

Palmers Green Public Realm Proposed Consultation Strategy

Redevelopment & Environmental Works
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Introduction

Redevelopment & Environmental Works have been asked to develop a consultation methodology and timescale to explore the future of the Palmers Green public realm. Initial consultation work has been carried out in the area, however, it has been felt that these results and the proposed designs are not necessarily representative of the views of the wider community, and that more substantial community engagement work is required.

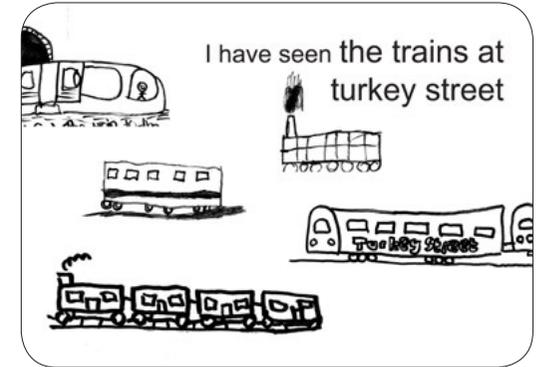
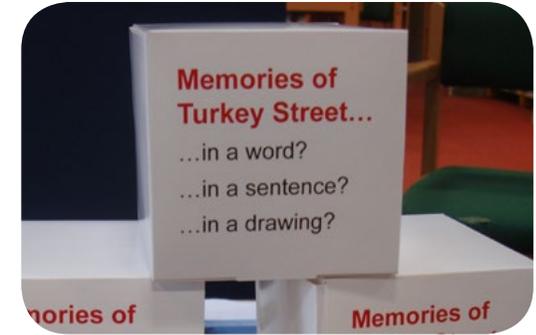
Working closely with residents in various parts of Enfield we have carried out a range of successful community engagement projects. This document sets out examples of previous successful consultation work, along with an outline consultation proposal for the Palmers Green area, to demonstrate how we feel that the wider community could be engaged in the process.

We believe that working with stakeholders and end users throughout the feasibility, design and construction process is crucial not only to allow designers to understand areas, but also for spaces to be loved and well looked after in the long term. Like Palmers Green, many of our projects have started with an initial exploration of issues, possibilities and resident aspirations. We have then worked closely with residents to incorporate these ideas into our designs, and also engaged local people directly in projects where contractually possible.

The example on this page show Ponders End Park and Turkey Street Station. At Ponders End Park the team worked with local residents throughout the process, and volunteers assisted the Council with planting approximately 4,000 plants in the park. For the 'Memories of Turkey Street' project, nearly 300 local residents of all ages prepared drawings and writing which was then routed onto site furniture.



Above: Residents planting approximately 4,000 plants at Ponders End Park, and the planting beds the following summer



Above: 'Memories of Turkey Street' - consultation boxes / Interpretation of resident drawings and images / Resident text and imagery routed onto site furniture

CASE STUDY 1 - Lytchet Way Estate: Involving the wider community

The Lytchet Way Estate public realm was improved using TfL Major Scheme funding.

Initial consultation work was carried out in 2009, however the results were deemed inconclusive, and it was felt that the group of residents consulted were not necessarily representative of the estate. For this reason, Redevelopment & Environmental Works were commissioned to develop a strategy to consult the wider community.

The initial consultation was arranged over a number of days, using an exhibition vehicle set up on a car park within the estate. For the event, the team prepared a document based upon previous consultation results, to confirm whether these suggestions matched the overall views within the estate, and to enthuse residents about the proposed improvements

Turkish and Somali interpreters were involved on the day to work with non-English speaking residents, and a 'Mobile DJ' was arranged to draw young people to the event. In order to ensure that as many residents as possible were reached over the course of the consultation, door knocking was carried out throughout the estate.

Approximately 350 detailed questionnaires were filled out by residents during the consultation (representing 50% of properties within the estate), covering a cross section of residents of various ages and background.

The results were interpreted by the team, and fed in to a revised outline masterplan which was later presented to residents at a second consultation event.

Estate improvement works were completed in 2011, and include enhancements to play areas, a new outdoor gym, a small orchard and various streetscape improvements. The new features have been well received by local residents.



Above: Examples from the consultation brochure and information boards

CASE STUDY 2 - Angel Gardens: Phased community engagement process

Angel Gardens, which figures as a key enabling project in the Meridian Water Masterplan, is a proposed new public park in Edmonton. Extensive consultation and community engagement work has been carried out in a phased manner, to establish strong links with the surrounding community and to encourage residents to take part in the project.

Phase 1 consultation - May 2011

An initial round of consultation for the Angel Gardens project took place on site in May 2011 to explore the general aspirations for the site. In order to offer residents an opportunity to experience the derelict, fenced off area, an exhibition vehicle was brought onto site and a safe route through was created, so that residents could walk through the space and discuss its potential.

Phase 2 consultation - May 2012

During the second round of consultation the Angel Gardens outline design was shown and discussed. The design was drawn up based on Phase 1 feedback, and was presented on site in the same exhibition vehicle used for the initial consultation.

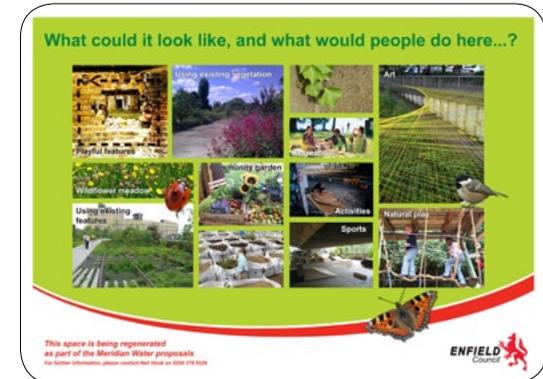
Phase 3 consultation - August - December 2012

During this phase, the Council collaborated with ArtStart, a local arts charity. The process aimed to engage elderly residents in the project, and all residents on Rays Road and Rays Avenue adjacent to the site were interviewed individually. In addition to this, young people in the area were targeted, so that the Council could learn their opinions on the proposals and explain how they can positively engage with the project in the future. The community engagement work was finalised with a large presentation event on site, where residents could discuss the proposed park further and take part in various activities.

A large number of residents also signed up to become members of the Angel Community Garden Group, and a successful funding bid for a new community garden within the park was submitted to the Greater London Authority in January 2013.

Phase 4 - November 2013

At this stage, detailed design proposals and project phasing were presented, to inform residents of the results of the process and to offer them an opportunity to ask further questions. These design were drawn up based upon resident feedback from previous phases, and the response from the community was very positive.



Phase 1 consultation board



Young people being consulted on the design



The proposed Community Garden, which will be developed in collaboration with local residents.

CASE STUDY 3 - Growing Room: Planning for Real

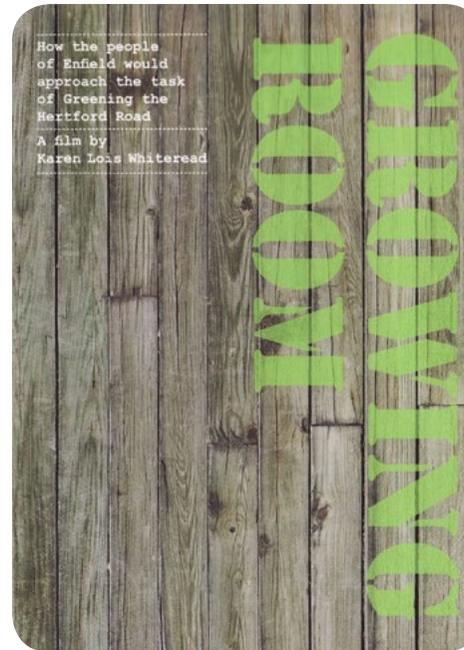
Between November 2008 and February 2009, extensive public consultation was carried out in relation to the Painters Lane Pocket Park site in the north of the borough. The aim of the consultation was to establish how the site is viewed by residents, what is positive and negative about the area at present, and to discuss their aspirations for the future of the Painters Lane site. For this consultation, Redevelopment & Environmental Works collaborated with Haring Wood Associates and the artist Karen Lois Whiteread.

Whiteread developed the concept of the 'Growing Room,' an inviting and neutral space in a converted container which gave people the opportunity to openly discuss their ideas and aspirations. Over 1100 residents offered opinions regarding the Painters Lane site and also suggested improvements to the nearby Holmesdale Tunnel Open Space.

A sketch design for Painters Lane Pocket Park based on consultation feedback was drawn up and presented to residents during a second round of consultation. The detail drawings for the site were drawn up on this basis, and the park was successfully implemented in 2011.

Strategic plans for the Holmesdale site were developed during the autumn of 2009, and sent out for consultation. Feedback received from residents suggested that substantial design revisions would be required, and it was agreed to carry out a 'Planning for Real' exercise with a large model to establish resident aspirations for the location.

Following the exercise, a revised masterplan for the site was drawn up, and a successful funding bid based on this was submitted to Natural England in 2010. The Holmesdale Open Space improvements were completed in 2013. The site has been much appreciated and cared for by local residents, and as part of the process a Friends group was set up. The group is very active and is currently fundraising for the site.



The Growing Room consultation DVD



Painters Lane Neighbourhood Park



The Friends of Holmesdale Tunnel Open Space at the site's 'alphabet cubes'



The Sensory Garden at Holmesdale - developed in collaboration with Four Swans Vision

Palmers Green - Proposed Consultation Methodology

The Palmers Green consultation will be carried out using a combination of methods based upon the case studies on the previous pages. In the same way as the Lytchet Way Estate consultation, the process will build upon previous consultation work (summarised in the Palmers Green Town Centre Survey), but expand the focus group and draw in the wider community. We would suggest that the process is facilitated by Council officers in collaboration with organisations such as the Friends of Broomfield Park, Green Lanes Business Association and the Fox Lane & District Residents' Association.

Planning for Real

For the first phase of the process, we propose that a container or an exhibition vehicle is brought onto the Palmers Green Triangle for two to three days, to form a focal point for the community engagement work. Similar consultation spaces proved very efficient for the Growing Room, Lytchet Way and Angel Gardens consultations, and through placing the vehicle in this visible location, we are hoping to raise interest, inspire curiosity and possibly even provoke residents to engage with the process.

Please note that we are awaiting feedback regarding the loading limitations on top of the recently removed public toilets on the Triangle, and that placing a vehicle on the Triangle is subject to these limitations.

For the consultation exercise, a large 'Planning for Real' consultation model of the Palmers Green area will be built. 'Planning for Real' is a recognised consultation methodology, using a three dimensional model as a focal point for people to put forward and prioritise their ideas (please see images on the following page). We successfully prepared a similar model for the Holmesdale consultation, thereby inspiring all residents to play an active role in setting the design parameters for the area.

Planning for real models are based on standard building blocks such as terraced houses, high rise buildings etc, which have a deliberate 'rough and ready' appearance. Consultation models which appear too 'complete' have a tendency of deterring residents from making changes to the model and engaging with the work, and due to the unfinished appearance of Planning for Real models residents of all abilities and backgrounds find it easy and enjoyable to engage with the process.



The Growing Room consultation container



Young people taking part in the consultation



The type of consultation vehicle used for the Lytchet Way and Angel Gardens consultations

In order to involve local people further in the process, we suggest that the model is built together with school children and teenagers through a session arranged at Hazelwood School or other local schools. Alongside the creation of the model, children and young people will be given the opportunity to express their views and aspirations for the area through discussions and through placing comment cards within the model. Facilitators from the Council will supervise the process and document the comments from the school children.

Consultation at Palmers Green Triangle

During the consultation days at Palmers Green Triangle, people will be invited into the consultation space. The background to the consultation will be explained to participants by the facilitators. Based upon questions from the Palmers Green Town Centre Survey, residents will then be asked to point out positive features and problems in the area, and make suggestions for improvements. This will be done through cards which are placed within the model.

In order to ensure that the results can be analysed statistically, the cards will represent categories such as 'more greenery', 'seating required', 'fly tipping problem' etc. However, there will also be opportunities for residents to express individual wishes through writing on blank 'Your Idea' -cards which are placed in the model.

Facilitators from the Council will be available throughout the process, to explain the objectives and answer questions. The placing of the cards will be documented continuously by the consultation facilitators through marking up maps of the area and taking photographs of the model.

Once residents have had a chance to work with the model and consider the area, they will also be given the opportunity to prioritise various issues and requests on a 'Priority Chart'. On the chart, residents will be asked to place similar cards within three different categories - 'Now', 'Soon' or 'Later' - to establish the urgency of the various suggested improvements. During this process, the facilitators will play a key role to ensure priorities can be clearly linked to various locations within the Palmers Green Area.

Other activities

In order to draw in residents who may otherwise be reluctant to take part we suggest that different types of activities such as face painting are offered alongside the consultation. Drawing upon experiences from previous consultations at Lytchet Way Estate and Holmesdale, we will be looking to work together with the Play Development team to agree suitable activities for the location.



Examples of Planning for Real models with 'issues and possibilities cards' placed by local people

To ensure that as many residents as possible are given the opportunity to take part in the consultation we would like to discuss potential requirements for interpreters. Door knocking within the nearby area may also be appropriate, particularly to ensure that elderly residents are given an opportunity to give their feedback. During the door knocking residents would be interviewed individually and asked to comment on maps based on the consultation model.

Funding

In order to avoid disappointment and consultation fatigue, it is crucial that the funding status of the improvement works is made clear to residents at the time of the consultation. Community engagement work is very helpful in supporting funding bids, and we have previously utilised consultation work at Angel Gardens and Holmesdale Tunnel Open Space to support successful funding bids to Natural England and the Greater London Authority.

Should funding sources not yet have been identified at the time of the consultation the results can be used to support future funding applications. If so, this intention should be explained to residents during the consultation, to motivate them to play an active role in the consultation work.

Feedback session and Presentation event

The consultation results will be analysed and brought together in a consultation report. It is essential that this is fed back to residents at the earliest opportunity, to sustain interest in the improvements.

In addition to circulating the information via publications such as Palmers Green Life, and through letter-drops, a presentation event would be appropriate. This could be arranged as a separate event in Broomfield Park or similar, or be combined with an already planned event in the area.

During the event, presentation of the consultation feedback and information around the next few steps will take place alongside other activities which will draw residents in. For the Holmesdale Tunnel Open Space consultation, the presentation was combined with a Play Day arranged by Broxbourne and Enfield Councils, and at Angel Gardens the consultation feedback event took place on site in combination with activities such as lantern carving.



Setting up for a Play Day combined with consultation feedback at Holmesdale Open Space

Proposed future consultation process - *subject to project funding*

Phase 2 - Outline design options

During the second round of consultation outline design options and image inspiration boards based upon Phase 1 feedback will be presented to the local community, using the same consultation space as the initial consultation.

Residents will be given the opportunity to feed back on various aspects of the proposed options, and prioritise the importance of improvements.

Phase 3 - Masterplan

Following Phase 2 feedback, a masterplan for the area will be drawn up. Depending on project funding, a phased implementation plan may also be presented to residents.

Residents will have opportunities to comment upon aspects of the masterplan, however following previous consultation works no major concerns should arise at this stage.

We would also suggest that further material to form the basis for potential community artwork is collated during this stage, such as drawings and memories of the area.

Phase 4 - Detailed design - information sessions

Information sessions to present detailed design solutions. Residents will be able to view chosen materials, proposed street furniture, planting proposals etc.

Due to various constraints there is often limited scope for significant changes during this phase of the community engagement process, and for this reason it is important to stress that these are information sessions only, rather than further consultation.



Phase 4 community engagement material from Angel Gardens - a photo montage showing the proposed solution for site's 'Activity Zone', which incorporates a number of elements proposed by residents earlier in the process, such as outdoor gym equipment

Outline Consultation Programme

	February 2014	March 2014	April 2014	May 2014	June 2014	
Finalise consultation strategy	[Blue bar spanning February 2014]					
Creation of 'Planning for Real' model, consultation sessions with local school children		[Blue bar spanning early March 2014]				
Consultation at Palmers Green Triangle <ul style="list-style-type: none"> • Consultation unit set up on Palmers Green Triangle • Residents consulted using 'Planning for Real' model • Activities such as face painting to draw in residents • Potential for door knocking to ensure that as many residents as possible take part in the consultation 			[Blue bar spanning April 2014]			
Summarise and analyse consultation results, collated in consultation report			[Blue bar spanning April 2014]			
Feedback session <ul style="list-style-type: none"> • Present consultation results • Information in publications such as Palmers Green Life, letter-drop • Presentation event could take place in Broomfield Park, combined with other activities • Inform of the next few steps • Potential to include funding update 					[Blue bar spanning June 2014]	