

The Calthorpe Project - Consultation Results

Context

The Calthorpe Project has the opportunity to secure a peppercorn lease for its site and to develop a currently unused piece of land to increase community benefit and provide additional sources of income generation to sustain the whole site.

At a meeting with staff, volunteers, building committee members and trustees in April 2013 a consultation strategy was discussed to engage local people with the proposed building development at Calthorpe with a view to gather input from local people refining and developing existing ideas and providing the opportunity for local people to express any needs for the building we had not already identified.

Consultation objective

The objectives of this consultation are to establish and evidence buy-in from local people for the development project. The strategy aimed to consult 500 individuals, roughly 50% male and 50% female from a range of ages and ethnic backgrounds.

The strategy was designed to consult a cross-section of current users, members of the public and people accessing other organisations and institutions in the local area.

The questionnaires were designed to allow information collected to be easily analysed.

Approach

A number of groups were identified in the local area including current and non-current users of the building, including:

- Westminster Kingsway College
- The Mary Ward Centre
- The Bangladeshi Lunch Group
- Volunteers attending The Calthorpe Project
- Coram's Fields Mother's Group
- Under 5's Mother's at The Calthorpe Project
- Retired Gardening Group
- Dragon Hall
- Voluntary Action Camden
- Local residents
- Street League

It was agreed that using a number of different consultation methods would result in the widest response, those being;

1. To conduct an online questionnaire, circulated to 300 people via our mailing list and Facebook page and via the We Are Camden network, London Borough of Camden intranet the Voluntary Action Camden E-Newsletter.
2. Paper based questionnaire circulated to local residents via our newsletter, via trustees living in the local area and on site consultation with established user groups.
3. To create an interactive display and conduct a face-to-face consultation with individuals from organisations in the local area.
4. Carry out on street questionnaires outside the Calthorpe, including the local Mosque, the corner shop on Marchmont Street and outside The Mary Ward Centre.

5. Host an open day event to give members of the local community the opportunity to view plans of the new development and offer feedback.

These activities were supported by a prize draw of 5 iPod Shuffle's to incentivise responses and enable us to gather email addresses to continue engagement with the project once the consultation was complete.

All consultation activities were carried out during April and May 2013 and all questionnaires used can be found in the Appendices.

Response

1. Online questionnaire – 34 responses
2. Paper questionnaire – 159 responses
3. Interactive Display – 63 responses
4. Street Questionnaires – 84 responses
5. Open Day Event – 56 responses

Overall a total of 656 number of people engaged in the consultation resulting in 396 completed questionnaires

The greatest number of questionnaires were completed at or carried out during our garden party, at Westminster Kingsway College and on the streets surrounding The Calthorpe Project.

1. Online Consultation

The Calthorpe Project created an online survey with Survey Monkey which received 34 responses. The survey was promoted on The Calthorpe Project website, Facebook page and Twitter account. In addition the survey was posted on:

- We Are Camden website
- Voluntary Action Camden e-newsletter
- LB Camden intranet
- Kings Cross Area Action Group email list

VAC e-Bulletin




Calthorpe Project Consultation - Your Response Is Needed
The Calthorpe Project has the opportunity to develop a new building to increase the quality and range of services we provide. We want to know more about what local people would like in the Kings Cross area so we can provide what local people need. We would be grateful if you could take this short survey which should take around 5 minutes to complete.
<https://www.surveymonkey.com/s/FYFPD55> Please respond by end of May at the latest.

KXCommunity @KXCommunity 10 May
Calthorpe Project needs help - please complete the survey
wp.me/p1Whzv-1Rf via @kingscrossuk
Expand

Camden Council @camdentalking 20 May
Get involved in the **Calthorpe project** community consultations and be in with a chance to win an ipod shuffle. ow.ly/i6ngZ
Collapse Reply Retweet Favorite More

1 RETWEET

2:16 AM · 20 May 13 · Details



For discussions around King's Cross

Post your comments here (1)

The Calthorpe Project
15:58, 10 May 2013

The Calthorpe Project, a community garden and centre on Gray's Inn Road, has the opportunity to develop a new building on our existing site to increase the quality and range of services we provide.


We want to know more about what local people would like in the Kings Cross area. Please complete this short survey - shouldn't take more than 5 minutes.
<https://www.surveymonkey.com/s/FYFPD55>
Deadline for responses is Friday 31 May 2013.
Thank you!

Add your comment here »

Sarah Moore @knityoghurt 15 May
Do you live/work near the **Calthorpe Project** on Gray's Inn Rd? Please answer this quick survey: ow.ly/i3h8V Pls RT
Followed by LoveCamden and 2 others
Collapse Reply Retweet Favorite More

2. Paper Questionnaire

The Calthorpe Project's spring newsletter, distributed to 200 local households, included an article promoting the May Day Garden Party and on the back page it featured a version of the questionnaire. Residents were encouraged to complete and return the questionnaire (see appendices for the newsletter version). The newsletter questionnaire received 6 responses.



MAYDAY GARDEN PARTY
On Thursday, May 2nd 2013 our first of the year garden party is back in town. At local residents and business are invited to this event to meet and discuss our vision for a new community building. We would like you to tell us what kind of activities or facilities you would like to see in the building. There will be drinks and a buffet for all a great time for those who bring a completed questionnaire placed on the back of this invitation. You will also have the opportunity to speak with the architect from 'The Calthorpe Architecture'. If you can't make the event, please drop your questionnaire into the office at any time, we'll be glad to have your views and you will be entered into the draw.

RYAN CONNOR - AWARD WINNING VOLUNTEER!
Our volunteer sports worker Ryan Connor has been awarded the Alex Youth Leadership Award in recognition of his work in setting up and running a football league for his peer group. Ryan was presented with his award at London Youth's NISN. The award recognizes young people that show significant potential as future community leaders and lead other young people to achieve their potential. Following his award Ryan has enrolled on a Youth Work and Self Leadership in Conflict course. Ryan's football league, recently featured in The Garden News Journal, includes six teams from local youth groups. Ryan says: "After speaking to other young people in the area I realized they wanted something to do on Sunday's. The Calthorpe Project helped me to set something up and has given me great experience in getting a weekly event." Ryan was recently invited to speak at a roundtable event at Westminster on the vital role of community youth clubs and the how sport can be used to change young lives.

With the help of Charitable, a recent Street League graduate, Ryan has set up a football session for girls. Teaching them all skills and an ultimate leader award. Because our 12 year olds, all girls and young women are welcome.

**336-274 Grays Inn Rd
London WC1X 8LH
020 7837 8019
calthorpe@calthorpeproject.co.uk**

WIN 3 of 5 iPod shuffles!
At the Calthorpe project we have the opportunity to develop a building to increase what we do and we want to know more about what local people would like to happen in the area so we can provide what local people need. We are very grateful if you would complete this short questionnaire and return it to us at the Calthorpe Project. You do not need to provide your name but if you include your email, phone or twitter we can enter you into our prize draw to win 3 of 5 iPod shuffles, draw will take place at our Mayday event and consultation evening on 2nd May 2013 to which you are invited.

1. Are there any activities, clubs, courses or services that you think are lacking locally?

2. Some of the activities and services we are thinking of providing in the redevelopment building are listed below please tick or write, if any, activities you would come to by placing an X next to the activities you would attend

After school club	How to grow veg in a window box	Podcasts and music
Cafe	Knitting and patch making	Photos/Vlogs
Charter school	Making natural skin care products	Sewing and alterations
Children's breakfast club	Massage	Sports coach training
Designing an urban vegetable garden	Chiropractic	Street Dance
Exhibition space	Other people's lunch club	Table tennis
Hot desk space	Party hire or family functions	Zumba

3. Which age bracket are do you fall within? Please tick or circle
A - 16-25 B - 26-35 C - 36-45 D - 46-55 E - 56-65 F - 66-75 G - 75+

4. What is your gender? Please tick or circle Male Female Other

5. What is your ethnicity? Please tick or circle
T - White V - Mixed W - Asian or Asian-British X - Black or Black-British
Y - Other S - Other

6. Would you be interested in being kept up to date of new activities in the centre? Please tick or circle the most useful for you!
Facebook Website Other (write in):
Email ..
Phone ..
Twitter ..
If you provide your contact details we can enter you into our prize draw

7. Is there anything else you would like to tell us?

Members of the management committee who live in the local area completed questionnaires with people from their streets and housing estates. The management committee completed 18 questionnaires.

The paper questionnaires were used to consult individuals and established groups already using The Calthorpe Project on a regular basis. Below is a breakdown of the groups and how many questionnaires were completed. In total there were 209 respondents to the onsite questionnaires.

Returns by established groups	%	Actual
Regular Garden Users	21.9	87
Weekend Garden Users	6.1	24
Garden Volunteers	3.8	15
Under 5's Mums	2.5	10
ESOL Group	2.0	8
Street League	2.3	9
Retired Gardening Group	1.5	6



3. Interactive Display

An interactive display was created using a series of photos of the proposed activities. The photos were laminated and mounted on a display board and respondents were asked to complete a basic demographics questionnaire (which can be found in the appendices) and indicate their preferred activities by placing a post-it note on the display board.

The interactive display was used at 3 local lunch clubs, with young people registered on our play scheme and with students from Westminster Kingsway College.

In total the interactive display was used to conduct face-to-face questionnaires with 63 people.

Returns from Interactive Display	%	Actual
Westminster Kingsway College	9.3	37
Bangladeshi Women's Lunch Group	2.0	8
Play scheme young people	1.8	8
Millman Street Lunch Club	2.5	7
Great Croft Lunch Group	0.76	3



4. Street Questionnaires

The full questionnaire and show card (included in the appendices) was used to consult people on the streets surrounding The Calthorpe Project, at the local mosque and outside the Mary Ward Centre. The consultation strategy had planned to consult people at Dragon Hall and Coram's Fields but the management at these organisations felt there was a conflict of interest. The street questionnaire consultation had 84 respondents.

Street Questionnaires	%	Actual
On the street	10.1	40
Marchmont Street / Brunswick Centre	6.3	25
Mary Ward Centre	3.2	13
King's Cross Mosque and Islamic Centre	1.5	6



5. May Day Garden Party

On the 2nd of May we hosted a Garden Party. The event was an opportunity for people from the local community to give their ideas and opinions regarding the proposed development. We advertised the event on our website, Facebook and twitter pages, via our electronic mailing list and by hand posted 300 flyers to local residents.



At the event we displayed printed designs and a model of the new building. The architects and members of the building committee were on hand to answer questions and to encourage people to complete questionnaires. Pens and colouring pencils were available for people to draw and comment on the printed designs.



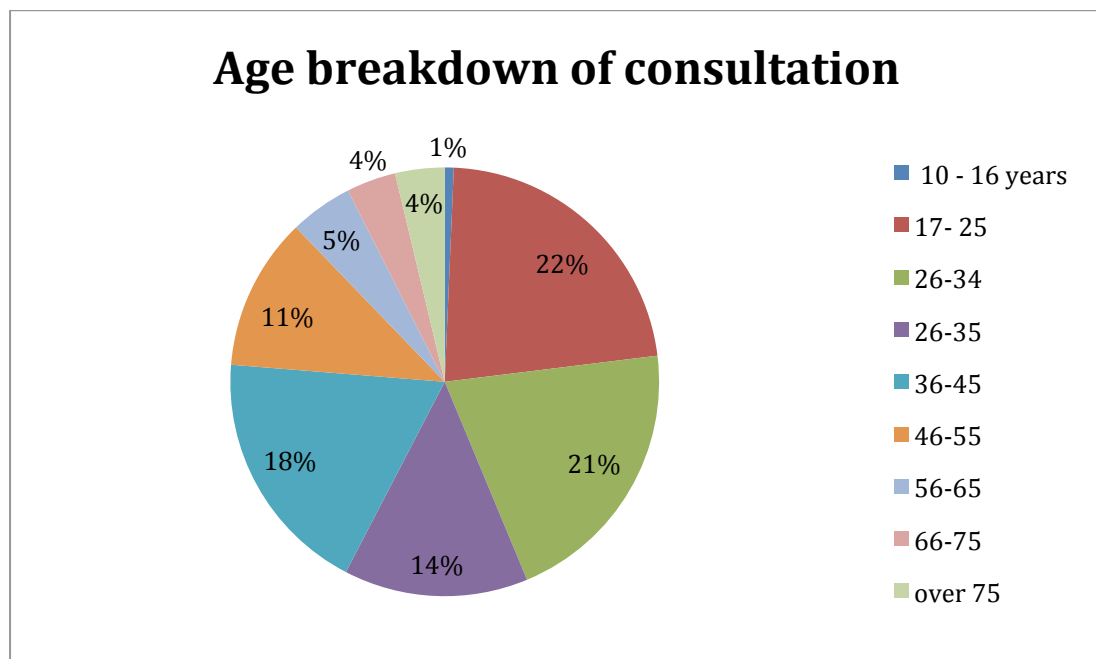
Live music and a BBQ created a garden party atmosphere. 190 people attended with 56 people completing questionnaires and many more offering comments and ideas. We have collated the questionnaires and the other information and these can be found with our main findings.



Demographics of the respondents:

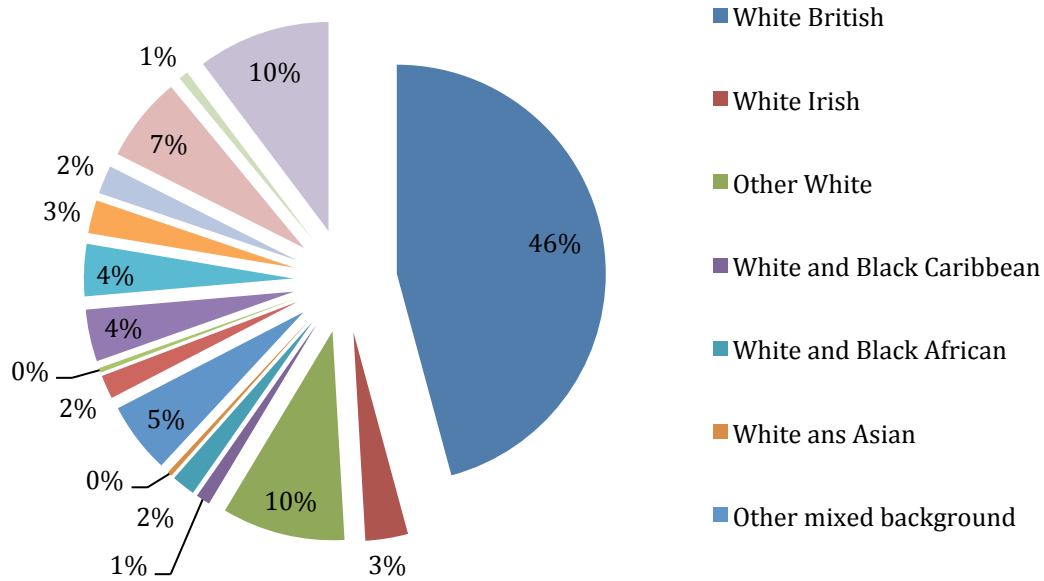
	Calthorpe consultation	CC %	Kings X	KX %	Difference
Under 16	29	7.14	1157	10.26	-3.11
16 - 45	297	73.15	7524	66.69	6.46
46-75	69	17.00	2206	19.55	-2.56
Over 75	11	2.71	395	3.50	-0.79
	406	100.00	11282	100.00	

The amount of young people below the age of 16 that we interviewed was 3.11% below the borough average. We found it hard to gain the necessary parental permission to conduct the questionnaires we wanted but we spoke to young people where their parents were already present, including after school football sessions, the play scheme and the May Day Garden Party.



The ethnic breakdown of our consultation broadly reflects the demographics of the King's Cross ward. The King's Cross ward is made up of 50.8% White, 10.8% Black or Black British and 29.3% are from Asian or Asian British backgrounds. Below is ethnic breakdown of the consultation.

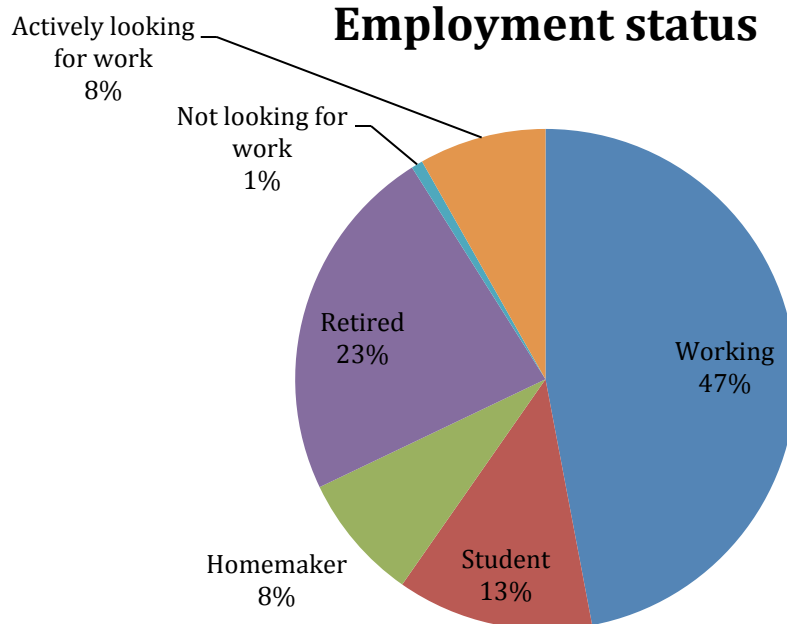
Ethnic breakdown of consultation



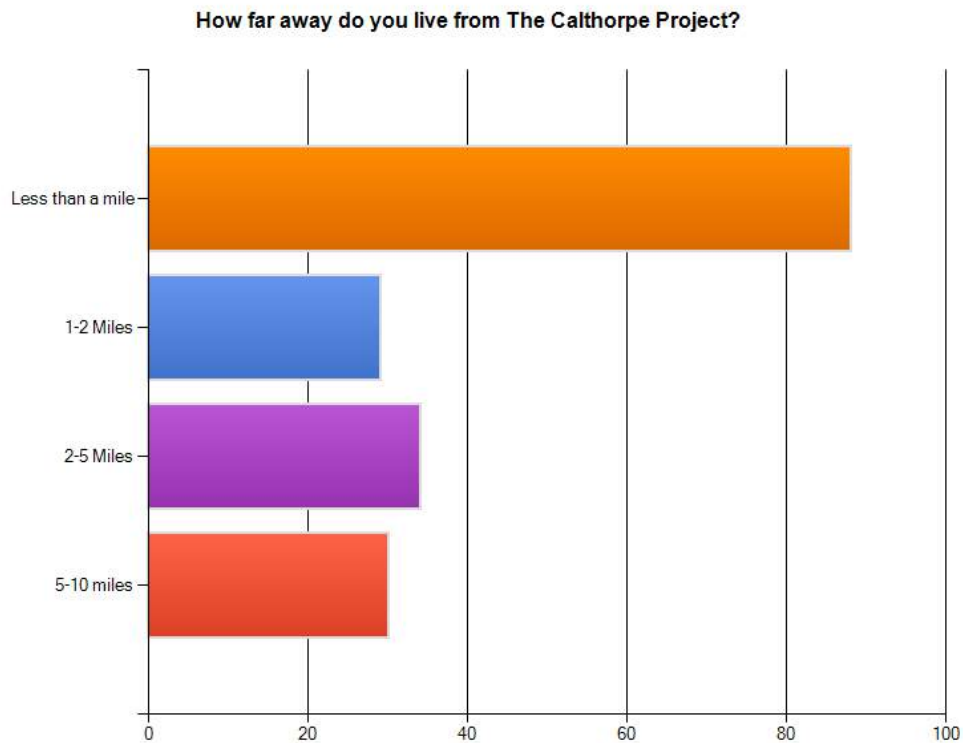
The average number of economically inactive people in King's Cross is 48%. The average number of economically active people in King's Cross is 52%. These percentages are broadly similar to the respondent sample, 47% of whom were economically active and 53% economically inactive.

87.1% of people responding to the online survey were in full or part time employment. 58.8% thought there were activities or services lacking locally.

Employment status



48.6% of respondents live less than one mile of the The Calthorpe Project. With 69.9% of respondents working less than a mile from The Calthorpe Project.



People tend to either travel to The Calthorpe Project on foot (54.5%) or by public transport (49.1%).

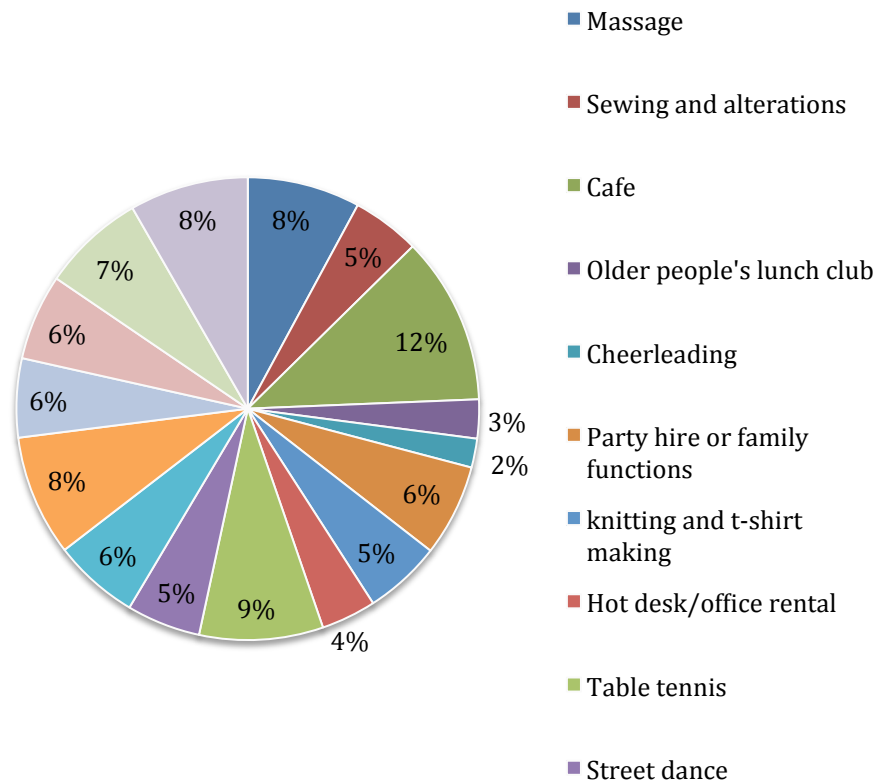
How do you normally travel to The Calthorpe Project?	%	Actual
Bike	3.1%	15
By car	6.7%	7
On foot	54.5%	122
Public Transport	49.1%	110
Other (please state)	0.0%	0

Identified local needs:

Question 5: "Some of the activities and services we are thinking of providing in the redeveloped building are listed below. Please select which, if any, activities you would come to?"

Activities identified in the consultation are listed below showing a response count and an overall response percentage. Some of the activities/services have been profiled in depth to enable development and marketing of these activities.

Activities requested



1. Café

201 people indicated an interest in a café equating to 12% of the total responses to question 5. The café received the most responses of all activities and services.

The café also had the most related comments, including: 'Free wifi at the café', 'bigger kitchen', 'The garden is a great place to escape at lunchtime!', 'cyber café', 'outside eating for the café', 'Cafe not too expensive!', 'Baby friendly café', 'Evening and weekend café' and 'independent coffee shops'

2. Table Tennis

The second most popular service/activity was table tennis with 133 responses, equating to 9% of the overall responses. Related comments included: 'more indoor sports space', 'more sports facilities', 'local kids would enjoy more sports events and training.'

3. Pilates, Yoga and Street Dance

Pilates, Yoga and Street Dance individually received good responses (149, 145, 112 respectively) and collectively received 406 responses, which constitutes 13% of the overall consultation. These activities have been grouped together as they could be run in a similar indoor facility.

4. Pedicure, Manicure and Massage

Pedicure and manicure received 133 responses and massage received 159 responses, collectively 292 and 12% of the overall consultation. Additional comments included: 'a therapy healing consultation room for hire at low cost' and a suggestion of 'reflexology'.

5. Healthy Eating Classes

53 people indicated an interest in Healthy Eating Classes.

Other related requests included: 'Fresh produce', 'locally grown food market', 'Healthy activities to engage all aspects of society', 'A health food store', 'organic veg and fruit selling' and 'cooking project'.

The two other activities that received the most additional comments that were not specifically included on the consultation were a soft play center (6 comments) and activities for young people/youth clubs (8 comments): 'Tree Tops a soft play example', 'Soft play (proper one)', 'youth program', 'youth activity', 'clubs for young people', 'facilities appropriate for teenagers', 'Youth Centre', 'Youth Clubs, 'not enough youth clubs OneKX got taken away'.

Conclusions:

The overall response to the building project was enthusiastic and confirmed our existing thoughts on provision of a café and table tennis.

The demand for provision of a function room for party hire (6%) was higher than we had anticipated, as was demand for pilates (8%), yoga (8%) and street dance (5%). Demand was lower than anticipated for hot-desking (4%), cheerleading (2%) and older people's lunch club (3%). We will incorporate this feedback into next stages of our design brief and business plan

Recommendations:

Following analysis of the consultation results the project will incorporate the comments and feedback into the building design. The consultation process has indicated that increasing space for a large multi-purpose sports hall to accommodate several desired uses (table-tennis, pilates, yoga, street dance, zumba and function room) would be wise. A decrease in emphasis on hot-desking and rental office space will reduce the amount of space we give over to these activities, however, as two potential sources of revenue the reduction of these spaces will have to be evaluated against the overall business case for the new development.

Following the consultation the project will continue to nurture community support for the development project by providing regular updates to local people and users via email, using the 159 contacts collected during the consultation. In response to several requests, updates will also be posted on a community notice board.

As plans for the proposed building develop regular consultation activities will be carried out to ensure The Calthorpe Project and its services are able to respond to the needs of local people within the King's Cross community.

With thanks to everyone who contributed to carrying out this consultation.

APPENDICES

Full Questionnaire

Hello my name is I'm a volunteer for The Calthorpe Project, a community garden and centre on Gray's Inn Road, near Kings Cross.
 We have the opportunity to develop a building to increase what we do and we want to know more about what local people would like to happen in the area so we can provide what local people need (*If unsure, ask if over 16 before proceeding*)

1. How far are you based from the Calthorpe project?

	Less than a mile	1 -2 miles	2- 5 miles	5 – 10 miles
Work/study				
Live				

2. How would/do you normally travel to Calthorpe project/Kings X area?
 Car Bike On foot Public transport Other (state)

3. Are there any activities, clubs, courses or services that you think are lacking locally? ..

4. Some of the activities and services we are thinking of providing in the redeveloped building are listed on this card (*give show card*), please tell me which, if any, activities you would come to ..

After school club		Oesteopathy	
Café		Smoking cessation	
Cheerleading		Party hire or family functions	
Children's breakfast club		Pedicure and manicure	
Designing an urban veg garden		Healthy Eating Classes	
Exhibition space		Sewing and alterations	
Hot desk space / office rental		Sports coach training	
Grow your own veg		Street dance	
Knitting and t-shirt making		Table tennis	
Making natural skin care products		Yoga/Pilates	
Massage		Zumba	

5. Having looked at the list is there anything else you think would be useful to be provided in the local area?

It is helpful for us to know a little more about you so we can demonstrate to potential funders that we have spoken to a wide range of people in our community, Please tell me;

6. Which age bracket are do you fall within? (*show card*)

A B C D E F G

Gender: Male Female Other

7. Do you have any children under the age of 18? how many in each age group

0 – 5 6 – 11 12 – 17

8. What is your employment status? (*show card*)

A B C D E F

9. What is your ethnicity? (*show card*)

A B C D E F G H J K L
M O P R S

10. Would you be interested in being kept up to date of new activities in the centre? If yes which would be the most useful for you?

Facebook

Website

Other

Email ..

Phone ...

Twitter ..

11. Is there anything else you would like to tell me?

Show Card

Q4. Some of the activities and services we are thinking of providing in the redeveloped building are listed below; please tell me which, if any, activities you would come to ...

Garden

Designing an urban veg garden

Grow your own veg

Craft

Knitting and t-shirt making

Making natural skin care products

Sewing and alterations

Wellbeing

Massage

Osteopathy

Pedicure and manicure

Healthy Eating Classes

Smoking Cessation

Sport/fitness

Cheerleading

Sports coach training

Street dance

Table tennis

Yoga / Pilates

Zumba

Children/youth

- After school club
- Children's breakfast club

All/other

- Party hire or family functions
- Café
- Exhibition space
- Hot desk space/office rental

Q6. Which age bracket are do you fall within? Please tell me the letter

- A - 16-25**
- B - 26-35**
- C - 36-45**
- D - 46-55**
- E - 56-65**
- F - 66-75**
- G - 75+**

Q7. What is your **primary** employment status? Please tell me the letter

- A – Working full or part time**
- B - Student full time or part time**
- C – Homemaker or carer**
- D - Retired**
- E - Not looking for work**
- F - Actively look for work**

Q9. What is your ethnicity? Please tell me the letter

A - White British	H – Indian/British Indian
B - White Irish	J – Pakistani/British Pakistani
C - Other White	K – Bangladeshi/British Bangladeshi
D - White and Black Caribbean	L - Other Asian/British Asian
E - White and Black African	M - Black Caribbean/Caribbean British
F – White and Asian	O - Black African/African British
G - Other Mixed background	P - Other Black/Black British
	R - Chinese
	S - Other

Note I haven't used consecutive letters purposefully to avoid confusion with pronunciation and errors in recording

Questionnaire used with interactive display

Thank you for agreeing to take part in The Calthorpe project’s consultation on what local people would like to happen in the area and how we can develop the project’s work.

It is helpful for us to know a little more about you so we can demonstrate to potential funders that we have spoken to a wide range of people in our community, many thanks

1. How far are you based from the Calthorpe project?

	Less than a mile	1 -2 miles	2- 5 miles	5 – 10 miles
Work or study				
Live				

2. How would/do you normally travel to Calthorpe project/Kings X area?

Car Bike On foot Public transport Other (state)

3. Which age bracket are do you fall within? Please tick or circle

- A - 16-25 E - 56-65
 B - 26-35 F - 66-75
 C - 36-45 G - 75+
 D - 46-55

4. What is your gender? Please tick or circle

Male Female Other

Questionnaire used with Newsletter

WIN 1 of 5 ipod shuffles!

At the Calthorpe project we have the opportunity to develop a building to increase what we do and we want to know more about what local people would like to happen in the area so we can provide what local people need. We are very grateful if you would complete this short questionnaire and return it to us at The Calthorpe centre or to?X?X?X

You do not need to provide your name but if you include your email, phone or twitter we can enter you into our prize draw to win 1 of 5 ipod shuffles, draw will take place at our fun day and consultation evening on 2nd May 2013 to which you are invited 0- further info on Page XYZ

1. Are there any activities, clubs, courses or services that you think are lacking locally? ..
2. Some of the activities and services we are thinking of providing in the redeveloped building are listed below please tell us which, if any, activities you would come to by placing an **X** next to the activities you would attend

After school club		How to grow your own veg		Pedicure and manicure	
Café		Knitting and t-shirt making		Pilates/Yoga	

Cheerleading		Making natural skin care products		Sewing and alterations	
Children's breakfast club		Massage		Sports coach training	
Designing an urban veg garden		Osteopathy		Street dance / Zumba	
Exhibition space		Smoking cessation		Table tennis	
Hot desk space / office rental		Party hire or family functions		Healthy Eating Classes	

3. Which age bracket are do you fall within? Please tick or circle

A - 16-25 B - 26-35 C - 36-45 D - 46-55 E - 56-65 F - 66-75
G - 75+

4. What is your gender? Please tick or circle Male Female Other

5. What is your ethnicity? Please tick or circle

T – White V – Mixed W – Asian or Asian British X – Black or Black British
Y – Chinese S – Other

6. Would you be interested in being kept up to date of new activities in the centre? Please tick or circle the most useful for you?

Facebook Website Other (write in)
Email ..
Phone ... Twitter ..

If you provide your contact details we can enter you into our prize draw

7. Is there anything else you would like to tell us?