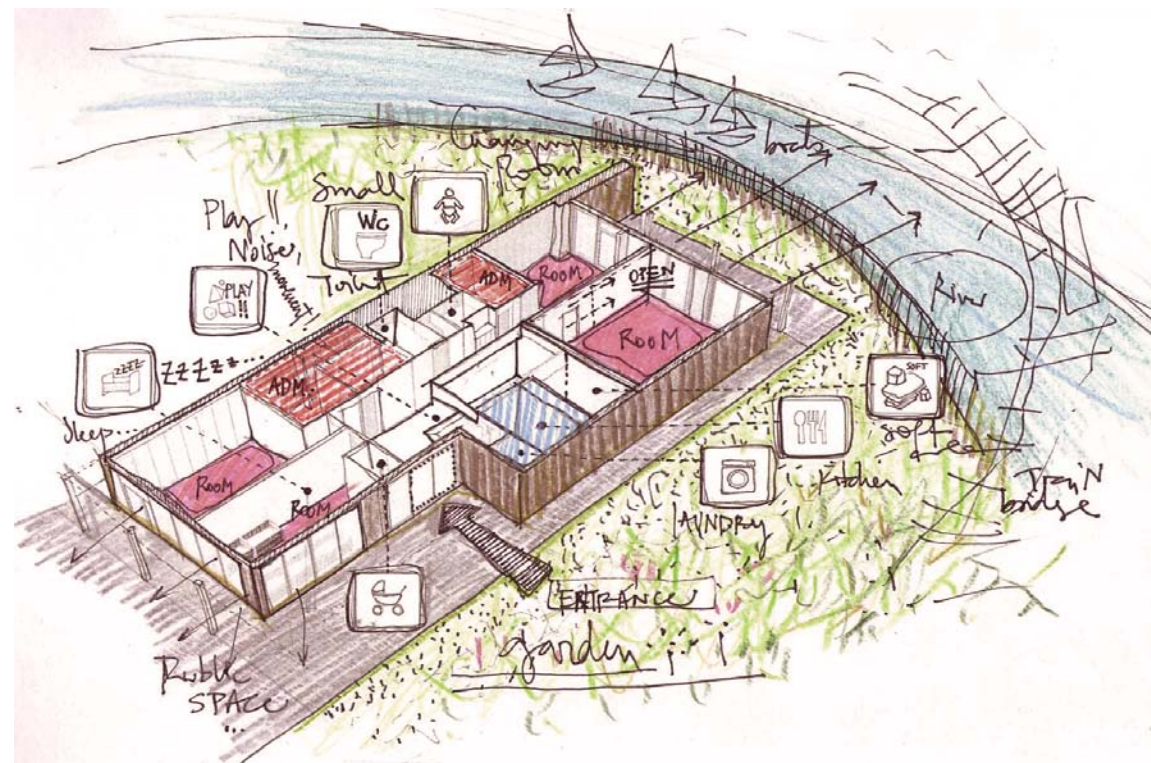


## 04 PROPOSED SCHEME

The organisation/allocation of space within the nursery has been planned out in relation to the national standard requirements for under 8s day care and child minding act and in collaboration with the Children's Services department of Greenwich council, ensuring good quality care, education and enhanced social development. Further developing on this the amount of allocated space per child is significantly higher than the required minimum. Subsequently the nursery is divided up into a number of areas with numerous used, including spaces to sleep/relax and spaces for free movement inside.

There will be a minimum of 5 toilets and 5 washbasins addressing the number of children and a minimum of 2 toilets and 2 washbasins for the staff. A space for parent carer meetings to take place within a confidential surrounding is provided.

All the staff operated rooms are located in the middle of the scheme offering immediate locality to the children's play areas and good panoptical vision.



### ◀ THE CHILDREN COME FIRST

The children's play areas, while all complying with regulations surrounding education and health and safety issues, were our arenas for innovative design solutions, a canvas for creativity. The proposal makes sure the children receive the maximum amount of sun light while in the playrooms, subsequently offering views of the creekside. The circulation space, aimed towards the needs of the children becomes flexible and can adapt with the addition of sliding partition walls, opening up to utilise the large expanse of space available, that young children in the midst of finding their feet require. This space, while taking on a necessary dominance, is contrasting to the smaller, more intimate spaces made available as a result, which are to become quiet areas for relaxation. These spaces are located towards the front of the project, and provide a necessary contrast to the dominant activity's that will take place further back.

## 04 PROPOSED SCHEME

### Proposed Use of Amenity Space

Lack of access to outdoor amenity space is a key feature of nurseries in London. This has therefore led to more innovative solutions to satisfy page 35 of the EYFS issued by OFSTED which requires that:

“Wherever possible, there should be access to an outdoor play area, and this is the expected norm for providers. In provision where outdoor play space cannot be provided, outings should be planned and taken on a daily basis (unless circumstances make this inappropriate, for example unsafe weather conditions).”

Addressing the issue of free movement outside, the children have access to a local park for which they will be accompanied to and around. Brookmill Park is located 0.6 miles from location, less than 3 minutes walk. The park is gated around the perimeter either by greenery or fence and is well looked after, being situated at the bottom of St Johns Wood conservation area.

The park has all the modern amenities required for the children, including a play area and a large expanse of open fielded space. The park also includes a nature reserve, ornamental garden and boasts a green flag award.

During visits to the park there will be an increased number of staff present on the outdoor sessions with the kids. Safety measures have also been taken into account in accordance with transportation to the park. A multitude of baby strollers or buggy carriers will be used. For this purpose the carrier can take up to 6 children at any one time. Children will be taken to the park in small groups for safety measures and proper management.

As well as Brookmill Park there will be a plot of land running between the water and the nursery titled a “Creekside” route as set up by section 106 related to the initial development. This public space will be developed into a new pathway to be used by locals and residents of the new development alike. It also offers the opportunity for outdoor amenity, which the children can enjoy.



### ◀ SPACE TO PLAY

There are huge amounts of outdoor public space available to the proposal, offering important opportunities to develop the children within an outdoor environment. Of the out-door spaces there are royal parks, general public parks and parks lying within conservation areas suggesting a rich diversity of choice for the children. The nominated park in question where the children will be taken to is large enough to offer numerous positive experiences for the children, often being subject to the arrival of insulations from local and international artists. This interaction with the public and use of community areas surrounding the application site is positive element, benefiting communities with the beauty of youth and the children with the safety of a community.

## 05 TRANSPORT STATEMENT

### Immediate Site

Greenwich High Road is a classified road (A206), which runs along the southern boundary of the site. It is a single carriageway road with one lane in each direction running in a broadly north-east to south-west direction between the A2 in the south and the River Thames in the north. There is footway provision on both sides of the road, allowing for excellent pedestrian connectivity. Greenwich High Road is approximately 8m wide and subject to a 30mph speed limit. Street lighting is present along both sides of the road adjacent to the Site.

### Local

Other local access roads consist of Devonshire Drive, Egerton Drive and Catherine Grove, amongst others. Along these roads, speed cushions are used to help enforce the 20mph that they are subject to. No-entry and one-way restrictions also apply within these local roads. Pedestrian routes here are also well catered for, with footpaths on both sides of all roads and associated street lighting.

### Public Transport Accessibility Level (PTAL) Rating

The Public Transport Accessibility Level (PTAL) rating for the Site is 5 (in a range of 1a to 6b, where 1a equals poor accessibility and 6b equals very good accessibility).

A PTAL rating of 5 is therefore a high rating, demonstrating that the Site has a 'very good' level of public transport availability.



### ◀ ACCESS

This image depicts the main road running into the site, which leads straight to the subterranean parking development. This underground parking supplies the whole community found within 43-81 Greenwich High Road with available parking spaces, and in the case of our proposal in block F, several allocated parking spaces for staff and customer use. The roads running into the site are large but leave plenty of space allocated for public footpaths.

## 05 TRANSPORT STATEMENT

### Pedestrian Facilities

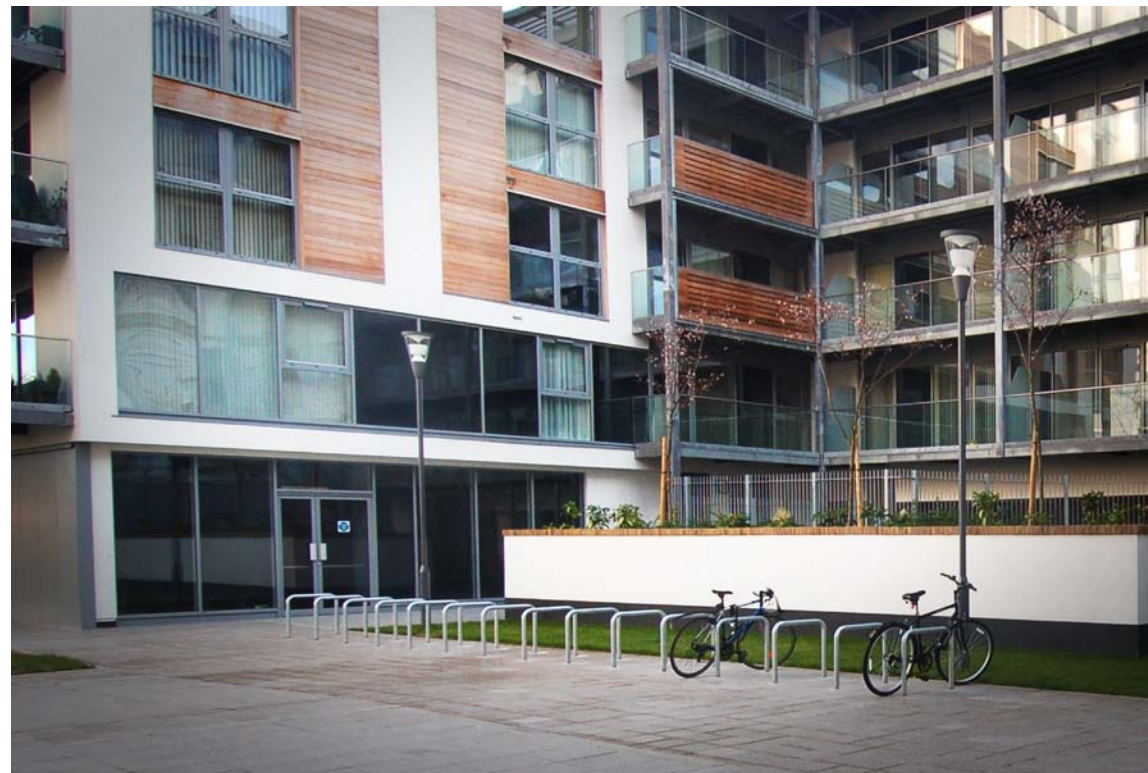
The primary pedestrian access point exists off Greenwich High Road, to the east of block F (highlighted in red). This entrance point is designed to provide controlled vehicular and pedestrian access in a safe and secure manner. There are footpaths along both sides of Greenwich High Road. Pedestrian routes within the local access roads are also well catered for, with footpaths on both sides of all roads and street lighting present. This allows for safe and convenient 24-hour pedestrian access.

There are two crossing facilities with refuges along Greenwich High Road, directly outside the Site. There are further controlled and uncontrolled crossings with refuges along Greenwich High Road and also at the junctions to the north and south.

Due to the 24-hour nature of the facility, it is important that the pedestrian environment is well catered for. In regard to the above, it is considered that pedestrians walking to the Site can do so in a safe and convenient manner at all times of the day.

### Cycling

There are a number of cycle routes in the area that provide access to all the major centers within both the local area and further afield. National Cycle Routes (NCR) 21, 1 and 4 are closest to the Site. With regard to the London Cycle Network, there are recommended cycle routes on Norman Road, Church Street, Blissett Street, Royal Hill and Croom's Hill. These link the Site to the National Cycle Routes described above.



### ◀ BICYCLE FACILITIES

Within the development there are numerous cycle facilities to dock bikes safely, adhering to the multiple cycle routes that run through and around the site. This gives resident the option to travel in a sustainable manner and with ease.

05 TRANSPORT STATEMENT

Transport Links

The closest bus stop is Greenwich High Road Miller House located 20m from block E. The table shows the regularity of the bus service on offer, which includes several 24 hour services. The running times of the bus service means that parents wishing to use the nursery would be able to use the bus via Greenwich road at the given drop-off and pick-up times.

| Route                    | 47   | 53  | 177   | 180   | 199  | 225  | 386  | 453  | N47   | N89   |                    |
|--------------------------|--|---|---|---|--|--|--|--|---|---|--------------------|
| <b>Route Description</b> | Catford - Lewisham<br>London Bridge - Shoreditch | Orchard Road - Woolwich<br>Waterloo - Horse Guards Parade | Thamesmead - Greenwich<br>High Road - New Cross - Peckham | Belvedere Industrial Area -<br>Abbey Wood - Plumstead -<br>Woolwich - Greenwich -<br>Lewisham | Catford - Lewisham -<br>Greenwich Station -<br>Cananda Water | Springbank Road -<br>Lewisham -<br>Surrey Quays -<br>Cananda Water | Woolwich - Greenwich<br>Station - Royal Parade | Deptford Bridge - New<br>Cross - Elephant and<br>Castle - Marylebone | Trafalgar Square - London<br>Bridge - Orpington - St<br>Mary Cray | Trafalgar Square -<br>Elephant and Castle -<br>Lewisham - Erith |                    |
| Frequency (Minutes)      | Mon - Fri  | 10-13   | 6-10  | 8-12  | 10-12  | 10-13  | 15   | 15   | 6-10  | 30  | 30                 |
|                          | Saturday   | 9-12  | 6-10  | 9-12  | 12   | 10-14  | 15   | 15   | 6-10  | 20  | 30                 |
|                          | Sunday   | 15  | 8-12  | 11-13   | 15-20  | 15   | 20   | 20   | 8-11  | 20  | 30                 |
|                          | First  | 04:00   | 24 hour<br>service  | 04:52   | 24 hour<br>service   | 04:57  | 04:38  | 05:52  | 24 hour<br>service  | 24 hour<br>service  | 24 hour<br>service |
|                          | Last   | 00:17   |   | 00:50   |  | 00:38  | 01:12  | 00:27  |   |   |                    |

05 TRANSPORT STATEMENT

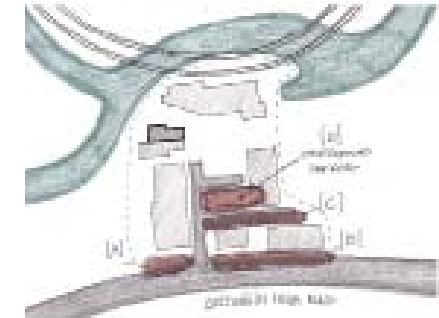
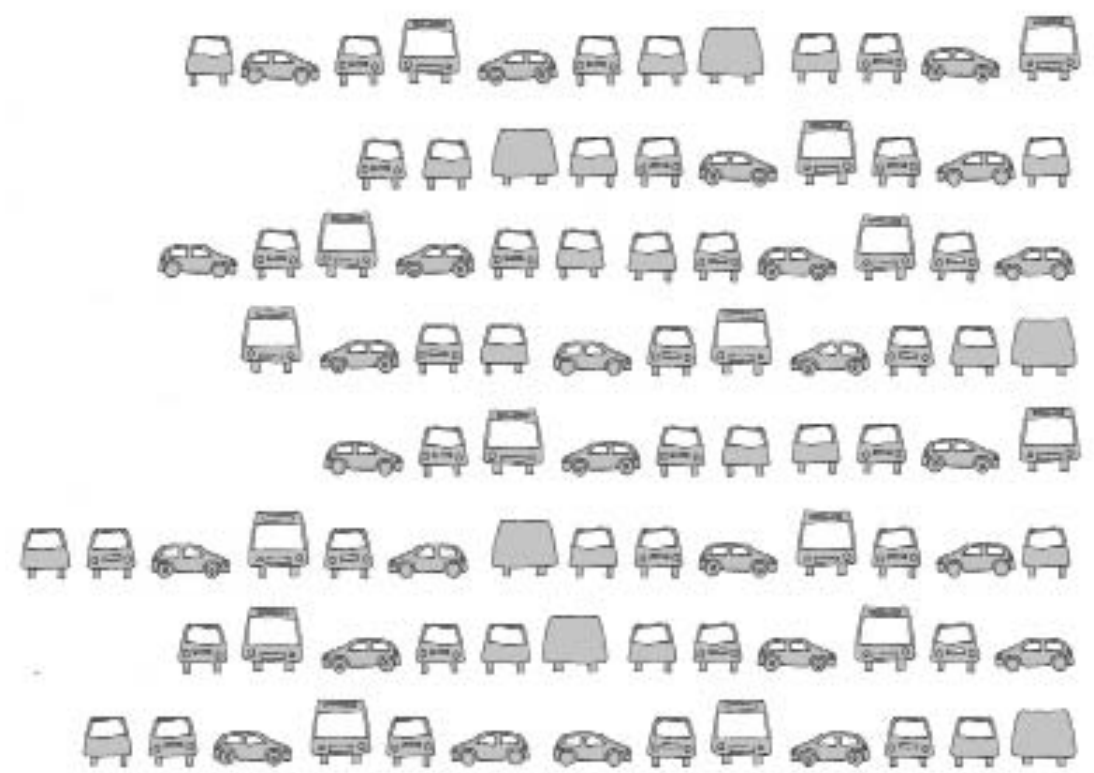
Parking

The site is located within an existing Controlled Parking Zone (CPZ) which operates between 09.00 to 17:00 Monday through to Sunday.

There are parking spaces allocated to each block within the 43-81 Greenwich High Road developments. Additional spaces have been arranged with the developers, for a fee, to rectify any issues with staff parking. In addition to this if any additional spaces are required for staff there are a number of residential parking spaces, which could be applied for, located on Greenwich High Road.

Several new developments within the surrounding area will fall within our primary market of clientele. Subsequently we predict that a large number of parents using the nursery will walk, as apposed to driving, dramatically reducing the possible risk of congestion during drop off and pick up times. Some of these new apartments are shown in section 02 (SITE ANALYSIS).

For parents driving, the drop off time is predicted to take an average of 4 minutes or less. Subsequently there will be 3 parking spaces provided within the grounds for this purpose. In addition there is also parking available located just before the entrance of the building, which can be used as a drop off point.



◀ PARKING THE CAR

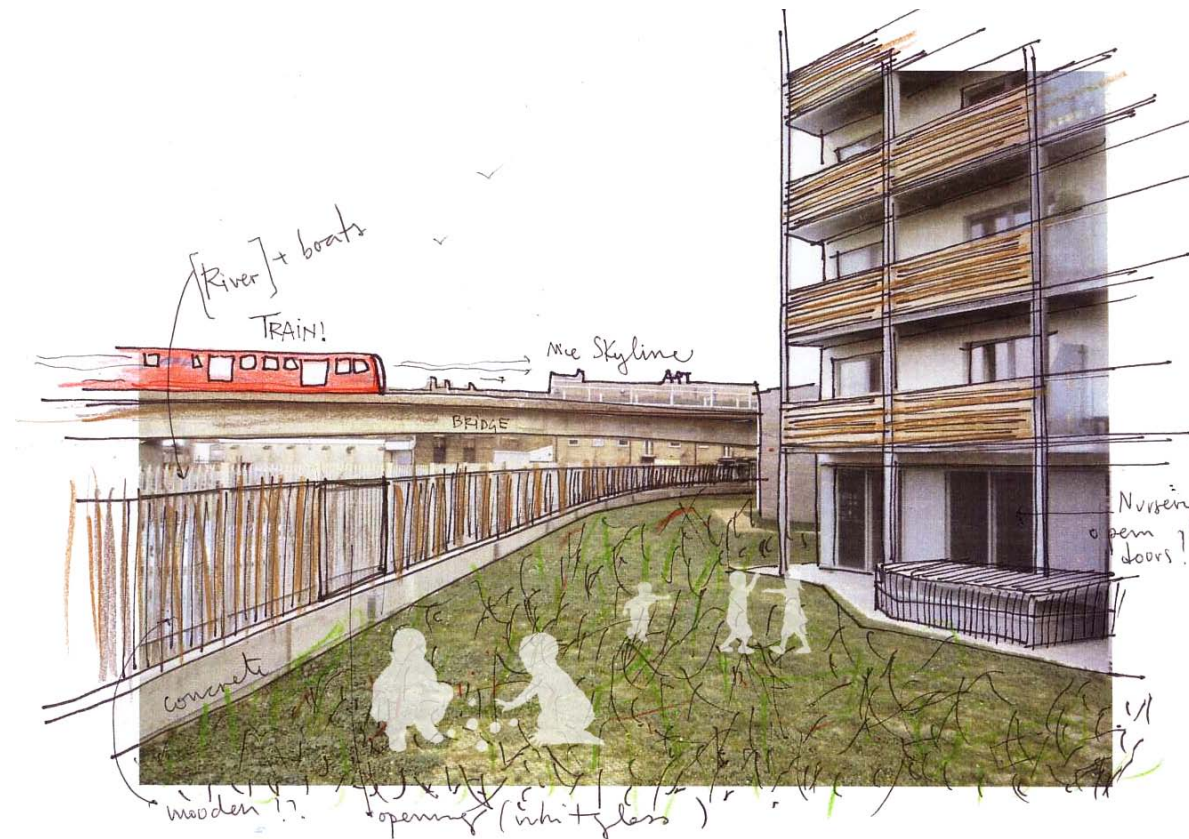
Being part of a community within the 43-81 Greenwich High Road development we feel that sufficient custom will come from within the residential units present on site. This said, the marketing campaign is extensive and we expect residents from the densely populated areas surroundint the redevelopment to use it also. There are not only a proficient number of parking spaces available, to staff and customer using the proposal, supplied on site, but also available spaces outside the wider site, on Greenwich High Road should they be needed. Greenwich High Road is a quiet road, with a 20mph speed limit, so if such parking was needed it would not prove to be a danger.

## 06 SUSTAINABLE TRANSPORT STRATEGY

This section will describe the Sustainable Transport Strategy for the proposed change of use class at Block F.

This Transport Strategy has been designed to enable all users of the Site to make more informed decisions about their travel, with an aim of minimising the adverse impacts on both the environment and local residents.

A well designed and properly managed Sustainable Transport Strategy will, in our view, lead to a decrease in the proportion of users reaching the Site by private car and an increase in the proportion accessing the Site by sustainable modes, including public transport, walking and cycling.



### ◀ LOCAL TRANSPORTATION

The site is surrounded by numerous means of transport and well organised, easy to locate points of access. Looking across the creek you have clear visuals of the Overground and outside the main entrance there are clearly visible bus stops available. The redevelopment adheres to provide sustainable transport solutions taking care of its context with the most up due respect.

## 06 SUSTAINABLE TRANSPORT STRATEGY

### Walking

There are two pedestrian refuges immediately outside the Site, which act as a safe and convenient method of access off Greenwich High Road. There are also further controlled and uncontrolled crossings along Greenwich High Road and at the junctions to the north and south of the Site. Situated along Greenwich High Road, there are footpaths on each side of the road and all dropped kerbs are flush with the road. Street lighting is also present which will aid pedestrian safety at night, due to the facility operating 24-hours.

### Cycling

The Site is currently well served by cycling routes, including local cycle routes and London Cycle Network Routes, which provide further access to National Cycle Routes.

### Public Transport

The nursery will be encouraging both employees and customers to use this method of transport, through internal messages, notice boards and word of mouth. The Site has a PTAL rating of 5, and is located in close proximity to bus stops along Greenwich High Road, where a number of services are available. Block F is also close to key DLR services, with 2 stations within 250m of the Site. The DLR connections offer services to locations such as Bank, Canary Wharf, Poplar and Stratford. From there, underground lines can be reached including the Circle, District, Northern, Waterloo and City, Central, Hammersmith and City, Jubilee, London Overground and other Mainline Rail services.



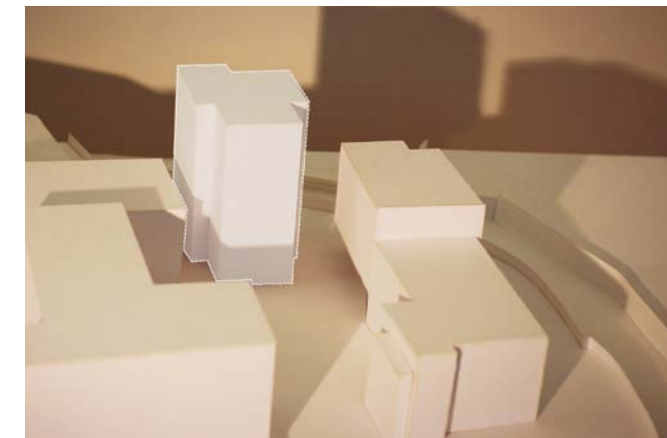
## 07 CHILDCARE ASSESSMENT

### National Context: New Legislation

Every Child Matters: Change for Children is a programme of change to improve outcomes for all children and young people providing a national framework for 150 local authority-led change programmes. It uses the Government's vision of radical reform for children, young people and families, relating it to five outcomes for children: being healthy, staying safe, enjoying and achieving, making a positive contribution, and achieving economic well-being.

The Ten Year Strategy for Childcare provides additional resources for the development of children's centers and an increased universal entitlement to free early education, rising to 15 hours a week for three and four year olds and in the longer term to twenty hours. Both of these factors will impact on demand and may create the need for new childcare capacity such as the one proposed.

Extended schools will impact on the childcare market by increasing the supply of childcare wrapped around the school day. Extended and flexible drop off times such as the ones proposed by our client will benefit from this change dramatically. Children's centers are linked to a range of PSA targets relating to child health, learning and a reduction in the proportion of young children living in unemployed households. Unemployment is a key factor in creating and sustaining child poverty, creating for children a range of risks associated with health and well-being and negative educational development. Childcare can provide a choice for the parents to work if they so please, playing a strategic role in combating child poverty. The Childcare Act 2006 seeks to secure a supply of childcare for the long term by placing a new duty on local authorities to secure sufficient childcare for children up to the age of 14. Sufficiency, in this context, is to be judged in the context of allowing parents a choice to work. In addition, it places a legal duty on local authorities to improve the well being of children up to the age of five by improving the outcomes for all children.



#### ◀ MODEL EXAMPLE

This model served many purposes, from the initial design stages through to explaining our scheme to council officials. Creating the model as a team was an initiative that brought us together, as a unit, propagating our initial design ideas surrounding the proposed development. The model serves to show the density of the buildings on site and the heights, relationships that emanate between them and how in turn this may affect such issues as travel, parking and other factors brought up in this design and access statement.

## 07 CHILDCARE ASSESSMENT

### Existing Nurseries

The existing nursery's as shown in Fig.3 are all of a significant distance away from the site. As exhibited in Fig.3 the opening times of the existing nursery's within the surrounding area are significantly shorter than that of the proposed development as shown in section3.

### Nursery Related Retail and Commercial Properties

In Fig.2 there is noted a baby supply store, indicating that there is a significant amount of parents in the area. Fig.2 shows the location of a nursery recruitment agency, dedicated to finding staff for nursery nurse roles, nursery teaching roles and nursery management roles. This will be extremely useful when recruiting and in turn the nursery will benefit the recruitment company through providing custom.



Figure 2

A Greenwich Baby (baby supply store)

B - Bresta (nursery recruitment)

C - Little Sponges Montessori at Home (nursery school)  
Opening times - 9:30am - 12pm / 12:30pm - 3:00pm



Figure 3

A - Rachael McMillan Nursery School (nursery)  
Opening times - 8am - 6pm

B - bunnyhops Day Nursery (nursery & creche)  
Opening times - 8:30am - 12:30pm OR 1:30pm - 5:30pm

C - Play House Community Nursery (nursery & daycare centre)  
Opening times - 8am - 6pm

D - St Michael's Community Centre (day nursery)  
Opening times - 6pm - 5:45pm

## 08 MARKETING REPORT

### The Subject

The primary clientele are full time working couples working within the surrounding area. The company wishes to establish a significantly large full-time regular client base in order to build healthy, consistent revenue, ensuring a stable business. Customer relations are important and as such regular meetings with the parents will take place, ensuring everyone is happy with the standard of service.

Secondary clientele are part-time workers/drop-ins comprising of approximately 20% of revenues. This market is not the primary focus but sufficient flexibility regarding this matter will be implemented, producing supplemental revenues.

Advertising will be done using several mediums:

- Through the Child Services, for whom the nursery will be registered, where they shall be recommended to parents who are looking for nurseries within their local area.
- Local newspapers will be contacted for advertisement space.
- There will be significant advertisement done through the Internet.
- Working within the local area flyers will be handed out, especially around nearby residential areas.
- Being valued members of the community, currently residing within close proximity to the nursery our clients will use word of mouth to build relationships and advertise their business.



### ◀ THE ECONOMY

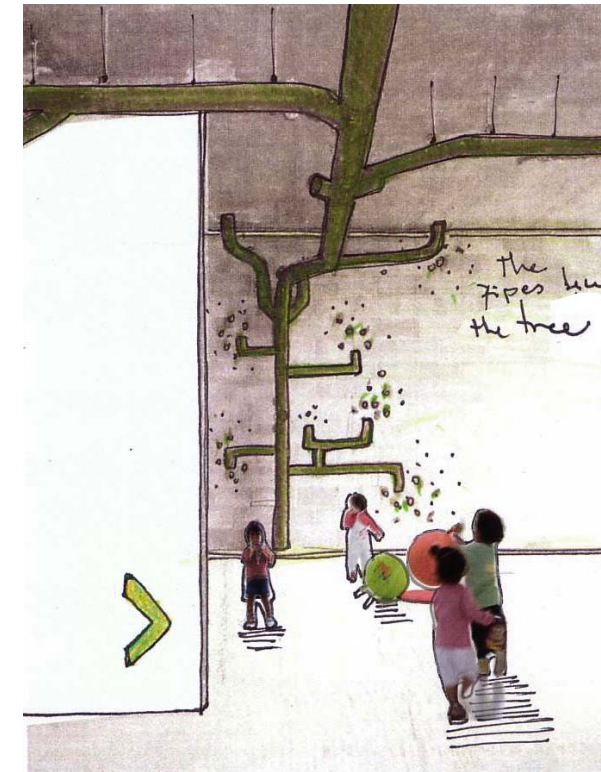
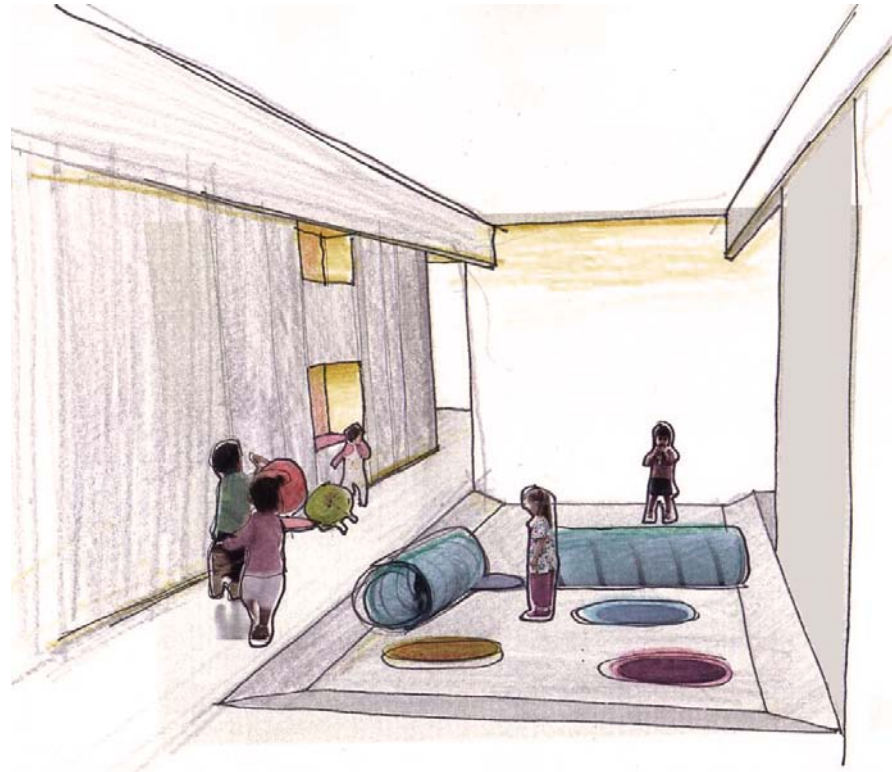
The marketing report submitted in this document is proficient evidence that our client is dedicated to contributing to the newly formed community within the 43-81 Greenwich High Road redevelopment and the wider site alike. The involvement of local amenities such as advertising in local newspapers will serve to push up the market value of the company while also benefiting the community.

08 MARKETING REPORT

Opening times

The opening hours are Monday till Friday 7:30am - 6:30pm. The extended time is to allow parents who go to work early or finish late to have sufficient time to pick up their children.

There is also an extended service from 6:30am – 7:30pm for parents who are running late, or who work late. There will be a subsequent additional fee for this service.



## 08 MARKETING REPORT

### The Site

Overall, block F (the application site) forms part of a vibrant and highly accessible mixed-use locality, which is currently undergoing significant change through major development in the area. The effect of this will be to introduce a significantly new resident population to the area, as well as a new built accommodation for a range of land uses including hotel, offices, retail and restaurant. The introduction of these new units is a positive one.

Two flat advertising boards have been erected on the hoardings around the site and refer to the “sale or let of offices from 500 to 35,000sq ft”. The existing advertising boards also refer to the availability of retail floor space.

During a difficult period in which no floor space was sold, as it was advertised, for commercial purposes, planning permission was granted to convert the space to residential units. This move is another indication as to how popular the area is to move to, and further still a suggestion that many more families could be moving on site.



### ◀ INTEREST IN THE PREMISE

The floor space the proposal is focused on has remained untouched, with little to no interest being shown in it since the redevelopment started. The change of use proposed would only serve to benefit the economic stability of the wider redevelopment site and would inevitably become an integral part of this.

## 09 FLOOD RISK ASSESSMENT

This report makes reference to the Flood Risk Assessment produced for Pure Gym Ltd and presented as a supporting document in an application now granted for a change of use to part of the ground floor and first floor in Block E, 43 – 81 Greenwich High Road, application number 11/2723/F.

The report does not conclude that the development will negatively impact the site; in fact, it states that the overall redevelopment of the area will reduce the risk of flooding due to alterations and additions to the drainage system. The development has been constructed in accordance with the Environment Agency's recommendation that allowance be made for a river flood level of 5.83 AOD, raising the wall to 5.83 AOD.

A careful layout of internal space was implemented in order to help prevent damage to the building or danger to its occupants in the event of a flood. Essential services and storage space have been raised and designed above the predicted flood level; including plug sockets being raised and covered within the nursery. Working with the flood risk assessment produced for block E we have been able to gauge what safety protocols need to be addressed.



## 10. CONCLUSION

It is certainly evident by the information provided the change of use to Block F, of the 43-81 Greenwich High Road development from D1 to B1 status is positive move. It will offer what is to be a new community situated within the immediate site, an important resource, that we predict will be heavily used. On analysis of the site there is a large amount of new residential apartments that will require the assistance of a nursery, and searching further afield we find a large gap between the application site and any other nursery's. Being situated within the redevelopment which houses a number of available apartments we believe the nursery would serve only to attract people to the site, offering a valuable local resource that, due to its location, becomes an attractive proposal when working in conjunction with these available units. This would then become important to the marketing of the whole redevelopment. When looking at the marketing systems that are in place for the proposal it is evident that they are well thought through. On top of this the company has recently claimed its Limited status, giving an insight into the serious intentions our client has to offer.

Looking at the other applications that have been granted we can presume there is a certain intensity to the foot flow throughout the redevelopment. This means that the proposal, even with its well thought out travel and parking scheme, would not stand out, being surrounded by a dense population of inhabitants. Further still, decisions such as taking the children to a local park off site for outdoor activities to prevail would lessen the impact for which the nursery would impose, specifically in terms of acoustics.

We have progressed the design in accordance to educational governing bodies, assuring that the children to use the nursery will have the highest standard of education possible. As well as complying with regulations to achieve a better standard of learning we also progressed with a strong, bold architectural style, which involved opening up the back room as an atrium. This large open volume acts as a central hub for activities within the nursery, while also drawing in daylight and helping with ventilation. The open plan layout of these rooms also means that visibility is accentuated.

Ultimately the proposal should act as an ideology for the local community, knitted finely together with the density of the other units surrounding it, and while the nursery will benefit the site, the site will also benefit the nursery, using its density as a safety barrier to the children while also providing it with a market for which to work off. The 'creekside walk' as proposed by the council will serve only as inspiration for the children, as the architecture of the proposal integrates with its physical context through its transparent nature creating a learning landscape.

## 11. APPENDIX

Minutes of meeting with Ms. Victoria Wood at Greenwich Council's Offices on the 23rd December 2011

In attendance: Curro and Matthew from Studio Idealyc (SI), Victoria Wood from Greenwich Council (V) and Collins and Chizzy Chukwukere, the applicant (C).

In discussion: Proposed Change of use from B1 to D1 at Block F, 43-81 Greenwich High Road, Greenwich.

### 1.0 Current Use

1.1 SI, V, C discussed the current use of the redevelopment and the surrounding blocks.

1.2 All ground floor units are classed as B1 at the moment although there is a planning application currently being processed to change the use of part of the ground floor and first floor from B1 to D2 (Gymnasium).

1.3 The affordable housing and new apartments are mixed for integration.

1.4 As the block has been vacant, V states that it will be important to demonstrate the length of time it has been vacant for, gathering research including any other interest there has been for using the ground floor of block F.

1.5 This information will form part of the Marketing Statement, one of the supporting documents SI are recommended to submit.

### 2.0 Green Space

2.1 SI, V, C discussed the use of the green space in the courtyard and at the rear of the property, facing the water.

2.2 V advises that the green space can certainly not be sectioned off in any way, permanent or temporary as the council intends to develop the area as a public space, creating a "creekside" route for people to enjoy.

2.3 This development is part of a Section 106 agreement between the council and the developers and cannot be impeded. However direct access to this public space will be beneficial to the scheme proposed as it can be treated as a local park for taking children on a trip out of the nursery.

### 3.0 Early Years Team

3.1 The internal layout of the property will be subject to the guidelines issued by OFSTED for provision of a good environment, requirements and minimum space requirements for different age groups.

3.2 Liaison and support from the Early Years Team and the OFSTED inspectors or equivalent will be crucial for satisfying the planning department with regards to the interior.

### 4.0 Building Regulations

4.1 Compliance with the fire safety aspect of the Building Regulations, and the size of the internal spaces will be essential issues.

### 5.0 Precedent

5.1 V suggests looking at a successful nursery in Canary Wharf which uses the internal space available to create an area that children enjoy safely. This may act as a precedent that SI can cite in the final submission.

5.2 Certain aspects of the ongoing application for changing the use of part of block E as mentioned above may be referred to in SI's application and the outcome of this application may set a precedent for the proposed scheme.

### 6.0 Marketing Statement

6.1 Further items to include in the Marketing Statement were then discussed. information gathered about other nurseries in the area is important to show that the nursery will be beneficial to the area's infrastructure.

### 7.0 Transport Statement

7.1 V advises that a transport statement will form another crucial supporting document for inclusion in the complete package of the works.

7.2 This will involve the access the site has to public transport and all the modes of transport that staff and parents are likely to use to journey to and from the site.

7.3 The timeframes in which there will be increased travel to the site, for example when parents will come to drop off or collect children and when staff will arrive and leave.

7.4 The report must demonstrate that no congestion will be caused by the proposed development. Available and designated parking will form part of this document and the parking designated for the ground floor of Block F already included in the scheme for the redevelopment will support the document.

7.5 A buggy shelter for the storage of perambulators may also be included in the travel plan to support the application.

#### 8.0 The Community

8.1 An important issue raised that continued to be considered as paramount to the success of the application was the involvement of the community, users of the commercial areas and residents living in the redevelopment.

8.2 Letters of recommendation will be very beneficial and thorough research demonstrating that the proposed resource will be welcomed by the residents who will benefit from the convenience of having the nursery below them or across the courtyard from them.

8.3 Included in this sample of public opinion and gathering of statistics will be figures demonstrating the allocation of housing which is affordable, single bedroom, sharing, and family.

8.4 SI, C and V discussed the possibilities of gathering this research, such as email and postal canvassing or using a suggestion box and posters to request responses. The research will be both quantitative and qualitative in nature and can be cited and arranged as diagrams for presentation in the final application.

#### 9.0 Employment

9.1 Employment was another key issue to be raised in the commercially orientated change of use.

9.2 SI must be able to demonstrate the number of full time and part time staff that will be hired, including carers, managerial roles, admin staff, cleaners and possibly security.

9.3 This number and the opportunities for employment for local people will be important for the approval of the scheme as SI must demonstrate that the proposal will be creating job opportunities.

#### 10.0 Flood Risk Assessment

10.1 As the area is marked as a flood risk area a flood risk assessment has been produced for the initial redevelopment and the subsequent change of use application for block E includes another report that extends the scope of the initial report.

10.2 The fact that the area is at risk from flood must certainly be acknowledged in the application and SI must demonstrate a response to it, for example, placing the sockets in the building at a higher level than usual.

10.3 The flood risk assessments previously produced however will benefit SI as SI can refer to this instead of issuing a new report.

#### 11.0 Conclusion

11.1 Further to the discussion SI must consider creating the supporting documents described above to cover the relevant areas of interest, each in a greater level of detail.

11.2 The reports to be included will be a Transport Statement, a Marketing Report and possibly an Economic Development Assessment regarding employment.

11.3 The Design and Access Statement will provide additional detail on the scheme and serve to bring together all the information in these reports to give an overview in support of the proposal.

11.4 Further to these reports, evidence of involvement with the community and child minder regulatory bodies will support the application, providing evidence for that the nursery will be a positive addition to the local area.