



**July 2009**

**A new future for historic Waterloo street announced: Design contest opens for Lower Marsh Regeneration Project.**

Lambeth Council has announced major plans to help regenerate one of Waterloo's hidden gems, Lower Marsh. South Bank Employers' Group is managing the open design contest on behalf of the council and local stakeholders. The details have been issued through the Official Journal of the European Union (OJEU) and design teams are being invited to express their interest in the scheme by 5pm, 19 August 2009.

Lower Marsh is one of London's oldest shopping streets and this project to improve the physical environment of the market runs in parallel with a scheme to boost Lower Marsh Market by outsourcing the management of the market to a commercial company to give it a new lease of life.

Councillor Nigel Haselden from Lambeth Council said: "This represents a fantastic opportunity to regenerate Lower Marsh and help make it the truly top London destination it has the potential to be. Once it is complete, visitors will benefit from de-cluttered footways and a more attractive street environment, better lighting, tree planting, easier pedestrian access and thriving and vibrant market and commercial centre."

"The council has been engaged in a range of regeneration schemes over the past few years, and the improvements to Lower Marsh will complement the fantastic improvements already seen to The Cut, as well as other regeneration schemes in Lambeth, such as Waterloo City Square, and the improvements around Herne Hill junction."

The Lower Marsh Regeneration Project will see the council working closely with South Bank Employers' Group, local businesses and residents to ensure the improvements fit the needs of local residents and businesses.

Adrian Couch, Projects Director at South Bank Employers' Group said, "We are working on a number of projects which will make huge improvements to the public realm around Waterloo Station. We have worked closely with the local council, neighbouring developments and landowners to successfully agree the pooling of S.106 contributions to fund this project. South Bank Employers' Group believes that this type of neighbourhood working is critical to solving local issues."

The project is delivered through an innovative and collaborative approach of a client group of local stakeholders, with local project management. This joint approach, in addition to the extensive consultation of residents, employees and businesses, will ensure that results are achieved that are of benefit to all users of the street.

**For more information:**

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**Notes to Editors:**

1. The Lower Marsh Regeneration Project is being led by Lambeth Council as part of their commitment to neighbourhood working in South Bank and Waterloo. The Council is chairing the project steering group.

2. The Lower Marsh Regeneration Project is being overseen by the scheme's steering group, comprising representatives from key local stakeholders. The steering group members are:

- London Borough of Lambeth
- Design for London (LDA)
- Guys and St Thomas' Hospital Trust
- Network Rail
- P&O Developments
- Park Plaza
- South Bank Employers' Group
- Transport for London
- Waterloo Community Development Group
- Waterloo Quarter BID

3. South Bank Employers' Group is an association of major organisations in South Bank, Waterloo and Blackfriars dedicated to achieving the best possible experience for employees, residents and visitors to its area. Activity focuses on improving the public realm, marketing the area as a visitor destination, developing local skills and access to jobs as well as projects which support the community.

To find out more about South Bank Employers' Group: [www.sbeg.co.uk](http://www.sbeg.co.uk)

4. Stakeholder consultation will be delivered by Waterloo Quarter BID, the Business Improvement District, working with and for local businesses to improve the area of Waterloo. [www.waterlooquarter.org](http://www.waterlooquarter.org)

[www.lambeth.gov.uk/ContractOpportunities](http://www.lambeth.gov.uk/ContractOpportunities)