



**Whitechapel Vision Masterplan
Supplementary Planning Document
Consultation and Engagement Strategy**

September 2013

This Consultation and Engagement Strategy seeks to identify the consultation already undertaken by the Council and the future consultation planned with relevant stakeholders, which will enable the successful delivery of the Whitechapel Vision MasterplanSPD (from hereon the 'Masterplan').

The aim of this consultation is to ensure meaningful and successful engagement with all stakeholders, using the most appropriate methodologyat the most appropriate times, throughout the process of preparing the Masterplan.

Consultation on the Masterplan is guided by:

- § Regulations 11-13 of the Town and Country Planning Act (Local Planning Regulations (2012));and
- § Tower Hamlet's Statement of Community Involvement (SCI) (2012).

2. Key Stakeholders

There are a wide range of stakeholders who are key to the successful delivery of this Masterplan.

The Council's Statement of Community (SCI) sets out the specific and general consultees which must be consulted during the production of planning documents (*see full list in Appendix 1*).

Generally the stakeholders can be grouped into the following categories:

- § The London Borough of Tower Hamlets Council (LBTH)
- § Adjacent Boroughs (including, City of London and London Borough of Hackney)
- § Greater London Authority (GLA)
- § Key Landowners and Developers
- § Registered Providers of social and affordable housing
- § Transport organisations (including Crossrail and TfL)
- § Residents (including local community groups)
- § Local businesses including Whitechapel Market Traders

3. Methods of engagement

A range of methods are being utilised to engage with stakeholders on the Masterplan, including:

- § Websites (LBTH/dedicated Whitechapel Masterplan website)
- § Social Media (e.g. Facebook/Twitter)
- § Press Adverts
- § Letters/emails
- § Forums
- § Public exhibitions
- § Drop-in sessions
- § Information stand at Market, Sainsburys, outside Royal London Hospital, Post Office and LBTH Town Hall
- § Mail-shot

The Council are undertaking 2 stages of consultation and engagement for the Masterplan:

Stage 1: Initial consultation and engagement in support of preparing the draft Masterplan document

Stage 2: Statutory 6 week public consultation following Cabinet in September 2013

4. Key Stakeholders and Methods of Engagement

The detail of which method of engagement is being used, i.e. meetings, public exhibition etc., for which audience, and the frequency of each type of engagement is set out below in table 1. These processes are being utilised to ensure guidance requirements are met.

The consultation activities build on the extensive consultation process previously undertaken for the Core Strategy (between 2008 and 2010) and the Managing Development Document (2010 to 2013).

Table 1 – methods and frequency of engagement

Stakeholder Group	Information Needs	Method of Communication	Frequency of Communication
Greater London Authority (GLA), adjacent boroughs, and other statutory consultees	What are the implications of the GLA's wider London-wide strategies (e.g. Tech City, Department of Communities & Local Government (DCLG) Office Exemption boundary etc.), other adjacent borough's and statutory consultees strategies on the emerging spatial strategies in the Masterplan and vice versa	Bespoke meetings Statutory consultees will also be consulted on the SEA Screening Determination and SA review Existing Steering Groups	When required
Local Businesses (including Whitechapel Market Traders)	What are the implications of the emerging spatial strategies in the Masterplan on the business community, both large and small? Can they assist in the delivery of the	Market Traders and Local Business drop-in sessions and workshops Information stall at Market during statutory Consultation	July 2013 and September/October 2013 September/October 2013

	Masterplan?		
Residents of Whitechapel and local community groups	<p>What are the implications of the emerging spatial strategy in the Masterplan on the residential community?</p> <p>Can they assist in the delivery of the Masterplan?</p>	<p>Stakeholder surgery, Forums for specific Residents Associations</p> <p>Drop-in sessions for specific Residents Associations</p> <p>Public exhibition, information stalls at Market etc.</p> <p>Masterplan and LBTH websites</p> <p>Residents Mailshot or Newsletters</p> <p>Information in IDEA Store/local schools and community centres</p> <p>Bespoke meetings with religious and cultural community groups, and ethnic media organisations</p>	<p>February 2013 April/July 2013</p> <p>September/October 2013</p> <p>September/October 2013</p> <p>September/October 2013</p> <p>September/October 2013</p> <p>September/October 2013</p>
Key Landowners and Developers (including Royal London Hospital (RLH), Queen Mary, University of London (QMUL), Royal Mail, Lidl, Safestore, Sainsburys)	<p>What are the implications of the emerging spatial strategy in the Masterplan on key landowners and developers with interests/land holdings in the area?</p> <p>Can they assist in the delivery of the Masterplan?</p>	<p>Stakeholder surgery, Masterplan Forums</p> <p>Bespoke meetings (inc. pre-app meetings on specific sites)</p>	<p>February 2013 April/July 2013</p> <p>As required.</p>
Registered Providers (RPs) of social and affordable housing	<p>Can RPs assist in the delivery of the Masterplan and can the Masterplan assist in delivering the objectives of the RP to improve the quality and</p>	<p>Stakeholder surgery, Forums</p> <p>Information update to Tower Hamlets Housing Forum (THHF)</p> <p>Internal workshop with</p>	<p>Feb 2013 April and July 2013</p> <p>April 2013 Sep/Oct 2013</p>

	quantum of social housing?	LBTH Housing colleagues Bespoke meetings with specific RPs on specific housing estates	April 2013 As required
Transport organisations including TfL and Crossrail	What are the implications of the emerging spatial strategy in the Masterplan on transportation agentsinc. TfL and Crossrail? Can they assist in the delivery of the Masterplan and can the Masterplan assist with the delivery of wider transport strategies of these organisations?	Stakeholder surgery, Forums Bespoke meetings with TfL and Crossrail	Feb 2013 April and July 2013 As required

5. Summary of past consultation undertaken

BDP and the Council have already undertaken a number of consultation and engagement exercises with key stakeholders in the Whitechapel area. These include a diverse range of local landowners, developers, RPs, institutions, businesses, resident groups, community organisations and statutory government bodies. A summary of these consultation exercises already undertaken (as Stage 1 of the Consultation) is set out below:

Websites/Social Media

- Dedicated publically accessible Whitechapel Vision website
- LBTH webpage
- Social media accounts on Facebook and Twitter
- Leaflets and postcards distributed at key localcommunity facilities in the Whitechapel area.
- Purpose: to create a wider awareness of the Masterplan project and provide updates on its progress

Stakeholder Surgery

- Date: 20th and 21st of February 2013
- Location: IDEA Store in Whitechapel
- Type of engagement: Two day stakeholder“surgery”
- Attendees: over 50 organisations invited, attendees included QMUL, Barts Health Trust, TfL, Telco, Tower Hamlets Community Housing (THCH), range of developers etc.

- Purpose: BDP and LBTH introduced stakeholders to Masterplan project, and discussed stakeholders key issues with the area and aspirations for Whitechapel

Public Launch

- Date: 11th March 2013
- Location: Bio Innovation Centre, QMUL, Whitechapel
- Type of engagement: Presentations from a range of speakers, including the Mayor of LBTH, Sir Stephen O'Brien (Barts Health Trust), Professor Simon Gaskill (QMUL), Business Leader
- Attendees: over 100 organisations attended including QMUL, RLH, range of developers, TfL, Crossrail, Residents Associations, Local Media etc.
- Purpose: Mayor publically launched the Whitechapel Vision project to a wide number of stakeholders and underlined the key ambitions of the project

Landowner and Developer Forums

- Date: 20th April, 17th May, 4th July 2013
- Location: IDEA Store, Whitechapel and BDP Offices, Clerkenwell
- Type of engagement: presentation to forum, smaller group discussions
- Attendees: QMUL, RLH, developers including Safestore, Lidl, Greenoaks, Sainsburys, TfL, Local businesses etc.
- Purpose: introduce the Whitechapel Vision project, discuss issues and opportunities in area, spatial vision, key transformational areas, land uses, High Street initiatives

Community group workshops

- Date: 11th and 13th June 2013
- Location: LBTH Offices
- Type of engagement: Meetings
- Attendees: Local Business Associations, local media companies, cultural organisations
- Purpose: actively engage with community groups to understand their issues and aspirations for the Whitechapel area

Market Traders drop-in session

- Date: 4th July 2013
- Location: IDEA Store, Whitechapel
- Type of engagement: Drop-in session
- Attendees: Whitechapel Market Traders and Licence Holders
- Purpose: Actively engage with market traders and stall licence holders about proposals for Whitechapel Market

General engagement

- GLA – meetings as required
- TfL and Crossrail – meetings as required
- Tower Hamlets Community Housing (THCH) – information update at April THCH forum
- NLA – workshop on 12th April 2013

Key Messages from Initial Consultation (Stage 1)

A number of key messages have come out of the initial stage of consultation and engagement including:

- Lack of sense of arrival into Whitechapel
- Whitechapel has a unique character which should be retained and enhanced
- Some interesting old buildings including the old Royal London Hospital and the Blind Beggar pub
- Parts of Whitechapel feel unwelcoming, unattractive and unsafe
- Lack of public and open spaces for people to enjoy
- Appearance of streets need tidying up
- Pedestrian access through market can be difficult
- Hard to navigate around area, lack of connectivity and signage for wayfinding
- Desire for media hub and cultural space for the community
- Royal London Hospital and QMUL keen to work together to develop health and education campus with an emphasis on 'life sciences'
- Shoppers would like a more diverse retail offer
- Lack of cafes, bars and restaurants in the area
- Overcrowding in some social housing estates and need for larger, affordable family housing

How this has informed the spatial vision and options

The key issues and opportunities identified by this initial stage of consultation (Stage 1), in addition to the Evidence Base work, have shaped the emerging Vision for Whitechapel and the resultant spatial options for the area and key development sites.

Next steps for Statutory Public Consultation (Stage 2)

Stage 2 of the Consultation will consist of a six week statutory public consultation, where a number of consultation and engagement exercises will take place, including:

- § Websites (LBTH/dedicated Whitechapel Masterplan website)
- § Social Media (e.g. Facebook/Twitter)
- § Press Adverts
- § Letters/emails to planning consultation database
- § Stakeholder Forums
- § Public exhibition
- § Drop-in sessions
- § Information stand in the local area

6. Reporting

Information and responses provided during consultation is being used to help further inform and shape the final version of the Masterplan. The final Consultation Summary Report will be developed to present the key issues raised during both the informal and statutory stages of consultation and will detail how the final Masterplan has addressed these issues. This Report will be presented to Cabinet when the final Masterplan is considered for adoption, currently scheduled for the end of 2013.

7. Equality Assessment and Monitoring

Equality impacts of the Masterplan highlighted general and specific equality impacts. In addition to the Equalities Assessment feeding into the Masterplan, it also informs how we can most effectively consult and engage with all groups. The extensive process of consultation and engagement being undertaken for the Masterplan, in the form of workshops, Forums and public exhibitions, seeks to encourage the involvement and participation of the entire community in the Masterplan process without prejudice, regardless of their status within the ten Protected Equality Groups (inc. age, gender, ethnicity etc.). It is recognised that there may be some 'hard to reach' groups including the young, the elderly, those with disabilities, different ethnicities and those from deprived communities within some of the area's housing estates. A targeted approach is being undertaken to engage with these groups, including displaying information on the Masterplan in local schools and youth centres, and working with Residents Associations, Disability Associations, LBTH groups, Religious and Cultural community groups, ethnic media groups, and the local Market Traders and Businesses through specifically targeted workshops. In undertaking the consultation, the Council have aimed to ensure that all those being engaged with, including hard to reach groups, have been involved and the Council will monitor and evaluate the success of the overall consultation process.

Appendix 1: Statement of Community Involvement (SCI) - specific and general consultees

Specific Consultees

- Mayor of London (Greater London Authority)
- Government Office for London
- London Boroughs of Newham, Waltham Forest, Hackney, Southwark, Greenwich, Lewisham and City of London
- London Development Agency
- English Heritage
- Coal Authority
- Environment Agency
- Thames Water
- Natural England
- Lea Valley Regional Park Authority
- Secretary of State for Transport
- Transport for London
- NHS London

General Consultees

- The Tower Hamlets Partnership (Local Area Partnership Steering Groups, Community Plan Delivery Groups and the Partnership Board);
- Ward Councillors;
- Residents' Panel;
- Housing Associations;
- Young Mayor and Deputy Young Mayors;
- Equalities Forums (Interfaith Forum, New communities Forum, Pan-disability Panel);
- Police;

- Health Trusts and emergency services; and
- Other borough-wide groups and developers (where appropriate)
- Other voluntary bodies some or all of whose activities benefit any part of the Council's area; bodies which represent the interests of different racial, ethnic or national groups in the Council's area; amenity societies, residents associations, association representing women and bodies which represent the interests of different religious groups in the Council's area.
- All people who have advised the Council that they are interested in being informed about a particular plan being prepared.