

# NextGen Panel

Session 2 report

Held on 15 May 2025



UNIBAIL-RODAMCO-WESTFIELD





# Contents

## Introduction

Page 3

## Tour of the site

Page 4

## Masterplan Framework

Page 5

## The panel's feedback

Page 6

## What's next?

Page 8



# Introduction

## About this session

The panel was taken on a tour of the site and asked to reflect on their experiences of living, working and studying in the area. They were then given a presentation on the Masterplan Framework by Allies and Morrison and given the opportunity to ask any questions or share feedback on the approach.



## Workshop 2

### Experience of the site

Following a tour of the site, the panel then presented their experiences living, working and studying in and around the site on large maps.

**They were asked to reflect on:**



#### Enjoyment

Is there anything you currently enjoy about the area and why?



#### Safety

Do you feel safe on your route? What makes you feel safe? Are there any areas that feel safer than others?



#### Pride

What makes you feel proud when walking through the North End Quarter, and what would help make you feel more pride?



#### Access

Do you think the area is accessible? What could be done to improve accessibility?



# Tour of the site

The panel was taken on a tour of the site, led by the URW team and architects Allies and Morrison. This gave them a chance to look at the opportunities and challenges presented by the site and to see behind the scenes including the vast basement spaces.

As they were taken around the site, the panel was asked to reflect on their experiences living, working and studying in Croydon. The results of this can be seen on the following pages.



“Thoroughfare through town centre feels unsafe and derelict at night - behind Centrale doesn't feel welcoming, difficult to navigate and hostile”



“Allders being vacant makes me feel disappointed”

“Buildings are too big and isolated, not welcoming, should be more open and inviting”

“Do you plan to put in any cycle highways?”

“What are the spaces labelled community going to be used for?”

“The public square should be in the centre, otherwise it looks like it's just for the people in the nearby homes”

## Masterplan Framework

Following the site tour, the panel was given a presentation by Allies and Morrison on the Masterplan Framework.

This presentation set out the background of the document and how it was being used in the development. The panel was then given more detail on the ten key principles informing the development of URW's plans.

The panel then had the opportunity to ask questions of the project team, with areas of interest including the location and amenity of public spaces, desire for green space to be included, questions on what the community spaces will be used for and what the plans for cycle connectivity will be.



# The panel's feedback

While on the site tour, the panel was asked to consider their experiences of and feelings about the local area.

The panel wrote these on comment cards while walking the site, and then split into groups to put their thoughts onto maps.

A representative selection of the panel's comments can be found on the map.

## Key takeaways



### Enjoyment

Enjoyment was found in and around Centrale, as well as along Frith Road.

There were suggestions made for the Whitgift basement to be used for nightlife. There was also a desire to see tennis courts and five-a-side pitches built in the town centre.



### Safety

Safety was a particular concern for the panel along North End and Wellesley Road, and around West Croydon station.

Anti-social behaviour, harassment and difficulty crossing the roads were all flagged.



### Pride

The panel found pride in Croydon's diversity and the history in buildings such as Allders and Electric House.



### Access

Access issues were identified along the boundaries of the site, particularly to the west around Centrale and to the east on Wellesley Road.

Opportunities were identified for new cycle lanes on Tamworth Road and new routes near Centrale.

## Key

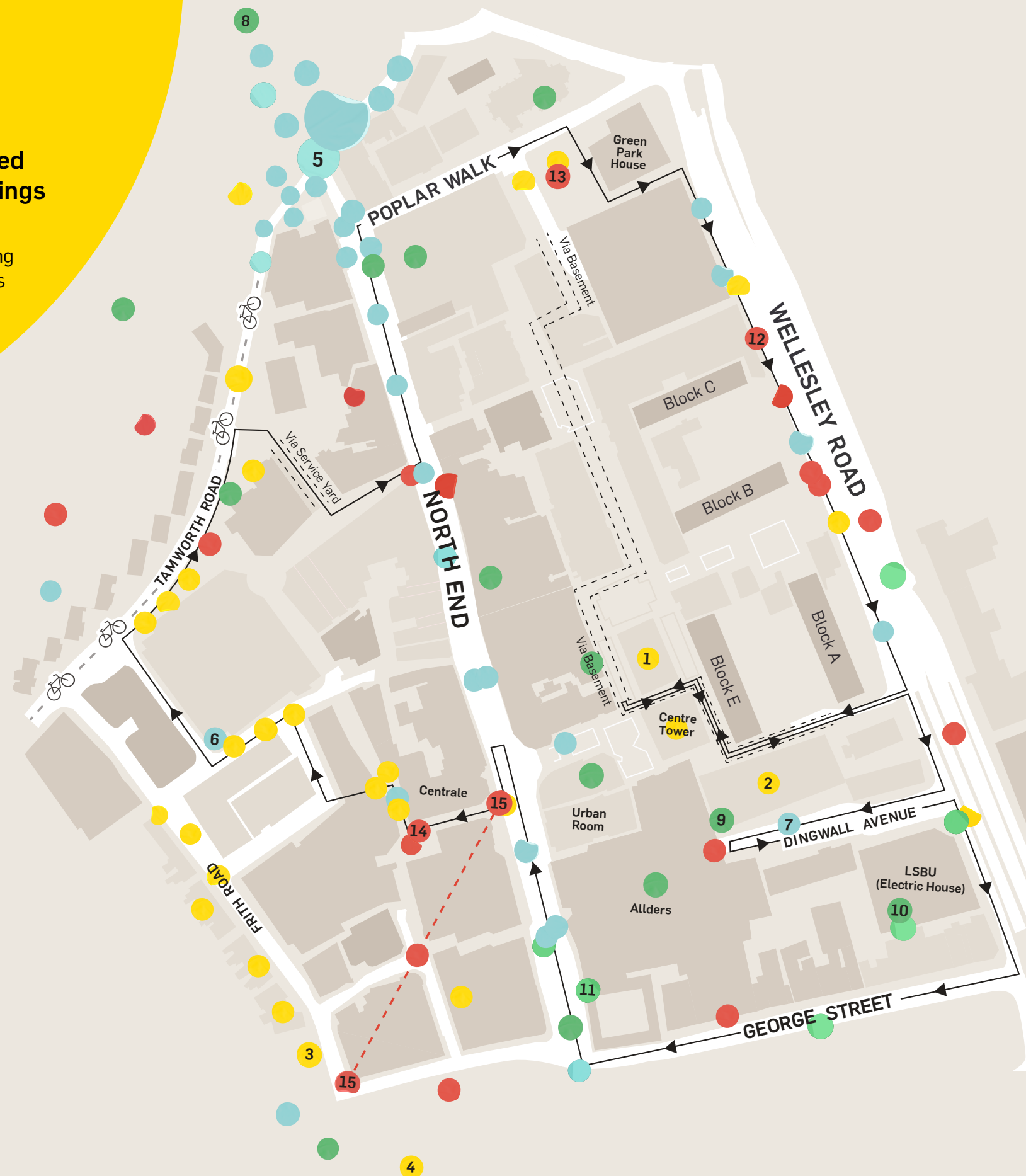
The panel placed coloured stickers on maps to represent areas with a positive or negative association to the below themes. They also annotated some areas with their ideas for what could go there in the future.

- Enjoyment
- Safety
- Pride
- Access
- Site tour route

## Comments

- 1 Put a live music venue in the basement
- 2 Could put seven-a-side pitches here
- 3 Could put five-a-side pitches and tennis courts here
- 4 Surrey Street market
- 5 Prone to antisocial behaviour but home to great greengrocers and small businesses
- 6 Difficult to navigate with uninviting backroads
- 7 Feels unsafe, would benefit from more footfall and better access
- 8 A very diverse area
- 9 Feels unloved and would benefit from better shops and communal areas
- 10 Beautiful building reflecting Croydon's history
- 11 Allders is a building with great history that makes me look back with pride
- 12 Near the main road but needs improvements for pedestrians
- 13 This area could be more welcoming if improved
- 14 Upper floors are currently unused
- 15 New routes would be useful here

Suggested cycle lane





# What's next

**We are excited to hear more from the panel and will continue to meet with them across the year.**

While URW's plans for the site continue to be developed, the panel will have the chance to examine these in greater depth, working with the project team to ensure local young people's voices are heard.

## Contact details

 [URWCroydon.com](https://www.URWCroydon.com)

 [info@URWCroydon.com](mailto:info@URWCroydon.com)

 0800 307 7984

