

I have followed the establishment of the Central Ealing Neighbourhood Forum and development of the Plan since its inception. I write on behalf of Walpole Residents' Association to confirm our support for the proposed plan, which seeks to establish a framework within which development of the Town Centre would benefit and improve it. The plan sets out policies covering a number of areas and highlights the importance of heritage assets and their protection, and of development that is sympathetic to the area's history and heritage. We in particular support the call for any new development to be of the highest quality design and sympathetic to the area's Victorian and Edwardian architecture, controls over the proliferation of clusters of premises which could be detrimental to the centre and the encouragement of cultural activities in the area.

Regarding the referendum area, we suggest that this should not be confined purely to the very narrow neighbourhood area, which is currently only home to some 1700 residents. The proposals in the plan will have 'substantial, direct and demonstrable' impact on residents and businesses in the wider area that was consulted in the initial public consultation in summer 2013. This includes two polling districts in Walpole ward, whose residents are likely to use the neighbourhood area on a regular basis for their local shopping needs. These residents should be able to have their say. We therefore encourage the examiner to recommend that the referendum area should be set to the same area as that selected for the 2013 consultation.

Kind regards

**Ann Chapman**

**Chair, Walpole Residents' Association**