

LOCAL DEVELOPMENT FRAMEWORK

CONSULTATION PLAN

Edmonton Green Masterplan: Issues and Options report

London Borough of Enfield
April 2012

1. INTRODUCTION

The council is preparing a Masterplan for the regeneration and improvement of Edmonton Green. A Masterplan is a planning document which sets out a framework for an area where regeneration is expected to take place. It includes proposals for the future development of the area like sites for new homes, shops and jobs and also identifies any improvements to community facilities, schools or local transport links that are needed to deal with development. However a Masterplan is not limited to just physical development; social and economic issues such as creating employment opportunities, reducing crime will also be included in the masterplan to make sure we create a successful community.

The Masterplan will be an Area Action Plan in the Local Development Framework (Local Plan).

The Masterplan will be prepared in different stages; the Issues and Options report is the first document we will ask you to comment on. It asks questions about what the area is like now and what you think needs to be improved. The process is designed to make sure that at every stage, you are given the chance to view and comment on the plans for the future of Edmonton Green. We will work with residents, business, community groups and other stakeholder to make sure everyone affected can find out about the masterplan and have their say

This consultation plan has been developed using Enfield's key strategies and resources; the Core Strategy, Statement of Community Involvement (SCI), Sustainable Community Strategy and the Enfield Strategic Partnership Engagement Toolkit. We are also required to prepare an Equalities Impact Assessment (EQIA) to assess how the masterplan will affect the different equalities groups in the local community. This is available on our website www.enfield.gov.uk/edmontongreenplan

1.1 Consultation process

Our Statement of Community Involvement (2006) sets out how we must consult when preparing Local Development Framework documents.

The minimum requirements of the Statement of Community Involvement are as follows:

- A mail out must be sent to statutory consultees
- The plan and supporting documents must be made available at the council offices
- Consultation with local community groups and businesses, including hard to reach groups
- There must be an advertisement in the local press stating when and where the documents can be inspected
- The plan and supporting documents must be put on the council website
- Statutory 6 week consultation on the Issues and Options report.

However we will take a wider and more in-depth approach to consultation in Edmonton Green than required by the Statement of Community Involvement, including a longer consultation period (9 weeks). The different consultation methods and events planned are set out in this document including who will be consulted, when and by what means. This consultation plan is a live document and may be updated throughout the consultation process. A Consultation Report will be made available after the consultation is finished setting out all the comments received and how we will take these into account. As the beginning of the consultation period, falls within the purdah period for the London Mayoral elections, the guidelines for purdah will be taken into account

Objectives of the Masterplan consultation

We aim to achieve the following from the consultation:

1. To present the masterplan in a clear and transparent way that is easy to understand for all members of the community.
2. To develop a positive view of regeneration within the local community and build confidence that the masterplan and regeneration of the area will make a positive difference for residents, businesses, and visitors.
3. To demonstrate that the community can have an impact on plans that affect their lives, and increase their awareness of this.
4. To give the community to have a genuine influence in the preparation of the Masterplan, this will in turn improve the quality of the plan and the sense of local ownership.
5. To be transparent and clear about the reasons and benefits for the consultation, this will raise the profile of Neighbourhood Regeneration as a service.
6. To provide information and feedback in ways that is inclusive of the whole community, including different ages, social, cultural and religious backgrounds.
7. To create an opportunity for individuals to work together and consider plans and strategies in more depth through interaction with other members of the community.
8. To seek opportunities for the community to meet and grow in capacity and cohesion from coming together around a mutual interest.

Approach to consultation

Consultation on the masterplan will be designed to allow people to comment at all stages of its preparation:

1. **Issues and Options Stage- 9 week consultation (the current stage)**
2. **Draft Masterplan- 12 week consultation**
3. **Submission/final version the plan- 6 week consultation before final plan is submitted to the Secretary of State.**

For all consultations we will gather the responses received and include these in a Consultation Report which will be made publicly available. The responses will be used to prepare and review/change the masterplan.

Enfield Engagement Framework – This consultation will work in line with the guidelines of the Enfield Strategic Partnership Engagement Framework. There will be an 8 week consultation period on the Issues and Options from 11th April 2012 to 16th June 2012. This is an initial consultation on the Issues and Options report, with a 12 week consultation on the draft masterplan scheduled for Autumn/Winter 2012. A further 6 week statutory public consultation will be held on the final version of the plan before it is approved.

Targeting specific groups –We want to give everyone in Edmonton Green the chance to participate in the consultation. It is important to recognise that most people respond better to a more direct approach. There are also some groups in the community that require a tailored approach to be able to participate, for example, **young people, businesses and others who work full time, people who don't speak English or the elderly or those with disabilities**. Our approach will make sure that there are widespread communications, and opportunities, to be involved as well as specialist activities and consultation methods aimed at specific groups based on the stakeholder map (on Page 7).

Local area focus – Due to its focus on Edmonton Green we will take a neighbourhood-based approach to consultation and engagement. The most intensive activity will therefore take place in the Edmonton Green area, with a highly visible presence. It is also acknowledged that those who live, work or learn in other parts of the borough may have an interest in the masterplan. We will ensure that through Our Enfield, the Council's website and local media coverage, residents of the borough are informed and have the opportunity to find out about the masterplan.

Community groups and organisations – Where possible we will work with existing organisations, networks and communities (Enfield Voluntary Action, Enfield Racial Equality Council, Enfield Children's and Young People Service), to engage with people. Community organisations are part of the fabric of the local area, and are valued partners in any activity to improve the area. Where opportunities can be

created for local organisations or networks through the engagement process, this is a means of contributing to the positive outcomes of neighbourhood regeneration for local people and will be pursued. If some links or networks are not yet in place in the local community that would benefit the consultation process and the wider community in the long term, we will work with local people to develop these links.

Joining up – We will seek opportunities to work with other teams in the Council if they are organising activities in Edmonton Green or is already working with groups in the community. Alternatively, if another team in the Council is seeking to consult with or develop connections in the Edmonton Green area, we will identify opportunities for them to work with us. Finally, if a project or issue is a particular priority for the local community, we will ensure that information is available to them.

At the same time as the consultation on the Edmonton Green masterplan is going on, there will also be work and engagement taking place on the:

- **Meridian Water Masterplan**
- **Central Leaside Area Action Plan**
- **Shires Neighbourhood Plan**

It is our responsibility to make sure that the communities affected are made aware of the consultations. We will raise awareness of the other consultation documents by including details of the other projects in the Edmonton Green documents.

We will also work with the Big Local Project organisers, a community-led improvement project which is happening in the Bounces Road/Montagu Road area, to ensure that local residents are not consulted twice on the same issue and ensure the projects are joined up

Language translation and interpretation - Edmonton Green is a very diverse community with residents from a number of different cultural backgrounds and a wide range of different languages spoken. This is an important factor to consider when consulting with residents, as information provided entirely in an English written format will not be sufficient in involving the community. We will work with local community groups and organisations whose members represent the different cultural groups in the area and also translate the masterplan summary document and questionnaire into the top key 5 languages spoken in the area (Polish, Turkish, French, Somali, and Bangladeshi). We will also translate documents to other languages, and provide interpreters, on request.

People with disabilities and other specific needs –It is important that all people are able to attend events and participate fully in the consultation. When we invite people to attend meeting or public events we will find address specific needs or requirements to help people attend and participate in meetings or consultations (e.g. translator, audio, access and transport to meetings). We will ensure that venues chosen for consultation meetings and events are fully accessible for disabled people. We will work with local disability groups and organisations and their members to communicate to individual and groups. We will provide consultation documents in audio, large format or other formats if requested.

Monitoring

In order to evaluate how successful the consultation is, and to learn what the most effective forms of engagement are in Edmonton Green, the responses to the consultation will be monitored in the following ways:

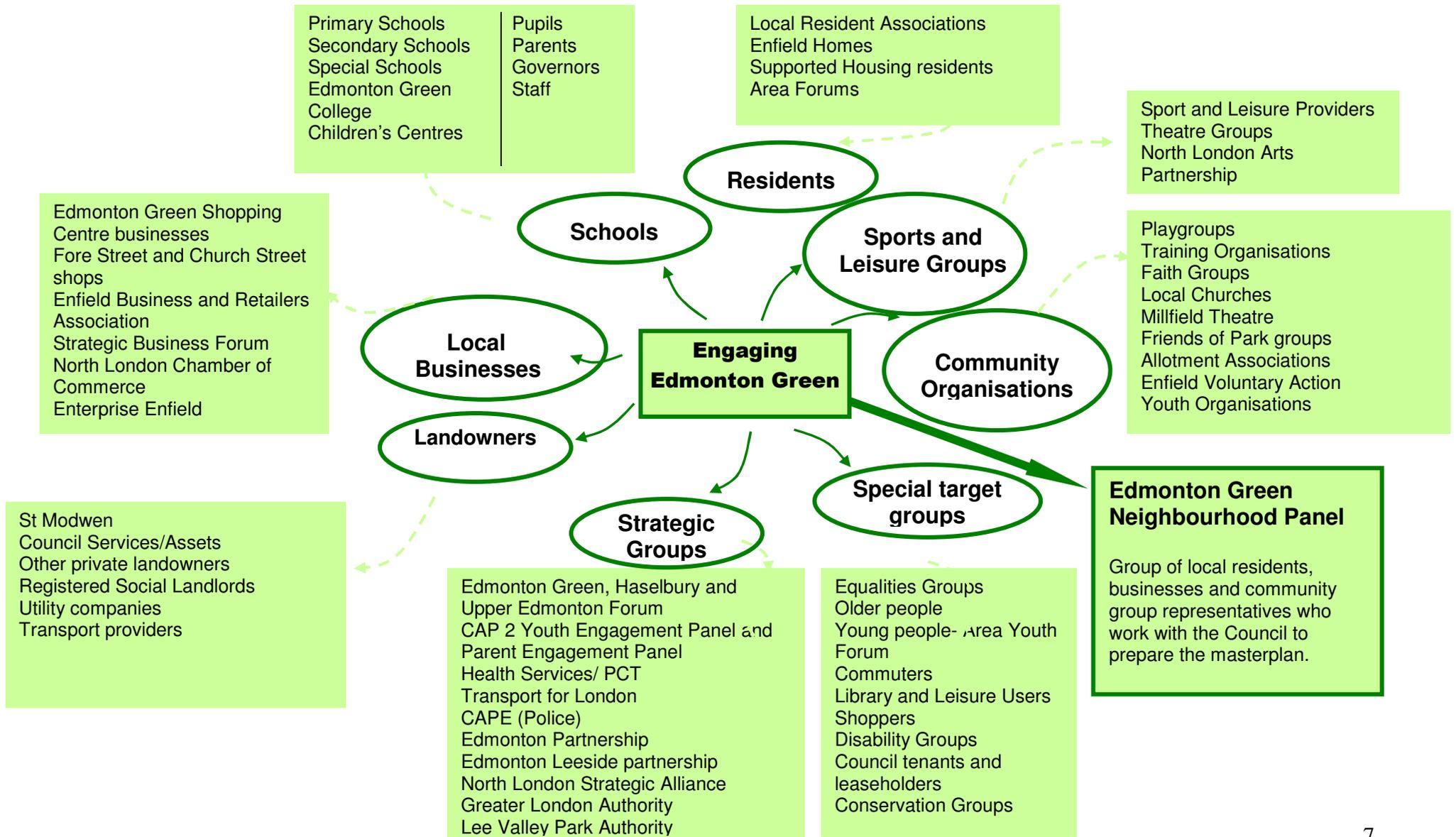
- Number of questionnaires returned and from what source (i.e. by post, email or at local collection point);
- Questionnaire to establish gender, age, disability, sexual orientation, ethnic origin, faith and address of respondents;
- Find out how respondents heard about the consultation;
- Mapping the responses to questionnaires to determine if we need to focus our consultation efforts on a specific area;
- Number of hits on the masterplan web pages;
- Number of participants at events, workshops and other meetings;
- Qualitative feedback from participants at events

Feedback from the consultation

This is an essential part of community engagement and will allow people to see how we have used their comments to prepare and/or change the masterplan so that it reflects local issues and needs. This feedback will be composed into separate stages;

1. Feedback will be reviewed and compiled into a publicly available Consultation Report, following each stage of consultation.
2. The draft Masterplan will be prepared and amended to incorporate the views of the community.
3. The community will be informed of the outcome of the consultation through various communication channels, such as the Edmonton Green Neighbourhood Panel, Our Enfield and the Council website and other media such as Facebook.

Masterplan stakeholders



Engagement Plan

1. All residents, businesses, and community organisations			
1.1	Press	Press releases to Enfield Independent and Advertiser in week the consultation period starts around key events, and following the consultation period. Also inclusion in other local newsletters and press.	April – June 2012
1.2	Press	Publish statutory planning notice in local press.	April 2012
1.3	Our Enfield	Article in April edition of Our Enfield. Follow up summary in October/November edition of Our Enfield.	April 2012
1.4	Website	Web page established regarding the Edmonton Green Masterplan consultation and events. Consultation documents on website	April 2012.
1.5	Facebook	Promotion of consultation activities on the Regenerating Enfield Facebook Page	April-June 2012
1.6	Poster/Leaflet	Poster/Leaflets on Edmonton Green Issues and Options consultation delivered to key locations in the area such as community buildings, railway stations and retail areas	April 2012
1.7	Council website/ Consultation Forum	Consultation on Enfield Councils 'Have your say' consultation forum on the Council's website	April- June 2012
1.8	Information Hub / On your Doorstep	'On your Doorstep'. Be present, 1-1 discussions with the community, display of consultation proposal and questionnaires on hand. Attend local on your doorstep events as they happen	Dates tbc

1.9	Events to promote the masterplan	Attend community group events and meetings. Plan 2 specific masterplan events that will allow people to drop in and get more information on Edmonton Green, Meridian Water and the Central Leaside Area Action Plan.	April- June 2012 Dates tbc- May/ June 2012
1.10	Masterplan Issues and Options Questionnaire	This will be available along with the Issues and Options report and summary leaflets. Questionnaire will be available electronically and in paper format	April- June 2012
2. Residents			
2.1	Document available at local venues	Edmonton Green Issues and Options report and summary/questionnaire available at Edmonton Green and Fore Street libraries, leisure centre, local shops, community venues and Civic Centre.	April- June 2012
2.2	Edmonton Green Residents Panel members	Send summary/questionnaire to Edmonton Green residents panel members through mail out	April 2012
2.3	Mail-out (tbc)	Identify opportunities for a mail-out to residents to make them aware of the consultation	April 2012
2.4	Notice Boards	Leaflets & posters in key notice boards Railway Stations, Libraries, Leisure Centres, Parks and Shopping Centre/ Retail Areas & Housing estates	April 2012
2.5	Edmonton Green Neighbourhood Panel	Meeting to discuss the issues and options report	15 th May 2012
2.6	Static exhibition in Edmonton Green library	Static exhibition at Edmonton Green Library throughout the consultation period	11 th April-16 th June 2012
2.7	Static exhibition in Edmonton Green library will be manned at specific times (to be advertised in the library and on	Attendance at specified times at the exhibition to enable 1-1 consultations. Dates tbc.	11 th April-16 th June 2012

consultation documents)			
2.8	Commuters	Summary leaflet and questionnaire to be handed out at the local railways stations to commuters.	May 2012
2.9	Shires Estate Residents Association	Presentation at resident meeting.	May/June 2012
3. Schools including pupils, parents, staff and governors			
3.1	Schools within and just outside Edmonton Green masterplan area	Information distributed to families via website and school newsletter	April 2012
3.2	Schools within and just outside Edmonton Green masterplan area	Attendance at school events/ workshops, governors meetings if required.	April- June 2012
3.3	Schools within and just outside Edmonton Green masterplan area	Arrange a questionnaire specifically for young people to be distributed to schools	April 2012
4. Businesses			
4.1	Business and Retailer Meeting linking with St Modwen, Enfield Business and Retailers Association, Enterprise Enfield, and the Chamber of Commerce	Meeting to be held at Artzone. Invite to be hand delivered to all business and retailers in Edmonton Green Shopping Centre, Fore Street, Church Street and Bounces Road in early May.	22nd May 2012

4.2	GP's, surgeries and Health Centres	Promote consultation and exhibition in all GPs, surgeries and Health Centres in identified area.	April- June 2012
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5. Local Community Organisations and Groups			
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5.1	Local community organisations and groups	Send copy of Edmonton Green Issues and Options Paper and posters to local community organisations offering to make presentation/run workshops/provide information to meetings.	April 2012
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6. Special Target Groups			
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6.1	BME/EAL Groups	All documents to offer help with understanding content including translation or presentation. Information on the masterplan available at local ESOL training venues.	April- June 2012
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6.2	Community group umbrella organisations	Send Edmonton Green Issues and Options to umbrella organisations representing specific ethnic groups for comments relating to the community they represent, and the opportunity to attend exhibition.	April 2012
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6.3	Young People	<p>Youth Area forum and Youth Clubs- Workshops and involvement in the exhibition</p> <p>Questionnaire prepared specifically for young people</p> <p>After School Clubs in the local area to distribute young peoples questionnaire</p>	March- June 2012
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6.4	Older People	<p>Meet with/ attend Children's Centres and Parent Engagement Panels</p> <p>Information to be sent to Over 50's forum and Age concern, presentation if required</p> <p>Attend over 50's Forum – to give presentation and answer</p>	April- June 2012
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questions on Issues and options paper
Age – Active Life Centre – workshop in day centres

16th April 2012

6.5	Disability Community	Send Edmonton Green Issues and Options to umbrella organisations representing specific disability groups for comments relating to the community they represent, and the opportunity to attend exhibition	April 2012
6.6	Disability community	Feature Article in 'Our Voice' (Parents of disabled children group) and online mail out to all members. Send information to parent to parent group	April – June 2012
6.7	Disability community	Arrange a drop in day for clients and users of One to One Enfield (People with Learning disabilities)	June –tbc

7. Strategic Groups

7.1	Edmonton Green, Haselbury and Upper Edmonton Area Forum and Jubilee, Lower Edmonton and Ponders End Area Forum	Send/Email copy of Edmonton Green Issues and Option. Presentation at the June meeting	19 th June - tbc
7.2	Enfield Voluntary Action	Send/Email copy of Edmonton Green Issues and Options paper and posters and put onto EVA Facebook page	April 2012
7.3	Edmonton Leaside Area Partnership and sub-groups	Send/Email copy of Edmonton Green Issues and Options. Presentation at a meeting during the consultation period. Partnership to inform their sub-groups	April- June 2012
7.4	Edmonton Partnership	Send/Email copy of Edmonton Green Issues and Options Paper. Presentation at a meeting during the consultation period	April- June 2012

7.5	CAPE (Police)	Send/Email copy of Edmonton Green Issues and Options. Presentation at a meeting during the consultation period.	April- June 2012
7.6	Transport	Send/Email copy of Edmonton Green Issues and Options to the Transport Consultative Group. Presentation at a meeting during the consultation period	Date tbc
7.7	Other strategic groups	Send/Email copy of the Edmonton Green Issues and Options paper	April 2012

8. Equalities Groups

8.1	Equalities groups	Send Edmonton Green Issues and Options Paper to umbrella organisations representing equalities groups for comments relating to the community they represent.	April 2012
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9. Statutory Consultees

9.1	All statutory and non statutory consultees on Local Development Framework database	Mail out to all consultees.	April 2012
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10. Conservation Groups

10.1	Conservation Groups including Conservation Advisory Group and Conservation Study Groups	Send Edmonton Green Issues and Options Paper to umbrella organisations representing conservations groups for comments relating to the community they represent.	April 2012
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