



Consultation on proposed changes to West Norwood Cemetery

**Consultation Report
November 2017**

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1. Introduction

1.1 Background

West Norwood Cemetery was established by Act of Parliament in 1836 and designed by Sir William Tite. It was laid out, in what was then open countryside, close to the Great North Wood to relieve the over-full churchyards of the growing city of London.

In recent years the Gothic Revival-style cemetery, which contains 69 Listed Grade II* and II memorials and structures, has faced an increasing threat to its future and long-term sustainability. With local residents and our partners we hope to address this through a National Lottery-funded project.

With Heritage Lottery funding (HLF) and Lambeth's match funding we have a budget of £441,000 to develop proposals for the Cemetery over an 18-month period, up to August 2018. If we successfully secure a HLF grant to protect and improve the cemetery, we expect work will be carried out over five years between 2019 and 2024.

1.2 Our proposals

'Norwood Cemetery: A New Beginning' is a HLF-funded project that proposes conservation of the cemetery's significant landscape and built structures and increased community use. It includes ideas for the conservation of monuments along with a new visitor centre to tell the cemetery's history. By enhancing visitor amenities - and accessibility - we want to encourage greater use by local people, in a densely populated area, where there is a lack of open space.

We hope to develop an activities programme to support volunteering and learning as well as design digital and interpretation materials. This will provide an opportunity to learn about the heritage of the cemetery and explore the stories of those associated with it such as Mrs Isabella Beeton, Sir Henry Doulton, Baron Julius Reuters and Sir Henry Tate, who remain household names today.

Development of our proposals is likely to take up to two years because we want to consult widely with local residents and the wider community, along with our project partners, the Friends of West Norwood Cemetery, in order to secure funding from the National Lottery to deliver the final vision.

2. The consultation

2.1 Consultation objectives

The objectives were to gauge support for the project's outline proposals and find out how people currently use the space, what they value about the cemetery, their views on potential improvements and suggestions for volunteering.

2.2 Who we consulted

We consulted local people including residents, voluntary organisations and businesses as well as the wider Lambeth community and other stakeholders.

2.3 When we consulted

Phase 1 consultation ran from 6th August to 30th September 2017.

2.4 How we consulted

A questionnaire was developed to collect the views of stakeholders in order to inform the Heritage Lottery Fund Stage 2 proposal. The questionnaire was available on Lambeth's

website during this period, as well as in hard copy at both FEAST events during this period and also available from the Bereavement Services offices at the cemetery. In addition, two open public sessions were held at The Portico Gallery, Knights Hill.

Various methods were used to promote this consultation and engage more widely.

- The questionnaire and open public sessions at The Portico Gallery were promoted via Norwood Forum's e-bulletin and other local online distribution channels.
- Stakeholder lists were emailed consultation information and links, with reminders.
- Flyers were distributed to the residential roads bordering the cemetery
- A Love Lambeth blog-post promoted the consultation
- The project team visited local community venues, including West Norwood Leisure Centre and the Old Library
- Targeted consultation with local groups, including The Rathbone Centre.

2.4.1 Press activity

There was no specific press activity.

2.4.2 Digital activity

The questionnaire was promoted via Lambeth's Twitter and Facebook accounts and via a "Love Lambeth" blog post article

2.4.3 Print activity

- Flyers were distributed door to door in the area of West Norwood immediately surrounding the cemetery.
- Information posters were posted on the cemetery railings and in local estate noticeboards
- Local shops were provided with flyers promoting the consultation and associated events.
- Flyers were distributed at West Norwood Train station
- Flyers were distributed at Lambeth Archives Heritage Day festival

2.4.4 Event activity

- Two engagement events were held at the Portico Gallery on Wednesday 13th and Saturday 16th September
- The team were available at the West Norwood Health and Leisure Centre on Tuesday 19th and Wednesday 27th September.
- The team engaged with local tenants and residents' associations via email flyers, but it did not prove possible to attend a meeting due to conflicting agenda items
- The team also held an informal engagement session with young people at the Old Library, co-hosted by Rathbone

2.5 The cost of consultation

The total cost of the consultation was:

Printed materials: £258.00

Space hire: £200.00

Event furniture hire: £488.00

Total: £946.00

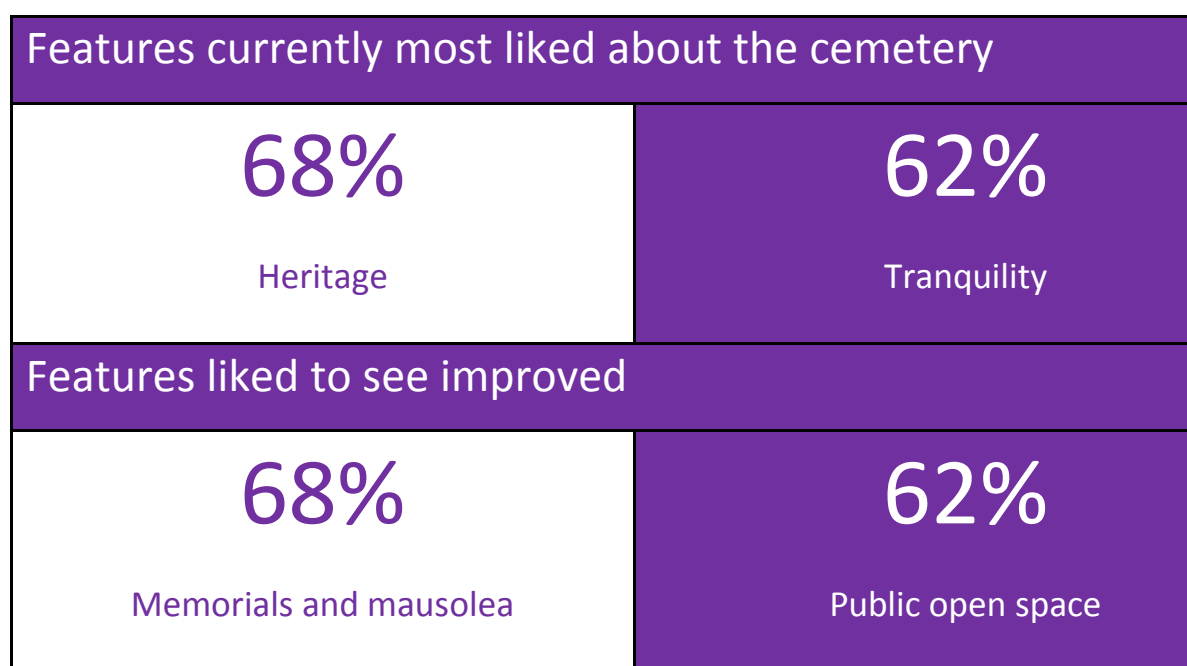
3. Responses from members of the public

3.1 Summary of results

159 people responded to the consultation questionnaire, with additional informal feedback and comments collated during consultation period also recorded.

Below is a summary of results of those that responded via the consultation questionnaire:

Conservation, management & maintenance planning



Support for project proposals

89%

Strongly Support or Support the drainage proposals

96%

Strongly Support or Support the conservation of the 16 Heritage At Risk monuments

94%

Strong Support or Support the restoration of St Stephen's Chapel

Creating new volunteering opportunities

Interest in volunteering opportunities within the cemetery

35%

interested in volunteering opportunities

49%

Interested in Heritage and Conservation volunteering

Developing a broad activities programme

Interest in activities

87%

Self-Guided tours

88%

Guided Tours

88%

Exhibitions and displays

70%

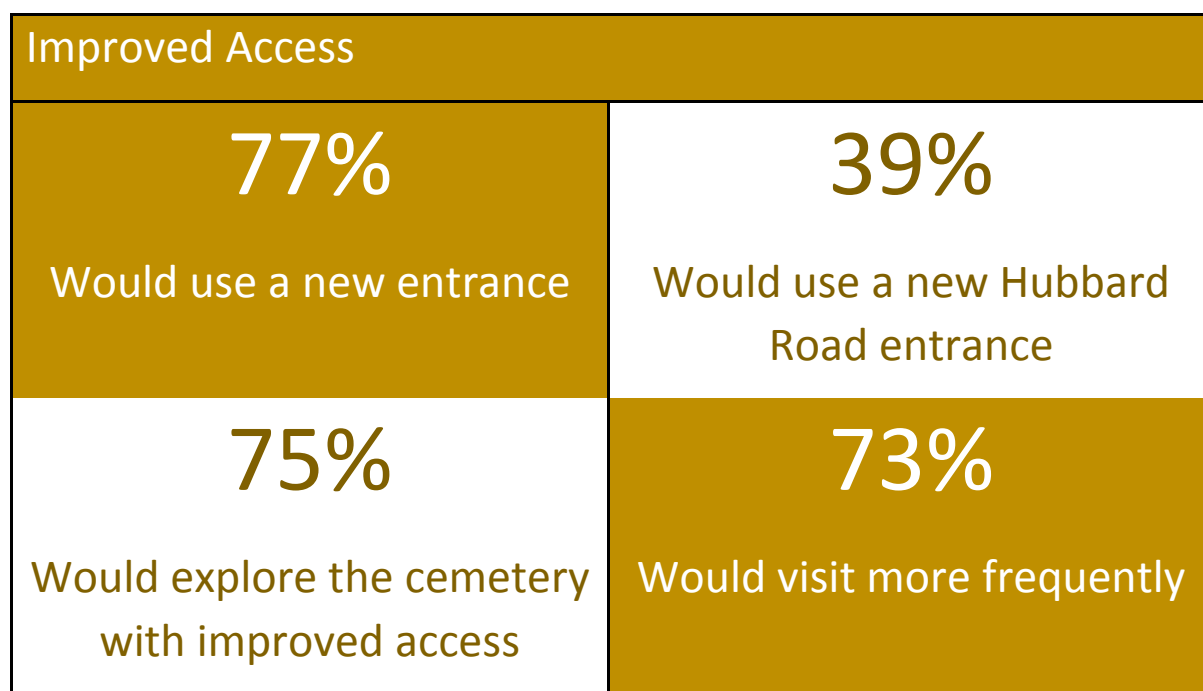
Community events

Providing a visitor centre

Visitor centre facilities	
96% Toilets	87% Flexible space
83% Research facilities	73% A kitchen for refreshments
59% Mobility buggies	39% Out of hours access

Visitor centre design	
83% Support the visitor centre design	77% Would use a visitor centre

Improving accessibility to the cemetery's heritage



3.2 Summary of post code analysis and demographics

85% of respondents are Lambeth residents. The majority of these are from an SE27 postcode

For a link to the map showing local distribution, go to

<https://www.google.com/maps/d/u/0/edit?mid=1vJWOgWuYhtmgkmumlxBdnGpJptc&ll=51.43446764045116%2C-0.09436608665782842&z=15>

Of the respondents:

- 58% are women
- 81% are below pension age
- 90% stated that neither they nor anyone living with them had a disability
- 82% stated that either they or their partner are in paid employment for more than 16 hours per week
- 73% describe themselves as White British

3.3 Additional comments

Many respondents used the opportunity to write substantial comments, which are grouped around a number of key themes. The most significant of these are:

Support for the provision of a second pedestrian entrance

This was mentioned by people in a number of sections throughout the questionnaire:

'Access is the only issue for me with only one entrance to such a big space.'

'I would like to see two new gates opened up in the walls to make throughways and link up parts of West Norwood.'

'Personally I would still use the main entrance but could see the benefit of an additional entrance.'

Backing for public access to St Stephen's Chapel

Many comments were received on opening up of St Stephen's Chapel for greater public access:

'Opening up the chapel would provide a unique space for people to use that would attract people to the area', 'I have been involved personally with four different performances in and around this chapel each of which, large and small, have been enormously enhanced by the dignity and history of this chapel.'

'I would also like to see much more use of the Greek temple to stage cultural performances and acts of remembrance.'

'Fantastic opportunity to make use of a special space (have always wondered what it's like in there). The whole Greek area is fascinating.'

The value currently placed by local people on the cemetery's tranquil environment

The cemetery is valued for the peacefulness of the space and the opportunity it provides for quiet reflection:

'It's a calm oasis away from the hustle & bustle of West Norwood High St.'

'It's an interesting place to visit and a nice walk.'

'A place to reflect.'

'This may destroy the quietness and tranquillity...people go there to visit the remains of loved ones ...This is going to encourage noise nuisance.'

Interest and support in events and volunteering programmes.

There was interest in a number of volunteering opportunities including gardening, litter-picking and promoting biodiversity in addition to acting as tour guides and well as getting involved with arts and wider cultural events.

'Fantastic idea. I think a lot of people would love the opportunity to visit exhibitions and events - a real community feel.'

'... a wider variety of ethnic, musical and cultural activities.'

'Introduce children/ young people to WNC history!'

The need for more detail to make informed decisions

There was a need for more detail to make informed decisions:

'I might like to see drainage improved, but no information is provided here on why this is needed'

4. Responses from statutory bodies and other stakeholders

A response was received from Norwood Forum which included the following main points:

- More could have been done to ensure that the consultation reached a wider demographic

- More emphasis should be placed on the cemetery's importance as a local green space
- The importance of improved maintenance of the cemetery should not be under-estimated
- The proposals for the visitor centre seem to lack ambition. Consideration should be given to providing a community space for hire.
- Support for a second pedestrian entrance
- How the cemetery could form part of the wider 'cultural hub' in Norwood

5. Next steps

The project team, with the agreement of the Steering Group, will be carrying out a series of engagement sessions during the latter part of 2017 and early 2018 with groups, to include:

- Norwood Forum
- L'Arche
- Kingswood Childrens' Centre
- Emmaus
- Woodvale Tenants' and Residents' Association
- Local Sheltered Schemes
- Robson Road Residents Association
- Hubbard Road Residents
- Metropolitan Police
- MenCap

This is in order to build relationships , raise the profile of the project and to directly engage with those less well represented in the initial consultation response, including older people, BAME groups and those with disabilities.

The responses received from the formal consultation will inform the next phase of works and will shape the detailed-design phase of the proposals. Further consultation on the detailed proposals will be carried out before the bid is submitted to the Heritage Lottery Fund in summer 2018.

A project website with associated social media platforms will be developed to continue to build upon public engagement and participation in the development of the project's proposals.

A Frequently Asked Questions (FAQs) document has been produced to address questions collated through the first phase of consultation.

Appendix A – Consultation communications

Channel	Form
Social Media	LB Lambeth Facebook
	LB Lambeth Twitter
Email updates	Email notifications and updates
	FoWNC newsletter
	Norwood Forum newsletter
Lambeth Communications	Love Lambeth blog
Printed materials	Flyers
	Posters
Outreach events	WN FEAST 6 August
	WN FEAST 3 September
	Lambeth Archives Heritage day festival
	West Norwood Leisure centre
	West Norwood Train Station
	The Portico Gallery open sessions

Appendix B – Consultation distribution area

West Norwood Cemetery
West Norwood High Street
West Norwood FEAST (August & September)
Dunbar Street
Dunelm Grove
Auckland Hill
Pilgrim Hill
Hubbard Road
Durban Road
Martell Road
Vale street
Robson Road
Knights Hill
Dunbar Street
Carnac street
Ross walk

Appendix C – List of stakeholder consulted

Elected members	Name
Lambeth councillors	Cllr. Max Deckers-Dowbers
West Norwood Cemetery stakeholders	
Service providers	Bereavement Services
Monument owners	Greek Cemetery Enclosures Trust
Heritage groups	Friends of West Norwood Cemetery (FoWNC)
	Historic England
Cemetery visitors and users	Cemetery visitors
	Local residents
Voluntary and community sector groups	
Disability groups	The Rathbone
Resident Groups	Robson Road Resident Association