

# THE DEPTFORD ODEON & GATEWAY PROJECTS 1992/93



SOUTH LONDON  
FAMILY  
HOUSING ASSOCIATION LTD

Putting Homes First



## A POSITIVE CONTRIBUTION TO INNER CITY REGENERATION

Our new developments in Deptford demonstrate what an innovative housing association can achieve in helping to renovate a run down inner city area. We have tackled sites which had lain derelict for many years. We have built not only new homes, but shops for local businesses, together with a training centre for local unemployed people.

The result is a positive contribution to inner city regeneration. South London Family Housing Association are delighted to have taken this lead.

Steve Bendle  
Managing Director S L F H A.



One bedroom town houses for low cost home ownership.



## DEPTFORD

Deptford (meaning Deep Ford) was a fishing village when Henry VIII founded the shipbuilding yard in 1512. Together with the yard at Woolwich it proved to be of paramount importance in the growth of the Royal Navy, leading to Deptford's residential and commercial development.

Today the challenge is to retain business activity in the area and to improve the environment – both tackled directly by the redevelopment of these very visible sites.

Joy Shodiya (far left) and sisters Andrea & Natasha Andreous (far right) have opened for business.

## THE ODEON PROJECT

The development occupies the corner of Deptford Broadway and Deptford Church Street, derelict for nearly 20 years since the closure of the Odeon Cinema.

The new scheme provides:

- 19 flats and 4 town houses for low cost home ownership.
- 6 flats for homeless single people rehoused under the Department of the Environment's Rooflessness Initiative.
- 11 flats for Chisel Community Housing Association, let as a housing co-operative.

The £2m scheme was built by Elmore Developments Ltd. SLFHA's South London Design were responsible for the interesting architectural approach and acted as employer's agents.



*Trainees and staff at PFA's new training centre.*

## PEOPLE FOR ACTION

SLFHA's project People for Action helped local people find jobs and training on the sites while they were being built. This initiative is being developed on a much wider scale by the Local Labour in Construction scheme, based in one of the Odeon shops.

PFA now run a purpose built training centre in the Gateway Development, helping unemployed people to develop their skills and providing valuable facilities for local community groups. PFA will also be managing the shops.

## THE GATEWAY PROJECT

The development is off Reginald Square Deptford and rebuilds several derelict sites leading onto Deptford High Street and Broadway.

The new scheme provides:

- 33 flats for rent;
- 6 flats for the Rooflessness Initiative;
- 9 flats for Chisel Community Housing Association;
- a training centre for SLFHA's project People For Action.

The £2.4m scheme was built by Lovell Construction Ltd. with South London Design as employer's agent.



*Entrance to flats at the Odeon scheme.*

## FUNDING

Both schemes were funded by the Housing Corporation and the DoE's Rooflessness Initiative for single homeless people. Deptford City Challenge also contributed £550,000 to the Odeon development.

SLFHA raised private loans to top up these grants and to pay for the shops and PFA's training centre. The shops are funded with long-term loans, so SLFHA has the scope to be flexible in letting them in ways supportive to new local businesses.



*Homes for rent at the Gateway Scheme.*

## SOUTH LONDON FAMILY HOUSING ASSOCIATION

SLFHA has provided social housing for over 25 years in ten South London Boroughs. During this period, SLFHA has built a reputation for an innovative approach to tackling the problems of homelessness.

This attitude enabled SLFHA to accept the challenge to help to regenerate and revitalise parts of Deptford which has been declining for many years.

The benefits to the local community are manifold - modern economic shop units for local businesses, training opportunities in a purpose built centre for the unskilled and unemployed, a mix of tenures with homes for shared ownership and for low cost rent.

Crystal Palace Housing Association is the shared ownership arm of SLFHA. Founded in 1981, it has provided over 2,000 new homes through low cost home ownership schemes.

## CHISEL COMMUNITY HOUSING ASSOCIATION

Chisel is a community Housing Association which provides a range of services to other housing co-ops as well as managing its own stock. Chisel also undertook the project management of the Odeon Cinema/Gateway scheme.

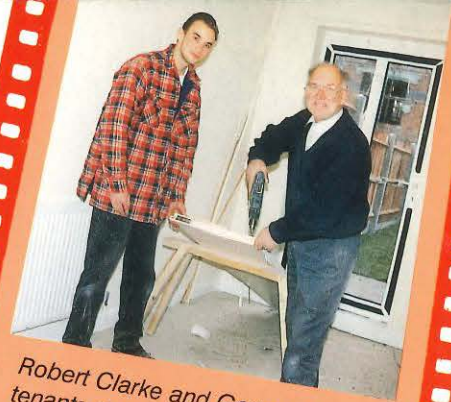
Chisel is currently developing a range of self-build and short-life schemes mainly in Lewisham and Greenwich and as far afield as Colchester and Brighton. It is an organisation committed to a people-centred approach to housing.

## PEOPLE FOR ACTION

People for Action was launched by SLFHA in 1990 to show how housing associations can bring wider social and economic benefits to the local communities they work in.

PFA now runs a range of training and work experience schemes funded by the Training & Enterprise Council and the employment service. It also gives small grants to support new community enterprises, and is developing other projects which can provide work and training or which help to improve the local environment.

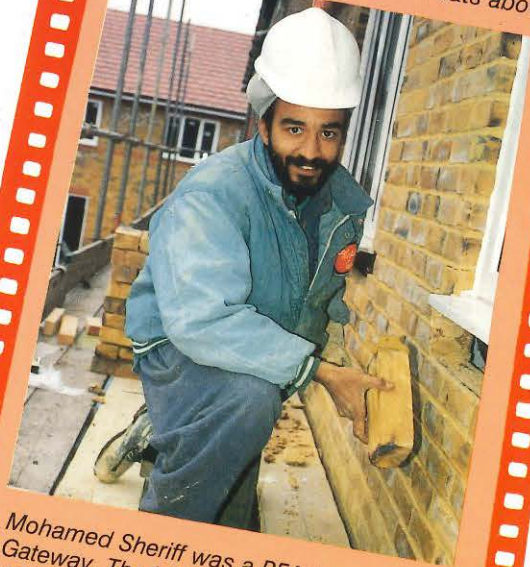
PFA is based at 441 New Cross Road, SE14 6TA. Tel. 081-694 1464. and The Gateway Training Centre 26 Admiralty Close, London SE8 4SS. Tel: 081-694 2967.



*Robert Clarke and George Brophy, tenants on the Bonamy Estate, found jobs through the Local Labour scheme.*



*PFA's new training centre with flats above.*



*Mohamed Sheriff was a PFA trainee on the Gateway. The LLIC team then found Mohamed employment.*



*The High Street market.*



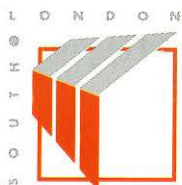
*Shared ownership at the Odeon.*



*The local school playground.*



*Fitting out an Odeon shop.*



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