

# CONSULTATION

## ENGAGEMENT METHODOLOGY

A comprehensive and collaborative engagement process has been carried out with the local community and stakeholders from November 2018 through to August 2019.

The first stage in the process identified the issues and aspirations as well as opportunities established through engagement and analysis of the urban environment. The emerging ideas and community priorities were then tested through a series of activities before the development of a draft strategy, which was shared with the local community at the Community Day drop-in event in April 2019.

Feedback from this event helped to inform and shape the final vision and strategy for the Westway estate. The final strategy sets out the quick wins, short-term and long-term vision focused on social, economic, environmental and cultural opportunities.

## ENGAGEMENT EVENTS (PHASES 1 AND 2)

### Stakeholder meetings

46 one-to-one meetings with key local stakeholders were held between November and December 2018. The stakeholders included:

- 281 Portobello Arcade Tenants
- Portobello Green Market Traders
- Portobello Market RBKC
- Stable Way Tenants
- Local Ward Councillors
- Tenants and Residents Associations
- Harrow Club W10
- Westway Sports Centre + Everyone Active
- The SPACE
- RBKC Property Team
- Westway Trust Property and Gardens Team

Refer to the Appendix on page 46 for a full list of the stakeholders consulted with during the engagement process.

### Pop-up events (November to December 2018)

Fluid held seven pop-ups between November and December 2018. The events took place at various locations across the Westway estate and in the local area:

- Westway Sport and Fitness Centre
- Al Manaar Mosque and Westbourne Studios
- Bramley Road and Latimer Road Station
- Ladbroke Grove Station
- Portobello Green Market
- Corner of St Mark's Road and Malton Road
- Acklam Road, Bay Sixty-6 and EPIC

### Drop-in sessions

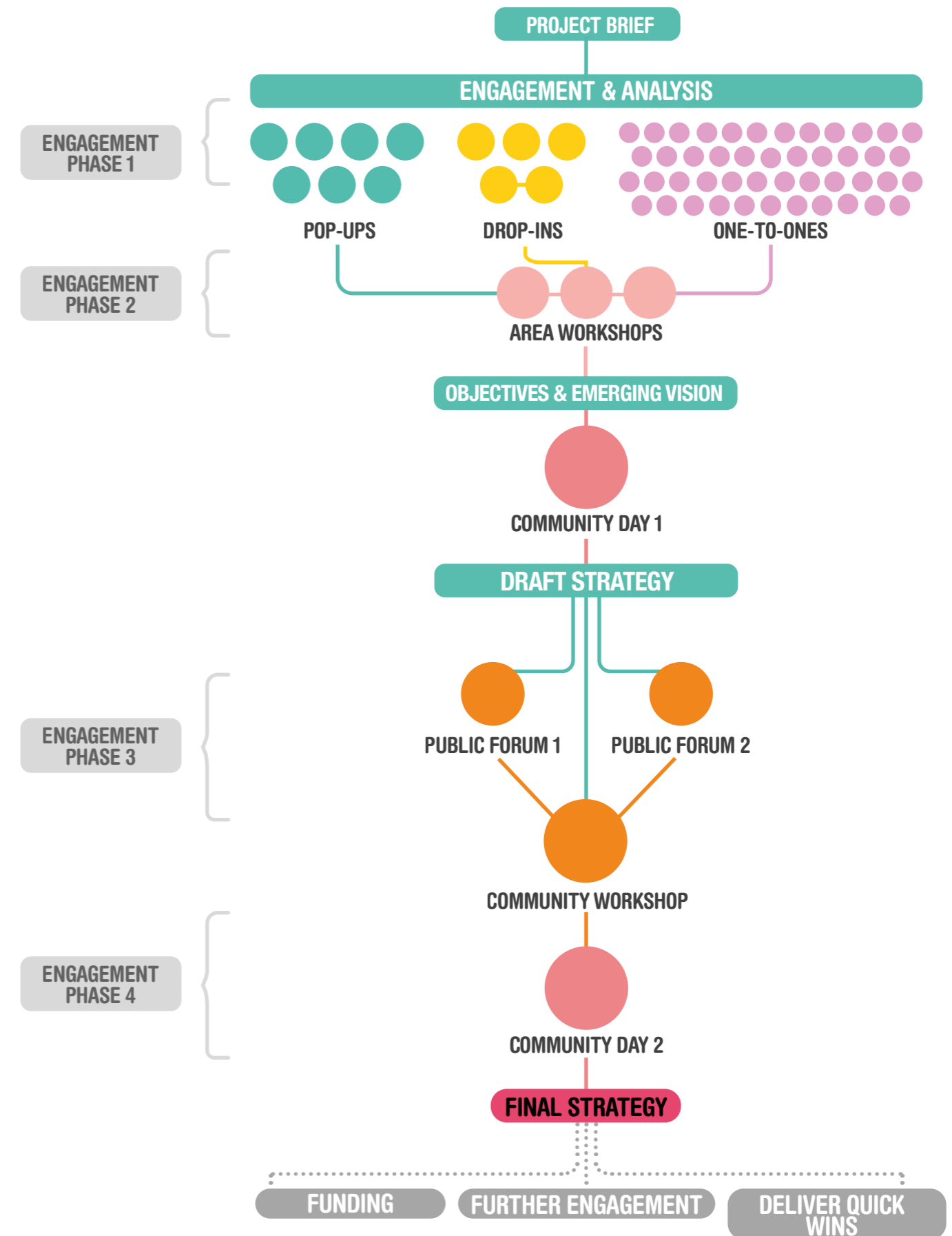
Fluid facilitated five drop-in sessions between November and December 2018. The drop-in sessions took place at the following locations:

- With the Arcades Tenants
- North Kensington Library
- The Space
- Bay 20
- Women Learning Group
- Youth Event at Bay 20

### Area Workshops (February 2019)

Three Area Workshops were held to explore different areas of the Westway estate in greater detail and to identify priorities for improvements. The workshops invited residents, business owners and stakeholders both local and familiar with the focus area to tell us about their views and ideas.

Each workshop lasted around two hours and started with a walk-about of the area, followed by a short presentation and ended with a discussion and feedback session with participants around themed worksheets.



## SUMMARY OF ENGAGEMENT

### OUTREACH & RAISING AWARENESS



We Consulted with **appx. 500+** people

**46**  
One-to-One Meetings



**PUBLICITY 15,000+**  
Copies of the Events Flyers were distributed locally

### LOCAL EVENTS

**7** Pop-Up Events



**5** Drop-In Sessions



**3** Area Workshops and Walk & Talks



**2** Community Days



### ENGAGEMENT TOOLS



**153**  
Canvass Cards

**12**  
Route Maps



**12** Big Ideas Maps

**33**  
Worksheets and Walk & Talk Maps



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## HIGH LEVEL SUMMARY - ENGAGEMENT PHASES 1 AND 2 (NOVEMBER TO DECEMBER 2018)

### SUMMARY OF WHAT YOU TOLD US ABOUT YOUR PRIORITIES



### OBJECTIVES



#### COMMUNITY LED

Ensure the uses and spaces of the Westway estate provide for the needs and desires of the community.



#### THRIVING & SUSTAINABLE ECONOMY

Opportunity to provide local employment, skills and training and support for local businesses and creative industries.



#### GREEN & HEALTHY

Transform the polluted, grey and car ridden area into a green oasis where pollution is reduced and people feel safe and want to spend time.



#### DISTINCT IDENTITY

Bring people together in an environment that reflects local identity and is distinct.

## THE QUICK WINS YOU SAID YOU WOULD LIKE TO SEE DELIVERED

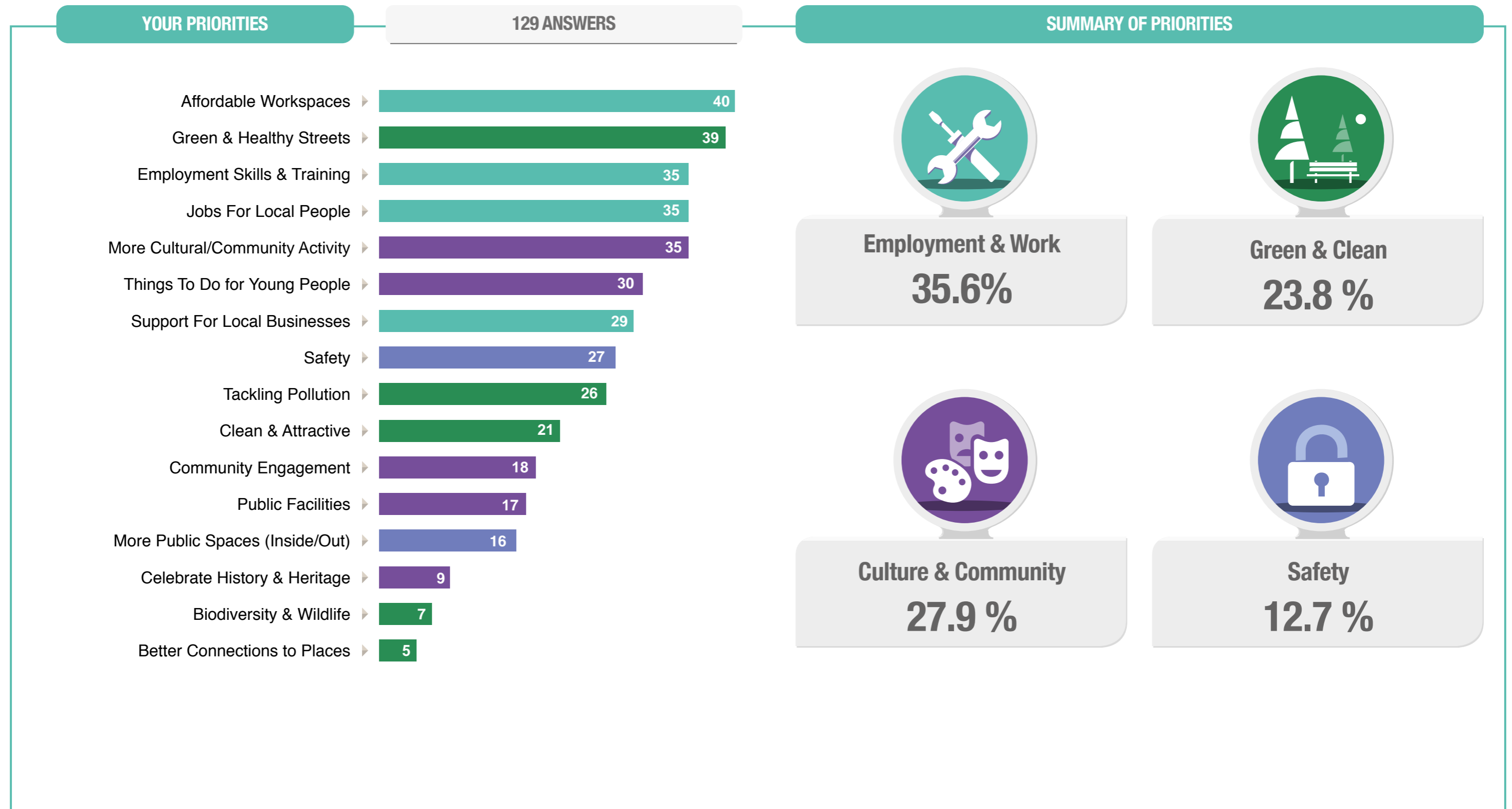
There is opportunity and funding to deliver some improvements and projects quickly, otherwise known as ‘quick-wins’. People told us they would like to see the following quick wins in order of priority:

- 1. GREENING / POLLUTION
- 2. CLEANING / UPKEEP & LIGHTING / SAFETY
- 3. YOUTH / EDUCATION



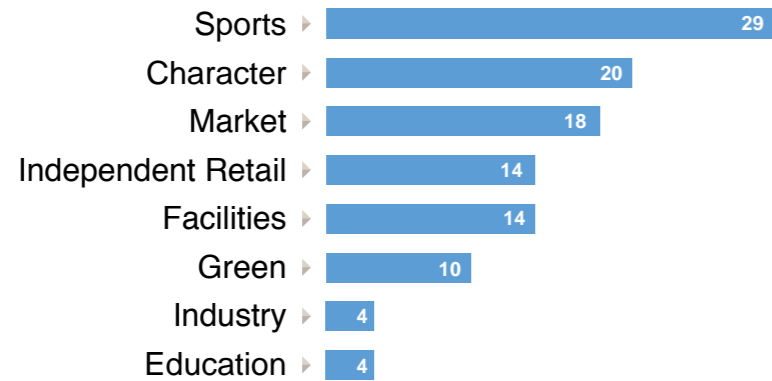
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## DETAILED FINDINGS - ENGAGEMENT PHASES 1 AND 2 (NOVEMBER TO DECEMBER 2018)



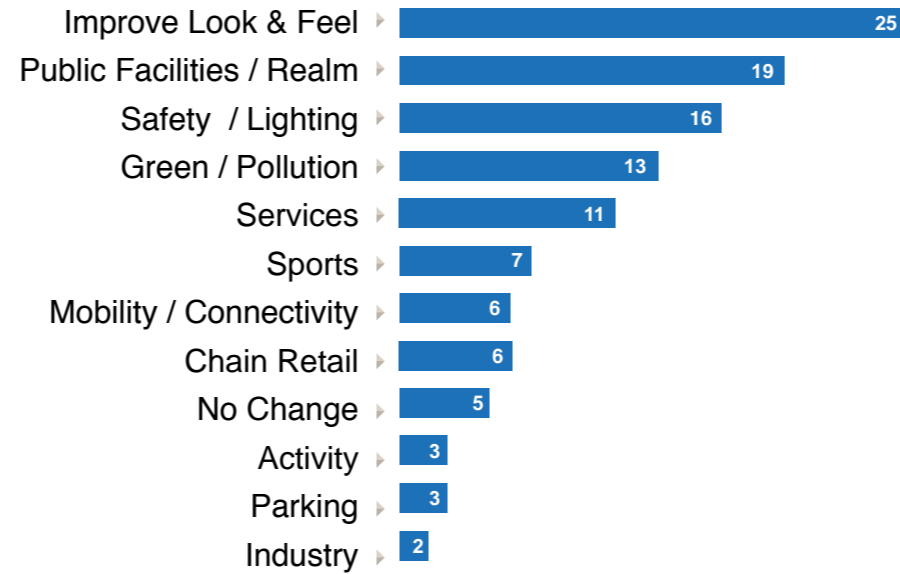
**WHAT WOULD YOU KEEP?**

113 ANSWERS



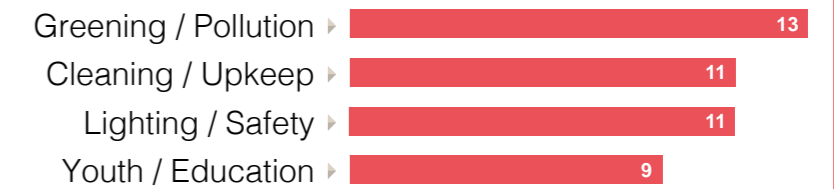
**WHAT WOULD YOU CHANGE?**

127 ANSWERS



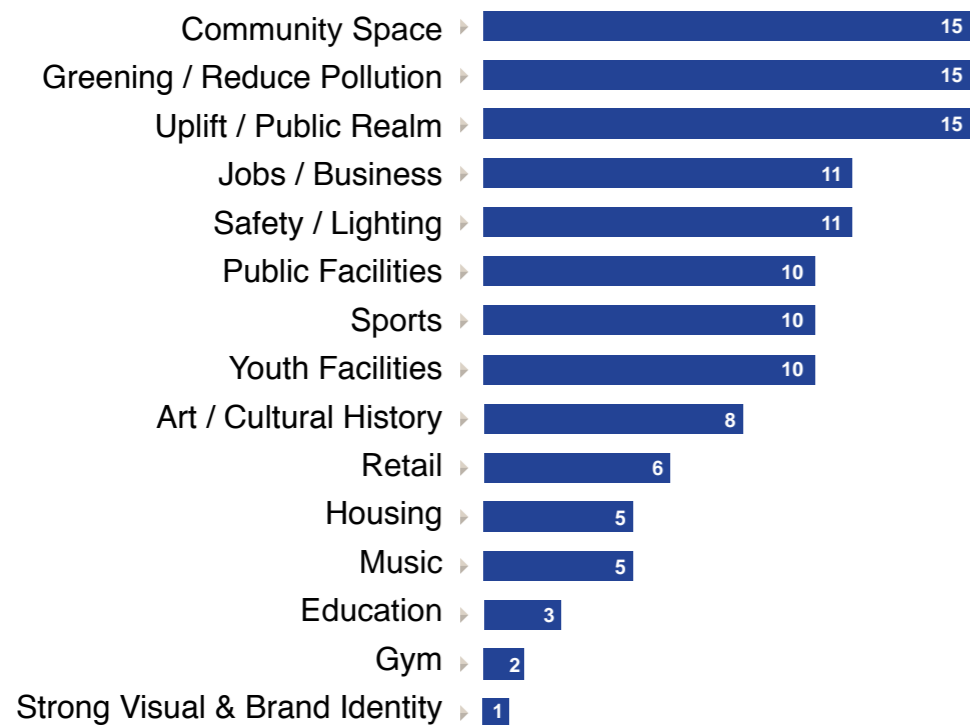
**QUICK WINS**

Priorities people would like to see delivered in the short-term.



**WHAT WOULD YOU ADD?**

127 ANSWERS



**SUMMARY**



**Public Realm**  
**25%**

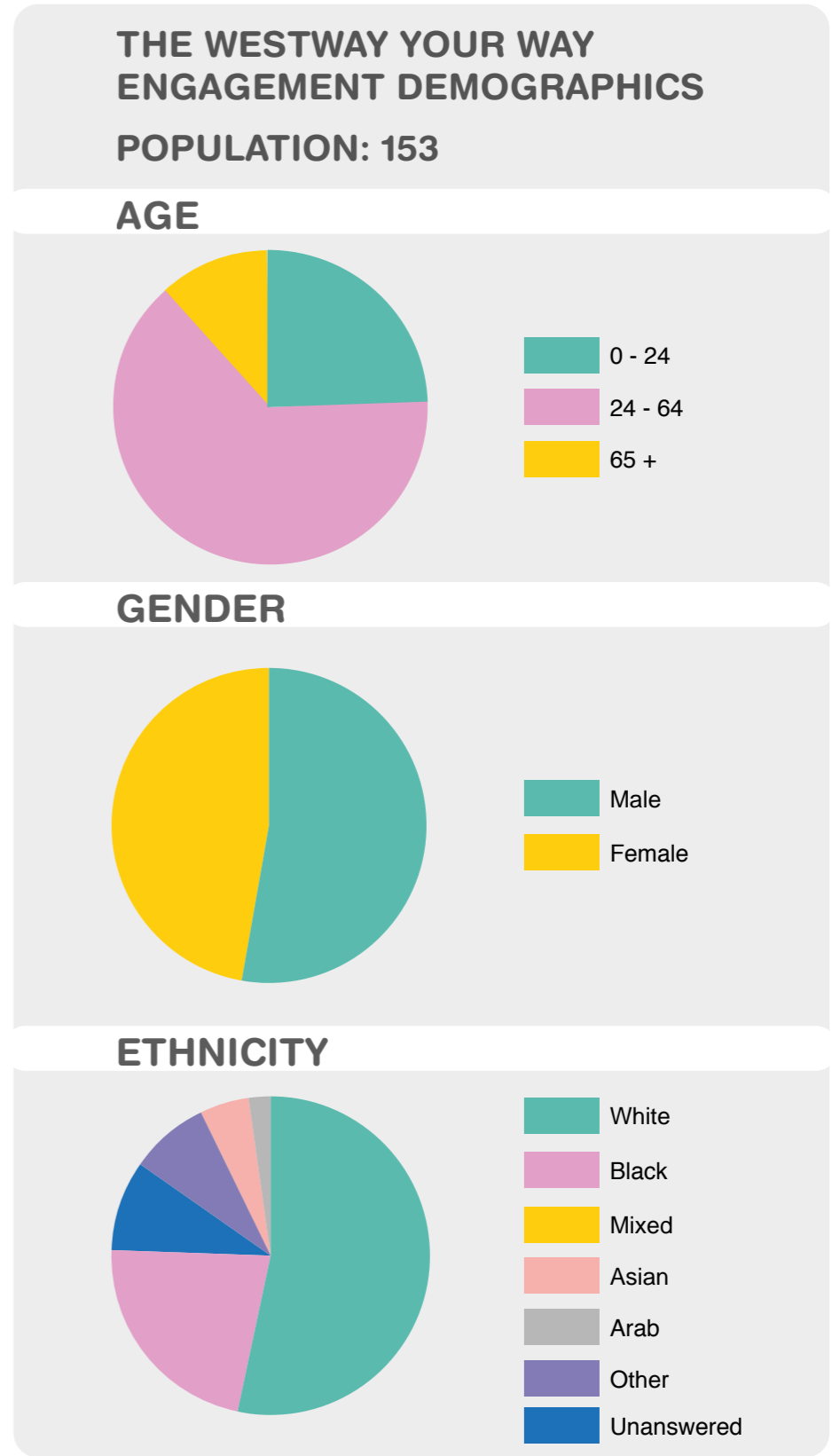
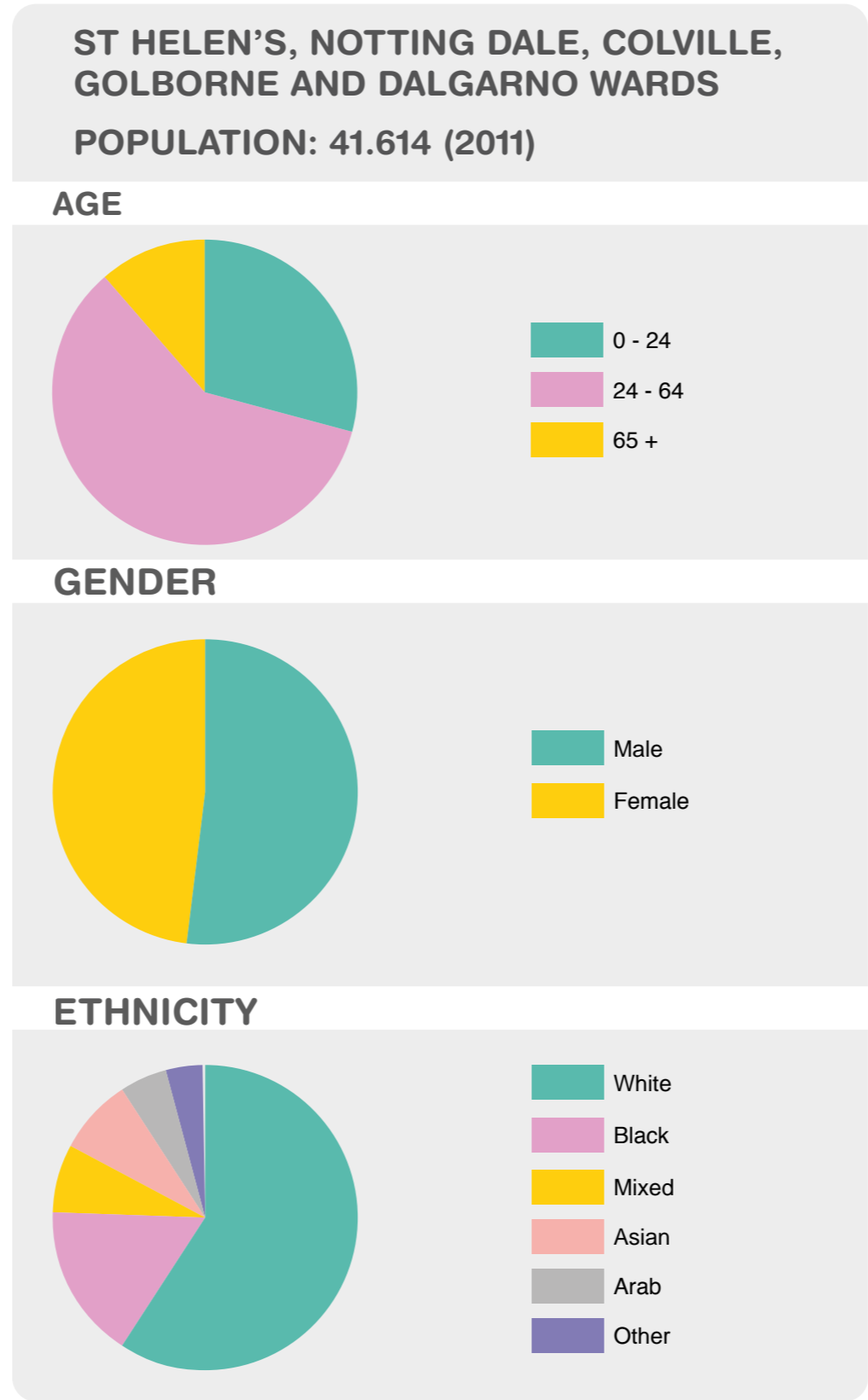


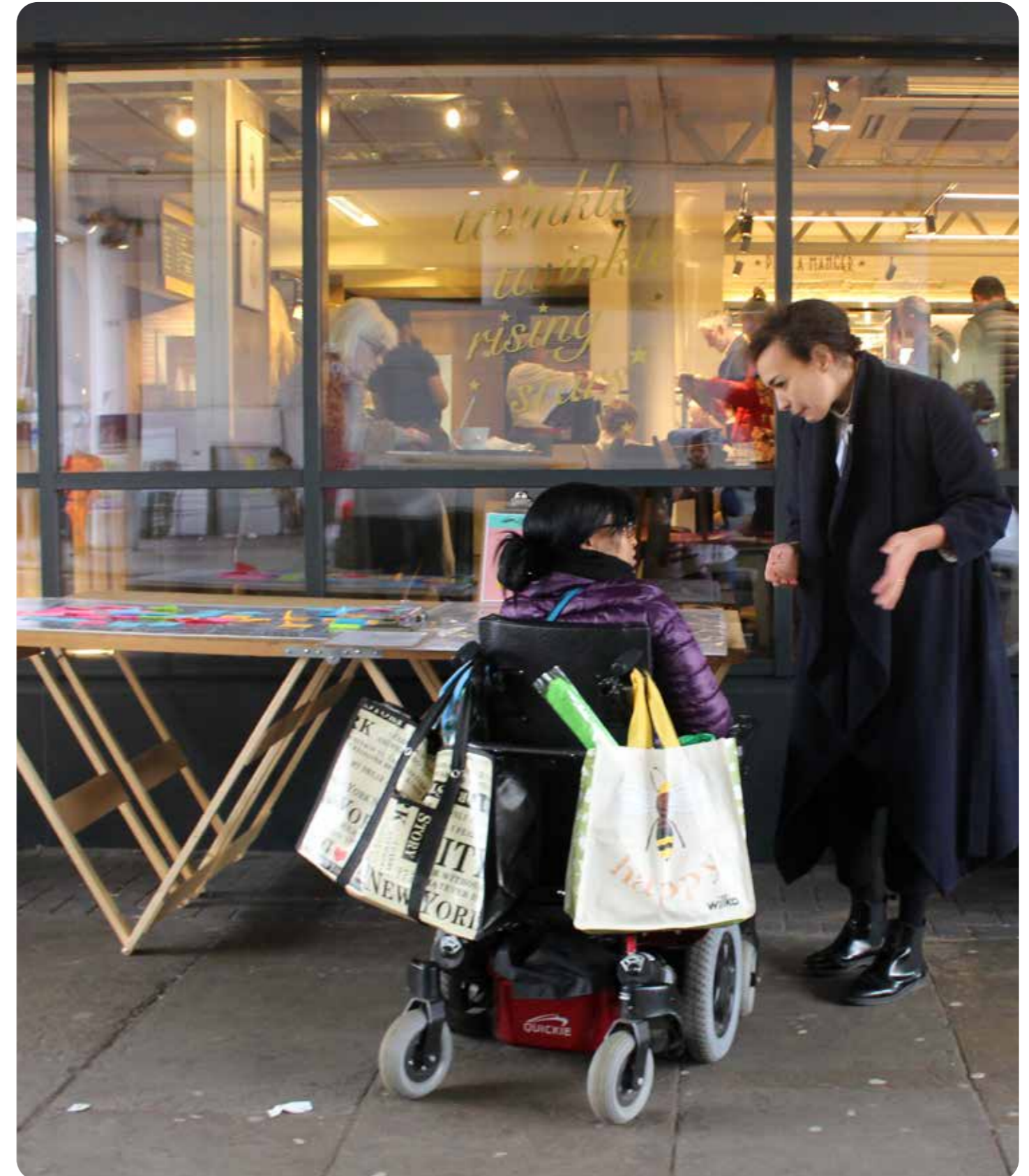
**Character & Identity**  
**20%**

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## DEMOGRAPHIC ANALYSIS - ENGAGEMENT PHASES 1 AND 2 (NOVEMBER TO DECEMBER 2018)

The pie charts on this page indicate the age, gender and ethnicity of those engaged with during the engagement phase 1 and 2 (right) against the existing demographics of the local wards (left).





Consultation events (phases 1 and 2)



# CONSULTATION

## AREA WORKSHOPS - ENGAGEMENT PHASE 2 (FEBRUARY 2019)



## IDEAS & OPPORTUNITIES FOR IMPROVEMENT

In February 2019, the community were invited to three Area Workshops to explore specific areas of the Westway estate in greater detail and to identify priorities for improvements. The workshops invited residents, business owners and stakeholders both local and familiar with the focus area to tell us about their views and ideas.

Each workshop lasted around two hours and started with a walk-about of the area, followed by a short presentation and ended with a discussion and feedback session with participants around themed worksheets. A summary of the priorities for each area are outlined below:

### WORKSHOP 1: LATIMER ROAD & STABLE WAY (20 FEBRUARY 2019)

- Vocational Training
- Creative / Maker spaces
- Building higher in this area under the Westway
- Additional Studio spaces
- Spaces for spontaneity e.g Music festival, outdoor theatre
- Mixed use area

### WORKSHOP 2: MAXILLA & MALTON ROAD (21 FEBRUARY 2019)

- Creating an inviting entrance to the estate from Bramley Road by the shops
- Intergenerational social service centre
- Workshop training centre – possibly on site of Portakabin Malton Road
- Ground lighting around the edges of Maxilla Gardens
- Spread the funding evenly across the site.
- Connection through to 69 St. Mark's Road

### WORKSHOPS 3: THORPE CLOSE & ACKLAM ROAD (27 FEBRUARY 2019)

- Make one way route on Acklam Road
- Connection to Westbourne Park Station
- Designing out noise through greening the street
- Swinbrook Basement as Market Trader Storage
- Market to start at beginning of Thorpe Close, Ladbroke Grove side
- Hub Space / Flexible Space – Bookable by the hour
- World leading centre dedicated to addressing pollution



Area Workshops

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## COMMUNITY DAYS (MARCH & AUGUST 2019)

Two Community Days were held for local residents, businesses and stakeholders. The first Community Day in March 2019 provided people with the opportunity to review the findings to date and to discuss their ideas for the future of the estate.

The second Community Day in August 2019 presented the final vision and strategy for the Westway estate to the community for their feedback and comments.

Both days provided food, entertainment and activities for young children. The Community Day in March also offered passes to the Westway Sports Centre & plants to take home.

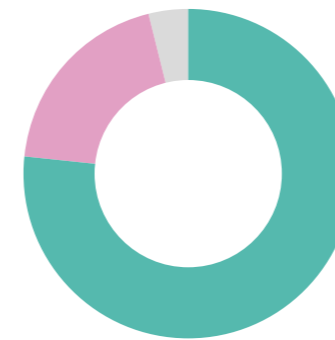


Community Day 1 (March 2019)



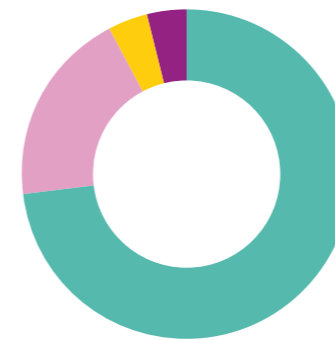
### OBJECTIVES

KEY ■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ No answer



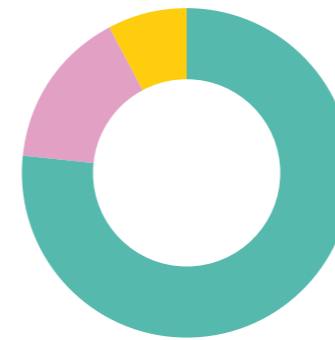
**COMMUNITY LED**

- 26 Respondents
- 77% Strongly Agree



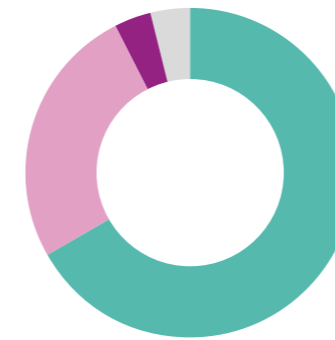
**THRIVING & SUSTAINABLE ECONOMY**

- 26 Respondents
- 73% Strongly Agree



**GREEN & HEALTHY**

- 26 Respondents
- 77% Strongly Agree



**DISTINCT IDENTITY**

- 26 Respondents
- 69% Strongly Agree

Findings from Community Day 1 (March 2019)



Community Day 2 (August 2019)

# CONSULTATION

## COMMUNITY WORKSHOP - ENGAGEMENT PHASE 3 (JUNE 2019)

A community workshop was held in June 2019. The workshop started with a presentation of the consultation process, the vision, the objectives and the quick wins. The purpose of the workshop was to confirm that the right quick wins have been identified through the co-design process and to prioritise them.

This was followed by an informal discussion that focused on key improvements across the estate including lighting, greening, identity, signage and safety. Key priorities to emerge from the workshop for the character areas are as follows:

### LATIMER ROAD AND WESTWAY SPORTS CENTRE

- Lighting
- Greening
- Activities for young people

### MAXILLA WALK

- Wayfinding
- Lighting
- Activate empty buildings and public space

### MALTON ROAD

- Wayfinding towards Bay 20 from Ladbrooke Grove
- Clean up Sainsbury's rear yard

### THORPE CLOSE AND PORTOBELLO GREEN

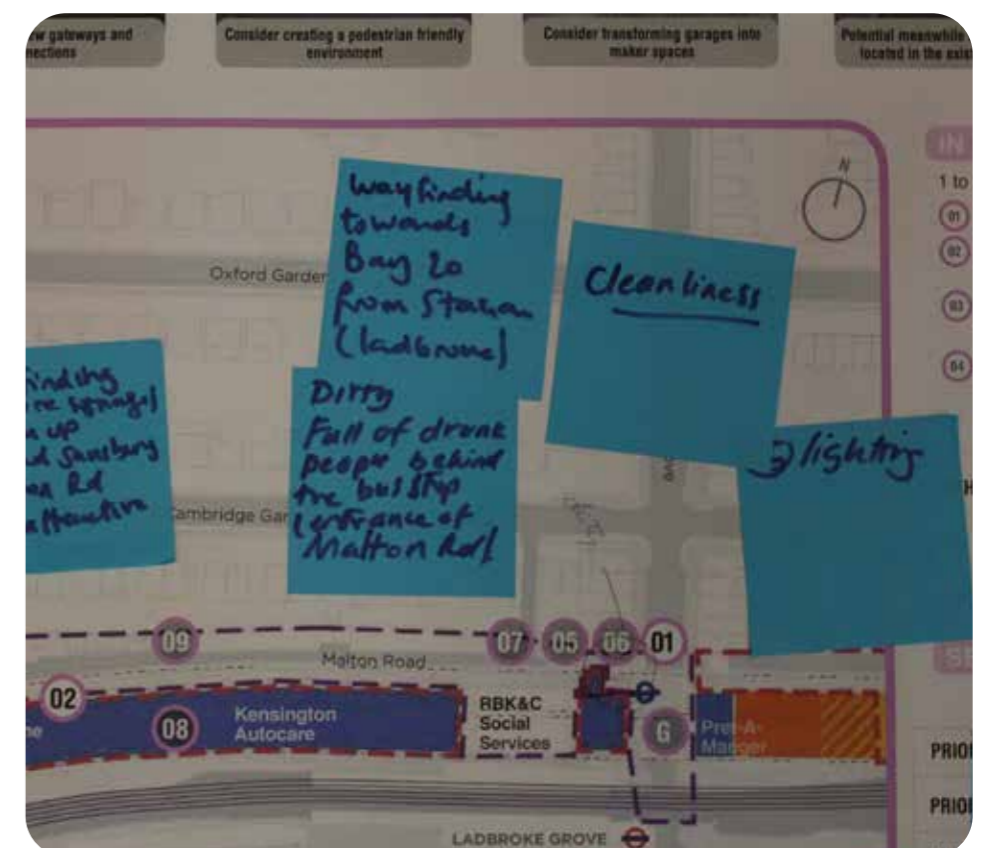
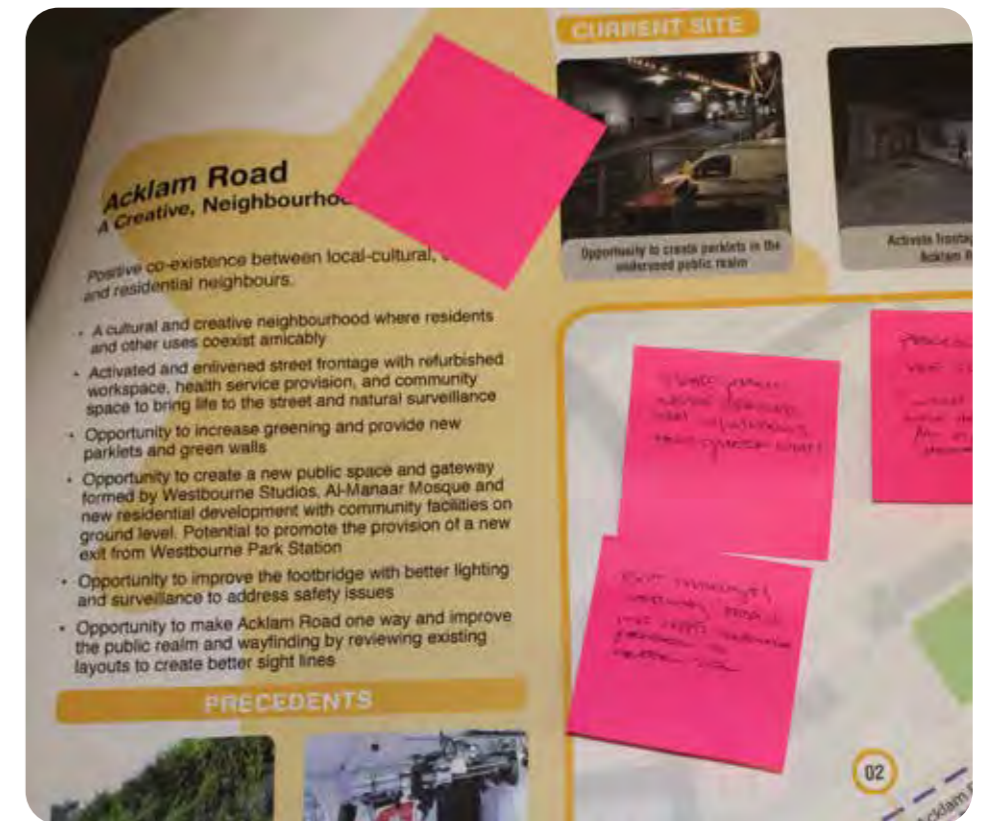
- Refurbish and re-open toilets in Acklam Village
- Greening – green walls where possible and re-landscape the Green
- Lighting – continuous strip along the Westway structure

### ACKLAM ROAD

- Greening - setting back community transport boundary and introducing pocket park. Greening underused space around Swinbrook Estate
- Lighting - continuous strip along edge of flyover structure
- Skatepark fence - creating a green wall, punctured with windows along the skatepark to mitigate noise while retaining its function as an active frontage

During this period a number of meetings and workshops were also held with the Westway Trust, GLA, key partners and stakeholders to ensure collaborative and partnership working. The engagement discussed opportunities that are important for the successful delivery of the place vision and urban design strategy, but are outside of the Trust's responsibility, such as land ownership, governance and decision-making processes. Stakeholders consulted with during this period included:

- GLA
- RBKC (New Homes Delivery Team)
- Westminster City Council
- Westway Trust (Heads of local Economy, Arts & Culture & Learning)
- Westway Trust (Board)
- Westway Trust (Member Organisation Meeting)
- Westway Trust (Public Forums)
- Portobello and Golborne Management Committee (PGMC)
- Maxilla Social Club



Community Workshop (June 2019)



Community Workshop (June 2019)