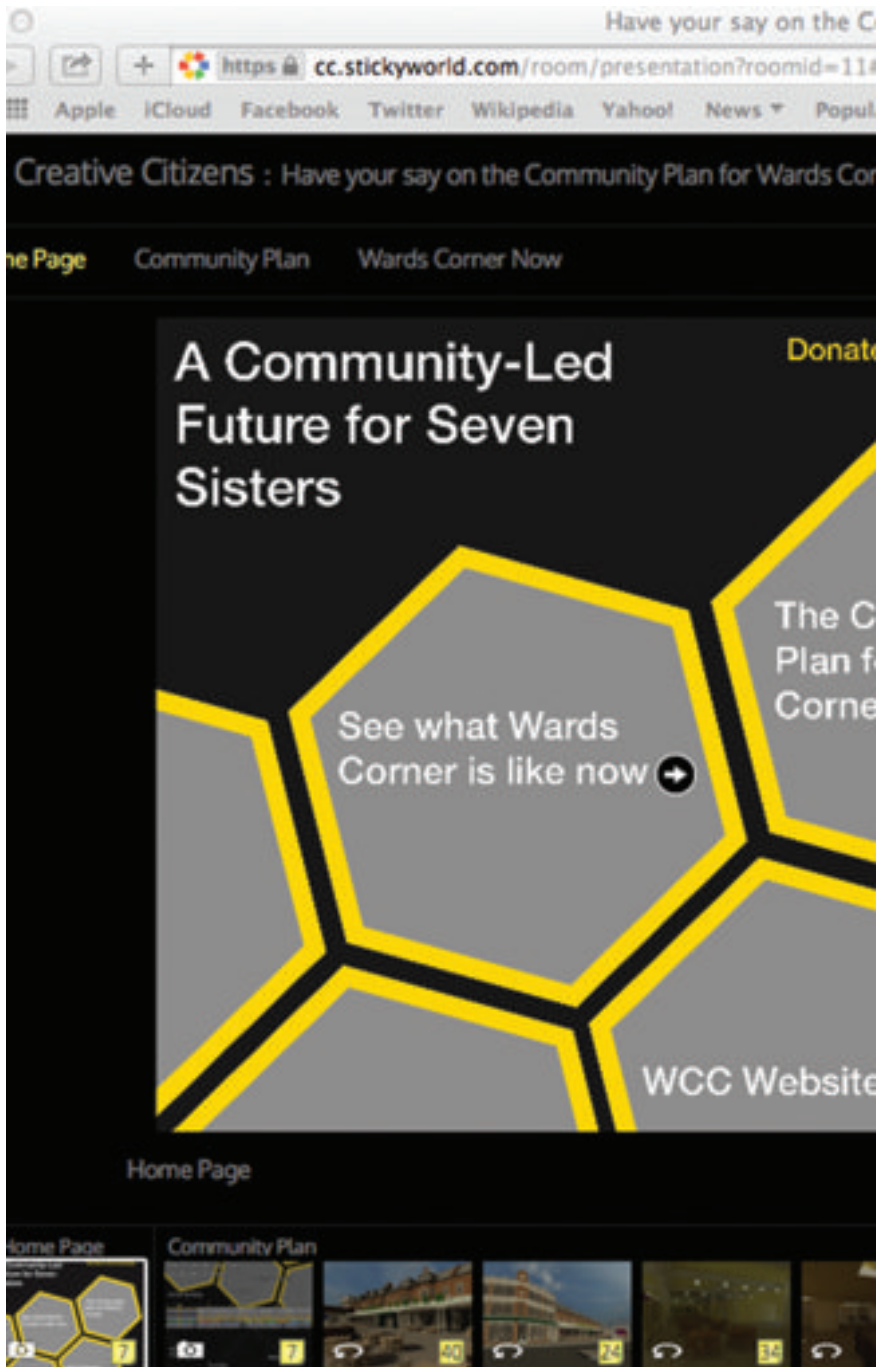**Placemaking**

WARDS CORNER

Wards Corner Community Plan

Katerina Alexiou, Giota Alevizou
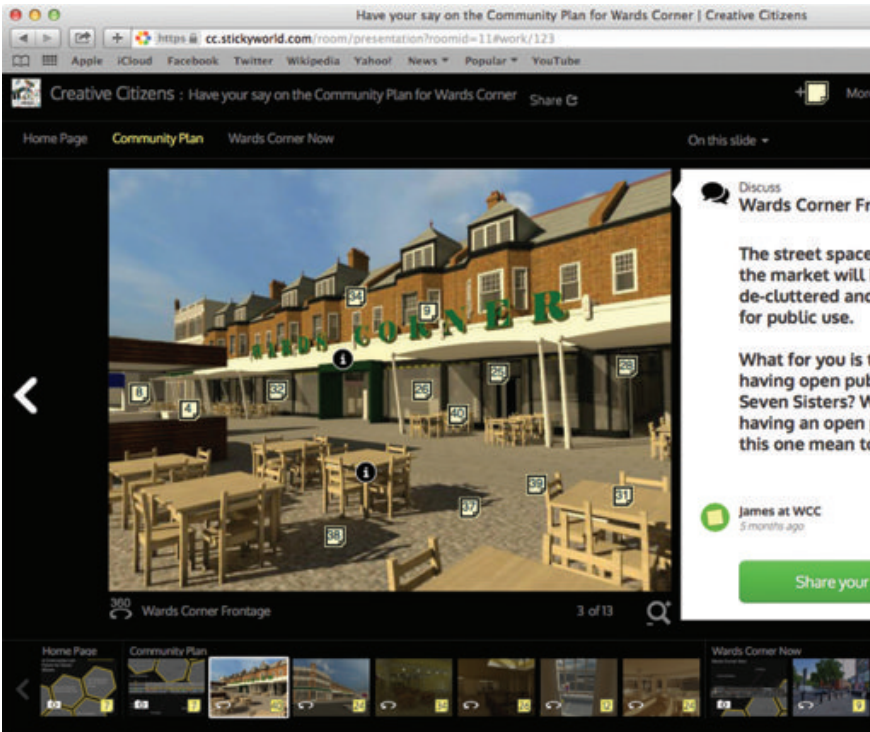and Theodore Zamenopoulos

WARDS CORNER COMMUNITY PLAN

The Wards Corner Stickyworld home page. Credit: Creative Citizens.

Images from the co-creation and community engagement activities. Credit: Giota Alevizou.

3D Virtual Tour of the Wards Corner Frontage on Stickyworld with numerous comments from the local community.
Credit: Creative Citizens.

Wards Corner Community Plan

Wards Corner Community Coalition, Tottenham, London.

Contributors
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W *wardscorner communityplan. wordpress.com/*

W *wardscorner. wikispaces.com/*

W *cc.stickyworld. com*

F *facebook.com/ wardscorner community*

Digital Tools Used
Stickyworld, Facebook, Wikispaces, WordPress.

Wards Corner Community Coalition wanted to find a more compelling and convenient way to engage their local community in developing their own vision for the area. They used the Stickyworld platform to create a 3D environment online that would help people engage in planning, and confront other plans for the site.

About

Wards Corner Community Coalition (WCC) is a grassroots community group campaigning to save the indoor market above Seven Sisters tube station located in Tottenham, north London. The indoor market is home to a bustling multi-cultural community, but the building was proposed to be demolished by a developer. In 2013, WCC proposed a plan for the development of the overall site drawing on the aspirations of local people and seeking to enhance the local social and economic capital.

With support from researchers at the Open University, WCC envisioned and designed a virtual tour of the community plan—both inside and outside the building —using the Stickyworld platform (*http://tinyurl.com/ wccstickyworld*). This online tool allows people to step into the space virtually, explore the current market and find out about the design proposals and principles. It was used alongside a social media campaign, and a series of face-to-face meetings and events to engage local people (particularly market traders) in the debate, and to record their views and comments. The proposal received enthusiastic support and comments fed into the consultation process for the submitted community plan. The plan was approved by Haringey Council in April 2014.

What is the impact of the project?
The project enabled a greater diversity and number of citizens to take part than the group might have expected using a more traditional engagement method. See also a parallel Creative Citizens project using Stickyworld— the Kentish Town Neighbourhood Plan (*http://cc.sticky world.com*), which also aims to enable greater local engagement in planning issues.

How did digital media make a difference?
According to feedback from participants, accessing the plan through StickyWorld offered them a much more engaging and convenient experience than the traditional planning process. The 3D visuals helped people to imagine the space in a way that would not have been possible using a static model. The online the platform helped people take part at times that suited them best, and to 'drop in' and comment quickly, thus lowering barriers to participation.

What next?
As a result of using the platform the team feel more confident applying the tool and using the results to lobby for change in future planning activities.

What Others Can Learn

Engaging the community
The online plan was a result of a long process that involved collaboration from local citizens. This process was embedded in the local context and activities and enabled local people to relate to the issue as well as to use their skills and talents to tap into the project. This helped to ensure that aims and needs of the local community would shape the outcome.

Combining different media
WCC used content from the online platform to produce other forms of media, such as booklets, posters and flyers. This offered people alternative ways to visualise the plans and get informed about related events. It also linked back to the other online media including the project's website, as well as to WCC's Facebook and Twitter and enabled others to spread information. The variety of communication practices and media outlets contributed to the success of the plan.

See also
The Kentish Town Neighbourhood Forum Stickyworld.