

## Success Stories: Key achievements in 2008

### Introduction

In 2008 we were pleased to welcome two new full members of the Group, Whitbread and Park Plaza Hotels, as well as five new Marketing Group members - see below. We are also, on behalf of the South Bank Partnership, conducting an extensive opinion poll of residents, employees and visitors to inform the future work and priorities of South Bank Employers' Group and the South Bank Partnership. There has also been continued progress on implementing the Action Plan of the South Bank Partnership Manifesto. Particular achievements under the various strands of our activity are set out below.

### Public Realm

#### Capital Projects

- Launched competition to appoint a design team for Waterloo City Square
- Improved Waterloo Road by removing street clutter and installing public art banners
- Secured funds and started work on Kings' Plaza Phase II
- Refreshed London's longest open-air art gallery along Upper Ground and Concert Hall approach with beautiful designs created for Thames Festival's Rivers of the World project
- Responded to concerns about lack of public toilet provision by working with Southbank Centre to identify a potential site and operator
- Improved Sutton Walk railway arch and Belvedere railway arch as part of the Light at the End of the Tunnel programme
- Investigated ways of reducing South Bank's carbon footprint by completing the first feasibility stage of a major Decentralised Energy project

#### Neighbourhood Management

- Selected by Lambeth to coordinate its Neighbourhood Working programme in Waterloo, one of three 'model areas' alongside Brixton and Clapham Park, which commit the borough to a neighbourhood-led approach to service delivery
- Removed the 6000th graffiti tag via our dedicated South Bank Graffiti Removal Service
- Removed street clutter across the South Bank and Waterloo area, improving safety and accessibility, in partnership with Lambeth Council
- Successfully tackled rough sleeping behind Waterloo International Terminal by convening a multi agency panel to engage with local landowners

#### Safety & Security

- Launched the South Bank Patrol Service, working 7 days a week, 11am – 11pm
- Eliminated illegal street trading on and around the Riverside Walk
- Restructured South Bank Business Watch and increased membership to 32 organisations
- Worked with the Police and council to significantly reduce incidents of anti-social behaviour and street drinking

## Employment & Skills

- Secured £1 million funding to continue our employment and skills activities, in particular our Waterloo Job Shop service, until at least 2011
- Found jobs for 250 local people
- Provided employment support to 553 residents
- Trained 190 people via our pre-employment programme, including interview skills
- Enabled 50 people to complete a 2 week work experience placement in the area
- Engaged 55 employers which in turn has led to more job opportunities for local people

## Destination Marketing

- Welcomed 5 new members: London Aquarium, Dali Universe, Premier Inn County Hall, Topolski Century, London RIB Voyages
- Launched an innovative new on-street visitor information service known as InfoBikes
- Scooped Silver at the Visit London Awards for Best Visitor Information Initiative
- Conducted a MORI visitor survey to better understand our visitors
- Secured one of 3 pilots for Transport for London's new wayfinding scheme, Legible London
- Published the popular Time Out guide to South Bank and Bankside as part of a joint campaign with Better Bankside and Visit London.
- Promoted South Bank via PR coverage in titles such as The Telegraph, Guardian, Daily Mail and Time Out, as well as travel magazines and other lifestyle media

## Sport Action Zone

- Delivered 132,000 attendances at community sports sessions in Southwark and Lambeth
- Opened the North Lambeth healthy living centre at Lilian Baylis Old School and launched Lambeth's first ever 'temporary' swimming pool there too
- Introduced a new series of accredited courses known as PACT (Personal Attainment and Community Training) to recognise and upskill coaches and youth workers
- Secured funding from Barclays to revamp the tennis courts at Lilian Baylis Old School
- Refurbished the basketball court at Larkhall Park
- Launched the very first Youth Achievement Awards which were attended by SAZ's mentors Christine Ohuruogu, Darren Campbell and Linford Christie
- Welcomed Boris Johnson on site to see first hand the impact of SAZ's work on young people
- Inspired girls and young women with a visit from Kelly Rowland, formerly of Destiny's Child
- Hosted corporate volunteer days for clients such as Nike and London South Bank University

### **For more information, please contact:**

Elizabeth Parbutt, Marketing Director, South Bank Employers' Group

020 7202 6900

[Elizabeth.Parbutt@southbanklondon.com](mailto:Elizabeth.Parbutt@southbanklondon.com)