

**MUSEUM OF LONDON  
SMTA RESPONSE – CONSULTATION & ENGAGEMENT  
28 APRIL 2020, DRAFT 2**

This document has been prepared in response to the SMTA objection to the Museum of London's planning application (issued on 27 February 2020). It provides an overview of the extensive consultation and engagement undertaken on the New Museum project, which a wider range of stakeholders – including the SMTA – were made aware of and encouraged to engage with. For the purpose of this summary we have just focussed on an overview of the core engagement activities. However, the Statement of Community Involvement, submitted as part of the planning application, details the Museum of London's full and extensive programme of consultation and engagement activities.

**1. Direct response to SMTA's reference in the objection letter**

The planning application was validated on 10 January 2020. To inform the public and our stakeholders that the application had been submitted the following steps were taken:

- A press release was issued on Monday 13 January to an extensive list of local, trade, specialist and national media.
- The Museum of London issued letters to all key stakeholders, including to the SMTA on Thursday 23 January 2020 to inform them that the application had been submitted.
- The Museum of London's social media channels and website were updated with the news of the planning submission.
- An email was sent out on Thursday 16 January to all those who have subscribed for news on the New Museum project with an update on the submission of the planning application.

In addition to this, the City of London Corporation advertised the start of the statutory consultation period, using the following methods:

- Press notices
- Site notices
- Consultation letters
- Neighbour notification letters

**2. Wider consultation on the planning application**

The consultation approach for the New Museum project ensured that the proposals were extensively promoted to key stakeholders and local communities, providing multiple opportunities for everyone, including the SMTA, to comment on the plans.

In order to promote the proposals and gather feedback, a number of engagement activities took place between early 2016, around the start of Design Competition, and December 2019, the date of the planning application submission. The main consultation and engagement activities were conducted in four phases set out below:



### **Phase - Early engagement with key stakeholders on the vision for the project and the Design Competition (2015 – 2016):**

- Consultation began with the public in July 2016 with an exhibition of the six shortlisted design concepts that were put forward by architectural teams during an international design competition.
- **The SMTA were invited to attend this exhibition.**

### **Phase 2 – Meetings with key stakeholders, amenity and heritage groups to develop the proposals (Late 2016, 2017 – summer 2019):**

- The Museum of London embarked on a long programme of engagement. This included a series of meetings with key heritage societies; amenity groups and businesses in the local area. Key stakeholders from all levels of Government including Central Government; the Greater London Authority (GLA); the City of London Corporation and neighbouring local authorities have been engaged with throughout the process via a range of different methods.
- **Given the site's history and its proximity to local traders, the Museum of London has also held a number of meetings with the Smithfield Market Tenants' Association during this period – these have been set out in Section 3.**
- **The Museum worked closely with the SMTA as a partner on the Smithfield 150 in 2018 and Smithfield Street Party in 2019. At both events, a public activity / display about the new museum project was included.**
- **The Museum also worked with the SMTA on the Smithfield Lecture Series in 2018 and 2019.**

### **Phase 3 – Public engagement on emerging proposals for the New Museum and reviewing feedback (Summer 2019 – End of 2019)**

- The plans for the site were revealed to the public at a series of public exhibitions inside the General Market building in July 2019. This display was also replicated at the current Museum of London site on London Wall for people to leave feedback. An extensive exercise was then undertaken to analyse all of the feedback to ensure this was best reflected in the Application. Ahead of submission of the application, further meetings were also held with key stakeholders.
- **A special preview session was held for the Market Traders in Catering Meats on Friday 5 July starting at 5am to encourage attendance for those working in the market. There were a further four staffed public events that week at varied times.**

### **Phase 4 - Continued engagement post-submission (January 2020 onwards)**

- The Museum of London is committed to continuing engagement with key stakeholders and the public over the next few years to create the best possible Museum for London.
- Alongside the programme of activity already undertaken and set out in Section 1, the Museum of London will shortly be issuing a summary newsletter, updating the website and social media channels as well as targeted stakeholder emails.
- Wider communication had been planned at major events including Smithfield Street Party 2020 and Open House in 2020 – while this is unlikely to go ahead in physical format due to COVID-19 there will be plans for other means of digital consultation and engagement in their place.

## **3. Programme of meetings with the SMTA**

Alongside a programme of regular dialogue between Sharon Ament of the Museum of London and Greg Lawrence of the SMTA, the following formal meetings have been held with the SMTA:

- 4 June 2015 – Meeting between the SMTA Chairman and Museum Director



- 14 January 2016 – Meeting between the SMTA Chairman and Museum Director
- 14 April 2016 – Meeting between the SMTA Chairman and Museum Director
- 16 February 2017 – Meeting between the SMTA Chairman & team and Museum Director
- 14 June 2018 – Meeting between the SMTA Secretary Lis Batterson and Museum Director
- 23 November 2018 – Meeting between the SMTA and the museum project team to provide a briefing on the new museum project.
- 30 November 2018 – Call between the SMTA Chairman and Museum Director
- 27 February 2019 – CoLC/MOL/SMTA discussion at Guildhall
- 21 March 2019 – Meeting between the SMTA Chairman and Museum Director
- 26 June 2019 – New museum public consultation display images delivered to SMTA Unit 225
- 28 June 2019 – Meeting between the SMTA and Sharon Ament ahead of the public consultation events to provide an update on the new museum project.
- 22 October 2019 – Meeting between the SMTA and the Museum of London ahead of planning submission to update on progress.

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