

ADVERTORIAL



# How the Elephant is changing for the better

In 2011, we made ten Fairer Future promises. These included a commitment to “Bring the full benefits and opportunities of regeneration to all Southwark’s residents and build new family homes on the Aylesbury Estate and at Elephant and Castle.”



Indicative image of the Heygate Regeneration park to be completed by 2025

**SOME OF the recent changes at the Elephant are obvious for anyone to see. The Strata for instance, the transformation of St Mary’s Churchyard into a popular new park, or the removal of the southern roundabout. Others are less so, such as the many newly built affordable housing projects, nestled in amongst the existing streets and buildings.**

But the real key to regenerating the area has always been the redevelopment of the Heygate estate, and it’s only now, with Lend Lease (our regeneration partner) given planning permission on 15 January, that the work can begin in earnest and the vast potential of Elephant and Castle can finally be unlocked.

This planning decision gives the green light to the biggest transformation in Southwark’s history - starting with the next phase in the demolition of the Heygate in August

this year. Between now and 2025, the £1.5bn plan will help tackle many of the issues which have blighted the Elephant for decades. It will open up the environment, reconnect streets, improve the landscape for pedestrians and cyclists and create an altogether more welcoming and sustainable place in which to live and work.

Over the next 12 years, the regeneration will create thousands of jobs and training opportunities. A minimum of 25% of all the new homes will be affordable homes and the extra investment in public transport, including a major upgrade to the Underground station, will secure Elephant and Castle’s reputation as one of London’s best connected locations.

Some of the changes are happening right now. More affordable homes are being built at Harper Road and Royal

*“At the heart of everything we do is the desire to create a sustainable place to live. A truly sustainable environment needs to bring economic benefits, support business growth and local job creation”*

**Mark Dickinson,**  
Managing Director of  
Lend Lease’s Development  
business in EMEA

Road, including more than 120 units at social rents. Work has begun on the new Elephant and Castle leisure centre which, when it opens towards the end of 2014, will provide a swimming pool, badminton courts, exercise studios, crèche and cafe. Others, such as the improvements planned for the shopping centre, will come a little later. But the change is happening and, together with the regeneration already underway elsewhere in the borough, will help ensure we fulfill our commitment to a fairer future for all.

**REVITALISE<sup>17</sup>**  
Southwark Council investing in...  
Elephant and Castle



*“It’s exciting to see this vital project finally gaining momentum. The regeneration of Elephant and Castle will take time, but with planning permission granted on the Heygate and work begun on the new leisure centre, we’re well on our way towards a greener, safer and more attractive neighbourhood.”*

**Cllr Fiona Colley,** Cabinet member for regeneration and corporate strategy

## The top five facts

The regeneration promises:

- 1. 5,000 new and replacement homes**
- 2. A minimum of 25% of all the new homes will be affordable**
- 3. The largest new park in central London for 70 years**
- 4. 450,000 square feet of retail space for shops and restaurants**
- 5. A new pedestrianised town centre and market square**