



# THE GOODSYARD

Statement of Community Involvement

July 2018 to March 2019 - Part 4 of 9



ballymore.



# CONSULTATION PROCESS

DIFFERENT FORMS OF  
ENGAGEMENT AND  
CONSULTATION HAVE BEEN  
USED TO ENSURE AS MANY  
LOCAL PEOPLE AS POSSIBLE  
CAN BE INFORMED AND  
INVOLVED IN THE PROCESS



WHAT'S HAPPENED

The consultation process has aimed to involve as many people as possible through a variety of ways that are accessible and appropriate for the many communities surrounding the Goodsyard site.

The consultation facts and figures to the right present a snap shot of the engagement undertaken from July 2018 to March 2019.

A detailed project diary is provided within the appendix to this report.

2018 & 2019 consultation facts & figures



15 Public Events



3 Theme Sessions



9 Public Drop-In Exhibition Days



3 Out and About Mini Exhibitions



7 One to One Sessions



185 Feedback Forms



18,000 Newsletters Distributed



820+ Event Attendees

CONSULTATION OVERVIEW

Pages 34-36 provide an overview of events held between July 2018 and March 2019.

July to September: we focused on gaining an understanding of the neighbourhood, community groups and organisations in the area and priorities for the updated proposals.

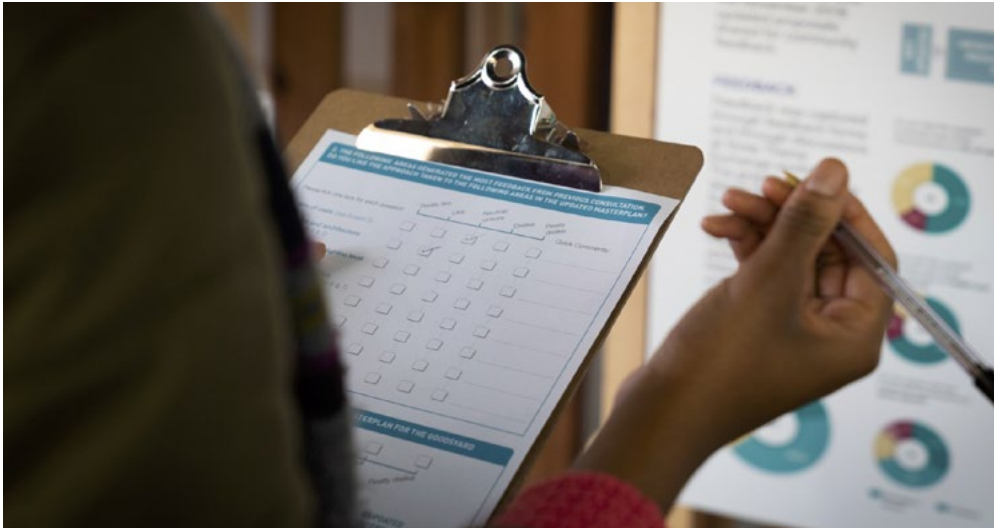
November 2018: we held a drop-in public exhibition presenting the updated proposals for the Goodsyard site and had Theme Exchanges, where attendees could discuss some of the key aspects of the proposals in more detail with the team and community.

March 2019: we held further drop-in public exhibitions presenting updates since November 2018. We also held informal question and answer sessions at these events, as well as site tours through the Goodsyard.





3D model of updated masterplan, exhibition, March 2019



Exhibition, March 2019



Exhibition, March 2019



Exhibition, March 2019



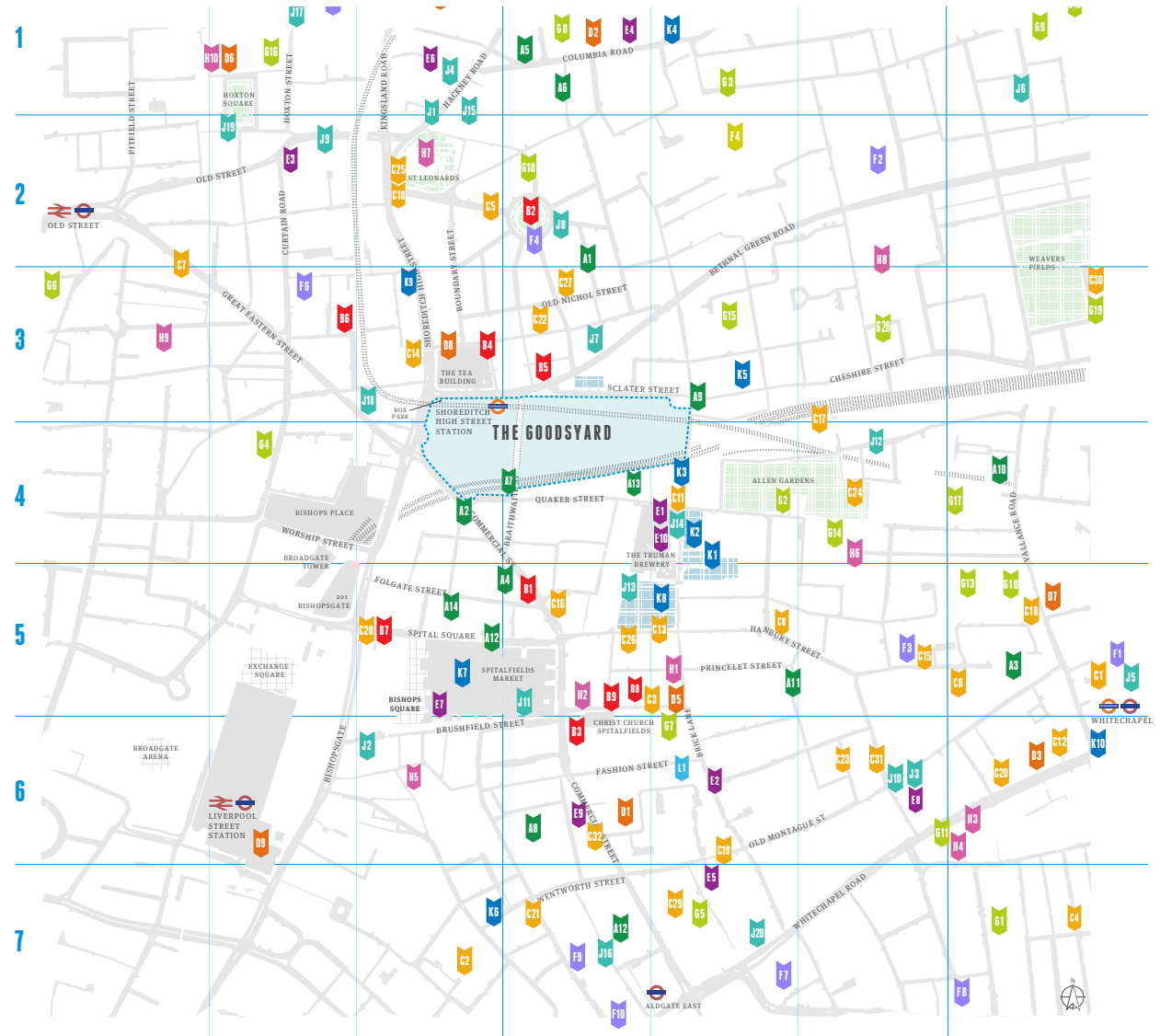
Exhibition, March 2019



Exhibition, March 2019

UPDATED STAKEHOLDER MAPPING

We are continually working to make sure those who have an active interest in, or are impacted by, the redevelopment of the Goodsyard are kept involved. There are currently over 2,100 project contacts who we will continue to engage with throughout the process. Please see the mapping to the right, showing a cross-section of the local groups and organisations we are contacting.



## TENANTS' AND RESIDENTS' ASSOCIATIONS

Boundary Neighbourhood Group - [A1](#) [D,2]  
 Burhan Uddin House TA - [A2](#) [C,4]  
 Chicksand East TRA - [A3](#) [G,5]  
 Cloisters Residents' Association - [A4](#) [D,5]  
 Columbia TRA - [A5](#) [D,1]  
 East End Homes [\[not on map\]](#)  
 Gascoigne Neighborhood Association - [A6](#) [D,1]  
 Gateway Housing Association - [A7](#) [D,4]  
 Hackney Homes [\[not on map\]](#)  
 Holland Estate Management Board - [A8](#) [D,6]  
 Jesus Hospital Estate RA [\[not on map\]](#)  
 North Brick Lane RA - [A9](#) [E,3]  
 Princelet Street TA [\[not on map\]](#)  
 Providence Row HA [\[not on map\]](#)  
 Shahjhal Estate TA - [A10](#) [G,4]  
 Spelman Street TA - [A11](#) [E,5]  
 Spitalfields Market RA - [A12](#) [C,5]  
 Spitalfields HA - [A13](#) [D,4]  
 St George's Residents' Association - [A14](#) [C,5]  
 Tower Hamlets Community Housing [\[not on map\]](#)

## COMMUNITY INTEREST GROUPS

Columbia Neighbourhood Action Group [\[not on map\]](#)  
 Concerned Residents of Spitalfields - [B1](#) [D,5]  
 Conservation Area Design Advisory Panel (CADAP) [\[not on map\]](#)  
 Friends of Arnold Circus - [B2](#) [D,2]  
 Friends of Christ Church - [B3](#) [D,6]  
 Hackney Society [\[not on map\]](#)  
 Hackney Solidarity Network [\[not on map\]](#)  
 JAGO Action Group - [B4](#) [C,3]  
 OPEN Shoreditch - [B5](#) [D,3]  
 SAVE Britain's Heritage [\[not on map\]](#)  
 Shoreditch Community Association - [B6](#) [B,3]  
 Society for the Protection of Ancient Buildings (SPAB) - [B7](#) [C,5]  
 Spitalfields Community Group - [B8](#) [D,5]  
 South Shoreditch Conservation Area Panel [\[not on map\]](#)  
 Spitalfields Society - [B9](#) [D,5]

## COMMUNITY GROUPS AND LOCAL FACILITIES

APASENTH - [C1](#) [G,5]  
 Artizan Street Library & Community Centre - [C2](#) [C,7]  
 Bangladeshi Welfare Association - [C3](#) [E,5]  
 Bangladesh Youth Movement Women's

Centre and Youth Centre - [C4](#) [G,7]  
 Boundary Estate Community Laundrette - [C5](#) [C,2]  
 Brady Centre (& projects) - [C6](#) [G,5]  
 Breaking Barriers - [C7](#) [A,3]  
 Brick Lane Circle - [C8](#) [E,5]  
 Chinese Association of Tower Hamlets [\[not on map\]](#)  
 Choice In Hackney - [C9](#) [B,1]  
 Community Matters [\[not on map\]](#)  
 Hanbury Centre - [C10](#) [C,2]

Healthwatch [\[not on map\]](#)  
 HEBA Women's Project - [C11](#) [E,4]  
 Jagonari Women's Education Resource Centre - [C12](#) [G,6]  
 Kobi Nazrul Community Centre - [C13](#) [E,5]  
 Local Giving - [C14](#) [C,3]  
 Map Squad - [C15](#) [F,5]  
 Mossada Centre for Single Women - [C16](#) [D,5]  
 Nomadic Community Gardens of Brick Lane - [C17](#) [F,4]  
 Osmani Trust - [C18](#) [G,5]  
 Oxford House [\[not on map\]](#)  
 Providence Row - [C19](#) [E,6]  
 Salvation Army - Booth House - [C20](#) [G,6]  
 Senior Citizens' Society (Spitalfields) - [C21](#) [D,7]  
 Shoreditch Citizens [\[not on map\]](#)  
 Shoreditch Masjid Trust Islamic Educational & Cultural Community Centre - [C22](#) [D,3]  
 Shoreditch Trust [\[not on map\]](#)  
 Somali Education and Cultural Project [\[not on map\]](#)  
 Somali Integration Team [\[not on map\]](#)  
 SOUL (Youth & Elders) - [C23](#) [F,6]  
 Spitalfields City Farm - [C24](#) [F,4]  
 Spitalfields Crypt Trust - [C25](#) [C,2]  
 Spitalfields Development Trust - [C26](#) [D,5]  
 St Hilda's East Community Centre (& groups) - [C27](#) [D,3]  
 Sundial Centre [\[not on map\]](#)  
 St Margaret's House Settlement (inc. Tower Hamlets University of the Third Age) [\[not on map\]](#)  
 The Architectural Heritage Fund - [C28](#) [C,5]  
 The East London Citizens Organisation (TELCO) [\[not on map\]](#)  
 Tower Hamlets Pensioners Forum [\[not on map\]](#)  
 Toynbee Hall (& projects) - [C29](#) [E,7]  
 Weavers Community Space - [C30](#) [G,3]  
 Whitechapel Citizens' Advice Bureau - [C31](#) [F,6]  
 Volunteer Centre Tower Hamlets - [C32](#) [D,6]

## SCHOOLS

Al-Azhar Primary School - [G1](#) [G,7]  
 Allen Gardens Playgroup - [G2](#) [E,4]  
 Bethnal Green Academy - [G3](#) [E,1]  
 Bridge Academy [\[not on map\]](#)  
 Broadgate Nursery - [G4](#) [B,4]  
 Canon Barnett Primary School - [G5](#) [E,7]  
 Central Foundation Boy's School - [G6](#) [A,3]  
 Christ Church CofE School - [G7](#) [E,6]  
 Columbia Market Nursery School - [G8](#) [D,1]  
 Elizabeth Selby Infants School - [G9](#) [G,1]  
 Haggerston School [\[not on map\]](#)  
 Keen Students School - [G10](#) [G,5]  
 London East Academy and Muslim Centre - [G11](#) [F,6]  
 Oaklands Secondary School - [G12](#) [G,2]  
 Osmani Primary School - [G13](#) [G,5]  
 St Anne's RC Primary School - [G14](#) [F,4]  
 St Matthias C of E School - [G15](#) [E,3]  
 St Monica's Primary School - [G16](#) [B,1]  
 Swanlea School [\[not on map\]](#)  
 Thomas Buxton Junior & Infants School - [G17](#) [G,4]  
 Virginia Primary School - [G18](#) [D,2]  
 Weavers Community Nursery - [G19](#) [G,3]  
 William Davis Primary School - [G20](#) [F,3]

## BUSINESS ASSOCIATIONS

Bangla Town Restaurants Association - [E1](#) [E,4]  
 Brick Lane Traders' Association - [E2](#) [E,6]  
 Business Junction - [E3](#) [B,2]  
 Columbia Road Traders' Association - [E4](#) [D,1]  
 East End Trades Guild [\[not on map\]](#)  
 East London Business Alliance [\[not on map\]](#)  
 East London Small Business Centre - [E5](#) [E,7]  
 Independent Shoreditch [\[not on map\]](#)  
 Momentum Project [\[not on map\]](#)  
 Perseverance Works - [E6](#) [C,1]  
 Spitalfields Market Retailers & Traders Association - [E7](#) [C,5]  
 Spitalfields Small Business Association - [E8](#) [F,6]  
 Tech City Investment Organisation [\[not on map\]](#)  
 Tower Hamlets Education & Business Partnership - [E9](#) [D,6]  
 Truman Brewery - [E10](#) [E,4]  
 Local businesses and traders neighbouring the site [\[various locations\]](#)

## FURTHER AND HIGHER EDUCATION

Bangladeshi Students Association - [F1](#) [G,5]  
 Bethnal Green Institute of Adult Education - [F2](#) [F,2]  
 Bethnal Green Training Centre - [F3](#) [F,5]  
 Boundary Community School - [F4](#) [D,2]  
 Hackney Community College - [F5](#) [B,1]  
 London College of Fashion - [F6](#) [B,3]  
 London Metropolitan University (LMU) - Central House - [F7](#) [E,7]  
 LMU - Commercial Road - [F8](#) [G,7]  
 LMU - Goulston Street Campus - [F9](#) [D,7]  
 LMU - Whitechapel Street Campus - [F10](#) [D,7]  
 Tower Hamlets College [\[not on map\]](#)

## ARTS AND CULTURE

Art Against Knives [\[not on map\]](#)  
 Arts For All - [J1](#) [C,1]  
 Betar Bangla Community Radio [\[not on map\]](#)  
 Bishopsgate Institute & Library - [J2](#) [C,6]  
 Cultural Industries Dev. Agency (CIDA) - [J3](#) [F,6]  
 Eastside Educational Trust - [J4](#) [C,1]  
 Hoxton Hall [\[not on map\]](#)  
 Kinetika - [J5](#) [G,5]  
 People Show Studio - [J6](#) [G,1]  
 Rich Mix - [J7](#) [D,3]  
 Rochelle School and Canteen - [J8](#) [D,2]  
 Shoreditch Town Hall Trust - [J9](#) [B,2]  
 Spitalfields Arts Facilities & Education Ltd. - [J10](#) [F,6]  
 Spitalfields Music - [J11](#) [D,5]  
 Swadhinata Trust - [J12](#) [F,4]  
 The Complete Works - [J13](#) [D,5]  
 The Loading Bay Gallery - [J14](#) [E,4]  
 The TAB Centre - [J15](#) [C,1]  
 The Women's Library - [J16](#) [D,7]  
 Theatre Centre - [J17](#) [B,1]  
 Village Underground - [J18](#) [C,3]  
 White Cube Gallery - [J19](#) [B,2]  
 Whitechapel Gallery - [J20](#) [E,7]  
 Whitechapel Idea Store [\[not on map\]](#)

## SAFETY

Hackney Community & Police Engagement [\[not on map\]](#)  
 Tower Hamlets Police & Community Safety Board [\[not on map\]](#)  
 Safer Neighbourhoods Teams (SNT) - Hackney [\[not on map\]](#)  
 SNT - Tower Hamlets - [L1](#) [E,6]

## YOUNG PEOPLE

Atlee Youth & Community Centre - [D1](#) [D,6]  
 Columbia Youth Project - [D2](#) [D,1]  
 Davenant Centre - [D3](#) [G,6]  
 Eastside Education Trust - [D4](#) [C,1]  
 Futureversity - [D5](#) [E,5]  
 Go Think Big Hub - [D6](#) [B,1]  
 Hackney Youth Parliament / Tower Hamlets Young Mayors [\[not on map\]](#)  
 No Boundaries [\[not on map\]](#)  
 Osmani Youth Centre - [D7](#) [G,5]  
 Play Association Tower Hamlets [\[not on map\]](#)  
 Raise Your Hands - [D8](#) [C,3]  
 Shoreditch and Stoke Newington Youth Forum [\[not on map\]](#)  
 TES Youth - [D9](#) [B,6]

## FAITH

Brick Lane Mosque - [H1](#) [E,5]  
 Christ Church Spitalfields - [H2](#) [D,5]  
 East London Mosque and Muslim Centre - [H3](#) [G,6]  
 Fieldgate Street Great Synagogue - [H4](#) [G,6]  
 Sandys Row Synagogue - [H5](#) [C,6]  
 St Anne's RC Church - [H6](#) [F,4]  
 St Leonard's Church - [H7](#) [C,2]  
 St Matthew's Church - [H8](#) [F,2]  
 St Michael's Church - [H9](#) [A,3]  
 St Monica's Priory, Hoxton - [H10](#) [B,1]  
 The Good Shepherds Mission [\[not on map\]](#)

## MARKETS

Backyard Market - [K1](#) [E,4]  
 Boilerhouse Foodhall - [K2](#) [E,4]  
 Brick Lane Market - [K3](#) [E,1]  
 Columbia Road Flower Market - [K4](#) [E,1]  
 Cheshire Street Market - [K5](#) [E,3]  
 Hoxton Street Market [\[not on map\]](#)  
 Petticoat Lane Market - [K6](#) [C,7]  
 Spitalfields Market - [K7](#) [C,5]  
 Sunday (Up) Market - [K8](#) [E,5]  
 Urban Food Fest - [K9](#) [C,3]  
 Whitechapel Market - [K10](#) [G,6]



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## KEEPING IN TOUCH

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### Newsletter

Hard copy newsletters were distributed prior to the November 2018 and March 2019 consultation.

The first newsletter was distributed in early November 2018 to introduce and update on the project, and invite people to get involved in the consultation process.

Over 12,000 copies of the newsletter were distributed to neighbouring residents, businesses and local organisations, encouraging local stakeholders to register to receive future project updates directly.

In February 2019, a second newsletter was distributed to approximately 6,000 local addresses surrounding the site. The newsletter delivered the consultation feedback summary from November and notified residents and promoted the upcoming exhibitions in March 2019.

### Website

The project website is regularly updated to keep people up to date on the project and how to get involved. It provides access to all exhibition materials and newsletters, as well as project context and background.

The website provides access to previous reports, including the Statement of Community Involvement submitted in 2014 and the Addendum to the Statement of Community Involvement submitted in 2015.

Between 8th and 25th November 2018, the website also incorporated opportunity to submit online feedback in response to the exhibition materials for the updated proposals.

Between 4th and 14th March, the website included an online feedback form and the 2019 exhibition material.

[www.consultation.thegoodsyardlondon.co.uk](http://www.consultation.thegoodsyardlondon.co.uk)

### Local advertisements

Prior to both November 2018 and March 2019 exhibitions, advertisements were placed in Hackney Today and Docklands and East London Advertiser reaching to over 250,000 local addresses.

### Twitter

Twitter is also regularly updated with key information on the consultation. As of March 2019, there are over 510 Twitter followers.

### Posters and postcards

During November 2018 consultation, posters and postcards were distributed locally surrounding the Goodsyard to shops and community spaces for display to raise awareness of upcoming exhibition events.

### E-newsletter and email updates

All project contacts (including local groups, representatives and all who have registered their interest in the project) have been regularly updated by email through the consultation process. This includes a digital version of the newsletter. To date, there are approximately 2,100 project contacts.



Site tour, March 2019



Exhibition, November 2018



Exhibition, November 2018



Exhibition, March 2019



Exhibition, November 2018



Mini exhibition, November 2018

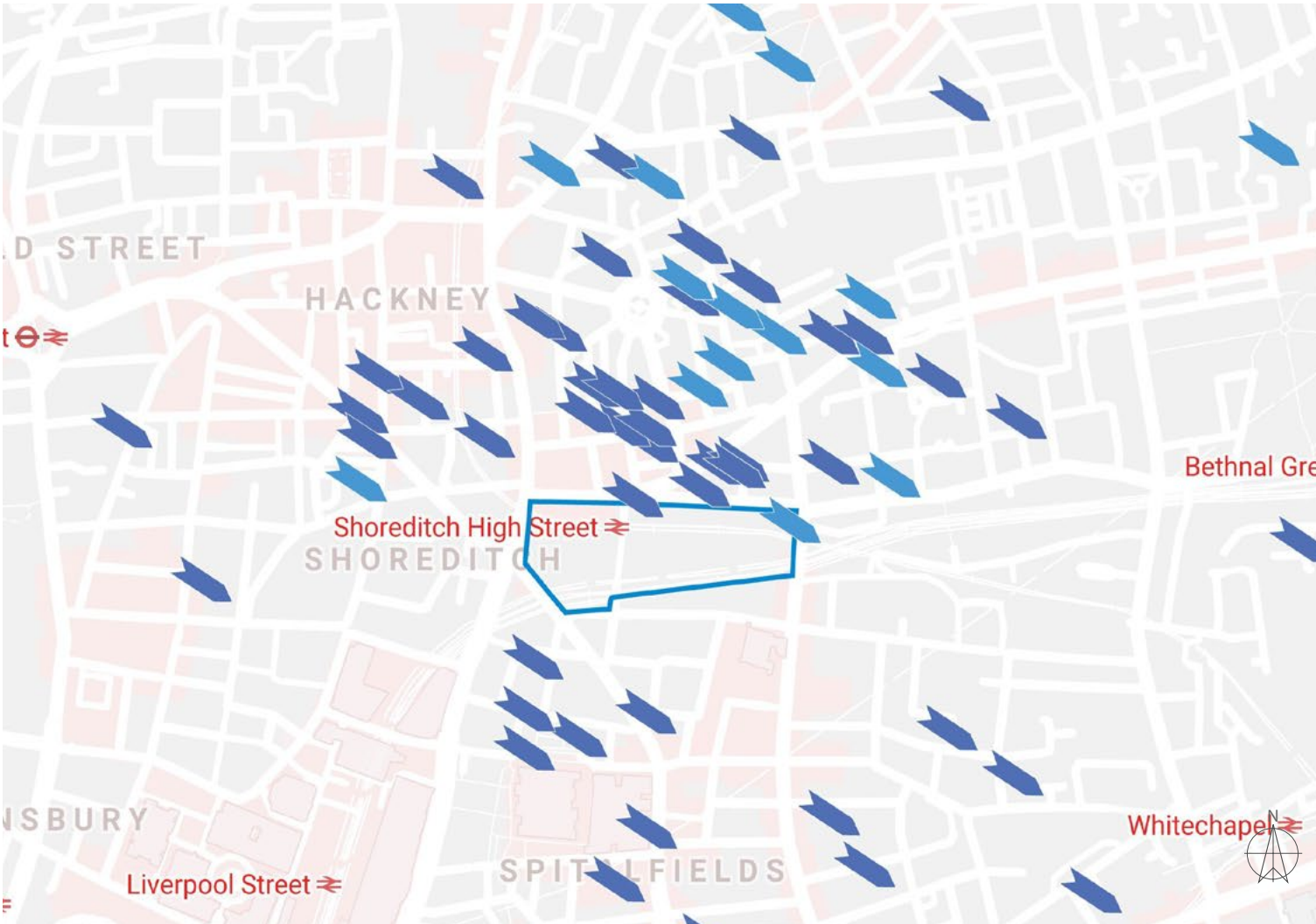


COMMUNITY INVOLVEMENT

Throughout all stages of the consultation process (since 2011), the number of project contacts has grown to over 2,100 individuals and organisations who have been informed and involved in the consultation.

The map on the right shows a geographical mapping of all events attendees who provided address details or postcodes during the 2018 and 2019 consultation.

Although it only captures a small proportion of all attendees, it begins to give an indication of local involvement.





Exhibition, November 2018



Theme exchange, November 2018



Theme exchange, November 2018



Exhibition, November 2018



Exhibition, November 2018



## SUMMARY OF EVENTS AND ACTIVITIES - 2018

### One-to-one meetings

During 2018 consultation we met with seven local organisations and individuals, including a wider stakeholder group, to re-engage following over 60 similar meetings during 2011 and 2014 consultation. These discussions provided project updates, an overview of the proposals and helped us to understand a range of views from early-on.

### Groups / organisations met in 2018

- More Light More Power
- SOUL Shoreditch
- Shoreditch Community Association
- OPEN Shoreditch
- Hackney Society
- Spitalfields City Farm
- OUTSET

### Mini exhibitions

'Out & about' mini exhibitions were held in different locations across the site, to raise awareness of the updated proposals, share information on the plans and signpost to the main updated proposals exhibition in Protein Studios.

### Mini exhibition events

- Shoreditch High Street Station: Friday, 9 November 2018
- Brick Lane Market, Sclater Street: Sunday, 11 November 2018
- Shoreditch High Street Station: Tuesday, 13 November 2018

### Theme exchanges

Three Theme Exchanges were held during November in Protein Studios, 31 New Yard Inn, EC2A 3EY. These were a series of workshops aimed to discuss some of the key aspects of the proposals in more details including building design, public spaces, and culture and creativity.

Each Theme Exchanges commenced with an introduction followed by a presentation outlining how the updated proposals had evolved from the previous applications.

Facilitated table discussions followed. The discussions were centred around a worksheet with questions as prompts which related to the topic of the session. The questions aimed to encourage participants to think about different aspects of the relevant topic and to share their ideas and feedback.

Discussion points were captured at each session through post-it notes and minutes of the table discussions. Following table discussions, the sessions concluded with each table sharing their discussion points with the wider group. In total, approximately 20 people attended the Theme Exchanges.

### Theme exchange topics

- New Design Approach: Tuesday, 13 November 2018
- Public Spaces: Wednesday, 14 November 2018
- Culture and Creativity: Thursday, 15 November 2018



Culture & Creativity theme exchange, November 2018



Brick Lane Market, Sclater Street, November 2018



Updated Proposals Exhibition, November 2018





Updated proposals exhibition

In November 2018 we held a series of exhibitions to share the updated proposals for the Goodsyard site.

The Joint Venture and the design team were on hand to discuss the plans and answer any questions. Materials at the exhibition included exhibition boards detailing the proposals and physical models of previous and updated proposals.

All main exhibitions were held at Protein Studios, 31 New Inn Yard, EC2A 3EY.

In total over 620 people attended main exhibition and mini-exhibitions. In terms of feedback, 52 paper feedback forms and 22 online feedback forms were completed.











Exhibition, November 2018

Event details

- **Exhibition 1:**  
Thursday, 8 November 2018, 2 - 5pm
- **Exhibition 2:**  
Saturday, 10 November 2018, 11am - 4pm
- **Exhibition 3:**  
Monday, 12 November 2018, 5 - 9pm
- **Exhibition 4:**  
Wednesday, 14 November 2018, 2 - 5pm
- **Exhibition 5:**  
Thursday, 15 November 2018, 2 - 5pm

Summary of events

-  **11 Public Events**
-  **3 Theme Sessions**
-  **5 Public Drop-In Exhibition Events**
-  **3 Out and About Mini Exhibitions**
-  **74 Feedback Forms**
-  **12,000 Newsletters Distributed**
-  **620+ Event Attendees**
-  **2 Site Tours**

SUMMARY OF EVENTS AND ACTIVITIES - 2019

Updated masterplan exhibition

In March 2019 we held a series of exhibitions to share the updated masterplan for the Goodsyard, outlining how the scheme had been amended in response to 2018 consultation feedback.

Once again, the Joint Venture and the design team were on hand to discuss the plans and answer any questions. Exhibition boards were used to display the updated information, as well as an updated 3D model.

All exhibitions were held at Protein Studios, 31 New Inn Yard, EC2A 3EY.

Approximately 200 people attended the March exhibitions, completing 111 feedback forms (both hard copy and digital).

Informal Question and Answer sessions were also offered to attendees on the evenings of 4th and 6th March, allowing an open discussion that was held around the model with the Joint Venture and design team.

Event details

- **Exhibition 1:**  
Monday, 4 March 2019, 12 - 4pm
- **Exhibition 2:**  
Monday, 4 March 2019, 5 - 9pm
- **Exhibition 3:**  
Wednesday, 6 March 2019, 5 - 9pm
- **Exhibition 4:**  
Saturday, 9 March 2019, 11 - 5pm

Site tours

Alongside the March 2019 exhibitions, two guided tours were held of the Goodsyard site for members of the local community, led by Soundings, the Joint Venture and Network Rail. Expressions of interest had been collected during November consultation with a great number of respondents, indicating a high level of interest from the community.


The tours allowed access to areas of the Goodsyard that are usually inaccessible to the public. Attendees viewed London Road and the heritage assets at ground level before ascending to the raised platform level.


Members of the Joint Venture were present at the tours to provide information on the updated masterplan proposals and answer questions.


Site tour event details


- **Site Tour 1:**  
Saturday, 9 March 2019, 11am - 1pm
- **Site Tour 2:**  
Saturday, 9 March 2019, 1pm - 2pm

Summary of events

**4 Public Drop-In Exhibition Events**

**111 Feedback Forms**

**6,000 Newsletters Distributed**

**200+ Event Attendees**



Exhibition, March 2019  
Page 36



Exhibition, March 2019



Site Tour, March 2019

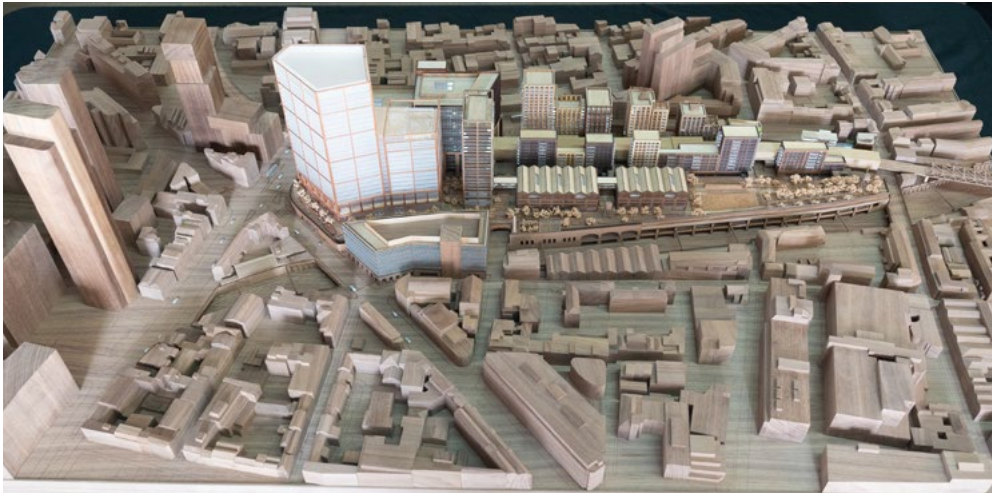


Exhibition, March 2019

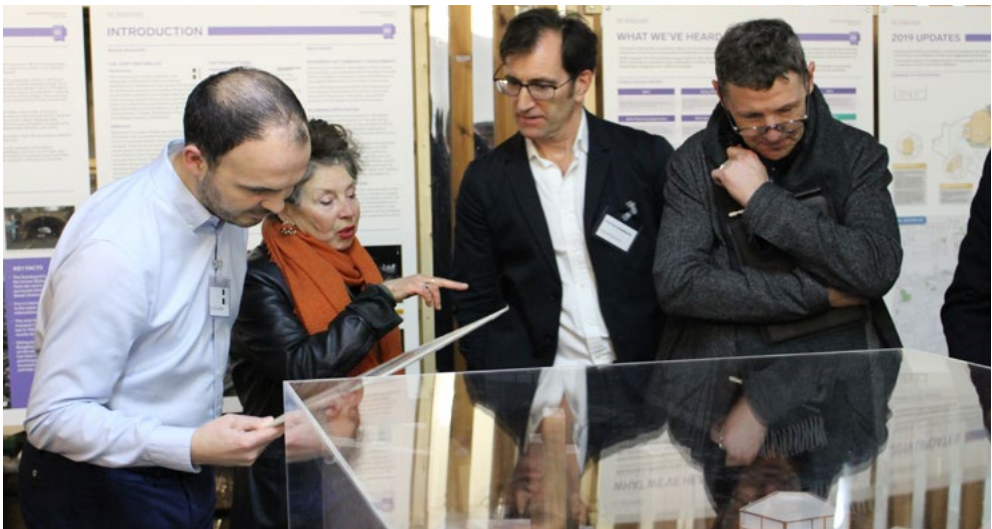




Site tour, March 2019



3D model of updated masterplan, exhibition, March 2019



Exhibition, March 2019



Exhibition, March 2019



Exhibition, March 2019



