

CHAPTER 2.0

CONSULTATION OBJECTIVES AND APPROACH

2.1

The objectives for consultation have been to:

- Raise awareness of the plans for UKCMRI, the biomedical research that will be conducted and the vision for the new institute,
- Seek feedback on the plans from the local community and other key stakeholders, including opportunities for UKCMRI to bring benefits to the community,
- Where possible and appropriate, take action in response to the feedback,
- Provide responses to the community and other stakeholders on their concerns about the project,
- Begin a dialogue and establish a relationship with the local community that can be developed in the future.

2.2

UKCMRI undertook a stakeholder mapping exercise to identify local, regional and national stakeholders and the best methods to engage them. With a project of this size and complexity there are a large number of stakeholders who include local groups and communities, wider business, scientific and other interest groups, LBC, other key political stakeholders, GLA and other statutory consultees. A list of the key stakeholders and community groups approached is attached in Chapter 4.

2.3

To ensure that UKCMRI was able to reach all local community groups effectively, advice was sought from the LBC and local organisations. UKCMRI has studied the social, ethnic, cultural and religious make-up of the area to ensure that its approach is inclusive. UKCMRI has tried to meet as many members of the community and other key local stakeholders as possible. Many community groups have assisted in broadening engagement and have promoted links to their members and passed on information. Their support has been very helpful. The contacts have also established a line of communication through which UKCMRI is able to respond to questions and queries and UKCMRI has undertaken to return to provide updates as required. Of the 44 community groups approached, UKCMRI has currently met 36 with further meetings planned.

2.4

UKCMRI has sought to consult as widely as possible and has met tenants and residents' representatives frequently to ensure feedback is meaningful. These groups include those who mainly speak other languages, elderly people, lone parents and young people.

2.5

The approach included:

- Holding events at times and locations which are convenient to local residents and flexible to their needs, covering weekdays, evenings and weekends,
- Using a range of means including exhibitions, public meetings, meetings with individual residents, presentations to local community organisations, attendance at community events such as the START festival and investment in the Somers Town Garden Project in conjunction with the London Wildlife Trust,
- Engaging with as many local community organisations as possible, representing the cultural and ethnic diversity of the local area,



Fig 2-1. Looking south down Ossulston Street



Fig 2-2. Scientist explains DNA, START festival, Chalton Street, JULY 2009

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- Providing mechanisms for feedback including a free phone number, freepost address and email addresses to give local people the opportunity to comment, request further information or engage in dialogue,
- Responding to the community through the website, additional exhibitions and events, the development of a regular newsletter and a community panel.

2.6

UKCMRI has sought to reach as many members of the local community as possible through:

- Leaflets and letters to households providing information about the project and invitations to the exhibitions with additional language provision in Somali and Bengali,
- Letters, emails and follow-up phone calls to community organisations providing information to raise awareness for their members,
- Public notices in the local press and posters reminding residents of forthcoming activities including the road-shows, the exhibitions and the Somers Town Garden Project. UKCMRI also alerted people to the Council's Development Control Forum (February 2010),
- Working with local media regarding the project and encouraging editorial pieces in the local and community press,
- The UKCMRI website, twitter and developments that enable automated updates to website subscribers,
- A dedicated phone line,
- On-street signage to encourage passers-by to drop in to the on-site exhibition,
- Liaison with the LBC's planning and regeneration teams in advance of the exhibitions to check methods of promotion.

2.7

UKCMRI has offered and supported the following consultation events and opportunities in addition to electronic and postal means:

- Four initial meetings to introduce the project and its founders to local people in April 2008 at the Somers Town Community Centre,
- Attendance at the START festivals in July 2009 and 2010,
- Three public consultation exhibitions in December 2009 at Coopers Lane Community Hall,
- Three drop in sessions for local councillors and officials in January 2010 at the Wellcome Trust offices, Euston Road,
- A stakeholder event in January 2010 at the Wellcome Trust offices, Euston Road, to which those listed in Chapter 4.2 were invited,
- Attendance at the LBC Development Control Forum in February 2010 at St Mary and St Pancras Primary School,
- An extensive programme of meetings with local organisations of which 36 have occurred to date. The 44 community stakeholders and groups are listed at Chapter 4.1,
- Four road-show exhibitions in March 2010 at St Pancras Library, Somers Town Community Centre, the Surma Centre and St Pancras Community Centre,
- Regular meetings with officers and members of the LBC,
- Funding the London Wildlife Trust Somers Town Garden Project 2010 at Brill Place,
- Public exhibitions at Brill Place open each Tuesday and Thursday and one Saturday per month from June 2010.



Fig 2-3. Scientist explains DNA, START festival, Chalton Street, JULY 2009



Fig 2-4. Somers Town Community Centre

2.8

UKCMRI will continue its community involvement activities and the following additional activities are planned:

- Maintenance of the on-site exhibition,
- Invitations to community groups to attend the exhibition at times convenient to them and their members,
- Further development of the UKCMRI website for information and comment,
- Continued discussion with council members and officers, professional advisors and stakeholders,
- Further engagement with council officers and health professionals on the development of the longer term benefits of UKCMRI to the area,
- Development of the communications and consultation processes which will be needed to support community liaison through construction,
- Developing much of its long-term strategy for public engagement with science.



Fig 2-5. Consultation area

