



## Project name Battle of Boyn Hill



*“Multiple Street related groups enabled us to create more impact and directly involve more people”*

*“We worked hard at keeping a list of Developers, College Management, Councillors, the Press and external influencers up to date”*

*“All of this eases the pressure on the active supporters and engages more of the group”*

## The Challenge

We are a campaign group based near a college; the buildings of the college were erected in the 1950's in a residential area where most of the surrounding buildings were built of the Victorian period. The later additions are family housing.

Basically, the initial proposal to demolish the existing building and erect one of similar size and more modern construction with concrete and glass was not in keeping with the existing local scene.

The challenge was to gain support to persuade the developer, local planners and elected representatives to modify their plans to be more in keeping with the surroundings.

## Project Details

To start there was the usual committee of committed individuals, from the beginning we concentrated on creating active groups around the street addresses, this made our collection and addressing of the campaign supporters easier and more direct.

Essentially each of the streets, even sections of streets had different objections to the original plans. For example the building is on a hill, the houses below the building would suffer from loss of sunlight in summer evenings when they most enjoy their gardens.

Those who live directly opposite and adjacent would suffer from the shortage of parking with the increased capacity of students and the extension of evening classes. This would affect streets within a 300-yard distance of the main entrance.

These issues were consequently addressed by different groups and mobilised to raise objections.

The proposed building is adjacent to a classical church building, the anticipated design and material to be used was not in keeping with the surrounding area, this attracted wide wider support from the Civic Society and other groups. Encouraging and maintaining this support was regarded as very important.

We worked hard at keeping a list of Developers, College Management, Councillors, the Press and external influencers up to date.

Moving forward we were able to send letters to the influential groups based on a label print engine in the ActivityForum, this basically meant we could generate labels for all the members of these groups and give them to individual members to write and send.

We could also send to supporters email updates without having to make phone



calls or deliver messages by hand, for those without e-mail we relied on appointed neighbours to print out the message and deliver by hand.

All of this eases the pressure on the active supporters and engages more of the group that would like to do more but make large committees unworkable.

## Conclusion

In ActivityForum we found a solution to the main organisational problem of our campaign. Under one umbrella we could conduct different aspects of the campaign more effectively. Engaging with councillors and liaising with different groups with multiple objections.

This is more effective than a collective approach with a list of objections from one source.

By engaging other interested groups such as the Civic Society and the Church Architectural groups we expanded the scope of the objection.

Raising the issues such as parking and road safety and policing brought in another round of issues for the developers to manage.

As we progressed, the college gave more and more ground to speed up the planning process. The story is not complete yet as now the site is partly demolished waiting for final planning



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