

Palma Black Consulting Ltd.

Community Engagement Consultant

palmablackconsultingltd@hotmail.com
07834 558 500

palmablackconsulting.com

Project: Cambridge Road Estate
Regeneration,
Location: Kingston Upon Thames
Duration: Nov. 2015 - Feb. 2016
Role: Renaisi Associate Consultant



Background

Cambridge Road Estate was the borough's largest regeneration programme aiming to deliver approximately 2000 new homes over a 10-12-year duration, including more social housing, better community facilities and outdoor spaces and a lasting social and economic legacy for residents in Kingston.

As part of its plans to redevelop the area, the council commissioned Renaisi to develop a communications and engagement strategy to enable effective resident involvement in the regeneration process.

As the Associate Consultant on the project, PBCLtd., role was primarily around stakeholder and community engagement - to ensure that residents and local groups were actively involved in a process that would shape their lives.

Our Approach

To create an [effective strategy](#) with a strong foundation in the local context, we used resident surveys, door-to-door engagement, stakeholder mapping, interviews with Estate Management staff and most importantly, the development of a resident steering group. We built the capacity of the steering group to become a key community partner in the

regeneration and master-planning process. Our strategy provided an action plan as well as several recommendations to the council regarding the involvement of the steering group, and the wider community, throughout the regeneration programme.

Methodology:

Stakeholder engagement provided an opportunity to consider what residents liked about the Cambridge Road Estate and what needed to be improved, and to incorporate these factors into the final report.

Research activities were carried out between November 2015 and February 2016, and involved residents and stakeholders, including Ward Councillors, Council Staff, the Police and community groups.

Research on the Cambridge Road Estate in highlighted the key issues and challenges facing the area; how residents feel about Cambridge Road Estate as a place to live; how residents and stakeholders engaged with each other and the council; and how they wanted to be engaged in the regeneration of Cambridge Road Estate.

Mapping stakeholders:

Residents' and community groups; local businesses and services
Reviewing key statistics and recent council literature

Engagement activities:

- Conversations with residents and stakeholders during council drop-in sessions on the estate.
- Distributing a resident survey to all households
- Conducting door to door and estate engagement
- Attending local community events
- Facilitating a series of workshops in January 2016, with residents interested in being part of a steering group for the regeneration process

Impact

The project enabled the council to establish a clear strategy for their engagement delivery plan, helping them mitigate risks and respond to residents' needs during the regeneration process.

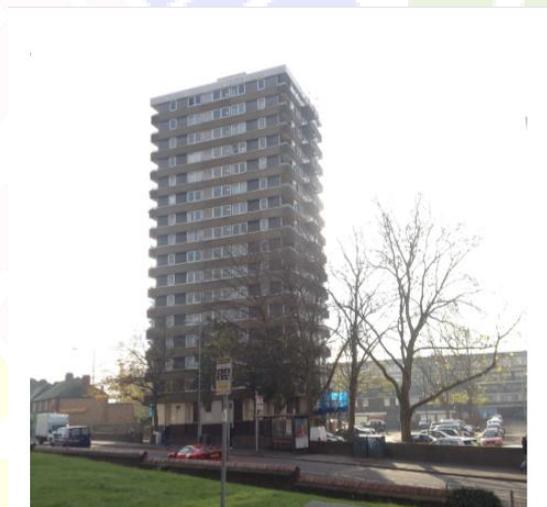
In 2016, Renaisi were recommissioned to support the implementation of the strategy in the subsequent phase of the regeneration programme.

Products

- Devised the Terms of Reference for the Resident Steering Group through engagement and agreement at facilitated workshops to reach a consensus among residents and council officials.
- Contribution to the [Communications Engagement Strategy](#) - Report downloadable at the link above.



Residents at an engagement workshop



Cambridge Road Estate Regeneration

Engagement and communication strategy, March 2016



*Supporting residents to have a
voice in the regeneration
of their estate*

Palma Black Consulting Ltd.