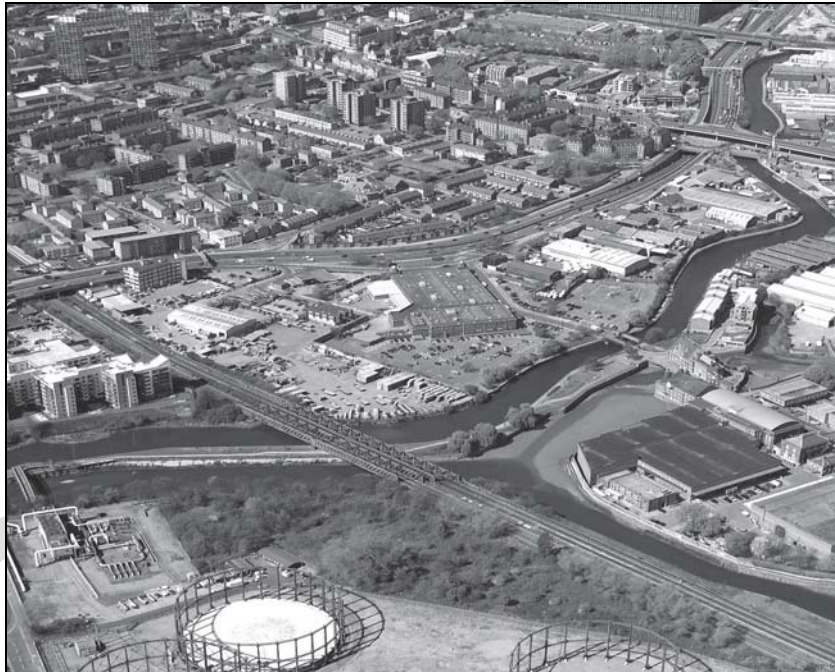




Bromley-by-Bow Masterplan Supplementary Planning Document

Consultation and Engagement Strategy



July 2011



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INTRODUCTION

1. Background and Context

- 1.1 Given the adoption of the Core Strategy 2025 (Local Development Framework), there is now a need to formally recognise the work undertaken in the Bromley-by-Bow area. Work includes the draft Bromley-by-Bow Masterplan (2006), Land Use and Design Brief (2009), and other associated transport and connection studies, such as the Bromley-by-Bow Station Study. The review and consolidation of this work is required to ensure there is a comprehensive approach to regeneration, that is consistent with the vision and objectives set out in the Core Strategy 2025.
- 1.2 The Bromley-by-Bow Masterplan will be taken forward as an Interim Supplementary Planning Document (SPD) and will be a tool for implementing the objectives of the Core Strategy and as a material consideration in the determination of planning applications in the area.
- 1.3 Consultation for the draft Bromley-by-Bow Masterplan SPD, is an extension to on the original draft Bromley-by-Bow Masterplan in 2006/7, the Bromley-by-Bow Land Use and Design Brief in 2008/9. Consultation has influenced the evolution of these documents, which in turn will inform the production of the Bromley-by-Bow Masterplan SPD. A summary of the consultation events and comments arising from these events is provided in Appendix B.

2. Role of this Consultation and Engagement Strategy

- 2.1 In order to satisfy the objectives of the planning process, this draft Consultation and Engagement Strategy has been prepared to provide a engagement framework that describes the main consultation methods that will be used to ensure the most effective community engagement. The **Consultation and Engagement Strategy is an evolving document, and will be updated as the Bromley-by-Bow Masterplan SPD emerges**, to accommodate the community and key stakeholders feedback and comments, arising from consultation events and activities.

3. Approach to Consultation

Localism

- 3.1 Central government published the Localism Bill on 13 December 2010. The Bill aims to shift power from central government back into the hands of individuals and communities. The Bill is split across five core themes of community empowerment; decentralisation and strengthening local democracy; reform of the planning system; social housing reform; and London. Under the key theme 'planning system' underpins neighbourhood planning.

- 3.2 The Bill introduces a new right for communities to shape their local areas via Neighbourhood Plans, which would enable communities to permit development.
- 3.3 Further guidance and information will be published later in the year, however, it is paramount that emerging policy documents have regard to the proposals arising from the Bill. Localism would effect the way the Council consults and engages the community, in terms of whom, how and when. This has influenced the Councils approach to consultation on the Masterplan, to ensure consultation and engagement is wide as possible.

Draft Replacement London Plan

- 3.4 The Draft Replacement London Plan underwent Examination in Public (EIP) in summer 2010. Following the EIP, the London Mayor published a Panel Report, which sets out a schedule of amendments recommended by the Inspector. A key implication for the Council arising from the recommendation is *'fuller recognition of the importance of community engagement in areas of regeneration'*. As such, it will be expected that consultation on SPDs, over and above consultation on Development Plan Documents (DPDs) will need to be thorough and robust to ensure the community has the opportunity to influence regeneration in their borough.

Statement of Community Involvement

- 3.5 The approach to consultation has been developed to be in conformity with the Council's Statement of Community Involvement (SCI) (2009), which takes into account the requirements for consultation as detailed in Planning Policy Statement 12 (PPS12).
- 3.1 The overarching aim of consultation is to provide an opportunity for involvement from a wide range of groups and individuals and to proactively encourage participation in identifying the core issues and formulating plans and proposals in the Masterplan SPD to address these.
- 3.2 In undertaking community involvement, the core principles which have governed the approach to consultation are provided below. These principles have been identified in the Council's SCI:
- **Appropriate** to the level of planning issue and the type of document being consulted on;
 - **From the beginning**, giving people the opportunity to shape the documents and make it their own;
 - **A continuous process** and not just a one off event;
 - **Clear and straightforward** by using methods suitable to the communities being consulted; and
 - **Planned** as a central part of the planning and plan making process.

4. How the Community will be Involved

- 4.1 The Council has three distinct phases to consultation activities to progress SPDs, these are as follows;
- **Stage 1 (Informal Consultation)** – *Community involvement and participation before developing a SPD.* This stage comprises information gathering and generating options before developing the Masterplan through a series of consultation activities and events in the form of workshops, public exhibitions, drop-in sessions and meetings.
 - **Stage 2 (Statutory Consultation)** - *Community involvement and participation before adopting a SPD.* This consultation stage runs for a period of four to six weeks, and takes place before the finalisation and adoption of the Masterplan SPD, through a series of events and activities, as well as the opportunity to submit formal written representations.
 - **Stage 3 (Adopting the SPD)** – *Informing the Community on the adoption of the Masterplan SPD.* The Council will publish the Consultation and Engagement Strategy and Adoption Statement. This is the final stage and those who have requested to be notified, will be sent the adoption statement.
- 4.2 At each of the above stages (from informal to adoption), the community will have the opportunity to feed into the documents. Engagement will be from the outset of the plan preparation process (informal stage) and will ensure that continuous dialogue effectively shape and inform the draft Bromley-by-Bow Masterplan SPD.

CONSULTATION AND ENGAGEMENT METHODOLOGY

5. Engaging the Community and Key Stakeholders

- 5.1 Engagement with local people, community groups, businesses and key stakeholders from the private, public and community sectors is a key component in the development of the draft Bromley-by-Bow Masterplan SPD. Following Cabinet approval in August 2011, statutory consultation is anticipated to commence in **September 2011** for a period of 6 weeks. During this period, public comments and feedback will be reviewed and taken on board when developing the final Bromley-by-Bow Masterplan SPD.

Methods of Engagement

- 5.2 By looking at the social characteristics of Bromley-by-Bow, in terms of local residents, businesses and community groups, the Council are able to tailor consultation to most effectively involve local people. Consultation techniques and activities will be carried out to ensure an effective and efficient engagement and consultation process. Some of these include:

Meeting with Elected Members

Regular engagement with members to ascertain community priorities and aspirations, to ensure community issues are feed into the draft Bromley-by-Bow Masterplan SPD.

Public Workshops, Exhibitions and Drop-in Sessions

Events within or near the Bromley-by-Bow area, and in particular working closely local community groups, local business, and landowners to promote specific consultation events and increase awareness of the draft Bromley-by-Bow Masterplan SPD.

Landowner Meetings

Regular meetings with landowners to inform and update on the progress of the draft document.

Internal Working Group

Regular meetings with internal officers to inform and update on the progress of the document.

External Working Group

Regular meetings with partner agencies to inform and update on the progress of the document.

On-line updates

Regularly update the Council's website to inform people of the progress of the document.

Advert and/or Article in local newspaper

Advert or article in the East End Life (or other appropriate local newspaper) to inform people of forthcoming consultation events and activities.

Posters in and around the Bromley-by-Bow area

Posters will be displayed in and around the area to inform residents, workers and visitors of forthcoming consultation events and activities.

Email and Letters

Contact those on the LDF Consultation database and listed addresses via email and/or letter to inform them of upcoming events and activities and of the progress of the document.

6. Consultation Review

- 6.1 The Council previously consulted on the adopted Core Strategy 2025, Community Plan refresh and is undergoing continuous public consultation on several Development Plan Documents (DPD), including Sites and Place Making DPD and Development Management DPD. These documents have inter-related issues and it is important that the consultation comments and keys issues made during the consultation process of these documents are considered and fed into the draft Bromley-by-Bow Masterplan SPD.
- 6.2 The table in appendix B outlines the key issues that have been picked up from previous events, including the original draft Bromley-by-Bow Masterplan 2006/7, and the Land Use Design Brief. These comments will form a basis to consultation with the community and key stakeholders and will also be considered in the final Bromley-by-Bow Masterplan SPD.

7. Monitoring and Evaluation

- 7.1 Monitoring and evaluation is a priority for all consultation activities undertaken. Monitoring and Evaluation forms will be available at the all public consultation events and activities, so that the Council can review the consultation process as it progresses. This will inform which consultation methods worked for whom and will be useful in improving the way we should consult in future events and activities The results will be collated and detailed in the final Consultation and Engagement Strategy, as well as fed to the Community Planning and Engagement Officer.

CONSULTATION PROGRAMME

8. Consultation Events and Activities

- 8.1 Table 1 below is the programme of events and activities that will be undertaken to engage and consult stakeholders throughout the preparation of the Bromley-by-Bow Masterplan SPD.
- 8.2 Consultation events and activities in Stage 1 have already been undertaken. Stage 2 is the statutory stage, which will run for a period of 6 weeks, commencing August 2011. A summary of the feedback and comments arising from these events are provided in table 2, in the Feedback section.

Table 1.

Type of Consultation	Process/ Event	Statutory/ Non-statutory	Aim/Details	Target Groups	Date of Event/ Process	Expected Outcome(s)
Stage 1 – Informal Consultation						
Regular landowner meetings (monthly, quarterly and/or when deemed appropriate)	Process	Non – Statutory (an additional requirement of the SCI)	To engage and update key landowners. Separate focused meetings with key landowners to discuss specific issues relating to the Masterplan SPD and their aspirations for their site.	Key landowners in the area	November 2010- January 2011	<p>Appetite from landowners to engage with the Council.</p> <p>Buy-in from key landowners in the early stages of the process.</p> <p>Production of a Masterplan SPD that provides valuable and useful guidance for landowners.</p>
Regular internal LBTH officer meetings/workshops	Process and Event	Non – Statutory (an additional requirement of the SCI)	Dialogue with key Council officers to ensure full involvement in the Masterplan SPD production process and to ascertain aspirations and key issues.	LBTH Officers	November 2010- May 2011	<p>Key issues and priorities across the Council are considered and addressed with the Masterplan.</p> <p>Utilising Council officers expertise and resources to scrutinise the emerging document.</p>

Type of Consultation	Process/ Event	Statutory/ Non-statutory	Aim/Details	Target Groups	Date of Event/ Process	Expected Outcome(s)
						Production of a Masterplan SPD that provides valuable and useful guidance for Council officers.
Regular external key stakeholder meetings/workshops	Process	Non – Statutory (an additional requirement of the SCI)	Separate meetings with key stakeholders to ensure full involvement of public sector agencies in the Masterplan SPD production process and to ascertain aspirations and key issues of various stakeholders.	Key public sector stakeholders	November 2010- June 2011	<p>Key issues and priorities of key stakeholders are considered and addressed with the Masterplan.</p> <p>Utilising stakeholder expertise and resources to address specific issues within the Masterplan.</p> <p>Buy-in from key stakeholders in the early stages of the process.</p> <p>Production of a Masterplan SPD that provides valuable and useful guidance for key stakeholders.</p>
Website notification	Process	Non – Statutory (an additional requirement of the SCI)	Notice on the website of intention to do consultation.	Residents, community groups, local businesses and the general public.	March 2011	Engagement in the Masterplan SPD production process.
Member Engagement	Event	Non - Statutory	Briefing elected Members' on the Masterplan SPD.	Elected Members'	March – June 2011	<p>Members priorities for the area are fed in the Masterplan SPD.</p> <p>Buy-in from Members in the early stages of the process.</p>
LDF - SPD/DPD media blitz.	Process	Non - Statutory	Publication on the website, EEL, emails, letters etc, of intension to undergo consultation for the	Residents, community groups, local	March 2011	Engagement in the Masterplan SPD production process.

Type of Consultation	Process/ Event	Statutory/ Non-statutory	Aim/Details	Target Groups	Date of Event/ Process	Expected Outcome(s)
			Bromley-by-Bow Masterplan SPD	businesses and the general public. LDF database members		
LDF Bromley-by-Bow Places Workshop	Process	Non - Statutory	Inform attendees of intention to do further consultation in the Bromley-by-Bow area.	LDF database members	June 2011	Engagement in the Masterplan SPD production process. Details recorded of those who wish to be kept updated on Masterplan.
Stage 2 – Statutory Consultation						
Bromley-by-Bow Masterplan SPD website notification	Process	Statutory	Notification on the Council's website of forthcoming statutory consultation events and activities and details of the Masterplan SPD.	Residents, community groups, local businesses and the general public.	August 2011	To ensure full engagement in the Masterplan SPD production process
Email notification	Process	Non - Statutory (an additional requirement of the SCI)	Stakeholders informed of forthcoming consultation events and opportunity to comment on the Masterplan SPD.	LDF Database	August 2011	To ensure full engagement in the Masterplan SPD production process
Letter to local residents and businesses in the Masterplan SPD area	Process	Non - Statutory (an additional requirement of the SCI)	Local residents and workers informed of forthcoming consultation events and opportunity to comment on the Masterplan SPD.	Residents and businesses in the Masterplan SPD area.	August 2011	To ensure full engagement in the Masterplan SPD production process
Letter/email to key statutory stakeholders.	Process	Statutory	Statutory stakeholders provided with a copy of the Masterplan SPD, and invited to comment.	Key Statutory stakeholders	September 2011	Comments and feedback from key stakeholders on the Masterplan SPD.
Article and/or Advert in local newspaper,	Process	Statutory	Local residents, workers and visitors informed of forthcoming	Residents, community	September 2011	To ensure full engagement in the Masterplan SPD production process

Type of Consultation	Process/ Event	Statutory/ Non-statutory	Aim/Details	Target Groups	Date of Event/ Process	Expected Outcome(s)
ELA and EEL.			consultation events and opportunity to comment on the Masterplan SPD.	groups, local businesses and the general public.		
Poster distribution	Process	Non - Statutory (an additional requirement of the SCI)	Posters in specific locations in and around the Bromley-by-Bow area.	Residents, community groups, local businesses and the general public.	September 2011	To ensure full engagement in the Masterplan SPD production process
Documents available to the public.	Process	Statutory	Ensuring the Masterplan SPD is available to the public in the Town Hall and local Idea Stores.	Residents, community groups, local businesses and the general public.	September 2011	To ensure full engagement in the Masterplan SPD production process
Public Consultation Drop in session/ workshops x 2 sessions at Bromley-by-Bow Centre/Kingshall/Marner Centre/Roman Road Idea Store.	Process	Non - Statutory (an additional requirement of the SCI)	Forum for local residents, workers and visitors to engage and provide comments on the Masterplan SPD.	Residents, community groups, local businesses and the general public.	Septmeber 2011	To ensure full engagement with local residents, workers and visitors, to comment on the draft Masterplan SPD.

CONSULTATION AND ENGAGEMENT FEEDBACK

9. Feedback Report

- 9.1 This section of the Consultation and Engagement Strategy sets out the feedback arising from consultation activities and events that have been undertaken throughout the consultation process, informal and statutory. These are presented in table format to aid use and clarity and cover the main elements of the event, and most importantly include a brief record of ideas, suggestions, and objections.
- 9.2 During the consultation community and key stakeholders feedback and comments will be reviewed and taken on board when developing the final Bromley-by-Bow Masterplan SPD.

Table 2.

Consultation Event	Target audience and how they were invited	Date and Location	Purpose	Actual Outcome	Key Issues
Landowner Meetings	Key landowners in the area	January – March 2011 @ LBTH offices	To ascertain landowner aspirations for their site.	Appetite from landowners to engage with the Council. Key landowner development opportunities established in the Masterplan.	<ul style="list-style-type: none"> • Improvements to connections and accessibility to the Bromley-by-Bow Station. • Providing a mix of uses for the community. • Creating a pleasant environment for the community • Need for additional housing in the area. • Creating a vibrant local centre at Stroudley Walk.
Internal Officer Workshop	Council Officers	February 2011 @LBTH offices	To inform officers of emerging principles in the Masterplan SPD and ascertain comments and	Key site specific issues addressed within the Masterplan SPD to assist officers with planning applications and delivery.	<ul style="list-style-type: none"> • Ensure Stroudley Walk is delivered as a comprehensive development. • Ensure development around the station is considers proposals through the Tesco redevelopment. • Promote sustainable transport methods.

Consultation Event	Target audience and how they were invited	Date and Location	Purpose	Actual Outcome	Key Issues
			feedback.		<ul style="list-style-type: none"> Address the severance of the A12 by planning trees and landscaping. Need to improve crossings to ensure communities can access opportunities in the area. Connections to look beyond the area.
Development Management Team Meeting	Aman Dalvi - Director of Development and Renewal and Service Head across the Directorate.	28 th February 2011 @LBTH offices	To inform senior managers of emerging Masterplan, key issues, and endorse Cabinet report and timeframes.	Agreement to progress the emerging Masterplan SPD to Cabinet for statutory consultation.	<ul style="list-style-type: none"> Potential secondary school on Bow Locks will need to be fully addressed within the Masterplan, to ensure wider issues are considered and fed into the decision making process.
Member Engagement Meeting	Councillor Rabina Khan	9 th March 2011 @LBTH offices	Brief elected Members' on the Masterplan SPD and ascertain key priorities for the area.	<p>Discussion on the key issues and priorities in the area.</p> <p>Agreement to progress the emerging Masterplan SPD to Cabinet for statutory consultation.</p>	<ul style="list-style-type: none"> The emergence of the Mayoral Development Corporation (MDC) and implications for the borough and the Bromley-by-Bow area.
Director of Development and Renewal Presentation	Aman Dalvi - Director of Development and Renewal	15 th April 2011 @LBTH offices	Presentation to inform the Director of Development and Renewal of the emerging objectives in the Masterplan SPD and key challenges ahead.	Discussion on the key sites and priorities for delivery in the area.	<ul style="list-style-type: none"> Meeting with the Mayor and Lead Members to ascertain key priorities for the area and further update them on the emerging Masterplan SPD.
Mayor and Lead Member Presentation	Mayor Lufta Rahman, Councillor Rabina Khan and	9 th June 2011 @LBTH	Presentation to inform the Mayor	Discussion on the key issues and priorities in the area.	<ul style="list-style-type: none"> Opportunities to redevelop the LDA site. Need to retain and re-provide existing

Consultation Event	Target audience and how they were invited	Date and Location	Purpose	Actual Outcome	Key Issues
	Councillor Rania Khan	offices	and Lead Members of the emerging objectives in the Masterplan SPD and key challenges ahead.	Agreement to progress the emerging Masterplan SPD to Cabinet for statutory consultation	<p>retail units in the redevelopment of Stroudley Walk.</p> <ul style="list-style-type: none"> • Delivery and maintenance of the proposed bridge connections to London Borough Newham. • Explore opportunities to include community meeting space in the area. • Environmental impacts of nearby industrial business in the area. • Explore biodiversity opportunities and use of the waterways. Links to the project in LB Newham.

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APPENDICES

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Appendix A – Key Consultees

Please note that this list is not exhaustive.

Statutory Consultees

- Mayor of London (Greater London Authority)
- London Boroughs of Newham, Waltham Forest, Hackney, Southwark, Greenwich, Lewisham, City of London
- Countryside Agency
- Environment Agency
- Natural England
- English Heritage
- British Waterways
- Lee Valley Regional Park Authority
- The Historic Buildings and Monuments Commission for England
- Transport for London
- Thames Water
- Olympic Park Legacy Company
-
- Health and Safety Executive
- EDF Energy

Community Centres and Groups

- Bromley-by-Bow Centre
- Kingsley Hall Community Centre
- Tower Hamlets Community Empowerment Network
- Bromley by Bow Safer Neighbourhood Team
- DITO (Disability Information Training Opportunities)
- Bow Arts Trust
- Tower Hamlets Access Group
- Bromley by Bow Community Organisation
- Devons Pensioner Club
- Wadajir Somali Association
- Age Concern

Housing

- Poplar Harca (Housing and Regeneration Community Association)
- Bethnal Green and Victoria Park Housing Association
- Swan Housing Association
- Devons Estate Board
- Bow Bridge and Coventry Cross Estate Board
- Circle Anglia

- East Thames Housing
- Berkeley Homes
- Gateway Housing Association

Religious Groups

- Coventry Cross Mosque & Islamic Centre,
- Bow Mosque and Islamic Cultural Centre
- Bromley by Bow Church in Community
- Bow Baptist Church, Kingsley Hall
- London Chinese Baptist Church
Bow Church
- Our Lady And St Catherine Of Siena
- Bow Common Islamic Cultural Association
- High Faith Christian Centre
- Bow Church – The Church of St Mary
- Al Huda Cultural Centre and Mosque
- All Hallows Parish Church
- St Marys and Holy Trinity Church
- Bromley-by-Bow Muslim Cultural Centre
- Bow Muslim Community Centre

Education

- Old Palace Primary School
- Bow Boys School
- St Agnes Primary School
- Marnier Primary School
- Ian Mikardo School

Youth Groups

- Streets of Growth,
- Urban Youth
- Greenlight Youth Club
- Bromley-by-Bow Youth Consortium

Other

- Leaside Regeneration
- Lincoln Area Regeneration Group
- Metropolitan Police
- Tower Hamlets Primary Care Trust

Landowners

- TBC

Appendix B - Previous Consultation (Summary)

To date, twenty consultation events and activities have been undertaken during the production process of the original Bromley-by-Bow Masterplan (2006), and Land Use and Design Brief (2009). These are as follows:

- Community Workshop x 2
- Landowner and Key Stakeholder Workshop x 3
- Bangladeshi Women's Event x1
- Access Group Focus Group x1
- Young Persons Workshop x 3
- Internal Officer Drop in Session x3
- LAP 6 Steering Group x 1
- Drop-in Sessions x 5
- Parent Engagement x1

These consultation events and activities have been recorded in a comprehensive Consultation Plan and Feedback Report, and are located on the Councils website, alongside the Bromley-by-Bow Masterplan (2006), and Land Use and Design Brief (2009).

The comments and feedback from these will be reviewed and fed into the draft Bromley-by-Bow Masterplan SPD. A summary of the key issues are provided below:

Housing	Transport and Movement	Shopping and Retail	Openspace and Waterways
<ul style="list-style-type: none"> • High quality residential led development could create a great place to live with a better environment. • Need more family housing. • Overcrowding an issue for many residents in the area. • Need more family housing in the area. 	<ul style="list-style-type: none"> • Better access across A12 to new neighbourhood centre. • Better public transport needed in the area. • Improve links to the station. • Better pedestrian and cycle routes. • Need to improve the subways and increase safety. 	<ul style="list-style-type: none"> • Need to consider impact of new neighbourhood centre on Stroudley Walk. • The new neighbourhood centre needs to provide retail, community and social facilities to support the area. • Redevelopment of Tesco could threaten existing local shops. • More small independent traders (i.e. cafes, laundrette) as well as a large commercial supermarket. 	<ul style="list-style-type: none"> • Good quality open space needed in the area. • Need safer and accessible riverside walkways. • Regeneration should open up the waterside. • More trees.

Economy and Jobs	Public Realm	Community Facilities	Conservation and Heritage
<ul style="list-style-type: none"> The types of uses should be flexible to respond to the changing economy and demands. 	<ul style="list-style-type: none"> Need to ensure that there is good footpath lighting. Suggestions of CCTV and improving lighting under the subways Safety and security concerns around Stroudley Walk, especially at night. 	<ul style="list-style-type: none"> Need community and leisure facilities to improve the area. Need better quality and range of open space, for play provision, such as football. 	<ul style="list-style-type: none"> The views from Three Mills should be preserved. Housing developments should be in keeping with the adjacent Three Mills Conservation Area.

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Appendix C - Site Plan Mail Out and Poster Locations

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Appendix D – Document Locations

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Appendix E – Press Adverts/Article

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Appendix F - Consultation Letters

TBC

Appendix G – Consultation Summary Written Representations

TBC

Appendix H - Monitoring and Evaluation

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