



02
Woodberry Down
Past and Present

02 Woodberry Down past and present

2.1 Historical evolution

Seventeenth Century: New beginnings

2.1.1

The present-day shape of Woodberry Down first started to form in 1613 with the completion of the New River, a marvel of engineering designed by Sir Hugh Myddleton to bring fresh drinking water to the heart of London. Winding its way from Hertfordshire, some 30 miles, it was aligned to hug the 100 foot contour (30m) as it passed through Woodberry Down's agricultural fields.

Nineteenth Century: The coming of suburbia

2.1.2

Further drinking water capacity was created with the construction of the two reservoirs in 1831 and 1833, the west reservoir being edged with stone from the old London bridge. Although they no longer provide drinking water, the reservoirs continue to provide a reserve supply.

2.1.3

House-building started in 1821 with the first villas built along Green Lanes. In 1824, on the site of present-day Rowley

Gardens, the grand estate of Northumberland House was built, followed by a series of large detached cottages with gardens backing onto the New River and reservoirs. 1832 saw the arrival of the Manor House inn, built at the newly created junction of Green Lanes and Seven Sisters Road, built in the same year.

Twentieth Century: A bold new vision

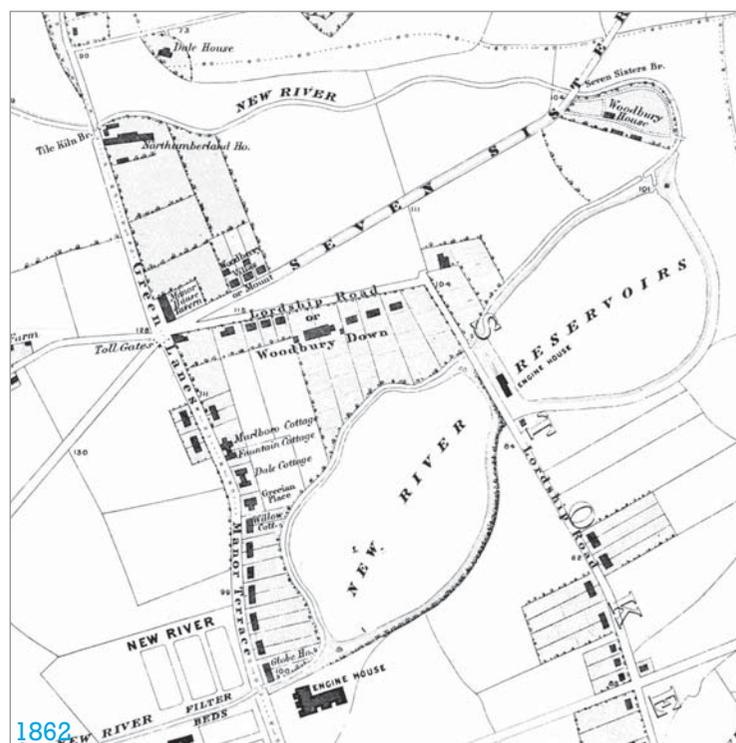
2.1.4

Urbanisation gathered apace with the creation of the Piccadilly Line and opening of Manor House underground station in 1932. The origins of the Woodberry Down estate can be traced to the Labour Party winning control of London County Council in 1934. Plans to provide housing for the East End's slum-dwellers were immediately put in place by the Council Leader, Herbert Morrison. Acquisition of the site was confirmed in 1937, but progress was suspended by the war. By 1945 Patrick Abercrombie and JH Forshaw's London County Plan ushered in a new era and Woodberry Down vigorously pursued as an early priority.

2.1.5

The estate layout plan aligned the new housing blocks on a north-south axis at right angles to the Woodberry Down

road. In accordance with the maximum building height of the time, buildings were limited to five storeys, save for the eight-storey Nicholl, Needwood, Ashdale and Burtonwood Houses, which were the first blocks to be constructed in 1946 as experiments for their use of lifts and innovative reinforced concrete. Anderson air raid shelters provided the steel and crushed aggregate needed. A shopping centre, schools and library were added to make this a "mixed development" with essential facilities close at hand. The estate was completed during the 1970's with the construction of Rowley Gardens.



2.1 Historical evolution





Current blocks provide poor living conditions: sub-standard accommodation, with poor quality external spaces



-  Buildings proposed for short-medium term demolition
-  Buildings proposed for long term demolition
-  Moderate quality private buildings: demolition to be considered
-  Buildings recommended for refurbishment
-  Listed building recommended for refurbishment
-  Other buildings identified for retention
-  Listed building curtilage
-  Blocks identified in 2002 Structural Evaluation Report where demolition was recommended / to be considered on structural grounds

2.2 Current building condition

2.2 The current condition

2.2.1

During the second half of the Twentieth Century, maintenance of the blocks waned. Despite the heroic endeavour of close to 2,000 low cost homes being constructed in the immediate post-war years, construction techniques and building materials have not stood the test of time. Subsidence has set in, sewer systems collapsed and in places balconies have broken away from facades. Many of the blocks now seem far-removed from present day living requirements in terms of cramped space standards, grossly inefficient heating and insulation systems, lack of entrance security and car parking. Progressive rebuilding of the area according to a 20 year Masterplan is set to provide the basis for a much more balanced and enduring neighbourhood fit for the modern age.

2.2.2

In 2002, Hackney Council commissioned engineers Waterman HDC Ltd to undertake a Structural Evaluation Report, followed in 2003 by an Asbestos Report. These studies revealed a series of serious defects:

- The existing drainage system is beyond repair and needs replacing;
- In Woodberry Grove North ground and foundation movement is causing buildings to "break their backs";
- Most homes have metal windows, giving rise to condensation and poor thermal performance;
- Insulation is generally poor and homes are expensive to heat;
- Few homes have disabled access;
- Asbestos is present in the majority of blocks;
- Concrete is spalling at Ashdale, Burtonwood, Nicholl and Needwood Houses;
- Many balconies are in poor condition (some have now been removed);
- Water penetration is a widespread problem;
- Internal layouts are difficult to adapt.

2.2.3

31 blocks were identified as being beyond economic repair and with a further 11 blocks it was recommended that demolition be considered due to the high cost of repair likely to meet the Government's Decent Homes standard (identified in Figure 2.2). In the five years that have lapsed since this work was undertaken there has been a further deterioration in the condition of these blocks.



The need for a self-funding regeneration programme

2.2.4

The high concentration of homes "beyond economic repair" led Hackney Council to omit Woodberry Down from its Decent Homes strategy (October 2002) in favour of a "self-funding regeneration" in order to improve housing standards and meet Government targets.

2.2.5

To help inform the masterplanning process, in June 2004, HACAS Chapman Hendy were appointed to prepare an economic appraisal for the Council (Housing Cost Option 5), which specified the mix of tenures that were likely to be required to lever in adequate private sales to fund the re-provision of social units. This was produced in September 2004 to reflect more accurate assumptions about building costs, sales values, the general mix of development and parking provision and further refined over the autumn. This concluded that a split of 50% private, 35% social rented and 15% intermediate tenures would require 4,300 homes in total for the regeneration programme to be self-financing.



Implications for building retention/demolition

2.2.6

Figure 2.2 conveys the conclusions of the combination of these structural studies and the associated economic feasibility work that has been carried out. It highlights:

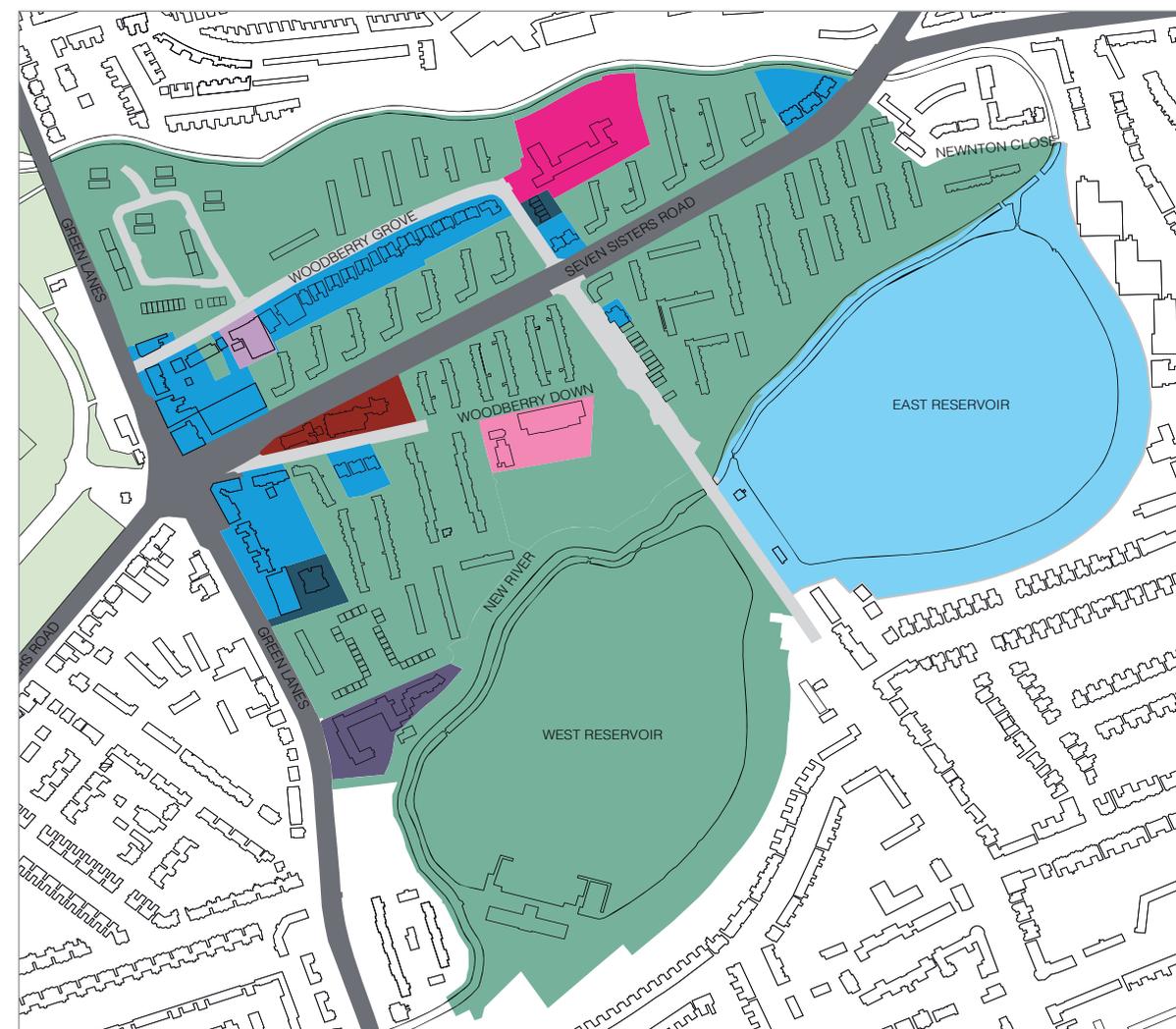
- All of the housing stock and associated community facilities on Council-owned land are identified for demolition. Areas with blocks in the worst condition and that have the greatest regeneration potential are identified for short to medium term demolition. The better quality buildings in Rowley Gardens and Pickering, Cannock and Savemake Houses in the north east of the site are identified for demolition in the longer term;
- The Beis Chinuch Lebonos Girls School has recently been refurbished, save for the frontage onto the Woodberry Down (street), which should be encouraged as an early priority;
- The Archdeacon of St Olave's Church has conveyed a desire to refurbish the Grade II Listed church and to fund this via the redevelopment of the Church Hall (a building of lesser quality beyond the curtilage of the listed church). The Masterplan provides the framework to facilitate this proposal;



- In January 2007, the Department of Culture, Media and Sport confirmed that both Woodberry Down Primary School and the John Scott Health Centre had been designated Grade II listed buildings. The potential for a refurbished primary school building to form part of a new City Academy is to be explored, but is excluded from the outline planning application. In the case of the health centre, the Masterplan identifies retention of the existing building, as well as indicating an appropriate site for new healthcare facilities, should this be pursued by the PCT (see 6.7)
- The private properties of Woodberry Grove (north) are unremarkable 1930's semi-detached homes of moderate quality. The Masterplan facilitates the potential redevelopment of these houses in the medium-long term to help realise regeneration ambitions and make more efficient use of this prime land;
- The Stoke Newington Reservoir Centre is a high quality, locally listed building that will be unaffected by the proposals.



Development of the old school site will exploit the full potential of this waterfront setting



2.3 Land ownership

2.3 Land ownership

2.3.1

The vast majority of land within the Woodberry Down area is owned by Hackney Council, as indicated in Figure 2.3. The key land ownership issues can be summarised thus:

- Most of the Council-owned land is administered by Hackney Homes Ltd (formerly Hackney Housing Service) on behalf of Hackney Council, including the shops on Woodberry Grove and the 'unadopted' estate roads such as Newton Close and much of the length of the Woodberry Down road. The Council's Community and Leisure Department is responsible for the Parkside Youth Club on Woodberry Grove North. The Council also own the existing Woodberry Down Primary School site, whilst the facility itself is managed by the Learning Trust.
- The West Reservoir and adjacent stretch of the New River is also in Hackney Council's ownership (Community and Leisure Department). The West Reservoir Water Sports Centre is also owned by Hackney Council's Community and Leisure Department, and is currently managed and operated by Greenwich Leisure Limited under franchise, which is due for review in 2007.
- The East Reservoir and adjacent stretch of the New River is managed by Thames Water.
- The City and Hackney Teaching Primary Care Trust own 70% of the John Scott Health Centre site, 30% of land is in LB Hackney ownership.
- The Seven Sisters Road corridor and Manor House junction is owned by Transport for London (under the Greater London Authority).
- The Church of England owns St Olave's Church and Church Hall.
- The Beis Chinuch Lebonos Girls School is privately owned.

2.3.2

Within the area, the following private properties are earmarked for possible acquisition by the Council:

- three large 1930's semi-detached houses on Woodberry Down road (one of which is currently used by London Borough of Camden as a hostel); and
- the Blarney Stone Public House on Woodberry Grove.

2.3.3

Although the following properties on the corner of Seven Sisters Road and Woodberry Grove (north) are not in Council ownership, as described in Chapter 6.11, they are identified as the potential location for a Business and Training Centre:



The demolition blocks at Woodberry Grove (north) have opened up views over North London.

- five properties at 81A to 81E Woodberry Grove North are owned by Servite Housing Association;
- the Lohia Excelsior Hostel at 307A Seven Sisters Road; and
- Woodberry Down Dental Surgery at 307 Seven Sisters Road.

2.3.4

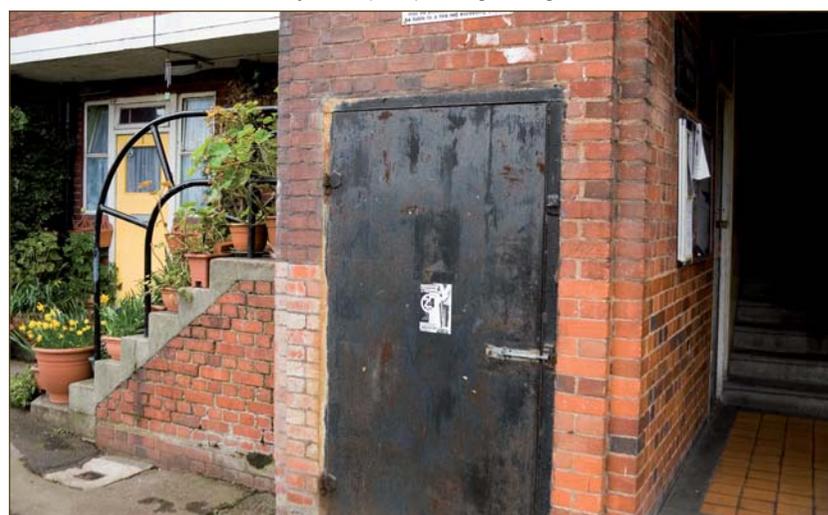
This proposal is subject to ongoing detailed feasibility studies. Plans will be worked up in consultation with the property owners prior to more detailed work being developed.

2.3.5

The 21 private properties on Woodberry Grove (north) nos.32 to 72 are in private ownership. As these houses are not Council owned, they have not been included in economic viability studies relating to redevelopment of the estate. However, their potential redevelopment is indicated in the Masterplan to illustrate how this could take place in a co-ordinated manner at a future point in time.

2.3.6

Adjacent to the study area, land ownership around the Seven Sisters Road / Green Lanes junction is extremely fragmented and is mostly privately owned. This is formally beyond the planning application boundary and has been subject to a separate study, as described in Chapter 6.13.



Small front gardens are highly valued as personalised open space, but open stairwells raise security concerns.



Demolition has started to make way for the first 'kick start' developments



03 Planning for change

03 Planning for change

The Planning Report that accompanies the planning application submission provides a full analysis of planning policy operating at national, regional London and borough level and the relationship of these proposals to it. This chapter outlines the particularly pertinent policy issues that have informed the development of the Masterplan.

3.1 National guidance

3.1.1

PPS1: Delivering Sustainable Communities (2005) stresses the importance of "high quality and inclusive design" which should create "well-mixed and integrated developments which avoid segregation". It advises on the need to achieve sustainable communities through:

- Urban and rural regeneration and a strong economy
- Healthy, safe and crime-free communities
- Suitable land in the right locations
- Access for all to jobs and facilities, focusing on urban centres
- Biodiversity, climate change and resource management
- Higher densities, brownfield land and mixed uses
- Reducing the need to travel

3.1.2

PPS 1 also states the importance of "*well-planned public spaces that bring people together and provide opportunities for physical activity and recreation...ensuring a place will function well and add to the overall character and quality of the area*" (para 35).

3.1.3

Other existing national guidance of particular relevance includes:

- **PPS3: Housing (2006)**, sets out the national policy framework for delivering the Government's housing objectives relating to the need to: achieve a wide choice of high quality homes; widen opportunities for home ownership; improve affordability by increasing the housing supply; and to create sustainable, inclusive, mixed communities.

- **PPG4: Industrial and Commercial Development (1992)**, which advocates the provision of a variety of employment sites to meet differing needs. Encouragement is given to brownfield sites, especially those in locations that minimise the number of vehicular trips. Mixed use development is advocated where this does not restrict commercial or industrial activities or adversely affect residential amenity.

- **PPS6: Planning for Town Centres (2005)** supports a planned approach in order to deliver the Government's objective of promoting vital and viable town centres. It states that development should be focused on existing centres in order to strengthen them and, where appropriate, regenerate them. It recognises the requirement to assess qualitative as well as quantitative needs.

- **PPG13: Transport (2001)**, which seeks to reduce car dependency and encourage walking, cycling and the use of public transport. To achieve this, the integration of transport and land use planning policy is advocated – for example, locating health facilities and local shops near to their users to ensure easy access.

- **PPG15: Planning and the Historic Environment (1994)**, which establishes Government policy for the identification and protection of historic buildings, conservation areas and other elements of the historic environment.

- **PPG17: Planning for Open Space, Sport and Recreation (2002)**, which seeks to promote more sustainable patterns of development, social inclusion, health and well-being through the provision of accessible networks of recreational facilities and open spaces.

- **PPS22: Renewable Energy (2004)**, advises on how local authorities should have regard to renewable energy when preparing local development documents and when taking planning decisions.

- **PPS23: Planning and Pollution Control (2004)** sets out strategies for creating a better quality of life, again focusing on sustainable development.

- **PPG24: Planning and Noise (1994)** gives guidance on the use of powers to minimise the impact of noise.

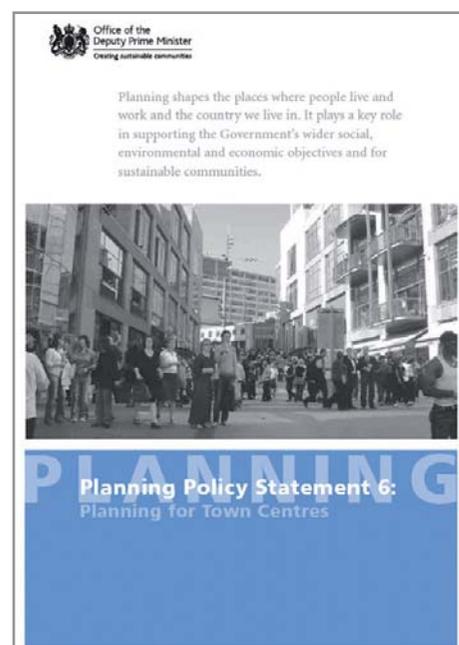
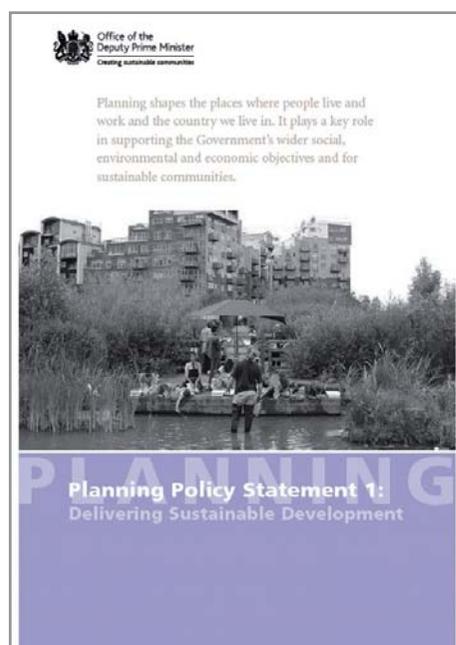
3.2 The London Plan

3.2.1

The London Plan, published by the Greater London Authority (GLA) in February 2004, identifies East London as a priority area for development, regeneration and infrastructure improvement. Of particular relevance are the London Plan's Objectives 5 (to improve London's accessibility) and Objective 6 (to make London a more attractive, well-designed and green city), which have been applied throughout the Masterplan.



The London Plan, February 2004



3.2.2

The Plan highlights the importance of providing social infrastructure, particularly in regeneration areas such as Woodberry Down. Some of the key provisions of the London Plan of most relevance to Woodberry Down include recommendations to:

- **maximise the potential of sites**, according to recommended density levels, particularly in locations closest to good public transport. Tall buildings are promoted in appropriate locations
- **create or enhance the public realm**
- **provide or enhance a mix of uses**
- **be accessible, usable and permeable for all users**, respecting the diversity of needs that different groups have and ensuring full access for disabled people. Communities with a mix of housing tenures and sizes are advocated, with every home provided to Lifetime Homes standard and 10% provided with wheelchair access
- **be sustainable, durable and adaptable**, with 10% of energy demands met from renewable sources
- **be safe for occupants and passers-by**, applying 'Secured by Design' principles
- **respect local context, character and communities**
- **be practical, legible and attractive to look at**
- **respect the natural environment and London's built heritage**

3.2.3

Within larger development schemes, a target of 50% affordable housing provision is established, of which 70% will be social and 30% intermediate housing (such as shared ownership or key worker), though flexibility is accepted to achieve wider regeneration objectives, as in the case of Woodberry Down.

3.2.4

In terms of density, the London Plan makes recommendations according to different locations categorised as 'central', 'urban' and 'suburban'. Land uses with the highest levels of activity should be located close to areas of highest public transport accessibility and should have the highest densities and greatest mix of uses. The implication for establishing appropriate density levels at Woodberry Down is outlined in Chapter 9.

3.2.5

The London Plan is complemented by The Mayor's Transport Strategy (GLA, 2001), which aims to increase capacity, reliability, efficiency, quality and integration throughout the London transport system and is based on ten key transport priorities which underpin movement-related

proposals contained in the Masterplan, as explained in the accompanying Transport Assessment.

3.2.6

In addition, the GLA has published a series of Supplementary Planning Guidance and other best practice documents. Those of most relevance to Woodberry Down comprise:

- **Housing** (November 2005) - covers both affordable housing and private housing provision
- **Sustainable Design and Construction** (May 2006), sets out 'essential' and 'preferred' standards for performance
- **Accessible London: Achieving an Inclusive Environment** (April 2004)
- **Guide to Preparing Play Strategies** (April 2005)

3.2.7

The Sustainable Design and Construction SPG identifies the following eight key objectives for developments:

- Re-use land and buildings
- Maximise use of natural systems
- Conserve energy, water and other resources
- Reduce the noise, pollution, flooding and microclimatic effects
- Ensure developments are comfortable and secure for users
- Conserve and enhance the natural environment and biodiversity
- Promote sustainable waste behaviour
- Sustainable construction

3.2.8

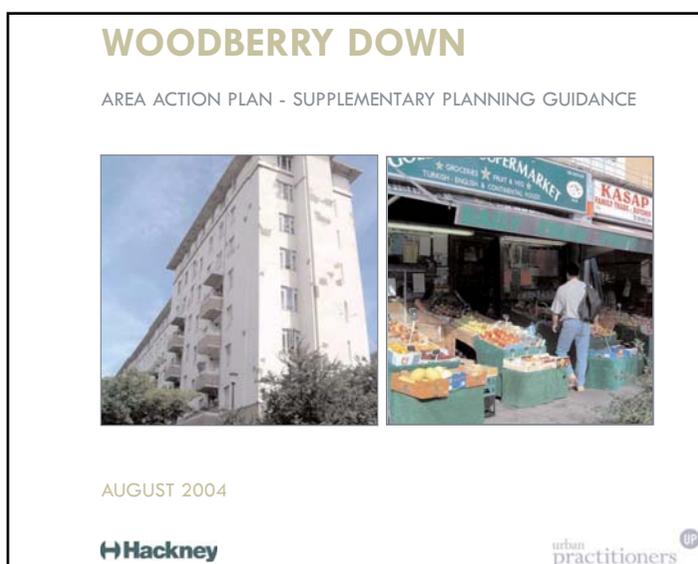
For each of these objectives, in addition to a separate section on sustainable construction, the SPG includes a series of 'Essential Standards', which apply to all major developments in London, as well as 'Mayor's Preferred Standards' indicating exemplary benchmarks that are not yet policy.

3.2.9

The SPG states that Strategic and Major developments, referable to the Mayor, are expected to meet all of the Essential Standards, and to demonstrate how they have met the Mayor's Preferred Standards where feasible. This is explained in detail in the accompanying Woodberry Down Sustainable Design and Construction Statement.

Housing	Environment
<ul style="list-style-type: none"> - Create a series of residential quarters with distinct identities - A mix of housing to meet the different needs of residents. All housing should seek to contribute to 25% one bedroom, 40% two bedroom, 20% three bedroom, 10% four bedroom, 5% five bedroom. - All homes to Lifetime Homes standards - 10% of homes with wheelchair access - Special needs housing should also be provided - The amount of housing should increase to create a sustainable neighbourhood, with varying densities - A mix of tenures should be provided 	<ul style="list-style-type: none"> - A minimum of 10% of the area should be public useable open space, excluding the linear park along the reservoir - Access to the reservoirs and New River should be enhanced by removing barriers and fencing - All residents should have easy access to well-managed, well-landscaped open spaces and children's play areas - Development along the waterfront edge should not be continuous - The waterfront linear park should be safe - Development of north-west Woodberry Down should contribute towards improvement of Finsbury Park's eastern boundary - Open spaces should be linked by footpaths and cycleways - Development should be set back 15 to 20m from the waters edge or no closer than existing development - Listed buildings should be preserved or enhanced - Public art is encouraged
Transport and Access	Economy and Employment
<ul style="list-style-type: none"> - Improvements to public transport will be sought - New routes and linkages between the communities to the north and south of Seven Sisters Road will be sought - Proposals for Seven Sisters Road should seek to widen footpaths, introduce new tree planting and reduce the number of lanes, retaining the two bus lanes - Two new footbridges across the New River to Eade Road are identified - Increase pedestrian crossings on Seven Sisters Road and Green Lanes - Provide safe cycle links - Cycle parking standards are provided, including 1 secure space per residential unit - A maximum of 0.5 parking spaces per residential unit and 1 space per mobility impaired unit is to be provided - Car parking should be provided underground 	<ul style="list-style-type: none"> - A mixed use development with a range of commercial uses is envisaged

Table 3.1 Summary of AAP 'Core Policies'



The Woodberry Down Area Action Plan, August 2004

3.3 The London Borough of Hackney Unitary Development Plan (UDP)

3.3.1

Hackney's UDP was adopted more than ten years ago in 1995 and has been substantially superseded by the provisions of Central Government Planning Policy Guidance, Statements and The London Plan. In summary, in relation to Woodberry Down the UDP identifies:

- Development should contribute to the provision of local community services such as childcare, play, shopping and leisure facilities
- Residential density of approximately 80 units per hectare.
- Affordable housing at approximately 50% provision on sites of 0.4 ha and larger.
- Housing mix: 3 bed or larger at 33.3% of which a third should be 4 bed or larger
- 10% of housing to be wheelchair accessible.
- Family accommodation should have access to a garden.
- Enhancement and protection of Metropolitan Open Land (MOL) and green links.
- Proposals that have a negative impact on reservoirs, MOL and Conservation Areas will be discouraged.
- Buildings significantly taller than their surroundings will be discouraged.

3.3.2

Due to national reform of the planning system, the UDP is to be replaced by a Local Development Framework, which is presently being drafted. Given the age of the UDP, the most up-to-date set of policies relating specifically to Woodberry Down are contained in the Area Action Plan, which has been subject to public consultation and formally adopted by Hackney Council.

3.3.3

Also of relevance is the Hackney Transport Strategy: Consultation Draft (LB Hackney, 2005), which sets out the Council's proposed transport schemes and planned investment until 2001. A number of key transport objectives are cited and specific reference is made to Woodberry Down as a target for regeneration.

3.4 The Woodberry Down Area Action Plan: Foundations for regeneration

3.4.1

The current plans for regeneration can be traced back to 2004, when the Woodberry Down Area Action Plan (AAP) was prepared by consultants Urban Practitioners on behalf of

Hackney Council, in connection with the Woodberry Down Estate Development Committee (EDC). Its purpose was to provide the overall planning policy context, guide further regeneration and allow the Council to assess any future applications within the area more effectively.

3.4.2

Drafting of the AAP involved key stakeholders and the community. Having undertaken a series of public and stakeholder consultation exercises on the Draft AAP, the final document was adopted by Hackney Council's Cabinet as Supplementary Planning Guidance (SPG). The final document establishes the overall vision and sets out a series of objectives, principles and key proposals for making Woodberry Down a more sustainable community.

3.4.3

A summary of the key provisions of the AAP identified as 'core policies' is indicated in Table 3.1.

3.5 Additional Supplementary Planning Guidance and Studies

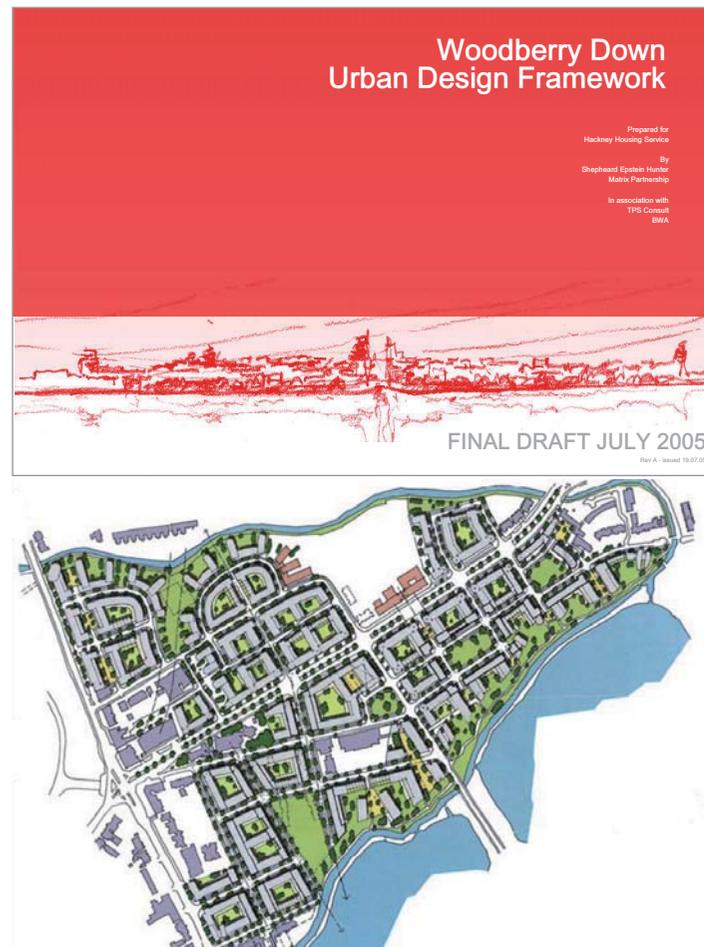
3.5.1

To accompany the UDP, the Council has adopted a series of topic-based Supplementary Planning Guidance documents. Although now somewhat out-of-date, guidance of greatest relevance to Woodberry Down is contained in:

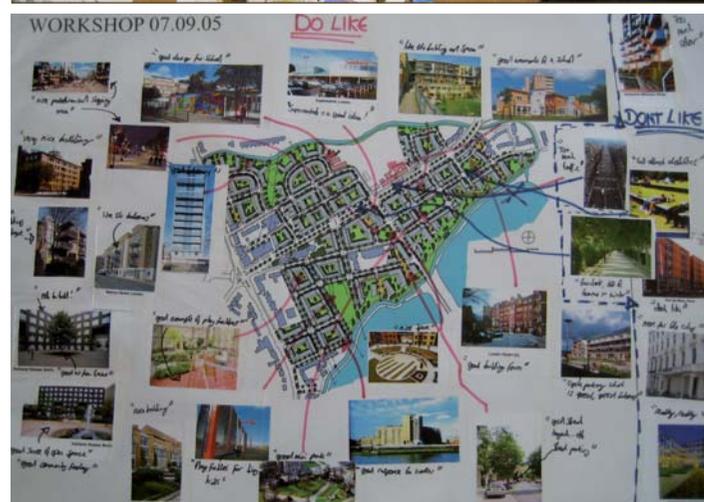
- SPG Note 1: New Residential Development (February 1998), which advocates "the layout and design of new residential development should reflect the traditional urban form appropriate to Hackney which is characterised by terraced streets and formal squares". The Masterplan incorporates these principles through the use of perimeter blocks and a street-based layout. Other design principles of relevance relate to permeable layouts, play areas, opportunities to create 'lively buildings' and strong corner treatments.
- SPG Note 5: Children's Play (1987), which advises on the preferred location, quantum, design and safety of children's play areas.
- SPG Note 11: Access for People with Disabilities (1988), particularly policies on mobility housing, wheelchair housing and car parking.
- SPG Note 12: Conservation (1988).
- SPG Note 13: Listed Buildings (1988).

3.5.2

Two other documents are also of relevance. The Hackney Tall Buildings Strategy, published in February 2005, makes informal recommendations that are not approved Hackney policy, having been prepared by consultants Gillespies and not formally adopted as SPG. However, it is intended that this work informs the emerging Local Development Framework, and as such the building heights strategy put forward in the Woodberry Down Masterplan have been prepared with



3.1 The Urban Design Framework (July 2005).



The UDF served as the basis for consultation and detailed development of the Masterplan.

regard to its recommendations, as described in Chapter 14. The second publication, the Hackney Public Realm Design Guide (draft, 2006), has helped inform proposals for streets and open spaces.

3.6 The Urban Design Framework: demonstrating the potential

3.6.1

The AAP core policies and related planning guidance have underpinned the masterplanning proposals as they have advanced. Following recommendations contained in the AAP, in the summer of 2004, a detailed Urban Design Framework (UDF) was embarked on. After a year-long series of technical investigations, design development and consultation exercises, the Final Draft UDF was endorsed by the Council as the basis for preparing the detailed Masterplan.

3.6.2

The UDF established that the vast majority of existing buildings would need to be replaced in order to provide better standards of accommodation, a better environment and facilities for existing and future residents. In particular it sought to build on the strengths of the area which were seen as:

- A strong community identity
- A unique landscape setting, given the abundance of waterfront and close proximity of Finsbury Park
- Attractive panoramic views across the reservoirs and London skyline
- High value area and buoyant property market
- Frequent and extensive bus services
- Good access to London Underground system via Manor House Station
- Availability of local workforce
- The fact that management and delivery mechanism were in place

3.6.3

The UDF also sought to make the most of the opportunities presented, to create:

- A nationally acclaimed best practice example of sustainable regeneration
- Large development sites potentially attracting significant long term inward investment
- The potential to address the current housing imbalance by providing different dwelling types and a choice of tenure
- An opportunity to improve community facilities

- An opportunity to increase quantity and quality of public open space
- Positive and well overlooked, active and safe frontages along the New River and reservoirs
- An improved street environment for walking and cycling, safe routes to schools
- Improved health and education provision

3.6.4

The UDF established an overall development concept (see Figure 3.1) and a series of strategies relating to movement and parking, block structure, landscape and open space, land use, massing and building heights and overall character. These proposals have served as the basis for the more detailed Woodberry Down Masterplan, which has been refined and modified in parallel with economic viability studies, further technical investigations and intensive resident participation.

3.7 The views of local people

3.7.1

The Statement of Community Involvement accompanying this Masterplan summarises the extensive public consultation and engagement that has taken place throughout the Masterplan's evolution (from AAP, through UDF to Final Masterplan), the feedback arising and how this has influenced proposals.

3.7.2

It has been recognised from the outset that the involvement, support and early participation of local residents as partners in the Masterplan process is crucial. A variety of methods to actively involve residents were developed to ensure full and meaningful community involvement. Consultation and engagement techniques have been designed around the key objectives of involving and including the whole of Woodberry Down, to assist and enable people to agree priorities, consider options and identify solutions. The development of ideas and proposals in this way sought to build a strong local consensus in support of the Masterplan.

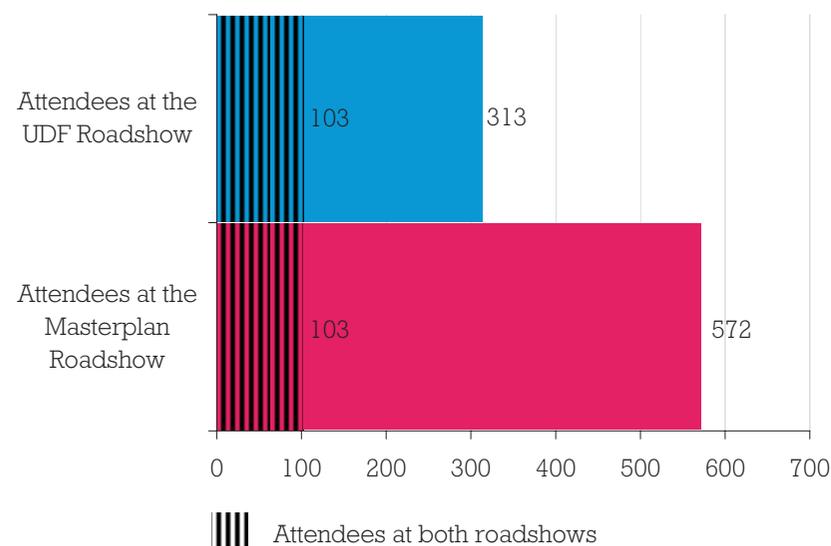
3.7.3

A range of methods have been utilised, including:

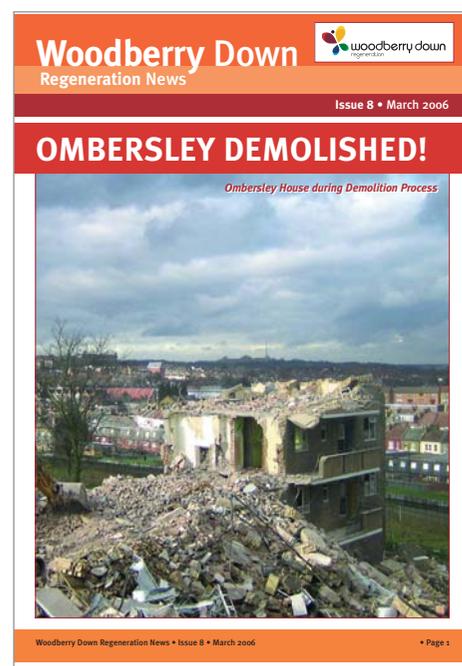
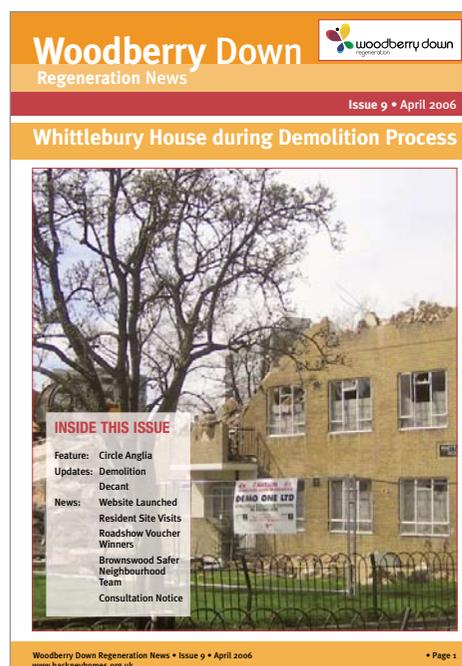
- **Woodberry Down Roadshows** involving a trailer fitted out with the consultation material that has roved around the estate at key stages – bringing the proposals to local people. This comprised an exhibition, physical models and an interactive computerised model on large plasma screen. Officers of Hackney Council and members of the consultant team were in attendance at all time to explain and answer questions.
- **Exhibition Days** - large exhibitions were installed in the Robin Redmond Centre and St Olave's Church,



The Roadshow proved an effective means of engaging local people.



3.2 Attendance at the community roadshows



Newsletters are delivered to all residents and interested organisations.

which included the exhibition panels, models and large sketches depicting what the new Woodberry Down could look like and typical floor plans, for instance. Again, officers of the Council and members of the consultant team were in attendance to discuss with residents the plans and obtain their views. Throughout the consultation, translators were present.

- **Fun Days** have been held on an annual basis, when separate stalls were set up, including one relating to the masterplanning process. Members of the Fire Brigade, Police, Community Safety Team, Hanover Housing, EDC, the Neighbourhood Wardens, Berkeley Homes and Circle Anglia Housing Association, demolition contractors and others provided residents with information on their services.
- **Focus Groups and Meetings** – Various focus groups and meetings were held involving the youth, elderly, businesses, Black and Minority Ethnic representatives, Estate Committees and Tenants Associations. Interpreters have been present to assist if necessary. These sessions have often focused on key issues such as strategic options, demolition, density and economic viability and design quality.
- **Liaison with the EDC** – Liaison with the residents' Estate Development Committee has occurred throughout the process, with technical briefing sessions run to explain proposals in detail relating to transport, architecture, landscape, socio-economic impact and energy efficiency, for instance. Often group's views were obtained on consultation material to help shape its content.
- **Table-top events** – hands-on table-top workshops were organised at various community buildings.
- **Newsletters and supplementary information** have been delivered to all residents and local organisations, advertising events and conveying key issues. Other supplementary informative material was also prepared and handed out at the various consultation exercises, such as a "frequently asked questions" booklet.
- **Leaflet flyer** – a flyer was delivered to each household and local business, advertising the various events, providing a timetable and map locating each of the venues.
- **UDF summary report** – a high quality summary report entitled Urban Design Framework: Principles and Purpose was published in January 2005 and circulated to stakeholder organisations. The report was also made available at the various consultation events for residents to take a copy.
- **Door-knocking** – On several occasions, the Regeneration Team has undertaken systematic door-knocking to inform all residents of the consultation exercise and to obtain comments on the UDF.

- **Press release** – Press releases have been issued to the local media at key stages, generating informed news articles.

3.7.4

Figure 3.2 conveys the two key consultation events that have been undertaken and the numbers of residents that were involved. As described in the SCI, such community engagement and stakeholder consultation exercises informed a process of defining different options and then identifying a preferred approach.

3.7.5

Following submission, the Woodberry Down Regeneration Team intend to sustain the spirit of joint working with local residents, businesses and other stakeholders to continue to make every effort to engage the wider community in the process of design development – exploring options, explaining implementation processes and seeking feedback with a view to ensuring that development is relevant to the needs and aspirations of the local community.



Further consultation will follow submission of the outline planning application

16 Next steps

16.1 Next steps

16.1.1

This Masterplan has been prepared in support of the Outline Planning Application submitted by Hackney Homes Limited on behalf of Hackney Council. It describes the scale, type and nature of proposed development and explains how this is underpinned by planning policy and founded on extensive community involvement, stakeholder consultation, technical investigations and market research.

16.1.2

A series of complementary mechanisms are to be applied to deliver on this quality agenda, including:

- conditions to the outline planning application relating to clear statements incorporated in the accompanying documentation
- developer contributions
- conditions incorporated into Principal Development Agreements
- locally-based management mechanisms, such as the proposed Community Based Housing Association or the Manor House Development Trust
- a Design Code that sets out more detailed design requirements

16.1.3

As set out in the accompanying Statement of Community Involvement, the process of community engagement will continue beyond submission to ensure that local residents understand proposals and are able to provide feedback.

16.1.4

There is a widespread desire to 'get on with it' and it is anticipated that closely following submission, the first detailed planning application will be lodged for the Old School Site – providing a clear demonstration of how the regeneration process is to move forward.