

# **Sheerwater Regeneration Statement of Community Engagement**

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Prepared in support of the Hybrid Planning Application for the Sheerwater Regeneration Project

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## Section 1 – INTRODUCTION

### 1.1 Introduction

This Statement of Community Engagement has been prepared to explain the consultation component of the masterplanning process, how it has evolved to better engage with the Sheerwater community and how it has informed the development of the illustrative Masterplan. This document is one of a number of documents supporting the submission by NVH of a hybrid planning application for the regeneration of Sheerwater.

The regeneration of Sheerwater aims to address the acute need for new housing in Woking, while creating a well-connected, aspirational and popular place that will encourage residents to engage in an active, healthy lifestyle. The proposals focus on the provision of more family accommodation and will provide 984 high quality new homes to replace the 575 existing properties within the regeneration boundary. The proposals provide 522 new homes for sale and 462 affordable homes, 14 more than exist now. The existing community facilities within the boundary will be replaced and a new leisure centre will enhance the regeneration and support the local community.

### 1.2 Background to the Regeneration Proposals

The Woking Borough Council (WBC) Core Strategy identifies the Ward of Maybury and Sheerwater as a Priority Place (Policy CS5); based on a range of issues including health, income and unemployment as well as education and skills and training levels. The resulting policy objectives for Sheerwater include:

- Promoting a sense of place and improving the image of Sheerwater through high quality design and the enhancement of open spaces and other public amenity areas
- Redressing the current tenure imbalance
- Protecting the vitality of the existing shopping parade in Sheerwater
- Improving accessibility in and out of Sheerwater
- Improving the existing cycle network and cycle parking facilities in key locations
- Promoting investment in a local community transport scheme
- Designing new developments with natural surveillance to reduce crime/fear of crime.

The regeneration of Sheerwater provides the opportunity to reduce existing relative and absolute deprivation levels. This masterplanning process is one component of a wider range of positive interventions to deliver WBC's objectives to address the existing challenges in the locality.

## **Section 2 – WHY CONSULT?**

### **2.1 Introduction**

Consultation and engagement is an integral part of the pre-planning application process. It not only helps to inform the design of the proposals, but it also provides local residents and other stakeholders the opportunity to raise concerns and issues. These concerns and issues can then be carefully considered and addressed in the proposed Masterplan before a formal planning application is submitted.

### **2.2 Policy Context**

New Vision Homes (NVH) can confirm that the public consultation and engagement programme was in keeping with the requirements of:

- National policy and guidance introduced in the Localism Act 2011 and the National Planning Policy Framework (NPPF)
- Woking Borough Council's consultation requirements
- The spirit of thorough and meaningful public consultation

## Section 3 – OUR APPROACH

### 3.1 Principles of Public Consultation and Engagement

From the start of this process, the Regeneration Team has recognised the importance of identifying key groups and stakeholders, engaging with them at an early stage in the design process and resolving challenges well ahead of a submission of a planning application.

The principles adopted throughout the process of public consultation have been to:

- Engage and involve as many local residents and groups as possible
- Present the Masterplan design proposals clearly and honestly
- Listen and provide feedback
- Be clear about what the applicant is able to change as part of the consultation and why
- Be clear about what the applicant cannot change and why
- Closely follow national consultation protocol for planning applications

## Section 4 – METHODOLOGY

### 4.1 Communication and Engagement Methods

A combination of communication and engagement methods have been and continue to be used by the Project Team to ensure key messages and general information about the masterplan proposals are far-reaching and inclusive within the community. These include:

- Extensive meetings with key stakeholders/Focus Groups
- Consultation on the emerging Masterplan design through design workshops and exhibitions
- One-to-one meetings with affected residents and the neighbouring communities
- Community drop-in events
- Media relations (regular updates supplied through the local press)
- Creation of a regular newsletter distributed to over 1,800 households across the proposed regeneration area and wider consultation area (seven newsletters distributed to date)
- Creation of a Community Consultation Forum (CCF)
- Regeneration telephone line and e-mail address
- Dedicated project information area in local community centre
- Creation of a dedicated consultation website, [www.sheerwater-regeneration.co.uk](http://www.sheerwater-regeneration.co.uk)
- Opening a local regeneration office, Regen Central, in a vacant shop unit in Sheerwater

### 4.2 Consultation and Engagement Strategy

The strategy was developed to involve residents of the estate, their neighbours and other key stakeholders in a new vision for Sheerwater. The aim of the consultation and engagement strategy is to support all community stakeholders and in particular, directly affected residents, to play an active role in the masterplanning design process.

The programme of consultation and communication was designed to allow the Project Team to actively engage with the community on behalf of Woking Borough Council throughout the masterplanning process.

A concerted effort was made to ensure that all residents and stakeholders, including often-excluded groups, could take an active part in the project and understand its impact on their homes and community. The strategy was designed to be flexible and responsive, and was reviewed on an on-going basis by the Project Team so that communications and consultation work could be adjusted to meet changing circumstances during the lifetime of the project and address the changing needs of the Sheerwater community.

A Community Consultation Forum (CCF) was used in place of a more traditional Residents' Steering Group, to accommodate the large number of residents and stakeholders who expressed a strong interest in working with the Regeneration Team to develop the Masterplan design proposals.

This consultative body enabled the Project Team to maintain regular and meaningful contact with a wide group of representatives from the community in order to discuss the Masterplan design and project progress in detail, prior to wider public consultation. A variety of methods were utilised to ensure that there were sufficient participation opportunities for all. Residents and stakeholders were kept informed of events and the progress of the project through leaflets, posters and newsletters, and a dedicated website for the project was set up to enhance awareness of project activities.



## Section 4 – METHODOLOGY

### 4.3 Programme of Events

INFORMATION GATHERING & ENGAGEMENT EVENTS	COMPLETED	PARTICIPANTS (where recorded)
<b>Public Consultation Events (5)</b>		
Launch Event	13 <sup>th</sup> June 2013	547
Visions Workshop	29 <sup>th</sup> & 30 <sup>th</sup> Oct 2013	150
Options Workshop	30 <sup>th</sup> & 31 <sup>st</sup> May 2014	693
Masterplan Exhibition	30 <sup>th</sup> & 31 <sup>st</sup> March 2015	244
<b>Community Consultation Forum Workshops (8)</b>		
CCF1	31 <sup>st</sup> July 2013	87
CCF2	3 <sup>rd</sup> October 2013	61
CCF3	29 <sup>th</sup> May 2014	71
CCF4	30 <sup>th</sup> July 2014	67
CCF5	24 <sup>th</sup> September 2014	18
CCF6	8 <sup>th</sup> October 2014	31
CCF7	22 <sup>nd</sup> October 2014	36
CCF8	8 <sup>th</sup> January 2015	58
Community Update (CCF8 Re-run)	13 <sup>th</sup> & 14 <sup>th</sup> Feb 2015	194
<b>Design Workshops (7)</b>		
Streetscape and Infrastructure	14 <sup>th</sup> August 2014	5
Emerging Masterplan	20 <sup>th</sup> August 2014	9
Community Facilities	3 <sup>rd</sup> September 2014	8
Leisure and Recreation	16 <sup>th</sup> September 2014	3
Housing and Character Areas	25 <sup>th</sup> September 2014	7
Drainage	1 <sup>st</sup> October 2014	4
Elderly Accommodation	13 <sup>th</sup> November 2014	18
<b>Focus Groups (7)</b>		
Elderly Coffee Morning	21 <sup>st</sup> November 2013	14
Over 55's Afternoon Tea	21 <sup>st</sup> November 2013	10
Educational Services	4 <sup>th</sup> December 2013	3
Business and Retail	5 <sup>th</sup> December 2013	7
ASB and Community Safety	18 <sup>th</sup> December 2013	4
Health and Well Being	19 <sup>th</sup> December 2013	5
Youth Services Provision	19 <sup>th</sup> December 2013	5
<b>Community Drop-ins Sessions (7)</b>		
Woodlands House (Sheltered & Supported) Drop-in	18 <sup>th</sup> July 2013	
NVH Housing Managers Drop-in Surgery	4 <sup>th</sup> December 2013	
St. Michael's Church Coffee Morning	Summer 2014 Various	
Sure Start – Play and Learn	5 <sup>th</sup> November 2014	
Sure Start – Parent and Toddler	5 <sup>th</sup> November 2014	
ASDA	13 <sup>th</sup> November 2014	
MASCOT Hub	19 <sup>th</sup> November 2014	
<b>Community Channels – Participation in Community Organised Events (5)</b>		
Sheerwater Festival	7 <sup>th</sup> September 2013	
Sheerwater Children's Christmas Party	20 <sup>th</sup> December 2013	
NVH Party in the Park	5 <sup>th</sup> April 2014	
Sheerwater Festival	September 2014	
Hyde Housing Association Tenants' Meeting	19 <sup>th</sup> November 2014	

## Section 4 – METHODOLOGY

<b>Stakeholder Meetings/Project Updates</b>		
WBC Youth Action Plan Committee – Project Update	31 <sup>st</sup> January 2014	
Surrey Lifelong Partnership – Project Update	12 <sup>th</sup> February 2014	
Bishop David Brown School – Project Update	April 2014	
The Children’s Advisory Board – Project Update	28 <sup>th</sup> April 2014	
Community Stakeholders Lunch	20 <sup>th</sup> July 2014	
Hennessey Court Flats	August 2014	
Kiddiwinks – Project Update	August 2014	
Hyde Housing Association – Project Update	29 <sup>th</sup> October 2014	
Canal Authority & Canal Society – Project Update	October 2014	
Woodham Residents – Project Update	21 <sup>st</sup> November 2014	
NVH Residents Operations Board – Project Update	January 2015	
Sheerwater Football Club	February 2015	
Greenoak Housing Association – Project Update	February 2015	
Socioeconomic Consultation Workshop	March 2015	
Church of England – Guildford Diocese	20 <sup>th</sup> November 2013	
Woking Mosque	13 <sup>th</sup> January 2014	
Bishop David Brown Secondary School (Children)	11 <sup>th</sup> June 2014	
<b>Other Activities</b>		
Regen Central	13 <sup>th</sup> Jan to 30 <sup>th</sup> Sep 2015	531 visits
Regeneration News – Newsletters and Newsheets	On-going	7 editions
Website – <a href="http://www.sheerwater-regeneration.co.uk">www.sheerwater-regeneration.co.uk</a>	July 13 to 30 <sup>th</sup> Sep 15	19,540 sessions
Sheerwater Questionnaire	Summer 14	326

## Section 5 – STAKEHOLDERS

### 5.1 Identifying Stakeholders

In line with recommendations in National Planning Policy that applicants seek pre-application discussions with decision makers, the Project Team identified and approached key stakeholders, including statutory and technical stakeholders as well as the wider community.

### 5.2 Statutory and Technical Stakeholders

The following were identified as key Statutory and Technical Stakeholders who should be consulted as necessary during the project:



- Basingstoke Canal Authority
- DEFRA
- Elmbridge Borough Council – Head of Town Planning
- English Heritage
- Guildford Borough Council
- Highways Agency
- Local businesses
- Local community and faith groups
- Local GP surgery
- Local media
- Local schools
- Local service providers
- Local voluntary sector organisations
- Maybury & Sheerwater Ward Councillors
- Mobile Operators Association
- National Grid Control Centre
- Natural England
- Network Rail
- Planning Inspectorate
- Police
- Runnymede Borough Council
- Secretary of State for Transport
- Sheerwater Football Club
- Sheerwater Oversight Panel (WBC Councillors)
- Southern Gas Networks
- Sport England
- Surrey County Council – Network Manager, Planning Implementation Team Manager, Highways Authority, Youth Services, Education
- Surrey Heath Borough Council
- Surrey PCT
- Thames Water
- The Allotment Society
- The Environment Agency
- Veolia Water Planning Co-ordinator
- Woking Athletics Club
- Woking Borough Council Leader

## Section 5 – STAKEHOLDERS

### 5.3 Community Stakeholders

In addition to consultation with statutory and technical stakeholders, the following activities were undertaken with Community Stakeholders. This form of consultation enhanced the more formal, feedback-focused stream of consultation by allowing us to develop working relationships with residents and to gain a clearer understanding of the community, its needs and aspirations.



Engagement consisted of the Project Team:

- Arranging meetings with Community Stakeholders
- Hosting drop-in sessions at local venues typically used by the community
- Attending meetings and events arranged by existing Community Groups
- Providing updates to Community Organisations

The following consultation took place:

#### **Presentation to Woodlands House Residents (Various)**

To ensure that elderly and vulnerable residents were provided with an opportunity to engage with the consultation process, Regeneration Team members arranged to meet elderly residents from Woodlands House and Bunyard Drive in the more familiar setting of Woodlands House, an assisted living facility located within Sheerwater. Residents were shown the exhibition boards from the Launch Event, given an explanation of the regeneration proposals and offered an opportunity to ask questions and comment on the regeneration proposals.

Several sessions were held to ensure that residents who couldn't make the main events had access to the information.

## Section 5 – **STAKEHOLDERS**

### **NVH Operations Board (Various)**

The Residents Operation Board (ROB) comprises seven WBC tenants who volunteer their time to act as Board Members, sitting on a range of steering groups and representing council tenants across the Borough. To help them develop a better understanding of the regeneration process, they were invited to visit to another Pinnacle Regeneration Group site in London. The purpose of the visit was to provide information that would support members of the Operations Board in their role as representatives of Sheerwater residents.



Ongoing sessions took place to ensure the ROB members were kept up to date with the project information.

### **The Sheerwater Festival**

*September 2013 and September 2014*

The Festival is an annual community Fun-Day organised and promoted by the Sheerwater Festival Committee. Members of the NVH Regeneration Team attended the Festival and hosted an information stall and a range of children's activities - including a children's art competition - aimed at strengthening community ties and promoting and explaining the Sheerwater regeneration project. This event provided an opportunity to engage with younger members of the community, and with individuals who were not CCF members and had not attended the Launch Event.



### **St Michael's Church Parish Priest and Vicar**

*Various*

The vicar of St. Michael's Church and the local parish priest confirmed his support for the project and provided the suggestion of an inter-faith centre to replace St Michael's church located just outside the regeneration boundary.

### **Guildford Diocesan Group**

*20th November 2013*

A meeting took place with representatives of the Guildford Diocesan Group. The primary focus of this meeting was to explore the opportunity of partnership working to maximise community engagement across Sheerwater. The Diocese were keen to consider sharing an inter-faith place of worship in the heart of the regeneration proposals as they felt that this solution would support their existing congregation while providing new opportunities to engage with and support the wider Sheerwater community.



## Section 5 – STAKEHOLDERS

### **NVH Housing Manager Drop-in Surgery**

*4<sup>th</sup> December 2013*

The local NVH Housing Manager holds monthly drop-in surgeries for local residents, and invited the Project Team to attend two surgeries and answer questions about the regeneration. Posters for the event advertised the presence of the Project Team but no residents attended either of the drop-ins.

### **The MASCOT Hub Launch**

*11<sup>th</sup> January 2014*

The Maybury and Sheerwater Community Trust (MASCOT) is an inclusive community group that was originally established by the Church with the aim of identifying and addressing the underlying causes of deprivation and social exclusion in Maybury and Sheerwater.

MASCOT invited the Project Team to attend the launch and opening of a new 'Community Hub' facility located in one of the vacant retail units in Dartmouth Avenue Sheerwater, where MASCOT can provide support and advice to local residents and more vulnerable members of the community.

The launch event provided the Project Team with an opportunity to meet and engage with local service providers and community group leaders, and both update them regarding the progress of the regeneration proposals and explore ways of working together.



## Section 5 – **STAKEHOLDERS**

### **Shah Jahan Mosque**

*13<sup>th</sup> January 2014*

A meeting was organised with the Head Imam at the Shah Jahan Mosque. The Imam offered his support for the regeneration proposals and provided some useful guidance regarding the development of the Masterplan proposals and the engagement of the local Muslim community.



The Imam confirmed that the existing Mosque would be sufficient to service the needs of the community, and felt it would be preferable to incorporate a multi-faith space for social gatherings within the regeneration proposals.

### **Woking Community Learning Partnership with Surrey Lifelong Partnership**

*12<sup>th</sup> February 2014*

Following the MASCOT launch, the Project Team was invited to attend a meeting of the Woking Community Learning Partnership (WCLP). WCLP aims to promote local collaboration, deliver innovative solutions to local learning issues, and maximise the contribution that learning makes to local community. Whilst the group's remit is to address the needs of the Woking Community as a whole, it has a specific focus on addressing deprivation in the Maybury and Sheerwater area as a result of its 'Priority Place' designation in the Woking Core Strategy.

The Project Team provided the meeting with an update on the regeneration project. Key contacts for future engagement and development of a collaborative strategy were also identified to maximise the social and economic benefits delivered by the regeneration proposals.

### **Kiddiwinks Day Nursery**

*18<sup>th</sup> August 2014*

The Project Team met with the owner of the Kiddiwinks Day Nursery, located within the proposed regeneration area, to gain an understanding of the facilities and service it provides and to determine its future operational needs as part of a regenerated Sheerwater. Kiddiwinks work closely with the schools and Children's Centre, offering nursery places for 42 children (under 5 years old) from within the local Sheerwater community.

The Kiddiwinks nursery is not as big the Children's Centre nursery also located within the proposed regeneration area and is much less flexible in the service it is able to offer. There is a strong working relationship between the two facilities and the Children's Centre will often make recommendations to Kiddiwinks once its own places are full, effectively enabling Kiddiwinks to act as an overspill facility for child care. Kiddiwinks currently leases the land on which it is situated from Surrey County Council.

Kiddiwinks is keen to continue its operations as part of a regenerated Sheerwater. It would like a new facility that is built to OFSTED standards and provides additional flexibility for future expansion of the business. Each of the classrooms should access directly onto open space. Sufficient car parking will be required for its 14 staff members along with safe and secure parent drop-off and collection points.

### **Sheerwater Football Club**

## Section 5 – STAKEHOLDERS

*16<sup>th</sup> September 2014*

In response to requests from Sheerwater FC and the local community the Project Team investigated opportunities to retain and enhance the club's facilities within the regeneration area.

Following discussions with the club and WBC the Masterplan design was revised to enable Sheerwater FC to remain in the local area include the provision of new enhanced playing pitches with associated spectator areas and floodlighting that will help the club to develop and expand. These facilities will be included in the Leisure and Education Hub, with changing rooms and a club room being accommodated within the new leisure centre.

### **Visit to Oak Tree House Sheltered Accommodation**

*13<sup>th</sup> October 2014*

On 13th October 2014, the Project Team arranged a visit to Oak Tree Housing in Reading, a recently constructed sheltered accommodation scheme also designed by HTA Design LLP, the lead architect on the Sheerwater regeneration project.

The purpose of the trip was to show residents the design, quality and space standards that can be expected of modern sheltered accommodation, the facilities and services that can be provided, and demonstrate how the scheme is integrated into the surrounding community.

The visitors were given a tour of the facilities by the scheme managers and were shown around the private accommodation and communal areas. They also met up with some of the current residents over lunch and were given the opportunity to ask questions in order that they could understand the benefits of living in such a scheme.

The visit was a success and we received positive feedback from the attendees who were impressed with what they saw and felt that their queries and concerns had been addressed. The trip helped to remove some of the fears and scepticism of the Sheerwater residents and by the end of the visit they were speaking much more favourably of the regeneration proposals.

The visit was followed up with a presentation at the over 55's Film Club to other elderly Sheerwater residents who were not able to attend Oak Tree House. At the presentation, residents who attended the trip shared positive messages about the facilities and benefits they had seen and their perceived benefits of regenerating Sheerwater.





## Section 5 – STAKEHOLDERS

### **Stakeholders' Lunch,**

*22<sup>nd</sup> October 2014*

The Project Team presented a project progress update and an overview of the specific role of community stakeholders in applying their knowledge and experience to inform the emerging design proposals. At the end of the formal presentation there was an opportunity for stakeholders to engage with members of the Project Team on an informal basis. The event enabled the project Team to collect core data regarding each of the groups to assist with future communication and information sharing. Feedback from the attendees suggest the event was very informative and they were a lot clearer regarding the masterplanning process, the associated timescales, and the opportunities for them to inform design development.

### **Sheerwater Football Club**

*22<sup>nd</sup> October 2014*

Senior representatives of Sheerwater FC (SFC) attended CCF7 and received an update on the proposals for the re-provision of the existing SFC facilities. The SFC representatives were pleased to be informed that the emerging Masterplan included the provision of new football club facilities within the regeneration area.

The representatives of SFC were keen to understand the details of any future lease agreement, and how they could maintain the income they currently generate through membership fees and bar takings.



SFC currently plays on a grass pitch and is considering the potential impact of changing to a 3G pitch that is proposed within the regeneration Masterplan. The SFC representatives committed to discuss the potential benefits and drawbacks with club members and provide feedback to the Project Team.

NVH agreed to meet with Sheerwater FC and local representatives of the Football Association to discuss the proposed facilities in more detail when the design of the Leisure and Education Hub is further developed.

### **Hyde Housing Association (HHA)**

*29<sup>th</sup> October 2014*

This meeting was held to discuss the regeneration proposals and their potential impact upon HHA's existing properties and residents within the regeneration area. The project Team confirmed that our proposals assume the demolition and re-provision of HHA's existing properties on a like for like basis within the regeneration area. Alternatively the Council could acquire HHA's existing units and pay appropriate compensation to HHA and its residents. HHA requested some time to consider their options and engage with their existing residents. They raised some concerns about the benefits of a 'like-for-like' replacement, particularly the resource impact of managing the process.

## Section 5 – STAKEHOLDERS

### **Sure Start Children’s Centre**

*5<sup>th</sup> November 2014*

Members of the Project Team attended Sure Start ‘Play and Learn’ and ‘Parent and Toddler’ sessions. This event provided an opportunity to engage with parents and carers of young children who live in the proposed regeneration area regarding the Masterplan proposals. Whilst attendance was a little lower than expected, many of the parents and carers we spoke with provided positive feedback about the regeneration proposals and felt that the proposed new facilities would bring additional benefits to the local community. The Project Team were also able to engage with the centre staff, all of whom are local residents, to discuss their queries and ensure that they could understand the proposals to enable them to communicate current and accurate information regarding the regeneration proposals to parents and carers.



### **ASDA**

*13<sup>th</sup> November 2014*

The Project Team set up a stall in the lobby of the local ASDA offering the local residents another opportunity to discuss any questions or concerns they had regarding the regeneration proposals.

The Project Team were able to meet and chat with 11 residents, several of whom had not previously engaged in the consultation process.

### **MASCOT Hub**

*19<sup>th</sup> November 2014*



This session at the MASCOT hub allowed residents to engage with members of the Project Team on an individual basis in a relaxed and accessible environment. Attendees included residents from within and outside of the regeneration area. One of the local Ward Councillors attended with the Deputy Chair of the SHA (Sheerwater Residents’ Group).

Queries included whether any compensation would be provided owner occupiers chose to move before the regeneration scheme receives planning consent, and a group of Council Tenants queried their 'Right to Buy' status if the regeneration proceeds. This session was a success as the Project Team were able to engage with a number of residents who had not spoken with the Project Team before and had not attended any of the previous engagement events.

## Section 5 – **STAKEHOLDERS**

### **Woodham Lane Residents Update Meeting**

*21<sup>st</sup> November 2014*

The meeting was convened to allow NVH to outline current progress on the project to concerned Woodham Lane residents, located just outside the northern boundary of the regeneration proposals, and give them an opportunity to raise issues associated with the project. Cllr David Bittleston, Lead Member for the project, and Cllr Anne Murray, Woodham Ward Councillor were also in attendance.

The case for regenerating Sheerwater, especially Woodlands Park, was questioned and discussed and a query was raised on whether a smaller development had been considered due to concerns about density. Concerns were raised about the impact of regeneration on the canal side, and about the proximity of new leisure facilities to existing homes.

NVH confirmed that the regeneration would deliver more accessible, open space than the existing estate. There was some discussion regarding council/private land. NVH also reassured attendees about the impact of new amenities and homes on the canal. A follow up meeting was offered for the New Year.

### **Business in the Community (BITC)**

*18<sup>th</sup> December 2014, 15<sup>th</sup> January 2015*

Two meetings have taken place with BITC. The first took place at the Mascot Hub. This initial meeting was an introduction and discussion on proposed activities in Sheerwater and how New Vision Homes could support the aims of BITC. It was agreed to talk to Bishop David Brown School about a potential event focusing on Work Experience for Year 10 students if the proposed regeneration plans are approved and the project moves into the construction design phase.

The second meeting took place at Bishop David Brown School on Thursday, 15 January 2015. Discussions included proposals for New Vision Homes to support the school in delivering a Crest Award. This award is designed to develop students' knowledge and skills, supporting their attainment in national curriculum subjects and qualifications.

### **New Vision Homes Operations Board**

*28<sup>th</sup> January 2015*

The New Vision Homes Operations Board of which four members, along with two NVH housing staff, attended Regen Central to view the new facility and to receive an up-to-date overview of the Sheerwater regeneration proposals.

A full update on progress was provided to members of the Operations Board, including information on current design proposals and a proposed timescale for submitting a planning application for the scheme. It was agreed that future updates would be provided to the Operations Boards at regular intervals.

## Section 5 – **STAKEHOLDERS**

### **Greenoaks Housing Association**

*3<sup>rd</sup> February 2015*

This meeting was arranged to brief Greenoaks Housing Association on the proposed regeneration and clarify the number and location of all Greenoaks properties in the proposed regeneration area.

GHA were briefed on the forthcoming Community Update and the Masterplan Exhibition to be held in March. It was agreed GHA would be copied into all future correspondence relating to the regeneration and in particular to Greenoaks tenants.

### **Kiddiwinks Nursery**

*12<sup>th</sup> February 2015*

This meeting was arranged to confirm how the regeneration proposals will impact upon Kiddiwinks Nursery. The owner was informed that there will be no direct impact upon her premises as discussions with Bishop David Brown School and Surrey County Council have confirmed that the area of land occupied by Kiddiwinks - which sits within David Bishop Brown school grounds - will not form part of the regeneration area and will remain in situ if the Masterplan proposals are undertaken.

### **Woking Borough Council Housing Allocations Team**

*11<sup>th</sup> February 2015*

The WBC Housing Allocations Team (HAT) were given an update on the regeneration proposals, including likely timescales for planning applications.

Housing Need Surveys were discussed and it was agreed that the WBC team would continue to collect 'Housing Need' data as part of their normal home visit arrangements. It was also agreed that the WBC team would prepare a Housing Needs Questionnaire for future distribution online and by post.

The question of a Local Lettings Plan (LLP) for Sheerwater was discussed. Currently an LLP exists covering a limited area within Sheerwater. It was agreed with HAT that it would be beneficial for an LLP to be drafted to reflect the proposed regeneration of Sheerwater.

A range of specific issues relating to allocations which had been raised during one-to-ones meetings in Regen Central were discussed in detail to alert the HAT and also to give the Project Team clarity on how these issues should be followed up.

### **Sheerwater Football Club**

*11<sup>th</sup> March 2015*

The purpose of the meeting was to provide an overview of the current design proposals and gain a better understanding of any specific requirements that might need to be included in order to ensure that the proposed new leisure facilities would meet Sheerwater FC's present and future needs.

## Section 5 – STAKEHOLDERS

### **St Michael's Church (Follow up to the Options Workshop)**

*7<sup>th</sup> June 2014*

The event was promoted by St. Michael's Church to their congregation; a total of 31 people attended.

St Michael's Church requested – and hosted – a mini Options Exhibition to allow its congregation and several guests from the Woodham Parish to come together to view the emerging Masterplan Concept proposals and discuss the future of Sheerwater and the impact of the regeneration on the Church and its congregation.



Members of the Project Team attended the event to provide an overview of the regeneration proposals and answer any queries or concerns raised by the congregation. This was a smaller event than the Options Workshop, so the Project Team were able to discuss, at a more personal level, the masterplanning process and the key dates and timescales associated with the development of the preferred Masterplan Concept.

The main points of discussion and feedback were as follows:

- It was felt that any new church facility provided within the regeneration proposals must be in an accessible location at the heart of the community to maximise footfall and attendance
- A hub/café associated with the new facility would allow the Church to continue its focus on community/outreach work
- The congregation did not see the merits of a multi-faith centre
- It was suggested that some form of canal crossing would be supported by residents of the currently split parish of Woodham, and would remove the need for separate churches
- There was a request for improved dialogue with the wider parish of Woodham to ensure they are fully aware of the regeneration proposals

### **Bishop David Brown School (Follow up to the Options Workshop)**

*11<sup>th</sup> June 2014*

This event was organised by the school, who selected two year groups of local pupils. At the request of the Head teacher the Regeneration Team met with local school children to explain the regeneration proposals and obtain their feedback on the three Masterplan Concepts. The presentations were split into two sessions, the first with 11 students from Years 7 and 8, and the second with 15 students from Years 9 and 10.

The Regeneration Team provided an overview of the proposals, after which the students were encouraged to explore a series of presentation boards and provide their thoughts and feelings regarding the proposals. There was a general mood of excitement during both of the sessions. The following themes emerged:

- The students would like to provide some advice on the types of facilities and activities that would be popular within the community and leisure facilities

## Section 5 – STAKEHOLDERS

- It was felt important that the sports and leisure facilities are accessible outside of school hours
- Some of the students were nervous about the potential need for them to move home or school
- The students were interested to understand what shops and services would be provided within the proposed new Retail Hub
- The students would like to see a link over the Basingstoke Canal so it is easier for them to visit friends and family and would also allow their friends access to the leisure centre
- A majority of students preferred the Water Gardens Masterplan Concept.

### **Youth Club**

*3<sup>rd</sup> July 2014*

At the request of the Youth Worker, the Project Team prepared workshop material to explain the Masterplan Concept proposals, and also to find out how the club members felt about their current building and what they'd like to see in a new club. Five youth club members attended and the Project Team explained the Masterplan Concept options and engaged with the young people and three staff members to get their feedback and ideas.



### **Coffee Mornings – St Michael's Church**

*Summer 2014*

Over the course of the summer 2014 the Project Team, at the request of the Church, attended the church's monthly coffee mornings to discuss the regeneration project with anyone who had questions or concerns. Attendance was low from the start and dwindled over time. The Regeneration Team explored alternative opportunities to engage with a wider section of the community, including hosting similar sessions at the Mascot Hub facility. One drop-in event was organised at the Mascot Hub but the focus after that was to organise a more permanent local base for the Project, with Regen Central, opening on 7<sup>th</sup> January 2015.

### **The Sheerwater Festival**

*7<sup>th</sup> September 2014 – Dartmouth Avenue*

For the second consecutive year New Vision Homes supported the local community with the annual Sheerwater Festival. NVH hosted a stall providing information about the proposed regeneration and existing housing management and maintenance services. The NVH stall also offered free face painting for local children. Over 350 people attended the festival, many of whom took the opportunity to discuss the regeneration proposals with members of the Project Team.

## Section 5 – **STAKEHOLDERS**

### **Community Organisation Project Updates**

Updates were provided to the following Community Organisations:

- Sheerwater Children’s Christmas Party, December 2013
- WBC Youth Action Plan Committee, 31<sup>st</sup> January 2014
- NVH Party in the Park, 5<sup>th</sup> April 2014
- Children’s Advisory Board, 28<sup>th</sup> April 2014
- Hennessey Court Flats, August 2014
- Hyde Housing Association, 29<sup>th</sup> October 2014
- Canal Authority & Canal Society, October 2014
- Hyde Housing Association Tenants Meeting, 19<sup>th</sup> November 2014
- Greenoaks Housing Association, February 2015
- Socio Economic Consultation Workshop, March 2015



## Section 6 – MAJOR CONSULTATION EVENTS

### 6.1 Major Consultation Events

The consultation programme comprised a wide range of public events and other consultation activities which were organised to engage with local residents and stakeholders, to share information and ideas with them and collect and record feedback. Feedback collected has been used to inform specific stages of the masterplanning process.

Throughout the masterplanning process a series of major consultation events were held to enable the Project Team to update the community and other stakeholders on the development of the masterplan design proposals, obtain feedback and incorporate this into the design development.

#### 6.1.2 THE LAUNCH EVENT – JUNE 2013

*Thursday 13<sup>th</sup> June 2013, 2pm to 9pm; Parkview Community Centre*

##### **Purpose of the Launch Event**

The purpose of this event was to engage with residents within the redline area and beyond, both informing them about the proposed regeneration and consulting them on their views and concerns. The exhibition aimed to welcome and engage with the community, and to explain the reasons why WBC was proposing to regenerate Sheerwater. It was also an opportunity to sign up residents and stakeholders interested in the Residents' Steering Group.

##### **Publicising the Launch Event**

A launch brochure, containing an invitation to the Launch Event, was published by WBC and distributed throughout the local community to introduce the regeneration proposal.

A press release containing event information was issued by WBC to the local press. Details of the event were also displayed on WBC's website.

##### **Attendance at the Launch Event**

A total of 547 people attended the launch event, comprising:

- 56% lived within the Proposed Development Area (as defined in the Launch Brochure)
- 34% lived in the 'Wider Regeneration Area' (as defined in the Launch Brochure)
- 4% lived in neighbouring areas (including areas such as Woodham and Old Avenue)
- 4% were local stakeholders
- 9% did not state their interest



## Section 6 – MAJOR CONSULTATION EVENTS

### Structure of the Launch Event

The event was arranged exhibition style using a series of ten A0 size display boards presenting information arranged under the following titles:

- Welcome
- Why the need for change?
- What Sheerwater could look like
- Socio economic benefits
- Meet the team
- The masterplanning process
- Working with you
- How the regeneration may affect you
- Sheerwater Steering Group
- Tell us what you think

The Project Team were on hand to answer questions and listen to concerns. Copies of the exhibition boards can be found in Appendix A. Representatives from WBC were also in attendance.

### Launch Event Feedback & Analysis

Part of the display included the “Tell us what you think” board which encouraged attendees to provide both positive and negative comments about living and working in Sheerwater. Positive comments were flagged green, negative comments were flagged red.

A total of 83 positive or negative comments were provided, using either flags or separate comment sheets. All feedback was collated and key themes are summarised below:

- Roads/parking/transport : 25%
- Concerns with the scheme: 16%
- Need more information: 15%
- Landscape: 12%
- Drugs/anti-social behaviour: 11%
- Health/environment/facilities : 10%
- Views/garden: 6%
- Religion: 5%

The full array of feedback can be found in Appendix A, the Launch Exhibition Report.

### Launch Event Post Event Publicity

The event was reported through the following media:

- The project website displayed a report on the launch event and copies of the exhibition boards, which were also made available to download
- The first Sheerwater Regeneration Newsletter reported on the Launch Event and provided feedback to the community on the information collected there

## Section 6 – MAJOR CONSULTATION EVENTS

### Impact of Consultation at the Launch Event

The outcomes of the event shaped the project's on-going consultation strategy. Due to the large number of people signing up to join the Steering Group, the structure for consultation and involvement was changed to a format that could better deal with the large numbers involved. The proposed Steering Group therefore evolved into what is now known as the Community Consultation Forum (CCF). This was to ensure that all of those who signed up could continue to participate in the process, thus ensuring design input from a wide range of Sheerwater residents and stakeholders.

### 6.1.3 THE COMMUNITY VISION WORKSHOP – OCTOBER 2013

*Tuesday 29<sup>th</sup> October 2013 (2pm-8pm) and Wednesday 30<sup>th</sup> October 2013 (2pm-6pm);  
Parkview Community Centre*

#### Purpose of the Community Vision Workshop

The purpose of the Community Vision Workshop was to engage and inform residents and stakeholders about the proposed regeneration project and provide an update on progress. The event also provided an opportunity to confirm the community's vision and priorities for the regeneration of Sheerwater following the Launch Event and subsequent Community Consultation Forums (CCFs).

The event provided a further opportunity for the Project Team to support residents in shaping the design strategies and principles which were emerging as important foundations for the development of the proposed Masterplan. The project Team presented and facilitated discussions on the design strategies and principles, in order to confirm that these were in line with community expectations.

#### Publicising the Community Vision Workshop

The Community Vision Workshop was publicised through the project website, and via posters on community notice boards and in shop windows throughout Sheerwater. It was also advertised in the Sheerwater Regeneration Newsletter (October 2013), which was distributed to 1,800 residents and local stakeholders throughout Sheerwater and the surrounding areas.

#### Attendance at the Community Vision Workshop

A total of 150 people participated in the Community Vision Workshop over the two day period, 45 (30%) of whom were attending a Sheerwater consultation event for the first time.

#### Structure of the Community Vision Workshop

The Project Team hosted the Community Vision Workshop and members were on hand to answer questions and listen to concerns.

The event was arranged exhibition style and in zones using a series of nineteen A0 size display boards to present the information. Copies of the exhibition boards can be found in Appendix B.

Each zone of the exhibition had a corresponding table of interactive exercises, and attendees were also encouraged to give their views and ideas via a questionnaire, comment sheets. The

## Section 6 – MAJOR CONSULTATION EVENTS

activities provided a valuable opportunity to engage with residents and stakeholders on an individual basis and explore their thoughts and opinions regarding the proposed regeneration of Sheerwater.

Zoned activities were as follows:

### **Zone A – The Past** (Under the heading ‘Exploring the Past’)

This activity included the Sheerwater Stories activity involved listening to attendees and documenting their stories and memories of Sheerwater’s past history.

### **Zone B – The Present** (Under the headings ‘Sheerwater Today’ and ‘What You Have Told Us’).

Involved completion of the Sheerwater Questionnaire and provided copies of Newsletters and FAQ hand-outs giving information about the proposed regeneration of Sheerwater.

### **Zone C - The Opportunity** (Under the heading ‘The Opportunity’)

The ‘Magnetic Masterplanning’ activity invited participants to design their own hypothetical Masterplan for Sheerwater. The activity used a range of magnetic images which represented some of the key facilities, services and physical features that may be incorporated in the proposed regeneration solution.

### **Zone D - The Vision** (Under the heading ‘The Vision’)

Involved computerised 3D design activity.

As well as engaging with the adult population the Project Team recognises the importance of involving younger members of the community in the Masterplanning process. The Community Vision workshop included two activities, ‘Draw a Perfect Playground’ and ‘Plasticine Place-making’ that were specifically designed to encourage younger people to offer some thoughts and ideas on the ‘Vision’ for the future of Sheerwater.

### **Visions Workshop Feedback & Analysis**

150 visitors attended the event and a total of 75 questionnaires were completed. The responses to the questions and general feedback have been provided in detail at Appendix B. A summary of key data about the event is shown below:

<b>Having attended the event today, do you feel better informed about the potential to regenerate Sheerwater?</b>		
<b>Yes</b>	<b>No</b>	<b>Don’t Know</b>
<b>54%</b>	<b>35%</b>	<b>11%</b>

<b>What do you think about the information available today?</b>		
<b>Very Useful</b>	<b>Quite Useful</b>	<b>Not Useful</b>
<b>26%</b>	<b>51%</b>	<b>23%</b>

<b>Do you agree with the Project and Community Objectives that have been identified?</b>		
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## Section 6 – MAJOR CONSULTATION EVENTS

Yes	No	Do Know
61%	20%	19%

**We think Sheerwater has the potential to become an exemplary, 21st Century ‘Smart Garden Suburb’. Do you agree that this is the right overall vision for the area?**

Yes	No	Don’t Know
60%	16%	24%

As well as completing the event questionnaires, participants were encouraged to express their views, opinions and concerns about the regeneration proposals on comments cards distributed around the event, on which attendees were encouraged to comment on the specific content of the presentation boards. A total of 120 comments were collected, the main focus of which were as follows:

### **Regeneration proposals – 24 comments**

There were some positive comments on the proposals, some concerns and some opposition expressed. Concerns centred on the regeneration of popular areas of the estate; provision of one bedroom and affordable accommodation; and uncertainty caused by the regeneration process. Attendees were keen to see physical design solutions so they can provide more focussed comment.

### **Housing Design – 18 comments**

Attendees who provided feedback would like to see spacious, robust, sustainable and accessible new homes which are built to Lifetime Homes Standards. Concerns centred on the perceived effect that higher density of properties would have on the overall size of homes, quality of the neighbourhood and parking, which was identified as a major issue for which attendees suggested various and often conflicting solutions.

### **Housing management and maintenance – 12 comments**

There were requests for improvement to housing management and maintenance services, particularly the cleaning service, and the allocation strategy for vulnerable people.

### **Older Residents – 11 comments**

The older community is tight knit and would like to be engaged and stay together during and following the regeneration. Bunyard Drive, an area that contains a high population of older Sheerwater residents is well liked and suited as older people’s accommodation, but there were requests for improved facilities and transport links for older people.

### **Leisure and Community Facilities – 10 comments**

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Positive feedback was received about the existing Parkview Community Centre. Other suggestions for improving community facilities centred on better management strategies, reflection of cultural diversity in the provision of services, accessibility of facilities for schools and the local community, and the addition of a café or family gastro pub.

### **Green spaces – 10 comments**

Existing trees, allotments and open space are seen as valuable assets to Sheerwater. It was suggested that allotment space should be increased with improved security, and concerns were raised over existing green space being lost to provide parking. Private gardens were also highlighted as essential.

### **Transport and Traffic – 9 comments**

The majority of comments sought better public transport links, including improved bus services and a new railway station. There were concerns that the proposed new ASDA development (a separated development to the regeneration proposals), and an increase in the number of homes would increase the existing traffic congestion issues.

### **Religion and Faith – 7 comments**

A number of comments related to the provision of improved facilities for the local Muslim community. There were mixed views about the need for a Mosque but there was support for improved education facilities and services for Muslim Elders. Some of the feedback commented on the positive role that St Michael's Church plays in the community.

### **Retail Provision – 6 comments**

A number of comments requested a more varied retail offer that addresses the needs of the whole community and complements the new ASDA supermarket. There were also some concerns regarding the viability of new or additional retail provision as a number of the existing retail on Sheerwater units have closed.

### **Anti-social behaviour – 6 comments**

Concerns were raised about the impact of regeneration, particularly increased density, on anti-social behaviour on the estate.

### **Facts and Figures – 5 comments**

A number of comments focussed on the presentation of facts and figures regarding the levels of crime and unemployment across the Woking Borough. Some of the residents felt the statistics could be misleading as Sheerwater is combined with Maybury in the Ward classification and felt that better comparators could have been provided so the figures could be considered in a national as well as local context.

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### **Leaseholders and Freeholders – 4 comments**

Leaseholders and freeholders generally requested greater clarity on compensation and the provision of alternative housing solutions should they be required to move as part of the regeneration process. Individual comments and concerns related to shared ownership, property affordability and mortgages, relocation and the management/maintenance of the existing Woking Borough Council affordable housing stock.

### **Vulnerable Residents – 4 comments**

It was suggested that the number of vulnerable people with mental health, alcohol and drug related difficulties is seen to contribute to some of the existing social challenges on the estate. There were requests to provide improved community based care and support for vulnerable people and improve training and employment opportunities for those who are currently unemployed.

### **Existing Estate – 4 comments**

Residents appreciate the existing community spirit and the green environment across Sheerwater.

All other feedback received as a result of event activities, has been provided in Appendix B.

### **Post Event Communications**

Details of the event were contained on the project website and reported in the February 2014 edition of the Sheerwater Regeneration News.

### **Visions Workshop Impact of Consultation**

The questionnaire responses and collected resident and stakeholder feedback informed the masterplanning process and made a significant contribution to the project community vision and goals forming part of the Development Brief. A Design Assessment Matrix was developed by the Project Team using the Development Brief to appraise and critique the emerging Masterplan designs.

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### 6.1.4 THE OPTIONS WORKSHOP

30<sup>th</sup> May 2014 (2pm-9pm) and 31<sup>st</sup> May 2014 (10:30am-2pm)  
Bishop David Brown Secondary School

#### Purpose of the Options Workshop

The key objectives of the Options Workshop were to introduce the community and project stakeholders to three outline Masterplan Concepts were developed by the Project Team, based on the Development Brief provide an idea of how a regenerated Sheerwater could look. The Options Workshop explained the principles behind each of the Masterplan Concepts, provided an overview of the positive changes which could be delivered as a result of regeneration and collected feedback on the features of each Concept and inform the Project Team which of the three the community preferred. This information would then be used to develop a more detailed Masterplan proposal for the regeneration of Sheerwater.

The Options Workshop also demonstrated how the feedback received from previous engagement and consultation activities with the community had been incorporated within each of the Masterplan Concepts.

#### Publicising the Options Workshop

The Options Workshop was publicised through the project website, on publicly displayed event banners and via posters on community notice boards and in shop windows throughout Sheerwater. A reminder text message was also sent to everyone who had provided their contact details at earlier consultation events. The Workshop was also advertised in the Sheerwater Regeneration Newsletter (May 14), which was distributed to 1,800 residents and local stakeholders throughout Sheerwater and the surrounding areas.

#### Attendance at the Options Workshop

An initial preview session of the Options Workshop was arranged for members of the Community Consultation Forum and this was attended by a total of 71 people.

The main Options Workshop was attended by a total of 622 people. A breakdown of attendance is shown in the table below:

	Thursday 29 <sup>th</sup> May		Friday 30 <sup>th</sup> May		Saturday 31 <sup>st</sup> May		Total	
	Persons	%	Persons	%	Persons	%	Persons	%
Within the Proposed Red Line Regeneration Boundary	56	79	272	68	169	76	497	72
Outside of the Proposed Red Line Regeneration Boundary	15	21	128	32	53	24	196	28
<b>Total</b>	<b>71</b>		<b>400</b>		<b>222</b>		<b>693</b>	

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In addition to the public exhibition, on the morning of Friday 30<sup>th</sup> May, there were project briefing sessions for WBC Councillors, Officers and representatives of the local media.

On Saturday 31<sup>st</sup> May there was a session for elderly and vulnerable residents who were offered transport to and from the exhibition. Members of the Project Team were on-hand to explain the proposals and address questions or concerns on a one to one basis in a quieter more relaxed atmosphere.

### Structure of the Event

Information was presented using large curved display stands which separated the three Masterplan Concepts into zones. Each zone provided detailed information on one of the three Masterplan Concepts. The Masterplan Concept zones were:

- Pocket Parks
- Village Green
- Water Gardens

Each zone contained a variety of printed display materials, a fully- interactive computerised 3D model and a feedback station. Each zone was staffed by members of the Project Team enabling attendees to have detailed discussions regarding each Masterplan Concept.

In addition to the Masterplan Concept Zones, a 'Welcome Station' provided an introduction to the event, presenting the Community Objectives defined by the Community Consultation Forum, describing the purpose of the event and the structure of the information being provided.

The exhibition also included a 'What Happens Next' station providing where the Project Team were in the masterplanning process and an overview of the future steps, the key dates in the design and decision making process, and future opportunities for attendees to engage with the Project Team to guide the Masterplan design development.

The exhibition concluded with a 'Feedback Station' where information on all three Masterplan Concepts were summarised and attendees were asked to complete an Exit Questionnaire which asked attendees to comment on the merits of each Masterplan Concept and rank them in order of personal preference.

Members of the Project Team were on hand at all times to help explain the purpose of the event, guide visitors around the exhibition and provide any other assistance required. A copy of the exhibition boards from the event can be found in Appendix C.

### Options Workshop Feedback & Analysis

693 visitors attended the event and were offered an opportunity to provide feedback using the following methods:

- iPad questionnaires at each concept zone to record concept specific feedback on the information provided in each Masterplan Concept zone.
- iPad exit questionnaire at the Feedback Station to compare options and gauge overall opinion on the proposals
- Comment cards – to attract more general feedback on the Masterplan Concepts and the masterplanning process



## Section 6 – MAJOR CONSULTATION EVENTS

- Paper copies of all electronic questionnaires for those who preferred not to use the iPad technology
- Breakout space where residents could engage with members of the Project Team on a one-to-one basis

### Concept Specific Questionnaires

Feedback from the concept specific questionnaire measured the performance of the three Masterplan Concepts against the previously agreed Community Objectives. From the 86 concept questionnaires fully completed, 27 were completed for the Pocket Parks concept, 31 for the Village Green and 28 for the Water Gardens. The collated results were as follows:

Community Objectives	Pocket Parks			Village Green			Water Gardens			Consolidated		
	SA/A	DK	D/SD	SA/A	DK	D/SD	SA/A	DK	D/SD	SA/A	DK	D/SD
A Well Connected Place	48%	24%	28%	47%	29%	24%	48%	26%	26%	48%	26%	26%
An Active and Healthy Lifestyle	49%	30%	21%	47%	27%	26%	56%	15%	30%	51%	23%	26%
A Green and Leafy Environment	51%	27%	22%	48%	23%	29%	49%	21%	30%	49%	23%	28%
Promoting a Sense of Community	48%	28%	24%	57%	25%	18%	51%	19%	30%	52%	24%	24%
Convenient Suburban Life	51%	27%	22%	61%	25%	14%	50%	22%	28%	55%	25%	20%
All	<b>50%</b>	<b>27%</b>	<b>23%</b>	<b>52%</b>	<b>26%</b>	<b>22%</b>	<b>50%</b>	<b>20%</b>	<b>30%</b>	<b>51%</b>	<b>24%</b>	<b>25%</b>

**SA/A** Strongly Agree/Agree

**DK** Don't Know

**D/SD** Disagree/Strongly Disagree

Based on the above data and feedback the following comparisons and conclusions were made:

- The three Masterplan Concepts performed similarly in relation to the creation of 'A Well Connected Place'
- The Water Gardens Concept was deemed most likely to create a 'An Active and Healthy Life Style'
- The Pocket Parks Concept was deemed most likely to create a 'A Green and Leafy Environment'
- The Village Green Concept was deemed most likely to 'Promote a Sense of Community' and to create a 'Convenient Suburban Life'

As a general rule approximately 50% of the survey respondents strongly agreed or agreed that the Masterplan Concepts satisfied the Community Objectives, approximately 25% Disagreed or Strongly Disagreed and 24% Didn't Know. None of the Masterplan Concepts significantly outperformed the others in terms of satisfying the Community Objectives.

## Section 6 – MAJOR CONSULTATION EVENTS

### Exit Questionnaires

A total of 175 Exit Questionnaires were fully completed. A summary of key data about the event is shown below:

Event Feedback	SA		A		DK		D		SD		Total	
	People	%	People	%	People	%	People	%	People	%	People	%
<b>Masterplan Concepts</b> clearly described and easy to understand	42	24	82	47	31	18	12	7	8	4	175	100
<b>Masterplan Process</b> clearly described and understood by residents	39	22	90	52	25	14	11	6	10	6	175	100

Given the size of the survey sample (175 of 693 visitors, or 26%), it is difficult to categorically identify one of the Masterplan Concepts as the preferred solution. The majority of respondents preferred the Water Gardens Concept and the features within this Masterplan Concept, and the Village Green Concept scored well when analysed in isolation. Whilst the Pocket Parks Concept delivered the lowest level of preference, there were still over a quarter of the residents who preferred this Masterplan Concept.

The difficulty in categorically identifying one Masterplan Concept as a preferred solution suggested to the Project Team that there would be a lot of merit in merging the strongest features of each of the three proposed Masterplan Concepts to produce a hybrid solution which reflects the community feedback and delivers optimum regeneration benefit.

A full breakdown of data from the completed Exit Questionnaires has been included at Appendix C.

### Comment Cards and Individual Dialogue

A total of 83 comment cards were collected by the Project Team at the event.

The general feedback is summarised under the following headings:

- Early acquisition/ Property Owners
- Retail
- Cars, Traffic, Transport
- Need for Regeneration/Regeneration Boundaries
- Masterplans
- Residential Development (including heights, density)
- Community and Leisure Facilities
- Communications and future engagement
- Anti-Social Behaviour and Community Safety
- Community Reputation

A full list of general feedback data has been included at Appendix C.

## Section 6 – MAJOR CONSULTATION EVENTS

### Post Event Communication

Details of the event were contained on the project website and reported in the July 2014 edition of the Sheerwater Regeneration News.

Following the success of the workshop, the Project Team was invited to present the Masterplan Concept options to the congregation at St Michaels Church and to groups of local students at Bishop David Brown Secondary School.

### Impact of Consultation

The feedback was analysed in detail to get the best possible understanding of the preferences and opinions expressed so that these could be used to effectively inform the development of a preferred Masterplan Option for further detailed design development. The analysis showed no outright winner in the concept stakes: there were aspects of each Concept that were popular. In the end, the analysis of the workshop feedback informed the development of a single Masterplan Option that brought together the preferred aspects of the 3 options that had been presented.

### 6.1.5 THE MASTERPLAN EXHIBITION

*Saturday 21<sup>st</sup> March 2015 (10:30am-3pm, 4:30pm-9pm), Sunday 22<sup>nd</sup> March 2015 (9:30am-3pm), Bishop David Brown School*

#### Purpose of the Event

The purpose of the Community Exhibition was to present the finalised Masterplan design and supporting information to local residents and project stakeholders for review and feedback before authority was sought by the Project Team from WBC Members to submit a planning application based on the Masterplan design. The event was also designed to enable everyone, particularly those within the red line area, an opportunity to view and understand the masterplan design proposals.

As the planning application is being submitted as a 'hybrid' application, it was particularly important to ensure that local residents and the wider community understood what the process entailed and the intended timeline.

The exhibition was also an opportunity, through an exit survey, to gauge how people had responded to the proposals and how well the event had met its targets in terms of clarity of information and providing answers and support to attendees understanding of the regeneration proposals.

#### Publicising the Event

The Masterplan Exhibition was publicised through the project website, via posters on community notice boards, by e-mail and in shop windows throughout Sheerwater. Details were given to everyone who visited Regen Central during February and March and a reminder text message was also sent to everyone who had provided their details at earlier consultation events. The exhibition was also advertised during the Community Update/CCF which took place at Parkview Community Centre in February.

## Section 6 – MAJOR CONSULTATION EVENTS

A Councillors and senior WBC Officer’s Briefing Session took place at the HG Wells Centre on Wednesday 18<sup>th</sup> March ahead of the Masterplan Exhibition and the local media were invited to a Press Briefing and Exhibition Preview before the Masterplan Exhibition formally opened to the public on Saturday 21<sup>st</sup> March.

### Attendance at Masterplan Exhibition

The Masterplan Exhibition was presented in 3 sessions over the weekend and attended by a total of 244 visitors. A full breakdown of attendance is shown below:

Saturday 21st March	Overall Attendance	Red Line Attendance*	% From Red Line
Session 1 (10am-3pm)	100	63	63%
Session 2 (4pm-8pm)	52	38	73%
Sunday 22nd March			
Session 3 (9.30am-2pm)	92	53	57%
Total Attendees	244	154	

\* Based upon visitors who confirmed they were within the Red Line Regeneration Area.

### Structure of the Masterplan Exhibition

It was important that the public were given sufficient time and space to digest the information being presented about the Masterplan proposals, whilst also having the opportunity to obtain more technical information or clarification should it be required.

The event was arranged to ensure the flow of attendees was manageable at each stage; ensuring visitors had proper access to the information and resources available. Attendees were also provided with an opportunity for further detailed discussion on any of the information on display with members of the Project Team, should they require further clarification.

The exhibition was arranged with one main entry and exit point, not only to manage the flow of people through the event, but also to ensure that residents were given opportunities to ask questions at each stage.

The event was staged to offer a variety of opportunities for visitors to understand the Masterplan proposals, comprising:

- Welcome and Reception Area
- Main Exhibition Area
- Sign-posting Areas
- One-to-One Question & Answer Opportunities
- Exit Survey Area

All visitors entered the event at the Welcome and Reception area, where their attendance was registered and property information was confirmed for those residents within the proposed Red Line regeneration area.

## Section 6 – MAJOR CONSULTATION EVENTS

The main hall contained an exhibition style presentation of sixty A0 display boards which were categorised under the following headings:

- Welcome
- General Information
- Outline Application
- Phase 1 Design
- How the Regeneration Proposals Affects You

In addition to the display boards, a screened-off viewing area was set up to allow visitors to sit down and watch a 20 minute fly-through video showing the Masterplan proposals. The video ran throughout the exhibition on a loop, to allow visitors to view it as many times as they wished.

At the centre of the main exhibition area, a 3D physical model of the proposed Masterplan layout was on display for viewing by attendees.

On leaving the main exhibition area visitors were sign-posted to further information should it be required. Where further information was required, visitors were able to discuss their queries in during detailed one-to-one sessions with members of the Project Team.

Prior to leaving the event, all visitors were asked to complete an exit survey gathering feedback on the Masterplan design, the quality of the information provided and the event in general.

### **Feedback and Analysis**

The following feedback was obtained during 21 detailed one-to-one sessions, with visitors who required additional clarification. The following themes emerged from these discussions:

- Phasing (5)
- Traffic/parking (4)
- Location and phasing of sheltered accommodation (4)
- Purchase options (2)
- Flat/house design (2)
- Flooding (2)
- Shops (2)
- Landscaping (1)

An Exit Survey was undertaken as attendees were leaving the event. All attendees were asked to participate and 48% of those who attended fully completed an Exit Survey. A total of 117 surveys were completed.

## Section 6 – MAJOR CONSULTATION EVENTS

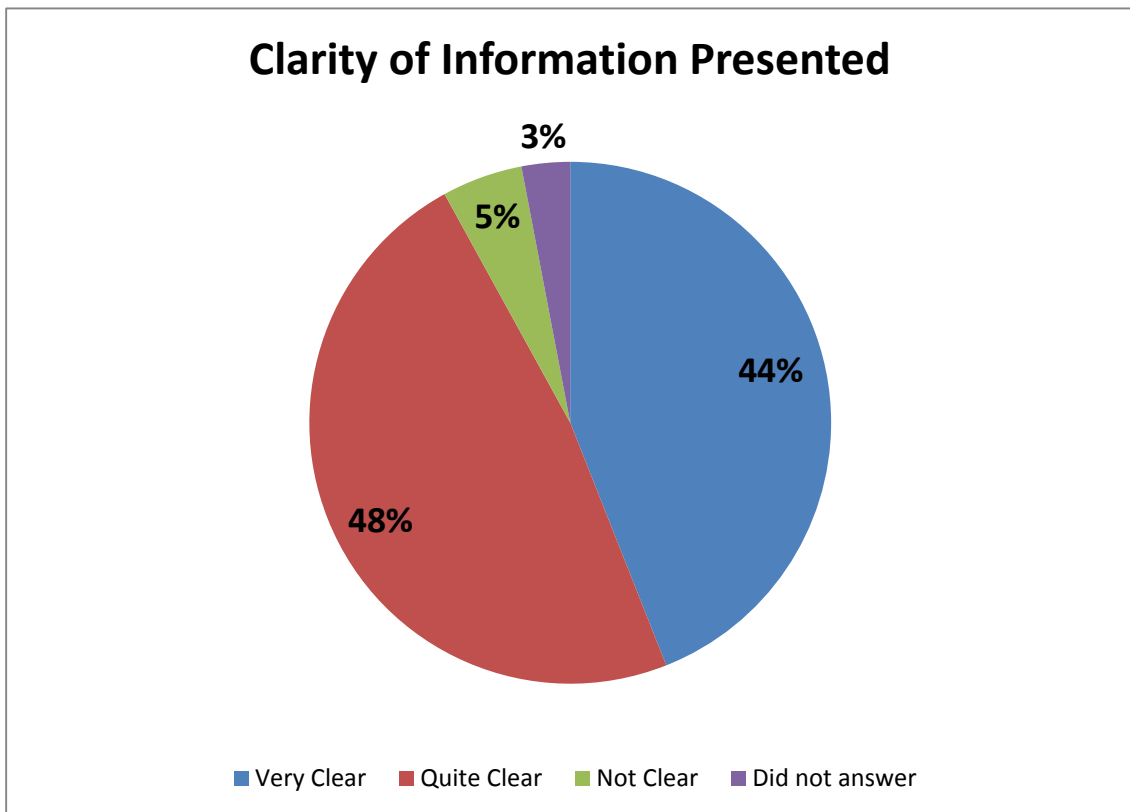
The following data has been extracted from the 117 completed Exit Survey Questionnaires.

Completed Questionnaires	Red Line Properties	Non-Red Line Properties	Unknown	Total
Social Housing	45	6	4	55
Private Properties	23	25	5	53
Shared Owners	1	0	1	2
Private Tenants	2	2	0	4
Others	1	2	0	0
	<b>72</b>	<b>35</b>	<b>10</b>	<b>117</b>

### Presentation of information

Attendees were asked if they felt that Exhibition information had been clearly presented. Responses were as follows:

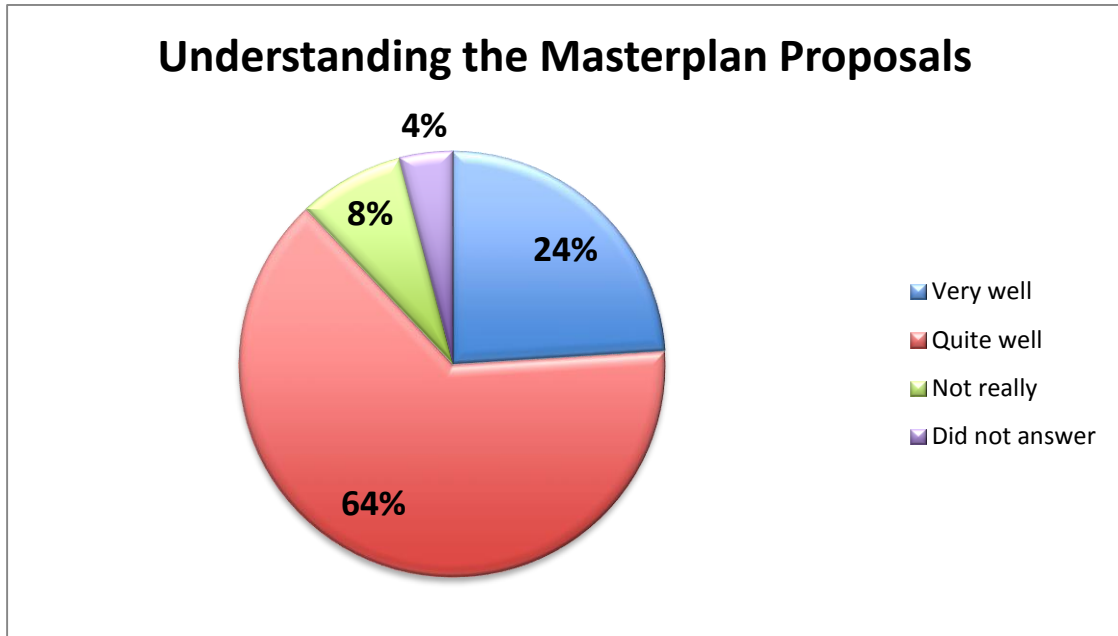
<b>44%</b>	Very clear	<b>48%</b>	Quite Clear	<b>5%</b>	Not Clear	<b>3%</b>	Did not answer
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## Section 6 – MAJOR CONSULTATION EVENTS

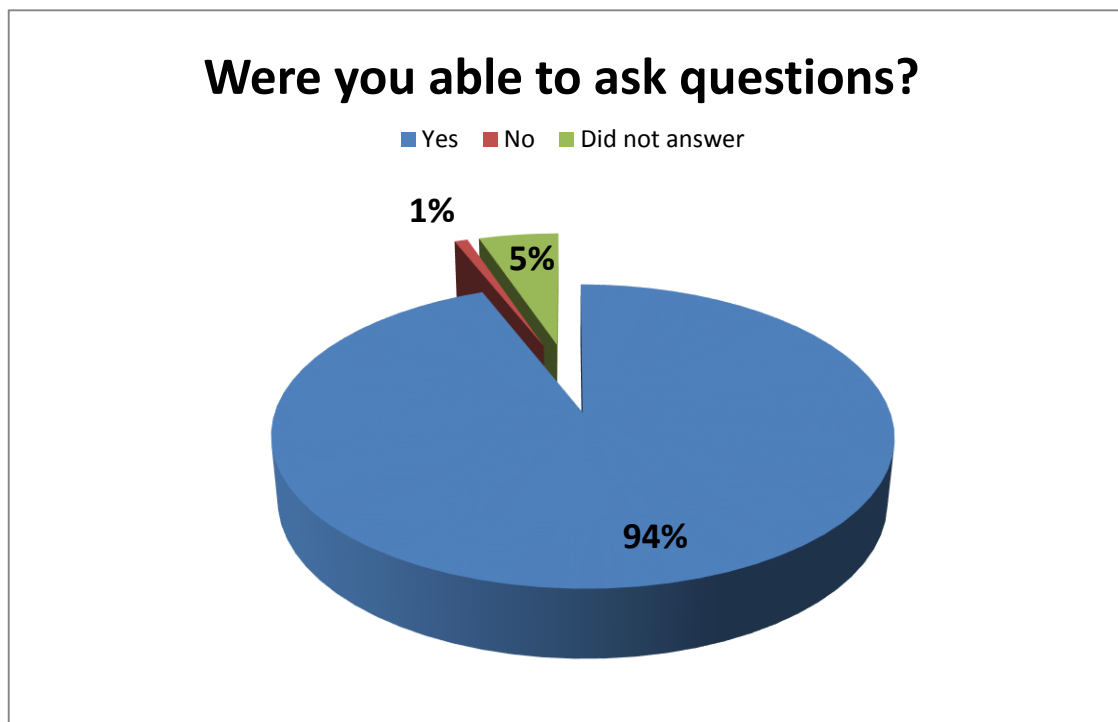
Attendees were asked if they understood the Masterplan design proposals. Responses were as follows:

24%	Very Well	64%	Quite Well	8%	Not Really	4%	Did not answer
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Attendees were asked if they were given an opportunity to ask questions. Responses were as follows:

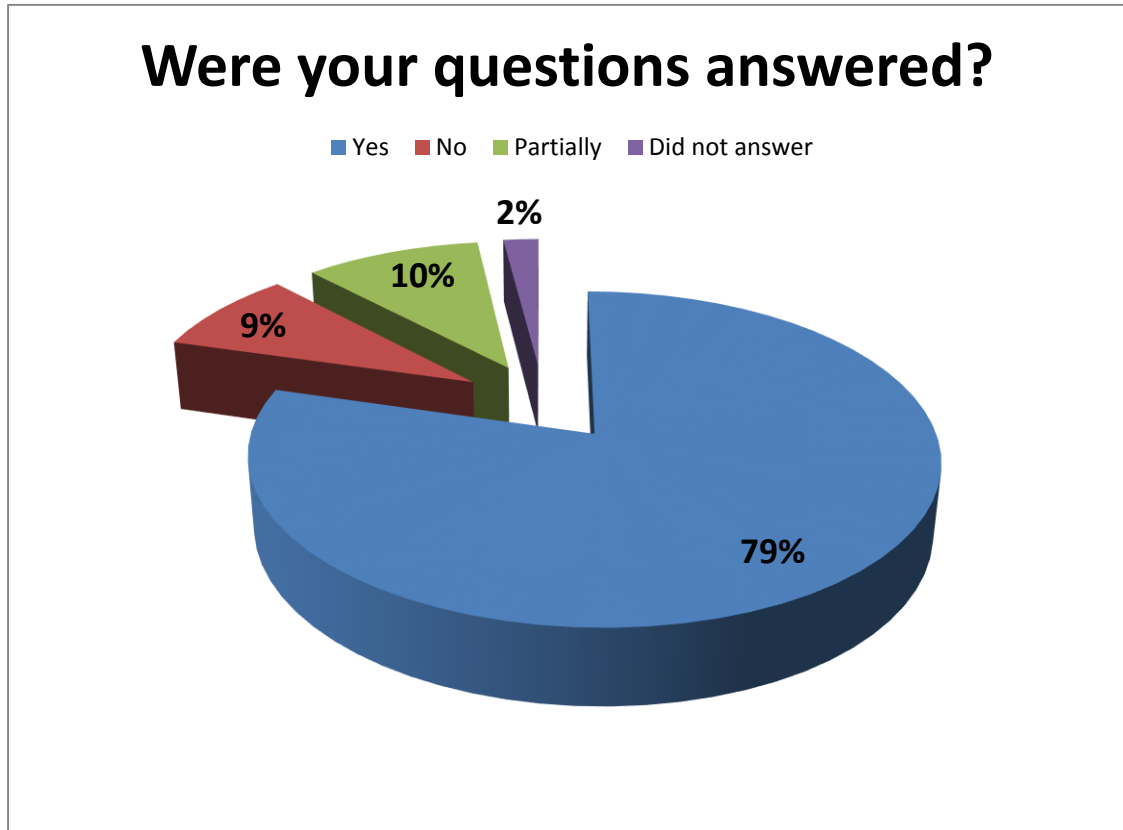
94.02%	Yes	0.85%	No	5.13%	Did Not Answer
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## Section 6 – MAJOR CONSULTATION EVENTS

Attendees were asked if they felt that their questions had been answered. Responses were as follows:

79.5%	Yes	8.5%	No	10%	Partially	2%	Did not answer
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A full breakdown of design-related responses has been provided at Appendix D.

### Post Event Communication

Following the event the information display boards, video fly-through and 3D physical model were relocated to Regen Central, where they remain permanently on display. The event was reported in the local press and the Sheerwater News Community Newsletter. The display boards and video fly-through also remain available on the project website.

### Impact of Consultation

Following the Masterplan Exhibition there has been an increase in the number of visitors to Regen Central. Reasons for visits have been identified as:

- Seeking a general update on the regeneration proposals
- Confirming phasing or possible moving dates
- Word of mouth recommendations from people who attended the exhibition
- Clarifying personal housing situation



## Section 7 – CONTINUOUS CONSULTATION METHODS

### 7.1 Continuous Consultation Strategy

Our Consultation Strategy was underpinned by the effective use of the following consultation methods:

- Community Consultation Forum (CCF)
- Design Workshops
- Focus Groups

Our initial approach to engagement had been to form a Residents Steering Group that would work closely with the Project Team to help shape the Masterplan design proposals. Due to the large number of residents expressing a strong interest in working with the Project Team, the formation of a Community Consultation Forum was considered to be a more appropriate engagement tool.

CCF engagement was further informed by work undertaken in Design Workshops and Focus Groups.

### 7.2 Community Consultation Forum

The CCF is a large self-selected group of residents and community stakeholders, which initially comprised a total of 148 members. Membership of the CCF includes:

- Council Tenants
- Other Tenants
- Home Owners
- Private Landlords
- Local Businesses
- Representatives from local schools
- Local Service Providers
- Community Leaders
- Local Councillors
- Residents from outside the Red Line, including Woodham and Old Avenue

The CCF continued to evolve throughout the masterplanning process with members of the community joining and leaving at various stages of the process.

Following community feedback, we carried out an overall review of our communication strategy in July 2014. This included reviewing membership of the CCF to identify members who had not yet participated in any meetings and also to encourage new members to take part.

The remit of the group was to contribute local knowledge and experience and to work with the Project Team on issues associated with the development of the Masterplan proposals. CCF meetings informed the design and development of the project in advance of major public consultation events organised for the wider community.

## Section 7 – CONTINUOUS CONSULTATION METHODS

A total of 8 CCFs have taken place to date, with varied attendance. A full list of CCFs is shown below:

	CCF Topic	Date	Venue	Participants
CCF1	About Sheerwater	31 <sup>st</sup> July 2013 7pm-9pm	Parkview Community Centre	87
CCF2	Community Objectives	3rd October 2013 7pm-9pm	Parkview Community Centre	61
CCF3	Options Workshop Preview	29 <sup>th</sup> May 2014 7pm-9pm	Bishop David Brown School	71
CCF4	Consultation & Communication	30 <sup>th</sup> July 2014 7pm-9pm	Bishop David Brown School	67
CCF5	Emerging Masterplan & Streetscape	24 <sup>th</sup> September 2014 7pm-9pm	Bishop David Brown School	18
CCF6	Housing & Character Areas	8 <sup>th</sup> October 2014 7pm-9pm	Bishop David Brown School	31
CCF7	Emerging Masterplan Update	22 <sup>nd</sup> October 2014 7pm-9pm	Bishop David Brown School	36
CCF8	Preferred Masterplan	8 <sup>th</sup> January 2015 7pm-9pm	Bishop David Brown School	58
CCF8	Preferred Masterplan – Re-run	13 <sup>th</sup> & 14 <sup>th</sup> February All day	Parkview Community Centre	148



## Section 7 – CONTINUOUS CONSULTATION METHODS

### 7.2.1 Community Consultation Forum 1

The event took place on 31<sup>st</sup> July 2013 at Parkview Community Centre and was attended by 87 people.

The primary purpose of the event was to allow the local community a chance to provide the Project Team with an insight into life in Sheerwater and to gather information on the community and its requirements.

The workshop also proved the Project Team with an opportunity to provide information to the community on the masterplanning process.

At the event participants were asked to consider:

- What they liked and did not like about living in Sheerwater
- What facilities they used and did not use
- What they would like the regeneration to do for Sheerwater

#### **Promotion & Attendance**

All 148 CCF members were sent a letter of invitation to CCF1 in advance of the meeting, and an e-mail reminder was sent out three days before. 87 of the 148 invitees attended the workshop.

#### **Format**

CCF members were seated at eleven tables, each manned by a facilitator from the Project Team. Each table participated in the same activity, which involved discussion of the following:

- What do you like and dislike about Sheerwater?
- What facilities do you use?
- What local facilities are missing?
- Do you find it easy to get where you want to go?
- What crime or anti-social behaviour issues are there in the area; if any, where are the hotspots?
- What do you want the Sheerwater Regeneration to do for you?

#### **Event Outputs**

The responses were analysed and used to produce a graphic presentation that conveyed the major themes and outputs from the workshop. A copy of the event summary has been provided at Appendix F, which includes an analysis of the composition of each table, a description of event logistics and a breakdown of each table's responses.

## Section 7 – CONTINUOUS CONSULTATION METHODS

### CCF 1 Reporting

Feedback from CCF1 was reported back to the community as follows:

- In the October 2013 Sheerwater Regeneration Newsletter
- On the Sheerwater Regeneration website
- At the next CCF workshop
- At the Vision Workshop as part of the 'What you've told us' zone

### CCF 1 Design Impacts:

The first CCF was used to gather information on the experiences that the local community has of living in Sheerwater, their thoughts on what they like and dislike and on what facilities they think should be included in the Sheerwater Regeneration.

Comments made by those attending CCF 1 have influenced the design of the Masterplan design development in the following ways:

- The Project Team ensured that public spaces are designed to be overlooked to increase passive surveillance and discourage anti-social behaviour
- The existing Local Centre has been protected and enhanced with the provision of shops that will complement the facilities introduced in the new ASDA supermarket
- A bus route through the centre of Sheerwater has been allowed via the redesigned Dartmouth Avenue to maximise access to public transport for all Sheerwater residents
- Private allocated parking has been formalised; separate parking is provided for retail leisure and community facilities
- A brand new publically accessible leisure centre will be built between the two schools that will offer more options for sport and recreation to the residents

### 7.2.2 Community Consultation Forum 2

The event took place on 3<sup>rd</sup> October 2013 at Parkview Community Centre and was attended by 61 people.

The purpose of CCF 2 was to:

- Introduce the Baseline Report focusing the opportunities and constraints that had been identified during the initial masterplanning work and how these will be used to guide the development of the Masterplan design
- Establish a hierarchy of community objectives for the Sheerwater Regeneration proposals
- Present feedback from the previous CCF meeting

### Promotion & Attendance

All 148 CCF members were sent a letter of invitation to CCF2 in advance of the meeting, and an e-mail reminder was also issued. 61 of the 148 invitees attended the workshop.

## Section 7 – CONTINUOUS CONSULTATION METHODS

### Format

CCF members were seated at eleven tables, each manned by a facilitator from the Project Team. Each table participated in the same activity, which involved considering a list of 28 possible community objectives identified and developed as a result of the information gathered at CCF1. Attendees were initially asked to personally prioritise each community objective them under the following headings:

- Essential to the success of the regeneration of Sheerwater
- Desirable to the success of the regeneration of Sheerwater
- Nice to have to the success of the regeneration of Sheerwater
- Not important to the success of the regeneration of Sheerwater

Once the individual assessments had been completed, the facilitator led a group discussion aimed at creating a table consensus on the prioritisation. Where this was not possible, statements were ranked on the basis of the majority view. Feedback from each table was shared with the remainder of the CCF attendees at the end of the session.

### Event Outputs

Individual and table data was collated and analysed to identify personal and group priorities for the regeneration proposals. These priorities were recorded and used to inform the initial design proposals. A copy of the event summary has been provided at Appendix F.

### Reporting

Feedback was reported in:

- February 2014 issue of the Sheerwater Regeneration Newsletter
- The project website, where both the Baseline Report and the Feedback Analysis Report were available to download.
- The Vision Workshop exhibition under the 'Community Objectives' section.

### Impact of Consultation

The hierarchy of priorities that emerged from the workshop informed the development of the Vision Workshop material, and of the Design Assessment Matrix used to test the Masterplan Options as they developed.

Comments made by those attending CCF 2 have influenced the Masterplan Concepts in the following ways:

- Improved and formalised links to the canal and access to public transport
- Informed the provision and type of new leisure facilities
- Informed provision of specialist accommodation for the elderly
- Informed the provision of new facilities that complement the new ASDA superstore
- Designed streets that give priority to pedestrians and cyclists
- Introduced traffic calming measures in the key arteries to the Masterplan
- Designed open space that is well overlooked to discourage anti-social behaviour

## Section 7 – CONTINUOUS CONSULTATION METHODS

- Provided a green central spine to Sheerwater that extends the character of the canal into the estate and adds to the leafiness of the existing estate
- Developed a scheme that provides mostly family dwellings of 2, 3, 4 and 5 bed houses

### 7.2.3 Community Consultation Forum 3

The event took place on 29<sup>th</sup> May 2014 at Bishop David Brown School and was attended by 71 members of the CCF.

The purpose of CCF 3 was to:

- Provide a preview of the Options Workshop ahead it opening to the wider public
- Provide an opportunity for the Project Team to explain to attendees how the feedback from previous CCFs had been used to shape the Masterplan Concepts that were being presented

#### Promotion and Attendance

All 148 CCF members were sent a letter of invitation to CCF3 in advance of the event and an e-mail reminder was also issued. 71 of the 148 invitees attended the event.

#### Format

Information was presented using large curved display stands which separated the three Masterplan Concept designs into zones. The Masterplan Concept zones were:

- Pocket Parks
- Village Green
- Watergardens

Each zone contained a variety of printed display materials, a fully- interactive 3D computerised model and a feedback station. Each zone was facilitated by members of the Project Team.

In addition to the Masterplan Concept zones, a Welcome Station provided an introduction to the event, presenting the Community Objectives defined by the Community Consultation Forum and describing the purpose of the event and the structure of the information being provided.

The exhibition also included a 'What Happens Next' station providing an overview of the future steps in the masterplanning process, the key dates in the design and decision making process, and future opportunities to engage with the Project Team to guide the Masterplan proposals.

The exhibition concluded with a Feedback Station where all 3 concepts were summarised and attendees were asked to complete an Exit Questionnaire which compared the three Masterplan Options and ranked them in order of personal preference.

Members of the project Team were on hand at all times to help explain the purpose of the event, guide visitors around the exhibition and provide any other assistance required.

#### Event Outputs

## Section 7 – CONTINUOUS CONSULTATION METHODS

Outputs from CCF3 form part of the overall feedback and outputs from the Options Workshop, which has been provided at Appendix C.

### Reporting

Details of the event were contained on the project website and reported in the July 2014 edition of the Sheerwater Regeneration News.

### Impact of Consultation

Impacts from CCF3 form part of the overall feedback from the Options Workshop, which has been provided at Appendix C.

#### 7.2.4 Community Consultation Forum 4

The event took place on 30<sup>th</sup> July 2014 at Bishop David Brown School and was attended by 67 people. The purpose of CCF 4 was to:

- Communicate feedback and directives from the Council Gateway 2 Review Meeting held on 10<sup>th</sup> July 2014 and the Council Executive Meeting held on 17<sup>th</sup> July 2014
- Trial the new standardised agenda in line with our revised consultation strategy.
- Share feedback from the Options Workshop and to introduce the Emerging Masterplan design
- Introduce a revised public consultation strategy

### Promotion and Attendance

Following a review of CCF membership, number of people who had originally wished to participate in CCF events, indicated that this was no longer the case. Invitations were sent to a total of 82 remaining CCF members and a further 6 people who had expressed a wish to join.

A total of 67 people attended the event, including 12 who attended following word of mouth publicity from existing CCF members. The additional attendees were then added to the overall CCF membership list.

### Format

CCF members were seated at eight tables, with a member of the Project Team at each one. A PowerPoint presentation had been prepared, covering the following topics:

- WBC's Masterplan Gateway Review Meeting
- Detailed Masterplan Brief
- Public Engagement Strategy
- Masterplanning Update
  - Feedback on the Options Workshop
  - Masterplan Design Brief
  - The Emerging Masterplan
- Myth-busters questions and answers

### Event Outputs



## Section 7 – CONTINUOUS CONSULTATION METHODS

The event was disrupted from an early stage by a group of opponents to the regeneration proposals. Some attendees decided to leave the meeting early due to the hostile environment that had developed.

The Project Team completed the presentation, including providing an overview of the revised communication strategy which offered increased opportunities to participate in helping to shape the Masterplan design.

A programme of Design Workshops, including dates, topics and venues was provided to all attendees and a limited number of people signed up to participate in these Design Workshops.

### **Impact of Consultation**

It was subsequently decided that future CCF meetings should adopt a more controlled format where the community and the Project Team could more effectively engage on design related matters.

#### **7.2.5 Community Consultation Forum 5**

The event took place on 24<sup>th</sup> September 2014 at Bishop David Brown School and was attended by 18 people.

The purpose of CCF 5 was to:

- Feedback the outputs of Design Workshops
- Explain the principles behind the Emerging Masterplan proposals
- Consider and discuss the emerging streetscape design proposals

### **Format**

The attendees worked in two groups to consider the following elements of the emerging Masterplan proposals:

- Infrastructure and Streetscape
- Emerging Masterplan design
- Community Facilities
- Leisure and Recreation Facilities

The Project Team explained the design strategy for each element and demonstrated how feedback from the Design Workshops had been incorporated within the design proposals. Members of the CCF were able to ask questions, critique the proposals, and discuss their preferences.

### **Event Outputs**

Many of those attending the event expressed their satisfaction with the revised CCF format and indicated that they felt the format enabled a better quality of engagement and consultation to take place.

#### **7.2.6 Community Consultation Forum 6**



## Section 7 – CONTINUOUS CONSULTATION METHODS

The event took place on 8<sup>th</sup> October 2014 at Bishop David Brown School and was attended by 31 people, six of whom were attending for the first time.

The purpose of CCF 6 was to:

- Feedback the outputs of Design Workshops
- Explain the principles behind the proposed Masterplan 'Character Areas'
- Consider the emerging housing typologies proposals

### Format

The attendees worked in three groups to consider the following:

- Styles of properties
- Landscaping
- Streetscape

The Project Team explained the design strategy for each element and demonstrated how feedback from the Design Workshops had been incorporated within the emerging Masterplan design proposals. Members of the community were able to ask questions, critique the proposals, and discuss their preferences.

### Event Outputs

The following feedback was provided by the participants.

- There was some concern about the size of front gardens which are smaller than those currently found across the estate
- There were requests for on-plot car parking as it was perceived that this would help to reduce insurance premiums
- Participants preferred individual bin provision rather than communal bin stores
- Some participants preferred open plan living and others preferred separate living, kitchen, and dining areas
- There was no particular preference in terms of external appearance of the properties
- Larger windows were preferred
- Some residents liked the possibility of "upside down" living, with living rooms on the upper floors
- Balconies were popular

## Section 7 – CONTINUOUS CONSULTATION METHODS

### 7.2.7 Community Consultation Forum 7

The event took place on 22nd October 2014 at Bishop David Brown School and was attended by 36 people.

The purpose of CCF 7 was to:

- Provided an update on of the evolution of the emerging Masterplan design through its various design iterations, and explain how it had been influenced by community feedback.

#### Format

Attendees worked in three groups to consider the following elements of the emerging Masterplan:

- The overall design/layout of the Masterplan
- Location of the community facilities
- Formal and informal play and recreational facilities within the green open spaces
- The 'swale' water feature

#### Event Outputs

- Attendees felt that insufficient car parking space was being provided within the proposed Masterplan, and felt that parking provision constraints imposed by Local Planning Authority policy are not appropriate for the scheme
- Attendees were pleased to see that additional pedestrian access points to the Basingstoke Canal were included within the design proposals
- Attendees were encouraged that the design proposals were attempting to protect and retain as many existing trees as possible within the regeneration area, particularly the high value trees that form an ecological corridor along the canal
- One of the groups raised concerns about the integration of the 'swale' water feature and the potential safety risks this could create for younger children. The Project Team were able to provided assurances that the water feature is designed to act as a Sustainable Drainage System (SuDS) and is likely to be a dry feature for the majority of the year

CCF 7 concluded the programme of consultation opportunities that had been designed to inform the Emerging Masterplan proposals.

### 7.2.8 Community Consultation Forum 8

The event took place on 8<sup>th</sup> January 2015 at Bishop David Brown School and was attended by 58 people, 33 of whom had not registered their intention to attend.

The purpose of CCF 8 was to:

- Communicate the Preferred Masterplan proposals
- Introduce PPCR, Independent Resident Advisors

## Section 7 – CONTINUOUS CONSULTATION METHODS

### Format

Due to the fact that a large number of people did not confirm their intention to attend this event, but were present on the night, the event had to be split between 2 rooms:

- Room 1 – Design Related Session
- Room 2 – Community Related Session

Each session ran for 45 minutes before the groups swapped over to attend the next session. This was to ensure that all attendees were provided with the same information.

The Design Related Session focused on the following topics:

- Masterplanning design update
- Landscaping proposals
- Phase 1 and Housing Typology proposals

The Community Related Session was provided to allow PPCR, Independent Resident Advisors, to be introduced to the CCF and then discuss follow up events in relation to the draft Community Charter document which would be issued by WBC on 15<sup>th</sup> January 2015.

### Event Outputs

During and following CCF8, those attending expressed frustration that time to review the design proposals had been limited due to having to attend an additional community session. Therefore, in order to ensure that everyone had sufficient time to view and understand the design proposals, the Project Team organised a re-run of CCF8, in the form of a Community Update event. The Community Update was publicised across the whole of Sheerwater and in the wider community and took place over 2 full days at Parkview Community Centre.

#### 7.2.9 Community Update (Community Consultation Forum 8 Re-run)

##### Promotion & Attendance

The event was promoted through the project website, posters, flyers and both e-mails and texts which were sent to the project mailing list in advance of the event. A total of 196 people attended the event over the two days. This figure breaks down as follows:

##### Saturday 13<sup>th</sup> February

Elderly Session – 2 attendees  
Session 1 – 61 attendees  
Session 2 – 46 attendees

## Section 7 – CONTINUOUS CONSULTATION METHODS

### Saturday 14<sup>th</sup> February

Session 3 – 87 attendees

Following CCF8, several attendees requested more time to review and understand the latest design proposals. In direct response to this feedback the Project Team organised a re-run of CCF8 in place of the planned Masterplan Design Exhibition, moving this wider public event to the 21<sup>st</sup> and 22<sup>nd</sup> March. This provided another opportunity for the Sheerwater community to view the Masterplan proposals and discuss them in detail with the Project Team and provide feedback to us.

The event presented updated versions of the information displayed at CCF8, and covered the Masterplan, Landscaping, and Phase 1 Design and Housing Typologies.

In addition, as many residents at CCF 8 had requested clarification on infrastructure related issues, especially parking and drainage, the project Consulting Engineer was in attendance to answer their questions.

To ensure that those attending the event had sufficient time to absorb the information, the design proposals were displayed, exhibition style, in the main hall where members of the Project Team and PPCR staff, the independent resident advisers who attended CCF8 in January were also in attendance. The Q & A sessions were run in two separate rooms, one dealing with Housing Typologies and Phase 1 design, and the other with Masterplanning, Landscaping and Infrastructure.

Additional staff from PPCR were also on hand in a third room to respond to questions or take feedback on the Council's draft Community Charter documents.

#### Feedback & Analysis

Feedback at the event was by way of an Exit Survey to ensure that everyone attending felt that they had been given sufficient time to view the design proposals and had been provided with ample opportunity to ask questions.

A total of 86 people completed the survey. Of these, 74% lived within the red line and 26% outside. 51% were tenants, 35% freeholders, 12% leaseholders and 2% others.

### 7.3 Design Workshops

A programme of Design Workshops was developed to run in tandem with the on-going programme of CCFs.

The Design Workshops were designed to facilitate more direct and detailed engagement with residents and stakeholders, encouraging them to engage proactively in a smaller workshop environment focusing on the design development of the detailed Masterplan proposals.

Residents from the local community worked in groups of up to 20 participants in a round-table discussion format on specific areas of design development, led by members of the Project Team. Meeting notes and actions were recorded to inform future iterations of the Masterplan design, and were posted on the regeneration website. The outcomes of these meetings were then fed back to participants in the CCFs.

## Section 7 – CONTINUOUS CONSULTATION METHODS

The programme for the new Design Workshops was presented at CCF4, and attendees were encouraged to register for the available places.

	Topic	Date	Participant
DW 1	Streetscape & Infrastructure	14 <sup>th</sup> August	5
DW 2	Emerging Masterplan	20 <sup>th</sup> August	9
DW 3	Community Facilities	3 <sup>rd</sup> September	8
DW 4	Leisure and Recreation	16 <sup>th</sup> September	3
DW 5	Housing and Character Areas	25 <sup>th</sup> September	7
DW 6	Drainage/Flooding	1 <sup>st</sup> October	4
DW 7	Elderly Accommodation	13 <sup>th</sup> November	18

### 7.3.1 Design Workshop 1

This Design Workshop was held in Parkview Community Centre on 14<sup>th</sup> August and was attended by five people. The main topic was Streetscape and Infrastructure. The following issues formed part of the discussion:

- Cycling
- Traffic calming
- Transport
- Flooding
- Parking
- Boundary treatments



## Section 7 – CONTINUOUS CONSULTATION METHODS

### Outputs

Outputs from this Design Workshop were reported at CCF 5 (24<sup>th</sup> September 2014). Notes from the meeting were published on the project website and a copy has been provided at Appendix F.

#### 7.3.2 Design Workshop 2

This Design Workshop was held in Parkview Community Centre on 20<sup>th</sup> August 2014 and was attended by nine people. The main topic was the Emerging Masterplan design. The following issues formed part of the discussion:

- Emerging Masterplan
- Open space
- Ecology
- Drainage
- Parking
- Bus routes

### Outputs

Outputs from this Design Workshop were reported at CCF 5 (24<sup>th</sup> September 2014). Notes from the meeting were published on the project website and a copy has been provided at Appendix F.

#### 7.3.3 Design Workshop 3

This Design Workshop was held in Parkview Community Centre on 3<sup>rd</sup> September 2014 and was attended by 8 people. The main topic was Community Facilities. The following issues formed part of the discussion:

- Sheltered accommodation
- Health Centre
- Sports and Leisure
- Nurseries
- Community Centre/Youth Centre
- Trees

### Outputs

Outputs from this Design Workshop were reported at CCF 5 (24<sup>th</sup> September 2014). Notes from the meeting were published on the project website and a copy has been provided at Appendix F.

## Section 7 – CONTINUOUS CONSULTATION METHODS

### 7.3.4 Design Workshop 4

This Design Workshop was held in Parkview Community Centre on 16<sup>th</sup> September 2014 and was attended by 3 people. The main topic was Leisure & Recreation. The following issues formed part of the discussion:

- Open spaces/recreation
- Leisure Centre and associated facilities

#### Outputs

Outputs from this Design Workshop were reported at CCF 5 (24<sup>th</sup> September 2014). Notes from the meeting were published on the project website and a copy has been provided at Appendix F.

### 7.3.5 Design Workshop 5

This Design Workshop was held in Parkview Community Centre on 25<sup>th</sup> September 2014 and was attended by seven people. The main topic was Housing & Character Areas. The following issues formed part of the discussion:

- Property Layouts and Space Standards
- Garages and Parking

#### Outputs

Outputs from this Design Workshop were reported at CCF 6 (8<sup>th</sup> October 2014). Notes from the meeting were published on the project website and a copy has been provided at Appendix F.

### 7.3.6 Design Workshop 6

This Design Workshop was held in Parkview Community Centre on 1<sup>st</sup> October 2014 and was attended by four people. The main topic was Drainage. The following issues formed part of the discussion:

- SuDS
- Flooding and Flood Risk

#### Outputs

Outputs from this Design Workshop were reported at CCF 6 (8<sup>th</sup> October 2014). Notes from the meeting were published on the project website and a copy has been provided at Appendix F.



## Section 7 – CONTINUOUS CONSULTATION METHODS

### 7.3.7 Design Workshop 7

This Design Workshop was held in the Common Room at Woodlands House, Sheltered Accommodation on 13<sup>th</sup> November 2014 and was attended by 18 people. The main topic was Elderly Accommodation. The following issues formed part of the discussion:

- Review of Visit to Oaktree House in Reading
- Current Masterplan
- Design Standards
- General Queries



### 7.3.8 Overall Impact of the Community Consultation Forum and Design Workshops

Despite the interweaving of the various events, this series of consultation and engagement exhibitions and workshops produced a wealth of information and detailed feedback that was directly taken into account by the Project Team during the Masterplan design development. All the changes to the Masterplan proposals described below were made in response to feedback from Community Consultation Forums, Design Workshops and Focus Groups.

#### **Parking**

The Masterplan has formalised car parking provision featuring on street, on plot and garage solutions. Parking has been a major focus of concern for residents and stakeholders throughout this stage of consultation as it is felt that there is currently under provision on the existing Sheerwater Estate.

The Design Team has therefore pledged to provide parking provision in line with Woking's maximum parking standards. In addition, we introduced additional visitor and commercial parking along the edge of the park and next to all retail and community facilities, in response to residents' comments.



## Section 7 – CONTINUOUS CONSULTATION METHODS

Residents also suggested basement parking and this has been incorporated in the Masterplan designs on a limited basis due to the high water table across the proposed regeneration area.

### **Public Transport**

Residents were keen for the Masterplan proposals to improve bus services to Sheerwater. Though there were some initial barriers, the solution finally settled upon was to reroute the bus via Dartmouth Avenue to ensure maximum accessibility through the centre of Sheerwater.

Residents' proposals for a second bus route through Sheerwater were deemed unfeasible after discussions with bus providers. In response to residents' priorities regarding the bus route, expressed at DW 7, the bus stops were located to provide easy access to transport for residents of Assisted Living accommodation, and to provide good connections to the retail hub and all other community facilities provided as part of the Masterplan proposals.

### **Traffic**

Access to the Leisure Centre has been moved to come directly off the roundabout rather than off Dartmouth Avenue as suggested in consultation and engagement sessions. The Masterplan is designed to be a 20mph zone thereby addressing residents' concerns regarding current excessive traffic speed across Sheerwater. Narrowing has been introduced on some roads as a traffic calming measure following consultation with the Local Highways Authority.

### **Cycling**

We have proposed a clear street hierarchy as suggested, with a designated cycle and pedestrian route linking the Central Linear Park, the existing Basingstoke Canal cycle path and community facilities. Bike storage will be provided for all dwellings.

### **Green space**

We have made significant changes to the location and layout of green space and public amenities in the Masterplan proposals, to encourage and enhance residents' enjoyment of open space. Open space itself was redistributed more evenly across the central area of the Masterplan. In addition, measures were taken to preserve high ecological value existing trees.

A 'green pedestrian loop' linking the Masterplan proposal to Basingstoke Canal is now a key principle of the proposed masterplan and, in response to further positive feedback on this feature once exhibited to residents, the spaces connecting to the towpath were made more generous to enhance its effect.

An ecological buffer zone has been introduced between the canal and new housing to minimise the impact on the ecology of the canal corridor. This move is also supported by the ecologist.

### **Community & Leisure Facilities**

The Health Centre was moved to a more prominent location closer to the Assisted Living accommodation, which was moved to overlook open space and closer to public transport, as were the Community and Youth Centres.

## Section 7 – CONTINUOUS CONSULTATION METHODS

The nursery was relocated to be adjacent to the Community and Youth Centre in a standalone building.

Answering residents' concerns about the accessibility and usability of the leisure facilities, the team has employed a Leisure Centre Design Specialist to ensure that the facility is fit for purpose for its shared use as a community leisure centre and providing sports facilities for Sheerwater FC and Bishop David Brown School.

A Traffic Impact Assessment is included in support of the hybrid planning application, to address residents' concerns regarding the concern that additional traffic generated by the leisure centre would create unmanageable traffic conditions in the locality.

As requested by residents and Sheerwater FC club the Masterplan proposals makes provision for facilities for SFC within the Leisure and Educational Hub. Following further consultation at the Design Workshops an additional cycle and pedestrian route has been included to link the Leisure and Education Hub to the Central Linear Park.

Cricket nets have been incorporated in the Leisure and Education Hub at the bequest of the community.

Residents' suggestion that shared facilities and access to open space could be provided between the Community and Youth Centres was discussed and will be further progressed during the detailed design stage.

A Community Use Agreement for the new Leisure Facilities has now been agreed in principle between the schools and Woking Borough Council, and will be implemented when the new facilities are in operation.

The Project Team intend to include local children in the design of the local skate/BMX park. Residents' suggestions for a MUGA, outdoor gym, climbing wall, and natural play areas are intended to be incorporated in the detailed design stage.

The addition of a standalone bowling green was discussed but considered impractical in terms of space and maintenance costs. Instead indoor bowling facilities have been incorporated within the leisure centre design.

### **Homes**

In response to mixed preferences for separate or open plan kitchen living and dining, residential unit designs have been revised to make separated living spaces the default position, with flexibility to have open plan if residents prefer.

The use of community refuse disposal was explored but residence preferred the use of individual refuse and recycling facilities. Suitable storage for bins and bikes has been designed into front boundary treatments to minimise front garden clutter.

We will endeavour to involve individual residents in the design and fit out of the property they will be allocated at the appropriate point in the masterplanning process, as requested.

## Section 7 – CONTINUOUS CONSULTATION METHODS

### Drainage

At residents' request, an additional workshop on drainage was organised for 01/10/14. The project engineers explained the principles of the SuDS and flood risk mitigation measures for the Sheerwater Masterplan to residents.

### Feedback

All notes and feedback in relation to Continuous Consultation Methods have been provided at Appendix F.

## 7.4 Focus Groups

During the masterplanning process the Project Team developed a programme of Focus Groups to bring together key stakeholders who work in and provide services for the Sheerwater community. This work was seen to be critically linked to the success of the regeneration project and Community Objectives.

Subject to planning permission being granted Focus Groups will form part of the on-going design development process to inform the detailed design of the Masterplan proposals.

The Focus Group meetings gave participants an opportunity to obtain detailed information regarding the regeneration project and the impact the proposals may have on the services they use or offer. Group members were encouraged to share specific needs, aspirations and concerns with the Project Team, and each other, in order that these could be discussed and where appropriate incorporated within the Masterplan design proposals.

Schedule of Focus Groups			
	Topic	Date	Participant numbers
1	Woodlands House Coffee morning	21 <sup>st</sup> November	14
2	Over 55s – afternoon tea	21 <sup>st</sup> November	10
3	Education Services	4 <sup>th</sup> December	3
4	Retail and Business	5 <sup>th</sup> December	7
5	ASB/Community Safety	18 <sup>th</sup> December	4
6	Health and Wellbeing lunch	19 <sup>th</sup> December	5
7	Youth Provision	19 <sup>th</sup> December	5

**Woodlands House Coffee Morning:** 21<sup>st</sup> November 2013, 10am-12am, Woodlands House

**Promotion & Attendance:** Woodlands House Residents and Supported Tenants at Bunyard Drive were invited to attend. 14 participants from these locations attended, with staff from NVH and HTA.

The majority of residents were in support of the regeneration, although a number were nervous of the potential impact of change on the elderly community. The residents stressed their desire to stay together as a community and retain their existing support structure throughout and following the regeneration process. Some also noted that they would like their new homes to be located close to the Health Centre, the local shops and bus route.

## Section 7 – CONTINUOUS CONSULTATION METHODS

**Over 55s Afternoon Tea:** 21<sup>st</sup> November 2013, 2pm-4pm, Parkview Community Centre

**Promotion & Attendance:** As above, with posters to invite the wider Sheerwater community. 10 people attended.

Once again the majority of residents were supportive of the regeneration proposals though some Bunyard Drive residents expressed a reluctance to be relocated. Again residents wanted to live in close proximity to health services and shops and they also requested the provision of an improved bus route running through the heart of Sheerwater with a more frequent service that continued later into the evening. A new leisure centre would be warmly received and many residents suggested they would use a swimming pool and other indoor leisure facilities.

**Educational Services Focus Group:** 4<sup>th</sup> December 2013, 2.30pm-4pm, Broadmere School

**Promotion & Attendance:** Invitation was by personal e-mail to service providers/stakeholders. The meeting was attended by the Children’s Centre Manager; Deputy Head Teacher, Broadmere Primary School; Business Manager; Bishop David Brown Secondary School (BDB); and representatives from NVH and HTA.

Bishop David Brown School, Broadmere Primary School, the Children’s Centre, Parkview Community Centre, the Sure Start Centre and the Health Centre work collectively to ensure the welfare of local children and provide support to local families. The focus group expressed its desire to maintain and develop this. The following topics were discussed in detail during the Focus Group meeting:

- The need to maintain and strengthen inter-agency links
- Traffic and road safety
- Dartmouth Avenue shops are not perceived to be safe for children
- The existing Children’s Centre facilities are not fit for purpose
- The Project Team needs support from the group to further engage with harder to reach groups
- If the project goes ahead, there should be opportunities to work with pupils from both schools as the regeneration proposals develop and are delivered

**Business and retailers:** 5<sup>th</sup> December 2013, 2pm-4pm, Parkview Community Centre

**Promotion & Attendance:** Owners/occupiers of the retail businesses on Dartmouth Avenue were invited by hand-delivered letter. Representatives from six of the shops attended the meeting.

The attendees appreciated the opportunity to meet, and were keen to gain an understanding of the scope of the regeneration proposals and the potential implications for their businesses. Queries focused on the scale, location and nature of the retail facilities that would be provided within the proposed Masterplan. Timescales, compensation and revised rental structures relating to potential relocation were also high on the agenda.

The focus group members are nervous of the impact of the new ASDA supermarket and would like to work with the Project Team to ensure the continued vitality and sustainability of their businesses. The following topics were discussed in detail.

- The Project Team must ensure that local businesses benefit from the increased population and better accessibility of the retail hub created by the regeneration proposals

## Section 7 – CONTINUOUS CONSULTATION METHODS

- The new Retail Hub should be easily accessible by car and public transport, and for delivery vehicles
- Suitable parking arrangements for the Retail Hub are important
- The Retail Hub needs aesthetic appeal to foster civic pride and discourage antisocial behaviour

**ASB/Community Safety:** 18<sup>th</sup> December 2013, 3pm- 4.30pm, WBC Civic Offices

The group included police and WBC officers and focused on the existing situation on Sheerwater. The main outcome was that any new design should avoid hidden areas which are not overlooked.

**Youth Provision:** 18<sup>th</sup> December 2013, 2pm to 4pm Parkview Community Centre

**Promotion & Attendance:** Invitation was by personal e-mail to service providers/ stakeholders.

The meeting was attended by the:

- Sheerwater Scout leader
- Community Development Officer based at Parkview Community Centre
- Community Cohesion Officer from Bishop David Brown School
- Borough Team Manager for North West Area of Surrey Youth Support Service
- Youth Development Worker (seconded to the Sheerwater Youth Club to help develop activities and programmes which will attract more users and give it a more central role in the community)

Attendees at the Focus Group meeting felt that the regeneration proposals offer a significant opportunity to develop facilities and support for young people in the Sheerwater area. Discussion topics included:

- Locating a new youth facility centrally, with links to the Community Centre and leisure facilities in order to bring young people into the heart of the community, improve integration, reduce anti-social behaviour and enhance the perception of the estate
- The proposed regeneration would give the Scout Group the opportunity to return its activities to Sheerwater and make use of the improved amenity, open space and leisure facilities
- The Scout Group requested that the electricity pylon located within its car park be removed as part of the regeneration proposals
- There is a hope that if the regeneration project creates a more family focused community this will encourage more volunteers to come forward and support activities for young people within Sheerwater
- The group discussed ways of engaging and consulting with the younger population of Sheerwater to communicate the regeneration objectives and address any concerns regarding loss of homes, having to change schools, or losing contact with friends and peers. Ideas included workshops at the school to introduce the regeneration proposals and encourage the younger population to be involved in the detailed design stage of the masterplanning process. Strengthening engagement with the younger population could also assist the Project Team to reach and communicate with parents and other family members who are not currently engaged in the regeneration process.

**Health and Wellbeing:** 19<sup>th</sup> December 2013, 12am- 2pm, Parkview Community Centre

## Section 7 – CONTINUOUS CONSULTATION METHODS

**Promotion & Attendance:** Service providers were invited by personal email. The meeting was attended by:

- Senior GP from the local surgery
- Pharmacist
- Podiatrist
- Representative of Sa- Vi (an organisation supporting the visually impaired)
- Manager of Corner House (local Mental Health Resource Centre providing support for residents suffering from anxiety and depression (First Steps)).

The Focus Group members:

- Provided positive feedback regarding the resident questionnaires and the door to door engagement with the community that arose from this. This process and more personal approaches to communication had been appreciated by the residents
- Supported proposals for the provision of new sports and leisure facilities, feeling that it would encourage residents to become more active and generally improve health and wellbeing in the locality
- Would like to be involved in the detailed Masterplan design to ensure that facilities are located in appropriate areas of the estate to maximise accessibility and maintain the links between service providers

There are some sensitive issues which need to be considered: for example, regarding the positioning of the Health Centre, there was some concern that it would be used as a drop-in facility if placed too close to other amenities. The group was undecided about the preferred location of the pharmacy and whether it should be located in either the Health Centre or the in the Retail Hub.

### **Overall Impact of the Focus Groups**

The Focus Groups have helped to:

- Introduce the key members of the Project Team and define their roles and objectives
- Build relationships and trust with and between community groups, organisations and individuals
- Provide an understanding of the structure of the community, the services that are provided and how the individual organisations interact to satisfy community needs and requirements
- Identify the critical links between services and providers that need to be maintained and improved by the regeneration proposals
- Provide an insight into how the community functions through the eyes of the stakeholders
- Facilitate dialogue regarding the scope and intent of the regeneration process
- Communicate the structure, objectives and progress of the masterplanning process
- Highlight the benefits and impacts that could result from the Regeneration proposals
- Provide stakeholders with the opportunity to ask questions and begin to address issues or concerns they have in relation to the regeneration proposals
- Remove any confusion and conjecture that may be present in the community

## Section 8 – OTHER COMMUNICATION METHODS

### 8.1 Other Communication Methods

The following consultation methods have been utilised throughout the masterplanning process and have helped to underpin the wider public consultation events. Continuous consultation has helped to maintain a steady presence on the estate, giving the community clear points of within the Project Team, and keeping them updated on the progress of the Masterplan proposals.

#### 8.1.1 Newsletters

The newsletter is an excellent method of providing the community with project information and Masterplan progress updates, reporting on the latest consultation events and informing residents of upcoming events and opportunities to participate. Newsletters are a vital form of communication to ensure residents without access to the internet are kept informed and involved with the Masterplan design development.

To date seven issues of the Sheerwater Regeneration Newsletter have been published. These were posted to all Sheerwater residents, to residents in neighbouring areas and also to local stakeholders.

Electronic copies are available on the project website and were also sent by e-mail to those who all parties who have registered an interest. Printed copies are available in Regen Central and in the Parkview Community Centre.

Issue	Date	Distribution
01	August 2013	1,696
02	October 2013	1,739
03	January 2014	1,801
04	May 2014	1,805
05	July 2014	1,805
06	September 2014	1,805
07	January 2015	1,805

Copies of newsletters for each phase of consultation can be found in Appendix E.

#### Sheerwater Community News

A local community newsletter, Sheerwater Community News, is also in circulation within Sheerwater. It is produced quarterly and delivered to all Sheerwater residents. The publication is produced by local residents of Sheerwater and provides regular updates and Sheerwater community events and news. The Project Team are asked on a regular basis to contribute information and articles for this publication.

#### 8.1.2 Sheerwater Regeneration Website

The project website ([www.sheerwater-regeneration.co.uk](http://www.sheerwater-regeneration.co.uk)) provides an additional channel where the Sheerwater community can access information on the regeneration proposals. The website was introduced at an early stage in the development of the Masterplan proposals and its launch was announced in the October 2013 Sheerwater Regeneration Newsletter.



## Section 8 – OTHER COMMUNICATION METHODS

The purpose of the website was to establish an online presence for the regeneration project, allow the Project Team to maintain a regular flow of information, and to make available reports and documents that are difficult to distribute in physical form or exhibited at public events, so that residents could view them at their leisure.

The website also contains a contact page, providing a direct means of contact with members of the Project Team, allowing the community to ask questions and make comments on the Masterplan proposals through this media at their convenience.

The Project Team ensure that the website is contains up-to-date information about the design proposals and forthcoming events. Comments received via the website were followed up by phone, email and where requested with personal appointments.





## Section 8 – OTHER COMMUNICATION METHODS

### Website Review

Following a consultation exercise with members of the community, a full review of the website was undertaken and in November 2014 a more streamlined version of the website was re-launched. Historic and out of date documentation was archived to ensure that the main web pages contained the latest and most accurate project information.

### Analysis of Use

The tables below show an analysis of website activity from the initial launch until the end of May 2015.

#### Analysis of the 'hits' over the entire period – 1<sup>st</sup> July 2013 to 30<sup>th</sup> September 2015:

Sessions	19,540
Users	12,823 (34% repeat visitors/66% single visits)
Page views	59,174
Average page view	3.03 pages
Average duration	2 minutes 25 seconds

## Section 8 – OTHER COMMUNICATION METHODS

### 8.1.3 Sheerwater Questionnaire

The purpose of this questionnaire was to collect detailed data from individual households across the proposed regeneration area. Data was collated on the property size and tenure, the sex and age of residents living there and the presence of - or need for – adaptations. It also asked about usage of local facilities, suggested improvements and views on the proposed regeneration. A total of 324 questionnaires were completed. This information was incorporated in the Masterplan design development.

Residents were given advance notice of the door-to-door survey in the first Sheerwater Regeneration Newsletter. The door-to-door survey commenced in August 2013 and completed in October 2013 during which time 601 homes were canvassed. Homes within the Red Line (as defined at that point in time) were the focus for the first 2 months. Call-back cards were left at homes where no one was available and follow up visits were organized where possible.

The survey questionnaire was also available online and in the regeneration area at Parkview Community Centre, where there was also a project post box. In addition, the questionnaires were available at the Sheerwater Festival, the Vision Workshop (October 2013) and the Options Workshop (May 2014) and during CCF 2, to allow residents who had not yet completed a questionnaire the opportunity to do so.

Property and resident details and views on Sheerwater and the Regeneration project collected in the survey were recorded in a database. 324 questionnaires were completed, with each questionnaire providing data on all occupants within each household. The main responses were as follows:

#### Sheerwater Questionnaire

##### Tenure recorded in survey sample

Council – 199	61%
Freehold and leasehold–73	23%
Tenants – 33	10%
Housing Association – 15	5%
Shared ownership – 4	1%

##### Age of all occupants recorded in survey sample

Age band	Number Recorded	Percentage of Survey Sample
0 to 9	164	19%
10 to 14	65	8%
15 to 19	48	6%
20 to 44	301	35%
45 to 64	206	24%
65 to 74	44	5%
75+	35	4%
<b>Total</b>	<b>863</b>	

Are you in favour of the regeneration?	
Yes	63%
No	25%
Don't know	12%

## Section 8 – OTHER COMMUNICATION METHODS

<b>What do you like about Sheerwater?</b>	<b>What don't you like about Sheerwater?</b>
<ul style="list-style-type: none"> <li>- Location</li> <li>- Local shops</li> <li>- Strong community</li> <li>- Green place</li> <li>- Proximity to canal</li> <li>- Proximity to schools</li> <li>- Community facilities</li> </ul>	<ul style="list-style-type: none"> <li>- ASB</li> <li>- Parking</li> <li>- Feels unsafe</li> <li>- Traffic</li> <li>- Lack of transport</li> <li>- Poor condition of houses</li> <li>- Lack of activities</li> </ul>
<b>What worries you about regeneration?</b>	<b>What do you like about the regeneration?</b>
<ul style="list-style-type: none"> <li>- Relocation</li> <li>- Disruption of community</li> <li>- Affordability and design</li> <li>- Lack of communication</li> <li>- Not tackling estate issues</li> </ul>	<ul style="list-style-type: none"> <li>- Better open space</li> <li>- New community facilities</li> <li>- Environmentally sustainable homes</li> <li>- New commercial centre</li> <li>- New religious centre</li> </ul>
<b>What facilities do you currently use?</b>	<b>What would you like the regen to do?</b>
<ul style="list-style-type: none"> <li>- Shops</li> <li>- Community centre</li> <li>- School</li> <li>- Sports facilities</li> <li>- Nursery</li> <li>- Skate Park</li> <li>- Athletic track</li> <li>- Pub</li> </ul>	<ul style="list-style-type: none"> <li>- Reduce ASB</li> <li>- New leisure/sports facilities</li> <li>- Safe play areas</li> <li>- Better public transport</li> <li>- Employment opportunities</li> <li>- New Health Centre</li> <li>- New Homes for the elderly</li> <li>- Wider mix of housing</li> <li>- Wider use of school facilities</li> </ul>

## Section 8 – OTHER COMMUNICATION METHODS

### 8.1.4 Regen Central Engagement and Information Hub

Having acknowledged the importance of a more permanent and accessible presence on the estate, the Project Team set up Regen Central in January 2015. Regen Central is open 3 days a week, on Tuesday, Wednesday and Thursday between 10am and 2pm for inform drop-in sessions. Appointments can be booked on Tuesdays between 2pm and 8pm or at an alternative time by prior arrangement.

Visitors to Regen Central can view all of the information from the Masterplan Exhibition, including the 3D model and video fly-through of the Masterplan proposals and discuss any queries or concerns with members of the Project Team. They can also access specialist housing advice during drop-in sessions run by members of WBCs Housing Allocations Team.

Opening Regen Central in the heart of the Sheerwater community has allowed residents to engage with the Project Team on a more frequent and less formal basis and provide easy access to current information regarding the development of the regeneration proposals.

From 13<sup>th</sup> January until 30<sup>th</sup> September 2015 a total 531 people have visited Regen Central.



## Section 9 – COMMITMENTS TO THE COMMUNITY

### 9.1 Community Charter

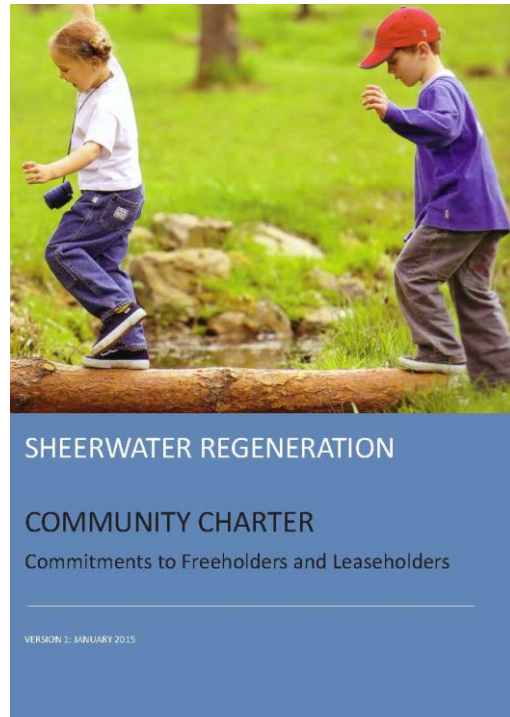
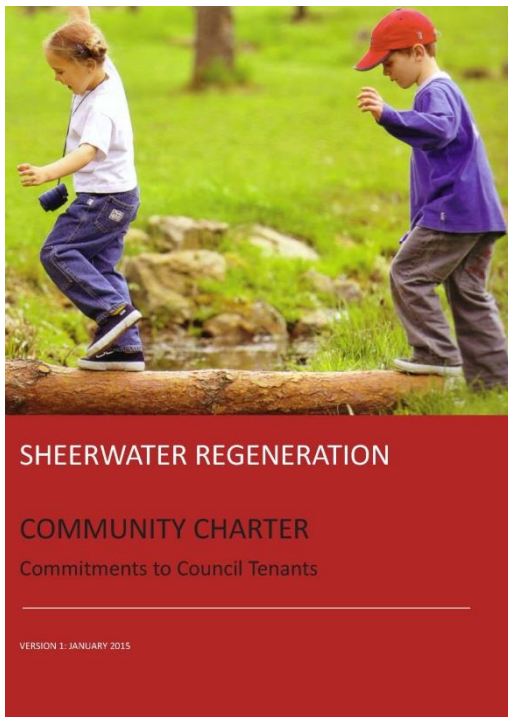
This document sets out the Council's commitments to members of the local community who will be directly affected by the regeneration proposals. A draft Community Charter was issued in January 2015 and a consultation exercise undertaken to enable the community to comment on the draft proposals and ensure the final version of the Community Charter to reflect the needs of the community.

The Community Charter provides a framework for ensuring fair and transparent communication and engagement with all those within the redline, ensuring that they are fully aware of the potential impact that the regeneration may have on their personal circumstances, their statutory entitlement, and the availability of free independent support to guide them through the process.

The following versions of the Draft Community Charter were issued as appropriate:

- Council Tenants
- Council Shared Ownership
- Freeholders & Leaseholders
- Generic version for Housing Association and Thamesway Tenants

The documents were hand delivered on 15<sup>th</sup> January 2015 by members of the Project Team on behalf of WBC. This was to ensure that everyone received their documents on the same day and to guarantee that every document was properly delivered.



## Section 9 – COMMITMENTS TO THE COMMUNITY

### **Draft Community Charter Consultation and Feedback**

Whilst the original consultation period end date was published as Thursday, 12<sup>th</sup> February 2015, this was later extended until Saturday, 14<sup>th</sup> February 2015 in order to allow feedback to be collected at the Community Update Event held on the 13<sup>th</sup> and 14<sup>th</sup> February 2015. The amendment to the consultation date was confirmed in writing to all recipients of the draft Community Charter document.

With each draft Community Charter a pre-paid envelope was included to allow residents to provide their written feedback on the content of the document. 11 written responses were returned within the prescribed deadline. A further two responses were received by email after this date, on February 19<sup>th</sup> and 24<sup>th</sup>. The quality of this feedback was varied, with the majority of responses focused on areas of the proposed regeneration other than the draft Community Charter itself.

During the draft Community Charter consultation period, PPCR (the Independent Resident Advisers) ran a series of small group meetings to allow the community to ask questions and receive clarification on all aspects of the Community Charter commitments. During these sessions, PPCR also collected feedback and comments that was then submitted to WBC for review.

### **Independent Resident Advisors**

In line with the commitments contained within the Community Charter that residents would be able to access independent advice, PPCR a practice which specialises in acting as Independent Resident Advisors, were engaged to work with the community.

PPCR has over 25 years' experience of assisting residents, local authorities and social landlords in the delivery of regeneration projects involving changes in management, ownership, physical, community, social and economic factors. They work with residents and councils to address competing and complex issues to achieve consensus. They are experienced in dealing with supportive and hostile media, and organised campaigns by residents groups to broker effective working between different interest groups and regeneration teams. This ensures that regeneration proposals benefit from effective engagement and residents feel that they have been consulted and have had the opportunity to influence the Masterplanning process.

PPCR's primary role was to maximise engagement and provide independent support and advice to existing Sheerwater residents, helping to improve the clarity and accuracy of information that is in circulation. To be effective in this role PPCR are independent from WBC, the Project Team, any single resident interest group or any other project stakeholder.

## Section 10 – COMMUNICATING CHANGE

### 10.1 Communicating Change

Developing a Masterplan is a fluid process, which will naturally result in changes to design proposals. Throughout the consultation process, it has been made clear that the proposals were always subject to change and the Masterplan design developed.

#### 10.1.1 Changes to the Red Line Area

As the Masterplan design developed, there were some revisions to the proposed red line regeneration boundary that resulted in some properties which had not initially been within the red line regeneration boundary being included, and some properties which had been within the red line regeneration boundary being removed.

The first amendment was as a result of the initial consultation and investigative work being completed, allowing for an assessment of the regeneration boundary to take place in much greater detail. The changes were announced in May 2014. The affected residents all received letters explaining the change and inviting them to make an appointment to see a member of the Project Team to discuss their personal situation. A total of 103 properties were affected by the change and 43 one-to-one sessions took place with affected residents on the 7<sup>th</sup> May.

The second amendment was as a result feedback from the Options Workshop and further development of the Masterplan proposals. Some additional properties were added to the red line regeneration area and some were removed. The changes were announced in July 2014 and all households were sent an invitation to meet with the Project Team to discuss the changes in person.

A total of 48 properties were removed from the red line and 25 properties were added. A total 13 one-to-one sessions were held with residents who responded to the invitation to meet.



## Section 11 – UNDERSTANDING THE MASTERPLAN PROPOSALS

### 11.1 Building Better Understanding of the Masterplan Proposals

During the early stages of the masterplanning process, it was often difficult to engage with residents about the Masterplan design development when their questions regarding how the regeneration proposals would directly affect them were unclear. The public exhibitions provided an opportunity not only to show how the Masterplan proposals were progressing, but also to engage with the community and give them an opportunity to express their views directly to members of the Project Team. Public exhibitions provided opportunities for the community to record their feedback through questionnaires and comment sheets. Many of these comments are documented in this report and have been incorporated in the Masterplan design.

There was a large turnout for the Options Workshop. The response from questionnaires and discussions with Project Team members informed the development of a final Masterplan proposals in important ways. After this event a new phase of consultation and engagement with regard to the Masterplan design was developed. This phase involved an increase in the number of CCFs and also a series of focused Design Workshops where members of the community could participate in detailed design discussions relating to specific design issues.

The Regeneration Team worked with WBC to develop a draft Community Charter which set out to answer residents' questions and clarify the Council's responsibilities and commitments to those within the regeneration area should the regeneration proposals go ahead. These included, but are not limited to, compensation packages, legal advice, and support when moving.

PPCR, Independent Resident advisers, were employed to work with the residents and ensure that they understood the content of the draft Community Charter and allow residents to provide resident feedback to WBC. They were also there as an independent body to inform and answer residents questions about what will happen if the regeneration proceeds. PPCR organised a programme of local meetings for residents who live inside the redline area. PPCR were also available on a drop-in basis at the community update event.

The draft Community Charter was launched for consultation in January 2015, coinciding with the opening of Regen Central the projects information and support hub on Sheerwater manned by members of the Project Team.

The Launch of the draft Community Charter gave residents a context in which to make sense of the regeneration and how it would affect them if it goes ahead. Many residents drop into Regen Central to discuss their own personal issues and how the Charter impacts them. They are also able to study the Exhibition Boards from the Community Update exhibition which had been moved there at their leisure and discuss the regeneration proposals with members of the Project Team.

Some residents have come into Regen Central with erroneous information regarding the regeneration proposals that members of the Project Team are able to correct. Several residents have recommended their friends and neighbours to visit Regen Central too once the anxiety caused by these misconceptions had been allayed by their visit.



## Section 11 – UNDERSTANDING THE MASTERPLAN PROPOSALS

The major outstanding information for residents regarding the regeneration proposals during the early stages of the masterplanning process was the construction phasing programme. This was not available until the final Masterplan Exhibition in March. Once the phasing programme was released, residents were able to focus on meaningful engagement with the masterplanning process, with less distraction from rumours and uncertainties.

Increasingly, residents visited Regen Central to check dates and to discuss their options regarding whether they wish to stay or move away should the regeneration proposals proceed. Many residents have complex housing needs regarding health and family issues and the Project Team are able to discuss their needs put them in touch with the relevant authorities as appropriate.

After over two years of consultation and engagement there is still some opposition to the regeneration project, but the Project Team members located in Regen Central have noticed a significant mood swing since the Masterplan Exhibition. Visitors to Regen Central are increasingly positive about the proposals. The main complaints registered by residents at Regen Central relate to their position in the phasing programme, many want to move sooner. It is clear that being in possession of the relevant information makes it much easier for residents to think through their options without the anxiety and uncertainty which previously reduced their horizons and made it difficult to identify and explore options.

At the end of a long masterplanning process, there now seems to be a much better understanding of the Masterplan proposals, an appetite for change and a focus on future options.

## Section 12 – CONCLUSION

### 12.1 Conclusion

This document demonstrates New Vision Homes' commitment to community consultation, going above and beyond the requirements set out by local and national government, engaging directly with residents, stakeholders and the community to involve them in the evolution of the Masterplan proposal design development.

Over the two years since the Launch Event the Project Team has hosted or been involved in a significant number of events, including five Public Exhibitions, eight Community Consultation Forum and seven Design Workshops. The Project Team also produced the Sheerwater Survey Questionnaire which resulted in 342 completed responses.

The following Consultation Timetable and Stakeholder Meetings Schedule, depicts the level of consultation and engagement has been undertaken with the local community to ensure that Sheerwater residents and stakeholders have been consulted and engaged in the development of the Masterplan proposals.

INFORMATION GATHERING & ENGAGEMENT EVENTS	COMPLETED	PARTICIPANTS (where recorded)
<b>Public Consultation Events (5)</b>		
Launch Event	13 <sup>th</sup> June 2013	547
Visions Workshop	29 <sup>th</sup> & 30 <sup>th</sup> October 2013	150
Options Workshop	30 <sup>th</sup> & 31 <sup>st</sup> May 2014	693
Masterplan Exhibition	30 <sup>th</sup> & 31 <sup>st</sup> March 2015	244
<b>Community Consultation Forum Workshops (8)</b>		
CCF1	31 <sup>st</sup> July 2013	87
CCF2	3 <sup>rd</sup> October 2013	61
CCF3	29 <sup>th</sup> May 2014	71
CCF4	30 <sup>th</sup> July 2014	67
CCF5	24 <sup>th</sup> September 2014	18
CCF6	8 <sup>th</sup> October 2014	31
CCF7	22 <sup>nd</sup> October 2014	36
CCF8	8 <sup>th</sup> January 2015	58
Community Update (CCF8 Re-run)	13 <sup>th</sup> & 14 <sup>th</sup> February 2015	194
<b>Design Workshops (7)</b>		
Streetscape and Infrastructure	14 <sup>th</sup> August 2014	5
Emerging Masterplan	20 <sup>th</sup> August 2014	9
Community Facilities	3 <sup>rd</sup> September 2014	8
Leisure and Recreation	16 <sup>th</sup> September 2014	3
Housing and Character Areas	25 <sup>th</sup> September 2014	7
Drainage	1 <sup>st</sup> October 2014	4
Elderly Accommodation	13 <sup>th</sup> November 2014	18

## Section 12 – CONCLUSION

<b>Focus Groups (7)</b>		
Elderly Coffee Morning	21 <sup>st</sup> November 2013	14
Over 55's Afternoon Tea	21 <sup>st</sup> November 2013	10
Educational Services	4 <sup>th</sup> December 2013	3
Business and Retail	5 <sup>th</sup> December 2013	7
ASB and Community Safety	18 <sup>th</sup> December 2013	4
Health and Well Being	19 <sup>th</sup> December 2013	5
Youth Services Provision	19 <sup>th</sup> December 2013	5
<b>Community Drop-ins Sessions (7)</b>		
Woodlands House (Sheltered & Supported) Drop-in	18 <sup>th</sup> July 2013	
NVH Housing Managers Drop-in Surgery	4 <sup>th</sup> December 2013	
St. Michael's Church Coffee Morning	Summer 2014 Various	
Sure Start – Play and Learn	5 <sup>th</sup> November 2014	
Sure Start – Parent and Toddler	5 <sup>th</sup> November 2014	
ASDA	13 <sup>th</sup> November 2014	
MASCOT Hub	19 <sup>th</sup> November 2014	
<b>Community Channels – Participation in Community Organised Events (5)</b>		
Sheerwater Festival	7 <sup>th</sup> September 2013	
Sheerwater Children's Christmas Party	20 <sup>th</sup> December 2013	
NVH Party in the Park	5 <sup>th</sup> April 2014	
Sheerwater Festival	September 2014	
Hyde Housing Association Tenants' Meeting	19 <sup>th</sup> November 2014	
<b>Stakeholder Meetings/Project Updates</b>		
WBC Youth Action Plan Committee – Project Update	31 <sup>st</sup> January 2014	
Surrey Lifelong Partnership – Project Update	12 <sup>th</sup> February 2014	
Bishop David Brown School – Project Update	April 2014	
The Children's Advisory Board – Project Update	28 <sup>th</sup> April 2014	
Community Stakeholders Lunch	20 <sup>th</sup> July 2014	
Hennessey Court Flats	August 2014	
Kiddiwinks – Project Update	August 2014	
Hyde Housing Association – Project Update	29 <sup>th</sup> October 2014	
Canal Authority & Canal Society – Project Update	October 2014	
Woodham Residents – Project Update	21 <sup>st</sup> November 2014	
NVH Residents Operations Board – Project Update	January 2015	
Sheerwater Football Club	February 2015	
Greenoak Housing Association – Project Update	February 2015	
Socioeconomic Consultation Workshop	March 2015	
Church of England – Guildford Diocese	20 <sup>th</sup> November 2013	
Woking Mosque	13 <sup>th</sup> January 2014	
Bishop David Brown Secondary School (Children)	11 <sup>th</sup> June 2014	

## Section 12 – CONCLUSION

<b>Other Activities</b>		
Regen Central	13 <sup>th</sup> Jan to 30 <sup>th</sup> Sep 2015	531 visits
Regeneration News – Newsletters and Newsheets	On-going	7 editions
Website – <a href="http://www.sheerwater-regeneration.co.uk">www.sheerwater-regeneration.co.uk</a>	July 13 to 30 <sup>th</sup> Sep 15	19,540 sessions
Sheerwater Questionnaire	Summer 14	326

The Project Team have collected a huge body of information and feedback from residents and stakeholders, which has impacted the design process to date. It will also, if the regeneration goes ahead, inform the next round of community involvement and consultation during more detailed design development.

There have undoubtedly been challenges throughout the consultation and engagement process, however the Project Team have consistently refreshed their approach in response to feedback provided by the community and stakeholders in order to ensure that consultation and engagement continued to be effective and accessible to the maximum number of people. Examples of this include:

- Reviewing and updating the project website in order to make it easier for residents and stakeholders to access information
- Reviewing and updating our communication strategy in order to increase the number of ways that the Sheerwater community and other stakeholders were able to participate in shaping the Masterplan design proposals
- Opening Regen Central, a communication and engagement hub where members of the Project Team offer drop-in sessions 3 days a week and pre-booked appointments as necessary
- Hosting a range of events to build trust and get to know the Sheerwater community

The submission of this planning application represents the culmination of over 24 months of pre-application work from the applicant and their Project Team in close partnership with Woking Borough Council. This process has involved extensive consultation since the public project launch in June 2013 through a range of community events and consultation forums. The consultation process has captured the aims and aspirations of residents and stakeholders, and their feedback on the developing proposals has had significant influence on the final Masterplan proposals.

## Appendices

- Appendix A:** The Launch Event Report and Exhibition Boards
- Appendix B:** The Community Vision Report and Exhibition Boards
- Appendix C:** The Options Workshop Report and Exhibition Boards
- Appendix D:** The Masterplan Exhibition Report and Exhibition Boards
- Appendix E:** Sheerwater Regeneration Newsletters
- Appendix F:** Continuous Consultation Methods
- Appendix G:** Draft Council Commitments to the Community