

APPENDIX 8: COMMUNITY AND STAKEHOLDER ENGAGEMENT PLAN

1.1 Introduction

The purpose of this document is to outline the community and stakeholder plan for Cranwood and show how this responds to the HDV strategy.

The HDV aims to put people at the heart of change; the community and stakeholder engagement strategy is essential to achieving this. This plan will adopt the HDV community and stakeholder engagement strategic approach that is set out in the HDV Business Plan; a truly collaborative approach to testing and developing the vision and masterplan with local people through a comprehensive engagement process that will enable them to help shape their new homes and neighbourhoods, and in doing so engender ownership and civic pride. Key to success is developing a transparent core narrative and messaging, and using an appropriate range of engagement tools that allow all members of the community to participate. This positions the HDV as a best-in-class example of inclusive urban regeneration. Nothing in this Plan is to be seen as replacing the Council's own engagement strategy, which is ongoing and pursuant to its statutory obligations.

The plan will operate to the following guiding principles:

- **Transparent and timely:** HDV will operate in an open and transparent way and ensure timely delivery of project information and responses to feedback
- **Building relationships:** HDV will invest in long-term relationships with key stakeholders and community partners
- **Clarity of purpose:** HDV will be clear about why and how we are engaging and what the community can expect us to do with their feedback
- **Inclusive:** HDV will proactively use a range of engagement methods and opportunities to ensure the broadest range of stakeholders can participate

1.2 Understanding the context for Cranwood

Cranwood is the HDV's first development and opportunity to deliver on the Council's ambitions to create sustainable, balanced communities. The proposal will revitalise a prime Muswell Hill location and facilitate momentum of delivery at Northumberland Park via rehousing opportunities.

St Luke's Woodside Hospital development, known as Woodside Square, is the most recent development approval with impact on the Cranwood site. Construction on this project will be completed in 2017. Any other development application submissions in the immediate area are much smaller extensions or changes of use to residential dwellings and are not expected to have meaningful impact on the Cranwood side, however HDV will continue to monitor local development activity.

Key considerations for Cranwood include:

- Statutory consultation required to comply with Section 105 of Housing Act 1985;
- Working with Homes for Haringey (HfH) to relocate the Council's tenants, including ongoing collaboration with residents who may wish to return to Cranwood after the development;
- Early engagement with St James C of E Primary School to mitigate impact of development on the functioning of the school and the safety of pupils, for example avoiding school pick-up and drop-off times for site delivery; school aware Traffic

- management and marshalling, and co-ordinating noisy working times to avoid school quiet times wherever possible (e.g. during exam periods);
- Identifying local stakeholders and interest groups.

1.3 Engagement Objectives

Our **overall aim** is to achieve Community Pride: creating homes and neighbourhoods where people can thrive as regeneration meets the needs of the community. Outlined below are the key engagement objectives centred on three themes to help us achieve this.

1. Decision making - increase understanding of issues, drivers and aspirations of the community to develop a targeted and meaningful work plan that compliments the efforts of the Council, key stakeholders and existing community groups;
2. Relationship development - proactively and effectively engage with internal stakeholders, external stakeholders and all residents;
3. Capacity building - increase community participation enabling residents to participate in the design and delivery of projects and programmes.

1.4 Stakeholder mapping

An audit of existing stakeholders will be undertaken. This will be through desktop research; a study of previous consultations in the area for example Woodside Square and Pinnacle; interviews with local representatives and the Council's officers; and knowledge of the local and political landscape. Some of the key stakeholders for this project include:

- The Council and relevant officers and political officials
- Muswell Hill Conservation Area Advisory Committee
- Friends of Highgate Wood
- City of London Corporation (owners of the Wood)
- Friends of Parkland walk
- Greater London Authority (GLA)
- TfL (buses)
- Thames Water
- Two private residents – 104 and 106 Woodside Avenue
- Six Council tenants
- St James C of E Primary School
- Woodside Square
- Heritage/Conservation/Environment groups, for example, Highgate Wood Charity
- Local businesses i.e. nearby on-street retail including, Equal Results Personal Training Studio, Architectural Fittings and Open 7 Day News.

1.5 Implementation

Creating a 'culture of participation' across all HDV activities means staff and the wider delivery teams are responsible for delivering effective and inclusive engagement for Cranwood. We will work closely with key staff and stakeholders and use a variety of communication methods to engage with the community, to gather insights and to ensure understanding of key messages.

In the first 100 days, a comprehensive community and stakeholder engagement plan will be developed, considering some of the key issues and opportunities identified through the stakeholder mapping.

The plan will identify different stages of engagement and list appropriate tools and methods that can be used by the project team.



Figure 0.1 HDV will engage with stakeholders from the outset

1.6 Monitoring and feedback

Monitoring is required to ensure engagement activities are relevant, effective and achieve the project objectives. HDV will prepare regular reports to track feedback and progress and identify any emerging issues.

The use of Commonplace (an easy to access internet based outreach and analysis tool) is proposed to capture data throughout consultation processes and to enable the HDV to understand who we are reaching and identify any gaps.

Outputs from all engagement will be recorded and played back to the community in easily digestible formats including 'You said, we did' summaries which will demonstrate how HDV has changed plans and strategies to adopt feedback from the community. This will be communicated through our website, newsletters, reports, and presentations.

Full details on the range of tools that will be deployed can be found in the HDV Strategic Business Plan.