

<b>Committee(s):</b> West Ham Park Committee	<b>Dated:</b> 16 May 2024
<b>Subject: West Ham Park former nursery site</b>	<b>Public</b>
<b>Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?</b>	<u><i>City's Corporate Plan 2024-29</i></u>  <u><i>Diverse Engaged Communities</i></u> <u><i>Leading Sustainable Environment</i></u> <u><i>Providing Excellent Services</i></u> <u><i>Vibrant Thriving Destination</i></u> <u><i>Flourishing Public Spaces</i></u>
<b>Does this proposal require extra revenue and/or capital spending?</b>	<b>N –within existing project budget</b>
<b>If so, how much?</b>	<b>N/A</b>
<b>What is the source of Funding?</b>	<b>N/A</b>
<b>Has this Funding Source been agreed with the Chamberlain's Department?</b>	<b>N/A</b>
<b>Report of:</b> Bob Roberts, Interim Executive Director, Environment	<b>For Information</b>
<b>Report author: Simon Glynn</b>	

### Summary

This report provides an update on West Ham Park charity's community and stakeholder engagement activities in relation to the former nursery site.

It describes the activities undertaken to date and the forthcoming engagement activities taking place up to the end of July 2024.

### Recommendation(s)

Members are asked to:

- Note the report.

### Main Report

### Background

1. In October 2023, this Committee gave approval to officers to work towards a positive pre-application outcome (in relation to the redevelopment of the former nursery site) with LB Newham, informed by the charity undertaking comprehensive stakeholder and community engagement.

2. The approved community engagement exercise would be undertaken by an engagement consultancy and supported by officers in the Natural Environment Division and City Surveyors' Department, conducted as soon as possible to fully understand the public aspirations associated with the park and to increase public awareness of the redevelopment of the site.
3. The Committee also approved further engagement with the local authority and statutory consultees to establish the heritage value of the site.
4. Formal appointments of a planning and heritage consultant (Montagu Evans) and community engagement consultant (make: good) were made in February 2024.

### **Current Position: Establishing the Engagement Process**

5. Engagement activities commenced in February 2024 with the following tasks undertaken:
  6. Review of demographic data: This developed a comprehensive understanding of the communities and groups that use, are adjacent to and/or have an interest in, West Ham Park. This information will be used to tailor the engagement activities accordingly and ensure that the exercise reaches and is reflective of the community that West Ham Park serves.
  7. Stakeholder Mapping: This built on the stakeholder mapping that was previously carried out and addressed the gaps identified. It has helped to clarify where opportunities exist to promote activities and extend the reach of the project. This step also included a review of the dates of local events and activities that are outside of the engagement process but at which it would be suitable to have a presence.
  8. Engagement Plan: Using the stakeholder mapping, this stage confirmed which activities are best to deliver to ensure a good reach and an inclusive audience. It includes a communications plan so that any misinformation or misunderstandings within the local community can be addressed. Also included in this plan is digital engagement planning (e.g. use of social media and an online survey platform). Stakeholders will be engaged to help promote digital activities and further extend our reach.
  9. Establish conversation framework: With activities identified and a network established to share the opportunity for engagement, a comprehensive conversation framework was created to make sure we are clear on what we are asking, what feedback we want to focus on and making sure there is parity between digital and in-person activities.
10. Update of webpage: The public engagement officially commenced on 18 March 2024 with the launch of a dedicated webpage, where details regarding all public engagement activities are listed, together with a set of frequently asked questions in relation to the site, the opportunity to sign up to a mailing list to receive regular updates and the opportunity to provide feedback via an online survey.

## Proposals: Community Engagement

11. The following engagement with the local community has been undertaken as of 24 April 2024.
12. The marketing of the engagement activities included:
  - 57 stakeholder emails sent inviting them to one-to-one conversations.
  - 2 x targeted Instagram adverts for 14 days.
  - 200 flyers to adjacent households
  - 6 x A3 posters on entrance gates to the park.
13. Approximately 250 responses have been received to our on-line survey. The online survey will continue to be open for public feedback until 28 June 2024. After this date, make:good will collate responses and present the results back to the public via an outdoor exhibition for their further review and comment. The timing of the exhibition is most likely to coincide with the West Ham Park 150 anniversary celebrations on the weekend of 20 and 21 July 2024.
14. Demographic information in relation to the online survey responses has been collated and is presented in Appendix One. This information will be used to tailor future engagement activities to ensure the feedback received is representative of the LB Newham's own demography and to ensure that our engagement process is as inclusive as possible.
15. A range of local stakeholders, including organisations who regularly use the Park, such as local schools, sports clubs and community groups and, of course, the Friends of West Ham Park, were contacted directly in March and April 2024 and invited to participate in a one-to-one conversation regarding the future of the old nursery site.
16. One 1:1 conversation has been held to date with four more 1:1 conversations scheduled for late April and early May 2024.
17. An initial set of pop-up engagement events (comprising a temporary information stand in the park with engagement staff on hand to ask and answer questions) has been scheduled for the following dates:
  - Wednesday 17 April, 3pm-5pm (delivered)
  - Tuesday 30 April, 10am-1pm (delivered)
  - Sunday 19 May, 1pm-5pm
  - Friday 7<sup>th</sup> June, 1pm-5pm
  - Saturday 15<sup>th</sup> June, 1pm-4pm.
18. The event on 17 April resulted in an additional 38 conversations and 20 written responses being received.
19. Forthcoming engagement activities are planned for May, June and July. The events and dates are subject to confirmation. They include:

20. Engagement activities that 'tag-on' to other planned events taking place in West Ham Park, such as Newham Green Fair on 6<sup>th</sup> May, sporting events throughout May-July, Philanthropunks Fun Run on 30<sup>th</sup> June and WHP Summer Fun Fair between 26-30 July 2024. Tagging on to existing activities will be an important way to reach a diverse and representative audience and range of Park users.
21. A 'Young Designer' or creative workshops programme in May or June 2024. Workshops are a great way to bring in new audiences and make:good would explore creating a dedicated Young Designers Programme to bring in voices that do not normally participate.
22. An exhibition and showcase of public feedback in July, which can be planned to coincide with West Ham Park 150 anniversary celebrations 20-21 July 2024, subject to the agreement of the event organisers. This exhibition forms part of an important feedback loop to ensure that the process has validity by enabling the community to review their feedback, to ensure our understanding of feedback is accurate and to alert us if they have other things to add.
23. A summary of the key stages of the community engagement process is as follows:
  - February 2024: Stage 1: Setting up engagement.
  - March-July 2024: Stage 2: Engagement activities.
  - July-September 2024: Stage 3: Wrap up engagement, final analysis and report.
  - October 2024: Final report and recommendations to Committee.

### **Proposals: Statutory engagement**

24. Appointed planning and heritage consultants Montagu Evans have commenced their engagement on behalf of West Ham Park charity with both LB Newham and Historic England.
25. LB Newham has confirmed publication of its draft Local Plan (at Regulation 19 stage), will take place in Spring/Summer 2024. Montagu Evans will prepare a response to this draft Local Plan upon receipt.
26. LB Newham officers have been made aware of the charity's community engagement process and invited to attend any of the forthcoming engagement events to observe the process.
27. The results of the community engagement process will be reviewed by Montagu Evans in July and their advice given as to its implications for the future of the old nursery site and recommended future engagement with LB Newham.
28. Historic England has been asked for a formal pre-application meeting to provide heritage advice on the specific areas, and nature of, the heritage value within the old nursery site. A meeting between Historic England and Montagu Evans is scheduled to take place in May 2024.

29. The timeline of proposed planning and heritage activities, led by Montagu Evans in 2024 are as follows:

- May 2024: Formal pre-application meeting with Historic England and receipt of written feedback
- Spring/Summer 2024: Make representations to LB Newham's public consultation on its draft Local Plan (Regulation 19 stage).
- July 2024: Review the output from the community engagement workshops and advise the charity on any planning or heritage impacts arising from the feedback.
- October 2024: Advise the charity on how best to engage LB Newham at the conclusion of the stakeholder and community engagement activities and secure 'in principle' support for a redevelopment of the site.

### **Strategic, Charity and Corporate Implications**

30. Strategic implications: This Committee has previously approved the delivery of these community and stakeholder engagement activities as being in the best interests of the West Ham Park charity.

31. Financial implications: None - The cost of the community and stakeholder engagement work is within the approved project budget.

32. Resource implications: None

33. Legal implications: None

34. Risk implications: The proposed community and stakeholder engagement activities seek to limit project risks through effective and meaningful engagement.

35. Equalities implications: The proposed community and stakeholder engagement activities will be compliant with the Equalities Act and GDPR.

36. Climate implications: None

37. Security implications: None

### **Conclusion**

38. This report provides information on the stakeholder and community engagement activities that West Ham Park charity is undertaking in 2024, in relation to the old nursery site. Officers will provide a further written update to this Committee on the progress of these activities at its next meeting.

### **Appendices**

- Appendix 1: Timeline of community engagement activities.

### **Simon Glynn**

Assistant Director, Culture and Projects, Natural Environment Division

T: 020 7332 1095

E: [simon.glynn@cityoflondon.gov.uk](mailto:simon.glynn@cityoflondon.gov.uk)

## Appendix 1 – Timeline of community engagement activities.

<b>Engagement Stage</b>	<b>Summary of task</b>
Stage 1: February 2024 Setting up engagement	Plan and prepare stakeholder mapping and engagement strategy. Update communications plan: agree activities, update visual identity for visual and physical activities, update website; prepare for on ground engagement.
	<b>Work Item</b>
	Update and refresh stakeholder mapping
	Prepare engagement plan, communications plan and write key messages
	Update artwork and graphics for digital engagement and key messaging
	Finalise artwork and graphics for in-person engagement (including pop-up set up)
	Agree email contact and conversation framework (questions and points of clarification); liaise with communications team
<b>Engagement Stage</b>	<b>Summary of task</b>
Stage 2: March -July 2024	Deliver pop-ups and tag-ons and engagement to reach a wide audience; monitor and address any gaps in reach; run digital promotion and idea collection; regular analysis and write up of findings; initial activities to reach 'hidden' groups.
	<b>Work Item</b>
	Write to specific stakeholders and introduce project and approach
	One to ones with stakeholder groups and plan tag on activities
	Deliver 5 pop ups
	Deliver 5 tag on activities (focus on harder to reach groups identified through stakeholder mapping)
	Explore feasibility of a Young Designers Programme/activity to engage young people.
	Launch and promote digital engagement
	Analyse and write feedback summary
	Weekly meeting between consultant and officers to share findings and effective reach of the engagement.
	Prepare interim report (7 June 2024)
<b>Engagement Stage</b>	<b>Summary of task</b>
Stage 3: July - September 2024	Prepare and deliver open access sharing exhibition; ensure broad reach; write up and submit final report.
	<b>Work Item</b>
	Finalise content for July drop-ins
	Produce materials for July drop-ins
	Arrange wrap-around activities and partner activities for July exhibitions
	Open exhibitions and wrap-around activities
	Produce initial summary report following July activities
	Complete final report (13 September 2024)