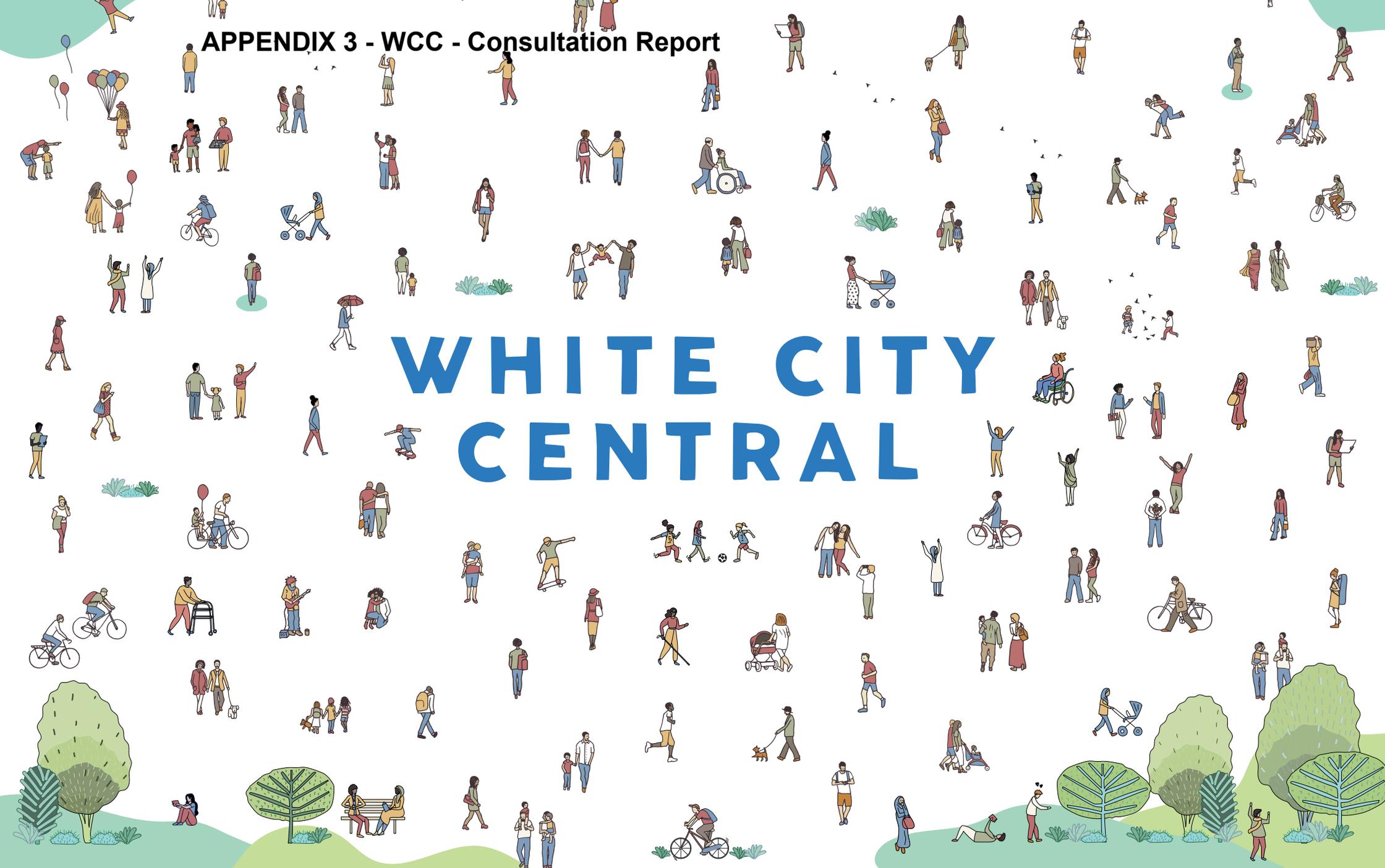


WHITE CITY CENTRAL





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1. Executive summary



From September 2020 - February 2021 make:good delivered an extensive programme of engagement in collaboration with The Council, Advisory Panel and the Design Team.

The focus of engagement in Stage 1 has been to raise awareness of the project, gather insight about the area and priorities for change. This process has allowed us to co-produce a brief with residents and key stakeholders for how the central area of White City could be redesigned.

Our work began prior to the implementation of Hammersmith & Fulham's Defend Council Homes Policy, however, work was carried out in the spirit of it and we feel we have met it's aims through our work.

Our approach was to deliver a programme of activities that ensured the community was informed about what is happening and have plenty of opportunities to get involved and have influence over future plans for the central area of White City Estate.

1.0 Executive summary



Aim: The aim of the engagement process for White City Central was to ensure that local people were:

Informed: by providing clear communication across multiple channels, so that people know how they can be...

Involved: through a range of creative activities to encourage participation, meaning that they have...

Influence: over the brief, initial plans and designs for the White City Central project.

Activities: Between September 2020 – February 2021 we carried out the following activities:

- 1 Walkabout
- 1 Meet the team event
- 2 pop-ups
- 1 Youth workshop
- 27 One-to-ones
- 4 Resident advisory panel meetings
- 3 Online exhibitions
- 9 Online workshops
- Targeted social media
- Online mapping feedback
- Online feedback surveys

All public facing activities were promoted through a range of methods including print, digital mailing list and targeted social media ads.

Reach: More than 200 people have shared their views and helped to shape the design proposals. Of those who disclosed their postcode information a total of 95% of those were within 1Km of White City Central site and 64% are residents of the estate.



Who we reached: Through collecting demographic data we can see that our representation is closely aligned with ethnicity and disability demographics within the Borough. In addition to activities that were aimed at residents, visitors, on site operators and the local workforce we also reached Council officers, politicians and key local groups.

Local Groups reached include:

- WC Community Centre
- One O’Clock Club
- WC Adventure Playground
- Randolph Beresford
- HF North Housing office
- Ward Councillor
- LBHF Senior Officers
- Harrow Youth Club
- Switch Sports
- Phoenix Farm
- W12 Together
- 3 Local faith groups
- 2 Local schools
- ASVO Somali community

Scope of influence: While there are some aspects of the project where there has been less opportunity for influence due to planning requirements and conditions, there are still many aspects that local people can have influence over. To focus feedback on areas where most influence is possible we collected community priorities around key themes, which were then refined into a brief on these areas:

- Working with the community
- New homes for local people
- Future-proofed community spaces
- Even better green & play spaces
- A more accessible and inclusive area
- Architecture, design & sustainability



“The scheme must enable those who have housing issues to meet those needs and ensure they are not made to leave the area they love so much.”



“We (residents) should be taking the whole journey - we want to be involved in implementing what we help design.”

1.0 Executive summary cont.



Key Feedback:

Discover: September - November 2020

Feedback across this phase contributed to the Design Team's site analysis of the existing area, and fed into a set of Draft Priorities for the project as a whole. We wanted to draw out local understanding of what is valued in the area and needed/ desired in terms of community re-provision.

The majority of feedback about better community spaces was positive and some people were open to the idea of centralised, improved facilities. Key considerations were retaining the identity and individuality of services.

People want existing in-use services protected and future-proofed, and considered in line with wider change in the area, like Ed City. Genuinely affordable housing for local people was a key priority and they were keen to understand the scale of overall change in the area.

Define: November 2020 - February 2021

Feedback in this phase was focused on approaches and key considerations for redevelopment to add to the Community Brief.

The New Homes workshop shared examples of what genuinely affordable housing meant, and began shaping the local lettings policy and shared considerations around density, and what would be possible on the site. Overall, feedback on the examples of genuinely affordable homes was positive, and many attendees endorsed a medium density approach.

We also held a focused session on Landscape and play space. Playable landscape, with fewer dominant fences and the idea of a refreshed adventure playground and community planting areas were popular.

The Community Brief was endorsed by all attendees at the last exhibition. Many participants said that the approaches with more significant development would better meet the needs and the priorities.



"The community spaces will be the best feature, so it has to be low cost for the residents to use."



"I feel that we feel as if we have been properly included in the process and this has not always been the case. I feel you have included everything in the brief. It is a very thorough plan"

Key impacts:

Through this collaborative approach we successfully:

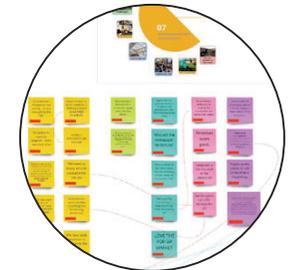
- Dispelled myths about the project and improving relationships and trust with residents who participated.
- Achieved **strong local awareness and participation** in the project under challenging circumstances.
- **Gave residents information on key considerations** around density, viability and council policy and gathered feedback.
- Achieved participation from **all key stakeholders** operating on the site, including **Randolph Beresford Nursery and Governors**.
- Co-produced a **community-endorsed brief** for the project with emerging support for development on the site from some.
- Fostered **relationships with key local stewards** who will be vital to the ongoing success of the project.
- **Social value - 1 resident full time employed**, use of local services for delivery and translation. Donations across the team to local Christmas gift drive.

Next steps

- Bring stakeholders, residents, design team and the Council together to continue to build on relationships, understand priorities and co-produce designs based on the Community Brief.
- Work closely and regularly with the resident advisory panel/ steering group to make sure we get the best from the project.
- Increase reach with tangible ways for people to be involved, continue outreach to hard-to-reach groups
- Virtual or real study trips to other developments
- Work with local people to test and activate spaces to understand potential for meanwhile use.



"I believe the council are forward thinking and see a good outcome for the site"



2. Project overview



The aim of this project is to meaningfully and holistically work with the residents and communities of White City Central to co-produce a brief or briefs that inform and guide future designs for the area.

This collaborative approach will continue as the project progresses through the RIBA stages and will include items that can be co-produced and co-designed in more detail.



2.1 Project aims

By working closely with residents and key stakeholders, **the Council are re-thinking how the space, between India Way and Canada Way could work.**

Hammersmith & Fulham Council want whatever happens to be co-produced with residents so that the plan happens with, and works for the existing local community.

The proposals intend to create genuinely affordable new homes for local people. **At least 50% of new homes built will be genuinely affordable** and a local lettings policy is being created alongside this process to ensure that **local people with housing need have priority.**

The existing location currently offers valued indoor and outdoor community facilities and there is the **opportunity to create better, future-proofed facilities and green space for the community.**

The project also aims for change to have a positive effect on the environment in order to meet the council's **goals of achieving Net Carbon Zero by 2023.**

The project team are committed to being ruthlessly inclusive and create spaces that are inclusive and accessible to everyone.



Our key project commitments

2.2 Project context



Some of the plots within the area are not currently in use, whilst others provide brilliant services to the local community.

As a minimum, the former health centre, disused over 50s centre, and North Area housing office will be redeveloped. We have been exploring what could be possible if the whole site is redeveloped in order to understand the maximum opportunity for meeting the Council's and community's aims.

Given the complex and highly valued existing local services and facilities **it was important that we work closely with the community and local groups/ businesses.** This approach will enable us to re-provide the existing in-use facilities in a diverse and innovative new mixed use heart of the estate.

The plan for this area was not set at the start of our work to co-produce a brief with the community. **The character, quality and scale of what could happen has been influenced by local people's feedback, as well as in-depth conversations with key organisations and groups in the area.**

Site Map and surrounding area





2.3 Key engagement facts and figures

Keeping people informed

Monthly flyers or newspapers delivered to **2500** local homes

Posters, flyers and 300 newspapers in key locations to promote the project.

496 visits to project website hosting all content and offering an online feedback form.

642 reached through targeted social media campaigns.

100+ sign-ups to project mailing list

Outreach to **128** local networks by email, phonecalls, social media and in person, including local schools, faith groups, businesses and community interest groups.

Working with local translators to have information translated into Arabic and Somali

Direct correspondence by email and phone to answer questions and to promote events.

Notes on the impact of the COVID-19 Pandemic

*We were fortunate that we had 5 weeks where we were able to do things face to face in a socially distanced, Covid compliant manner. In this time we managed to speak to nearly 200 local people. From October 2020 the majority of our engagement work had to move online.

We were able to maintain good attendance for most online events. We also made use of social media, promoting events through the council's Facebook and Next Door channels and doing targeted promotion of our online survey.

Getting the community involved

200+ people at socially distanced face to face events.*

Walkabout + After-school Pop-up

Meet the team drop in exhibition

Pop-up at Community Centre Foodbank

Workshop with Harrow Youth club + outreach through Switch Sports

9 online events

Online workshops

- Community Facilities
- New Homes
- Landscape and Play

127 people attended online events

Online Exhibitions (Also displayed in Bridget Joyce Square)

- Initial ideas for community facilities
- Draft Community Brief & Initial Plans

44 more than once

27 key groups

of stakeholders met with locally and internally to gain insight and understand their needs

Resident Advisory Panel meetings

4 Sessions with Randolph Beresford Nursery + Governors

Meetings with key community stakeholders on site and surrounding

Meetings with Internal stakeholders within the council

Embedding local influence

Capturing Feedback

221 Feedback forms (online & paper), **1108** Comments from pop-ups, meetings, workshops and exhibitions

We provided lots of different ways to provide feedback from gathering priorities, sketching/collaging ideas, to more detailed surveys and in-depth discussions in meetings and workshops.

Feedback loop

Sharing information, being transparent, checking what we've heard, sharing how plans have responded to feedback, and how and why decisions are made.

Resident advisory panel

A group of local residents who act as a sounding board for the project, and advise on best ways of communicating and reaching residents.

The Community Brief

All of the feedback and priorities that we have received has been distilled into a 'Community brief' based on what matters to local people.

This will act as a guide for the project team, and a tool for the community to hold the project to account.

2.4 Overall summary of key feedback



1. A passionate, active community:

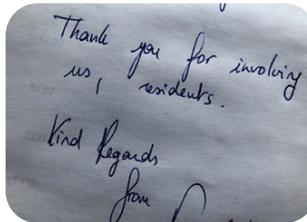
There is a very real sense of community and people care passionately about their needs being met. The site area currently/ historically offers a lot of community facilities, especially for children and families; many local people value and are protective of those services as well as existing views, trees and outdoor areas. Many of the facilities, services and amenities have developed organically over many years, driven by local people funding and sustaining them. The passion, diversity and dedication of the local community has the potential to make this scheme a huge success. Local ownership, stewardship and trust will be key.

"White city is like one big family - we want to keep it that way!"

"It is imperative this scheme holds onto its values of being of real benefit for the present residents of White City, that it adds wonderfully to the central space, without diminishing its value to those who use it and live there."

2. Co-production:

People want any change to benefit the existing community, for plans to be co-produced and for changes to reflect the area's diversity. There is an element of mistrust around the idea of change, people want clarity and honesty about the plans. Some have praised the engagement process and appreciate being taken through things step by step. In the next stages we want to use temporary interventions to benefit residents immediately and involve them in co-producing meanwhile plans.



"We should be taking the whole journey - we want to be involved in implementing what we help design."

"[This project] needs to celebrate and capture all that is wonderful about White City estate."

3. Genuinely Affordable Housing: Many local people passionately recognise the need for new genuinely affordable housing for the local community. Affordability and local priority for homes were the top priorities for housing in our priorities survey.

Concerns around new home being affordable to local people, combined with a fear around losing identity, community services and outdoor space will need to be addressed.

Our housing workshop reassured many people about these worries, and the more information we can provide people with, the better.

4. Improving not losing community spaces:

The idea of improvements to what is offered to the community is welcomed, and residents want guarantees to be in place to safeguard the existing services re-provision in the event of redevelopment.

Some individuals are particularly attached to the physical existing spaces, however many can see that change could be an opportunity to reinvigorate the area. **Affordability and identity - the importance of spaces feeling like they are for local people were emphasised.**

"Actually affordable, good quality homes for locals would be ideal"

"The scheme must enable those who have housing issues to meet those needs and ensure they are not made to leave the area they love so much."

"We need to make white city estate feel like a community again and help to provide better services for people!"

Ed City and the emerging Family services 'Hub model' are going to be key contextual changes that will effect re-provision. Communications and transparency about these changes will be very important.

5. Stakeholder / operator feedback

On the whole those currently running services on the site feel that new spaces and equipment have the potential to benefit them in terms of running costs, access to funding and allowing them to meet the aspirations of their service provision.

"We use all the spaces so please know that they are invaluable to local families as they are - but can be upgraded as long as not losing what is already there."

All were open to the principle being included in the scheme and the idea of sharing space where needed/ appropriate. Ongoing engagement, relationship building and assurances will be needed throughout.

"The area does need a re-vamp but i'm hoping that adventure play remain on the estate"

"You can make things nice however, you need to involve people long term for it to have real benefit to the community."

2.4 Overall summary of key feedback cont.



5. Even better green & play space:

Many people value Bridget Joyce Square and the recent improvements there. People would like to see more outdoor social spaces including seating and shelter. Community planting and gardens were a popular request as was making use of rooftop space. People do use the outdoor gym a lot and many would welcome better equipment and surfacing. Play routes, community gardens and adventure playground are the top priorities in our survey.

In our Landscape workshop fewer fences, playable landscape and shared spaces were broadly positively received. Safety, maintenance, management and local sense of pride and ownership were key considerations.

6. A more inclusive and accessible area:

Feedback on accessibility, inclusion and provision for people with disabilities centered mainly around making sure that spaces were as inclusive as possible and those with disabilities and additional needs were involved in the plans.

There is a lack of provision and play equipment for SEN children in the area and people would like more.

There were also several comments relating to ethnic diversity and people feeling welcome in all spaces. People are keen for community spaces to bring people together.

"The Adventure is a really important part of the estate's history - we need a place like that for young people to have ownership of and learn to take risks safely."

"Anything that allows connectivity across the area is good."

"At the moment everything feels rigid and unloved. I love the idea of ordinary objects becoming exciting and magical."

"There is only ONE piece of play equipment designed for disabled children in local parks - we need more accessible play."

"Change needs to reflect the diversity of this area and the estate."

7. Environment and sustainability:

People want the development to be as green as possible and welcome the idea of improved environmental initiatives, biodiversity and education through any changes. Many are interested in the idea of building materials, plants and facilities being recycled or re-purposed.

Practical sustainability was also something discussed in terms of maintenance, impact on rents and how to make sure that community/commercial spaces could sustain themselves in the future.

8. Architecture and Urban Design

Density (amount and size) of buildings should be sensitive and well balanced. In our housing workshop people were most supportive of the medium density option, creating 275-300 new homes across the site.

People preferred staggered heights rather than a single tower to achieve more homes. The need for centralised community spaces was understood from a practical perspective. Maintaining distinct identities and privacy where needed are key considerations.

Buildings should be modern attractive, high quality preference for brick. In the next stages we will carry out detailed sessions and study trips to understand design preferences in more detail.

"It would be great if the community could be more aware about the environment - the spaces should promote eco-awareness."

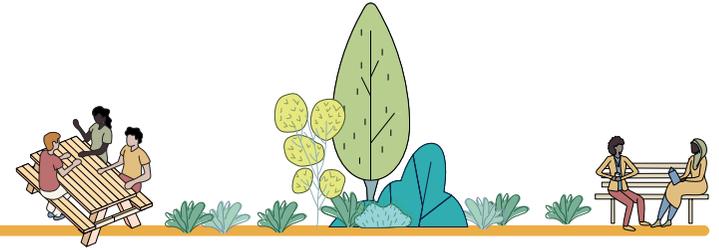
"New spaces like a cafe will need to appeal to visitors as well as residents in order to stay open"

"I want to support the option that creates the most genuinely affordable housing for local people."

"I like seeing the staggered heights in context"

"Brick, modern style looks very contemporary and gives a new and pleasant feel to the estate."

2.5 The community priorities



Based on our initial work in the discover phase, we produced a set of draft priorities. These were based on what people felt about the project as a whole, as well as things that they valued in the existing services and were missing from the area.

We also used them as the basis of an online and print survey to check that people agreed with the priorities. The online survey, promoted using geo-targetted social media advertising, led to 128 people contributing their feedback. They are listed in order of priority with **top priorities highlighted in bold** and **additional priorities suggested are blue**.

We used them to frame our define activities and more in-depth conversations that we had about community provision, housing and landscape.

This list of Draft Community Priorities was used by the design team to progress the design principles towards a feasibility stage design and provided the foundations for the Community Brief which was produced following our more in-depth discussions.



Housing & Urban Design:

- **Materials should be high quality, preference for brick, no dangerous cladding**
- **Provide housing that is genuinely affordable to rent or buy.**
- **New homes should be prioritised for local residents with housing need**
- **Change needs to benefit existing residents and strengthen sense of community.**
- Buildings should be sensitive to the height of existing homes - not high rises
- New buildings need to blend in with the surrounding estate and feel like part of it
- **Amount of new homes needs to be balanced with enough space for community facilities and outdoor space.**



Community Provision

- **An amazing adventure play area and affordable childcare.**
- **Better local youth provision that they feel ownership over.**
- **Space for adult learning, advice, training, new skills (kitchen, workshop, tools)**
- **A community-run centre with a cafe and hall that is affordable and welcoming to all backgrounds.**
- Space for family support.
- Some services could be combined to meet more needs in one place.
- Others should be separate or dedicated to particular audiences.
- **Better communication and sign-posting for activities and services available within the area**



Landscape & Green Space

- **Keep as many trees as possible and plant more.**
- **Community gardening, and improve existing green space on estate.**
- **Outdoor social space, seating, shelter and picnic areas.**
- Use rooftops for gardening & play.
- Improve walking routes, and signage through estate and to surrounding area.
- More and better play space for all.
- More green and public spaces like Bridget Joyce Square.
- Improved outdoor gym equipment.
- **Consider long term maintenance of planting, trees and equipment.**
- **Peaceful spaces that cater to the elderly and open spaces that reflect the increase in population.**



Accessible & Inclusive spaces

- **Make sure that the scheme is as inclusive as possible.**
- **Provide open access as well as secure play provision for SEN children and young people.**
- **Work with people with various additional needs to make sure that interior and exterior designs work.**
- Better pavements and curbs for wheelchairs and buggies.
- Create accessible outdoor communal planting areas.
- Prioritise housing for elderly and disabled people already living in the area.
- **Create more support services for carers, and vulnerable or marginalised groups.**
- **Consider diversity of the community and creating spaces where all feel welcome.**



Environment & Sustainability

- **Better maintenance, rubbish and recycling service.**
- **Make development as green as possible in terms of materials and impact on environment.**
- **Encourage biodiversity and green education through project.**
- Create new and better habitats for nature and biodiversity.
- Consider recycling or re-using parts of existing building materials and plants.
- Create more electric car charging points and better cycle provision.
- **Consider approach to drainage as this is currently an issue across the estate.**
- **Sustainable technology and energy efficiency throughout the scheme. e.g solar, wind, kinetic, passivehaus.**

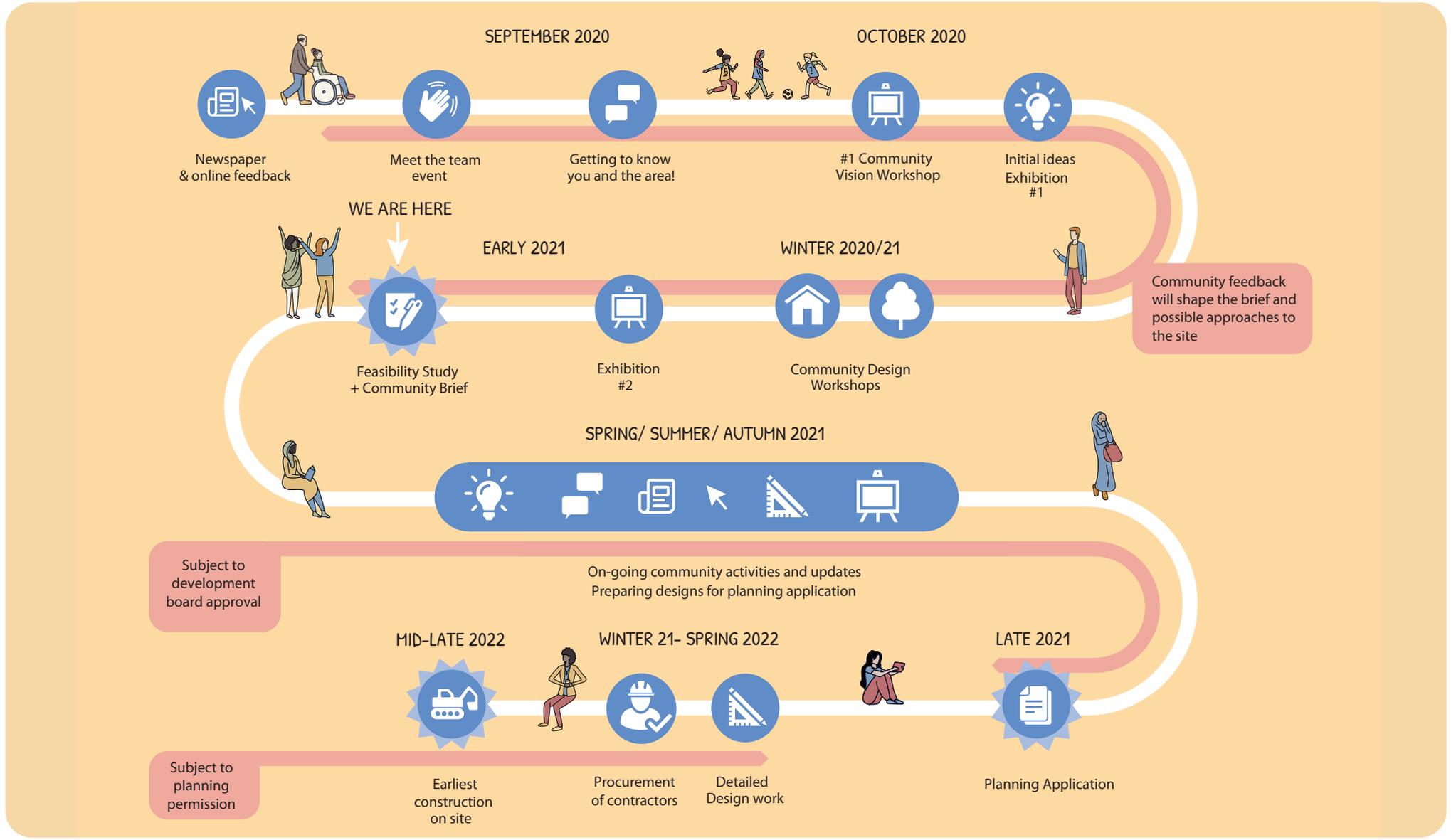
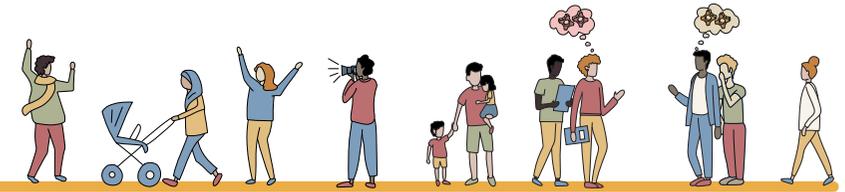
3. Engagement approach & activities



The focus of engagement in Stage 1 has been to co-produce a brief with residents and key stakeholders for how the central area of White City could be redesigned.

Our approach was to deliver a programme of activities that ensured the residents and key stakeholders were informed about what is happening and have plenty of opportunities to get involved and have influence over future plans for the central area of White City Estate.

3.1 Engagement timeline





3.2 Engagement overview

Our approaches focused on embedding our inform, involve and influence methodology.





3.3 Inform: How we let people know about the project

We utilised a range of methods to let people know about the project, and created a strong and recognisable brand to increase awareness and recognition across all communications material.

Conscious of sensitivity to engaging during the Covid-19 pandemic, we made sure to reach out and raise awareness while respecting the circumstances in terms of safety but also people's headspace.

In print: Our newspaper and flyers were delivered to **2500**, with another **300** copies placed in local hubs, and posters in key locations. We also displayed copies of exhibition boards and details on how to give feedback in Bridget Joyce Square and the Hub @75 to inform as many people as possible.

On the ground: When we were able to, we made the most of positioning ourselves in key locations where people were likely to be in order to reach a passing audience make them aware of the project. This was only possible during the early part of our work as restrictions tightened from October onwards. We were able to reach **nearly 200** local people this way.

Online: Our digital mailing list, dedicated project website, zoom workshops and online survey platforms combined with existing regular channels led by the Council and our own approaches on social media allowed us to reach local people across the area. **496** visits to the website, **642** engagements on social media **144** attendees to online workshops.

Community networks & relationships:

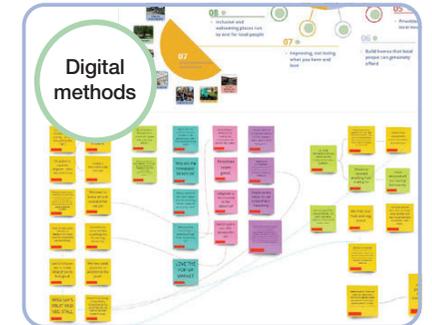
By building relationships locally we were able to share information through key local networks including **82** online local groups.

Local Recruitment: In October 2020 We recruited Fanechka Fernandes as a full time member of staff at make:good. Fanechka is a local resident and she has been invaluable both as a professional, but also for her personal connections, knowledge and insight within the community.

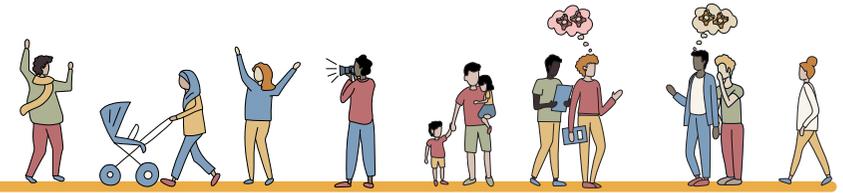
Targeted outreach: We were supported to reach local young people by Switch Sports, W12 Together and the Harrow Youth Club.

The Association of Somali Voluntary Organisations have also been extremely helpful in providing translation and sharing information allowing us to reach members of the local Somali community.

The Hub@75 have also supported us with insight, Arabic translation and sharing information with their users.



3.4 Working with stakeholders



The White City Central area provides a number of well used community facilities as well as some disused plots. Many of the people who run these different services are key figures in the community. The networks of use and shared use are quite complex and it's important to continue to work with these groups to gain their insights about the area, to have them share information with their networks and to understand what they would need from new spaces.

On site operators

We had 1:1 meetings, in person or on-line with all of the key service and related stakeholders for the in use community facilities on the site. We also held meetings with additional people who run services there on a regular basis. This helped the design team understand their current services and what they might need in the future. It also allowed us to try and reach their service users where the pandemic permitted.

Community collaborators & Surrounding networks

We spoke to other community groups informally to gain insight, or to encourage them to share information with their networks. Some of these groups have acted as 'collaborators' and engaged more actively in the project so far.

In the future, we hope to work more with all of these groups in order to tag on to any in person events they are running or to hold workshops with their users. We hope to find ways of collaborating more on project tests and meanwhile uses.

Council stakeholders

We have maintained contact with key departments within or relating to the council to share updates and gain their insights about the area and relevant changes happening borough wide.

Mapping our stakeholders



Other surrounding local networks we used to reach people

- Community no. 1
- White City Black Role Models
- Association of Somali Voluntary organizations (ASVO)
- Imperial College London
- Anti-tribalism movement
- Local bee-keeping and community garden initiatives
- White City Resident's Association
- Wormholt Resident's association
- Switch sports
- Local food bank and food distribution centres (White City Community Centre and the Hub)
- Community champions
- Hammersmith City Garden Association – Phoenix Gardens

Other stakeholders within the council who we have consulted

- Disability Forum
- Co-production
- Development board
- Childcare evaluation

Local political stakeholders were informed about the project and invited to key events

- Cllr Max Schmid
- Cllr Culhane
- Cllr Homan
- Mp Andy Slaughter



3.5 Activities: getting the community involved

Discover phase activities

Public facing and stakeholder activities in this phase were designed to gather insights about the area, understand people's priorities, raise awareness and get people involved. Owing to timeline shifts and the impact of the pandemic on local services some of these activities did not happen in a 'distinct phase' as planned.

- Resident led walkabout & afterschool pop-up 15.09.20, 3-5pm:**

The design team was shown around the site area by residents in small groups. Team members were also on hand to speak to passers by.

26 participants | 22 feedback forms | 5 group annotated maps

- Meet the team event: 22.09.20, 3-7.30pm:**

An opportunity for the community to meet the team, find out more and share their insights, priorities and concerns about the project.

63 Adults 15 Children | 45 feedback forms | 38 Priorities cards

- Community centre pop-up: 01.10.20, 12-2.30pm**

We popped up during a foodbank being run at the community centre in order to reach more local people, make them aware of the project and get their insights.

74 attendees | 32 Priorities cards

- 1:1 Meetings with local operators & stakeholders (various)**

Meetings to understand particular needs and insights of different stakeholders. Initial meetings with operators asked what worked well about their spaces, what could be better and what they saw the opportunities of a new space as being. Follow up meetings were held wherever possible. Because of the pandemic and the impact this had on these services some of these meetings happened at times later than intended.

6 on-site operators | 5 wider stakeholders | Feedback as meeting minutes

- Harrow Youth Club workshop & Youth outreach**

Understanding the existing site and priorities from the youth perspective. Spaces that have potential to change (opportunity areas)

10 workshop attendees | 5 feedback forms | Facilitator notes



3.5 Activities: getting the community involved

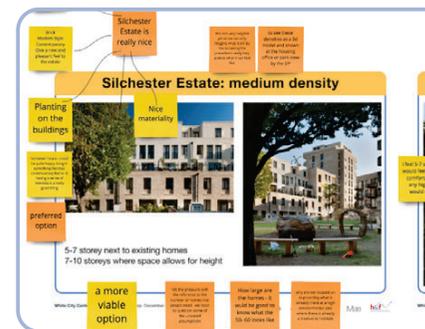
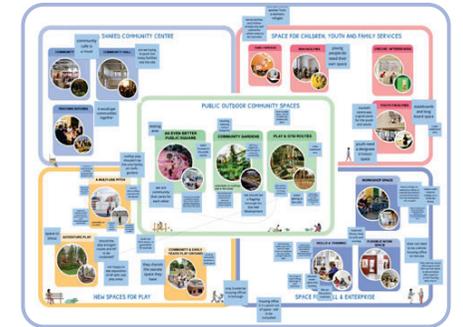
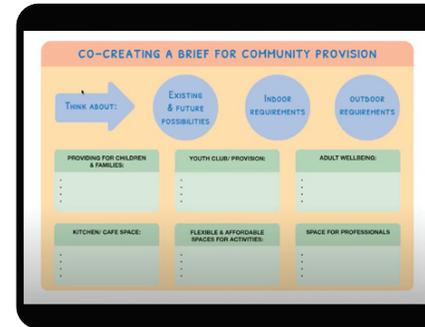


Define activities

Designed to delve deeper into key themes and checking we have understood priorities. Share knowledge and skills to understand considerations of the project so that the community can co-produce the plan.

- Online community vision workshop| 06.10.20** Understanding Priorities for Community Spaces thinking about what works well, what could be improved and what's missing internally and externally. Introducing the idea of a central hub and using rooftops.. **11 participants | Feedback taken as facilitator notes**
- Online Initial Ideas Exhibition | 24.10.20 (also displayed in Bridget Joyce Square)** Exhibition shared 'ingredients' or services that local people had said they would like to see in their community spaces, as well as some example ideas for how they could be laid out. **17 attendees | 224 virtual comments during and after session.**
- New Homes Workshop | 15.12.20 12.30-2pm, 6-7.30pm 11.01.21, 5.30-7.30pm** Shared information relating to genuinely affordable housing, and Local Lettings. Introduce Density and Viability and get Feedback. **41 attendees | 191 comments**

- Landscape & Playspace: 19.01.21 - 12.30-2pm, 6-7.30pm** Workshop to discuss key considerations, and opportunities relating to landscape and play. Adventure play, shared space, boundaries, playable landscape and making the most of all outdoor areas were discussed. **30 attendees | 306 virtual comments**
- Stage 1 Exhibition: Community brief & possible approaches exhibition: 02.02.21 (also displayed in Bridget Joyce Square)** Online exhibition sharing the Community Brief for the project and possible approaches to redevelopment in order to get feedback. Marking the end of Stage 1. **27 attendees | 226 virtual comments during and after session.**





3.6i Ensuring meaningful influence

Scope of Influence - The team set out a scope of influence in order to understand areas where the community could have most influence, and where decisions were more influenced by policy and viability (see diagram on next page).

Capturing Feedback - We aimed to offer different ways for people to share their feedback, from quick sharing of priorities, sketching/ collaging ideas, to more detailed surveys and in-depth discussions in meetings and workshops.

Feedback loop - It is really important to set out a clear feedback loop so that we can ensure our process is transparent. People need to be able to see how their feedback has been grouped, what action the team have taken and why. Sharing information, being transparent, checking what we've heard, sharing how plans have responded to feedback, and how and why decisions are made.

In order to ensure transparency, we shared feedback summaries, raw data and collated feedback from each of our events with the design team.

Feedback from events was summarised with the community at workshops and exhibitions, in newspapers, and via the mailing list. Residents could also access Miro boards and add comments after events.

The draft priorities and the community brief were shared as feedback forms to all households, and online, promoted via social media.

Building understanding and skills

We tried to go through things step by step and give a wider understanding of certain key

considerations, such as density and policy surrounding it so that residents can give meaningful, informed feedback on the project.

Community Brief - All of the input that we've received has been distilled into a 'Community Brief' based on what matters to local people. This will act as a guide for the project team and a tool for the community to hold the project to account. See Section 5.7 for more details.

Representation diversity and inclusion outreach - We worked closely with the British Somali Association. They helped us to publicise events and to translate material into Arabic, as well as to share information and flyers at the local Mosque.

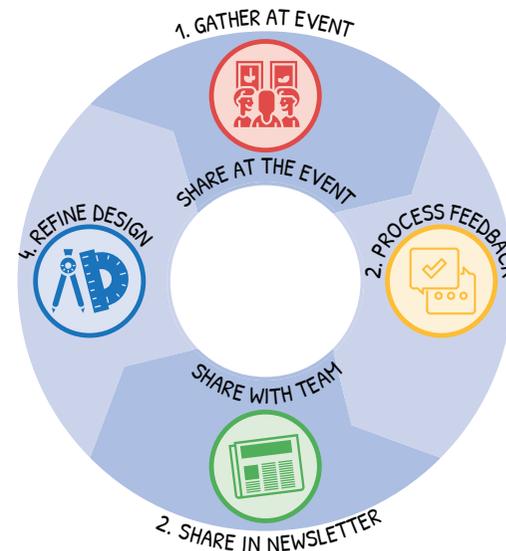
Working with Harrow Youth club, Switch Sports, Community Number One and White City Black Role Models helped us to reach local young people.

We consulted with the disability forum, H&F Co-production Team and have been working with Lords accessibility consultants to improve the accessibility of our printed and presentation materials. We also worked with Play Association Hammersmith and Fulham to gain insight into provisions for local young people with disabilities.

How project decisions are made



Feedback Loop



3.6ii Scope of Influence



This diagram was shared with the advisory panel and in our early community workshops, outlining where the community can have the most influence on key themes within the project.

This supports transparent and honest conversations and lets us shape our activities around the things that people can meaningfully influence.

| | General | Landscape & Open Space | Access & Movement | Housing & Urban Design | Community Facilities | Environment & Sustainability |
|----------------------------|--|--|--|--|---|--|
| Strong community influence | <ul style="list-style-type: none"> Helping the team understand how the site works now and priorities in the event of change Re-provision of facilities/ amenities | <ul style="list-style-type: none"> Design of key open spaces Uses and forms of green space Distribution and types of open space Public play provision | <ul style="list-style-type: none"> Creating a brief of qualities for routes and connections How key routes in the wider area work / are used Quality and characteristics of access points | <ul style="list-style-type: none"> Distribution of mixed-use (housing+ community, education etc) Design of edges of site & how they work, in particular 'active frontages and entrances' | <ul style="list-style-type: none"> Types of community use Qualities of community space Celebrating culture/heritage and identity Public art | <ul style="list-style-type: none"> Identify local groups & priorities for social value Identify & map key environmental issues Identify uses & activities to support health & wellbeing |
| Some community influence | <ul style="list-style-type: none"> Scope of the scheme (which areas are included for redevelopment) Meanwhile uses; ideas for how vacant buildings or areas could be used throughout the project | <ul style="list-style-type: none"> Connection to other landscape Safety (lighting, overlooking etc) Types of planting Mix of hard and soft landscaping | <ul style="list-style-type: none"> Location / alignment of routes Design of new residential streets Wayfinding Cycle provision Inclusivity is the aim, influenced by policy and local insight | <ul style="list-style-type: none"> Appearance & character Amount and location of housing. Priorities around building heights and massing | <ul style="list-style-type: none"> Programming and activities Management of facilities Locations of community facilities | <ul style="list-style-type: none"> Ideas for sustainable materials & energy use Water usage Energy efficiency Biodiversity |
| Less community influence | <ul style="list-style-type: none"> Project plan and timeline Phasing of construction | <ul style="list-style-type: none"> Amount of space Constraints around trees | <ul style="list-style-type: none"> Location of infrastructure Needs of servicing vehicles & their location Amount of car parking provision | <ul style="list-style-type: none"> Mix of tenure will be 50% affordable Density will be governed primarily by housing design standards The project has to be viable | <ul style="list-style-type: none"> Ownership of facilities Certain decisions will be made with key stakeholders e.g. the nursery or governed by policy. | <ul style="list-style-type: none"> Aiming for net carbon neutral scheme Climate emergency considerations |

3.6iii The Resident Advisory Panel



White City Estate Resident Advisory Panel (WCERAP)

A group of local residents who act as a sounding board for the project and advise on best ways of communicating and reaching residents.

We have grown membership of this group over the course of the project. 42 local people registered interest and we have seen this naturally distill into a group of 12-15 regular attendees who will become the steering group in the next stage. In order to make sure that the group are representative of the area we asked members to share information about themselves.

Meetings during Stage 1

- **Design Team Interview: 30.06.20**
3 members attended
Prior to the project commencing the panel was involved in the tender and interview process for the design team
- **WCERAP meeting 1: 26.08.20**
4 members attended
Informal meeting to gain insight into local networks, engagement approach and feedback on Newspaper 1.
- **WCERAP meeting 2: 20.10.20**
6 members attended
Meeting to share and get feedback on the initial ideas presentation.

“As a resident of this community, I’m very interested in the facilities that we share, the kind of community that we create and the holistic wellbeing of my neighbours.

As residents, this is our space. This is our neighbourhood. These are our views, our horizons, our fresh air and our green spaces.

We need somewhere that we can walk comfortably and interact with each other, so we all have a personal investment in it.”

- **WCERAP meeting 3: 26.11.20**
12 members attended
This meeting was called by members of the panel in order to discuss the terms of reference, agree on a co-production methodology and how the Council, Design team and the panel should work together.
- **WCERAP meeting 4: Community led housing | 5 members attended**
The panel requested a meeting with a community led housing advisor to understand if this was something that could be pursued in the project.
- **WCERAP meeting 5: Terms of Reference and Stage 2 approach: 16.03.21**
The panel nominated and chose a chair for the panel. They discussed changes to the terms of reference, potential provision of training for the panel and engagement methods that could be more inclusive to the harder to reach groups.

Key impacts of the panel so far

- Input on project tender pack
- Selecting the Design team
- Feedback on engagement approach and helping us reach key networks within the community
- Feedback on printed communications
- Feedback on Initial Ideas exhibition and online approach
- Project program was extended following feedback
- Their suggested ways of working with the community have been adopted as commitments in the community brief:
 - Co-production throughout
 - Clarity & honesty
 - Checking back with residents
- This report has been shared with members of the panel and they have helped us plan engagement activities for Stage 2.

Going forward

- We have agreed to work with more regular dates and co-produced agendas throughout Stages 2 - 3.
- The panel will contribute to project newspapers and comment on presentations
- The panel will be involved in shaping meanwhile-use plans for the former Health Centre building if it goes ahead.

4. Who we reached



Where possible we ask participants to share information about themselves in order to monitor who we are reaching.

This is important in ensuring feedback is representative of the diverse community in White City.

4.1 Reach map



Across all of our engagement activities we received 221 pieces of written feedback.

169 people gave us their postcode.

From this we are able to see that:

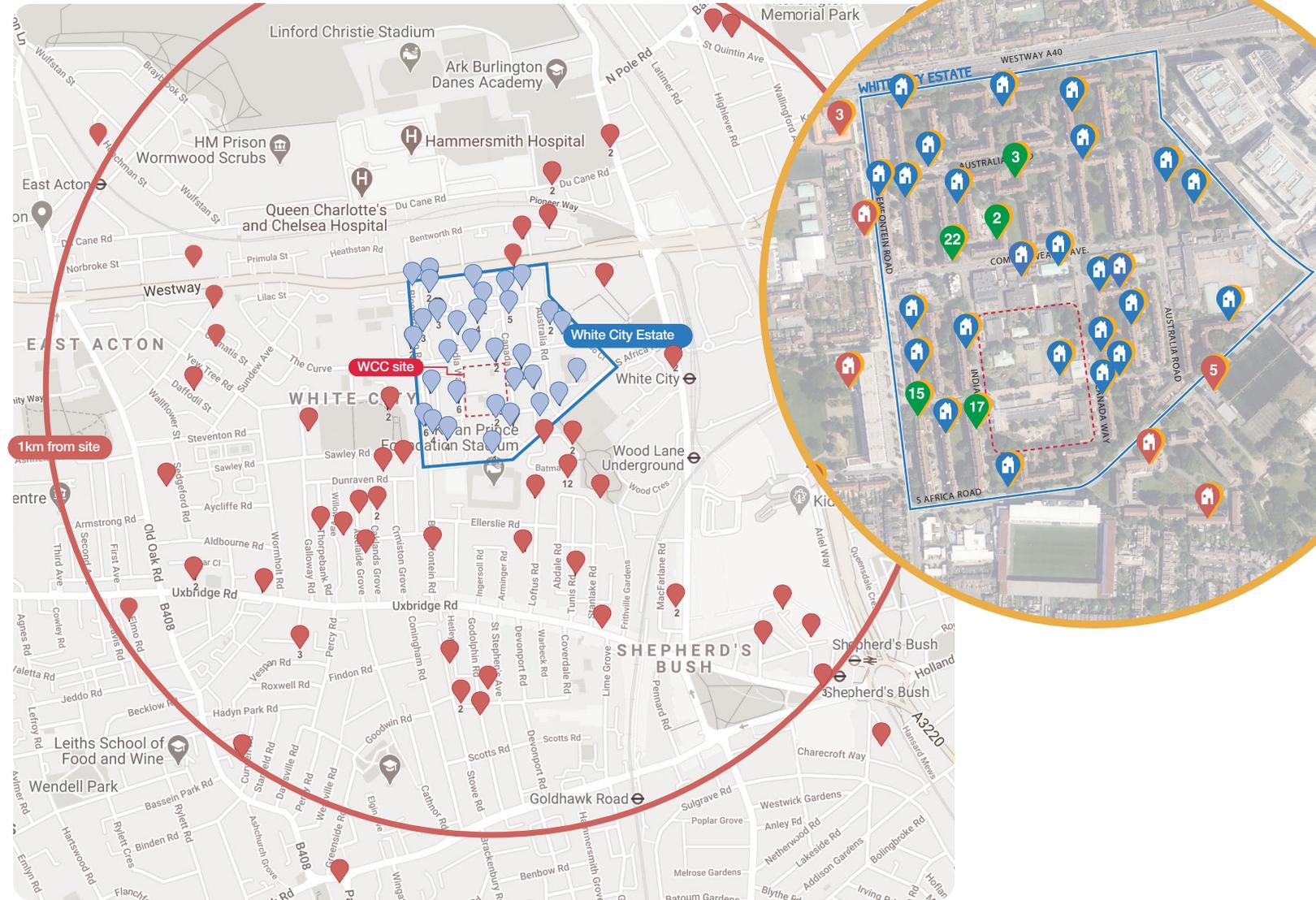
- 80.4% within 1km of the site.
- 53.2% residents of White City Estate.
- 19.52% outside the 1km radius.



Postcode outside White City Estate



Postcode within White City Estate



4.2 Demographics summary

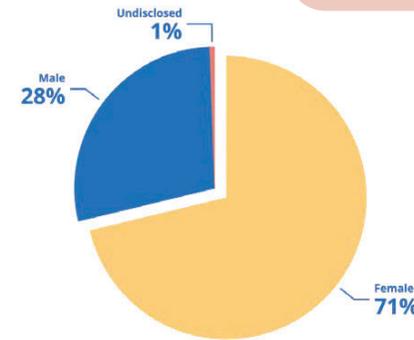


Across our events and online we have received 221 feedback forms so far. In order to make sure that we are getting feedback that is representative of the local area we monitor demographic data.

174 people gave us details about themselves.

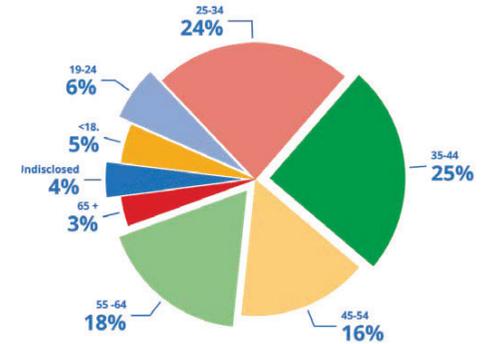
- **Gender:** 71% identified as Female, and 28% as Male, 1% undisclosed.
- **Ethnicity:** 47% identified as White British/White other, 21% as Black/Black British, 10% Asian/Asian British, 7% did not disclose.
- **Age:** There was a fairly even spread of ages between 25 and 64, however we need to do more to reach older residents and young people.
- **Disability:** 20% considered themselves to have a long term illness, disability or health condition.
- **Occupation:** Many respondents did not disclose employment data. Of those who did the highest proportion were in full time work at 34% with fairly equal representation amongst categories of occupation.

Gender



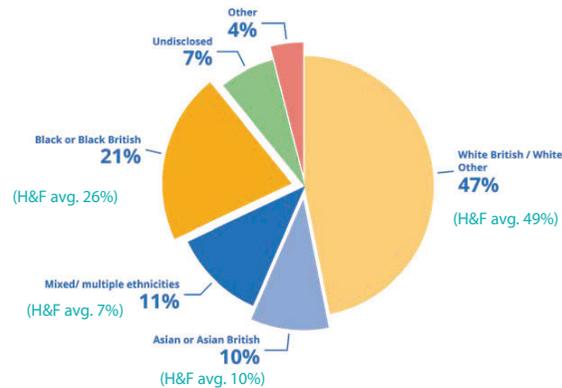
Target: increase responses from those who do not identify as female.

Age

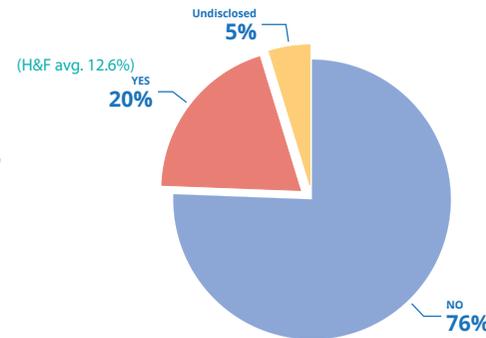


Target: increase responses from under 25's and over 65's

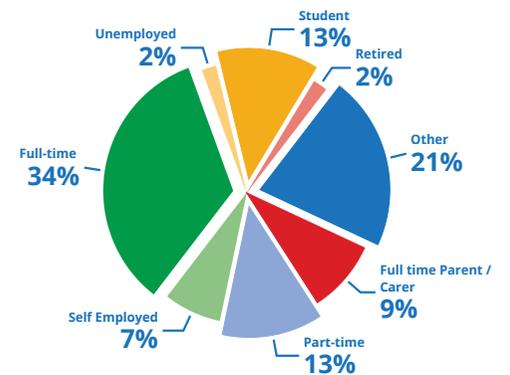
Ethnicity



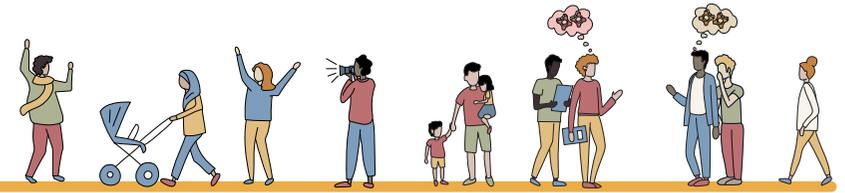
Disability/ health condition



Occupation



4.3 Demographic monitoring



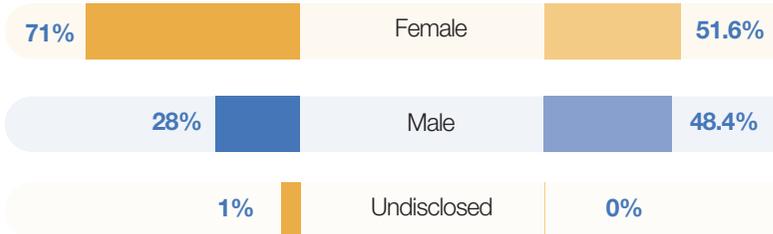
Observations:

The ethnicity data provided by respondents is closely matched with the Borough's census data. A comparison of the disability data provided shows that our reach exceeds the Borough's census data.

In the next stages we will do even more to reach young people, older people and males within the community. We are planning to access local schools for workshops once schools re-open and will carry out targeted outreach to reach those that do not identify as female.

We will also work with the housing office to engage with potential end users on the housing waiting list.

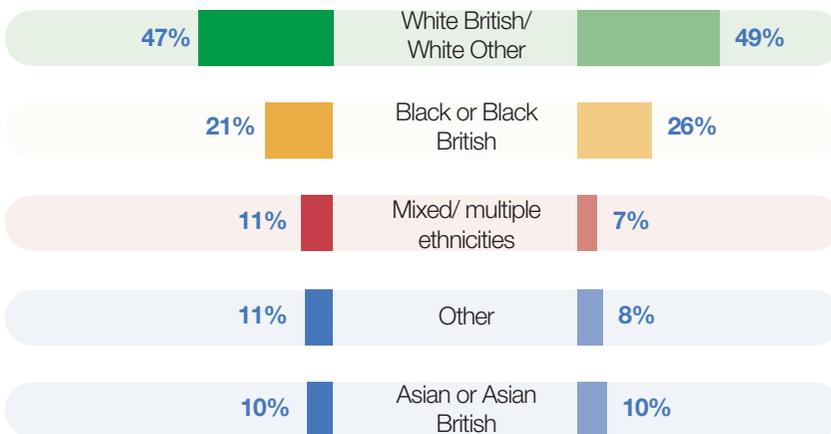
Gender



make : good engagement data

Wormholt and White City Ward data

Ethnicity



make : good engagement data

Wormholt and White City Ward data

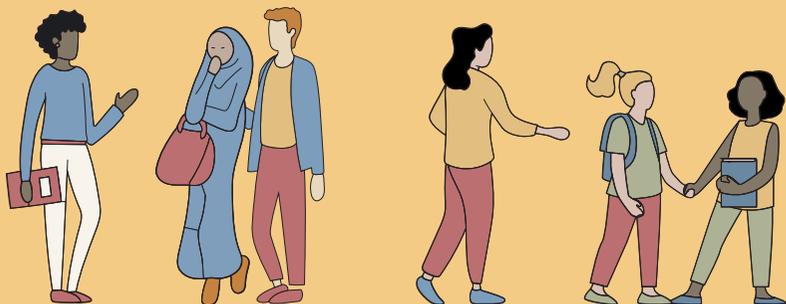
Disability/ health condition



make : good engagement data

Wormholt and White City Ward data

5.0 Feedback on: The area and on-site operators



White City Central - Community & stakeholder engagement Stage 1 report | March 2021

When able to, we gathered feedback in person, as well as presenting opportunities for online participation via a Commonplace website, workshops and survey platforms.

Given the context of the Covid19 pandemic we had to adapt a lot of activities to work online and made use of Zoom breakout rooms and online interactive Miro boards to make online sessions more engaging.

We also distributed printed feedback forms across the estate in order to give people the opportunity to comment off-line.

This first section summarises what people told us about the area at the moment, what works well, what could be better, and what is missing. It is based on our on the ground research and conversations with key stakeholders.



5.1 Community site analysis: existing facilities

Feedback gathered from 1:1s, socially distanced walkabouts, online heatmap, surveys and workshops

White City Community Centre

Some love it, use it for meetings and classes and many praise the efforts during the pandemic around foodbank provision.

Historical tension as it used to be a 'whites only bar' which makes some people uncomfortable to access. Some feel they can't afford the hire costs and that other spaces are cheaper, and they expressed a desire for a more welcoming and informal social space that can be used for free.

Affordability and social space like a cafe are top priorities.

Disused Over 50s Centre

People praised activities such as gardening and socials that used to be offered. Feel there is not enough for older residents.

Community garden and teaching kitchen suggested as intergenerational activities.

One O'clock Club

Highly valued by those who use it - some confusion about how it can be accessed. Local parents and child minders who use the space value its affordability, location and the proximity to secure outside play space.

Affordable creche or afterschool provision is a high priority for local people. Better methods of promoting services highlighted.

North Area Housing Office

The community see this service as essential, and like that it is near their homes. Some commented that it was larger than needed.

People want to retain the service in a smaller space, ease of access and proximity is key.

WC Adventure Playground

Residents have very fond memories of the space and value the affordable childcare and safe space for young people that it used to offer. Current provision for disabled and youth seen as important.

Age restriction is a barrier to some, and others are unaware of how to access it. Many commented on the current run down nature and lack of funding available to offer mainstream afterschool and holiday services.

The community would love to see this service restored through this project. Seen as an important part of area's heritage.

RB Family Annexe

Many parents spoke of this space fondly and have missed its services being unavailable during the pandemic. The outdoor play area was well liked and used to be used by the BBC to film in. Others were unaware of the services offered there.

People valued it as a social space for young parents and children and a place to get help and support relating to pregnancy and babies. Some expressed concern over uncertainty about it's future. Well publicised family support is needed locally and proximity to other community spaces is important.

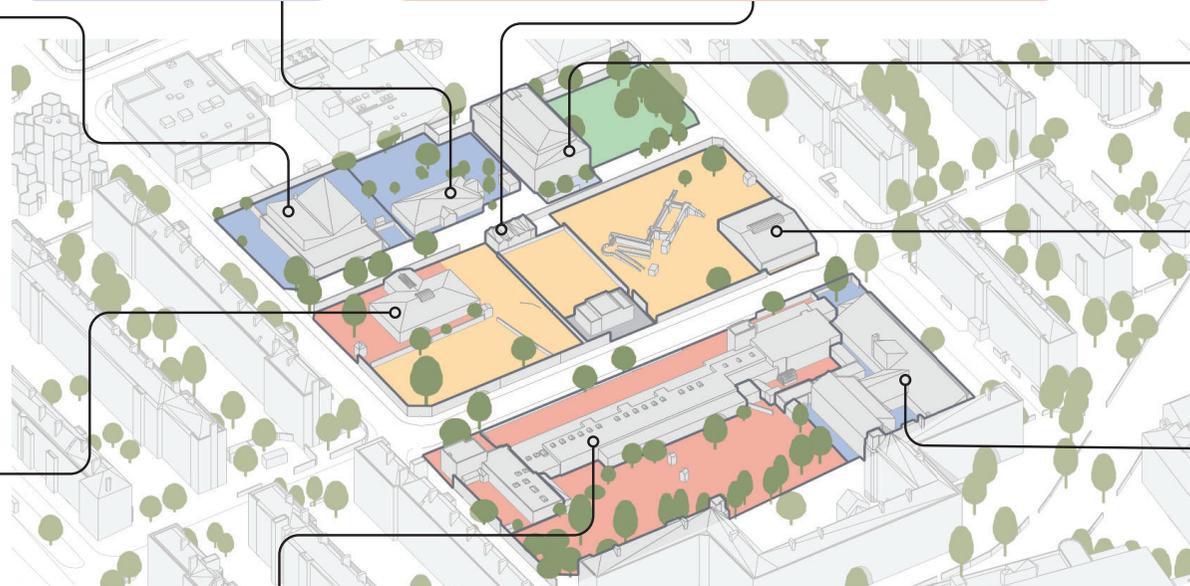
Randolph Beresford Early Years Centre

Seen as a great local asset, well loved by staff and community. People are proud of it and see its ethos as part of what makes the area great. The space is seen as more than just a nursery, and it has a significant hand in other communal spaces for children and young people.

Forest school curriculum, large outdoor areas and relationship with open pedestrianised / play areas as well as connection to wider community facilities were all highly valued and these need to be priorities.

Disused Health Centre

Currently occupied by property Guardians. Feedback on this space mainly focused on the desire to see it brought back into use for the community. Opportunity to co-design temporary use of space for use by some existing services during phased construction.





5.2 Community site analysis: existing outdoor spaces

Feedback gathered from 1:1s, socially distanced walkabouts, online heatmap, surveys and workshops

One World Garden

Locals who use the centre value the garden as a point of respite. Popular with parents and pupils of local schools, used as a calm place to wait, read or study. Others said that the fence and onlookers from the centre makes them feel unable to/ unwelcome using it. Places that offer moments of calm and community care are important and need to be made accessible to all. If changed explore replanting and referencing this space. Enthusiasm for community planting Opportunity to co-design with active residents and local groups.

Outdoor Gym

Equipment fundraised by local youths, well used by different groups especially during the Pandemic. Some equipment not working and surface unsuitable. Some feel intimidated by men who use it in the evening, others commend community training sessions. Users are open to relocating and would welcome better equipment, surfacing, maintenance and shelter. Opportunity to co-design with local fitness trainers. Could existing equipment be relocated elsewhere on the estate?

Other comments about outdoor areas

New Zealand Way: is also a popular pedestrian route, although many prefer Bridget Joyce Square following improvements there.

Routes in general, signage and wayfinding: across the estate and connections to the surrounding area could be improved.

Local parks: such as Wormholt Park and Hammersmith Park are well used. However there is a lack of play equipment for children with disabilities. Some report preferring to use the playground on Bridget Joyce Square as they are more local. Some recent changes to sports pitches there make it harder to access because of cost.

The communal areas between blocks: are under utilised and could be improved. Blocks feel shut in at certain points which prevents movement through.

Safety: for the most part people said they felt safe in moving through the central area, and had seen an improvement in recent years although some would like to see better lighting and safety priorities across the estate. Some people report anti-social behavior at the outdoor gym and others identify a lack of Youth provision as causing young people to be out and about with nothing to do.

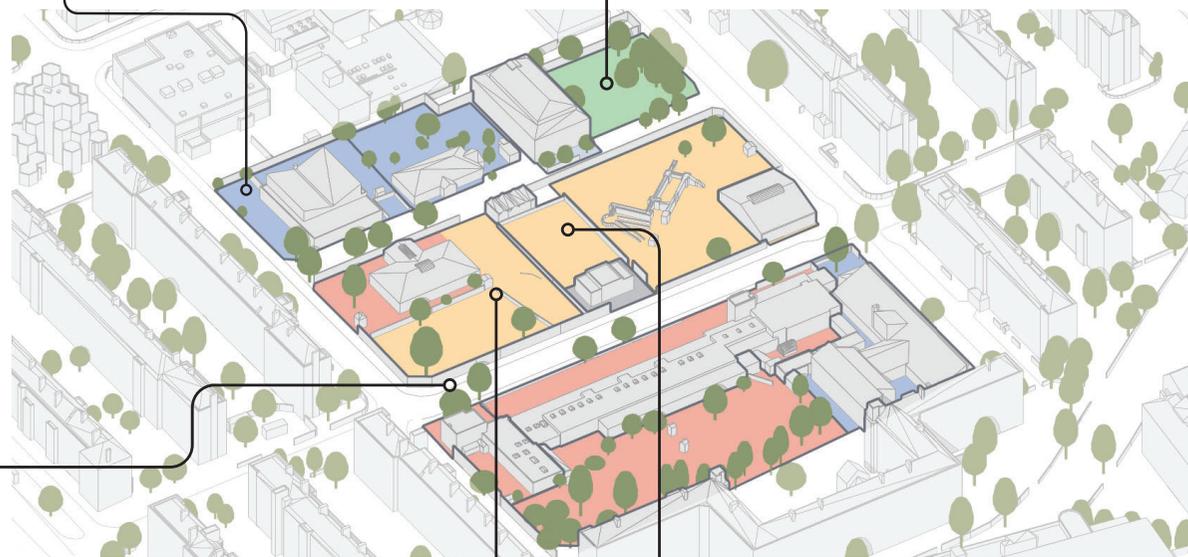
Bridget Joyce Square

Well used, as a popular route for all ages, and a stopping point for families. Strong local ownership and pride, created after a petition to pedestrianise connection to nursery and playground. Named after a local nursery nurse who passed away.

People value the openness and views, like the educational plaques about SUDS and the play on the way. The success of these should be considered in any plans.

Some comments that the fences are unattractive and prevent interactions with the spaces adjacent to it.

Some maintenance issues highlight the need for robustness. People would like to see more activities such as a market. **Any change will need to be respectful. Re-providing, referencing and reusing elements would be recommended.**



Community Playground

Playground is very well used especially after school - particularly good for younger children. Some would like to see more and upgraded play equipment, others mentioned a lack of secure open access play space and equipment for children with disabilities. Parents would like to have more seating and social spaces around play areas.

Sports Pitch

The sports pitch is well used and people value this free space for sports and ball games. It is fenced in on all sides and sometimes gates are locked. Local children and young people access it regardless by climbing over. The surfacing is seen as poor and people would like it to be better lit to make it usable throughout the year.

5.3 On-site stakeholder/operators' priorities



White City Community Centre: Currently running foodbank and midwifery services. Formerly used for community classes and as a hall for private hire. There is an open space garden in the front of the space called the One World Garden designed for biodiversity and calm reflection.

We held meetings with the centre manager and representatives from their Community and Maternity Champions. Prior to Covid, the demand for booking spaces within the centre was extremely high, and people were referred to other centres due to insufficient capacity.

They would like to prioritise space for health and wellbeing as well as other events. More or larger spaces were welcome as long as the rent and funding was accessible for residents to use. More storage options and facilities for the different services offered would be useful as this would welcome a variety of use from training to indoor sports.

While many love it, there are some who have historical issues with the site and a new location could improve local perceptions. There is some hesitancy around shared space and retaining identity. Separate entrances and soundproofing suggested as considerations. There would need to be careful consideration of logistics and work done to bring operators who might have to share in the future together in the next stage.

One O'Clock Club

These childcare clubs started in the 1970s/1980s and only a few remain today in London. It used to operate out of the Randolph Beresford Family Annex. It is a non-profit organisation and is currently run by three volunteers who work in shifts.

The volunteers we spoke to told us that they would benefit from improved facilities with better storage for donations and buggies. They need a secure space with indoor equipment for under 8s (e.g. messy play, sensory play) along with proximity to outdoor play areas.

They currently only have to pay the Council for electricity, gas and water for space and want to keep their nominal fee unchanged therefore affordability and security of lease are key considerations for them.

North Area Housing office: Council officers working to support local residents have said they would need a smaller space of 8-10 desks and would be happy to have newer more modern working environment. They would appreciate access to an outdoor area for lunch and social breaks. Some feedback that being integrated more informally with another space could improve access to residents.



White City community centre



One O'clock Club



Housing office

Randolph Beresford Early Years Centre

Outstanding maintained Nursery school with Forest school ethos. Nearly 50% of pupils have additional needs or learning difficulties.

From our meetings with the Nursery and their Governors, they are open to being involved in the project, even if it means moving site.

They can see that a new nursery space could benefit them in terms of reducing maintenance costs and providing a high quality environment.

Their key priorities are the amount and quality of outdoor space as forest school curriculum is central to their ethos. Having connections to the wider community in terms of the other services they offer is also a key to their buy-in to the scheme. **See p 45-48 for more detail on the work done with the Nursery.**

Randolph Beresford Family annex

Used to offer coffee mornings, and stay and play activities as well as pre and post natal support and family services. Randolph Beresford used to run services from the space and have some responsibility for the building.

H&F Family services, who prior to Covid, were managing the space told us they are intending to operate more flexibly from hubs within the community. They would be very keen to be involved in further design development of any centralised community space and how it could become a one-stop-shop for families, and members of the community of all ages. Key considerations will be having flexible spaces for desktop work, family rooms, therapy rooms, indoor and outdoor play space.

White City Adventure Playground

One of the oldest adventure playgrounds in London. Managed by Randolph Beresford in partnership with the Play association H&F Currently serving small groups of children with disabilities because of funding/ pandemic. Also serves as a Youth club run by Harrow Youth.

From our conversations with PAHF, Randolph Beresford & Harrow Youth Club they would welcome improved Adventure play facilities and dedicated respite space for young people with disabilities.

A new space could really benefit their ability to secure funding in order to return to delivering their full services. Without a secure lease and certain quality assurances it is much harder.



Randolph Beresford Early Years Centre



Family Annexe



Adventure playground

5.4 Feedback on: re-provision of indoor and outdoor community spaces



This section summarises the qualitative feedback received in our Community Vision workshop, Initial Ideas Exhibition, Landscape and Play workshop, as well as feedback from the advisory panel, stakeholder 1:1's and youth outreach work. It is a set of 'ingredients' based on improved re-provision of existing services and the opportunity to add things that are currently missing in the event of change.

The project aims to re-provide existing in-use spaces. Going forward we will refine the detail of these possible ingredients for indoor community use taking into account information from the new Ed City Project and other changes happening locally.



5.4 Feedback on (re)provision: Indoor spaces for adults / all ages

Shared community spaces:

Community hall:

- The Community hall should be attractive, welcoming, open and bright, celebrating the diversity of the local community.
- Segregation and flexibility of spaces to allow for different activities and use to take place at a time. Halls that are affordable to hire by the community allowing community-led teaching workshops.
- Considerations on materials that are fit-for purpose and provide good sound-proofing to the spaces.



Community teaching kitchen:

- Good opportunity to bring different communities and generations together. Suggestions that it could be connected to an edible community garden.
- There is potential for allowing residents on catering courses to test skills, provide space for demo kitchen and sell to the local kitchen/cafe or host community lunches or dinners.



Community cafe:

- This was a very popular idea and many would like to see a social hub that brings the community together.
- The cafe could have multi-use from promoting drop-in sessions with community leaders and other community stakeholders.
- Getting the location, feel and visibility of this space right will help ensure it is well used and improve use of all services. Adjacencies to outdoor play and other services suggested.



Spaces for skills and enterprise

Skills and training

- Potential spaces for coaching sessions, homework clubs, workshops for health and wellbeing, bike workshop, woodworking etc.
- The area could be well-connected to a cafe.
- Provision of services within the space that display all cultures and skills of the people living in White City.



Flexible work space

- Create small affordable spaces. This could be combined with the cafe or kitchen where the spaces have multiple functions.
- A desire for informal desk space was expressed by local social workers.



Workshop space

- Spaces that provide IT facilities and workshops to aid those who are digitally excluded.
- Library of things and a book sharing library could be put in place to reduce consumerism and promote the idea of sharing and borrowing.
- Affordable studio hire spaces for creatives with open studio units options for outdoor workshops.
- Workshop space could be linked to the cafe with a creche service provision that would help working parents.



Key considerations

Genuinely affordable

In order for local stakeholders to operate these spaces need to be affordable to run and maintain. Offers and services also need to be affordable so that local residents can access and feel welcome.

Inclusive & welcoming

Local stewardship and management will be important. There are some historic tensions and perceptions of certain spaces that there is an opportunity to address in new spaces.

Well publicised services

Many people we spoke to were unaware of local activities and opportunities. Improving mechanisms for making people aware with notice boards, online platforms and amplifying local networks through this process and into the future could help that.

Distinct identities

There are very active groups and stakeholders within the community who drive community provision in the existing central space.

New connections and shared space are going to be important in any re-provision of new community spaces. Good relationships between stakeholders and the council as well as between stakeholders themselves will need to be encouraged for change to be successful.

Making sure that different groups and functions have distinct identities and elements of autonomy are also important.

5.4 Feedback on (re)provision: spaces for children and families



Indoor spaces

Family support and spaces for younger children are very well catered for within the area and people would like to see those services protected and re-provided in the event of change.

Spaces for peer support:

- Social spaces for activities such as coffee mornings are desired. These could link with the community cafe.

Spaces for professional support:

- Midwifery, pre and post-natal support from professionals is also currently offered in the family annexe and the community centre.
- Need to consider where and how these are provided in light of upcoming changes in Council approach to family services.
- Opportunity for the Nursery and community centre to work together to meet this need in a future space?

Managed creche and afterschool spaces:

- The One-oclock and adventure playground have both offered this service on the site for children of different ages.
- Local parents would like drop-in and stay and play facilities for young children.
- Important to consider how these spaces can be incorporated and how they are located to cater to their different indoor and outdoor requirements.

Spaces for young people with disabilities:

- All spaces should be inclusive and accessible to people with disabilities.
- Currently the Play Association use the Adventure playground and cafe to offer respite for young adults with disabilities and that service is much needed in the area.
- For their service they require a secure space, with storage, accessible and sensory indoor equipment.
- They also require secure fun and relaxing outside space for their service users to enjoy the outdoors safely.
- For their services they would prefer a degree of separation from other shared spaces.



Outdoor spaces

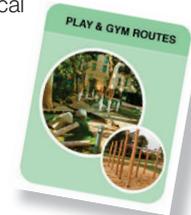
The public playground and adjacent sports pitch on Bridget Joyce Square is extremely well used by local families and children.

Public play areas and equipment:

- People want to see new and improved play equipment, and have as many areas for play as possible.
- Play equipment needs to be inclusive and accessible as there is a lack of provision for children with disabilities.
- Parents would welcome seating and social spaces, or potentially gym equipment alongside play areas.
- Need for equipment for all ages, conversations around the need for boundaries and fences is some places, with flexibility in others
- Play facilities could have outdoor sustainability as a part of the educational elements.
- Sensory, barefoot and water play suggested
- Natural materials, willow structures and imaginative play equipment as well as conventional play equipment (swings, slides etc) desired.

Multi-use games area / sports pitch:

- The current sports pitch feels very caged up and enclosed according to most residents, however young people claim it still doesn't stop them getting in when it's shut, or balls flying out when they play!
- In our sessions we discussed the possibility of an sports pitch on a rooftop.
- If this is the case they need to feel safe, accessible with surveillance/ supervision as this could lead to bullying or anti-social behaviour.



Key considerations continued

Randolph Beresford

Conversations about the re-provision of the nursery were largely held with their staff, governors and the education department as there are different considerations to other public community spaces and services.

Historically they have been integral to the operation of spaces like the Adventure Playground and family annex and are used to sharing space and working with others.

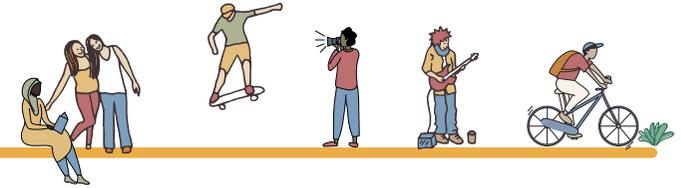
If the nursery is integrated in the north of the site the team will need to carefully consider how provision for local families with young children are delivered in partnership with them. This is especially important considering the possibility certain shared spaces within their footprint.

There is an opportunity through the process and meanwhile use during phasing to build new connections and relationships between all stakeholders who work with children and young people.

Children's services 'hub model'

From our conversations with the H&F family services team there is an opportunity for this scheme to pioneer and embody their future plans for working more flexibly and efficiently. Spending less on rent of large spaces would allow funding to go on services. Being co-located with other services that people access was seen as a valuable opportunity to reach people in need.

5.4 Feedback on (re)provision: Spaces for young people



Youth provision

Youth provision is a top priority on White City Estate - and was the highest rated requirement in our survey. Historically the adventure playground used to be somewhere older children and young adults could go, play, and learn to take risks safely. Currently the Harrow Youth Club run sessions out of the Adventure Cafe.

Indoor provision for young people

Local young people told us they would like to see a youth club space which had:

- Play areas for table tennis, playing pool, separate boxing area and other indoor activities like quiet spaces for homework clubs.
- Music rooms, music studios and TV rooms were popular ideas.
- A priority for them was spaces being social, accessible and free/ affordable for them to use.
- Indoor provision would need to be considered in line with service user need, as well as the provision being offered at Ed City and a versatility to respond to differing needs of local young people.



Outdoor provision for young people

- Provision of open outdoor social spaces connected to the youth club would be welcomed, these spaces would need to feel safe.
- Outdoor gym/play equipment for different age groups.
- Improved basketball courts and multi-use play facilities that are well maintained and free to access. The idea of rooftop play was welcomed sparking various questions on accessibility, look and feel of the environment.
- Spaces to cook, have barbecues, or picnics were also suggested as things local young people would like to see.
- Some residents suggested the idea of skate parks that invite young adults to socialise in an active space.
- Cycling / BMX are very popular among the local young people we spoke to. Provision for cycle storage, racks and cycle hire facilities, or even a BMX track were suggested.
- There was also an interest in street art and there could be a possibility to collaborate with locals on meanwhile or temporary public art.



Adventure playground

The re-provision of a brand new adventure playground was another top priority in our survey. The adventure is seen as an important part of the estates heritage and people would like to see it's services returned.

Bringing a loved local service back to life

- From our conversations with Randolph Beresford and the Play association a new premises would enable them to access funding to deliver more for the community.
- The play equipment should be accessible to people with different abilities.
- In addition to the respite care currently offered local people would welcome a return of mainstream play services at weekends, after-school and during the holidays.
- Supervision and facilitation from qualified play workers are essential to such a space.
- Seen as a valuable space for young people to receive mentoring and prevent them getting into trouble.
- The idea that this space could provide a route into employment from young users, learning play work skills and going on to work there was popular.
- People expressed a desire to have the space accessible as often as possible, pointing out that local young people are likely to access it out of hours regardless.
- Long term funding will be a key consideration. As will versatility of the space so that it can potentially be used by members of the public out of hours.



"A new space would help us secure funding, at the moment it's very hard."

"The Adventure is a really important part of the estate's history - we need to keep a place like that for young people to have ownership and learn to take risks in a positive, safe place."

Key considerations continued

On-side Youth Zone @ Ed City

Coming in 2022 the youth zone will offer an array of after school, weekend and evening activities and opportunities for locals aged 8 -19, (or 25 with a disability.)

Proposed facilities will include:

- a climbing wall
- rooftop 3G pitch
- film and multimedia suite
- health and beauty room
- art and crafts room
- fully equipped gym
- open recreation space
- a four-court Sports Hall
- inclusion room
- a training kitchen
- enterprise mentoring room
- martial arts gym with boxing ring
- performing arts/ dance studio
- music room with recording studio

These facilities, adjacent to the White City Central site encompass everything and more in terms of what local young people told us they would like to see in a youth club in their area. However feedback from Children's Services and Harrow Youth Club indicate that some of the more at risk local teenagers might not want to/ be able to access the On Side facilities.

What is offered on White City Central needs to take this into account and build connections between the two community hubs both physically and in terms of local networks to promote what's on offer. Partnerships will be important. At risk young people must have somewhere to go whilst avoiding potential rivalries or tensions between spaces.



5.4 Feedback on (re)provision: Landscape and open spaces

The existing sense of openness, trees and greenery are highly valued by local residents. Bridget Joyce Square is particularly popular and the One World Garden is praised as a relaxing space of respite and reflection. Existing areas of planting, trees and open spaces should be retained where possible, or re-provided making the most of outdoor areas.

Community gardens, planting and green space

- Community gardens were a very popular idea. Some residents suggested that a community garden could be the focal point for people to gather, learn and teach on the importance of food and other natural resources which could be linked with the teaching kitchen.
- Edible planting was also suggested as something that could be integrated into boundaries between areas as well as community gardens.
- There was also an appetite to explore additional benefit and uplift to existing communal courtyard spaces through the project.
- In addition to active planting spaces people would like to see planted garden areas for calm, respite and reflection.

A public space and connected routes

- Public square to allow room for people to be social and bring different cultures and communities together.
- Some residents suggest sports and creative activities like ping-pong, chess (concrete with sculptural figures), checkers, a water feature and more seating area, as facilities that would be welcomed within the space.
- Others would like to the space to enable activities such as a market, barbeque's and community carnivals.
- They also said that any public square should echo what White City is doing as a community for the environment - a space people come to learn from such as the SUDS information currently in Bridget Joyce Square.
- Routes and views are important and any new routes should consider connectivity and views through to green spaces and trees.



Outdoor gym equipment

The gym areas could be better by accommodating both families and women. Residents suggest that this could be achieved by creating well-lit and safer spaces.

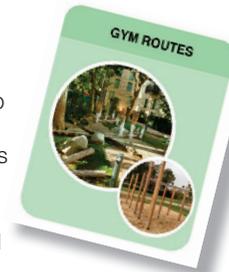
A mix of gym, play and green routes could help discourage anti-social behaviour and bring in a diverse group of people. Along these routes it is also important to create space for socializing.

The equipment and area should be maintained and ensure safety for all weather conditions (e.g. anti-slip floors etc). Facilities for storage of gym equipment would help as many residents use their own equipment (weights etc). Currently the bin space is always full adding to littering and dog foul being left all around the gym space.

Maintenance, refuse and access

Maintenance is a key consideration and designs and planting need to be robust, with maintenance plans considered. There is potential to foster locally led maintenance of planting in outdoor areas and this can be trialed in the next stages.

More recycling, refuse collection, composting facilities and other methods could aid residents into lowering their carbon footprint within the area and keeping the green spaces clean.



"Maintenance is important - needs to look as beautiful as it was a year ago"

Key considerations continued

Highly valued existing spaces

Many of the outdoor (and indoor) spaces, were created/ sustained through local petitions and fundraising efforts. People are attached to these spaces because they have been involved in shaping them and making them special for the community. This needs to be respected and harnessed so that people feel familiarity and ownership of new spaces. This will be crucial to the success of these spaces being used and the atmosphere of the 'place' that this becomes.

Opportunities for co-design and re-purposing materials and plants

Landscape is an area where residents can have a lot of influence especially in public space that everyone uses. Co-designing aspects of any new landscape and potentially public art with residents, as well as re-using plants and materials from any spaces that are changed are possible ways of respecting the past, and making residents feel familiar with the new.

Outdoor education & partnerships

People are keen for change to educate people about nature and sustainability. Local SUDS changes popular. possibility to collaborate with Phoenix Farm and Imperial College to promote green and sustainability education within the area.

Surrounding Uplift

Can the scheme introduce community planting and or re-use planting and equipment elsewhere on the estate?

5.5 Feedback on: New homes for local people

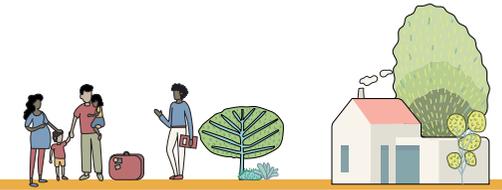


This section summarises the feedback received in our New Homes workshop, as well as feedback from the advisory panel, the council's housing team and the council's allocations team.

We shared indicative examples of genuinely affordable housing based on London affordable rent data from 2019/2020 as residents were keen to understand what genuinely affordable meant.

There is now new advice based on social rent and new shared ownership models which we will update residents with in the next stage.

5.5 Feedback on new homes for local people



The meaning of 'genuinely' affordable housing

Genuinely affordable housing, prioritised for local people was a top priority in our research and prior to this session we were receiving a lot of scepticism with people believing new homes would be unaffordable to local people.

Genuinely affordable rents

- Many attendees were reassured by the examples of affordable rental models - others would like more information about how these were calculated and ongoing updates.
- Rental costs will continue to be an important conversation for residents as even small rent increases can have a large impact.
- We anticipate that the new social rent levels which are much closer to council rent will be well received.
- Provide worked up examples of running costs to show how savings in running costs can balance any rental increase.
- Explore opportunities for phased rent increase.

Genuinely affordable ownership

- Explore models to prioritise those living on the estate who would like to buy
- Explore a range of shared ownership models that are flexible to the specific cultural needs of particular groups
- Consider removing barrier to shared ownership for existing residents, and the adult children of residents, for example deposit sizes

A co-produced local lettings plan

- People appreciated information about the current housing need on the estate.
- Overall people welcomed the idea of local people in need being prioritised and felt this would avoid the creation of a divisions or resentment from existing residents.
- Some felt that the scheme should aim to rehouse as many local people in need as possible and that homes should be designed with those needs in mind.
- Others said that the number made them feel pressured towards higher density and that other considerations need to be balanced.

Housing Needs Assessment

- It was suggested that further assessment would need to be carried out to understand requirements of existing residents, including changing needs over time.
- Suggestion that this should be carried out by Council representatives known and trusted by residents so that the most accurate responses can be collected.
- It was also suggested to use the housing and allocations team to get participation from people on the waiting list who were in need of homes.

Secure tenancies

- The Local Lettings Plan should consider the duration of the tenancy to allow more security for residents similar to existing council tenancy.

Tenant allocations should prioritise:

- Older people who are in blocks with no lift access.
- Residents who are currently overcrowded.
- Residents with additional needs whose current homes do not adequately meet these needs.
- Those with caring responsibilities in White City but do not currently live in the area.
- Existing secure tenants so that it frees up more homes owned by the council relieving the bottle neck.
- It should also consider those who are under-occupying in order to have knock benefits to the wider waiting list.

Incentivise swapping

- Clarify that residents will not be forced to move but can make the choice to.
- Introduce a home exchange programme for Council tenants early on so that those who wish to move can move.
- Consider opportunities to support those who are under-occupying for example support with redecorating and moving.



Other priorities

Feedback also provided some design priorities for new homes:

Accessibility

- Include provision for older residents for example sheltered accommodation.
- Flexible home layouts that can adapt to changing needs of residents over time.
- Consider basing the number of new accessible homes on actual need within existing residents and new residents rather than the minimum requirement of 10% of new homes.
- Incorporate adaptations for residents who have specific requirements including wheelchair access, bathroom and kitchen adaptations.

Overcrowding

- Plan new homes with adequate kitchen, living and outdoor spaces as set out in the GLA's Housing Design Standards.
- Design in flexible spaces that accommodate space for home learning and working.
- Consider designing size of homes that respond to local needs i.e 2-3 bedroom homes, as well as smaller units that would appeal to under-occupiers.

5.6 Feedback on: Architectural approaches and considerations



This section summarises the feedback received about key considerations and approaches that the design team shared with the community.

We tried to give residents an understanding of the thinking and policies behind some of these different approaches so that they had all the information needed in order to give meaningful feedback.

5.6i Density, site approaches & meeting the housing need



In our New Homes workshop and our Stage 1 exhibition we shared key considerations about density and approaches to meeting the housing need. Most attendees were in favour of a scheme meeting the local housing need as long as there is a re-provision of community facilities and adequate green open spaces. Whilst some had concerns about the impact of change others passionately endorsed the provision of new genuinely affordable local homes.

Medium density

We looked at how different approaches to density could work on site.

- Medium density - with open courtyards and edge heights between 5-7 storeys received the most positive feedback as it would best meet the housing need, and maximise the other aims of the project.
- Low density was seen as not delivering sufficient homes.
- High density, with taller buildings, closed courtyards and tighter street patterns were seen as too imposing and potentially having a negative impact on public realm and sense of openness.

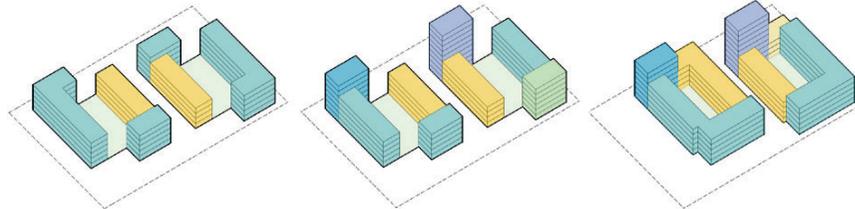
Site approaches

- Some questioned if the three site option could extend to include the outdoor gym. Once we have detailed information regarding the viability we will be able to have meaningful conversations about other configurations of plots being included or excluded and the impact it could have on the wider scheme.
- In the next stages people are keen to see the size of the nursery with the "Whole Site" option and its proximity/ connection to all other buildings.

Point heights to meet the housing need

The idea of adding point heights that were taller than the surrounding buildings was understood or accepted as potentially necessary from a viability perspective. Examples were shown with a central tower, and point heights around the edges.

- People felt that a central tower would significantly change the landscape and views across the estate as well as create shadows on central areas.
- People preferred the idea of distributing more homes around the edges in order to maximise the number of affordable homes and create a sense of openness.
- Attendees liked staggered heights as they stopped buildings feeling too imposing.



Low density

Medium density

Medium -high

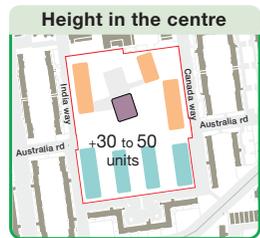


1. Three sites approach

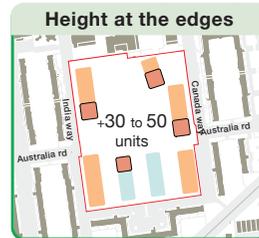
2. Without the Nursery

3. Whole Site

*"I'm concerned about a tall building in the middle.
I worry it will make the space dark and feel overcrowded."*



Height in the centre



Height at the edges

Key considerations continued

Avoiding a sense of 'us and them'

A key underlying thread in the feedback we have received is taking existing residents perception of being and feeling welcome in any new spaces

Open residential courtyards that form part of the landscape and are accessible to the public would be welcomed as people fear that closed off spaces might create and 'us and them' feeling.

Balancing open access courtyards and public space with semi private, resident only spaces will be important.

Impact on neighbouring buildings

New designs will need to consider how they relate to existing buildings and minimise any negative impact on privacy, sunlight and daylight. It will be important to share studies with residents so that they can fully understand them.

During construction

Impact of construction on parking and access, noise, dust and mess is also a something that will need to be carefully considered and communicated.

Impact on the environment

Many residents are keen to know more about the environmental and sustainability considerations and opportunities within the project. Being able to communicate about some of the Council's strong commitments to this will be positively received.

5.6ii Centralised community provision

In our Community Vision workshop and Initial ideas exhibition we shared different possibilities for approaching re-provision of community spaces. We also discussed how these different approaches would affect viability on the scheme.

Clustered, distinct and linked

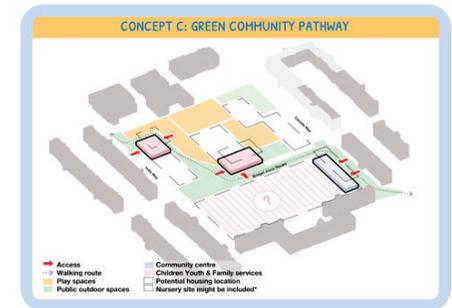
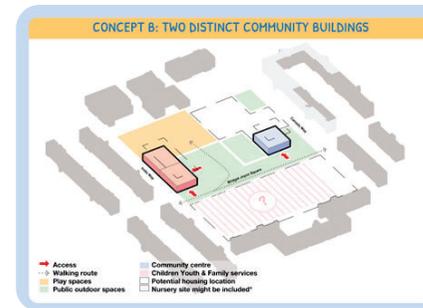
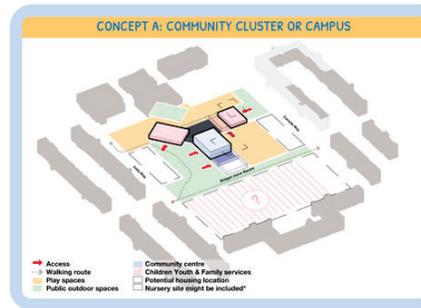
We looked at three different approaches to rethinking community spaces on site in order to allow for housing to be built.

- Community Cluster:** This approach received the most positive feedback in our early sessions, although some were concerned about a loss of identity and the complexities of shared space. Some felt it was positive to have a one-stop-shop where it would be easy to access and know what is going on. This approach also performed best from a viability perspective as shared utilities allow for more affordable spaces and this would be welcomed by many of our operators.
- Two distinct buildings:** received fewest comments and was seen as not creating a shared sense of community.
- Community Pathway:** Some positive feedback around the permeable nature of this concept and the idea of multiple entrances and identities. When discussed people understood that this didn't perform as well in terms of viability or practical sustainability.

Community space in context

We recapped on the centralised community provision approach in our Stage 1 exhibition in the context of how it becomes possible to create enough housing and re-provide futureproofed services.

- On the whole people were open to the idea and could see the potential benefits. Considerations of noise pollution between multiple users, having multiple entrances to maintain different identities.
- Positive about having community spaces in a central zone making it more inclusive and inviting to residents and other members of the community.
- Ownership by community groups, or other organizations needs to be considered to ensure functionality and use of spaces like cafes, teaching kitchen, training and workshop spaces.



"I like the idea of a one-stop-shop or hub with a cafe that feels like a real meeting point for people to come together."

It would be great if it were connected or near to outdoor play space so that parents would have somewhere social to go."

"If spaces and services come together it will be really important that different organisations can retain their identity and not disturb each other."

Please consider separate entrances and soundproofing to help with this"



5.6iii Playable Landscape

In our Landscape and Play workshop and Stage 1 exhibition we discussed key considerations for creating new outdoor spaces as part of the scheme.

Playable landscape

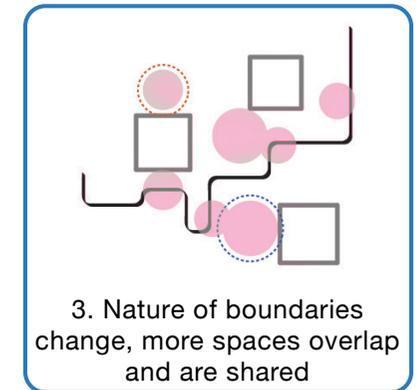
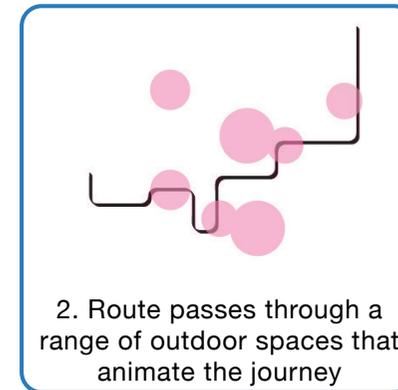
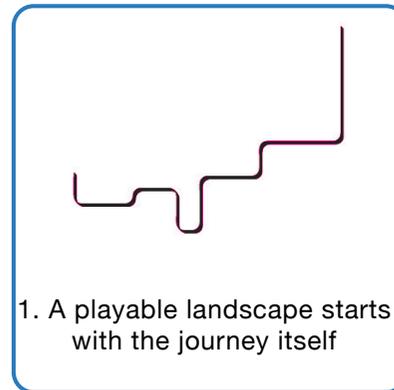
- Very positive feedback about incorporating play into all aspects of the outdoor spaces and seeing the open space as a playable landscape.
- Some felt that this was going to be a key thing that will make people feel welcome in new spaces and encourage people to explore.
- Residents would like to see sensory gardens, sensory routes or sensory space that would appeal to different people and be accessible to all.
- Suggestions to explore possibilities of minimal interventions that offer a high play value e.g. boulders, fountains, play mounds and tunnels.
- Diverse and flexible social spaces that brings different communities together encouraging pause points and pockets of space that allow people to interact with each other. These spaces should be inclusive and not owned by particular groups or organisations.
- Suggestions to consider some equipment which allows quick engagement in order to avoid delaying parents trying to get to local schools in a hurry.
- Important to consider ground floor residents if play in green space between blocks.

Creative approach to boundaries and routes

- Some spaces may require boundaries to ensure children are safe however, these boundaries could be more playful and creative
- Existing high fences could be replaced with: green planting, artworks that reflecting the history of White City, interactive boundaries.
- Suggestions to focus on creating open and accessible spaces across the estate, remove or minimise boundaries so that you can move from one space to another and avoid creating conflict over what space belongs to which group

Making the most of all outdoor spaces including rooftops

- Many participants seemed positive about the idea of making rooftops usable by the community
- Rooftop gardening, play or a sports pitch, were popular ideas however there were questions raised around the cost and accessibility and safety. Management/ supervision of these spaces will need to be considered.



"I'd be in favour of a radical restructuring with this (playable landscape and refreshed outdoor spaces) being a guiding principle."

"I like the approach - at the moment everything is very rigid and unloved. I love the idea of ordinary objects becoming exciting and magical."

5.7 Feedback on: The community brief



At our February Exhibition we presented a draft community brief based on all of the feedback received in surveys and workshops.

In our online exhibition the points were endorsed by those who attended and we are getting additional feedback from the community.

They reflect local priorities and the teams commitments at this stage and will be added to throughout the process.

This next section shares the brief and the feedback we received on it during the exhibition

5.7 The community brief



Working with and for the community

- These priorities were based on how the resident advisory panel told us they wanted us to work with them and were well received by attendees.
- Some said that this process felt genuine, that they were being listened to and appreciated being taken through things step by step.
- In the next stages we want to keep improving on how we work with you and get more people involved in shaping the project.



New homes for local people

- Commitments to genuinely affordable local homes were welcomed. We will discuss tenancies and examples of the Mayor of London's new 'Social Rent' in the spring.
- Attendees also supported the co-production of a local lettings plan, suggested ways of reaching and reassuring people with different kinds of housing need including those who are under-occupying.



Celebrating and future-proofing community space

- Many were reassured by the idea of improvements being made to certain services - especially the adventure playground and the idea of a new space for the One o'clock club.
- Maintenance and ongoing costs were key considerations as was the idea of building relationships, creating jobs and training opportunities for local young people.
- People want new facilities to meet the needs of a diverse community. Need to make sure that the spaces are welcoming and easily visible from the outside, connecting with public outdoor areas and routes that are interactive.



1. Co-production throughout

Co-production is a practice where residents are involved in the creation of policies, services, and decision making in strong partnerships with the council. The council are committed to work with as many local people as possible throughout the project to make sure it is inclusive and co-produced.

2. Clarity and honesty

Be transparent about the direction that the project is heading in and how and why decisions are made.

3. Checking back with residents

We will gather feedback, and make changes to make sure we've got it right and avoid surprises. The council will not proceed to a planning application without positive feedback from the community on the scheme.

4. Make the project itself benefit existing residents

Create employment and work experience opportunities for residents wherever possible and offer activities that benefit local residents in the process.

5. Build homes that local people can genuinely afford

At least 50% of new homes built will be genuinely affordable for local people to rent or buy. This is a commitment from the council and a requirement of how we access funding from the Mayor.

6. Prioritise and respond to local housing needs

The council are committed to creating a local lettings policy with you to make sure that local residents with housing need have priority for new housing.

7. Local management = Inclusive, local and welcoming places

Work with local organisations to make sure that community provision is welcoming, affordable and accessible for all ages, abilities and backgrounds and that it is easy for services to share space where needed.

8. Improving, not losing, what you have and love

We are aiming to re-provide all in use facilities and services. New spaces with lower maintenance costs, better and more accessible facilities will allow these services to thrive, in spaces tailored to their and your needs.

9. Consider the whole picture to give everyone in your community the things you need

Take into account other exciting changes happening such as Ed City where there will be extensive activities for young people available in their 'Onside Youth Zone'. Coming in late 2022 find out more at: www.edcity.org.uk

5.7 The community brief continued



Even better landscape and play spaces

- People were positive about the idea of a playable landscape, and the prospect of new, improved, co-produced public play areas and planting.
- Priority was given to there being enough flexible use open spaces in relation to new homes to nurture residents health and wellbeing.
- Maintenance is key for the new playable landscape. Making robust, low maintenance design choices, led by local knowledge and experience to establish a strong sense of ownership and shared responsibility.
- Additional priorities: included promoting healthy and happy routes that encourage walking and cycling. Edible planting, play on the way and safe playable elements instead of fences wherever possible. Sensory planting and accessible spaces for people of all ages and abilities to enjoy, come together and share.



Architecture, design & sustainability

- People are keen to see more examples of the kinds of buildings that might be built locally. We will be looking in detail at how new buildings can reflect the architecture and identity of the existing estate in order to create somewhere that isn't jarring or disconnected from its surroundings or heritage.
- People want a scheme that benefits both the environment and local people. We will discuss how new building methods, materials and technology can do this in the next stage.
- Parking/ Traffic studies will be done once we are out of lockdown. We will discuss parking strategy in the spring. Considerations about construction and steps to reduce potential disruption will also be discussed at later stages.



10. Create beautiful public spaces and routes that are safe, social, maintained and easy for everyone to access and navigate:

Better wayfinding, connectivity and accessibility. Enable safe outdoor socialising for use in all weathers. Few fences and more creative boundaries where possible and safe.

11. Provide new & improved play areas and equipment to meet the needs of all ages and abilities

Playable landscape - walls, benches and paths become joyful and playful interventions including new outdoor gym and adventure play equipment. Making the most of all outdoor areas - opportunity to use rooftops and extend beyond site.

12. Bring people of all ages and abilities closer to nature and wildlife. Educate people about sustainability and biodiversity where possible

At least 50% of new homes built will be genuinely affordable for local people to rent or buy. This is a commitment from the council and a requirement of how we access funding from the Mayor.

13. Density (amount and size) of buildings should be sensitive and well balanced

In our housing workshop many of you told us that a medium density approach felt most appropriate for the site as it gives the right balance of genuinely affordable homes and enough funds to re-provide community spaces.

14. Buildings should be attractive, modern, high quality, and safe

We will use brick and other natural and sustainable materials wherever possible. In the next stage we will work closely with you to understand what types of materials and character of buildings you prefer and co-produce designs with you.

15. Make the scheme as environmentally sustainable as possible

The Council are committed to Net Carbon Zero by 2030. We will aim to reuse, salvage or recycle building and plant materials from any demolished buildings. New buildings will be state of the art, flexible and adaptable to meet needs now and in the future.

16. Practical Sustainability - More affordable, lower maintenance, long lasting spaces

Designing homes community spaces with centralised, shared utilities reduces construction, running and maintenance costs as well as environmental impact. This makes the scheme and local services more affordable.

5.8 Feedback from: Randolph Beresford Nursery



Randolph Beresford are a key stakeholder as they own, manage or operate three of the largest facilities currently in use on the site: Nursery, Family Annexe and Adventure Playground.

We were lucky enough to have a site visit and initial meeting with their senior management team and two follow up virtual meetings, as well as 2 meeting with the Governors and H&F Children and Education Services.

We also shared a paper and digital feedback form in order to get staff feedback.

Going forward the nursery will work with a Client Design Advisor to refine the brief and create a nursery that meets their needs and aspirations.

5.8 Working with Randolph Beresford



Overview and summary:

Randolf Beresford Early Years Centre: Outstanding maintained nursery with Forest school curriculum. Nearly 50% of pupils have additional needs or learning difficulties.

Community views: Based on our conversations with local residents on our walk about, meet the team events, pop ups and through online feedback. it's clear that it's seen as a great local asset, and well loved by staff and the community.

People are proud of it and see its ethos as part of what makes the area great. Forest school curriculum is really important. They are more than just a nursery and have a significant hand in other highly valued communal spaces for children and young people such as the Adventure Playground and Family Annexe.

“The best things about the nursery are the location, size and make up of the outdoor space dedicated to providing quality access to the outdoors for children who live in inner-city flats with no gardens and the amazing, experienced and qualified staff.”



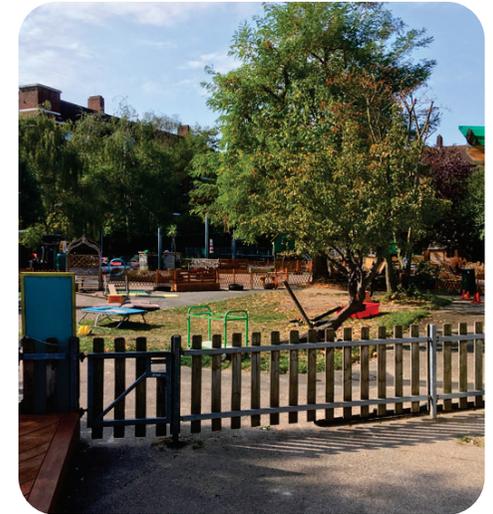
Stakeholder Views: From our meetings with the nursery and their governors, they are open to being involved in the project, even if it means moving site.

They can see that a new nursery space could benefit them in terms of reducing maintenance costs and providing a high quality care and learning environment designed to their specifications prioritising interconnectivity, SEN provision and outdoor connection.

They also support progress and improvements for the local community as a whole in public play space, community spaces and genuinely affordable housing.

Their key deal breakers are the amount and quality of outdoor space as forest curriculum is central to their ethos. Having connections to the wider community in terms of the other services they offer is also key to their buy-in to the scheme.

Concerns were expressed about overlooking in terms of privacy and safeguarding of the nursery and the potential impact on sunlight and daylight that surrounding buildings might have on the play area and impact on planting.



“At RB children are safe to learn, be free, be children”

“Forest school isn't just a curriculum - it is an ethos and style of working with children that has taken time to embed, maintain and develop.”



5.8ii Feedback on the approaches to redevelopment

In our meetings with both senior management and Governors we discussed approaches to redevelopment and how they would effect the nursery.

Whatever happens with the scheme the nursery will be affected as they are a key stakeholder. We initially shared three scenarios: No change, a new nursery in the same location (involving decant), and a new nursery in the north of the site.

The nursery were not keen on the decant option and it has subsequently not been shown to be possible owing to expense and program implication. In our follow up meeting we went on to progress high level spatial estimates and example plans of how the nursery could work in the north of the site alongside the wider possibilities for development.

An early concern was the amount of indoor and especially outdoor space that could be provided. We were able to show that the amount of internal dedicated space could be the same with the addition of a shared hall.

The external space would overall be equal to what the nursery have now, with 60% an increase from 20% in forest space. There would be some spaces that would be dedicated to the nursery during opening hours but shared outside of that time.

This was broadly welcomed - some concerns but not opposition around maintenance and safety of shared spaces were raised and relationship management will need to be carefully considered going forward.

There were also concerns expressed regarding storey heights and housing being above parts of the new nursery. Key concerns were privacy, safeguarding and daylight sunlight impact on forest planting.

In the next stages we will need to continue to work closely with the nursery and their client design advisor to understand how we can deliver the best possible design that meets the needs of providing much needed new housing as well as creating an outstanding space that the nursery are happy with and where children are "safe to learn, be free and be children."

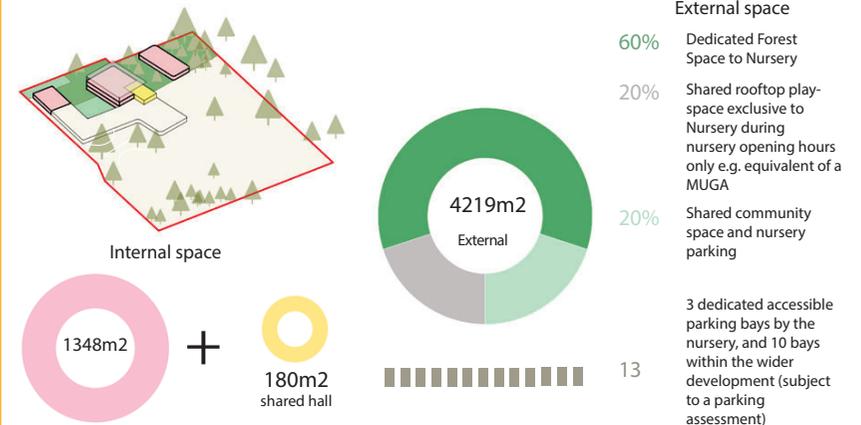
"This is an amazing opportunity to redevelop a provision for the children on White City."

We are all on board with that, we just need to protect certain interests and priorities as we go forward."



What you could expect from a new nursery

Option 2: New nursery building to the north *This is an indicative proposal only. All areas are subject to change following advice from Childrens Services in terms of viability, capacity and any uplift from increase in residents to the central area



6. Key impacts



White City Central - Community & stakeholder engagement Stage 1 report | March 2021

Through this collaborative approach we successfully dispelled myths about the project and improved relationships and trust with residents, as well as achieving a strong local awareness and participation in the project under challenging circumstances.

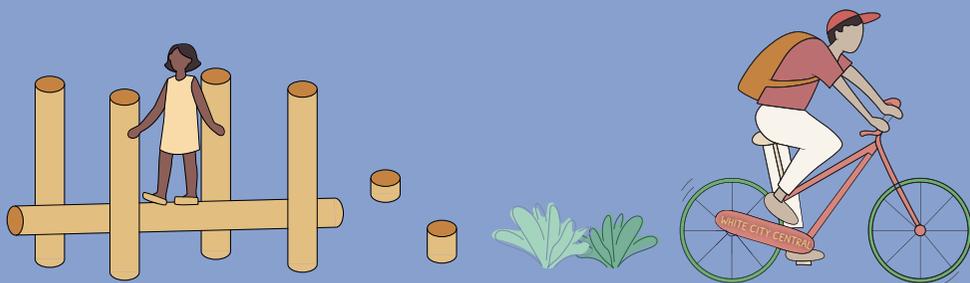
Residents were given information on key considerations around density, viability and council policy, and we received feedback on all.

Working closely with key stakeholders including Randolph Beresford Nursery and Governors, we achieved initial buy in and positive participation.

An endorsed community brief was co-produced with local people, with emerging support for development on the site, and we fostered relationships with key local stewards who will be vital to the ongoing success of the project.

We created social value by employing one resident full time, utilising local services for delivery and translation, and generating donations to the local Christmas gift drive from across the team.

7. Next steps



As we move into the next stages we look forward to co-producing designs with the community in the run up to a planning application.

We intend to do more to bring the community, key stakeholders and operators together in order to create something that is workable and meets everyone's needs.

We want to do as much as we can in the next stage to make things feel real and exciting for local people to be a part of.



7.1 Next steps and engagement activities

Themes and topics that we want to cover

We will aim to co-produce elements within all of these so that people can recognise their input into the scheme.

We will maximise areas where people can have most influence and visible impacts.

- Meanwhile use and phasing
- Building heights and massing
- Landscape and streetscape
- Community facilities & shared spaces
- Play and adventure play
- Identity and materiality
- Public art and way-finding

Creative engagement ideas co-produced with the Resident Advisory Panel

Green notice boards (community planters with notice boards in promoting project) opportunity to co-design planters with local youth group.

- Green infrastructure audit and walkabout
- Feedback stations around the estate
- Collaborating with local radio/ podcasts
- Shared pinterest boards to show how different aspects of the project could look.



Testing ideas



Community garden



Physical models

Tools and activities

We intend to make the most of face to face activities as restrictions lift in order to get people involved in tangible, tactile shared activities that will expand our reach and encourage positive participation.

- On- site pop-ups and tag-ons
- In person and virtual study trips
- Physical models for workshops and exhibitions
- A welcoming project hub within a vacant space
- Targeted co-design workshops with different audiences (schools, youth, special interest groups)
- Celebration days that double as exhibitions and test ideas for meanwhile use.
- We will continue to use digital methods where needed in order to extend reach.



Pop-up play



Study trips



Celebration events

7.2 Timeline going forward



April



Update on parameters

- Site approach and boundary
- Genuinely affordable requirements
- Creating operators working group
- Awareness raising, extending reach

May



Co-designing streetscapes

- Existing green space & tree audit
- Routes & connectivity
- Heights & massing
- Landscape & character - planting, surfacing

June



Community space in context

- Understanding re-provision in context
- Shared space
- Character & identity
- Adjacencies inside & out
- Focus on Inclusivity
- Meanwhile use ideas

Summer



Celebration & play

- Co-designing playspace
- Testing ideas
- Exhibition /Summer feight
- Adventure play study trip

Autumn



Refining design prep for planning

- Detail on interiors
- Detail on access and movement
- Detail on Community space
- Feedback on designs ahead of planning
- Service design
- Meanwhile and phasing strategies

Winter



Planning application

- Final exhibition ahead of planning application.
- Steering group review of feedback and final reports.

