

## Isle of Dogs Neighbourhood Planning Area – Consultation Strategy

Our consultation strategy has used a variety of different methods to advertise the Forum. This includes the following;

1. The delivery of over 15,000 letters to properties in the area from Councillors using Tower Hamlets Council headed paper inviting residents to attend public meetings and providing contact details. We believed that the use of Tower Hamlets headed paper would increase the likelihood of the letters being read. We have also distributed over 1,000 leaflets to advertise the Mayoral husting with the Forum logo and information on it.
2. We are currently working on using the Royal Mail to deliver approximately 22,00 Forum branded leaflets to every single address in the area using their delivery process in September. These would further advertise the Forum and the next round of meetings in autumn 2015.
3. The use of emails using existing contact details gathered in the months before the Forum was founded and then through word of mouth. We currently have 352 contact details on our distribution list but we know that our emails are being re-broadcast to a wider group especially within residents associations. This contact list will grow once we process recent membership applications.
4. The use of social media to advertise the Forum;
  - Advertising on Facebook groups like;
    - i. Isle of Dogs – The history of the island – 3,299 members
    - ii. East End Politics Forum – 268 member
    - iii. Canary Wharf & Isle of Dogs Residents – 1,500+ members (administered by Cllr Andrew Wood)
    - iv. The Isle of Dogs - Then & Now – 3,587 members
    - v. The Landmark E14 – 521 member
  - Asking residents to re-broadcast within developments information on meetings or events i.e. the Landmark Facebook page, the Virginia Quay intranet site or other buildings sites i.e. <https://panpeninsula.files.wordpress.com/2014/08/letter-to-pp-residents-from-andrew-wood-27-sep-2014.pdf>
  - Social media engagement on various development related websites i.e. <http://www.skyscrapercity.com/showthread.php?p=118310239>
  - Streetlife.com website – 1,804 subscribers in the area, used to advertise meetings
  - Website [www.isleofdogsforum.org.uk](http://www.isleofdogsforum.org.uk)
  - Twitter @IsleofDogsForum
  - Facebook page - Isle of Dogs Neighbourhood Planning Forum

If you Google the words ‘Isle of Dogs Neighbourhood Planning Forum’ you will get a good sense of the range of contacts we have made.

5. Newspaper articles in local newspapers about general development related issues including advertising the Forum. This is a selection of some of the stories;
  - <http://www.wharf.co.uk/2014/09/concern-over-poor-advertisemen.html>
  - <http://www.eastlondonlines.co.uk/2014/11/barkantine-practice-could-turn-away-2000-patients-as-surgery-hours-are-cut/>

- <http://www.bbc.co.uk/news/uk-england-london-32334436>
- [http://www.eastlondonadvertiser.co.uk/news/don\\_t\\_exclude\\_canary\\_wharf\\_from\\_planning\\_forum\\_urge\\_isle\\_of\\_dogs\\_families\\_1\\_4033614](http://www.eastlondonadvertiser.co.uk/news/don_t_exclude_canary_wharf_from_planning_forum_urge_isle_of_dogs_families_1_4033614)

Meetings or telephone conversations with the following news organisations (although not all have yet resulted in stories)

- BBC London and Radio 4
- Daily Mail
- The Wharf
- East London Advertiser
- Monocle magazine
- Evening Standard
- East London Lines

6. Forum organised public consultation meeting - We have had meetings on the following dates & locations - we have had between 60 and 6 people attend each meeting and approximately 300 + people have attended meetings so far (not including repeat attendees);

- Thursday 4<sup>th</sup> September – Alpha Grove Community Centre – inaugural meeting 60 attendees
- Saturday 6<sup>th</sup> September – Alpha Grove Community Centre – inaugural meeting weekend - 15
- Thursday 2<sup>nd</sup> October – Alpha Grove Community Centre – 30 attendees
- Saturday 4<sup>th</sup> October – Alpha Grove Community Centre – 15 attendees
- Thursday 9<sup>th</sup> October – De Vere Venues, 1 Westferry Circus – 5 attendees
- Thursday 16<sup>th</sup> October – Alpha Grove Community Centre – 30 attended
- Monday 27<sup>th</sup> October – St Johns Community Centre – Cubitt Town meeting – 55 attended
- Monday 3<sup>rd</sup> November - Alpha Grove Community Centre – preparation for SDC meeting
- Thursday 6<sup>th</sup> November – Town Hall – Strategic Development Committee meeting – many members attended the meeting in the public gallery – not a Forum meeting but highly educational
- Thursday 13<sup>th</sup> November – Docklands Sailing & Watersports Centre – 35 attendees
- Saturday 15<sup>th</sup> November - Canary Wharf IDEAS store – 6 attendees
- Monday 17<sup>th</sup> November - MG4, Tower Hamlets Council Town Hall, Mulberry Place – 10 attendees
- Tuesday 25<sup>th</sup> November - St Johns Community Centre – 46 attendees
- Saturday 29<sup>th</sup> November - Canary Wharf IDEAS store – 6 attendees
- Thursday 15<sup>th</sup> January - Alpha Grove Community Centre – 40+ attendee’s – Officer elected
- Saturday 17<sup>th</sup> January - Ideas store CW
- Thursday 16<sup>th</sup> April – Alpha Grove – this happened after the cancelled walk about – 40+ attendee’s
- Tuesday 9<sup>th</sup> June – St Johns – Mayoral Husting – about 65 people attended in addition to most of the main mayoral candidates. We were later told it was the best attended of the husting in Tower Hamlets. A report on the Husting can be found here;  
[http://www.eastlondonadvertiser.co.uk/news/politics/tower\\_hamlets\\_candidates\\_for\\_mayor\\_pledge\\_to\\_recognise\\_isle\\_of\\_dogs\\_forum\\_1\\_4107583](http://www.eastlondonadvertiser.co.uk/news/politics/tower_hamlets_candidates_for_mayor_pledge_to_recognise_isle_of_dogs_forum_1_4107583)

The list above does not include Officers meetings or meetings organised by other parties which we have attended i.e. developers consultations like the 13<sup>th</sup> July meeting at Alpha Grove organised by Ballymore with Council planning officers attending

7. Although not organised by the Forum, it helped to publicise the following Tower Hamlets Council South Quay Masterplan meetings which members then attended;
  - Thursday 4<sup>th</sup> August, 2014 - Jack Dash House
  - Thursday January 22<sup>nd</sup>, 2015 - Jack Dash House
  - Friday January 30<sup>th</sup>, 2015 - Lab 1, Idea Store, Canary Wharf
  - Thursday February 5<sup>th</sup>, 2015 - Alpha Grove Community Centre – Q&A session with THC planning department
8. Other local meetings where Neighbourhood Planning Forum have been discussed or mentioned (this is not an exhaustive list);
  - Police SNT meetings for Blackwall & Cubitt Town & Canary Wharf – Isle of Dogs police station & at Alpha Grove
  - Association of Island Communities (AICVC) meetings
  - Barkantine Management Team meetings & AGM
  - South Quay Masterplan consultation – Jack Dash House – 3<sup>rd</sup> September
  - Friends of Island Gardens meetings & AGM
  - Barkantine Surgery patient panel meetings
  - Friends of Island History Trust Open Day - 11<sup>th</sup> October 2014
  - Meetings with other Neighbourhood Forums in Tower Hamlets;
    - i. Spitalfields
    - ii. East Shoreditch
    - iii. Limehouse
9. We have had meetings with the following stakeholders where the role of the Forum has been discussed;
  - Tower Hamlets Council – mainly with the Council planning department but also with the Head of Paid Services. Including a walkabout of the Area
  - Canary Wharf Group \* 2
  - Transport for London \* 2
  - Thames Water \* 1
  - Canal & River Trust \* 1
  - GLA \* 2
  - Ballymore
  - FEC – several meetings
  - Galliard - several meetings
  - Tameric Investments – one meeting
  - GVA – at several different meetings
  - Your Shout – at several different meetings
  - Bellenden – several meetings
  - Each of the 4 professional consultants helping the Council with viability analysis

We have also attended the following public consultation events which typically include the developer, architect and public relations consultant;

- Westferry print works
- 225 Marsh Wall
- South Quay Plaza 4 – Berkely Homes
- Cuba Street Ballymore
- Meridian Gate
- Hertsmere House – Greenland
- Jemstock South Quay Square – behind Hilton Hotel

10. Meetings and discussions with the following housing associations where the Forum has been discussed;

- One Housing Group
- Genesis
- Swan

11. Attendance at the following events where the Forum has been mentioned or presentations made;

- NLA Superdensity - the Sequel: Designing high density housing and sustainable places - 22nd May 2015
- UCL Bartlett School of Planning 'Communities & Planning' MSc Module – briefing session with students and lecturers
- Urban Design London – Density debate – 30<sup>th</sup> June 2015 – presentation made on density along South Quay.
- Local London - the capital's neighbourhood planning experience – 21<sup>st</sup> May – meeting of London's neighbourhood planning forum – attendee's included DCLG
- Getting Neighbourhood Planning Off the Ground – 28<sup>th</sup> March – training event organised by the Bartlett School of Planning

12. Word of mouth – at every meeting we encourage members to mention the Forum to friends, neighbours and relatives

13. The following meetings or events are being organised in the future (post 6<sup>th</sup> August 2015);

- Berkeley Homes – 11<sup>th</sup> August
- Hyperoptic meeting - August – broadband provider on the Isle of Dogs
- Isle of Dogs Forum - AGM & Special General meeting – mid-September;
  - i. To elect officers for the next year
  - ii. To agree change in constitution to allow developers to join the Forum as full voting members
- Project Stone meetings - late September \* 2 – Alpha Grove & St Johns
  - i. To start community consultation
  - ii. To brief residents on latest news
- Forum update meetings in Blackwall and Island Gardens – late September / early October
- Developer open day – mid-October – 3pm weekday – will invite all stakeholders

## **How to contact the Isle of Dogs Neighbourhood Forum**

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