

A decorative horizontal band with a repeating geometric pattern of interlocking lines forming diamond and square shapes, centered on a dark grey background.

HOLLOWAY PRISON

CONSULTATION

STAGE 1 PUBLIC CONSULTATION REPORT

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STAGE 1 PUBLIC CONSULTATION REPORT

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1.1 STAGE 1 OBJECTIVES AND AIMS

This chapter details the actions undertaken in the first stage of the public consultation process for the redevelopment of the Holloway Prison site, which took place from March to June 2019.

This stage of public consultation was designed to:

- ◆ **ESTABLISH** a relationship with community stakeholders for on-going engagement
- ◆ **INFORM** community stakeholders of our initial design principles and our consultation and design processes
- ◆ **IDENTIFY** initial local priorities for the redevelopment of the Holloway Prison site
- ◆ **INCORPORATE** feedback - adjusting design direction and provide additional information for clarification


1.2 STAGE 1 ACTIONS

Actions from this stage included:

- ◆ An introductory letter sent to 9,876 addresses in the area surrounding the Holloway Prison site (March 2019)
- ◆ Introductory letter sent to local politicians and stakeholder groups (March 2019)
- ◆ Circa 50 community/stakeholder groups received the introductory letter and invitation (March 2019)
- ◆ Leaflet sent to 9,876 addresses (same addresses as previous), inviting residents to attend the first public consultation events later the same month (June 2019)
- ◆ Launch of a dedicated project website: www.hollowayprisonconsultation.com
- ◆ Tours with circa 150 residents beginning in April and resuming in September

- ◆ Tour of the site with local Islington councillors
- ◆ Regular meetings with representatives of the Community Plan 4 Holloway, Reclaim Holloway and Islington Homes for All
- ◆ Meetings with former prison guards, prisoners and the Treasurers Foundation
- ◆ Meetings with Islington Museum and Caitlin Davies, author of *Bad Girls: A History of Rebels and Renegades*
- ◆ Filming tours with New London Architecture and Clean Break
- ◆ Dedicated on-site consultation zone set-up
- ◆ Public consultation drop-in events held on-site at the Holloway Prison Visitors' Centre on:
 - Monday 17th June, 3pm - 7pm
 - Tuesday 18th June, 3pm - 7pm

- Wednesday 19th June, 10am - 2pm
- Saturday 22nd June, 10am - 2pm
- ◆ Provision of engagement activities to test the development and design principles at the consultation drop-in events
- ◆ Provision of feedback forms at the consultation drop-in events, which could be filled in on-site or returned via Freepost
- ◆ Opportunities to express interest in a number of workshops we intend to facilitate in the coming months
- ◆ Supply and management of a dedicated email inbox and phone landline for project enquiries, as well as a website providing updates on the consultation.



The graphic is a consultation leaflet/invitation for Holloway Prison. It features a purple geometric pattern on the left side. The main content is divided into three sections: 'FIRST PUBLIC CONSULTATION', 'UPDATE', and 'EVENT DETAILS'. The 'FIRST PUBLIC CONSULTATION' section lists activities like working from a blank map, seeing site constraints, and leaving feedback. The 'UPDATE' section shows progress: 10,000 letters, 50 community groups, and 100 tours. The 'EVENT DETAILS' section provides dates and times for drop-in events from June 17th to 22nd, and includes a map of the venue location at the Holloway Prison Visitors' Centre.

FIRST PUBLIC CONSULTATION

Peabody, in partnership with London Square, are delighted to invite you to the first public consultation on the future of Holloway Prison!

- ◆ Work from a blank map of the site
- ◆ See the constraints of the site
- ◆ Prioritise the future uses of Holloway Prison
- ◆ Leave your feedback

There will also be a chance to view the Islington Museum's *Echoes of Holloway Prison* exhibition, kindly on-loan from their St John Street home.

UPDATE

10,000 LETTERS | 50 COMMUNITY GROUPS | 100 TOURS

Hoardings will soon be going up around the site behind the treeline. This is purely for security reasons, and no works on the prison are taking place.

EVENT DETAILS

If you would like to know more but are unable to attend, please let us know at: contact@hollowayprisonconsultation.co.uk

For further updates, please visit: www.hollowayprisonconsultation.co.uk

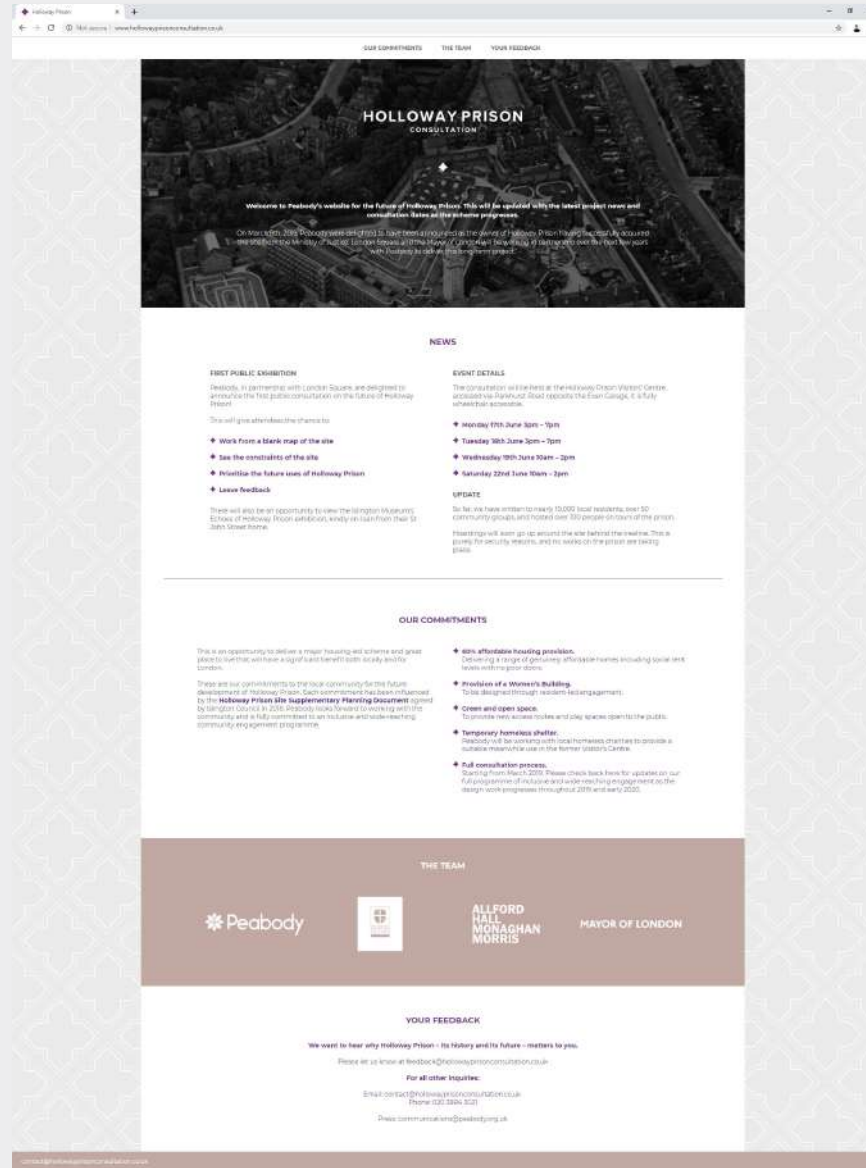
The exhibition will be held at the **Holloway Prison Visitors' Centre**, accessed via Parkhurst Road opposite the Exan Garage, it is fully wheelchair accessible.

Monday 17th June 15:00 - 19:00
Tuesday 18th June 15:00 - 19:00
Wednesday 19th June 10:00 - 14:00
Saturday 22nd June 10:00 - 14:00

VENUE

DALMEITH AV
PARKHURST RD
HOLLOWAY PRISON

Holloway Prison Consultation Leaflet/Invitation



Holloway Prison Consultation:
Project Website

1.3 STAGE 1 DROP-IN EVENTS

The Stage 1 public consultation drop-in events were comprised of information boards and activities to capture feedback, including the following:

Information:

- Welcome/Introduction
- The Team
- History of the Site
- Housing Targets & Islington's SPD
- Policy Constraints & Considerations
- Inspiration from the Past
- Learning from the SPD
- Site Constraints & Considerations
- Next Steps

Engagement activities:

- *Where do you live?* - Interactive map for attendees to mark where they have come from
- *Future uses* - understanding local priorities for building uses in the redevelopment of the Holloway Prison site
- *Holloway BUILD* - interactive exercise using LEGO bricks to test local residents' proposals for the Holloway Prison site. The number of bricks available represents the number of proposed homes.

1.3.1 ATTENDANCE

A total of 306 people attended the consultation drop-in events across the four days they were held, with a significant number expressing interest in participating in the next stage of the consultation process: theme-based workshops, which will be held over the summer.

- ◆ 17th June (Day 1): 80
- ◆ 18th June (Day 2): 35 (115)
- ◆ 19th June (Day 3): (62 (177)
- ◆ 22nd June (Day 4): 129 (306)

Where attendees visited from are visualised on the opposite page.

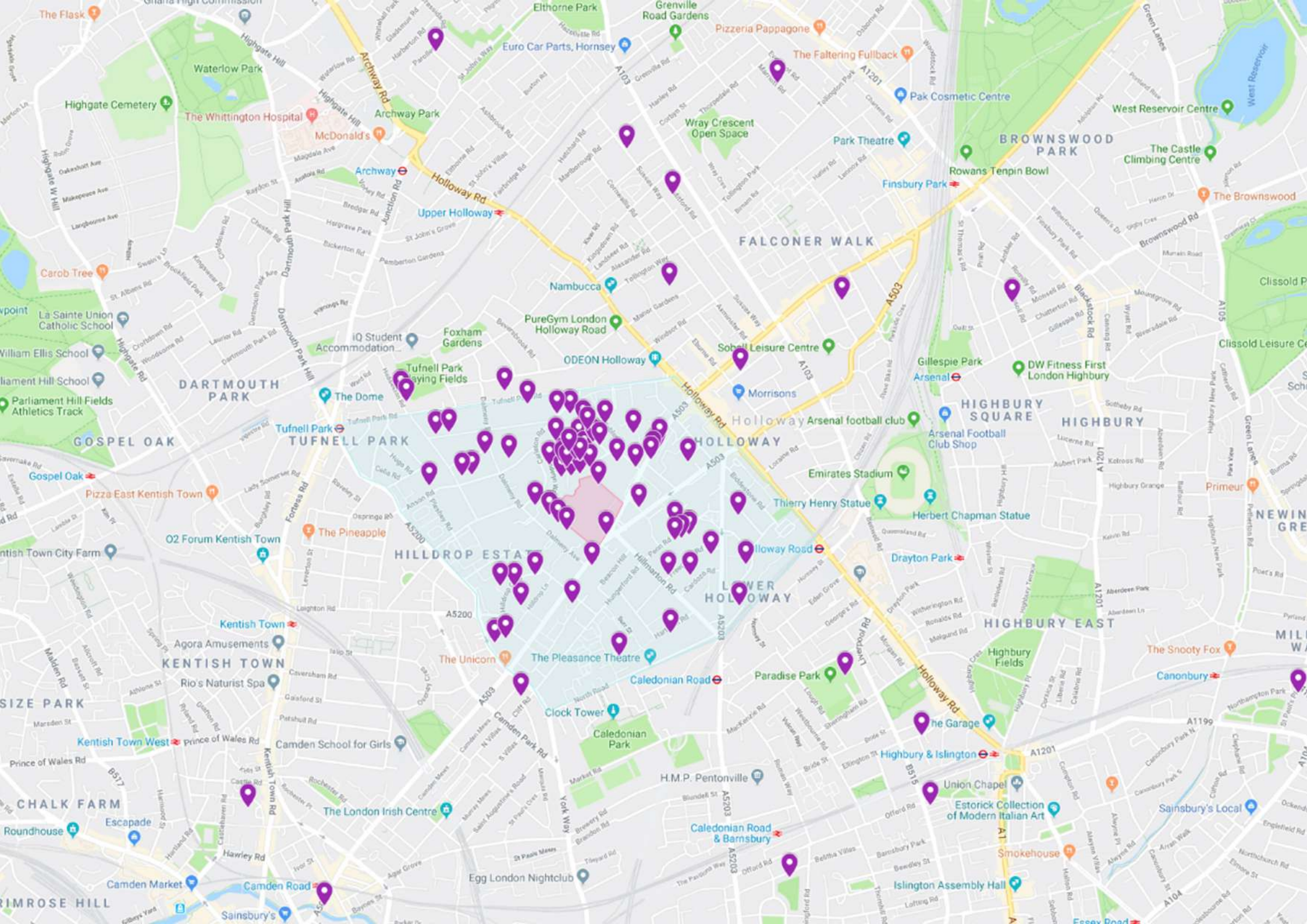
1.4 CAPTURING FEEDBACK

There were a number of opportunities for attendees to the public consultation drop-in events to leave feedback on the information presented, including:

- ◆ 105 completed feedback forms
- ◆ *Local Priorities* engagement activity



Example outputs from the 'Holloway BUILD' activity



1.5 QUALITATIVE FEEDBACK

The following summary and themes of qualitative feedback were collected at the first public consultation events via feedback forms, engagement tools and verbal communication.

Women's Building

A common theme for respondents regarding the Women's Building, are comments that it should be "accessible" in terms of its location, usually concluding that this should be on Parkhurst Road / where the Visitors' Centre currently lies.

Often, attendees would suggest that the Women's Building should have access to green and open space as well. There was minimal mention of the size of the eventual building or that it should form a 'centrepiece' for the site.

In terms of function, there does not seem to be any overarching majority or consensus. Rather, there are lots of calls to consult with former prisoners and ensure that the building provides care/services for those who have been affected by the criminal justice system. These themes will be more deeply explored at the Women's Building workshops throughout the summer.

Tall Buildings

More work needs to be done to understand and define what constitutes a tall building. This subjectivity stemmed into each individual's definition of height, with many stating different measurements of what is 'tall', 'high-rise' or 'low-rise'. Interestingly, there is no obvious reference of a local landmark, with

respondents including a range of examples such as the Bakersfield Estate and comparative local streets.

In terms of location, attendees have placed markers across the site for where height could be. There is no consensus however, which is to be expected given the blankness of the exercise carried out. Most often, residents would place tall buildings at the "back" of this site (near Bakersfield) or in the centre. Whilst nearly no attendees mentioned the viewing corridor as a constraint, with none mentioning Islington Council's policy on Tall Buildings.

Green & Open Space

There is a clear consensus that the green space should be at the "front" and "centre" of the site, usually represented as the area opposite Hillmarton Road.

Respondents would often state that green space should be "all over", with smaller parks complimenting a larger centre space. Several people also asked for green roofs and safe spaces for children.

Holloway Prison Consultation Feedback Form

Verbal and Additional Feedback

Housing

Residents are evidently nervous about the definition of “affordable” housing. Regularly, they would highlight the need for social housing, in some cases stating the scheme should deliver 100%. Certainly, attendees wanted to see as much affordable housing delivered at as cheap a rent possible.

Key Commitments

Attendees regularly praised and discussed the agreed deliverables of affordable housing, a women’s building and green and open space. These items tended to lead the conversation, with residents easily able to add value to discussions and seeking to hold the Project Team to account with regard to future development. In addition, the early stage consultation strategy was largely pleased, with a few attendees expecting to see more detailed plans at the first public consultation!

Sustainability

Attendees both verbally and via the feedback form would often call for as sustainable a scheme as possible. The definition of which would vary, but several attendees spoke of technical innovation in terms of heating or other means.

Whereas wildlife, biodiversity and air quality are often mentioned, the latter is particularly coveted by those who live closest to the site, who coupled air quality in with construction as a cause for concern.

Infrastructure

A cause for concern is how the impact of new homes will have on the local area. In particular, infrastructure is often mentioned in terms of the provision of schools and a GPs offices to support existing facilities in Holloway and further afield.

Additionally, transport is considered a major issue, with impact new residents would have on the existing bus network. The discussed ‘new access routes’ throughout the site have created a division between residents as to what this means and where they should be, and whether they are needed at all.

Other Comments

This section was largely used as an extension of the comments on the feedback form, with residents wanting to put their opinions in a place that could be seen by others. These comments are largely summarized in the qualitative feedback session Sticky notes would often include descriptions of housing, women’s building, green space and accessibility. Suggestions such as ‘Tesco’, ‘children’s nursey’, ‘post office’ were rare. This part of the board was more enthusiastically engaged with on the Saturday session.

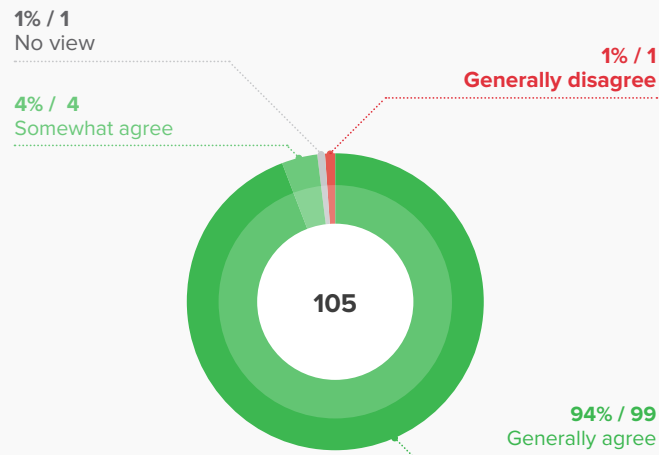


Stage 1 public consultation drop-in events

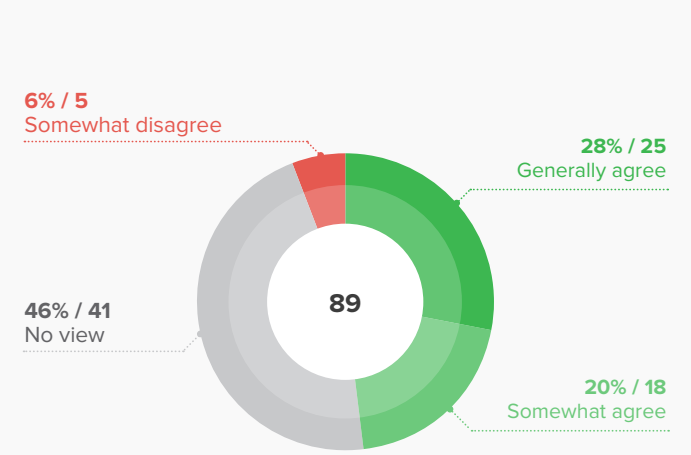
1.6 QUANTITATIVE FEEDBACK

The following quantitative feedback provided on aspects of the scheme was collected at the drop-in events through feedback forms and engagement tools.

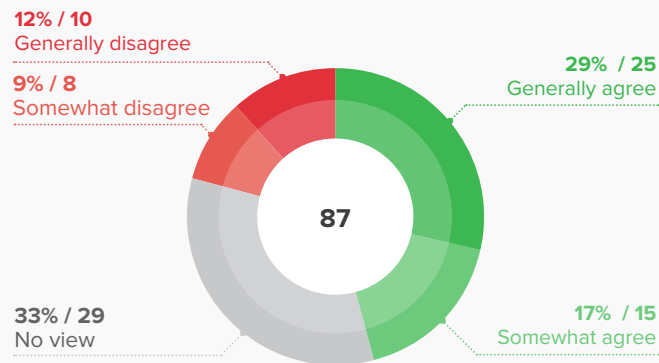
I welcome the opportunity to be consulted on the future of Holloway Prison



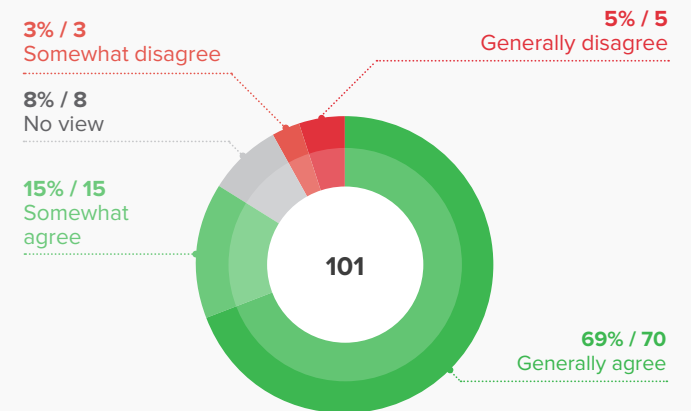
I believe that the site's history/heritage is being respected



I support the number of homes being proposed



The site is an important part of Islington's urban environment



HOLLOWAY PRISON
CONSULTATION

YOUR FEEDBACK

1 BEING STRONGLY AGREE - 5 BEING STRONGLY DISAGREE

I welcome the opportunity to be consulted on the future of Holloway Prison: 1 2 3 4 5

I support the number of homes being proposed: 1 2 3 4 5

I believe that the site's history/heritage is being respected: 1 2 3 4 5

This site is an important part of Islington's urban environment: 1 2 3 4 5

Do you have any further comments?

YOUR DETAILS

NAME: _____

EMAIL: _____

POSTCODE: _____

WORKSHOPS

Please indicate any workshops you would be interested in attending:

Women's Building Design Open space Permeability

Holloway Prison Consultation and Probation will retain information given to us for the purpose and length of this project only, will not share any information with third parties and will store data securely. You can opt out of future materials by contacting us via our website.

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WHERE WOULD YOU LIKE TO SEE:

Women's Building
Where on the site would you like to see the Women's Building?

Tall Buildings
Where on the site would you like to see tall buildings?



















Open Space
Where on the site would you like to see open space?



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Freeport Plus RUMÉ-R2NR-EEUX
Holloway Prison Consultation
Floor 1
44-46 Paul Street
London
EC2A 4LB

COMMUNITY PRIORITIES

 HOUSING <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 GREEN SPACE <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 EMPLOYMENT SPACE <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 WOMEN'S BUILDING <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 SUSTAINABILITY <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU
 NEW ACCESS ROUTE <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 CULTURAL SPACE <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 PUBLIC REALM <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 HEALTH SPACE <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 COMMUNITY HUB <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU
 RETAIL SPACE <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 PLAY SPACE <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 EDUCATION SPACE <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 HONOURING HERITAGE <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	OTHER <input style="width: 100%; height: 20px;" type="text"/>
 FITNESS SPACE <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 CAR PARKING <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 CYCLE PARKING <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	 RESTAURANT CAFE <input type="checkbox"/> YES PLEASE <input type="checkbox"/> MAYBE <input type="checkbox"/> NO THANK YOU	STICK YOUR IDEAS HERE! <input style="width: 100%; height: 40px;" type="text"/>

● DESIGN
 ● PUBLIC REALM
 ● PERMEABILITY
 ● HERITAGE

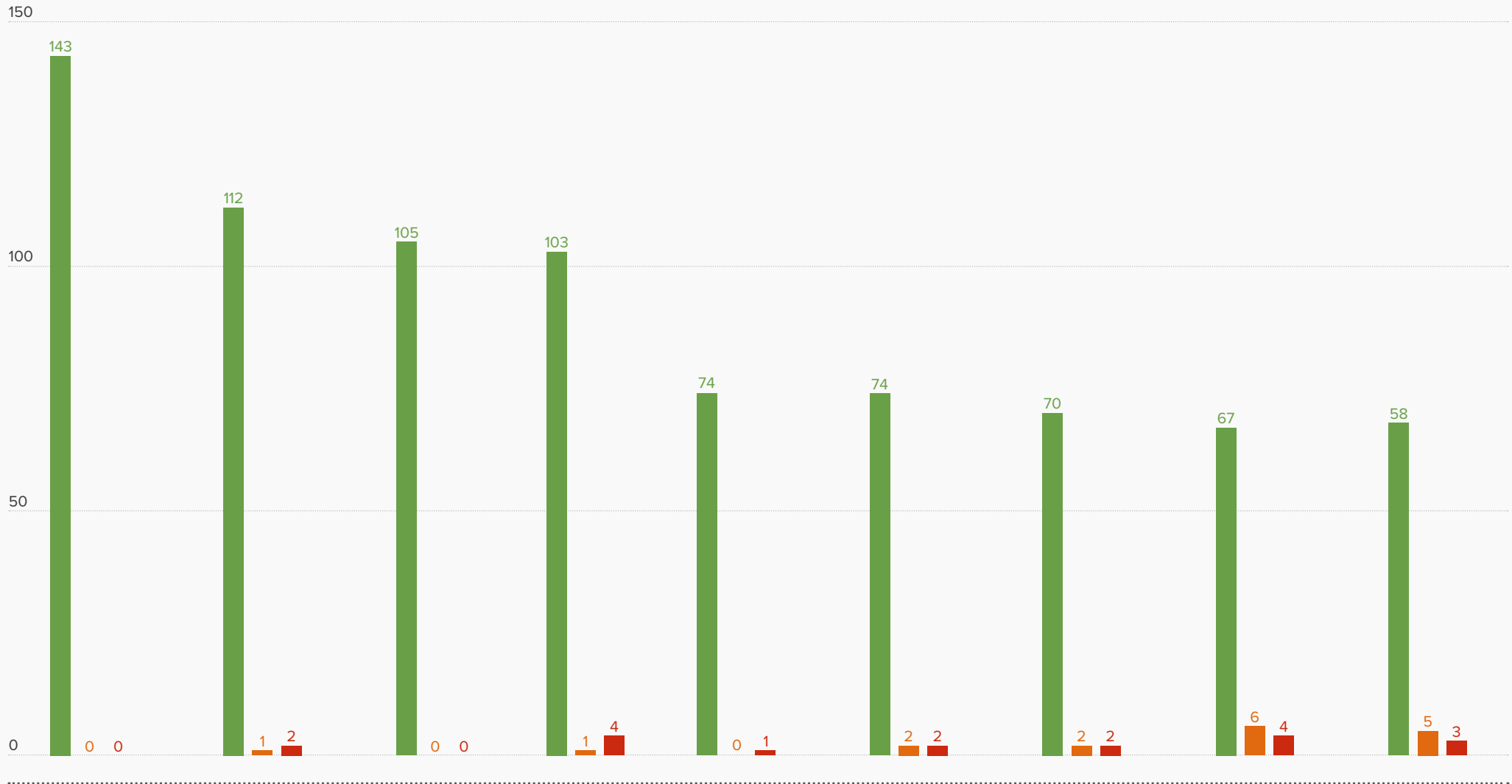
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What would you like to see provided as part of the development?

Holloway Prison Consultation:
Feedback Form

Holloway Prison Consultation:
Future Uses Activity

1.6.1 FUTURE USES FINDINGS



Green Space



Housing



Sustainability



Women's Building



Cycle Parking



Children's Play Space



Community Hub



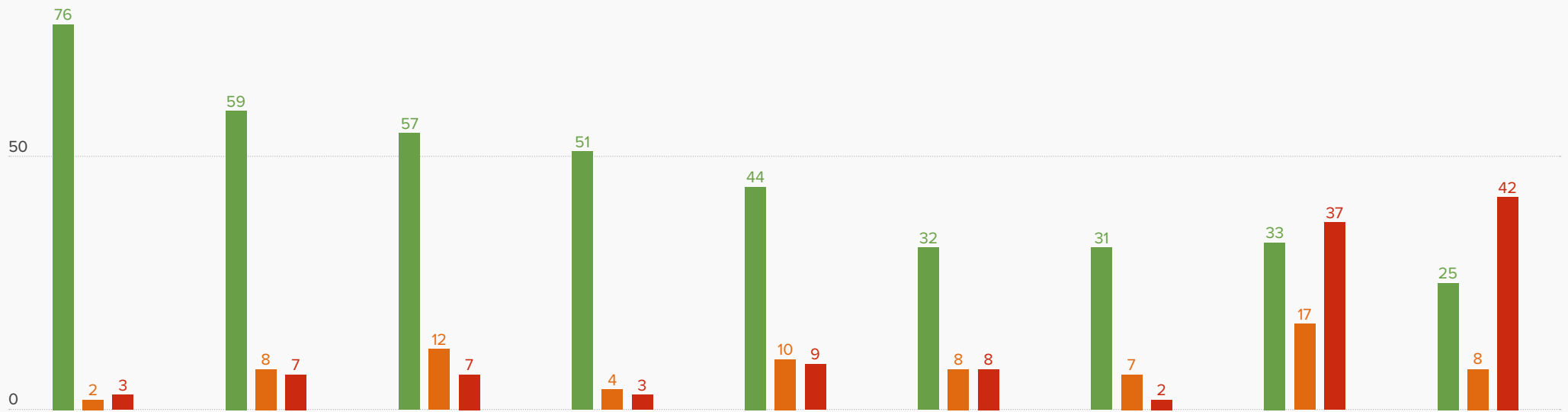
Cultural Space



Public Realm

150

100



**Honouring
Heritage**



**New Access
Route**



**Restaurant
/ Cafe**



Health Space



**Fitness
Space**



**Employment
Space**



**Educational
Space**



Retail



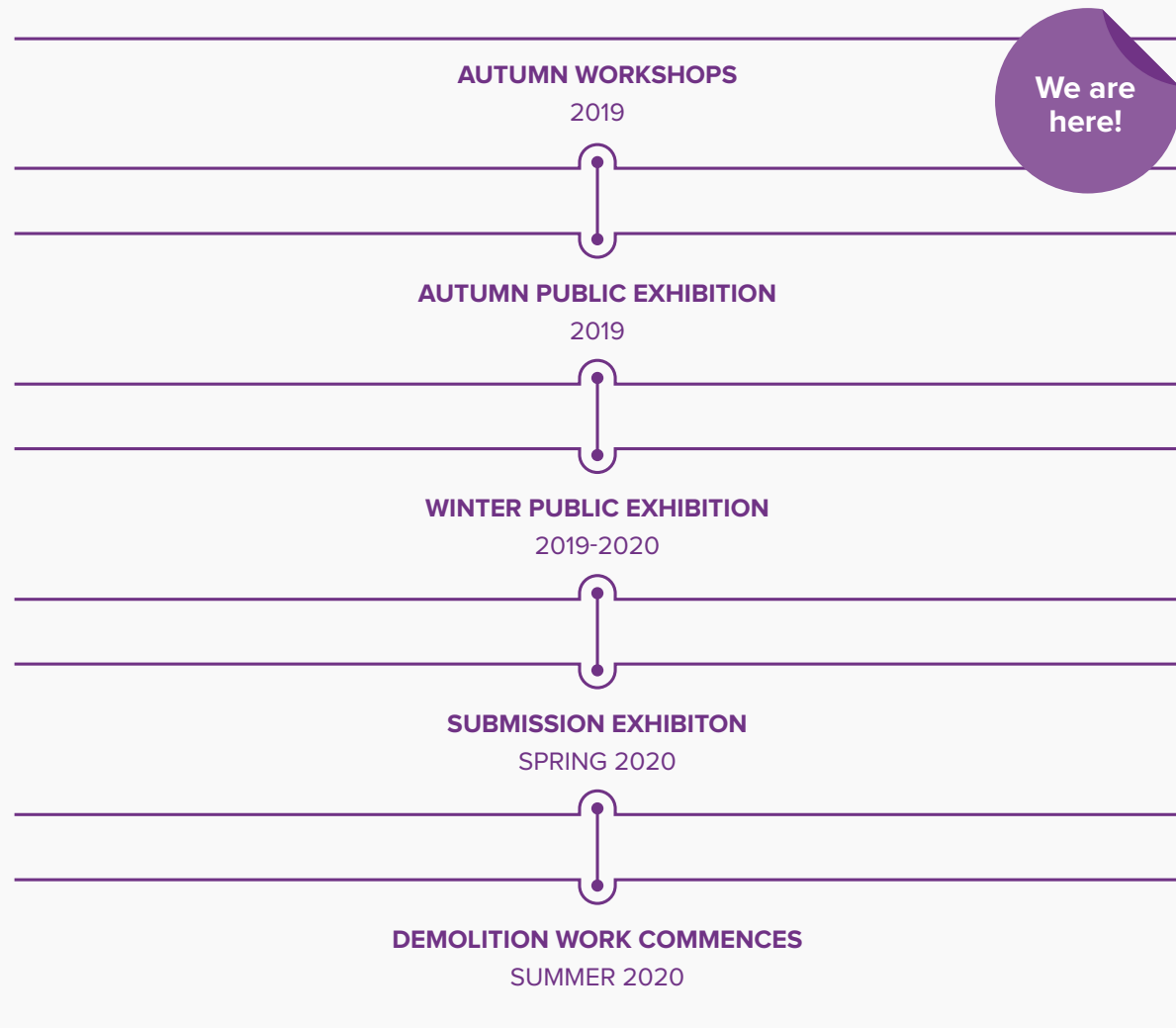
Car Parking

1.7 NEXT STEPS

Interest in Workshops

Attendees to the stage 1 events were asked whether they would be interested in themed workshops which will take place over the coming months. This has helped us gauge the levels of interest in our development principles further develop our engagement programme.

- ◆ Women's Building: 83
- ◆ Permeability: 79
- ◆ Design: 78
- ◆ Public & Open Space: 60





Stage 1 public consultation drop-in events

A decorative horizontal band with a repeating geometric pattern of interlocking lines forming diamond and square shapes, centered on a dark gray background.

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