

High Road West Masterplan + New Homes Engagement

Interim Engagement Report

Soundings June 2021

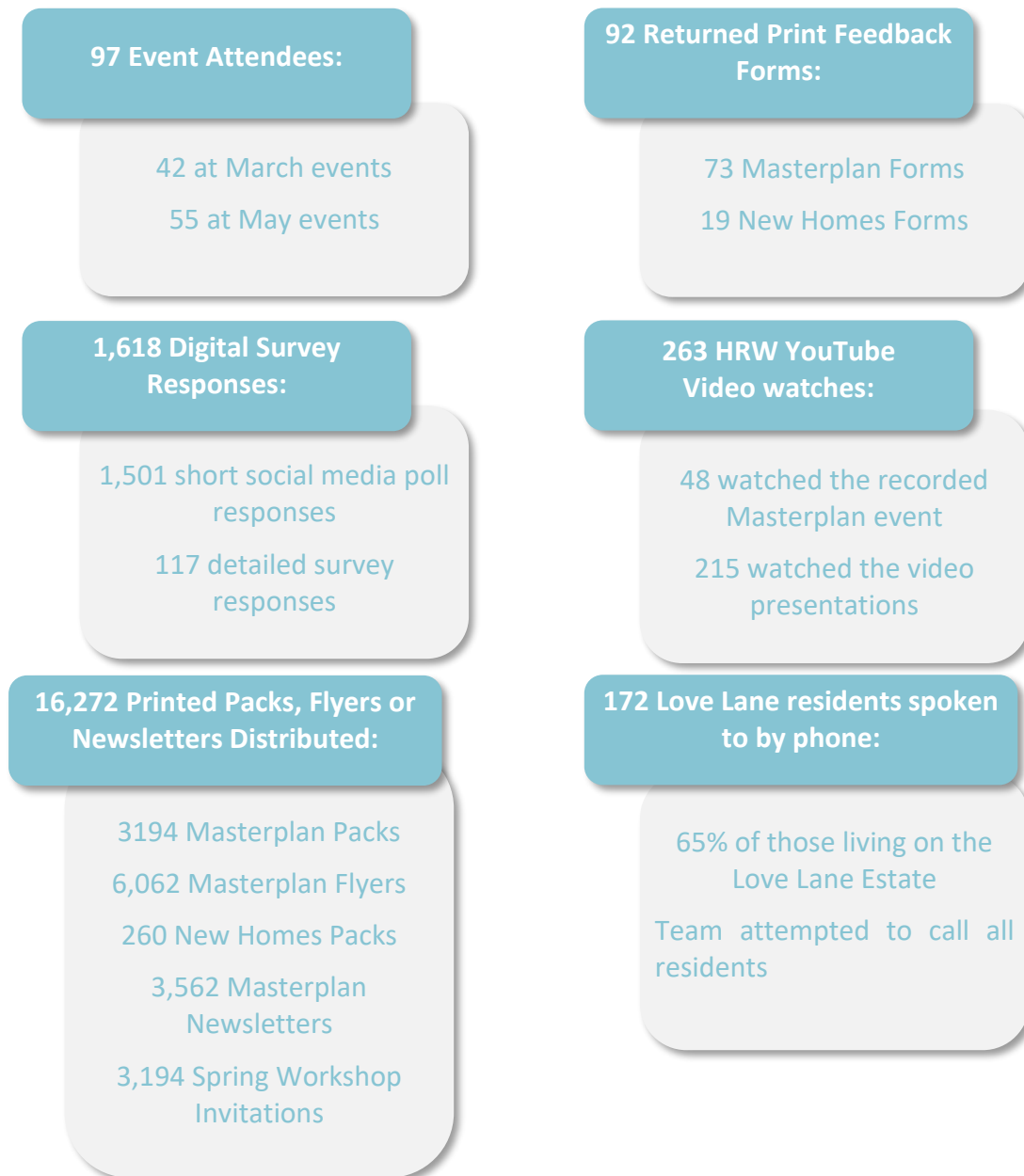


CHAPTER 1: INTRODUCTION	3
Engagement Snapshot	3
Engagement Process	4
CHAPTER 2: NEW HOMES ENGAGEMENT	7
New Homes Engagement Materials	7
New Homes Engagement Events	9
New Homes Feedback Form Findings	10
New Homes Phone Calls	13
CHAPTER 3: MASTERPLAN ENGAGEMENT	15
Masterplan Engagement Materials	15
Masterplan Engagement Events	16
Masterplan Feedback Form Findings	18
Masterplan Online Poll Findings	23
CHAPTER 4: CONCLUSIONS	28
New Homes Engagement Conclusions	28
Masterplan Engagement Conclusions	30
CHAPTER 5: NEXT STEPS & RECOMMENDATIONS	33
Spring Engagement	33
Summer Engagement	33
CHAPTER 6: SPRING/SUMMER ENGAGEMENT	34
Masterplan Engagement	34
Masterplan Workshop Conclusions	38

Chapter 1: Introduction

Engagement Snapshot

Over the course of the four-week Winter public engagement for High Road West Masterplan and New Homes component we received the following levels of feedback and attendance to events:



Engagement Process

The Council and Lendlease have developed an engagement strategy for High Road West to run from Winter until the early Autumn of 2021. The aim of this strategy is to gather feedback from the local community on the Masterplan proposals that will influence the final planning application. The strategy also has a strong focus on including the residents of the Love Lane Estate, hearing their thoughts and needs, as well as ensuring they understand the resident ballot process set to take place in the summer of 2021.

The strategy makes a clear distinction between ‘Consultation’ and ‘Engagement’.

Consultation is the dialogue with residents in the development area to ensure that the policies put forward respond to the needs of local people.

Engagement is active, ongoing and informed joint working which ensures local people help shape the development proposals.

This report covers the engagement activities carried out and feedback received during February and March 2021, with an initial summary of the first activities carried out in May 2021. The engagement material and content used during this time can be found at <https://www.highroadwest.london>.

During February and March, the project team carried out a range of engagement exercises with the following focus:

Love Lane Estate Consultation-

The consultation centred around the Local Lettings Policy and the Leaseholder Offer developed by Haringey Council to provide a generous and fair offer to residents on the Love Lane Estate, including the option for existing tenants and resident leaseholders to stay in the scheme area, and ensuring that residents are not financially worse off by the proposals. The delivery of the offers will be subject to a positive result in the Resident Ballot, due to take place in summer 2021. All consultation activities have been conducted by Haringey with findings and data provided to Soundings to feed into the New Homes Engagement activities and materials. See the Consultation & Engagement on Resident Offers report, appended to the July 2021 Cabinet decision, for a full analysis of the feedback received in these exercises.

New Homes Engagement

The New Homes engagement activities with the Love Lane Estate residents focussed on the design of the new homes, communicating the living and design options available to residents and promoting the importance of participating in the Resident Ballot, so they can decide whether the High Road West scheme takes place.

Masterplan Engagement

Additionally, and in parallel to this, engagement regarding the overall Masterplan design was carried out with both the Love Lane Estate residents and the wider community, including residents living nearby, businesses, and people who visit the area.

The purpose of this period of engagement was to re-introduce the Masterplan to the local community after a pause in activity since 2018. The Masterplan Information Packs sent out to the community set out the four key themes of the project, the vision, and invited individuals to get involved at this early stage of the strategy.

The following table sets out a summary of activities so far undertaken during the Winter of 2021 and proposed to take place during the Spring and Summer for the New Homes Engagement and the Masterplan Engagement.

New Homes & Masterplan Engagement
(Delivered by Soundings, Lendlease & Haringey)

2021 Stage & Timing	New Homes (Love Lane secure tenants + TA + leaseholders)	Masterplan (Love Lane + wider community)
Winter 22 nd Feb – 9 th March	<ul style="list-style-type: none"> Resident phone calls- round 1 Press release- GLA funding announcement Understanding digital access Haringey Website update New Homes Information Packs New Homes Live Q&A Sessions 	<ul style="list-style-type: none"> Stakeholder Mapping Lendlease Website update Masterplan Information Packs Digital & print surveys Live virtual Q&A Sessions Online Video Presentations Engagement summary Newsletter Phone calls enquiries
Purdah: 22 nd March – 8 th May	<ul style="list-style-type: none"> Ongoing phone conversations to ensure residents understand the New Homes Packs & Ballot process 	<ul style="list-style-type: none"> Preparation of Spring engagement materials and events 1-1 meetings with immediate neighbour group reps
Spring	<ul style="list-style-type: none"> Resident phone calls- round 2 Grange drop-in sessions, subject to restrictions 	<ul style="list-style-type: none"> Workshops with immediate neighbour key stakeholders Public Masterplan workshops
Ballot Voting Period	<ul style="list-style-type: none"> Ballot voting period Grange drop-in sessions, subject to restrictions 	<ul style="list-style-type: none"> Potential ongoing group meetings with key immediate neighbours & stakeholders
Summer / Autumn	<ul style="list-style-type: none"> Resident Design Workshops Resident phone calls- round 3 	<ul style="list-style-type: none"> Newsletter 2- 'You said, we did'? Physical public exhibition event (subject to Covid restrictions)

Chapter 2: New Homes Engagement


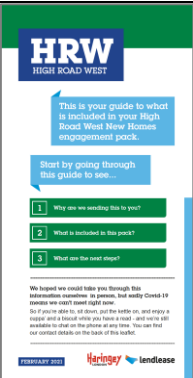
New Homes Engagement Materials

From December 2020 through January 2021, the Haringey engagement team undertook a round of informal phone call conversations with the residents of Love Lane estate that qualify for a new home to find out their preferred method of communication and understand their access to digital platforms. It was clear that in order to deliver information in a fair and accessible method in a way that encourages feedback, a combination of digital and analogue materials would need to be adopted.

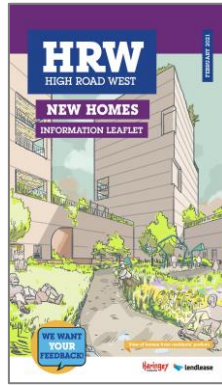
The New Homes Engagement ran from Monday 22nd February to Friday 19th March, during which time we produced the following materials.

‘The New Homes Pack’

This pack was distributed to the 260 residents living within the Love Lane Estate that are eligible for new home in the High Road West development under the offer from the Council to residents, which was out for consultation at the same time.

Document Title	Front Cover	Purpose
Love Lane New Homes Cover Letter		To introduce the purpose of the engagement and explain the difference between the New Homes Pack and the Housing Policy Consultation documents residents had already received.
Introduction & Checklist		To explain what's inside the New Homes Pack, how to use each document, where and how to give feedback and promote events.

New Homes Leaflet

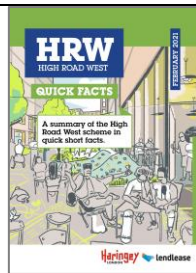


To provide details as to the key features of the new homes (size, choice, safety & security, outdoor space), show floor plans and introduce and encourage participation in the Resident Design Panel

New Homes Feedback Form

To ask for feedback on the features of the new homes detailed within the New Homes Leaflet and provide an opportunity for ideas and further thoughts.

New Homes Quick Facts Booklet



To provide a quick-reference source for the commonly asked questions, organised by tenure. Questions and answers related to issues such as compensation, choice, needs assessments, timing, and costs.

Project Timeline



To show how we got to where we are today, the intended sequence of events moving forward, and key milestones such as the Resident Ballot and the proposed commencement of construction.

Translation Form

To give residents the opportunity to request all information in their preferred language or format.

All Packs also included a Freepost return envelope to return their feedback and/or translation forms.

New Homes Engagement Events

The project team promoted and held two Live Q&A Information Sessions via Microsoft Teams held on the following dates:

- Event 1- 11am Saturday 6th March- 11 attendees
- Event 2- 7pm Tuesday 9th March- 9 attendees

These events provided the Love Lane residents with the opportunity to 'meet' the project team, watch a brief presentation giving an overview on the New Homes packs they had received, and ask questions.

In order to make the events as informative as possible, we also collated a list of questions that had been sent in prior to the events via phone, email or feedback forms so we could cover as many wide-reaching topics as possible and address the community's concerns.

New Homes Event Findings

The main topics that were brought up in the attendee's questions are as follows:

- **Parking**- whether this will be provided in the new development, how much and to whom.
- **Floor plans**- further details on the choice in floor layouts and what the options are.
- **Space and storage**- questions around cupboard space in kitchens, the size of bedrooms.
- **Timing**- many residents are keen to find out when the development will start, when they can move into a new home and how the phasing will work.
- **Moving house**- resident had questions around where they might be moved to if they had to do so twice.
- **Needs assessments**- residents sought clarification as to whether there would be an updated needs assessment of their latest circumstances and if the new homes will be suitable and adapted to their family and disability needs.
- **Living costs**- residents sought more information around the cost of rent in the new homes and if they can choose their own energy provider.
- **Gardens and outdoor space**- residents wanted to know more about which buildings will have rooftop gardens, whether certain outdoor areas will be accessible to everyone or be private and if there will be parks and play areas for children.

New Homes Feedback Form Findings

260 printed New Homes Feedback Forms were sent out to the residents of the Love Lane Estate within their 'New Homes Pack' on Thursday 25th February. Recipients were encouraged to fill these in to provide feedback on the contents and information within the pack both in writing, and over the phone in conversations with the Haringey Council Engagement Officer.

We received 19 returned Feedback Forms during the one-month engagement period, the findings have been summarised in the table below:

New Homes Feedback Form Response Analysis Summary

Theme	Positive feedback	Areas Requiring Further Discussion	Additional Information Requested
Theme 1: Design and Space Features	Many comments generally praised the design & space features with some specific complements relating to the private space provision, insulation & soundproofing. Another resident noted, separate to the homes, that they particularly liked that there will be more job opportunities for young people in the scheme.	Some residents stated that they are currently on 100% equity lease & would prefer not to transfer to shared equity.	A few residents expressed a need for more information on Whitehall Mews, the split between private & affordable homes & if rent & service charges will increase with the new homes
Theme 2: Options to Customise New Homes	Residents are generally happy about the ability to customise the new homes to their individual needs.	Some residents feel they already customised their home at their own expense & don't want to move, while another seeks to ensure the new homes have good ventilation in bathrooms to avoid mould.	N/A
Theme 3: Energy Efficiency and Cost Saving Features	Comments were generally happy about saving on living costs. Some specifically mentioned their support of using water-saving fixtures and high-speed broadband.	Several residents requested the ability to choose their preferred energy supplier.	There was a request for more information around how the new homes will be sustainable.

Theme	Positive feedback	Areas Requiring Further Discussion	Additional Information Requested
Theme 4: Accessible and Adaptable Homes Features	Residents were supportive of the adaptability of the homes supporting greater independence of residents. Some specifically supported lifts in the buildings & the ability to live in low-medium rise blocks if required.	N/A	Some residents sought assurance that homes will be adapted for those with disabilities.
Theme 5: Safety and Security Features	Many residents were pleased with the security features & how they will reduce unwanted guests within their buildings.	A few residents were worried about the reliability of CCTV & electronic entry systems & that they could increase service charges.	N/A
Theme 6: Floor Plans	Residents were positive of the floor plans with some particularly happy with how spacious the homes look in the bedrooms, kitchen & living & are very happy with the balcony/private outdoor space.	Some residents suggested they would like a separate kitchen & living room, with others wanting to see more kitchen cupboard space & more space in general.	Some residents suggested they would like to see a 2-person, 2-bedroom flat shown in the floor plans.

New Homes Phone Calls

February / March

During February and March, the Haringey Love Lane Estate Engagement Team called all the residents of the Love Lane Estate. The purpose of these calls were to ensure they received the Masterplan/New Homes engagement packs, as well as the Housing Offer consultation material (see Appendix 1 of the July Cabinet report), and ask if they had any questions or concerns. Officers also directed residents to upcoming online events.

In total the engagement team spoke to 172 residents on the estate (65% of the total number). Please see below for a summary of question responses and key themes brought up in conversations:

Information Packs Receipt

Of the 87 recorded responses to this question, 85 confirmed they had received the New Homes information pack, 1 did not, and 1 wasn't sure.

Non-secure tenants being aware of New Homes Offer

Of the 27 temporary accommodation residents that were asked this question, 26 confirmed they understand they are eligible for a new home in the High Road West development.

Interest in being involved in Resident Design Panel

Of the 34 recorded responses to this question, 25 expressed an interest in being involved in the Design Panel in the future stages.

Analysis Summary of Anecdotal Conversations

As these phone calls were also of a general nature, the key points made within conversations that did not relate to the questions were also noted:

Positive Feedback

21 residents stated they supported the new homes proposals and saw them as 'good news'.

Areas for Further Discussion

17 specific topics were identified as requiring further discussion. These related either to their current living situations or the New Homes designs and housing offer, below are the 4 most popular topics:

- **Overcrowding**- 7 residents told the engagement officers that they are currently living in overcrowded conditions and are eager for this to change.
- **Moving and Decanting**- 6 residents expressed concern over the potential number of moves they may need to make during the regeneration process of the Love Lane Estate.
- **Estate Management**- 5 residents were unhappy about the current state of the Estate and the amount of litter that is building up.
- **Anti-social behaviour Issues**-3 residents expressed concern around the amount of antisocial behaviour that occurs in and around the Estate in its current state.

Further Information to be Provided

There were 15 different topics and points noted as requiring more information for residents in future phases of the High Road West engagement process, below are the 5 most popular topics:

- **Timing and Decant Process**- 17 residents asked questions around the length of time between when they would need to move house, when their current homes might be demolished, and when their new home could be ready.
- **Housing Offer**- 8 residents sought clarity around if and what type of new homes is on offer to them.
- **Public Transport Capacity**- 6 residents wanted more information around how the new development will adapt to the addition of new residents in the area.
- **Support with consultation process**- 6 residents were eager to gain support to get involved with the engagement process, such as the council's laptop loan scheme.
- **Tenancy Security**- 5 residents were eager to get more information in writing regarding the security of their tenancy in the new development.

Resident Suggestions

5 different suggestions were put forward by the residents. These included:

- Wanting safer cycle parking for residents.
- Requests for the new home bidding process to allocate homes on a first-come-first-served basis.
- A secure ballot process,
- Street art to add vibrancy to the community
- Resident contributions to the final designs of the new homes.




Chapter 3: Masterplan Engagement

Masterplan Engagement Materials

Due to the inability to host a large physical event with covid-19 restrictions in place at the time, we wanted to ensure we were reaching as many members of the local Tottenham community as possible with our print and digital materials, and that everyone that wanted to participate was able to.

'The Masterplan Pack'

The following items were sent to 3,194 addresses immediately surrounding the High Road West site in order to relaunch the Masterplan Engagement process, share where the planning and design process is at, promote the scheduled online events, and provide an opportunity to give feedback.

Document Title	Front Cover	Purpose
Masterplan Cover Letter		To re-introduce the Masterplan engagement process, why we're sending the pack and how to get involved.
Masterplan Information Booklet		To provide an overview of the Masterplan vision, four key themes, set out design aspirations, transport, phasing and timeline details. This also promoted the two upcoming online engagement events.
Masterplan Feedback Form		

Translation Form



To give residents the opportunity to request all information in their preferred language or format.

All Packs also included a Freepost return envelope to return their feedback and/or translation forms.

The Masterplan Flyer

The following Masterplan Flyer was distributed to 6,062 addresses beyond the Masterplan Pack boundary within a 1km radius to the High Road West site:

Document Title	Front Cover	Purpose
Masterplan Flyer		To re-introduce the Masterplan engagement process, why we're sending the pack and how to get involved.

Social Media Promotion

As well as these physical items that were posted out to the community, a series of social media Twitter posts were published during March to promote the public engagement for the Masterplan and encourage the community to download the Information Booklet and get involved.

Masterplan Engagement Events

The project team promoted and held two Live Q&A Information Sessions via Microsoft Teams held on the below dates:

- Event 1- 11am Saturday 6th March- 11 attendees
- Event 2- 7pm Tuesday 9th March- 9 attendees

These events provided the wider community the opportunity to ‘meet’ the project team, watch a brief presentation giving an overview on the Masterplan packs they had received and the content within them, and ask questions.

In order to make the events as informative as possible, we also collated a list of questions that had been sent in prior to the events via phone, email or feedback forms so we could cover as many wide-reaching topics as possible and address the community’s concerns

The recording of this event can be watched on YouTube at the below link:

High Road West

<https://youtu.be/3wWt-xfVRkUvA>

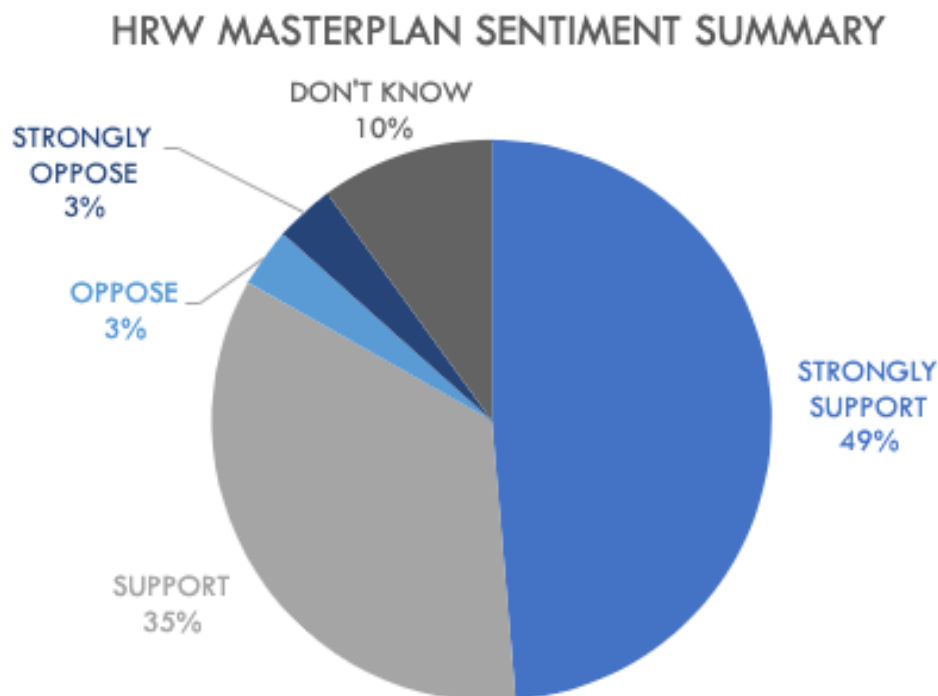
Masterplan Feedback Form Findings

Over 3000 printed Masterplan Feedback Forms were sent out to the local community surrounding the High Road West site on Tuesday 23rd of February. Recipients were encouraged to provide feedback by either filling in a form and returning via post or taking the online survey.

We received 73 filled-in printed Masterplan Feedback Forms and 117 digital surveys. The key response findings summarised below:

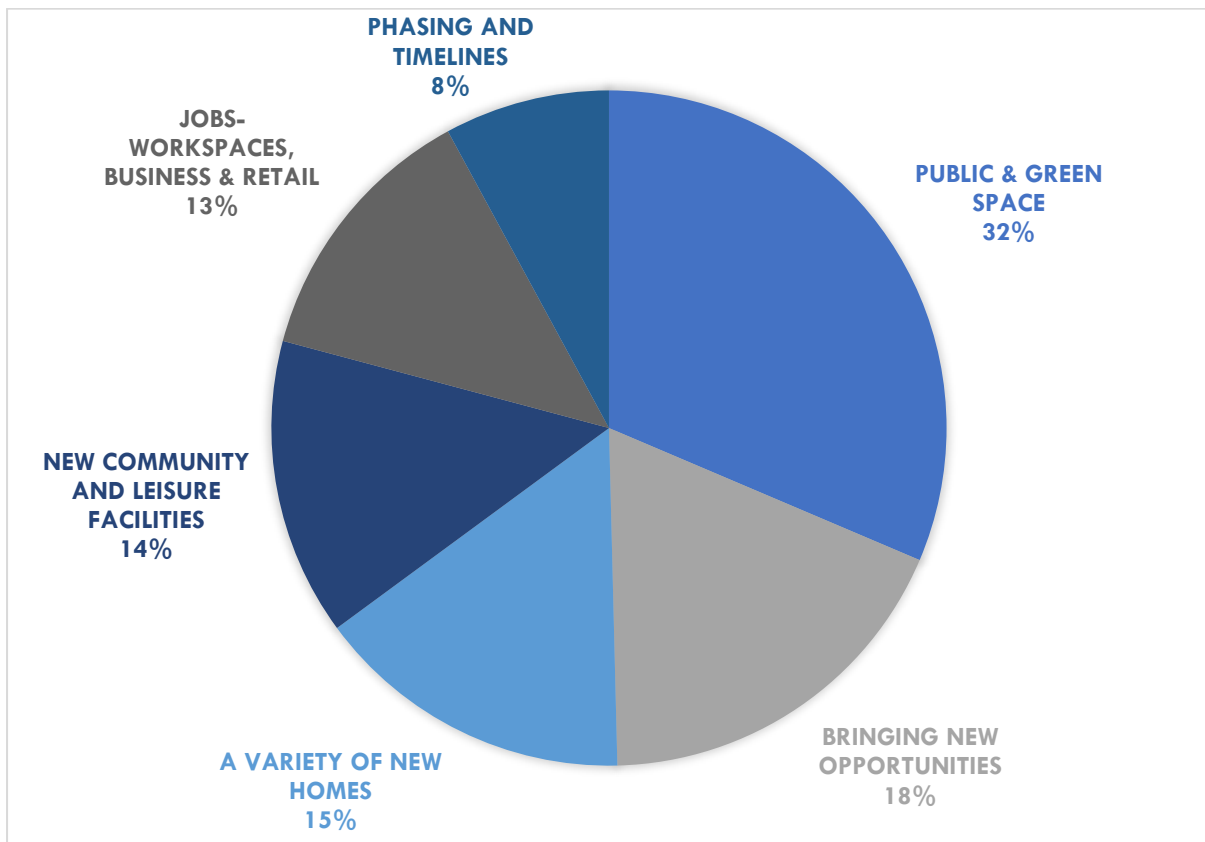
Overall Theme Sentiment

The first part of all the questions within the feedback form was a sentiment scale question to gauge how participants felt about each theme presented in the Masterplan Booklet. The below graph shows the results of all sentiment questions combined:



Theme Share Within Responses

Of the 379 separate question responses analysed there was a clear priority of topics referenced which can be broken down as follows:



Masterplan Feedback Form Response Analysis Summary

The following table summarises the findings of the Masterplan print and digital Feedback Forms. The findings have been categorised under the following headings:

- *Positive Feedback*
- *Areas requiring Further Discussion*
- *Additional Information Requested*
- *Community Suggestions and Ideas*

Masterplan Feedback Form Response Analysis Summary

Theme	Positive Feedback	Areas Requiring Further Discussion	Additional Information Requested	Community Suggestions and Ideas
Theme 1: A Variety of New Homes	There were many complementary comments towards the scheme, some that focussing on improved neighbourhood character.	9/30 comments wanted to ensure enough homes would be provided for local residents. 5 would like to see increased social housing.	8/13 comments sought more info around the social & affordable housing split.	2 specific suggestions were made: a) to put taller buildings between the station & Peacock Park, b) to ensure balconies are bird-proof.
Theme 2: Public & Green Spaces	Many respondents welcomed the play areas & family-friendly public facilities as well as being happy about overall modernisation of the area.	17/32 comments wanted to know how crime will be reduced & 6 wanted to know how public realm management will deliver the holistic regeneration required in the area.	6/20 comments sought info about HRW impact on public transport capacity. 5 wanted to know more about maintenance & combatting littering.	NA
Theme 3: Jobs, Workspaces, Business & Retail	Respondents were happy with the types & range of shops proposed as well as new jobs for the area.	Some respondents wanted to ensure local businesses are being prioritised and that local shops can stay in the area.	Some respondents sought more info on how jobs will help local residents.	Respondents would like to see greater variety of food & retail, especially in the evening.

Theme	Positive Feedback	Areas Requiring Further Discussion	Additional Information Requested	Community Suggestions and Ideas
Theme 4: New Community & Leisure Facilities	there were many positive comments about the proposals helping mental & physical wellbeing of local community.	Respondents felt strongly about the maintenance of community assets and ensuring facilities are suited to locals.	Some respondents would like more information about the library.	There were 14 different suggestions of what to include, the most popular being a swimming pool, cinema, childcare & facilities for elderly.
Phasing & Timelines	A few respondents agreed that the current timeline should help deliver higher quality.	Residents would generally like the project to happen sooner with the start date being later than anticipated.	Many responses requested more information on timing and were unsure if Love Lane residents would be rehoused.	NA
Bringing New Opportunities	20/36 comments were in support of the proposal helping local people. 10 comments suggesting HRW should aim to bring	Many respondents wanted to ensure improvements will target local residents.	Respondents would like to know how Initiatives will help the local youth specifically.	Some suggested providing business loans & training for local people specifically.

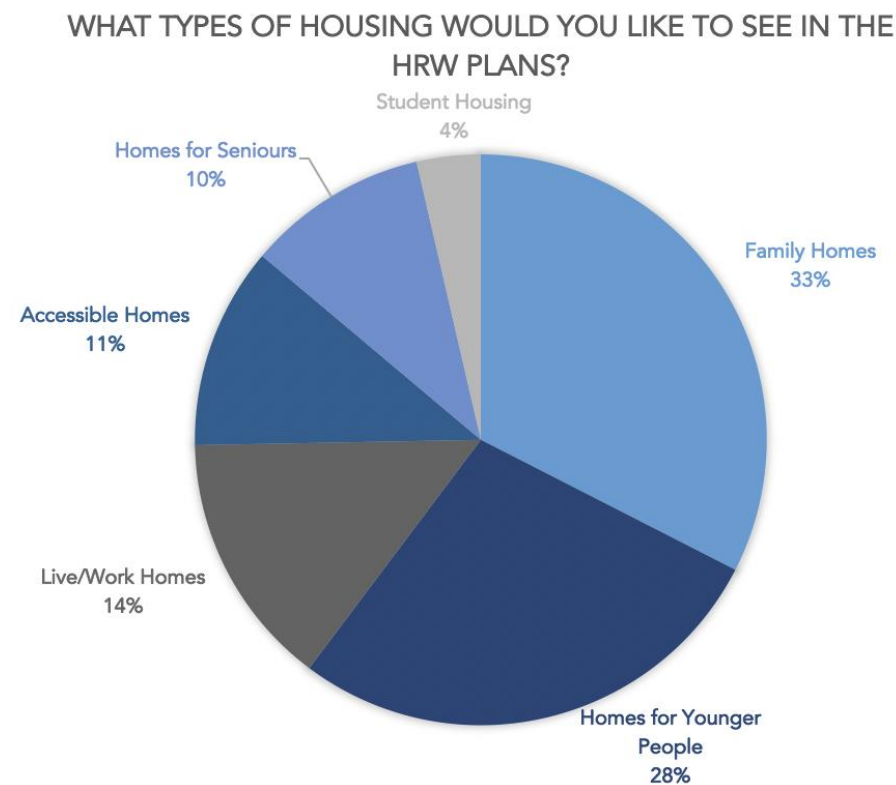
Theme	Positive Feedback	Areas Requiring Further Discussion	Additional Information Requested	Community Suggestions and Ideas
	more money into the local economy.			

Masterplan Online Poll Findings

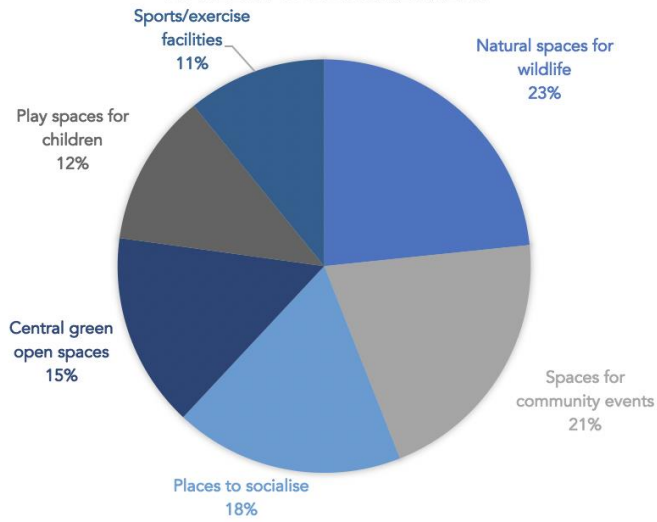
Between Tuesday 22nd February and 19th March an online survey poll was publicised on social media and hosted by Built ID digital engagement specialists. The survey was advertised via social media and internet adverts targeted at individuals located within a 3km radius of the site.

Over the course of 4-week period 1,500 individuals took part on the survey which included a combination of multiple choice and free-text questions.

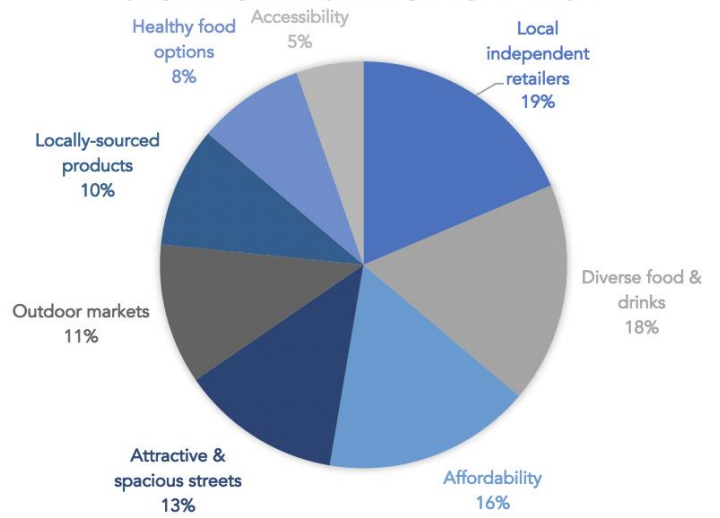
There were 3 free-text questions which attracted 895 responses and 6 'voting questions' which received 9,606 individual 'votes'.



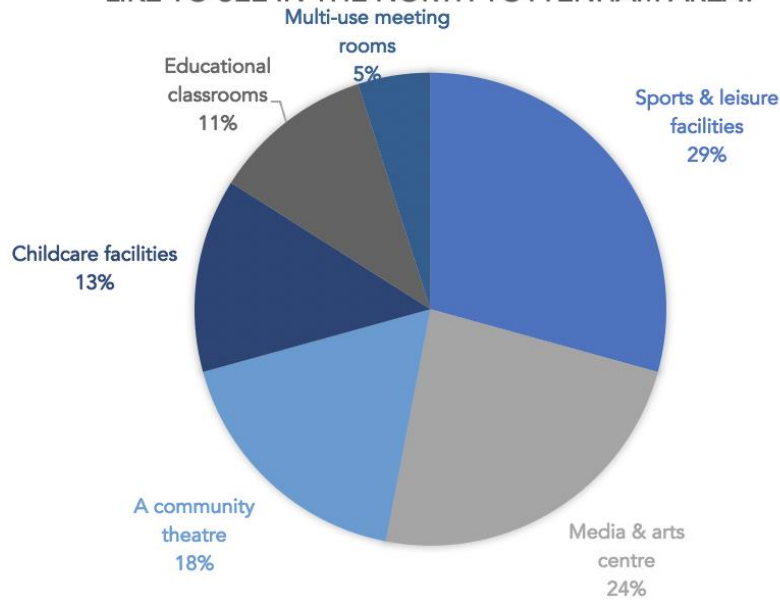
WHAT TYPES OF PUBLIC SPACES WOULD YOU LIKE TO SEE IN THE LOCAL AREA?



WHAT IS MOST IMPORTANT FOR NEW RETAIL & SHOPPING AREAS IN HIGH ROAD WEST?



WHAT TYPES OF COMMUNITY USES WOULD YOU LIKE TO SEE IN THE NORTH TOTTENHAM AREA?



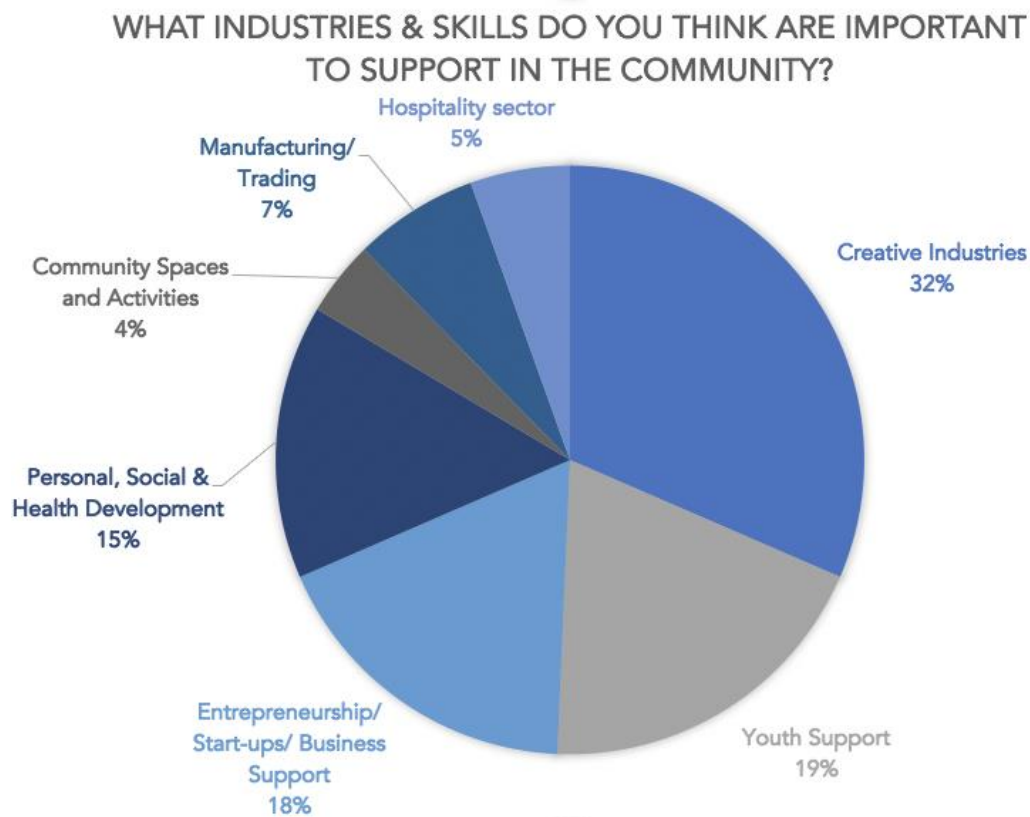
Free -Text Question Response Themes

“What industries & skills do you think are important to support in the community?”.

Respondents voted for the following options:

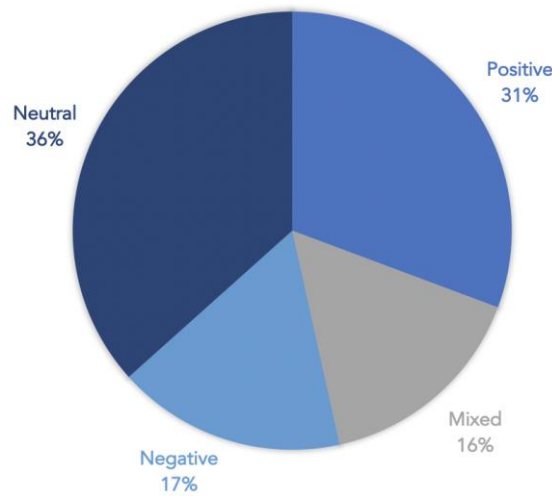
- Training & support into work- **66%**
- Digital skills training- **26%**
- Write your own- **7%**

Of the 91 participants who decided to provide their own free-text answer the following 7 groups of ideas were found:



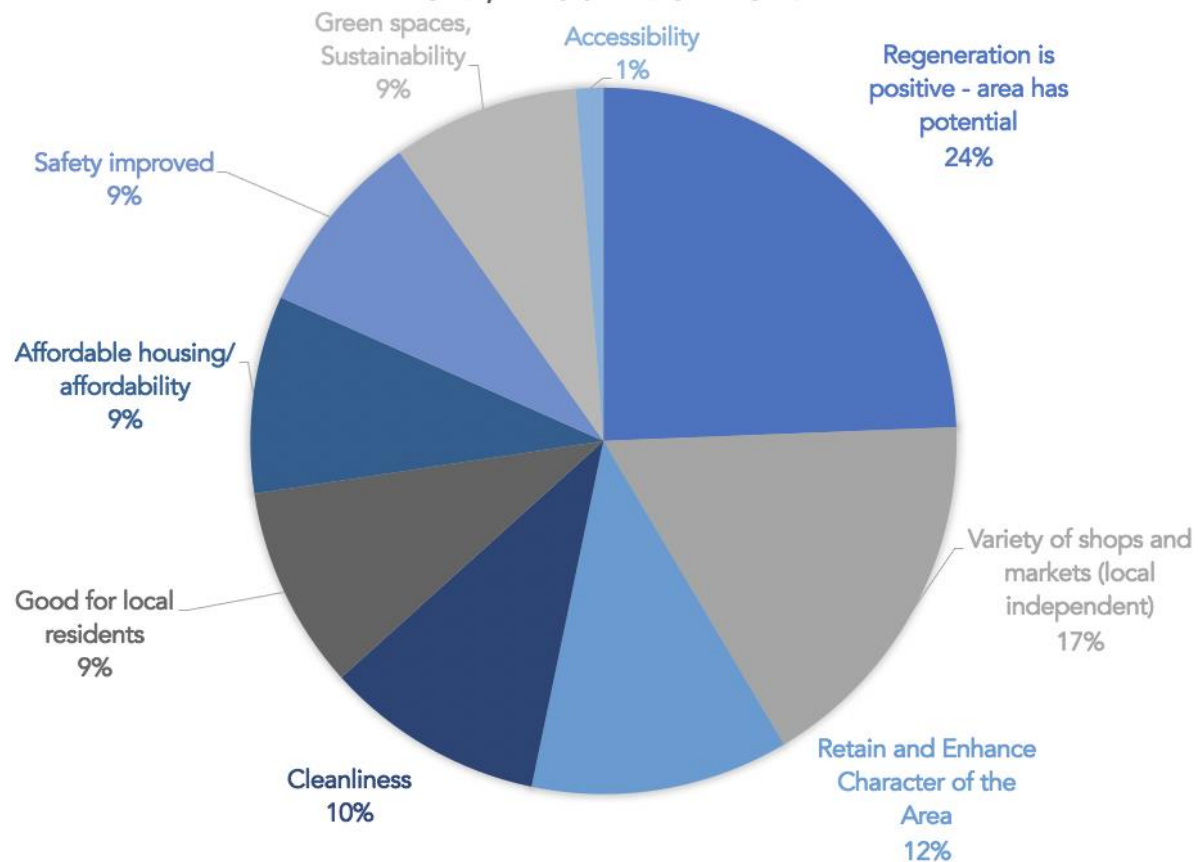
“How do you feel about improving the areas of the High Road, THFC & the station?”

HOW DO YOU FEEL ABOUT IMPROVING THE AREAS IN THE HIGH ROAD, THFC & THE STATION?



This question also attracted 419 individual free-text responses, many of which covered multiple topics within one answer. There were 11 dominant themes that are represented below:

HOW DO YOU FEEL ABOUT IMPROVING THE AREAS OF THE HIGH ROAD, THFS & THE STATION?

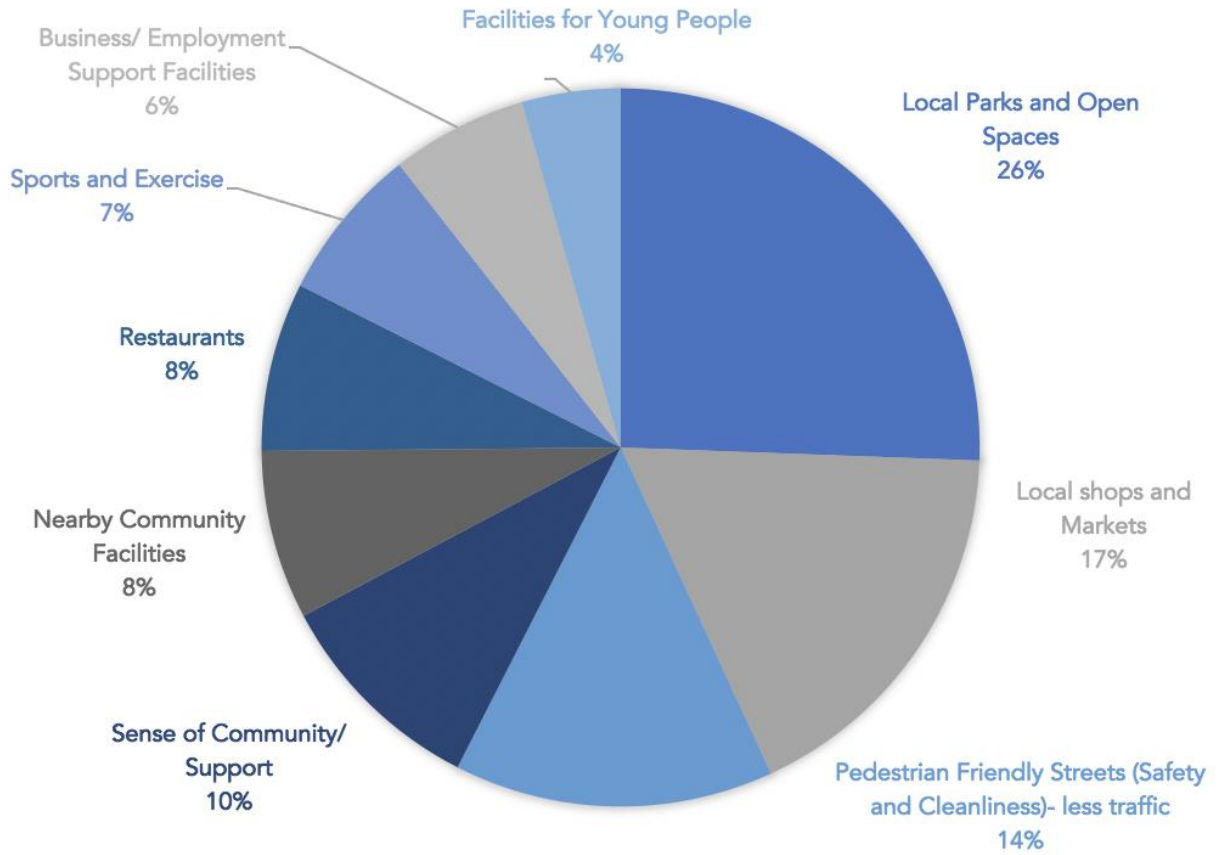


“What’s become more important in your local area since the outbreak of Covid-19?”

This question attracted 332 valid free-text responses with the following dominant themes:

High Road West

WHAT'S BECOME MORE IMPORTANT IN YOUR LOCAL AREA SINCE THE
OUTBREAK OF COVID-19?



Chapter 4: Conclusions

New Homes Engagement Conclusions

In order to inform the next stage of engagement for the High Road West New Homes design development, some key findings have been summarised below. These represent the combined feedback collected from:

- The two Live New Homes Q&A events- 20 attendees
- The Printed Feedback Forms- 19 responses
- The resident phone calls- 172 residents contacted

Resident Priorities

The following topics have been identified as being strong priorities by the residents spoken to or feedback provided during this engagement:

- **Design and Space Features-** residents have made it clear that they would like choice in the design features of the new homes and that sufficient storage is very important to them.
- **Outdoor space-** residents were particularly eager to find out more details about the types of private and communal outdoor space available to them in the new development.
- **Energy Efficiency and Cost Saving Features-** there were several questions about the cost of running the homes and ensuring this is comparable to their current living costs.
- **Accessible and Adaptable Homes Features-** many residents, even those without accessibility needs themselves, saw the value in providing adaptable homes for the disabled and elderly.
- **Safety and Security Features-** a common theme throughout the feedback was to ensure the new development combatted anti-social behaviour, ensure the new homes feel safe, and enable children to play safely in the public realm and near their homes.
- **Floor Plans and choice-** there are mixed preferences towards open plan kitchen/living versus a separate kitchen space, highlighting the priority to provide choice in this aspect.

Areas Requiring Further Discussion

- **Storage**- some residents were concerned that there will be less storage within the new homes compared to what is provided in the Love Lane flats.
- **Safety**- there is a concern from existing residents that the new development may not address the current antisocial behaviour experienced. Residents would like further reassurance that measures will be taken to address this in the future.
- **Room sizes**- residents want to understand further detail on the room sizes and ensure they are adequate for their needs.
- **Moving house**- many residents are unsure how many times they may have to move house in order to live in the new High Road West development which in some cases, making them unsure if they'd like to wait to live in the new development.

Additional Information Requested

- **Disability adaptability**- some residents were eager for more information as to how the new homes can be adapted to specific disabilities and mobility difficulties.
- **Sustainability**- more information would be welcomed to explain exactly how the new homes will be more sustainable and these key features.
- **Energy provision and choice**- residents would like to know what energy provider will be adopted in the new scheme and if they will have a choice either collectively or as individual households.
- **Whitehall Mews**- some residents would appreciate more information on the Whitehall Mews first phase of the development.
- **Housing tenure**- more explanation could be given to show how many council, affordable and private homes will be delivered within the new development, as well as where they will be located in relation to each other.
- **Parking**- more information is required for future engagements on the topic of parking to explain how provisions will be made for those with disabilities, if parking permits will be available in the new development and if households will be able to keep a car if they chose to live in High Road West.
- **Timing and Phasing**- residents are eager to hear more specific details about who will move into what phase, when the first buildings will be demolished and when the first new homes will be available.

Masterplan Engagement Conclusions

In order to inform the next stage of engagement for the High Road West Masterplan development some key findings have been summarised below. These represent the combined feedback gathered from:

- The two Live Masterplan Q&A Virtual Events- 12 attendees
- The Print Feedback Forms- 73 responses
- The Digital Survey- 1,501 responses

Community Priorities for the Masterplan

See below the dominant ideas, suggestions, and priorities that participants expressed they would like to see delivered in the High Road West Masterplan:

- **Local parks and open spaces-** participants are eager to see more detail on the green and landscaped space within the new development ensuring that is safe, well-maintained, and family-friendly. This was particularly clear in the context of what people prioritise in the wake of the Covid-19 pandemic.
- **Sustainability-** many respondents would like to see High Road West pushing the status quo with regards to sustainability performance and standards.
- **Neighbourhood quality-** this priority was brought up in relation to many different themes of the development including New Homes, Green & Open Space and Jobs, Workspace and Retail. There is a consensus that the community are proud of their local place identity and would like that to shine through, whilst recognising the area could be improved.
- **Natural wildlife habitats-** many comments were made in support of incorporating more natural wildlife habitats into the new development to increase biodiversity and promote human wellbeing.
- **Youth facilities-** there was much support for providing facilities and infrastructure that will support and entertain young adults and children.
- **Independent and diverse high street and retail-** there were many calls from the community to ensure that the new retail, food and beverage offer within High Road West is diverse, includes independent and small businesses with a combination of some national brands, and most importantly that the new spaces support and compliment the existing business community on the High Road.
- **Promoting health and wellbeing-** there was a clear emphasis on ensuring that the new development provides a good quality of life and in turn, improved wellbeing for its future and existing residents. Suggestions included providing abundant healthy fresh food produce options, an outdoor gym, clear and attractive walking routes and an increased sense of greenery and nature.

- **A variety of homes-** whilst the digital survey responses prioritised homes for families and young people, it is important to recognise the younger demographic of these respondents. Many other comments in the paper feedback forms recognised the needs of the elderly and those with disabilities too, confirming a need for homes to suit a variety of needs and demographics.
- **Safety-** safety and specifically, the desire to incorporate CCTV cameras around the site is a theme that was mentioned within all questions and topics. The community are eager to have safer homes, methods of transport, public spaces and facilities as this has been an issue for many local residents to date.

Areas Requiring Further Discussion

- **Providing enough homes for locals-** whilst many respondents were happy with the design and quantity of the homes being proposed, there was an emphasis that these were attainable and suitable for the existing Tottenham community, especially the residents of Love Lane Estate.
- **Affordability and Local Identity-** affordability of houses, retail and amenities was highlighted as an area requiring further discussion and ensuring the local identity is celebrated within the proposals.
- **Safety-** the feedback made it clear that currently many residents do not feel the streets are safe around north Tottenham and want to ensure that the regeneration of the area will address this.
- **Ongoing maintenance-** many people are very supportive of the proposals and design but want to understand and be assured that there is a good long-term maintenance and estate management strategy in place.
- **Local businesses-** want to be assured that there will be opportunities for them as part of the regeneration and that their long-term business viability is not impacted by new businesses coming into the area.
- **Timing-** there was a clear general response here that those in support of the scheme, wanted it to be delivered as quickly as possible and were in fact more frustrated that regeneration is a long process.

Additional Information Requested

Based on the feedback provided, the information communicated to the community during the Winter Masterplan Engagement showed that the following areas were lacking information:

- **Housing affordability**- the community would like to see more clarity around tenure split and affordability for the homes. Whilst it was made clear that there will be 500 council owned homes let at council rent, respondents would like to see more detail on the tenure mix across the remaining proportion of the 2,600 homes.
- **Public transport capacity**- respondents were generally happy to hear about the increase of cycling infrastructure and promotion of public transport. However, there were many requests from respondents to provide more information around how the development team is working with Transport for London to ensure the transport needs of the additional residents, visitors and workers is catered for.
- **Estate management**- many respondents were happy to see the plans but would like clarity around how the development will be maintained and by whom in the future.
- **Local job opportunities**- feedback suggests a strong emphasis on supporting and uplifting local residents and businesses. More information is required to show how this will be kept local to demonstrate that a core aim of the scheme is to ensure that local people benefit directly from the new employment, education, and training opportunities.
- **Love Lane residents rehousing**- many respondents, mainly from the wider community, were very eager to make sure that the existing residents of the Love Lane Estate will be rehoused in the new development, suggesting that this fact was could be made clearer in future stages of the engagement.

Chapter 5: Next Steps & Recommendations

Spring Engagement

This period of engagement will take the findings presented in this report into strong consideration when planning the activities, communications, and themes. There will be a particular focus on the 'areas of local interest relating to the broader masterplan' and the 'additional information requested', to ensure the residents and local community feel satisfied they have all the necessary facts to make an informed assessment of the New Homes and Masterplan proposal.

The local community surrounding the development site and the residents of the Love Lane Estate will be invited to a series of four Masterplan Theme Workshops which will incorporate our engagement findings to date, and seek to delve deeper into issues that the community has expressed an interest in under the following topics:

1. **Public and Green Spaces**
2. **New Community and Leisure Facilities**
3. **Getting around**
4. **Homes, Neighbourhoods & Architecture**

A promotional flyer will be distributed to the 3,000 residents living around the High Road West site, as well as inviting key stakeholders and those that participated in this round of online surveys via email.

Summer Engagement

It is intended that the in-depth workshops undertaken during summer engagement will derive more ideas and solutions that can be incorporated into a set of final designs for the Masterplan. Provided Covid-19 social distancing measures allow, this will include a Physical Public Exhibition at The Grange. The aim of this event is to provide the community confidence that there has been a consistent feedback loop as well as provide another opportunity to give comments on the designs before the planning application is submitted later in the year.

The period also presents an opportunity to meet again with the residents of the Love Lane Estate and discuss the design features of the new homes in more detail through a series of face-to-face Resident Design Workshops.



Chapter 6: Spring/Summer Engagement

Masterplan Engagement

Masterplan Engagement Communications & Materials

Masterplan Workshop Promotion and Invitations

The following communications were sent out to the local community to promote the Masterplan Theme Workshops hosted at the end of May. Interested individuals were asked to RSVP by Thursday 20th May in order to receive a 'Workshop Activity Pack' ahead of the event.


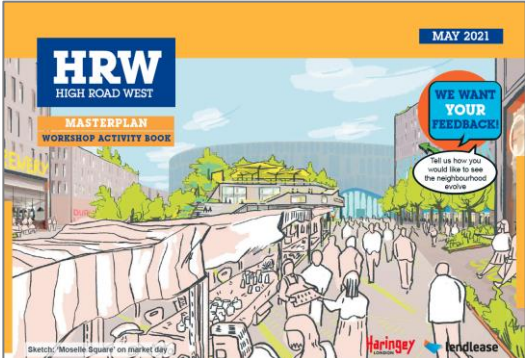
Item	Front Page	Date & Distribution
Masterplan Theme Workshop Flyer	 <p>The flyer features the HRW logo at the top left. The main title is 'HIGH ROAD WEST MASTERPLAN WORKSHOPS'. Below this is an illustration of a modern residential development with green spaces and people walking. A red call-to-action box says 'RSVP BY THURSDAY 20TH MAY TO ATTEND AN INTERACTIVE ONLINE WORKSHOP'. The text below explains that feedback is important and lists three themes: 1. Getting Around & Open Spaces, 2. Neighbourhood Look & Feel, and 3. New Community, Workspace & Leisure Facilities. Logos for HighRoadWest.London, Haringey, and Lendlease are at the bottom.</p>	Monday 10 th May Distributed to 3,194 residents (including the residents of the Love Lane Estate) living within a 5 minute walk (approx.. 400metres) to the High Road West site.
Masterplan theme Workshop Invitation Email	 <p>The email features the HRW logo at the top left. The text says 'You're invited to our online masterplan workshops'. Below is an illustration of the development. The text continues: 'Thanks for taking part in the Give My View online poll about the High Road West project back in February/March. You can now continue the discussion by joining an interactive, online workshop. We'll be asking what's most important to you for the future of North Tottenham as well as giving you the opportunity to ask the project team any questions you might have.' A red button at the bottom says 'RSVP here'.</p>	Wednesday 19 th May Distributed to over 1000 email addresses collected from the first round of engagement in February and March 2021. Addresses were collected via Built ID and engagement events.

Masterplan Workshop Activity Pack

Recipients of an invitation flyer or email had to RSVP on the High Road West project website to attend a workshop. They were able to attend all three if they chose too.

The RSVP form requested the attendees to provide their contact details and postal address in order for the engagement team to post attendees a Workshop Activity Pack.

This pack provided participants an idea of what to expect in the live workshop (although there was no request for them to prepare anything ahead of the event), act as a tangible and visual prompt during the discussions, and a method for providing written, more detailed feedback after the event.

Item	Front Page	Purpose
Introduction & instructions flyer		<p>A4 Narrow 4-pages</p> <p>This document introduced the workshops, conveyed what topics would be discussed in which of the three workshops and provided detailed instruction for how to use Zoom software and join the event.</p>
Masterplan Workshop Activity Book		<p>A4 60 pages</p> <p>The Activity Book provided an aid for the workshop activities. There was a separate chapter for each of the three sessions for attendees to fill in and return to the project team.</p>

Workshop
Feedback Form

HRW
HIGH ROAD WEST

WORKSHOP FEEDBACK FORM

Your Details

Name and Surname _____

Email address _____

Phone number _____

Which of the following groups do you identify with?

Resident on Love Lane Estate Resident in the local area

Local Business Owner Community Group/Organisation

Other, please specify _____

(The information you share will be used by Harrogate Council, Lendlease and Soundings for the purposes of ensuring we hear the views of the community. Your data will be stored on a secure server and will not be shared with third parties. You can withdraw your consent to share your data at any time by contacting the project team.)

Workshop feedback

1. Which of the Masterplan Theme workshops did you attend?

Theme 1: Getting Around & Open Spaces- Tuesday 25th May 6.30pm

Theme 2: Neighbourhood Look & Feel- Tuesday 25th May 7.30pm

Theme 3: New Community Workspace & Leisure Facilities- Thursday 27th May 6.30pm

2. Did you find the workshop's you attended useful and informative?

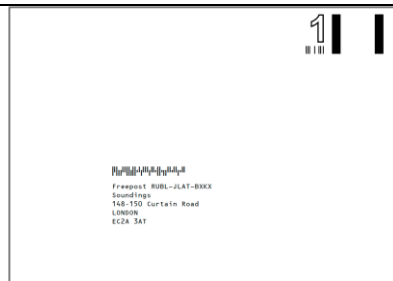
Yes very Somewhat Not really Not sure

Harrogate Lendlease

A4 2 pages

The feedback form reflected on the workshops, asked how attendees found the quality and topics discussed in the events as well as what they would like to discuss and how in the future.

Freepost return
envelope



A1

Provided to all attendees in order for them to return their Workshop Activity Books and Feedback Forms.

Masterplan Engagement Events

Event Summaries

The three workshops held in May 2021 were a great success and well attended. The activities were designed to be as engaging and interactive as possible, using the digital tools to our advantage and ensure engaging virtually was not seen as a draw-back.

The attendees asked some excellent questions of the project team and provided many useful insights as to the priorities of these representatives of the local community. Feedback provided after the event was positive which was evidenced by many attendees attending more than one, or all three of the workshops during the week.

The below sets out the dates of the three online and virtual Masterplan Theme Workshop events and how many people attended:

Theme	Date	No. Attendees
Getting Around and Open Spaces	Tuesday 25 th May 6.30pm	15
Neighbourhood Look and Feel	Tuesday 25 th May 7.30pm	16
New Community, Workshops and Leisure Facilities	Thursday 27 th May 6.30pm	24

Each event was hosted on Zoom video conferencing software where the facilitator shared their screen and followed a presentation. The presentation structure was as follows for all three workshops:

- Introduce the panel and project team
- Instructions on how to use Zoom
- Brief project introduction and context
- Theme introduction and map of where the infrastructure being discussed will be located in the future High Road West site
- Interactive workshop activity
- Conclusions and reminder to return Feedback Forms and the Workshop Activity Book

Masterplan Workshop Conclusions

Below is a summary of the main priorities, suggestions and concerns expressed throughout the three workshops. These comments were collected during the live events from verbal discussions as well as the written feedback returned to the project team after the events.

Workshop 1- Getting Around & Open Spaces:

- **Biodiversity** was identified as a priority and something to be incorporated into all types of outdoor space.
- The **ongoing maintenance of gardens, green and open spaces** was a frequent concern, with participants often being in support of an idea proposed in the workshop activity, as long as it will be maintained into the future. Comments were particularly cautious about seasonal restrictions of **water features** that could date easily and soon break or be vandalised.
- Perception that **landscaped space will become messy and littered**. Several believe that tree-lined streets would encourage littering and not be maintained.
- **Safety** is a priority for all transport and open space features and **designing out anti-social behaviour** must be a priority in future designs. Several comments expressed concern around any feature that might encourage loitering, such as benches. This highlights a need to build confidence and awareness among local people as to the positive outcomes of street furniture and interventions.
- **CCTV** is seen as a must for the majority of workshop participants.
- Providing **reliable & safe alternatives to cars** will be important in encouraging those that can adopt more sustainable modes of transport. Streets need to feel safer and the frequency of local buses and trains will need to increase in order to make car alternatives more attractive. Currently the priority is still on individual car ownership and not impeding on these journeys.
- Participants recommend **working with Tottenham Hotspur** to encourage sustainable transport modes on match days to reduce impact of these events on the local community.
- Further information about the advantages of using **Car Clubs** could be beneficial in the local community. Many participants did not see the benefit of car-sharing facilities.
- Views on **street parking** were conflicting. Some requested more spaces as they currently find parking in the streets expensive and difficult. While others would prefer less parking and clutter on their streets.
- Many would like to see more space for and occurrence of regular and **seasonal events**, however these should be in moderation, not too frequent and take place on the periphery so as not to dominate key public open spaces.
- The management of **match-day traffic to reduce impacts on residents** both pedestrian and vehicular was a high priority.
- Most comments were **very supportive of the provision of child-centric infrastructure to ensure high quality** spaces for children to play and feel safe in near their homes.

Theme 2- Neighbourhood Look and Feel

- **Building heritage and materiality** was a strong priority that came from comments about new buildings for High Road West. Respondents were generally open to new style buildings but wanted to ensure they respect the local context, especially its industrial past.
- Participants were in support of **incorporating details of interest such as cobbles, and varied architecture** as long as it remains **accessible** to all and maintains some level of continuity throughout the development.
- More work could be done to try and **identify what the local identity of North Tottenham really is**. Participants were somewhat in support of 'celebrating notable people, music and

local history’ but more needs to be done to define the specifics of these cultural identity features.

- There were many suggestions directed at **ensuring the new development caters for people working from home** such as well-adapted homes and good Wi-Fi provision.
- There was much support for **mitigating overshadowing of tall building as much as possible and ensuring they** have green spaces around them. However feedback was also **cautious of overly open and sparse spaces that can feel bleak and unsafe.**
- Most people agreed that busy streets feel safer and support local businesses.
- Comments regarding **private outdoor space** varied with some suggesting balconies can become untidy and unsightly, others in strong support of private balconies and many suggesting that there should be both private gardens and balconies in the development.
- Many participants put forward **local examples of well-executed public parks and spaces** that High Road West could take inspiration from:
 - Tottenham Marshes,
 - Bruce Castle Park,
 - Tottenham Cemetery,
 - Tottenham Peace Garden,
 - Kings Cross

Theme 3- New Community, Workshops and Leisure Facilities

- The most common remark mentioned in relation to the features of the library was **ongoing maintenance**. Participants see a definite need for improved, new library facilities but sought reassurance that they would be well-maintained into the future.
- The **library** was recognised as an important facility to support learning and socialising as well as an alternative work environment for professionals working from home.
- There was great support for the adoption of **hobbies and craft clubs in the new community hub** especially for their ability to help combat loneliness and provide more opportunities for local people to meet.
- Many participants felt that the **many clubs already exist in the area** would benefit from having access to the new community hub or library which might also increase participation and uptake.
- The feedback on introducing **food producers** as a key user of the light industrial workspaces was overwhelmingly positive. Reasons for this include the **economic benefits**, as well as being an opportunity to add to **North Tottenham's wider reputation and transition away from being focused only on football**.
- Comments were also supportive of other ways to utilise the light industrial space such as for **creative making and local services** (car repair, carpentry etc), however many made recommendations to **address the quality of current stock of industrial buildings** in the area rather than providing new stock.
- With regards to **restaurant options**, the focus was primarily on delivering **better quality, more diverse and healthier food choices** to local residents. The most popular request was for **better day time, family-friendly yet affordable dining options**.
- Many participants were **cautious of introducing too many night-time dining and drinking establishments** into the local area for fear of encouraging anti-social behaviour. This was felt to be encouraged by the proximity to the football stadium on match days.
- There was varying sentiment with regards to **independent versus 'big brand' food and shopping outlets**, with some preferring recognised brands that they can trust, and others being very encouraging of local entrepreneurs and their contribution to local identity. There was also concern that independent shops contribute to the gentrification of an area.
- Additional suggestions in relation to food and shopping included a **post office, no more betting shops, night-time cafes** and **shisha bars** for non-alcohol related evening entertainment.
- With regards to **community events and activities**, there was some support for **family fun-fairs and festivals**. **Food markets, outdoor cinemas** and **arts and craft fairs** were also popular ideas.