

West Ham Park Old Nursery Site: Engagement report

Activities undertaken between
19th March and 28th July 2024



CITY
LONDON

make:good

Revision history

Prepared by:

Catherine Greig, make:good Director

Checked by:

Faz Yusop, make:good Project Lead

Revision	Revision Date	Details	Authorised	Position
Draft 01	12.08.24	For review	Catherine Greig	Director
Draft 02	20.08.24	For final review	Catherine Greig	Director
Final	13.09.24	Final	Catherine Greig	Director

Contents

1.0 Executive summary	4	8.0 Demographics	62
2.0 Engagement aims	10	9.0 Geographic reach	65
3.0 Engagement timeline	12	10.0 Next steps	67
4.0 Promoting the engagement programme	15	Appendix	69
5.0 Feedback gathering	19		
6.0 Engagement activities	22		
7.0 Feedback			
7.1 Survey thematic feedback (from March - June engagement activities)	30		
7.2 Young people workshops	34		
7.3 Walkabouts	39		
7.4 Young Designers Programme	40		
7.5 One-to-one feedback	47		
7.6 Draft Community Brief feedback	51		
7.7 Community brief	58		
7.8 Sentiment on housing proposition	61		

1.0 Executive summary



What are your ideas for the other half of the site?

We want to hear from you!

Help shape ideas for the future of the Old Nursery Site in West Ham Park

About the project

The West Ham Park charity want to bring this part of the park back into use with community facilities, operational facilities and new open space.

These improvements would be funded by designating 50% of the nursery site for housing, which would also provide a vital funding source for the charity to manage and improve other areas of the park.

Now we want to talk to residents and local organisations about what the opportunities are for the non-residential part of this site.

Informational sign on a table

1.0 Executive summary

Contents of this report

This report provides a full summary on the engagement programme for the Old Nursery Site at West Ham Park undertaken by make:good, a design studio involving people in shaping neighbourhood change, between mid March - end of July 2024.

Introduction to engagement project

West Ham Park charity want to bring the Old Nursery Site of West Ham Park back into use with community facilities, operational facilities and new open space. These improvements would be funded by designating 50% of the nursery site for housing, which would also provide a vital funding source for the charity to manage and improve other areas of the park.

Between mid March and the end of July 2024, make:good has carried out a range of engagement activities with local residents and stakeholders around the park to discuss the opportunities for the 50% of the nursery site that would benefit local people.

After the first stage of engagement we prepared a Draft Community Brief that summarised the key findings into five themes:

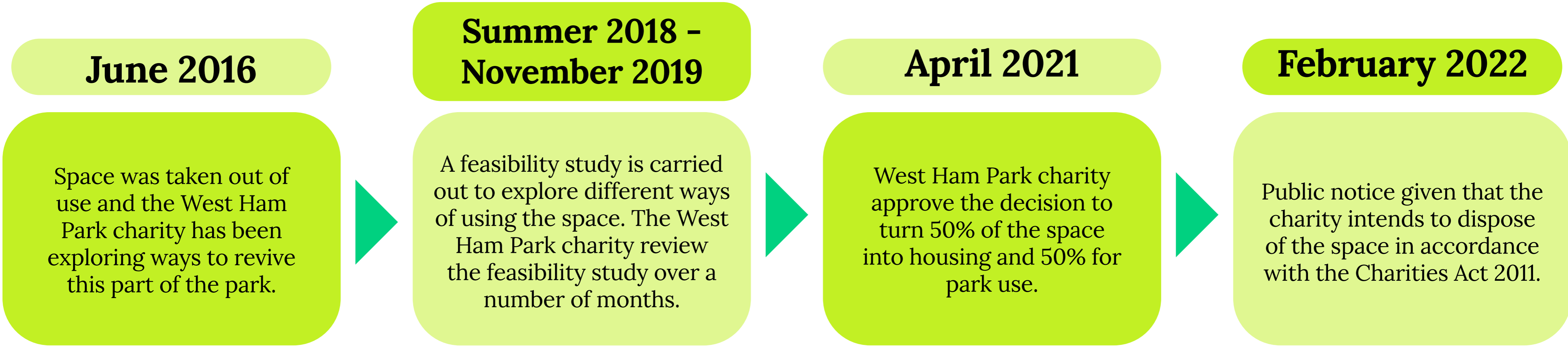
The image shows five rounded rectangular icons arranged in two rows. The top row contains three icons: a green coffee cup with steam, a purple and blue indoor space with a table and chairs, and a green leaf. The bottom row contains two icons: a pink and blue play area with a slide and a house with a red roof. Each icon is accompanied by its respective theme name in bold black text.

We went out to the public again between the 12th and 28th July to check whether these themes made sense to the community and aligned with their feedback. It was also an opportunity for us to gather any other missing priorities and comments on the Draft Community Brief that will inform the final brief.

1.0 Executive summary

Context of the Old Nursery Site project

Prior to commissioning this piece of engagement work, West Ham Park charity had carried out the following:



1.0 Executive summary

Details of the engagement project

Keeping people informed

- 57 introductory emails to stakeholders
- 3 x targeted Instagram ads
- 200 flyers to adjacent households (twice)
- 6 x A3 posters on gates between March - June
- 6 x A1 posters on gates showing the Draft Community Brief
- 4 x large format banners in the park on the Draft Community Brief
- Regular updates on events and the Draft Community Brief via the mailing list



Activities delivered

- 10 1-to-1s with local schools and groups including Friends of West Ham Park
- 5 pop-ups at the park
- 4 drop-in exhibitions
- 8 young people workshops
- 1 Young designers programme
- 4 cycle throughs
- 1 walkabout
- 5 tag on activities
- 2 online surveys



Project reach

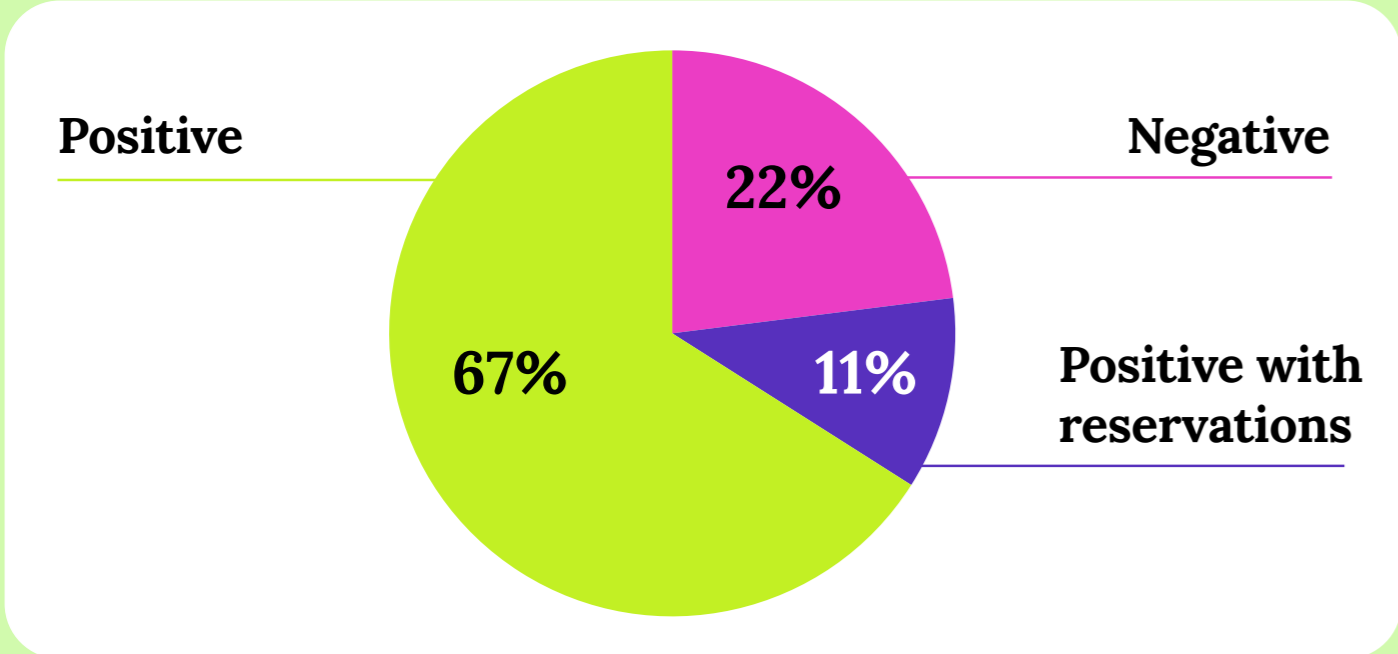
Across the programme we have engaged with a total of **1164 people** and **1080 people contributed ideas**. **947 adults** completed feedback forms online or in person, including via dot-voting feedback. **124 models were made** by young people in workshops and **9 contributions** were made through the Young Designers Programme.






1.0 Executive summary

Headline feedback

Overall feedback sentiment:



From the Stage 1 engagement, the top items people wanted to see on the Old Nursery Site were:

-  **Café and community space**
-  **New green spaces**
-  **Sheltered seating**

Young people made 124 models and 104 drawings of their ideas and the top themes were:

- Café
- Play for older children
- Wildlife and nature spaces

Through the Young Designers Programme, 9 contributions were made which align with the priorities above including:

- An indoor community space, albeit the ideas were focused on providing space and activities specifically for young people.
- Play for older children such as basketball and skateboarding.
- Planting with food growing and beehives supplying a park café

Some people did not want any of the site to be used for housing. Others acknowledged it could fund improvements to the park but wanted it to be sensitive in scale and appearance.



1.0 Executive summary

Community brief



After the first round of engagement we prepared a **Draft Community Brief** that summarised the key findings into five themes: **Café; Indoor space; Planting; Play for older children; Housing.**

We can conclude that the first four themes do reflect local sentiment on what the space should be used for but we have separated the comments on housing in this report.



Conclusion



Having spoken to over 1000 people who represent the local area, we can see that a café, play for older children and indoor community space are the main priorities for the Old Nursery Site. Other suggestions to consider are accessible facilities for people with disabilities and educational food growing.

Whilst some people have concerns about housing, or are opposed to the decision to introduce housing on this site, 92% of those who reviewed the Draft Community Brief could see the potential for benefit through the project.

Next steps



- Update the mailing list on the engagement findings from the Draft Community Brief exhibitions and updated FAQs
- Further updates would come from West Ham Park charity via City of London
- West Ham Park charity to decide on the next steps on the development of the site by the end of the year
- These include a potential timeline and a decision on how much of the community brief can be incorporated into the plan for the non-housing half of the site depending on spatial requirements.

2.0 Engagement aims



2.0 Engagement aims

Between 19th March - 28th July 2024, make:good spoke to local residents and organisations to hear feedback, understand ideas and concerns for the Old Nursery Site in West Ham Park. This led to a set of key community priorities for the site that West Ham Park Charity can use to help guide the next stages of the project.

The engagement work was intended to:



Raise awareness about the project

+



Inform public on key facts

+



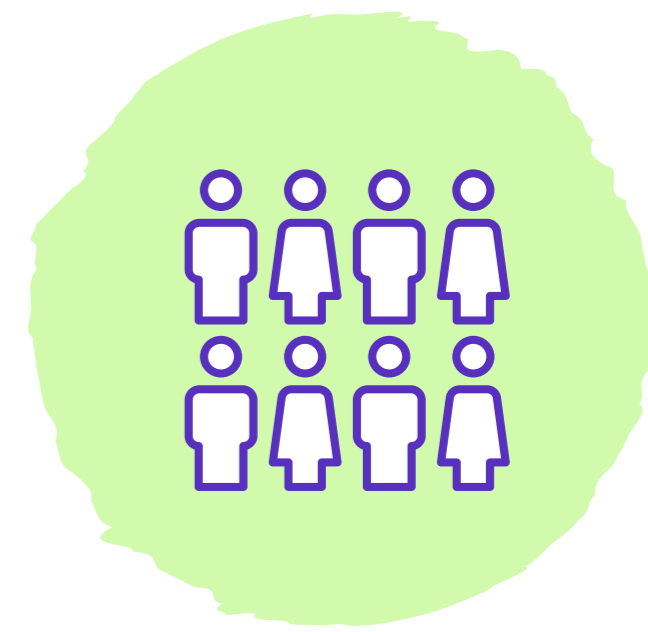
Find out community priorities for 50% of the site that will not be housing

+



Gather ideas and concerns on development

+



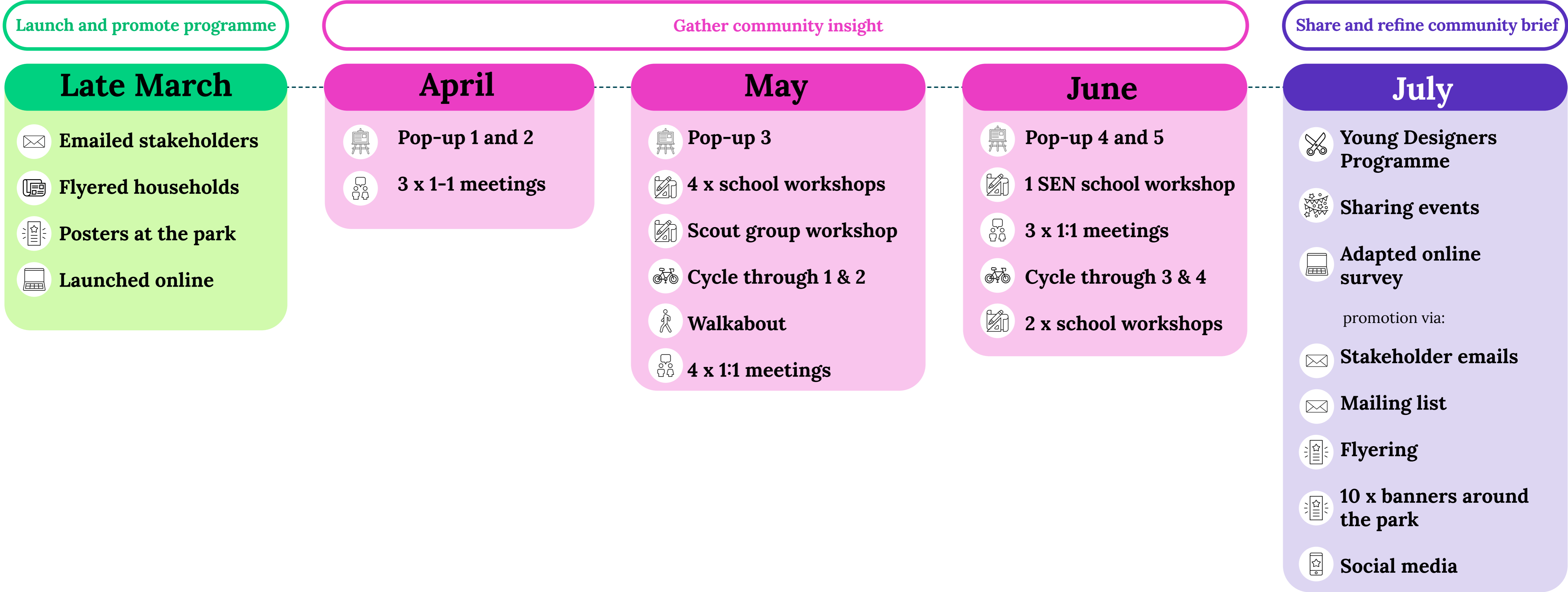
Reach a broad and representative range of park users

3.0 Engagement timeline



3.0 Engagement timeline

The engagement programme is running from late Spring to early Summer 2024 and allows for the opportunity to build awareness and interest in participating and ensure that we are reaching a representative audience.



3.0 Engagement timeline

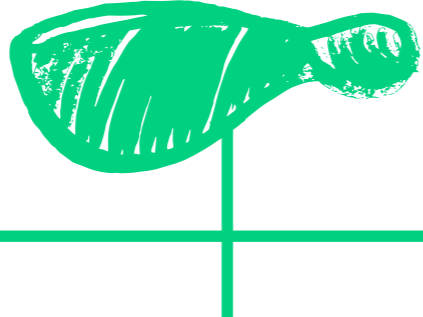
This programme of activity sits within the context of a wider project timeline that was used in the engagement materials to put this piece of work in context.

1981 - 2016



Space was used for a plant nursery and the public could not access.

June 2016



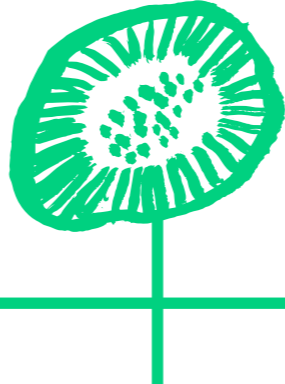
Space was taken out of use and the West Ham Park charity has been exploring ways to revive this part of the park.

Summer 2018



A feasibility study is carried out to explore different ways of using the space.

Nov 2019



West Ham Park charity carefully review the feasibility study over a number of months.

April 2021



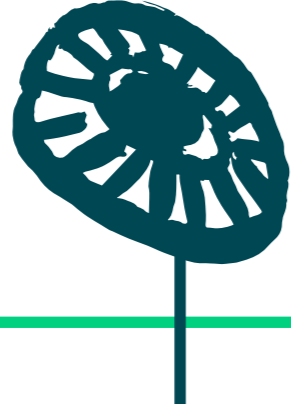
West Ham Park charity approve the decision to turn 50% of the space into housing and 50% for park use

Feb 2022



Public notice given that the charity intends to dispose of the space in accordance with the Charities Act 2011.

Feb 2024



make:good appointed and agree how to get the community involved in the project.

Mar - July 2024



Speaking to residents and local organisations about what the opportunities are.

July 2024



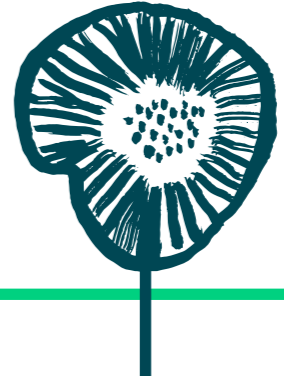
Drop-in event sharing community priorities for the Old Nursery Site.

Autumn 2024



West Ham Park charity will review all the feedback and establish the next steps.

Winter 2024



Set out the next steps for developing design ideas for the Old Nursery Site.

4.0 Promoting the engagement programme



4.0 Promoting the engagement programme

4.1 Key messages

All engagement activities and materials included setting out the following key messages:



What's next for West Ham Park Old Nursery Site?

West Ham Park Charity want to bring this part of West Ham Park back into use. They have decided to use half of the Old Nursery Site for residential development, which will generate funding to pay for improvements to the other half of the nursery site (including a community facility and new open space) and it could pay for improvements to the whole park. Any revenue generated will go back into the running of the park itself.

Now we are talking to residents, local schools and local organisations about what the opportunities and concerns are for this proposal and how the funding this proposal generates could improve the whole park.

What does the project want to achieve?

Through developing the Old Nursery Site the intention is to:

- Make best use of this part of the park
- Create new public open space for West Ham Park
- Create a new community facility for the whole neighbourhood
- Pay for improvements to the whole park
- Have the best environmental credentials
- Improve biodiversity in West Ham Park

4.0 Promoting the engagement programme

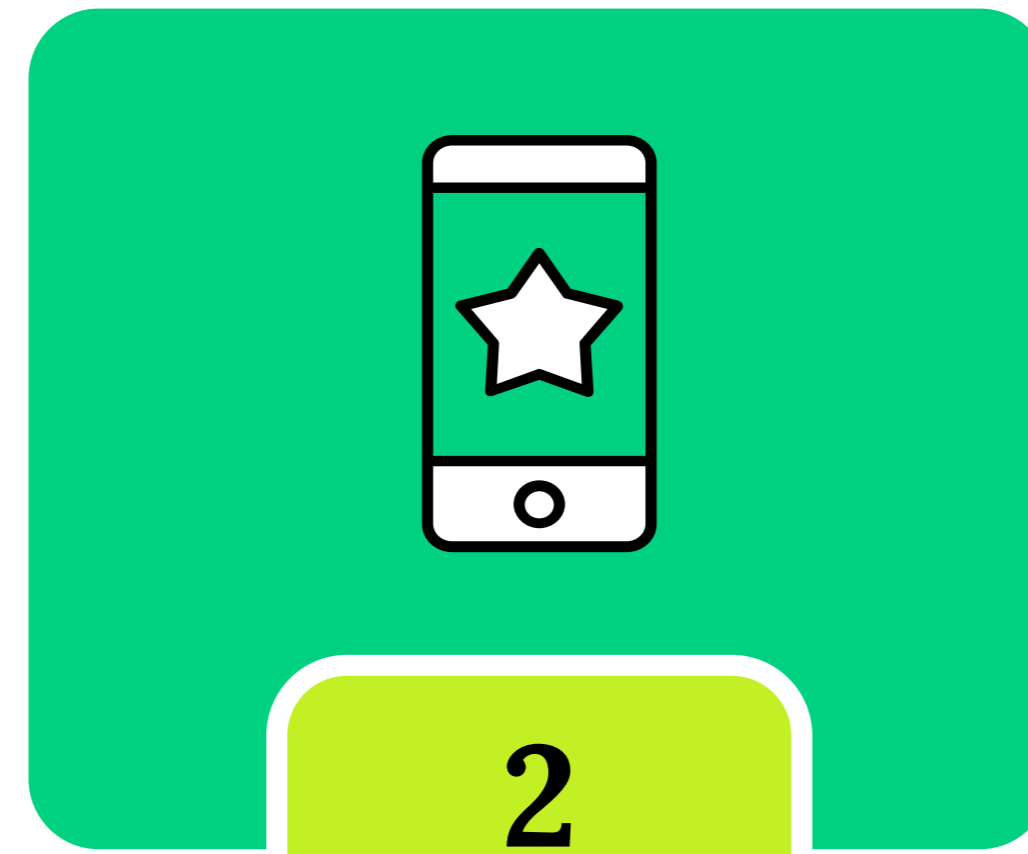
4.2 Promotion channels

Launch and insight gathering stage

The launch and insight gathering stage of the engagement programme, from **19th March to 28th June 2024**, was promoted through the following routes:



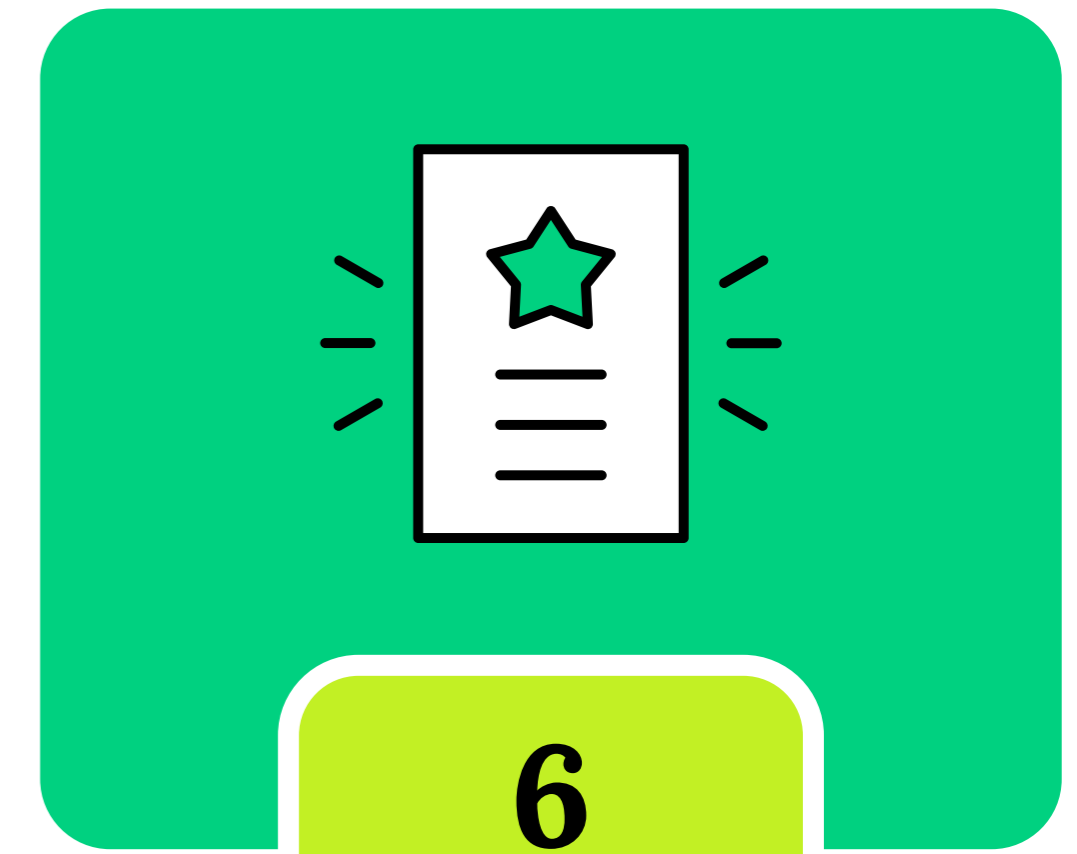
introductory emails to stakeholders



targeted instagram ads for 10 days



flyers to adjacent households



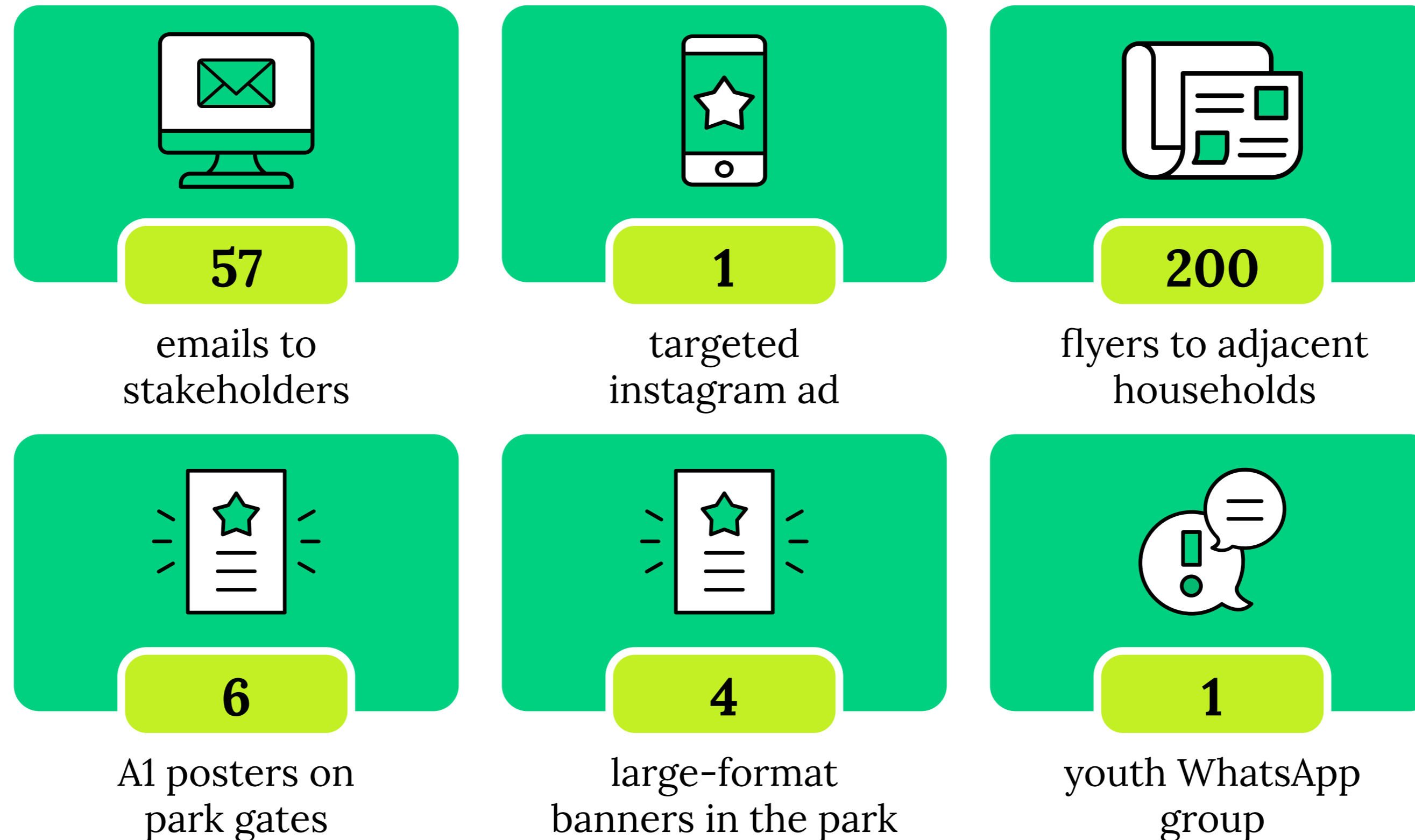
A3 posters on park gates

4.0 Promoting the engagement programme

4.2 Promotion channels

Share and refine community brief

The next stage of the engagement programme was to showcase and refine the Draft Community Brief. It was promoted from **12th to 28th July 2024** through the following routes:



5.0 Feedback gathering



Half of the site will be used for housing to raise much needed funds for the community and additional facilities and meet the running costs of the park.

What are your ideas for the other half of the site?

Through developing we want to...

- Make best use of this part of the park.
- Create new open space for West Ham Park.
- Generate income to manage and improve other parts of West Ham Park.
- Deliver the most sustainable development possible.

5.0 Feedback gathering, 19th March - 28th June 2024

The insight gathering stage focused on collecting the feedback on the following themes and using the following mechanisms.

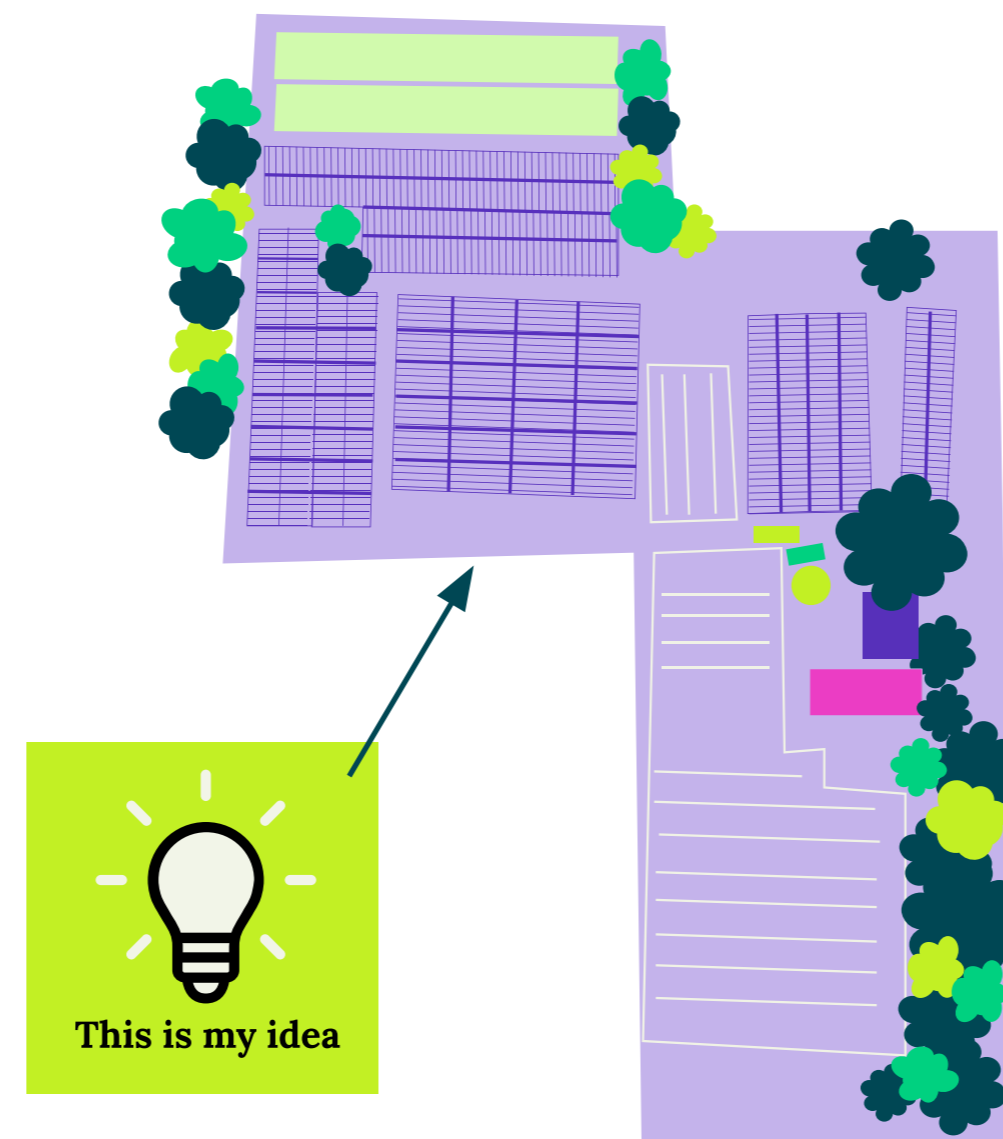
Survey/feedback form questions:

Half of the site will be used for housing to raise much-needed funds for the community and operational facilities and to meet the running costs of the park.

- What opportunities could come from developing the Old Nursery Site? (e.g.. *new public open space, new community facilities, enhanced biodiversity*)
- As half of the site will be housing, what are your ideas for the other half of the site based on the following key themes?
 - I. *Nature, planting and sustainability*
 - II. *Spaces for activities, sports, learning and play*
 - III. *Social spaces and seating*
 - IV. *Indoor community space*
 - V. *Other ideas*
- Please share any other comments about developing the Old Nursery Site

Map feedback:

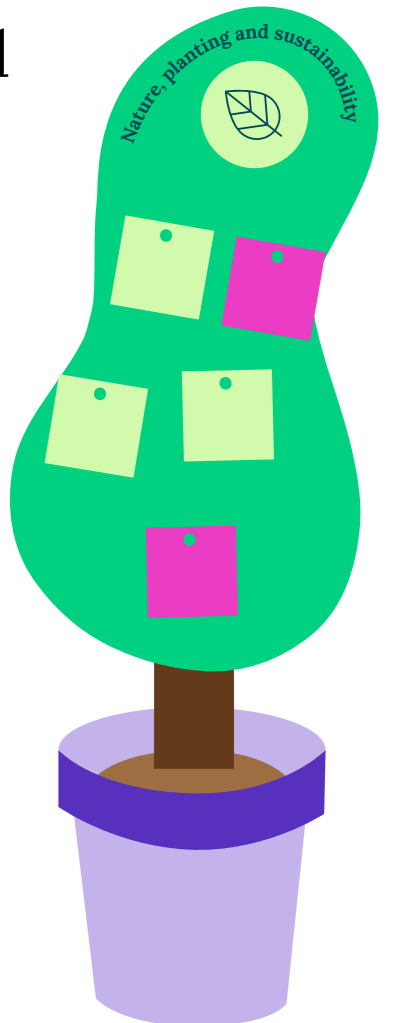
People will be able to pin their ideas for the site in a specific location.



Themed feedback for pop-up 'plants'

People will be able to add their ideas for a specific theme on the matching plant.

- Nature, planting and sustainability
- Social spaces and seating
- Spaces for activities, sports, play and learning
- Indoor community space
- Other ideas



5.0 Feedback gathering, 12th July - 28th July 2024

The insight sharing stage of the engagement focused on showcasing the Draft Community Brief that we prepared based on the feedback gathered between March and June 2024. It was an opportunity to check that the draft brief aligned with what we have been told and collect any other missing priorities or further comments on the project using the following mechanisms:

Survey/feedback form questions:

- Do you agree with the themes in the Draft Community Brief?
All of them / Some of them / None of them
- What are your top three priorities from the Draft Community Brief?
- Is there anything missing from the Draft Community Brief?
- Any other comments on the Old Nursery Site project?
- Did you give us feedback between March and June?
Yes / No

Dot-voting feedback:

People were asked to vote their top three priorities from the Draft Community Brief using coloured sticky dots against the 5 themes laid out on a tabletop setup.



6.0 Engagement activities



Make a plan for what you want to make:

What fun things do you think would make a great addition to West Ham Park??

- Cycle parking?
- More bins?
- Plant pots?
- Trees?
- Indoor space?
- A hammock?
- A pond?
- A bug house?
- A bird house?
- A shelter?

Who will be using what you make?

- Adults?
- Children?
- Cyclists?
- Skateboarders?
- Birds?
- Bugs?
- Dogs?
- Cats?
- Dragons?

Think about how you could combine different ideas to do more than one thing, for example:

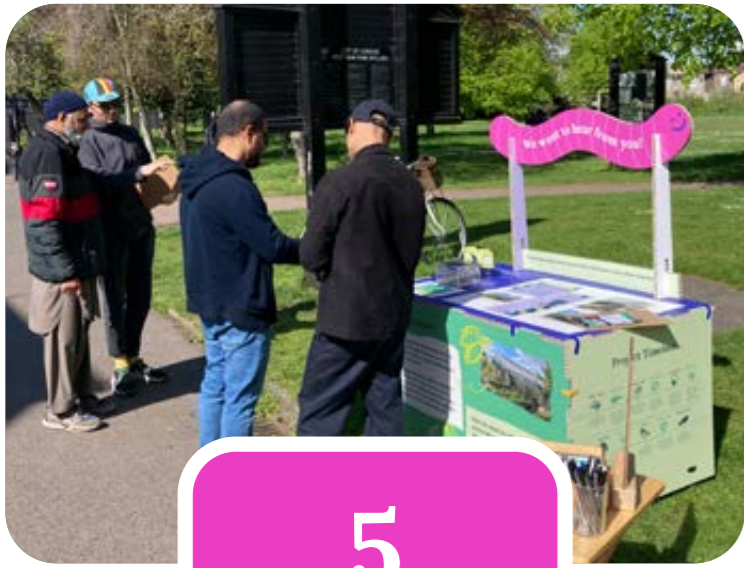
- Could indoor space be used for lots of different things?
- Could a seat also include planting?
- Could a path also be playfu?
- Could a tree have seating?
- Could a bench be used to play on?

Half of the Old Nurseries turned into home... see it...



6.0 Engagement activities

Between the 19th March - 28th July 2024 the following engagement activities were delivered:



5

pop-ups



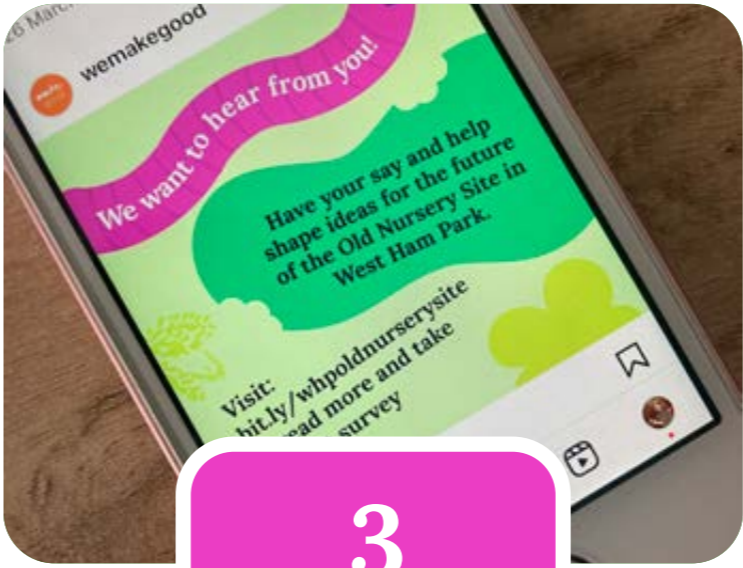
10

1-1s



4

cycle throughs



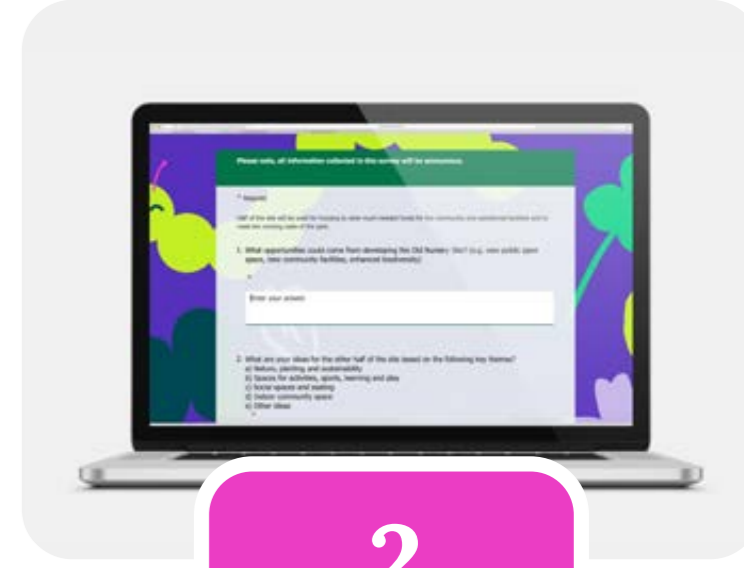
3

instagram ads



5

tag-on activities



2

online surveys



6

school workshops



1

SEN workshop



1

scout workshop



1

Bengali women's walkabout



1

Young Designers programme



4

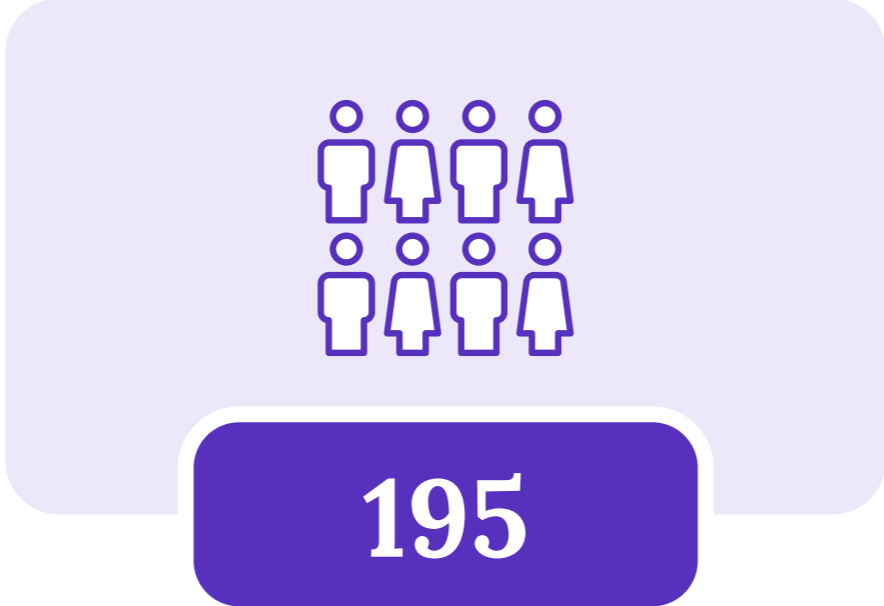
Draft Community Brief exhibitions

6.0 Engagement activities

The engagement activities resulted in the gathering of the following data:



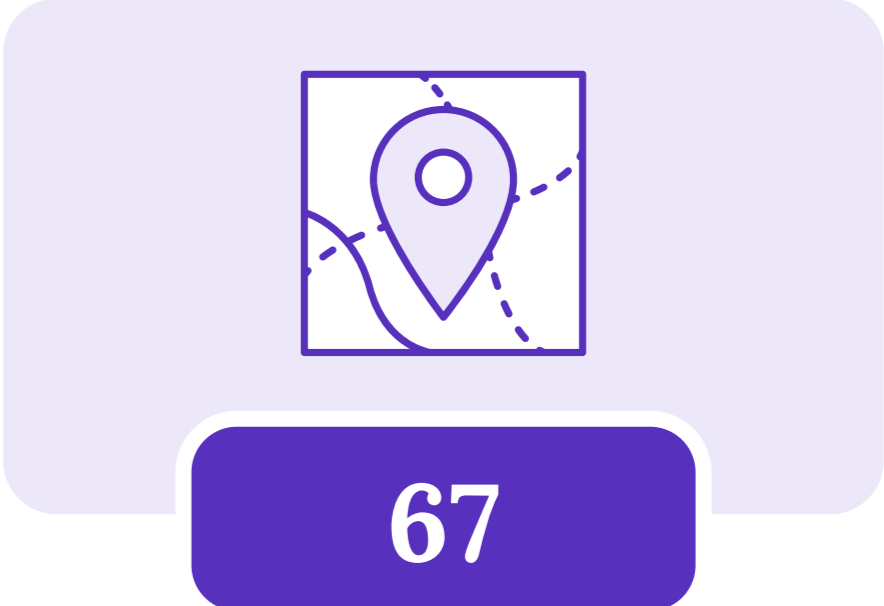
adults reached



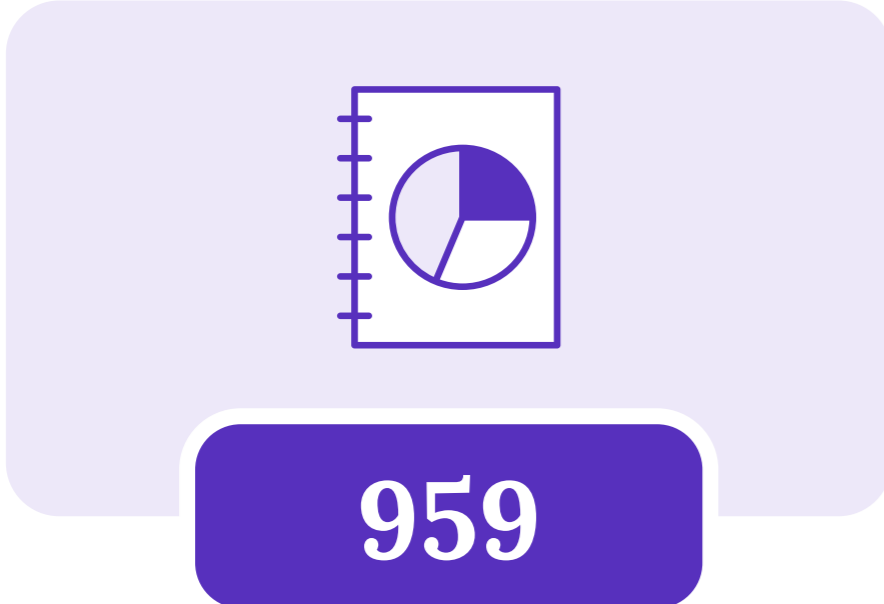
young people reached



pieces of feedback*



ideas on the map



pieces of demographic data**



online surveys completed



mailing list sign-ups



models made

*a piece of feedback refers to a completed paper feedback form or dot-voting feedback.

**a piece of demographic data refers to information given to us of certain attributes such as age, gender, ethnicity and postcodes. This was collected via surveys/forms and at school workshops.

6.0 Engagement activities

Between 17th April - 28th July 2024 we delivered the following events:



Pop-up 01, West Ham Park

Date: Wednesday 17th April

Attendees: 38

Pieces of feedback: 18



Pop-up 02, West Ham Park

Date: Tuesday 30th April

Attendees: 46

Pieces of feedback: 29



Tag-on to Capital Kids Cricket

Date: Thursday 9th May

Attendees: 24

Pieces of feedback: 7



Tag-on to patchwork at Carpenters Estate

Date: Thursday 9th May

Attendees: 6

Pieces of feedback: 4



Additional pop-up & cycle throughs

Date: 8th & 9th May

Attendees: 33

Pieces of feedback: 25

6.0 Engagement activities

Between 17th April - 28th July 2024 we delivered the following events:



Bengali Women Walking Group

Date: Thursday 17th May

Attendees: 7

Pieces of feedback: 7



Pop-up 03, West Ham Park

Date: Saturday 19th May

Attendees: 67

Pieces of feedback: 54



Park Primary School workshops (x3)

Date: Tuesday 21st May

Attendees: 74

Models made: 34



West Ham Church Primary School workshop

Date: Wednesday 22nd May

Attendees: 36

Models made: 18



11th Newham West Scouts workshop

Date: Wednesday 22nd May

Attendees: 9

Models made: 7

6.0 Engagement activities

Between 17th April - 28th July 2024 we delivered the following events:



JFK Special School SEN workshop, 5th June

Date: Wednesday 5th June

Attendees: 18

Models made: 16



Pop-up 04, West Ham Park

Date: Friday 7th June

Attendees: 32

Pieces of feedback: 26



Curwen Primary School Workshop

Date: Monday 10th June

Attendees: 20

Models made: 20



Elmhurst Primary School Workshop

Date: Tuesday 11th June

Attendees: 29

Models made: 29



Tag-on to Khidmah Academy's Friday prayer group

Date: Friday 14th June

Attendees: 12

Pieces of feedback: 9

6.0 Engagement activities

Between 17th April - 28th July 2024 we delivered the following events:



Pop-up 05, West Ham Park

Date: Saturday 15th June

Attendees: 32

Pieces of feedback: 26



Tag-on to East End Islamic Centre's Friday prayer group

Date: Friday 21st June

Attendees: 11

Pieces of feedback: 9



Tag-on to Park Primary School Summer Fair

Date: Friday 12th July

Attendees: 35

Pieces of feedback: 19



Young Designers Programme

Date: Monday, 22nd -
Wednesday, 24th July

Attendees: 9

Feedback given: 9



Draft Community Brief Exhibition 01

Date: Wednesday, 17th July

Attendees: 50

Pieces of feedback: 42

6.0 Engagement activities

Between 17th April - 28th July 2024 we delivered the following events:



Draft Community Brief Exhibition 02

Date: Monday 22nd July

Attendees: 18

Pieces of feedback: 13



Draft Community Brief Exhibition 03

Date: Wednesday 24th July

Attendees: 27

Pieces of feedback: 21



Draft Community Brief Exhibition 04

Date: Friday 26th July

Attendees: 43

Pieces of feedback: 31

7.0 Feedback



7.0 Feedback

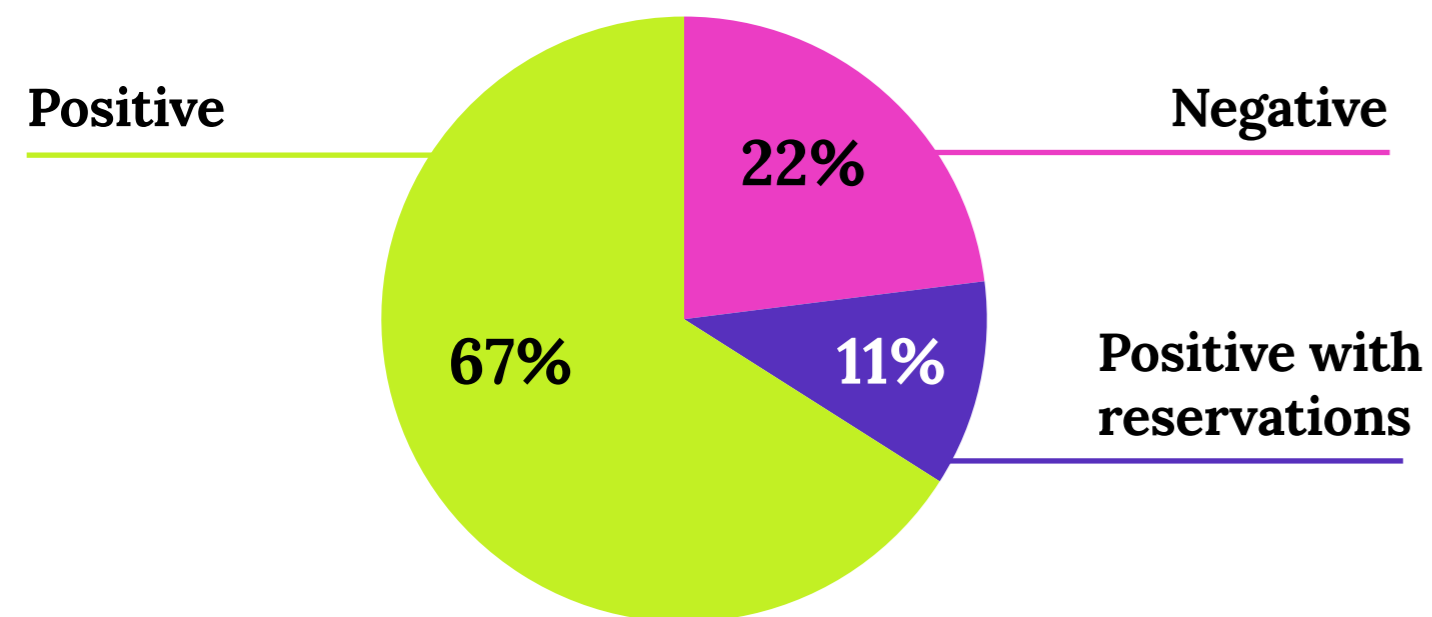
7.1 Survey feedback (from March - June engagement activities)

We have analysed all 631 completed surveys between March and July and identified the top five themes that were mentioned most frequently.

It is important to note that these themes are often described in proximity to each other so while a café received most mentions it also described combining this with an indoor space, connected to outdoor seating and set within a sensory planted area.

In addition to thematic feedback, we identified when feedback was negative, positive with reservations, and positive and talked regularly to the client team about what sentiment we received from local people.

Overall feedback sentiment:



7.0 Feedback

7.1 Survey thematic feedback (from March - June engagement activities)

Number in white circle is the times this topic was mentioned



7.0 Feedback

7.1 Survey thematic feedback (from March - June engagement activities)

Number in white circle is the times this topic was mentioned

Opposition to housing

138

Concerned that it might set a precedent for building on parkland

“Turning park land into housing would set a precedent that could have ramification far beyond the local borough. Building houses is not the only way to provide funding for a park, which is why we generally don’t see buildings go up in parks.”



22% of responses received to date object to housing

Scale, height and look

41

Designs of the housing are to be low-rise, sympathetic and in keeping with the park and surrounding homes

“This is not the best option but if we have to have housing it has to be low rise and in keeping.”



11% of responses expressed concern about housing, but would prefer there to be a focus on affordable or social housing, keeping buildings low-rise, to fit with other local buildings.

Housing tenure

27

Local people would like the development to focus on affordability / social housing

“We don’t need more expensive flats. The area needs good quality social housing if you are going to insist on selling half for housing.”



7.0 Feedback

7.2 Young people workshops

We ran workshops with 186 local young people aged 10-19 in three different settings: four primary schools, a SEN secondary school and a scout group.

We asked them to share what they like, don't like and what is missing in West Ham Park and explained the key aims and opportunities of the project.

This was followed by a model-making activity, using a range of 3D materials and visualisations of key locations. They were briefed to plan and model ideas for making different public spaces more inviting to young people. There were several recurring themes as well as site specific opportunities which we have identified on the following pages.

What do you like?

When asked what the young people liked about West Ham Park there was lots of enthusiasm and excitement. It is clearly an important place for them and the backdrop to lots of different activities they participate in from cycling around, attending formal sports activities, going there as a school group and playing in the playground.

All the young people we worked with appreciated the variety of planting, trees and access to different types of landscape from the woodland area to the ornamental garden.

The variety of activities on offer, including the sports provision and playground, was also recognised as an important positive quality of the park that means it is a place that lots of different people can come and enjoy being outside.

What don't you like?

The young people found it more challenging to identify things that they do not like about West Ham Park but there were three common themes:

- The perceived reduction in the range of play equipment they saw as suitably challenge for their age range and older
- The lack of consideration shown by some park users in relation to litter and dog poo
- The cleanliness of the public toilets

What is missing?

Again, the young people really valued all the facilities in the park at the moment but key features that young people identified as missing were:

- Café or snack shop so that people can spend longer in the park
- Play provision for older children (year 6 and older)
- Basketball or dodgeball court
- Quiet seating areas

7.0 Feedback

7.2 Young people workshops: Model themes

Planting and trees



Nearly all the models featured an element of planting, trees and referenced the creation of additional habitats for wildlife. From sensory paths through planting, bird boxes, ponds, trees for shade and shelter and more to using planting to create quieter pockets of space in the park. Workshops to learn about wildlife were also referenced.

Designing in a way that continues the range and quality of landscape provision in the park at the moment was important.



Café



A café or snack shop was modelled either as a singular item or as part of a set of features that connected a café with an outdoor seating area and access to an element of play so that family and friend groups could all spend time in the same area and have the facilities they needed.

It was noted that this type of provision could also accommodate modest indoor activities and provide supervision for additional park toilet facilities.



Play for older kids



Many of the young people noted that while they could enjoy parts of the new playground it was lacking in more challenging provision for their age range and older. Monkey bars and more challenging climbing featured as well as dedicated skateboard, rollerskating or bike tracks. This was modelled as areas of undulating ground or landscape that provided a different type of experience with more challenge than is offered by the paths around the park.



7.0 Feedback

7.2 Young people workshops: Model themes

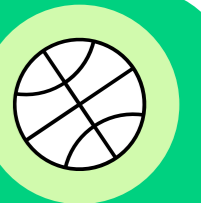
Seating



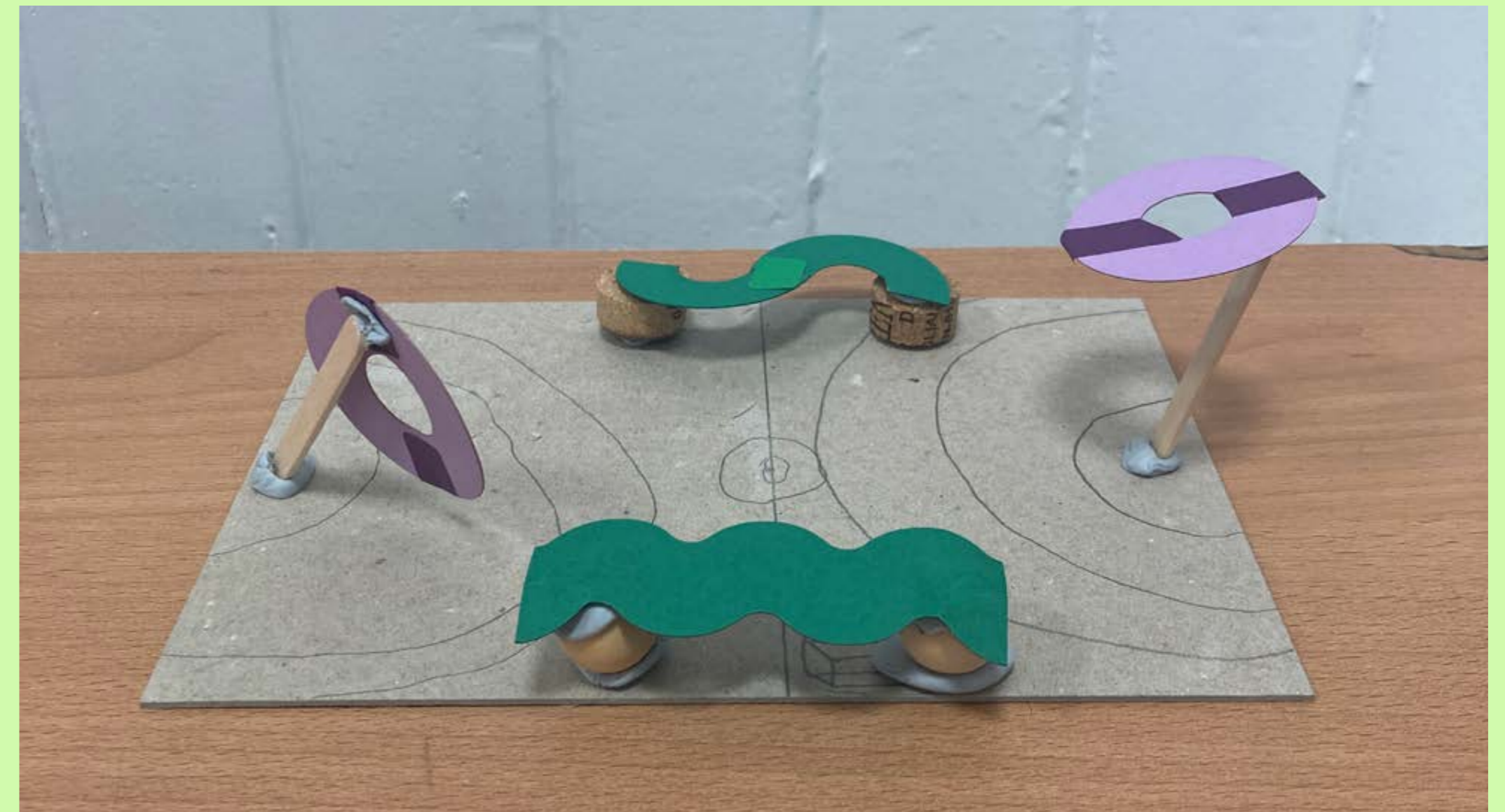
Creating pockets of sheltered seating through gazebos and terraced areas was important. Seating that was more playful such as stepped seating that could also be used for parkour or hammocks were identified as something that would provide a different type of seating than is already on offer.



Basketball / dodgeball court



While the young people appreciated the number of different sports activities the park provides at the moment a specific basketball and/ or dodgeball court was also identified as something that was missing and featured in the models. These were often combined with seating areas beside them so that could become a more sociable and informal place to play sport.



7.0 Feedback

7.2 Young people workshops: Special Educational Needs (SEN) workshop

We ran a tailored workshop with 18 SEN students from the JFK Special School aged 12 - 19 with speech or language needs and difficulties with fine motor skills. With support from the teachers, the students were confident in their ability to share their own ideas on what they liked and disliked about the park whilst coming up with their own imaginative designs for a local park.

The feedback and themes that came about from the SEN workshop are summarised opposite:

What do you like?

When asked what the SEN students liked about West Ham Park, it is clear that the park is an important place for them to spend time with their families and play with their friends. It provides a backdrop to lots of different activities they participate in from cycling, playing football with friends and having a picnics with family.

Some of the students appreciated the playground and the play equipment, and the flowers in the garden area.

What don't you like?

The SEN students mentioned that the surfaces around the park are uneven making it challenging for wheelchair users to get around. There is also a lack of sensory-focused and interactive spaces for them to enjoy.

What is missing?

A café or a place to purchase food and drink from was identified as a missing feature.

7.0 Feedback

7.2 Young people workshops: Special Educational Needs (SEN) workshop

Accessible play equipment



Many of the SEN students noted that while they enjoy the playground provision as shown on their models, however it is lacking in more challenging provision for young adults with disabilities.

Provisions such as swings and surface areas suitable for wheelchair, trampoline, gym and balancing equipment were identified through their models.



Emphasis on nature



Swimming pool, water features and river were featured on the students' models referencing the provision of more water elements in the park. A range of flowers and manicured garden were also featured in one of the models, showing the importance of nature and planting to the students.



Multi-use spaces



It was clear that the park is well used by the SEN students as a place to spend time with their family and friends outside, and they would like to see more provisions that support this such as a large picnic area, indoor / outdoor cinema open to all and accessible outdoor gym facilities, as shown on their models



Accessible sports areas



Whilst the SEN students enjoyed the number of different sports activities the park provides at the moment, a basketball court and large football pitch accessible to all were also identified as missing and featured in their models.



7.0 Feedback

7.3 Walkabouts

On Friday 17th May, 6 women and 1 man of Bengali heritage led the engagement team on a walk from their community base into and around West Ham Park to share their current experience of the place through the intersectional lens of being Muslim with a range of physical abilities and ages.



1
Special details and reusing materials from the park were well received as it added interest and curiosity to the park.



2
Wide clear routes with views in and out was perceived as safe and beautiful planting was the key draw to take particular routes.



3
The ornamental garden was the key focal point that brought the group to West Ham Park, walking through, exploring the planting and utilising the seating areas was the key experience they wanted from the park.



4
The Old Nursery Site would need a specific draw to encourage people to go there - for example a kitchen garden or sensory garden.



5
Covered seating areas across the park were a key positive feature for the group.



6
The Old Nursery Site was not a space the group were particularly familiar with. The approach would need a focus on new planting and biodiversity, with vistas in and out to make it clear there was something new and enticing.



7
Covered seating areas across the park were a key positive feature for the group.



8
Covered seating areas across the park were a key positive feature for the group.



9
Covered seating areas across the park were a key positive feature for the group.

7.0 Feedback

7.4 Young Designers Programme

From Monday, 22nd to Wednesday, 24th July, nine local young people were recruited from St Bonaventure and Stratford Academy to attend 3 workshops that explored their perspective on the park and ideas for the Old Nursery Site.

The programme was focused on the Old Nursery Site but also provided opportunities to learn design tools and thinking for those particularly interested in design or creative fields. Holding the sessions over a series of days meant that more in depth conversations were possible with young people than in some of our other engagement activities.

Finally it was important that the sessions were held in the bandstand and included a site investigation of the Old Nursery Site so an outlook onto the park was provided to help focus conversations and develop responsive outcomes.

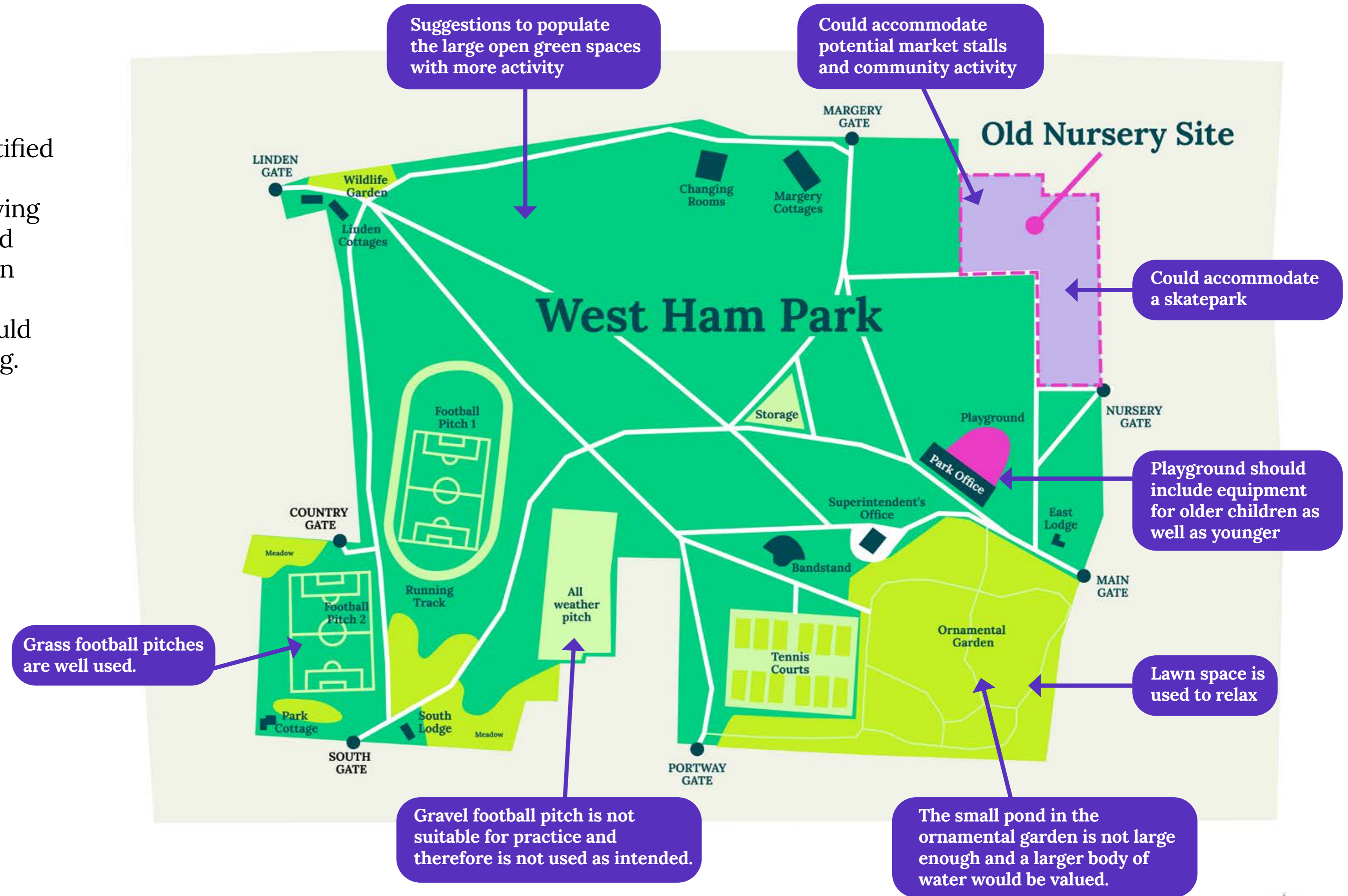


7.0 Feedback

7.4.1 Young Designers Programme

Site Survey

Using maps of the site the young people identified places and features they thought could be improved in the park as a way to start identifying gaps in provision that could be accommodated on the Old Nursery Site. The group were taken into the site itself to carry out a visual survey and initiate thinking about what the space could accommodate alongside the proposed housing.

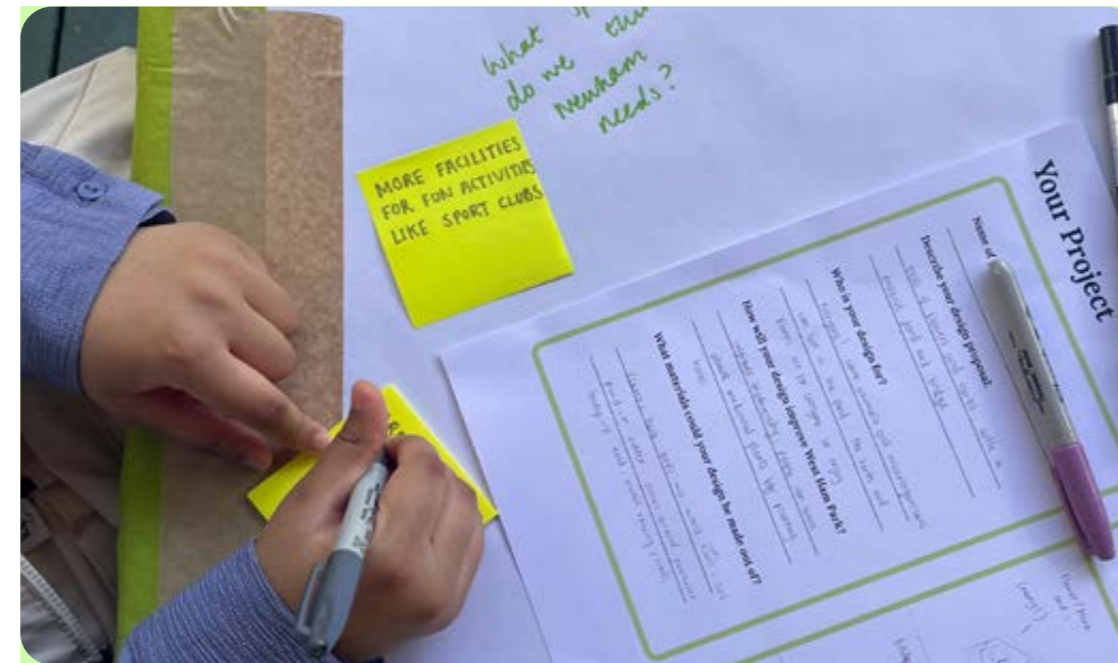


7.0 Feedback

7.4.2 Young Designers Programme

Identifying needs

Working in groups the young people discussed what different users of the park might need before working out if these needs were currently met in the park or whether they could be catered for within the Old Nursery Site.



Spaces for Newham

Key ideas identified were:

- More facilities for fun activities like sports clubs
- More water for young children to play in
- Activities that will attract older kids like basketball, astro turf and a skatepark
- More youth clubs in Newham as currently there aren't many
- Cycling, benches, covered areas and storage for sports equipment



Spaces for parents / carers

Key ideas identified were:

- A place that can be booked where grown ups/ older people can socialise for lunch
- More toilets and facilities
- More seating for older people and parents
- There should be more fitness activities for older people
- Benches, leisure areas, community groups for older people
- Trail path for walking for older people and parents after leaving their children in the playground



Spaces for young people

Key ideas identified were:

- Walking paths and routes
- Basketball courts and seating/ viewing area
- Fountain/ water area for relaxing and sitting down
- Place to buy and eat food/ snacks
- Skatepark
- Covered benches and seating area
- Play and sports areas for older and younger siblings close by to each other
- Space for after school clubs and youth groups

7.0 Feedback

7.4.3 Young Designers Programme

Developing designs

Thinking about the needs they had identified and their site analysis, the young designers started to develop design ideas through a collage and model making activity. Using photos from the site visit, collage materials of other buildings, spaces, textures and model making materials they showed their ideas in 2D and 3D.

- 1** A space for farmers markets where members of the community have the opportunity to grow and sell their own produce.
- 2** A basketball court located in a tucked away portion of the site that included a walkway and planting around it.
- 3** A large greenhouse supplying goods to the park users and connected to a café. Co-located with a basketball court and a smaller football pitch.
- 4** Large foundation surrounded by planting and nature near the entrance to the site.



7.0 Feedback

7.4.3 Young Designers Programme

- 5** A central water feature, a skatepark, café and green garden walkways.
- 6** A large fountain surrounded by seating and walkways with large trees.
- 7** Planting trees around the site perimeters and community beehives that could provide an educational and commercial opportunity.
- 8** A sheltered area located beside a large water centrepiece surrounded by lots of seating.



7.0 Feedback

7.4.3 Young Designers Programme

The young designers took ideas from their models to scale up and think about how they would work at a larger scale. The intention was to work as close to full scale as possible and zoom in on a detailed component of their idea.

Their final models consisted of:

- 1 **A basketball hoop**, as basketball is not currently accommodated for within the park.
- 2 **A covered planter and beehive** to illustrate the importance of including produce within the new facilities.
- 3 **A fountain centrepiece** surrounded by a seating area. Water was seen as an important calming feature for the park.
- 4 **A dedicated youth space** that can accommodate a range of activities from sports and exercise, food stalls, toilets, lounge and space for storing equipment.
- 5 **A community growing and education space** for local people to meet, socialise and gain gardening knowledge



7.0 Feedback

7.4.3 Young Designers Programme

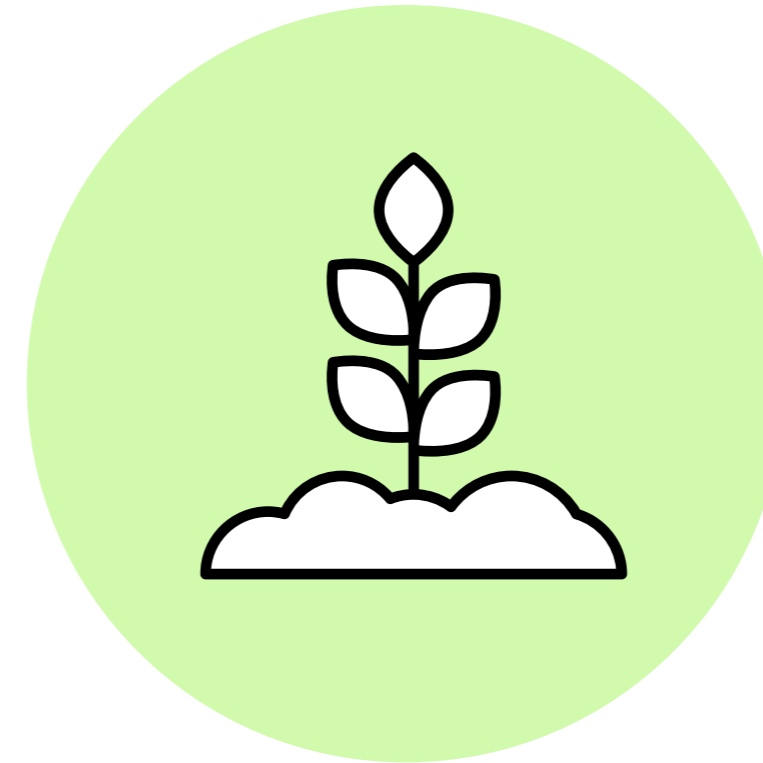
Ideas from the young designers echo the community brief including:



Indoor community space, although the focus was on providing space and activities specifically for young people.



Play for older children for example basketball and skateboarding.



Planting that includes food growing alongside beehives which could potentially supply a park café.



Water featured heavily in discussions and was seen as being important for creating a relaxing environment.

7.0 Feedback

7.5 One-to-one feedback

The table below summarises the feedback we received from our one-to-one engagement with the different audiences on the Old Nursery Site between April and June 2024.

Audience: Schools

Carpenters Primary School, JFK Special School, Newham CoE Primary School, and Curwen Primary School

Dates:

16.04.24 - 08.05.24



Key feedback:



Nature, planting & sustainability

More areas for forest schools, sensory garden, gardening and learning about nature are highly desirable as these spaces are currently limited for the adjacent schools to use.



Spaces for activities, sport, play & learning

- Safe facilities for children to learn and play, including play spaces for students with special needs, which are currently lacking, are important
- More activities for local young people as an initiative to get them off the streets and come to the park



Indoor community space

Space for young people, toddlers, and parents to get together, play and learn new skills

Audience: Youth group

Capital Kids Cricket

Dates:

09.05.24

Key feedback:



Indoor community space

- Indoor space for sports that is attached to a café.
- Toilets near the cricket pitch that are accessible and working

7.0 Feedback

7.5 One-to-one feedback

Audience: Community groups

Friends of West Ham Park & London National Park City

Dates:

03.05.24 and 08.07.24



Key feedback:



Nature, planting & sustainability

Expansion to the allotment and orchard, including areas for wetlands and forest
Educational opportunities on food growing by linking up with community groups and schools in the area



Spaces for activities, sport, play & learning

Kitchen garden idea to tie it with the 'botanist' theme and heritage of the site from the greenhouses



Indoor community space

- Expansion of the education programme outside of school hours and make it accessible to all
- Providing more activities for the young people / older children to encourage them to visit the park



Opposition to housing:

Friends of West Ham Park have made their stance clear on housing and will continue to do so. They want the best for the park and would like the WHP charity to reconsider their decision or explore alternative funding channels, which FoWHP are happy to assist with and be closely involved on the future of the site.

7.0 Feedback

7.5 One-to-one feedback

Audience: Community groups

Old Spotted Dog Ground Trust

Dates:

08.05.24



Key feedback:



Nature, planting & sustainability

- Bigger areas for community garden or allotments
- They have been approached by the Forest Gate Community Garden for space as they may need to move out soon and worth reaching out to



Spaces for activities, sport, play & learning

- There is a lack of sports spaces that are affordable and offer hiring service in the area, therefore there is high demand for these space such as football and cricket
- An outdoor youth training space is also suggested



Indoor community space

These spaces will need to be properly managed and staffed and the cost of running them can be expensive.



On housing

- Would like the focus to be on social housing

7.0 Feedback

7.5 One-to-one feedback

Audience: Faith groups

RE Matters, Highway Vineyard Church & Salvation Army

Dates:

14.05.24 - 05.06.24



Key feedback:



Nature, planting & sustainability

Expansion to the community allotment area



Spaces for activities, sport, play & learning

- Encourage more link up or programming with the local schools
- Better wayfinding for the site and the whole park








Indoor community space

- Provide calm and safe space for elderly people to get together, including providing warm space during the colder months
- Café with a dog-friendly area and space to hire to generate income for the park
- Storage space to lock up valuable materials for running groups, etc.

7.0 Feedback

7.6 Draft Community Brief feedback

We used the feedback from the insight gathering stage between March and June 2024 to shape a draft set of priorities for a community brief that would shape any further development as shown below.

Café	Indoor space	Planting	Play for older children	Housing
<ul style="list-style-type: none">Affordable and inclusiveConnected to play  <p>The illustration shows various food and drink items like coffee, tea, juices, ice cream, and baked goods. It also depicts a person sitting at a table, a swing set, and a slide, representing the connection to play. Text labels include 'Coffee, tea and juices', 'Salads and sandwiches', 'Ice cream and baked goods', 'Connected to play', 'Indoor and outdoor seating', and 'A range of prices'.</p>	<ul style="list-style-type: none">Space for a range of activitiesAffordable to hireConnected to sheltered outdoor spacesClean toilets  <p>The illustration depicts a person doing yoga, a market stall, and a toilet. Text labels include 'a place for...', 'parties', 'workshops', 'clubs', 'yoga', 'clean toilets', 'affordable hire', and 'markets'.</p>	<ul style="list-style-type: none">All facilities set within plantingSensoryPromote wildlife and biodiversity  <p>The illustration shows a person walking through a willow tunnel, with various plants and food items like herbs, sensory planting, and growing food. Text labels include 'growing food', 'sensory planting', 'herbs', and 'willow tunnel'.</p>	<ul style="list-style-type: none">More challenging climbingSpace for skateboards, roller skates etc..  <p>The illustration features a climbing frame, a skateboard, and roller skates. Text labels include 'more challenging climbing' and 'space for skateboarding and rollerskating'.</p>	<p>Any housing included needs to be:</p> <ul style="list-style-type: none">Appropriate in scaleScreened from park with planting  <p>The illustration shows a house partially obscured by trees and a fence, with a ruler indicating scale. Text labels include 'screened from park with planting' and 'Appropriate in scale'.</p>

7.0 Feedback

7.6 Draft Community Brief feedback

Promoting the Draft Community Brief

Between 12th July - 28th July, we ran 4 exhibitions in the park, 1 tag-on with the Park Primary School Summer Fair and installed 10 banners and posters around the park displaying the Draft Community Brief and inviting people to give feedback online and at in-person events. The events were promoted via our mailing list, flyers to 200 households adjacent to the site, make:good's and West Ham Park's social media, and 1 youth group on WhatsApp.



4 exhibitions



1 school tag-on



10 banners



mailing list promotion



200 flyers posted



social media posts



whatsapp messaging

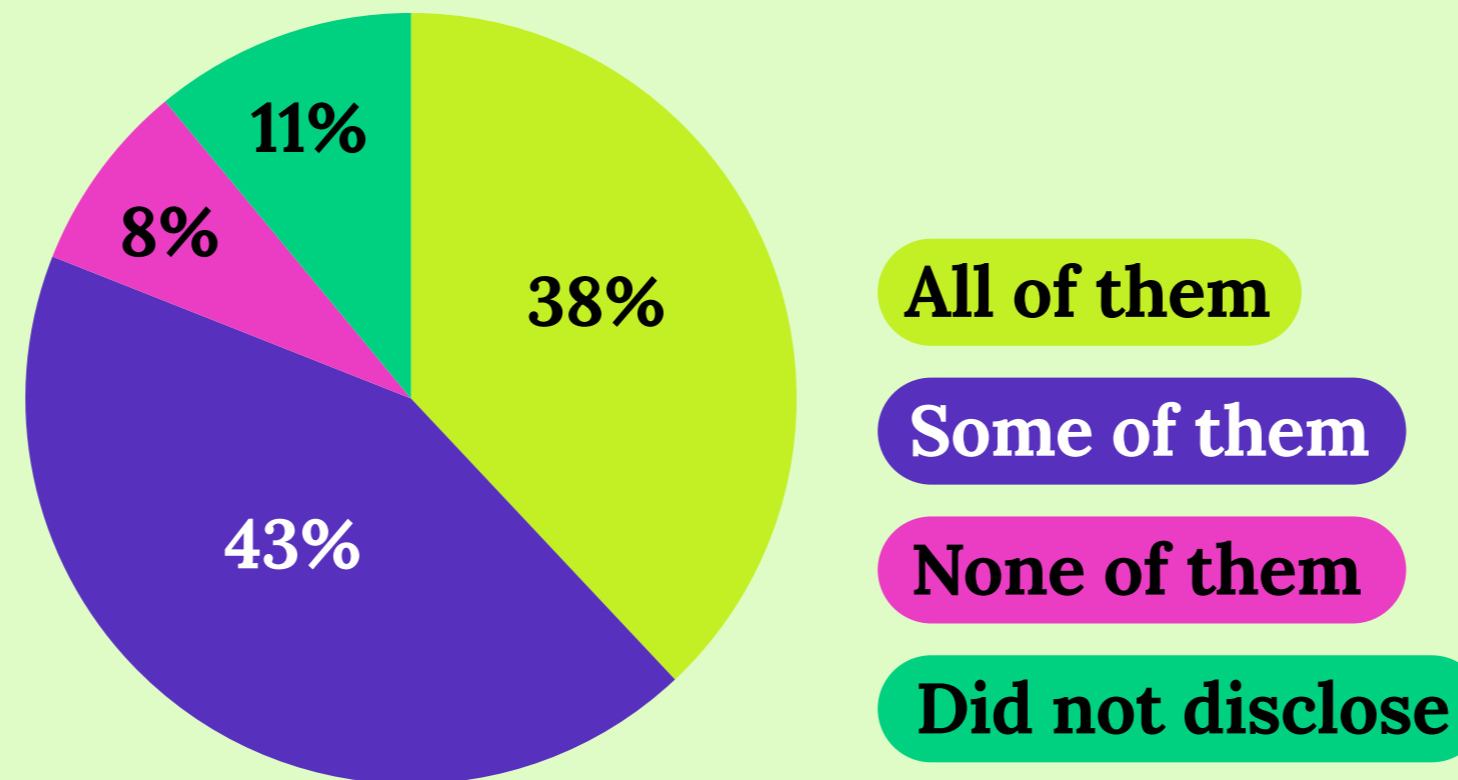
7.0 Feedback

7.6 Draft Community Brief feedback

In this round of engagement:

- 265** people reached online and in-person
- 218** pieces of new feedback
- 65%** had not given feedback before
- 24%** were returning participants
- 11%** didn't say if they had given feedback before

Do you agree with the themes in the Draft Community Brief?



Summary: Out of the 218 pieces of feedback, 81% were positive about all or some of the priorities shown on the Draft Community Brief. The majority of those who agreed with some of the priorities chose this option when they agreed on 4 out of the 5 priorities, omitting housing. Many people did not realise that what was shown are conditional aspects of housing - rather than housing as a priority.

Quotes from respondents:

“I think it is full of good ideas. The area needs housing too. Good compromise.”

“I want to pick all 4 - they are all important. Perhaps housing is better taken out of the brief and more of a condition”

“Don't include more housing. Make it a space exclusively for the community with play provision and plants.”

7.0 Feedback

7.6 Draft Community Brief feedback

We also collected a new batch of feedback which opposed the housing (24%) from new participants but as only 8% of respondents said they didn't agree with any of the priorities we can see that people who don't support the housing may still agree to some of the priorities from the Draft Community Brief.

“I don't like the idea of community space being given over to housing, maybe if it can be guaranteed social affordable housing? But this should be a space for the local community”

Based on this feedback, we can conclude that the first four themes do reflect local sentiment but we have moved the comments on housing into a separate section in the report. The final version of this brief would be part of the mechanism to keep monitoring whether local priorities are being met as the project progresses (refer to section 10 Community Brief in this report).

Housing

Any housing included needs to be:

- Appropriate in scale
- Screened from park with planting



7.0 Feedback

7.6 Draft Community Brief feedback

What are your top three priorities from the Draft Community Brief?

The following number of comments were counted from the feedback forms and dot-voting feedback*:

1



Café: 236 comments

- “A café would bring so much to the park – more footfall, engagement and sense of community”
- “Provide a café and shop selling things that are grown in the park”
- “the park hosts a large amount of locals and visitors and needs a quality café to support it and create a better experience”

2



Play for older children: 205 comments

- “Activities for teenagers are missing in the park”
- “There needs to be play for older kids but there needs to play for very young too”
- “Something for older children/young adults – whether that is skate park or MUGA or similar – and don’t forget women and girls use this stuff too”

3



Indoor space: 202 comments

- “West Ham Park and the surrounding residents are in desperate need of a communal hub, one to bring folk together, to have conversations, for new parents, for young and old”
- “You should combine these ideas so actually we want a café, connected to an indoor space where activities can happen all set within sensory planting.”

*these numbers include people who completed the dot-voting setup and did not complete feedback forms at the in-person exhibitions hence these numbers are higher than the number of feedback forms completed.

7.0 Feedback

7.6 Draft Community Brief feedback

What are your top three priorities from the Draft Community Brief?

The following number of comments were counted from the feedback forms and dot-voting feedback*:

4



Planting: 145 comments

- *“I like the idea about planting area. It would be a good idea also to educate people about benefits of planting more trees and plants.”*
- *“Gardening can be useful for young people to know where their food comes from”*
- *“Flowers and plants could be sold on the same premises as the café or in a separate building. The flowers grown in West Ham park are so beautiful”*

5



Housing: 15 comments

- *“Housing is more of a thing we have to accept rather than something I want. Do understand it needs to be there”*
- *“Don’t think housing should be in it exactly - it should be more of a list of conditions to us accepting housing”*

*these numbers include people who completed the dot-voting setup and did not complete feedback forms at the in-person exhibitions hence these numbers are higher than the number of feedback forms completed.

7.0 Feedback

7.6 Draft Community Brief feedback

People have also mentioned the following priorities for the site during this stage of the engagement:

Food growing enterprise & planting education



Continuing the legacy and reflecting the history of the site as a nursery and partnering with local schools

Designated dog-only area



Designated space for dogs to be off leash, away from the picnic area and to avoid people those with a fear of dogs

More spaces & activities for people with special needs



Quieter spots and more accessible activities and spaces catered for disabled people and those with special needs

7.0 Feedback

7.7 Community Brief

Introducing the Community Brief

After the first stage of engagement we prepared a Draft Community Brief that summarised the key findings into five themes:

- Café
- Indoor space
- Planting
- Play for older children
- Housing

During the Draft Community Brief exhibitions we heard that it would be better to omit housing from the community brief, because the points shown (appropriate in scale, screened from the park etc.) are not things requested as a community brief for the non-housing part of the site, but are limitations people have suggested on the housing itself.

We can conclude that the first four themes do reflect local sentiment but please refer to Section 7.6 Sentiment on housing proposition.



7.0 Feedback

7.7 Community Brief

1



Café: 236 comments

- A café was mentioned as a top priority for the site, somewhere to get a hot drink and snack at an affordable price.
- A community-run café was suggested, using locally sourced produce (including from the park's allotments) and part of a flexible space that can be used for events, exhibitions or workshops.
- Suggestions were made for a café to be more visible and to operate regular hours, particularly over the weekends and busy periods during the week.
- It was also suggested that the top 3 priorities could be under one facility on site.

2



Play for older children: 205 comments

- Spaces and activities for older children or young people were wholly welcomed as these are currently perceived as lacking in the area.
- These were seen as an opportunity to keep kids/young people off the streets and into to the park.
- Spaces for skateboarding, wall climbing, BMX track, monkey bars, workshops and classes to learn new skills outside of school hours for this age group were considered important.

7.0 Feedback

7.7 Community Brief

3



Indoor space: 202 comments

- Besides having indoor spaces that the local people can hire for various events, activities or workshops all year round, people also welcomed the idea of having a space for older residents, new parents and children, young people, residents with special needs and more to get together or learn new skills.
- A farmers or community market was also mentioned as something that could happen regularly in this space.

4



Planting: 145 comments

- Plant education, food growing, environmentally-friendly food consumption, community gardening and a nursery which all reflect the history of the Old Nursery Site were mentioned as opportunities for the site and should be continued where possible.

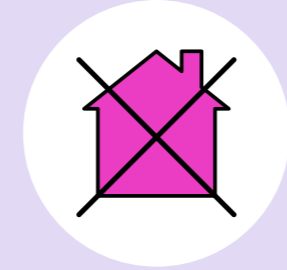
7.0 Feedback

7.8 Sentiment on housing proposition

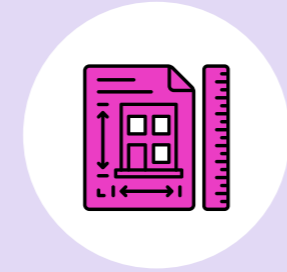
The aim of this work was to assemble a community brief based on the West Ham Park charity's intention to use 50% of the Old Nursery Site for housing.

We did not ask participants if they would like to see housing on the site or not as this engagement focused on understanding what local people would like to have on the publicly accessible half of the site.

People did feedback that they were opposed to housing and often they used 'any other comments' section to suggest no housing at all. We have analysed this feedback and have included a summary of this sentiment opposite:



Across both stages of this engagement work 23% of respondents expressed opposition to any housing on the site.



Across stage 1 of the engagement work 11% of respondents referred to housing in terms of applying limitations to the height, scale and tenure of it.



Across stage 2 of the engagement work 8% of respondents referred to housing in terms of applying limitations to the height, scale and tenure of it.



8% of respondents that gave feedback in July expressed that they did not agree with any of the ideas contained within the Draft Community Brief. This means that 92% of respondents from July engagement, including those that were opposed to housing could also find other features of the Draft Community Brief that they agreed with. While we know that there is no consensus on the housing, the other four themes appear to be an accurate representation of what local people perceive are needed in this much loved park.

8.0 Demographics



8.0 Demographics

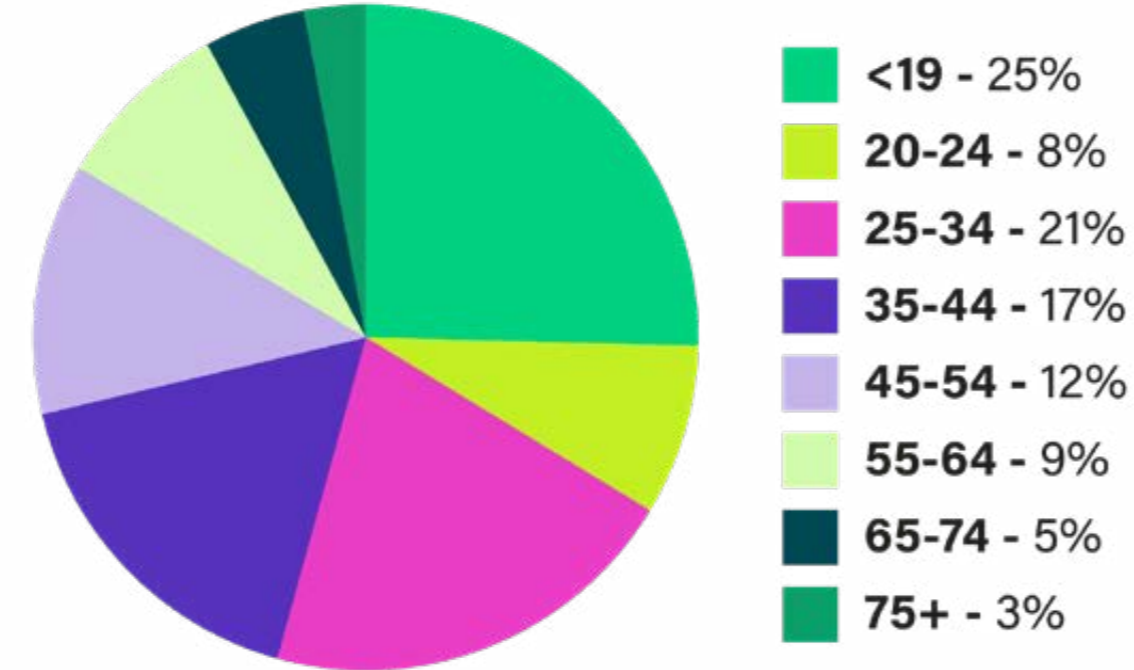
In order to make sure the feedback we gather is representative of the area, we collected demographic data and compared it with local averages (based on 2021 Census data for a 1 mile radius of the park). Of the 1164 people who engaged with us, 959 gave some demographic data. By the end of July 2024 we gradually increased our reach particularly for ethnicity and age groups in the area, to align as closely as possible with the representative demographics within a 1 mile radius of the park.

Age summary: We received the highest number of respondents from people within the age group of <19 (25%) through our school and young people workshops, and 35-44 age group (also 25%), followed by 24-34 age group (18%) in which the median age of Newham borough falls under according to the latest census.

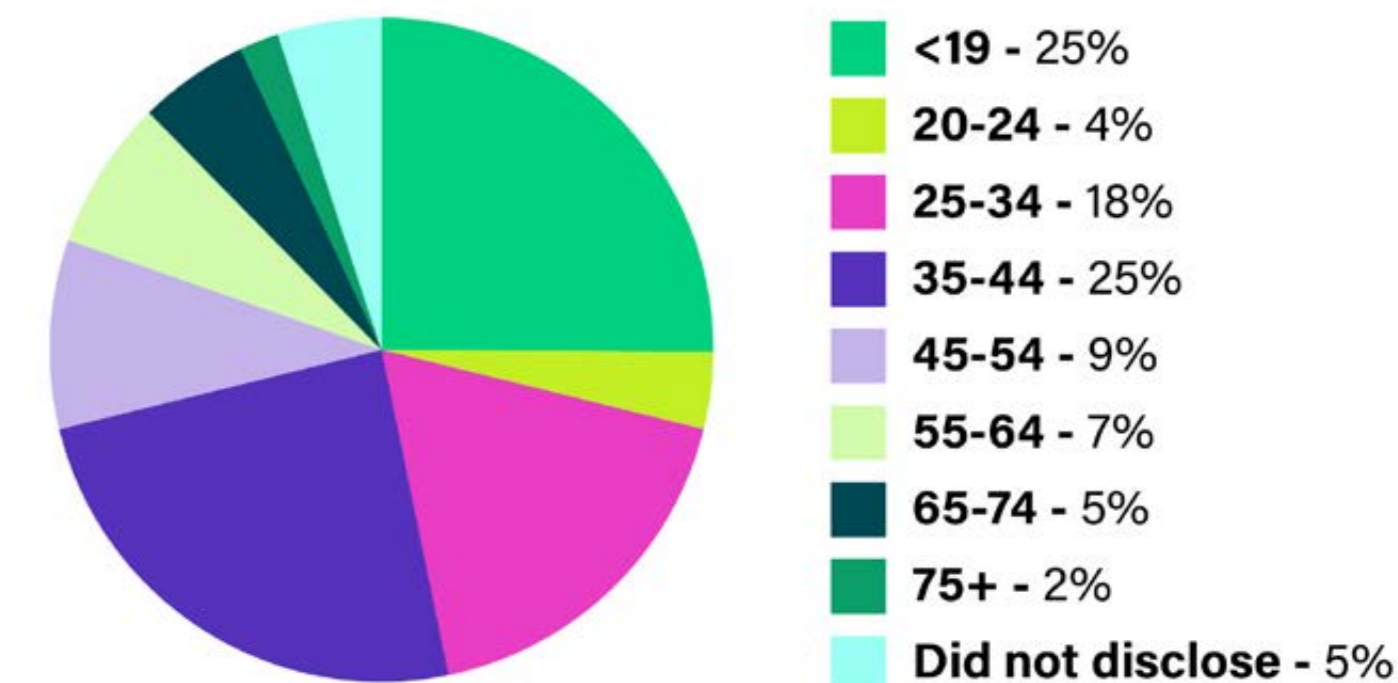
Gender: We received more feedback from women than men. This does not completely align with the 1 mile radius demographics, which shows higher percentage of male population by 9%.

1 mile radius baseline demographics

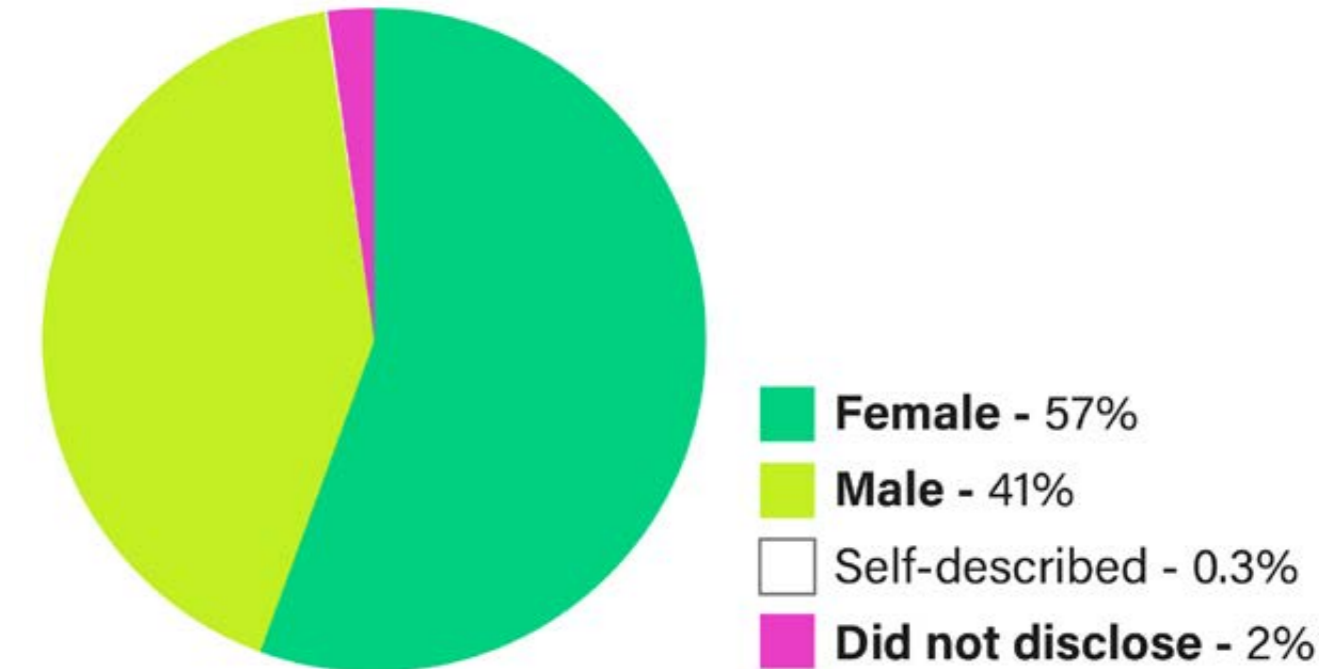
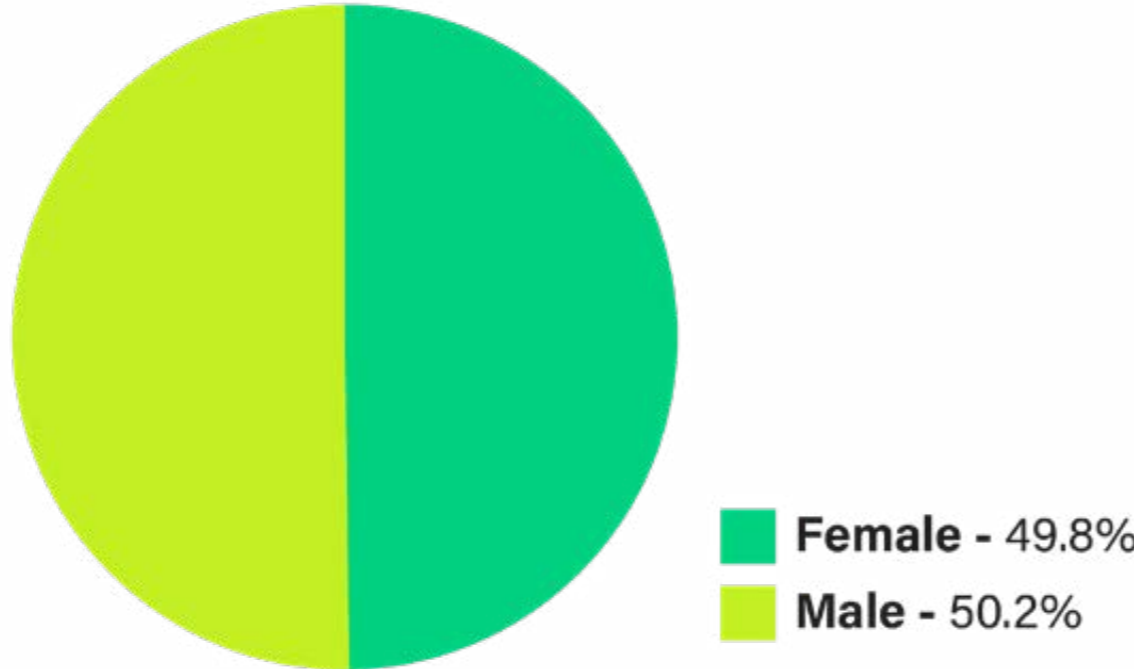
AGE



Demographics collected to date



GENDER



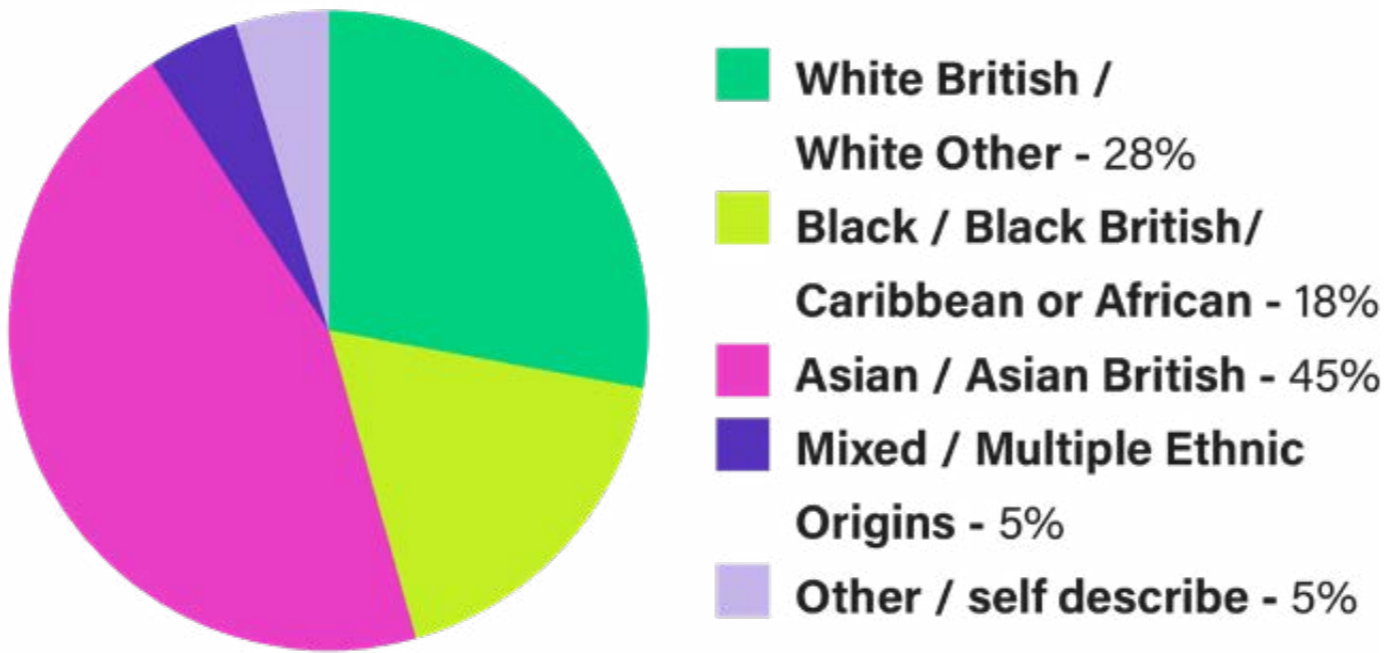
8.0 Demographics

Ethnicity: We have over-representation of the White British/White Other group due to the high number of online surveys completed from this ethnicity group (71% at the start of the engagement). However, we have gradually increased the representation of Asian/Asian British group through our in-person activities in the past few months to align as closely as possible with the local demographics. We received slightly lower participation from the Black / Black British / Caribbean or African group by 7% and higher representation of Mixed / Multiple Ethnic Origins group by 4%. 5% of participants did not disclose their ethnicity.

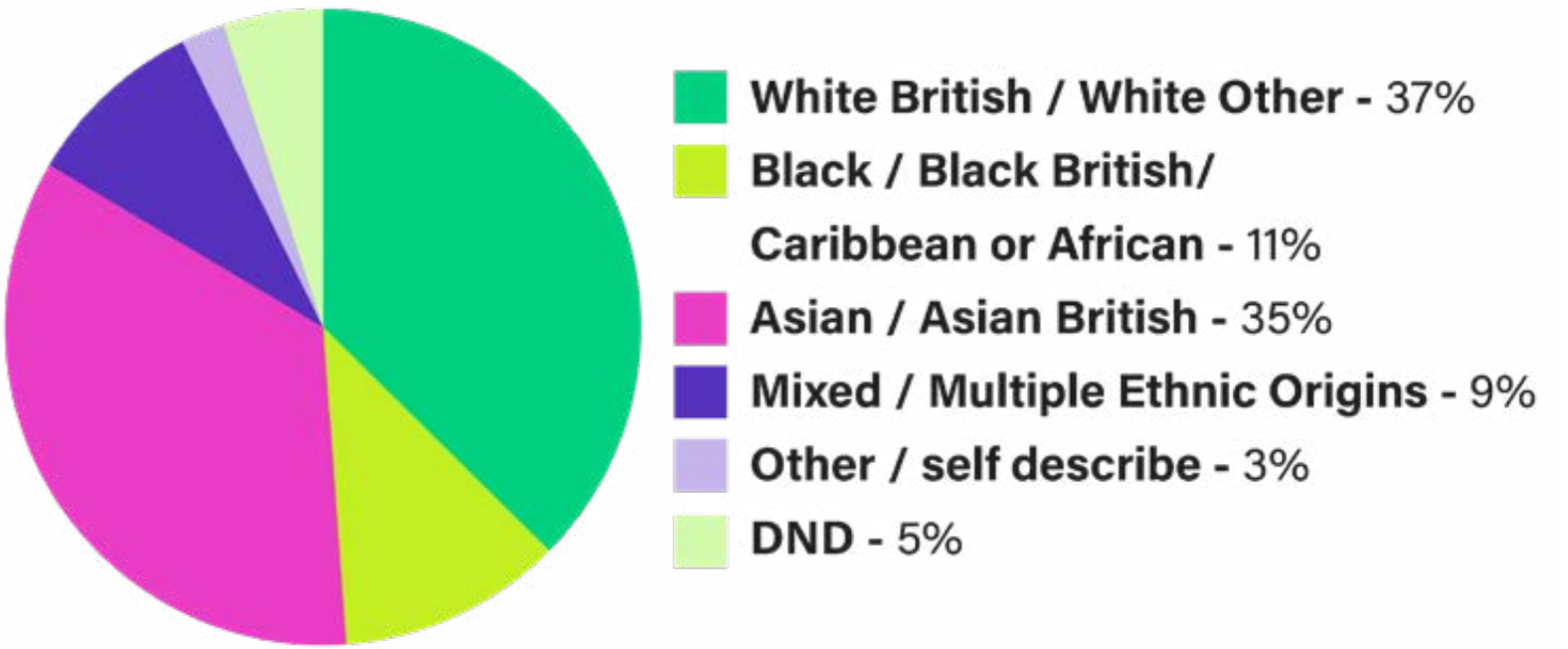
Disability: We received slightly higher feedback from people with disability by 1%, not taking into account those who did not disclose or preferred not to disclose their health status.

1 mile radius baseline demographics

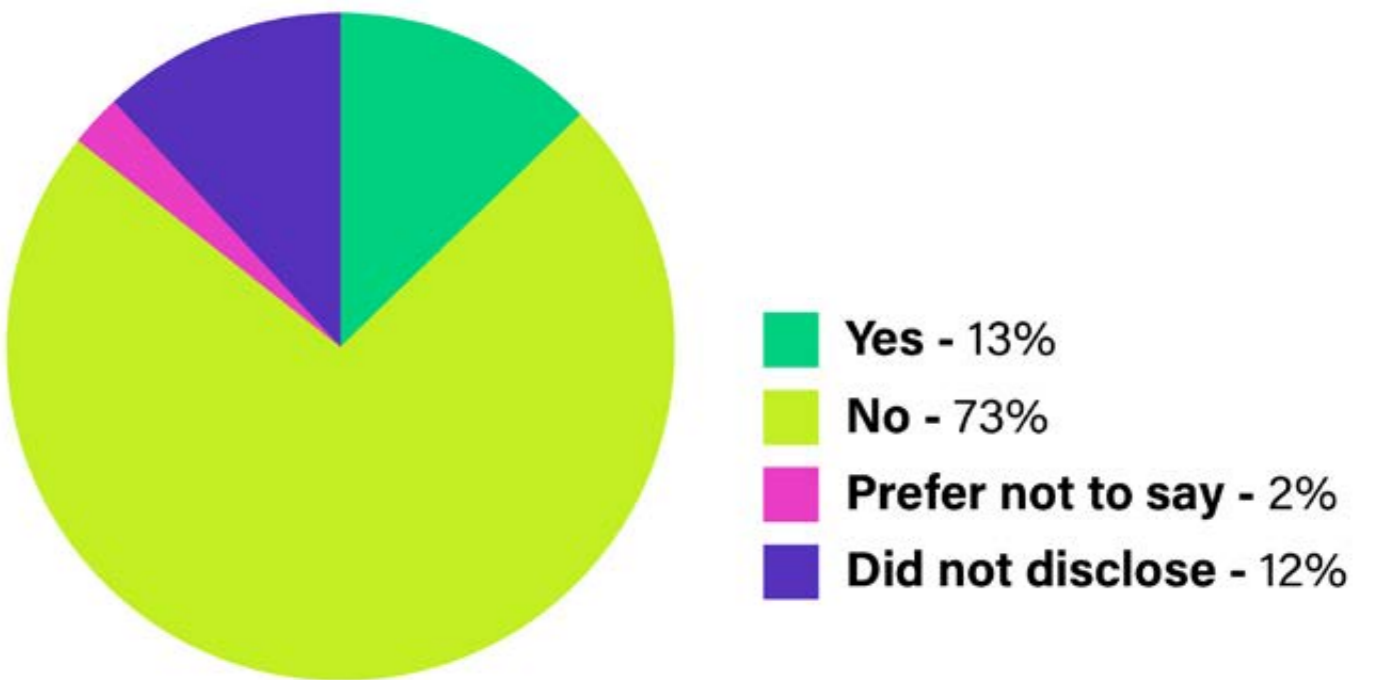
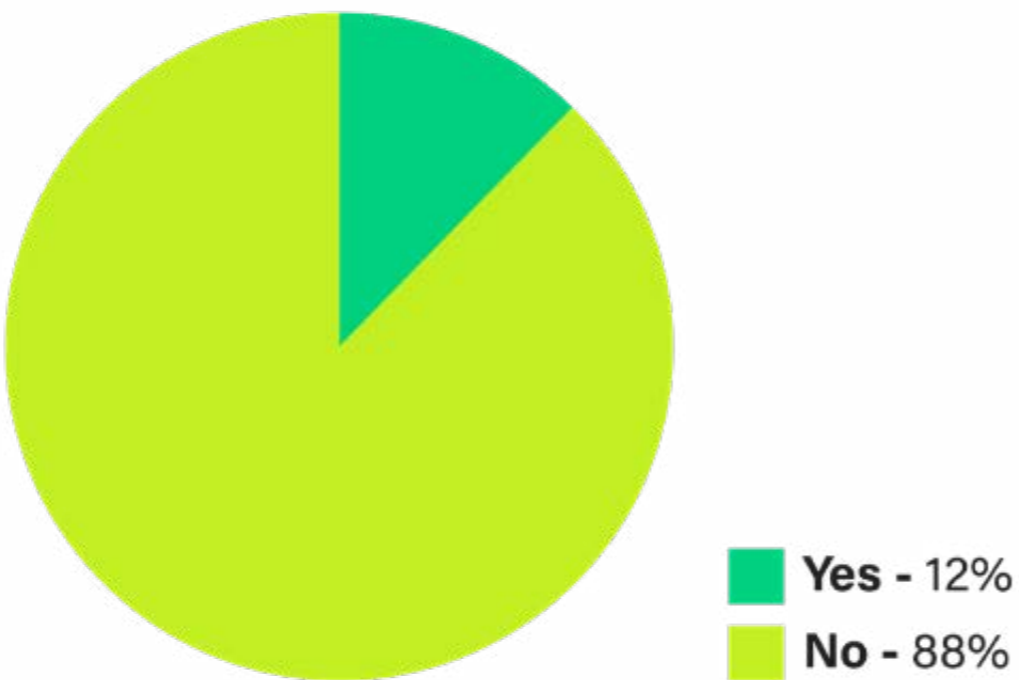
ETHNICITY



Demographics collected to date



DISABILITY



9.0 Geographic reach



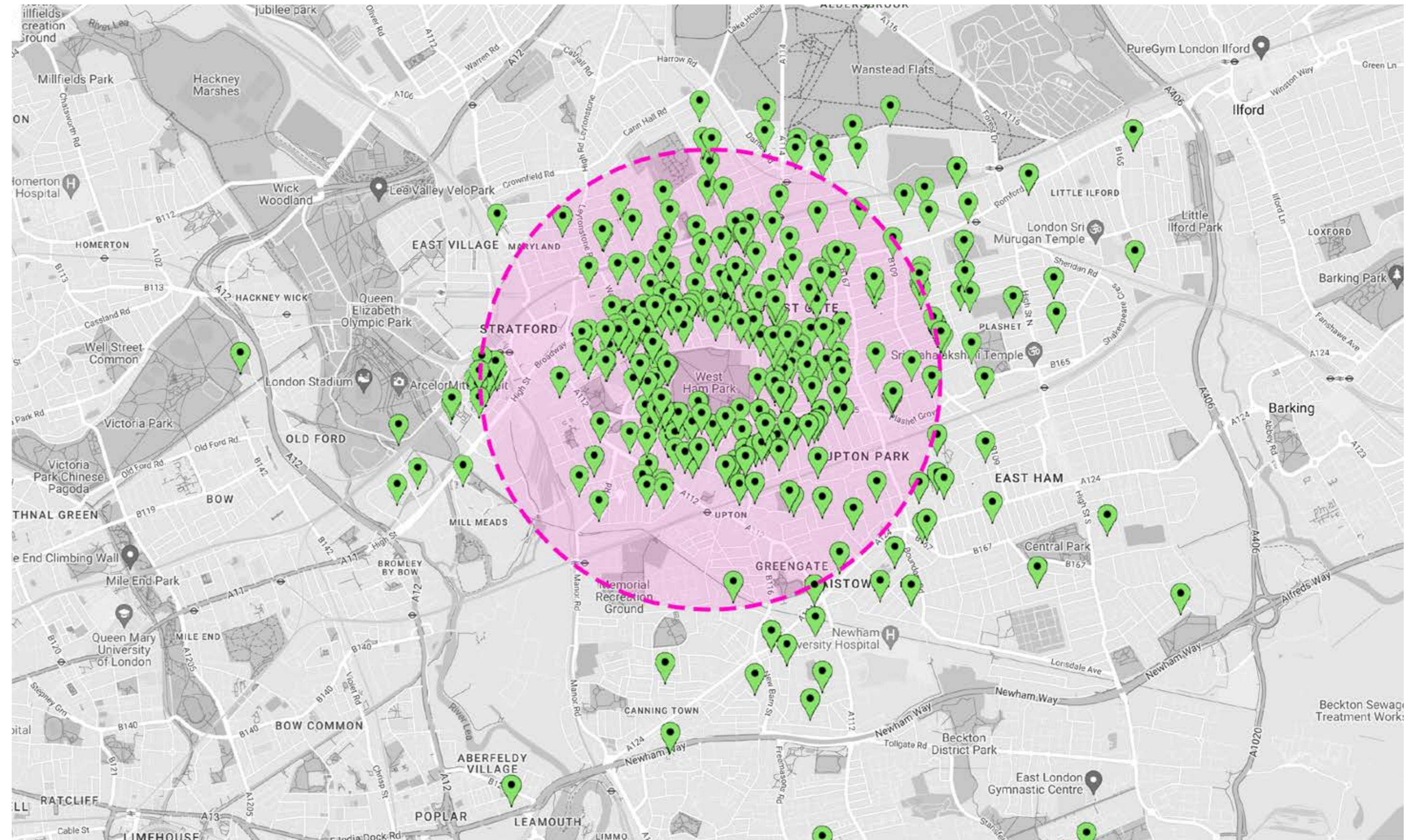
9.0 Geographic reach

Postcode data

Of the 947 people who gave us written feedback, 708 provided us with postcode data. From this we can see:

- 85% of people who gave their postcode live within a 1 mile radius of the site
- 95% of people who gave their postcode live in the borough of Newham
- 5% of people who gave their postcode live in the borough of Tower Hamlets & Hackney, Redbridge and Waltham Forest

(note that most map points represent multiple respondents)



Reach map - pink dashed line represents 1 mile radius from the park

10.0 Next steps



Half of the Old Nursery Site is going to be
turned into housing. What would you like to
see in the other half of the space?

Make a plan for
what fun things do you think
you would like to see in
addition to West Ham Park

- A path?
- Planting?
- Colour?
- Items?
- Seating?
- Cycle parking?
- More bins?
- Plant pots?
- Trees?
- Indoor space?

Who will be using what you make?

- Adults?
- Children?

Think about
ideas
could combine different
things for example
of different things?

e.
and its different functions.

10.0 Next steps

Having spoken to over 1000 people who represent the local area, we can see that a café, play for older children and indoor community space are the main priorities for the Old Nursery Site.

Other suggestions to consider are accessible facilities for people with disabilities and educational food growing.

Whilst some people have concerns about housing, or are opposed to the decision to introduce housing on this site, 92% of those who reviewed the Draft Community Brief could see the potential for benefit through the project.

Following the completion of this report the next steps are set out opposite.

A final email was sent to the project mailing list and those on the stakeholder map (see Appendix 1) and set out:



The sentiment from the Draft Community Brief exhibitions

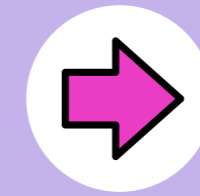


Updated FAQs received



Confirming that a further update would come from West Ham Park charity via City of London

The intention is that this report will be considered in detail by the West Ham Park charity committee before they set out the next steps for the project.

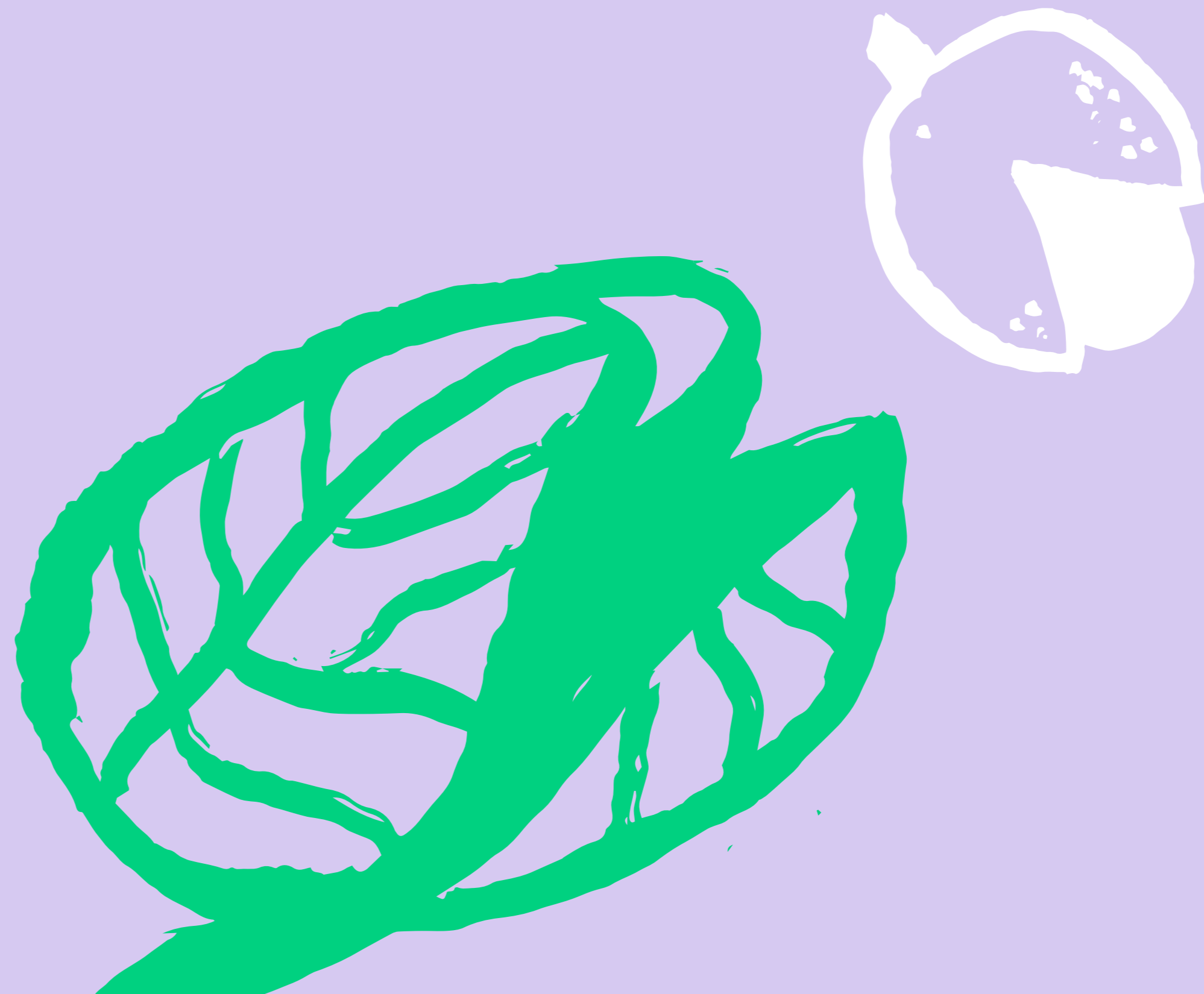


West Ham Park committee will decide the next steps for the development of the Old Nursery Site by the end of the year, including a decision on how much of the community brief can be incorporated into the plan for the non-housing half of the site depending on spatial requirements



West Ham Park charity will come back with the intention for moving forward with the Old Nursery Site, including a potential timeline

Appendix



Appendix 1 - Stakeholder & engagement map

From the initial stakeholder list below, 57 stakeholders were contacted at the start of the project and the following page indicates who and how stakeholders were involved.

Schools & Youth Groups

- 1 West Ham Church of England Primary School
- 2 Selwyn Primary School
- 3 St Bonaventures
- 4 Stratford School Academy
- 5 Park Primary School
- 6 Newham College (Stratford campus) HAFS Academy
- 7 Curwen Primary School
- 8 London Academy of Excellence (LAE), Stratford
- 9 St Antony's Primary School
- 10 St Francis Catholic Primary School
- 11 Portway Primary School
- 12 Lister Community School
- 13 Sarah Bonnell School
- 14 Colegrave Primary school
- 15 Elmhurst Primary School
- 16 Maryland Primary School
- 17 School 21
- 18 Rebecca Cheetham Nursery & Children's Centre
- 20 University of East London (UEL)
- 21 Earlham Primary School
- 22 West Ham Air Cadets

Organisations & Charities

- 23 Friends of West Ham Park
- 24 Safer Neighbourhood Team
- 25 Community Vegetable Garden @ WHP
- 26 One Ummah Charity
- 27 Newham Somali Development
- 28 Helpful Hands Foundation
- 29 L&Q Housing Association
- 30 Newham People First
- 31 Good Shepherd Voluntary Organisation
- 32 New Horizon Leadership & Enterprise
- 33 Newham Welfare Trust
- 34 Newham Community Project

Faith groups

- 35 Ramgarhia Sikh Gurdwara East London
- 36 Masjid Abdul-Aziz Bin Baz
- 37 All Saints West Ham Church
- 38 West Ham Baptist Tabernacle
- 39 St Antony's Catholic Club
- 40 Islamic Centre Upton Park
- 41 St Matthew's Church, West Ham
- 42 Glad Tidings Free Pentecostal Church
- 43 Faizan e Madina London
- 44 Power of Prayer House Pentecostal Church
- 45 St Antony's Parish
- 46 House of Mercy Christian Assembly
- 47 The Institute of St John
- 48 The Redeemed Evangelical Mission
- 49 Stratford Unitarian and Free Christian Church
- 50 Al-Hidayah

Sports Groups

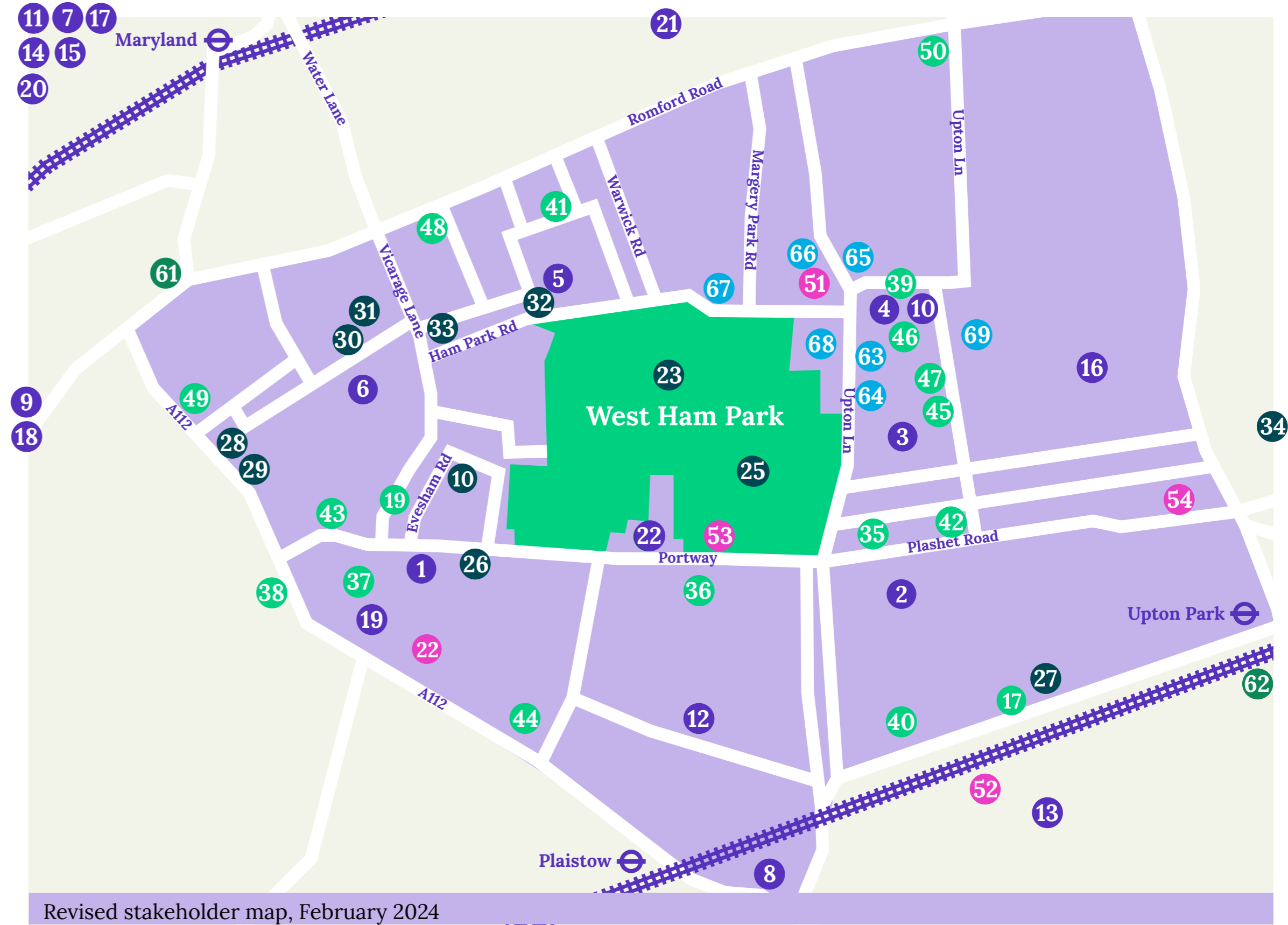
- 51 Clapton Community FC
- 52 Newham Boys Boxing Club
- 53 Tennis Come True East London
- 54 Gym Spot UK
- 55 England & Wales Cricket Board
- 56 Lawn Tennis Association (LTA)
- 57 Capital Kids Cricket (CKC)
- 58 Amez (cricket)
- 59 Bow Green (Cricket)
- 60 East London Athletics

Markets

- 61 The Grove Street Food Market
- 62 Queen's Market

Residential blocks / homes

- 63 267-343 Upton Lane
- 64 Joseph Lister Court, Upton Ln
- 65 201 Upton Lane (corner block)
- 66 Upton Heights
- 67 173 - 215 Ham Park Road
- 68 Floron Rest Home
- 69 Beechwood Residential Home



- Schools & Youth Groups
- Organisations & Charities
- Faith Groups
- Sports Groups
- Markets
- Residential blocks / homes

Appendix 1 - Stakeholder & engagement map

We wrote to 57 stakeholders at the start of the project introducing the aims and intentions and offering a ways to get involved. The below information sets out which stakeholders we made active contact with and how they were involved in the project.

Young people workshops

- 1 West Ham Church Primary School
- 2 Park Primary School
- 3 Elmhurst Primary School
- 4 Curwen Primary School
- 5 JFK Special School
- 6 11th Newham West Scouts

Young Designers Programme

- 7 St Bonaventures
- 8 Stratford School Academy

One-to-one sessions

- 9 Friends of West Ham Park
- 10 London National Park City
- 11 Carpenters Primary School
- 1 West Ham Church Primary School
- 4 Curwen Primary School
- 5 JFK Special School
- 12 Old Spotted Dog Ground Trust
- 13 RE Matters
- 14 Highway Vineyard Church
- 15 Salvation Army

Tag-on to events/activities

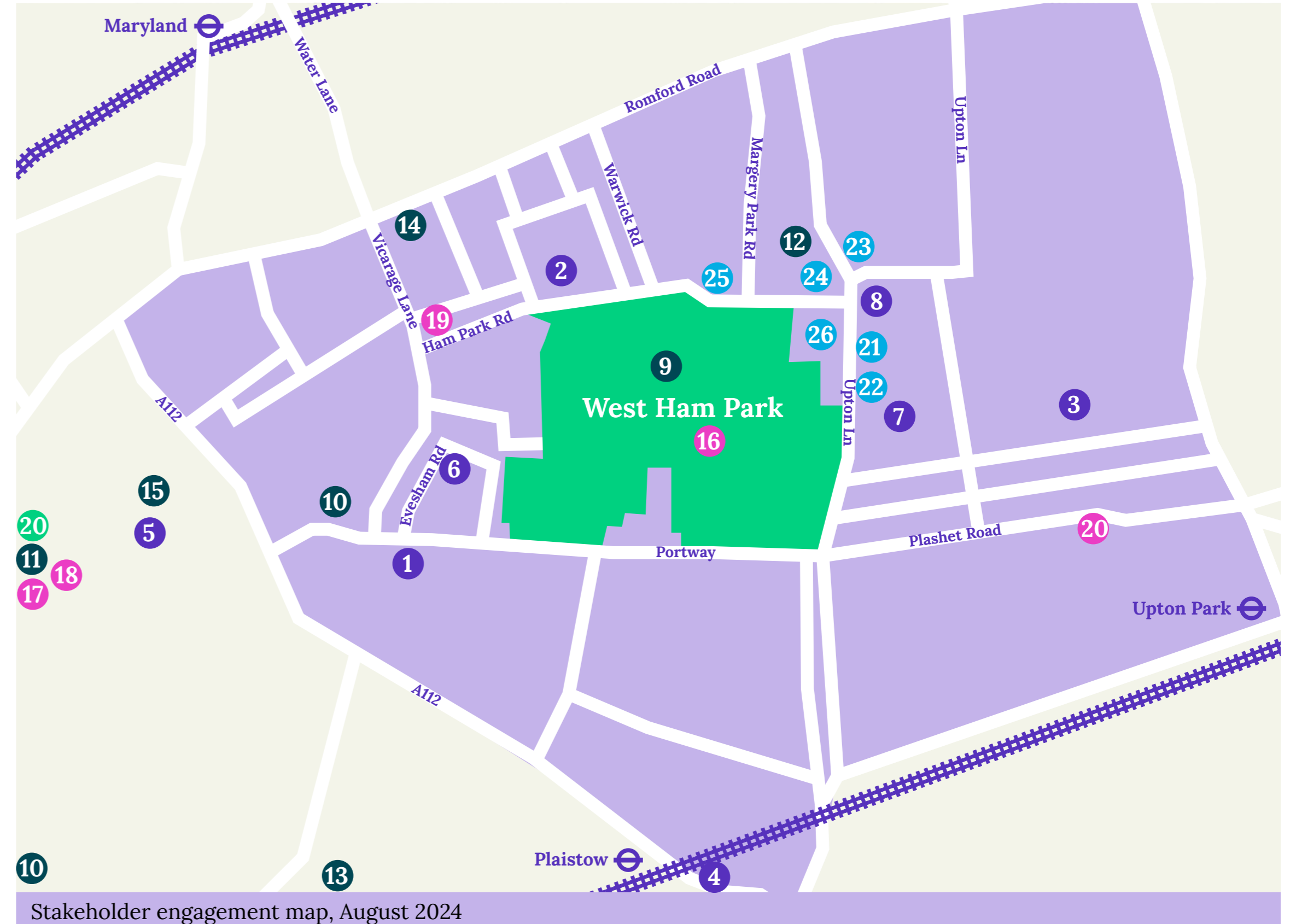
- 16 Capital Kids Cricket (CKC)
- 17 Carpenter's Estate (patchwork)
- 18 Bengali Women Walking Group
- 19 Khidmah's Academy (Friday prayer group)
- 20 East End Islamic Centre (Friday prayer group)
- 2 Park Primary School (Summer Fair)

Flyered (approx. 200 households)

- 21 267-343 Upton Lane
- 22 Joseph Lister Court, Upton Ln
- 23 201 Upton Lane (corner block)
- 24 Upton Heights
- 25 173 - 215 Ham Park Road
- 26 Floron Rest Home

Promoted via network

- 9 Friends of West Ham Park
- 19 Khidmah's Academy (youth group)
- 20 Foundation for Future London Capacity Building Whats App group
- 17 Carpenters Estate Community Whats App group



- Workshops
- One-to-one sessions
- Tag-ons
- Flyered
- Promoted via network



make:good

