

Woodberry Down Masterplan (Phases 5-8)

High-Level Engagement strategy

Introduction

This High-Level Engagement Strategy has been prepared by Berkeley Homes, with input from CommComm UK, for the preparation of the Woodberry Down Masterplan (2023) for Phases 5-8.

The High-Level Engagement Strategy has been informed by conversations with the Delivery Partners and should be read in conjunction with/alongside the accompanying Engagement Programme prepared by Berkeley Homes, but in summary comprises:

- Identification of existing community groups that are representative of the current demographic of WD residents;
- A series of community workshops (approx. 5 community groups) focussing on specific topics which will inform the development of the Masterplan;
- Continued engagement with the Design Committee and updates to the WDCO Board;
- 3 x formal public consultation events to coincide with existing community events;
- Increased online/social media presence (Incl. good news stories); and
- Additional outreach sessions at appropriate community events if necessary.

Community Workshops (February - April)

The objectives of this round of engagement are as follows:

- Understand the existing demographics of Woodberry Down;
- Reflect on how responses to earlier rounds of consultation compare against existing demographics;
- Identify approx. 5 groups that are representative of the existing community; and
- Understand the lived experience of these groups at WD.

The aim of the Community Workshops is to encourage engagement with a wider and more diverse audience, creating opportunities for them to provide feedback on specific topics that can help inform the Masterplan design process. Gaining views of the residents' 'lived experience' of Woodberry Down through questions about how they live, play, work and travel in, and through, Woodberry Down. In essence, these are fact-finding exercises ahead of engagement with the Design Committee and public consultation events.

It is also intended that feedback from the workshops will provide evidence of alternative views from the local community that can be presented to the Design Committee and WDCO Board, ensuring anything implemented within the design process reflects the views of a wide and diverse range of demographic groups that live at Woodberry Down.

For the sessions to be successful and useful, we must:

- Undertake demographic assessment to understand the demographic make-up of the community at WD and identify a number of existing groups that reflect this;
- Agree groups, workshop objectives, topics (e.g. Spaces & Movement, GF & Cultural Strategy, and Streetscape & Buildings) and questions with the Design Committee;
- Reach out to existing community groups in order to coordinate sessions, ie. Famestar Youth, Friends of Woodberry Down, Arsenal Youth Training, Skinners Academy;
- Working with DPQ, ensure that engagement methods are suited to the individual groups, to encourage positive engagement and generate tangible, and actionable feedback

- Following the workshops, the findings will be assessed, collated into the topics and reported back to the Design Committee and WDCO Board ahead of public consultation and the Masterplan design process.

WDCO Engagement (Ongoing)

Community Workshops and Design Committee meetings will be followed up with regular feedback to the WDCO Board. It is envisaged that, ahead of each WDCO Board meeting, the Design Committee will have met 2-3 times to discuss specific topics and the results from these, and feedback from the Community Workshops, will be presented back to the WDCO Board over three sessions, ahead of formal public consultation, as detailed below:

- April – Street Spaces and Ground Floor
- June – Height, Massing and Housing
- September – Illustrative Scheme and Proposals for Submission.

Public Consultation Events (May, July and September)

Whilst there will be continued engagement with the Woodberry Down community throughout the Masterplan development process, with Community Workshops, the Design Committee and regular reporting to the WDCO Board, it is important the wider public have the opportunity to provide an input into the Masterplan design.

The process and objectives of this form of engagement are as follows:

- Undertake a series of formal public consultation events to ensure that the wider community are able to influence the emerging proposals;
- Coordinate consultation events with existing scheduled community events to reach those less likely to engage;
- Try and ensure that the community events can reflect the consultation topic and be utilised to promote feedback on that topic (e.g. Streets & Spaces with Street Parties for the King's Coronation);
- These public events, and feedback generated, will be fed back to the Design Committee and promoted online through social channels and Commonplace.

There are a number of proposed community events taking place during this period which could be utilised in order to generate feedback from local residents. Making use of being in the space and surroundings that are being consulted will help illustrate design decisions and considerations:

- May – King's Coronation Street Party (open clinic - streets, spaces and ground floor)
- July – August - Nature Walk (trees/landscaping/spaces). Summer Screenings (height and massing, use the location/space to illustrate the design and reasons why e.g. taller buildings free-up space at ground floor that allows for more public open space)
- September - more traditional public event with boards and model to show the final plans, held at various locations.

As detailed above, topics would be staggered to coincide with the design-led process of the Masterplan, starting from the ground level, working up – 'streets, spaces and ground floor' will be consulted on first, followed by consultation on 'height, massing and housing' and, finally, showcasing how the feedback gathered to date has helped informed the design of the illustrative proposals ahead of submission.

Consultation Materials and Event Promotion

In the Community Workshop phase, Comm Comm will work with Berkeley Home and DPQ to define the purpose of each group workshop and how this can be suitably delivered depending on the demographic of each group. For instance, a child's group may require a creative play approach, whereas an older person group may require a coffee-morning/clinic approach. The materials for each Workshop will be discussed

and designed to ensure best results. Feedback from each workshop will be collated into the set themes and shared with Berkeley Homes, the Design Committee and WDCO, as per the agreed High-Level Engagement Programme.

Before each public consultation event, Comm Comm will meet with the Consultation Sub Group to propose the approach and present draft materials for use at the public events. Following each public consultation event, Comm Comm will present feedback and final findings to the Consultation Sub Group, and feedback summaries will be shared with Berkeley Homes, the Design Committee and WDCO Board.

At every stage of the consultation process, feedback loops will be published on the Commonplace website for public viewing and the summaries will be available at the next round of consultation, through a 'you said, we did' approach to consultation material.

As per previous rounds of engagement for Phase 4, public consultations will be advertised in the following ways to ensure as much public awareness as possible:

- Leaflet drop to over 15,000 homes in and around Woodberry Down
- Posters circulated in venues, community spaces and cafes around Woodberry Down
- Posters displayed in resident buildings and hosted on the Berkeley Homes resident's portal
- Advertised in the Woodberry News, distributed by Hackney Council
- Utilising additional local news and council websites, such as Woodberry Life and other local community group websites
- On Facebook and Twitter.