

Community Plan
2022

250 | CITY
ROAD
LONDON EC1



WWW.250CITYROAD.CO.UK

Berkeley
Designed for life



Photography of 250 City Road from the Canal Basin

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The Vision

“Our vision for 250 City Road is to create a new thriving neighbourhood in the heart of Islington where our residents can connect and engage with one another; promoting a genuine sense of community now, and for generations to come.”



Local area photography

250 City Road sits proudly on the apex of one of Islington most iconic roads.

The vision for 250 City Road is to create a safe, cohesive and vibrant place, where all residents can proudly call home.

The aim of this community plan is to ensure that residents feel inspired to create a self-sustaining, resident-led environment where everyone feels welcomed, celebrated and connected.

The plan will help to encourage residents, neighbours and the wider community to build strong, lasting relationships with one another through well considered and meaningful engagement.

We want our residents to be part of creating a new legacy in the heart of the city, that promotes a genuine sense of community for generations to come.

Our vision for our residents and the wider community is to deliver a new thriving neighbourhood that:

- Promotes health and wellbeing through thoughtful and integrated design
- Enhances the net bio-diversity gain of the local natural environment
- Encourages social cohesion through the strategic design of the commercial and public amenity offerings
- Provides a space for the local community to meet and dwell
- Supports the local business economy
- Delivers opportunities for local young people to knit into the wide community



250 City Road



Computer generated image of Siena at 250 City Road



Computer generated image of the landscaping at 250 City Road

Once complete the development will comprise:



954

high quality homes



33%

affordable homes, family and
shared ownership homes



1.5

acres of open space



78,000 sq ft

of commercial space



77,500 sq ft

of affordable workspace



Nursery

new nursery for the
local community

History

The sites history focuses on the prosperous contributions of the Regents Canal. We want to continue to build on this legacy; delivering a new neighbourhood that the community can be proud of.



Sculptures at the Entrance to the Piazza

250 City Road sits on the site of a former distribution centre at the Regent's Canal Basin within Islington. Opened in 1820, the Basin was used to ship large volumes of goods locally. As transport technology and infrastructure advanced, by the 1950s the Basin fell into long decline and was left derelict and run down.

In 2004, The London Borough of Islington adopted the City Road Basin Masterplan and commenced the regeneration of the area. Berkeley Homes acquired the site in July 2011 and by 2013 gained planning permission to transform the 'City Forum Business Park' into a thriving new mixed-use community.



Local area photography



Local area photography

Site Context



Woodberry Down Summer Market



250 City Road Aerial

The Bunhill Ward is home to circa 20,000 diverse residents and there are a number of Tenants & Residents Associations, community groups and organisations.



St Luke's
Community Centre



St Luke's Church



King Square TRA



King Square Gardens



Lagonia House



Macclesfield House



Stroke House



Soapbox Youth
Centre



Catch 22

Needs & Aspirations

“We are determined to create a more equal Islington, where everyone here has an equal chance to thrive.”

London Borough of Islington



The local area has transformed rapidly over the last 20 years from when the Bunhill Ward was classified as one of the country's most deprived Wards.

Recent investment through significant commercial and residential developments has brought about changes in the local area. We are committed to working with existing and new residents to ensure everyone is able to benefit from these changes; improving the quality of life of our residents and the wider community.

In 2020 we carried out a social value gap analysis to better understand the needs of the community. The study used the Real Estate National Themes, Outcome and Measurements (TOMs) tool to identify opportunities to improve the quality of life for residents and the wider community.

The table opposite represents the findings of the study, which were assessed with the national guidelines. These findings are grouped by themes and opportunities.

Theme	Opportunities	Possibilities
Jobs	- Improved employability of young people - Improved skills - More local employment - More opportunities for disadvantaged people	Include clauses in contracts with commercial tenants and end user services to advertise job opportunities on site within the local community. Jobs to be advertised using the Council's job brokerage programme in the first instance.
Growth	- Ethical procurement is promoted - Improving wellbeing and mental health - More opportunities for local businesses - Social value embedded in the supply chain	Engage with local businesses and suppliers about collaborating on community events at 250 City Road and offering discounted rates to residents.
Social	- Creating a healthier community - Crime is reduced - More opportunities for social cohesion - Our occupiers are more satisfied - Vulnerable people are helped to live independently	Partnering with local charities to support vulnerable people in the community. Devising a thoughtful schedule of events to support opportunities of social cohesion. Delivery of inclusive health and wellbeing initiatives using the open spaces throughout the development.
Environment	- Air pollution is reduced - Carbon emissions are reduced - Safeguarding the natural environment - Sustainable procurement is promoted	Hosting a range of sustainability events aimed at reducing the carbon footprint of our residents and the wider community. Adding to the net biodiversity gain in the local area by participating in activities which positively support the natural environment.
Innovation	Promoting social innovation	Using digital media to encourage resident engagement.

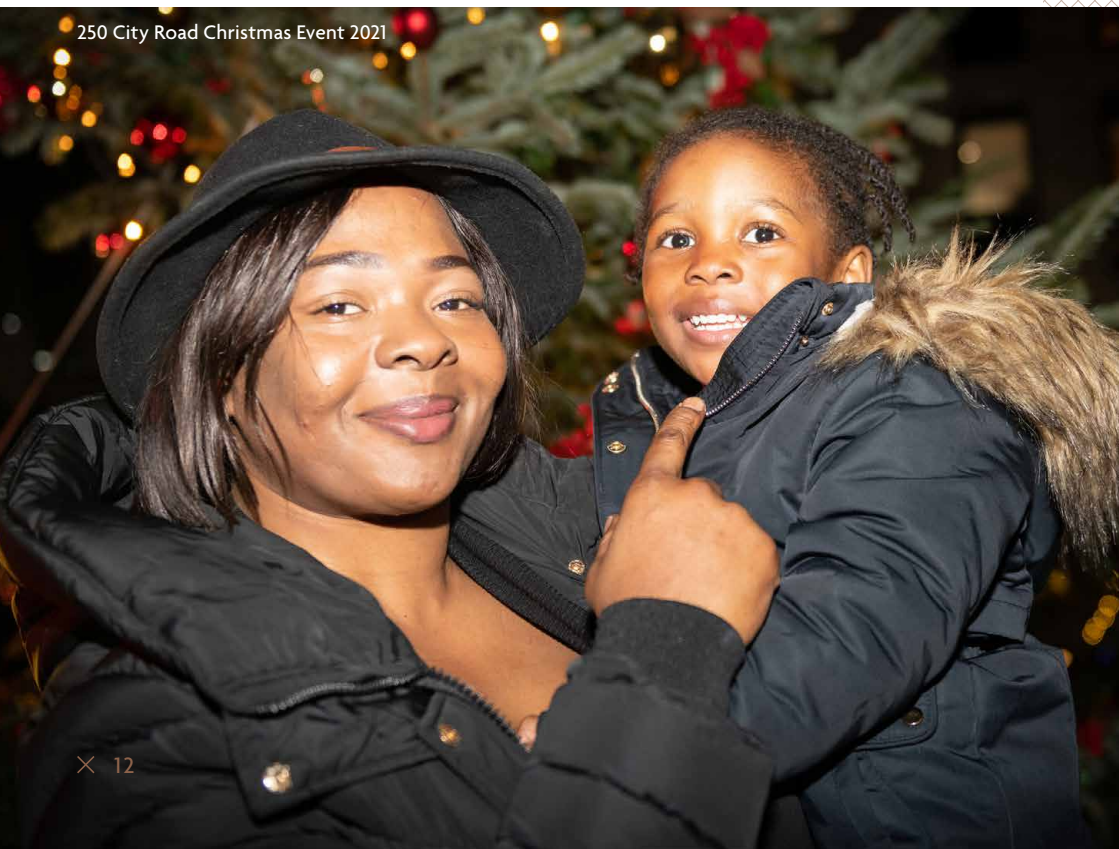
Our community plan focuses on these areas to ensure that we are meeting the needs of the community.

Events

In order to meet the aspirations of the community and ensure our residents are able to create a thriving new neighbourhood for all, we plan to support a number of events.

Our intention is to review this plan annually in collaboration with the Residents' Committee to ensure that it meets the evolving needs of the community.

250 City Road Christmas Event 2021



January	● Establishment of the Residents' Committee ● Fitness Challenge' ● New Year New You
February	● Outdoor performance with Wimbledon School of Arts outdoor performance ● Valentine's Day 'Love benches' ● Monthly Farmers Market ● Lunar New Year ● National apprenticeship week
March	● International Women's Day (installation) ● Horticultural pop up ● Monthly Farmers Market ● Residents' Committee
April	● Easter egg artist exhibition ● Easter egg hunt challenge ● Monthly Farmers Market ● Work Experience (year 10s)
May	● Sustainability event - bird houses ● Mothers Day - Gift making on the estate ● Monthly Farmers Market ● Residents' Committee
June	● Yoga & Wellbeing event ● Fathers Day ● Monthly Farmers Market ● Wimbledon tennis screening ● World Bicycle Day ● World Environment Day
July	● World Chocolate Day ● Yoga summer series ● Monthly Farmers Night Market ● London Pride (installation) ● Drag Queen Bingo ● Apprenticeships launch event ● Residents' Committee
August	● Summer film screenings ● Yoga summer series ● National Burger Day ● Notting Hill Carnival ● Canal Paddle Clean up
September	● Monthly Farmers Market ● Roald Dahl Day ● Mid-Autumn Festival (installation) ● Guided Canal Nature Walk ● Residents' Committee
October	● Black History Month ● World Mental Health Day ● Harvest Festival Food trucks ● Halloween event ● World Animal Day (Pet yoga)
November	● Diwali (installation) ● International Men's Day (installation) ● Black Friday Local vendor pop ups ● Small Business Saturday ● Residents' Committee
December	● Santa's Grotto ● Christmas tree lighting ● Christmas Market (local Vendors) ● Christmas tree composting / Sustainable wreath making

Key

Needs & Aspirations: Themes

● Jobs ● Growth ● Social ● Environment ● Governance

Indicative event schedule, events may change.

Place making

“We revive underused land, creating welcoming, sustainable and nature-rich places where communities thrive and where people of all ages and backgrounds enjoy a great quality of life.”



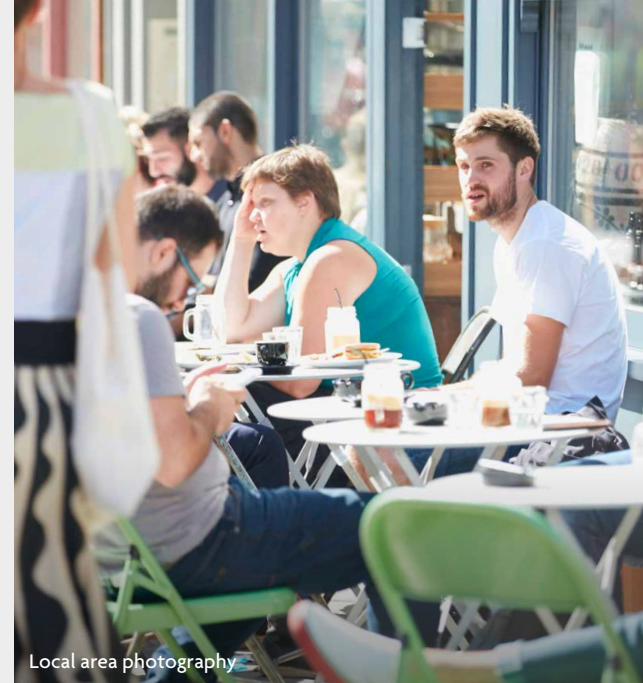
Computer generated image of the Piazza

At Berkeley Homes, our purpose is to build quality homes, strengthen communities and improve people's lives. Our approach is highly collaborative - working with councils and communities to create a shared vision and to unlock a mix of social, environmental, economic and commercial value that benefits all of our stakeholders.

Our 250 City Road site was once home to the underutilised 'City Forum Business Park'. Working with renowned architects, Foster+ Partners, we are proud to be seeing our vision come to life. Our ambition is to continue delivering a sustainable residential community, bringing together a mixture of uses to form a place to live, work and connect.

The Central Piazza forms the green heart of the development. It has been designed in detail to promote health and wellbeing and enhance our residents' connection to the natural environment; stimulating positive mental health and a sense of serenity.

Verdant spaces will be characterised by mature trees and wild flower beds, boosting the net bio-diversity values to the area.



Local area photography



Local area photography

Water features have been designed to provide a calming and tranquil atmosphere throughout the development; reminiscent of the former Canal Basin.

The commercial offering will also deliver a new nursery that will provide some much needed childcare provision, as well as new jobs for local people. Exciting retail opportunities will create a vibrant and lively feel around the ground floor; anchoring the the new destination within the heart of the community. New restaurants and cafes will create spaces for the community to stop, relax and enjoy.

A range of striking sculptures will be delivered across the development showcasing the rich heritage of the area; championing the site's former use.

Moments of imaginative and prescribed play are scattered throughout the public areas of the development to give children and young people ample opportunity to play, explore and be creative.

Seating has been seamlessly integrated into open spaces to maximise views and encourage residents to connect with one another; fostering a real sense of community and neighbourliness.

Opening up the site has enabled us to create new connections and routes through the development. By introducing these new routes we are encouraging the wider community to move through the site, take advantage of the commercial offerings and have opportunities to meet and engage with our residents. Creating a truly welcoming and inviting place.



250 City Road Topping out December 2021

Partnerships

We have already partnered with a number of local groups building strong friendships with these partners; ensuring that 250 City Road is at the heart of the community.

These partnerships include working collaboratively with Ward Councillor's and key stakeholders from LB Islington, St Luke's Church and Community Centre, Kingsbury Square TRA, Kingsbury Square Gardens, Lagonia House and Macclesfield House TRA. We will also partner with some of our closest neighbours such as Stroke House to identify opportunities to collaborate.

"We are proud to be working with our trusted partners Peabody, to deliver this development in the heart of the city. This repeat partnership is true testament to our collaborative approach to delivering new neighbourhoods."

David Barry,
Berkeley Homes NEL
Operations Director



250 City Road Piazza opening



Mens Group

The London Borough of Islington's parks and recreation team are currently drafting a plan for the maintenance and upkeep of Kingsbury Square Gardens. Our intention is to encourage our residents to join the Friends of Kingsbury Square group to volunteer their time and support the local green space whilst creating new networks within the local community.

St Luke's Community Centre serves the most vulnerable people in the community, delivering services such as food banks, women's support classes, community cooking sessions and creating safe spaces for children and young people. We will promote membership and engagement opportunities to the charity through our continuous lines of communications with our residents to ensure they can get involved across all levels.



St Luke's Womens Group

Clubs & Classes

To accompany the monthly schedule of events we propose hosting the following regular clubs to promote social cohesion among our residents:

 **Parents Club**

 **Homework Club**

 **Movie Club**

 **Mindful Arts Classes**

 **Running Club**

 **Gardening Club**

These events will be led by Berkeley Homes in the first instance. They will then be independently run by our residents with support from our managing agents once the development has been completed.



Competitions

In order to safeguard the local environment and encourage residents to get involved in local sustainability initiatives, we will host the following events:

 **Block-wide sustainability competitions**

 **Individual growing competitions**

 **Sustainability poster making competitions**

Governance

Berkeley Homes will oversee the development of the community plan and will work collaboratively with our residents and the managing agents to ensure that it is appropriate, suitable and addresses the needs of the community. This will be led by the Berkeley Homes Community Engagement Manager, Mari Chisholm.

As our managing agent Savills is already on site, continuously forging strong relationships with our residents and neighbours, they will take a leading role on the implementation of this plan alongside our residents once the development is complete.

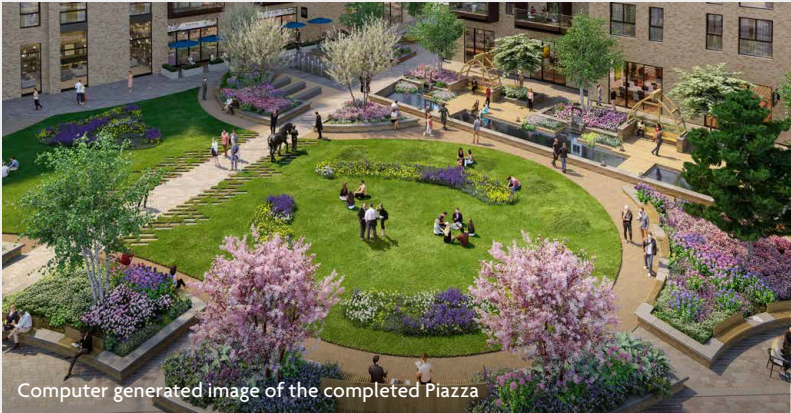
Our aim is for residents to take ownership of this community plan which will ultimately become a resident-led, self-sustaining engagement plan; focused on creating a strong community with a solid foundation of annual activities and events which are important to residents and the wider community.



Goodman's Field Piazza Opening



250 City Road Piazza Opening



Computer generated image of the completed Piazza

Residents' Committee

Berkeley Homes alongside Savill's will establish a Residents' Committee in Q1 2022 to ensure this plan is implemented by those that matter, our residents. By putting residents in the driving seat we hope that events and activities will serve the entire community.

We will encourage residents of all ages and backgrounds to get involved to ensure a wide demographic is represented and will promote and celebrate inclusivity within the committee.

Meetings will be held in communal areas within the 250 City Road development on a bi-monthly basis to ensure attendance and accessibility for all. Colleagues from Berkeley Homes, Peabody and Savills will also form part of the Committee to ensure that the Committee has the support of all partners.

Once the plan has been in place for a year, working collaboratively with the Residents' Committee we will devise an annual residents' survey in order to ascertain their valuable feedback on life at 250 City Road.

Feedback will be collated, reviewed and reported back to all residents and will ultimately be used to inform the community plan for the following year.

We will post notifications on the residents' portal and on community noticeboards to ensure that all residents have the opportunity to get involved or engage with the Committee.

Roles and responsibilities of Members will be to:

- Attend regular Committee Meetings
- Represent the interests of wider residents and neighbours
- Act as 250 City Road Committee Champions
- Share information presented at meetings with residents
- Share feedback from residents to the Committee
- Forge new friendships within the wider community
- Participate and encourage residents to get involved in community events and initiatives
- Promote the community plan and involvement of Berkeley Homes, Peabody and Savills
- Working collaboratively with key stakeholders for the greater good of the community

Committee members will be agreed and in place by end of Q1 2022. Appropriate communications will then be shared with residents promoting the establishment of the Residents' Committee.

The Residents' Committee will be introduced to local groups, partners and businesses. This will create positive relationships between our residents, the local business economy and key stakeholders in the area.

By facilitating these relationships we hope that the local economy and wider community are also able to share the benefits of the development.



Computer generated image of the completed Piazza

Measuring Success

The aim of this plan is to ensure residents are able to connect with one another and foster a strong sense of belonging driven by a shared vision for the community.

In order to track the success of the community plan, we have set some goals and Key Performance Indicators (KPIs) to ensure this vision is meeting the needs of all residents as well as the wider community. See our goal and KPIs opposite.



“We must ensure residents are able to connect with one and other and foster a strong sense of belonging”

Goal	KPI
Hosting events for the community	• Number of residents in attendance • Number of new interactions between residents from different buildings • Number of wider community members in attendance • Number of positive feedback forms received
Events established outside of the community plan	• Number of new events planned • Number of new residents engaged • Future event ideas
Annual residents' survey (Questions to be set by Residents' Committee)	• Number of completed surveys • Number of uncompleted surveys
Involvement with wider community	• Number of local organisations involved • Number of local businesses engaged
Establish a Residents' Committee	• A minimum of 6 residents to form the core committee (across all tenures) by Q1 2022 • Bi-monthly meetings arranged • Attendance at meetings • Number of outputs achieved
Empowerment of residents	• Number of residents requesting to become part of the Residents' Committee • Number of resident-led activities proposed • Willingness and ability to secure funding for events
Help residents connect with each other	• Organise 'meet your neighbours' events • Number of attendees at these events • Using digital tools to promote neighbourliness

Costs & Funding

Berkeley Homes will initially fund all community initiatives through the development budget. In line with occupations of the development, the managing agent alongside the Residents' Committee will gradually take over the responsibility of funding activities once the development is completed.

This will primarily be funded through a service charge allocation of 0.05% of the overall budget, with the agent and Residents' Committee seeking further funding opportunities from commercial tenants, the wider community and the local authority. Funds can be also be raised through a number of community events such as sponsorship, volunteer based activities, food pop up's paying fees, ticketed events and a range of other ideas. These opportunities will be explored during the the bi-monthly Residents' Committee meetings to ensure funds can be raised.



250 City Road Piazza Opening

*To find out more
or to get involved
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250 City Road Christmas Event 2021



250 City Road Christmas Event 2021



Men's Sheds