

# **Oval and Kennington Development Area Community Engagement Statement**

January 2015

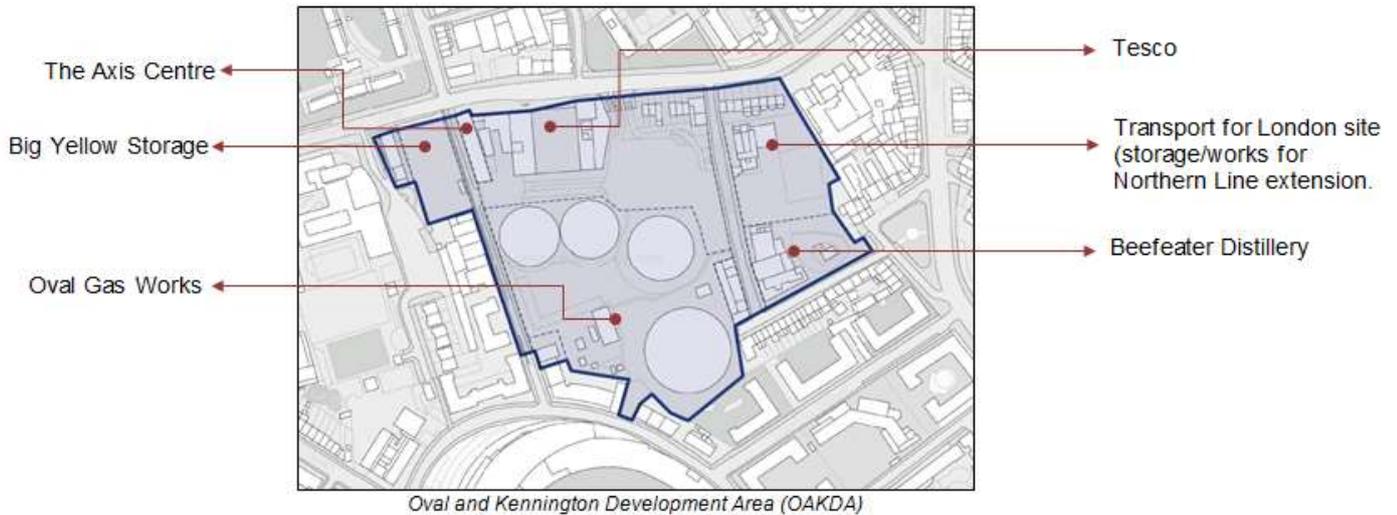
## Introduction

At the beginning of 2014, Scotia Gas Networks decommissioned the gas works in Oval.

Berkeley Homes, in corporation with Lambeth Council, is developing a masterplan and evidence base that would demonstrate how the area's Key Industry and Business Area designation could be removed and a new housing development with associated employment lands could replace the existing uses.

Previously the gas works and nearby sites were constrained by the Heath and Safety Executive Blast Zone. With the gas works now decommissioned the area may offer many regeneration opportunities which could not previously be considered.

In agreement with Lambeth Council the resulting Oval and Kennington Development Area (OAKDA) includes 16 sites and is shown below. Berkeley Homes and Lambeth Council believe the masterplan area presents a significant opportunity to create a new place where people will want to live, work and visit.



This Engagement Strategy outlines how Berkeley Homes and the council will work with local residents, businesses, landowners and other interested parties and groups to develop the masterplan.

## **Why are we working up a masterplan for the area?**

A masterplan is a framework within which a location is encouraged to develop or change. In this regard the Oval and Kennington Development Area is well suited to a masterplan approach especially as it must be demonstrated that the Key Industry and Business Area designation (KIBA) can be removed. The resulting masterplan and the evidence that supports it will be endorsed through the Local Plan review.

Masterplans are a comprehensive way to understand the area and deliver a coordinated plan for its regeneration over time. This will allow the various landowners, should they choose to develop their sites, to do so in accordance with an endorsed masterplan which demonstrates how this should occur.

The masterplan process offers the opportunity to look at the area and its surroundings to ensure any new development connects well with the existing neighbourhood.

In addition to the possible physical changes an area may experience, masterplans are supported by a range of technical information that provide the rationale for those changes – including socio-economic, transport, housing need, employment, streetscape and heritage. A number of studies have been commissioned for the area to investigate these and numerous other topics.

Of particular importance to this site are the gas holder structures themselves. Detailed heritage and visual analysis will be undertaken to investigate the elements of importance to the local community, industrial heritage and even the influence these have on the millions of TV viewers who watch cricket at the Kia Oval.

## **What do we hope to achieve?**

It is important for Berkeley Homes to create a place where people want to live, work and visit. We plan and build development that is renowned for its good design, great architecture, transport links, high quality open space and access to employment.

During the planning process it is essential that Berkeley Homes engage with the local community and other partners to find out what is important to them. We want to develop a masterplan which is led by the local community and acts as a guide for future development in the area.

## What are the aims of our consultation?

- **Inform** the local community about initial plans for the Oval and Kennington Development Area and how the masterplanning process works. Everyone involved in the process should have a good understanding of the site – its opportunities and constraints, and how their suggestions can feed into the outcomes.
- **Collaborate** by encouraging the local community to become involved in the process and help develop a shared vision so that the aspirations for the area are understood.
- **Consult** the local community about the proposals; seek their feedback and determine how this can inform the masterplan.

## Who will we consult with?

The 'local community' in this document refers to local residents, businesses, voluntary and community interest groups in and also close to the Oval and Kennington Development Area. We aim to consult with as many individuals and groups as possible.

We recognise that different groups and individuals are not always equally represented during the consultation process. To overcome this, we have established a range of contact methods and encourage people to use these throughout the process.

## What can you expect from us?

- **Early engagement and a clear process:** we will outline the scope of the consultation from the outset and the programme timeframe, showing when and how people can get involved.
- **Appropriate engagement:** we will make sure stakeholders are engaged in a logical order and timely manner. Residents will always receive notice of consultation sessions with two weeks notice.
- **Accessible and valuable engagement:** we will use a mix of techniques to encourage wide spread involvement that will produce qualitative and quantitative feedback.
- **Feedback which is analysed, understood and considered for our plans:** we will ensure good analysis of feedback by the development team and thorough exploration of all potential ideas.
- **Reporting back:** on all the views gathered. We will communicate how proposals have been influenced by the consultation; or where not, why not.
- **Well communicated results:** to ensure the community understands how and why the scheme has progressed and the timeframe for the next stages.

## What will we be doing differently?

The Berkeley Group, in collaboration with Reading University and Social Life, have developed a detailed methodology to assess how new housing developments can affect residents' wellbeing and quality of life. In 2012, Berkeley published *Creating Strong Communities: How to measure the social sustainability of new housing developments* and in 2014 developed a toolkit to help developers and local authorities to practically apply the aims of social sustainability.

Further information on the research document and toolkit is available at - [www.berkeleygroup.co.uk/sustainability/social-sustainability](http://www.berkeleygroup.co.uk/sustainability/social-sustainability)

The Oval and Kennington Development Area masterplan provides a perfect opportunity to utilise the toolkit as a component of the engagement process. It will be used to inform us about what the community thinks about issues such as local identity, feelings of safety and neighbour interaction. A series of practical suggestions will be developed from these, which will then be fed into the masterplan.

## How will we consult with you?

We are proposing a six month engagement programme, starting in January 2015. We have organised a range of different workshops and events so that local people can get involved in the masterplanning process. We want to hear as many local voices as possible as we work together to create a successful new place. Key elements of the engagement are shown below.

January	Join one of our <b>workshops</b> and tell us about your area
February	Come to our <b>public exhibition</b> to see what you told us
March	We take your <b>feedback</b> and use it to help us draft the masterplan
April	Receive <b>communications</b> about the draft masterplan as it emerges
May	Come to the <b>formal public consultation exhibition</b> to see the draft masterplan and give us your feedback
June	We take your <b>feedback</b> and use it to help us finalise the draft masterplan
July	We <b>present</b> the masterplan for the council's consideration



	<ul style="list-style-type: none"> <li>▪ Mood boards</li> <li>▪ Playmats of the masterplan/masterplan</li> <li>▪ Feedback forms</li> </ul>
<p>Press</p> 	<p>Press adverts and editorial publicising the consultation and encouraging people to have their say, this would be managed on a pro-active basis. This would be followed by the preparation of advanced media statements and briefings.</p>

**How you can contact us**

If you have any questions or ideas on how we can work with you to enhance the masterplan preparation process please contact us.

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