



# **WITNESS STATEMENT ON BEHALF OF THE DEVELOPER**

The London Borough of Ealing (The Green, Southall) Compulsory Purchase Order 2021

18 September 2022

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**Report title:** Witness Statement

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# 1. Introduction

- 1.1 My name is Phil Church and I am Director of Land & Partnerships at Peabody. I am responsible for securing and delivering on new land and development opportunities from site identification, through planning and to start on site.
- 1.2 With over 15 years of experience in land acquisition, planning and development, I have led on securing numerous development opportunities for several organisations and have developed a breadth of experience in land acquisitions, regeneration, legal contract negotiations, planning applications and viability appraisals. This includes several large-scale regeneration projects such as Grahame Park in Colingdale, London Borough of Barnet delivering planning on the first phase of a 3500 home masterplan that required a Compulsory Purchase Order, and Holloway Prison, the 986 home redevelopment of the disused prison in the London Borough of Islington.
- 1.3 My evidence describes the commitment and ability of the Developer to deliver the Scheme and its benefits.
- 1.4 I have been personally involved as Peabody Development Limited's ("PDL") project lead on The Green (the "Scheme") since its selection as The London Borough of Ealing ("LBE") preferred development partner in 2018.
- 1.5 My responsibilities regarding the Scheme include:
- 1.5.1. Negotiating the Development Agreement and Compulsory Purchase Indemnity Agreement ("CPOIA") with LBE.
  - 1.5.2. Leading the appointed team of project planning and design consultants.
  - 1.5.3. Engaging with LBE through pre-application meetings and securing the planning permission.
  - 1.5.4. Engaging with the local community and stakeholders through the planning process.
  - 1.5.5. Negotiating and agreeing the s106 agreement.
  - 1.5.6. Managing and liaising with PDL and LBE appointed agents regarding the negotiation and acquisition of land interest required to deliver the scheme.
  - 1.5.7. Providing LBE with the required support for the Order to acquire the third-party interests required to bring the Scheme forward.
  - 1.5.8. Reporting to the Peabody Trust Board and other sub-committees to secure the relevant approvals for scheme progression.
  - 1.5.9. Managing viability appraisals, ensuring the financial performance of the Scheme stays in line with Peabody Group parameters.
  - 1.5.10. Managing the procurement process to secure an appropriate joint venture construction partner.
- 1.6 Formed by George Peabody in 1862 and now, following the merger with Catalyst Housing Association in April 2022, the newly formed Peabody Group ("Peabody") manages over 104,000 homes and works with over 220,000 customers. Peabody continues to build on the legacy set out by George Peabody with our plans to develop new homes alongside continual improvement the services and invest in its homes and communities.

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- 1.7 Peabody delivers up to 3,000 new homes each year across London and the Homes Counties. These range from small sites of 60 homes through to large scale master-planning and regeneration projects.
- 1.8 The Peabody's purpose is inspired by two great social movements;
- 1.8.1. George Peabody's vision of providing safe and affordable housing for the working poor of Victorian London, and
- 1.8.2. Grassroots community action in response to the "Cathy Come Home era" of poor-quality housing in post-war Britain.
- 1.9 Peabody's purpose is to help people flourish. This is achieved by providing great homes and services, by making a positive difference to the communities we serve and by providing an inclusive and inspiring place to work.
- 1.10 We aim to design, build and maintain homes and neighbourhoods that people are proud to live in. We invest for the long term, drawing on 160 years of experience and modern-day technologies to create great places where people can make the most of their lives.
- 1.11 Investment and delivery of new much needed affordable homes is still a core principle and, in 2021-2022, 74% of the new homes we developed were for affordable rent and shared ownerships. All our developments are guided by our commitment to sustainability so that they are fit for the future.
- 1.12 Peabody Trust is Peabody's parent company and is a Registered Provider and a charitable Community Benefit Society registered under the Cooperative and Communities Benefits Societies Act 2014.
- 1.13 Peabody Developments Limited ("PDL") is a Registered Society under Cooperative and Community Benefit Societies Act 2014 and used to carry out mixed purpose developments. PDL is the vehicle through which the Peabody Group has contracted with LBE through the Development Agreement, and the applicant named on the planning application.

## 2. Scope of Evidence

- 2.1 My evidence is given on behalf of PDL in its role as LBE's development partner of the planning and construction of the Scheme and Scheme funder. In Sections 3-5 of my evidence, I will address;
- 2.1.1. Peabody's history and credentials and ethos to deliver considerate well designed sustainable homes;
  - 2.1.2. Scheme funding, support and commitment to delivery of the Scheme;
  - 2.1.3. How Peabody has set out to deliver the Scheme including consultation with the local community and community groups to ensure the delivery of a high quality sustainable residential and commercial development.

## 3. The Peabody Group Governance and Funding Commitment

- 3.1 The Peabody Board is the ultimate governing body and has overall responsibility for the whole Peabody Group. Specifically, the Board is responsible for:
- 3.1.1. Setting the strategy for Peabody;
  - 3.1.2. Risk control and management;
  - 3.1.3. The achievement of the Peabody's objectives;
  - 3.1.4. Ensuring effective systems of governance and internal control
- ;
- 3.1.5. Ensuring that all business within Peabody is conducted in accordance with the constitution and relevant acts and standards set by the Peabody's regulators.
- 3.2 There are 14 members of the Peabody Board including the Chair Lord Kerslake, the CEO of Peabody Ian McDermott and three resident members. The Peabody Board then delegates the day-to-day management to eight committees and the Executive Team.
- 3.3 Peabody is funded through loans and funding agreements that are leveraged against its 104,000-home asset base which is valued at over £8.8bn
- 3.4 The Peabody Annual Report 2022 (CDF.1) shows the following key financial performance measures / figures:
- 3.4.1. A3 Moodys Rating
  - 3.4.2. G1 and V2 Regulatory rating
  - 3.4.3. Total Turnover - £664m
  - 3.4.4. Unused property security - £2.7bn
  - 3.4.5. Operating Surplus - £213m

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### 3.4.6. Investment in New Homes - £335m

- 3.5 This financial capacity allows Peabody to fund its development activities from its internal resources, without the requirement for any external funding. (Unless specifically agreed at a project level).
- 3.6 Peabody's non-charitable activities i.e. selling private homes and commercial uses generate a surplus that it uses to cross-subsidise the delivery of its charitable objectives of delivering affordable housing.
- 3.7 The above structure sets out our governance process for managing and mitigating organisational risk. The Scheme has been approved through this governance process and currently has a Capital Management Group, Development Committee and Peabody Board approval underpinning the Peabody's commitment to the Scheme. These approvals have been in place since 2018.
- 3.8 The set of approvals triggers the Scheme's inclusion with the departmental Long-Term Financial Plan and scheme costs are accounted for and expected and ring fenced within departmental cashflow budgets.
- 3.9 Peabody's approach to Environmental, Social and Governance ("ESG")
- 3.9.1. Peabody has been at the forefront of Environmental, Social and Governance reporting within the housing sector, having played a key role in establishing the Sustainability Reporting Standard for Social Housing 2020 alongside other housing providers.
- 3.9.2. Peabody published its first ESG report in 2021 (CDF.2), detailing our performance against 48 metrics which demonstrates our positive and proactive approach. As well sharing the benchmark for continuous improvement across the group.
- 3.9.3. Peabody was awarded the Certified Sustainable Housing Label 2022 by German consultancy, RITTERWALD. On all three dimensions Peabody was considered a front runner.
- 3.9.4. Peabody currently has five sustainably linked loans that provide interest cost savings tied to achieving social and environmental objectives. These include improving the energy efficiency of our homes each year, increasing the number of electric charging points for colleagues and customers, supporting grassroots organisations through a Social Innovation Fellowship programme and facilitating more affordable childcare places for working parents.
- 3.9.5. As part of Peabody's Sustainability Strategy 2021-2024, the ambition is to be net zero in its new and existing homes by 2050 and in its day-to-day business activities by 2030.
- 3.10 Peabody approach to Equality, Diversity and Inclusion ("EDI")
- 3.10.1. Peabody is committed to increasing its representation of women and Black, Asian and Minority Ethnic (BAME) employees at senior levels of the organisation. Peabody has increased BAME representation of our senior leadership team from 15% to 17% in the past year and have committed to increase this to 30% by 2025.
- 3.10.2. Peabody has developed an EDI Strategy to ensure that promoting Equality and Diversity is threaded throughout the organisation and communities we serve. The key objectives are:
- 3.10.3. To make a strong and visible commitment to equality and diversity, supported by a clear action plan, effective leadership and fit-for-purpose governance;
- 3.10.4. To provide high quality services that are accessible to all and continuously improving;

- 3.10.5. To encourage and facilitate the involvement of customers in shaping the design and delivery of high quality, accessible and continuously improving services;
- 3.10.6. To gather and securely hold equality and diversity related data on our residents, employees and Board member, and use this to identify areas for future improvement;
- 3.10.7. To recruit, develop and retain a diverse, talented and motivated workforce that reflects the communities we work with;
- 3.10.8. To raise the profile of our commitment to, and the benefits of, equality and diversity internally and externally with a clear focus on education, monitoring and communication.

## 4. Peabody Development Strategy and Experience

- 4.1 Peabody is targeting the delivery of 3,000 new homes each year. These range from affordable housing packages with private sector developers, land-led schemes, and joint ventures with the private sector. As mentioned in section 3.3 these are all funded through internal resources.
- 4.2 Underpinning the development strategy is maximising the delivery of affordable housing, through social and affordable rented homes and intermediate and low-cost home ownership products. Affordable housing products account for 65%-75% of the homes we deliver. The remaining portion of homes are sold for private sale to the open market, where the sale proceeds are used to cross-subsidise the delivery of the affordable products.
- 4.3 Recent Development Experience during the period working on the Scheme:
- 4.3.1. Holloway Prison, Islington – acquired March 2019, planning consent was granted August 2022 for 985 homes of which 60% will be affordable and 1,822sqm commercial space. Peabody will also provide a Women’s Building to offer support services and provide a fitting legacy for the site.
- 4.3.2. Dagenham Green, Barking & Dagenham – outline planning application received permission to grant in March 2021 for the delivery of circa 3,500 new homes, 50% of which will be affordable, a secondary school, up to 4,400 sqm of flexible non-residential floorspace, up to 5,000 sqm of flexible industrial floorspace and associated infrastructure, new streets, open spaces, landscaping and public realm.
- 4.3.3. Southmere – Southmere Village is the first phase of the Abbey Wood and South Thamesmead Housing Zone which will deliver more than 1,600 homes across four sites as part of the wider Thamesmead regeneration. The plans include the development of local amenities including a new public plaza, civic centre, library and lakeside improvements and will join the future Abbey Wood Crossrail station with South Thamesmead.
- 4.3.4. Friary Park, Acton – Friary Park is a large regeneration of a Peabody estate, which will provide over a 1000 new homes over three phases, through a joint venture partnership with Mount Anvil. The scheme will deliver 1.9ha of site wide publicly accessible open space and 1825m<sup>2</sup> of non-residential space which includes commercial, affordable workspace and community facilities. Over 45% of the homes will be of an affordable tenure.



## 5. Scheme Delivery

- 5.1 In 2017 LBE released a public procurement notice seeking a development partner who had the requisite skills and experience to deliver the following objectives:
- 5.1.1. Achieving a mixed-use town centre development consistent with the Site's district town centre designation of sustainable, inclusive design
  - 5.1.2. Achieving a significant upgrade in quality of place and public realm
  - 5.1.3. The continued provision of public car parking
  - 5.1.4. Achieving a minimum of 35% affordable housing
  - 5.1.5. The provision of new walking and cycling routes together with additional vehicle permeability.
- 5.2 At the time the notice was released, Peabody had just undertaken a merger with Family Mosaic and was ramping up their development aspirations. It was felt that the newly merged organisation was well placed to succeed in delivering the objectives set by the Council through its procurement.
- 5.3 Ealing and West London generally (especially those areas benefitting from the introduction of Crossrail) were target areas for Peabody, where we would be able to access key pan-London infrastructure improvements and build large scale regeneration projects with a key borough, generating a lasting partnership in the process.
- 5.4 This partnership and local focus have been further strengthened by the 2022 merger with Catalyst, which was a West London based Housing Association based in Ealing with a number of existing large scale regeneration projects in Ealing and Southall.
- 5.5 Peabody was subsequently selected as LBE's development partner in 2018 and embarked on a planning and design process over between 2018-2021, ensuring that the Development met the objectives set and supported the Council's planning policies.
- 5.6 On being selected as the Council's development partner, Peabody entered a Development Agreement with the Council. This placed a legal obligation on Peabody to deliver those objectives listed above by funding the planning application process. Peabody also committed to payment an advance deposit payment for the council owned land (£250,000) in addition to reimbursing the Council for administering their role under the Development Agreement.
- 5.7 In addition to the Development Agreement Peabody also entered into Compulsory Purchase Indemnity Agreement ("CPOIA"). The CPOIA set out how Peabody would guarantee to underwrite the costs of acquiring the land whether secured by direct negotiation or through a Compulsory Purchase Order in addition to reimbursing the Council's costs incurred by administering the CPOIA and potential CPO.
- 5.8 In October 2021 resolution to grant planning permission was approved at planning committee with the Section 106 Agreement signed [Core Document CDC.3] and decision notice made on 9 September 2022 (application 215058FULR2) [Core Document CDC.2] for the demolition of all existing buildings on the site with the new development comprising three urban blocks varying in height, ranging between two and 19 storeys. The development will be mixed use comprising 2,922 sqm of flexible use classes (Class E, F1 & F2) and 564 residential dwellings.

- 5.9 The design detail and planning benefits are discussed further in the evidence provided by Sam Stackhouse and Mark Baines.
- 5.10 Notwithstanding that evidence I would like to highlight the following commitments given by Peabody through the planning permission.
- 5.10.1. 50% affordable housing making a positive contribution to the housing needs of Southall and Ealing and assisting the Council to meet its housing delivery targets. This exceeds the Development Objectives set by council.
- 5.10.2. London Affordable Rents – rental figures set by the Greater London Authority (GLA) equivalent to social rent caps plus CPI+1%. These are genuinely affordable rents that Peabody commits to charging across its portfolio. 157 of the new homes will be available at these genuinely affordable rents.
- 5.10.3. Community Space - The planning scheme provides c150sqm of community space, this is intended to be used for the community currently housed on land at Featherstone Terrace. We are currently working collaboratively with each group to determine their requirements and needs to ensure they can continue to function for the duration of the build in addition to the new permanent space within the new development. The community groups are –
- 5.10.3.1. GOS&D – Golden Opportunity Skills and Development
- 5.10.3.2. SYH - Somali Youth Helpline
- 5.10.3.3. SOFALE – Somali Family Learning & Regeneration Projects
- 5.10.3.4. ESDEG – Education Skills & Development Group
- 5.10.4. I will give more details on these community groups at point 7.22 in my evidence.
- 5.10.5. Replacement Car Park – 90 car public car parking spaces (in addition to residential car parking space) will be provided to replace the loss of spaces at Featherstone Terrace Car Park. These spaces will be handed back to Council to manage for the public benefit.
- 5.10.6. Commercial Strategy – the scheme provides 2,922sqm of non-residential flexible commercial space. This space will generate approximately 90 new FTE jobs across the uses. We are currently working on developing a commercial strategy that will determine the nature of spaces created that will most appropriately integrate with the existing Town Centre provision.
- 5.11 The planning and design journey, negotiation with landowners and legal negotiation to date has cost Peabody c£4m, which represents a significant commitment to the delivery of the Scheme.
- 5.12 Throughout the planning and design process an extensive community engagement took place as set out in the Statement of Community Engagement [Core Document CDC.1.14] and covered in evidence given by Sam Stackhouse. The engagement undertaken had three stages.
- 5.12.1. An initial consultation on the early plans, including an exhibition held in Southall Manor House in June 2019.
- 5.12.2. A second consultation exhibition on how the feedback informed the detailed plans and to gather further feedback in September 2019.

5.12.3. Pre-submission engagement informing site neighbours and key stakeholders of the final proposals before submitting the to LBE for consideration.

- 5.13 The consultation exhibition centred around two consultation drop-in events. To help raise awareness of the proposal of the events, Peabody and LBE issued invitation letters to the local community, placed adverts, informed articles and local newspapers and conducted a leaflet drop to almost 2500 properties in the area surrounding the site. A consultation website was also launched to provide information on the proposals, supported by a consultation office contactable by email and phone.
- 5.14 The events were attended by local residents, business owners, local police and community groups including; Ealing Civic Society, St Anslem's Church, Ealing Friends of The Earth, Southall Faith Forum and The Tudor Rose.
- 5.15 The initial two events in June 2019 were attended by 64 people and 56 people attended the second two events in September 2019.
- 5.16 Across both events four feedback forms were received, two enquiries were sent to the consultation email address and two phone call enquires were received via the consultation telephone line.
- 5.17 Following the initial event, it was recognised that the footfall and therefore feedback was going to be low. In order to capture some tangible feedback a sticker board was used to allow attendees to provide their feedback on community uses and the public realm.
- 5.18 The feedback from the sticker board from the September 2019 events is as follows-

Q1 – What would like to see in a new Community Centre?	
Answers	Number of Selections
Children's Nursery	1
Community Hall	3
Youth Club	6
Employment Support	3
Exercise Facilities	2
Older person events	3

Q2 – What would you like to see in a new outdoor space?	
Answers	Number of Selections
Trees	7
Places to sit	4
Exercise equipment	12
Planting beds	5
Play areas	4
Places to gather	4

- 5.19 This feedback has been used to inform the design details secured through the planning permission and will continue to inform the scheme as it moves through the construction phases.
- 5.20 There were two key points that were better understood as a result of the engagement, these being the importance of the Tudor Rose and the impact on community groups currently based on Featherstone Terrace.

## Tudor Rose

- 5.21 It became clear from the consultation events that the Tudor Rose had been brought back into use for the local community since LBE had undertaken their procurement to appoint Peabody. This outlined further in the statement provided by Eleanor Young on behalf of the Council.
- 5.21.1. Through direct engagement with both the freeholder and leaseholders of the Tudor Rose it became evident that extensive refurbishment has taken place and a new license for banqueting and social use had been obtained.
- 5.21.2. Furthermore, and more pertinently to the local community, the Tudor Rose had support from local people and stakeholders for the retention of the building and the uses it provides.
- 5.21.3. Following extensive engagement with the Tudor Rose and its stakeholders the Council agreed that the building should be retained and removed from the CPO boundary (except for some rights), which Peabody supported.
- 5.21.4. As a result, a revised planning application was developed and submitted to accommodate the retention of the Tudor Rose.
- 5.21.5. Peabody supported the Council throughout the direct engagement providing various options for the inclusion of a replacement Tudor Rose within the proposed scheme before the retention of the existing building was agreed.
- 5.21.6. Peabody will continue to work in partnership with the leaseholders and freeholders of the Tudor Rose to ensure their operation is not impacted by the construction and seek opportunities for further collaboration.

## Resource Centre Community Groups

- 5.22 As is outlined in the statement provided by Eleanor Young on behalf of the Council, following the redesign it was determined that the land at Featherstone Terrace was required within the development. The inclusion of the land allowed clearer delineation of the public and residential parking in addition to ensuring the volume of public parking reflect the Council's development objectives.
- 5.23 The land at Featherstone Terrace is owned by the Council and leased to a number of community groups. The inclusion of the land will displace the community group.
- 5.24 There are four community groups based in building known locally as The Resource Centre. The groups are -
- 5.24.1. GOS&D – Golden Opportunity Skills and Development – is an Ealing based charity focused on building a vibrant and equal society. Their services are designed to meet the needs of people from socially disadvantaged parts of the community and help them flourish. Founded in 2003 by three friends from diverse and challenging backgrounds who shared a vision of better support for young people in Southall. Since then, they have delivered ground-breaking projects focussed on providing the kind of help that really makes a difference. Projects and initiatives include; basic IT skills, online safety training, training for online services such as Universal Credit, health and well being and community safety projects.
- 5.24.2. SYH - Somai Youth Helpline – offers culturally sensitive counselling, job skills training, mentoring initiatives, tuition, healthy eating education, drop in support session, art therapy and trips out. SYH uses the Resource Centre to provide a safe environment for young people to seek the services they require.

- 5.24.3. SOFALE – Somali Family Learning & Regeneration Projects – is based in Southall and provides supplementary education to children and young people. Their objectives are support children and young people predominately of refugee background with educational attainment. SOFALE also provides support and mentoring to young people to help them realise their full potential and avoid becoming involved in criminal behaviour.
- 5.24.4. ESDEG – Education Skills & Development Group is a registered charity established in 2005 aiming to address the needs of the local Somali community in West London. Over the years, ESDEG has expanded its services to people of all backgrounds experiencing, disadvantage, exclusion, inequality and other barrier. The organisation is committed to improving the quality of education for disadvantaged communities through support, education, training and skills development.
- 5.25 Peabody and LBE are committed to ensuring these services can continue both during the construction period and once completed. All four groups were consulted on the design proposal prior to the planning application, and indicated their indicative support. Somali Youth Helpline provided written support to the planning application when formally consulted by LBE. They will continue to be consulted to ensure an appropriate alternative location can be found for the construction, whilst also feeding into the design and function of the permanent space within the completed development.
- 5.26 Peabody bid for grant under the Greater London Authority (GLA) Affordable Homes Programme (AHP) 2021-26 in April 2021. Of the £4bn of funding available Peabody in August 2021 Peabody secured an allocation of £238,850,000 to deliver 2000 affordable homes during this programme. The Funding Agreement for this programme was approved by our Board in September 2022.
- 5.27 With a strong track record of delivery under previous programmes Peabody has been able to secure, as a strategic partner with the GLA, the joint highest the AHP 21-26 in terms of units, based on the original allocation announcement. In addition, we have various funding agreements with the GLA and other public sector funders.
- 5.28 Within the programme envelope the Scheme is included in our planned schemes to utilise this funding. The GLA has confirmed this would now be eligible to form part of the programme, subject to meeting the standard programme parameters as with all schemes in the new programme.
- 5.29 Since the publication of the Statement of Reasons [Core Document CDA.3] in November 2021, Peabody has been progressing the design development and procurement process for selecting a private sector joint venture partner. As a registered provider that receives public funding, Peabody is required to undertake a Find a Tender Service compliant public procurement exercise. This has been carried out under the Competitive Dialogue procedure as set out in Regulation 30 of the PCR 2015. Given the scale of the scheme and reasoning further explained, a private sector joint venture partner was identified as the most suitable route to deliver the scheme. This will allow Peabody to benefit from the partner's in-house construction capabilities which will drive cost efficiencies, as well as their construction expertise and access to their supply chain. Peabody has a plethora of experience working in joint venture structures and have successfully delivered many schemes with our joint venture partners.
- 5.30 A Contract Notice was issued on 10<sup>th</sup> May 2022, and we have now identified a preferred bidder for the scheme, Lovell Partnership (Lovell). We hold regular legal, commercial and design meetings with Lovell to progress the design and legal documentation so the joint venture agreement can be entered into, and a start on site commence as soon as practical, upon the CPO being confirmed.
- 5.31 Lovell is a partnership housing expert and a leading provider of residential construction and regeneration developments across England, Scotland and Wales.

- 5.32 Lovell has 50 years of experience and is a wholly-owned subsidiary of the Morgan Sindall Group, which provides strength and stability and cross-sector expertise, as well as offering a level of financial resilience that enables direct funding of developments.
- 5.33 Lovell has a workforce of 1000 employees building new homes, assisted living, acquiring and developing land, contracting, and refurbishing homes. It works in partnership with local authorities, housing associations, the MOD and other partners throughout England, Scotland and Wales.
- 5.34 Lovell delivers circa 4000 new homes per year with a turnover of circa £750m per annum. Lovell London has a large estate regeneration with the Royal Borough of Greenwich for 1615 new homes via a Development Agreement and county wide joint venture with Hertfordshire and West Sussex. It currently has 5 sales outlets in and around the M25. This sits alongside a well-established contracting business which specialises in high rise with density within London.
- 5.35 Lovell has support from its Board to progress the forming of a delivery vehicle with Peabody. The interim period will be spent focusing on design development, procurement, surveys & monitoring to provide support to the viability process with the Development Agreement.
- 5.36 On 14 September 2022, approval was given by LBE's Cabinet to capture amendments and novation of the Development Agreement between Peabody and Ealing, which will enable the appointment of Lovells as joint venture partner.
- 5.37 Wider delivery programme and next steps
- 5.37.1. Peabody is working with Lovell and the wider design team to progress the scheme's detailed design as well as sign-off pre-commencement conditions to ensure an efficient start on site is achieved. Once vacant possession is secured post Judicial review (currently programmed as April 23) we will commence hoardings and enabling works. Upon completion of Asbestos surveys and statutory notifications demolition can commence in November 2023. Alongside these works, we will commence the formation of the new car park, enabling a clear site for the main works.
- 5.37.2. Further surveys and diversions will be undertaken in this period which will enable the completion of the stage 4 design for final procurement of the supply chain. Works to substructure of block A will commence in April 2024 followed by block B and Block C, with practical completion of all phases anticipated May 2028.

## 6. Responses to Objectors

- 6.1 Following the making of the CPO there have been 24 statutory objections and 39 non statutory objections as summarised in Appendix 1 to the Council's Statement of Case [Core Document CDA.4]. The objections received covered a variety of common themes which we have sought to address. Some of the points are covered in the evidence of other witnesses and I am concentrating on those themes relevant to my evidence and not covered elsewhere, to avoid duplication. Where necessary, cross references are made to the evidence of other expert witnesses in the Council's team.
- 6.2 Eleanor Young's statement explains in more detail how the local community has been engaged with and how local community needs have been met in developing the Scheme.

### [Scheme neglects local needs and will negatively impact local community](#)

- 6.3 As set out in the Statement of Community Involvement (DOC REF) Peabody have actively engaged with the local community between June 2019 and July 2021. We have liaised with specific community groups referenced in 5.23 above, to develop a scheme that will actively contribute to the local economic and social prosperity.
- 6.4 We have engaged with commercial specialists to develop a strategy that will supplement and contribute the commercial vibrancy along The Green. This strategy looks to provide additional services that will either further enhance the current commercial offering and provide alternative offers that will attract both new businesses and people to Southall.

### [Object to Entire Scheme](#)

- 6.5 The development site is within allocation SOU08 of the adopted Development Sites DPD (2013) and is identified as an area suitable for comprehensive mixed-use development. As set out within the Statement of Reasons, and in line with the requirements within the Town and Country Planning Act (1990), the wide-reaching benefits of the development at the Green will provide for social, economic, and environmental wellbeing.
- 6.6 These benefits include, but are not limited to:
- 6.6.1. 564 new homes including 50% affordable housing on a habitable room basis
  - 6.6.2. Modern apprenticeship programme in construction (24 placements), project management, administration, and IT
  - 6.6.3. Liaison programmes with local schools and colleges for work experience and student visits
  - 6.6.4. Employment and Training Opportunities for the long term unemployed
  - 6.6.5. The creation of approximately 90 new FTE jobs across a variety of uses. This may include creative workshops, studio space, light industrial space, alongside office, retail and community space.
  - 6.6.6. Provision for the accommodation of local community who occupied part of the site in its existing state, futureproofing their continued presence.
  - 6.6.7. Provision of a new Day Nursery.

- 6.6.8. Significant financial contribution secured via the s106 agreement to assist with local infrastructure including transport network, education and health.
- 6.6.9. The promotion of greener modes of transport deterring car dependency through improved permeability, pedestrian links alongside cycle parking.
- 6.6.10. Tangible environmental improvements including new tree planting, signification ecology benefits through Urban Greening and Bio-Diversity Net Gain, surface water management and carbon reduction technologies.

### Impact on Access

- 6.7 Peabody are committed to minimising the impact during the construction of these new homes and commercial spaces. With the expert input our construction partner Lovell, a construction logistics plan will set out how throughout the duration of the build programme local businesses will remain open and able to continue their servicing as is required.
- 6.8 The Scheme also looks to improve the rear access of adjacent shops by tidying up the land which will allow better servicing provision.

### Concerns about the impact on existing economy

- 6.9 The Scheme has been considerate from the outset to contribute to the economic and social vibrancy of Southall, adding much needed affordable housing alongside a commercial offering that will respond positively to the existing offerings in the town centre location.
- 6.10 Suitable commercial space provision has been allowed for with the Scheme that will allow at least 90 FTE jobs.
- 6.11 The addition of 564 new homes will increase the economic viability of local businesses as the new residents utilise these businesses.
- 6.12 Temporary car parking facilities are being factored into our plans with new public parking spaces provided at the earliest opportunity within the programme to ensure businesses are least affected during the construction.

### Developer and/or Council Credibility

- 6.13 Peabody has been developing homes for those in need for over 160 years and, following the merger with Catalyst in April 2022, is the second largest Registered Provider of affordable homes in the country.
- 6.14 As set about above we develop up to 3000 new homes each year across London and the South East of England and have funding in place to deliver on all of our development commitments.
- 6.15 We are committed to developing high quality and sustainable housing and go above and beyond that required by regulations to ensure that environment we create are successful developments that become our legacy for the future.
- 6.16 Please refer to the evidence of Eleanor Young for more details about the Council's credibility.

### Environmental Concerns

- 6.17 The Scheme includes significant environmental improvements on the existing site, with new open space, trees, planting, urban greening and a net gain in Biodiversity habitats of 380%. The Scheme



incorporates heat pump and solar photovoltaic technologies to minimise energy demands and will conform to environmental building regulations.

- 6.18 Further the scheme offers a significant improvement to the public realm and provides permeable new routes through the Site along with cycle parking and better environment for pedestrians to contribute to the offer of better sustainable travel options for local people.

## 7. Summary and Conclusions

- 7.1 Peabody are an experienced developer with a rich history of delivering high quality and sustainable housing developments that stand the test of time. Our commitment to delivering sustainable homes is at the heart of what we do across our new and existing portfolio of homes, evidenced on a number of ESG credentials being ranked at the highest level.
- 7.2 Following the merger with Catalyst in 2022 we have a huge asset base of over £8.8bn. Our strong balance sheet, with over £1.5bn of available resources, coupled with a low gearing, gives Peabody the financial stability to be able to deliver the extensive pipeline of new development identified in the Long Term Financial Plan (LTFP). The Scheme has been approved by the Peabody board and therefore has an allocation within the LTFP and is also confirmed to receive grant in GLA's Affordable Housing Programme 2021-26.
- 7.3 Peabody has been involved in and committed to this Scheme since 2017. During the period since Peabody's appointment as LBE's preferred development partner until now the economic outlook for residential development has significantly changed with unprecedented increases in build costs and stagnant sales values. Notwithstanding this, there is a clear and robust development delivery strategy for the Scheme that has been jointly developed between all the relevant parties.
- 7.4 The parties are working collaboratively to ensure that the development can commence as soon as practicably possible. This is further evidenced by the progress already made in appointing a construction joint venture partner.
- 7.5 The Scheme will realise significant regeneration benefits for the people living, working and visiting Southall. Given the existing condition of the Site, it is clear that the scale of investment that can only be generated through a large, comprehensive, place-making led scheme is required. Peabody and Lovell both have the required funding, knowledge, capacity and intention to deliver the Scheme and therefore I can confirm that there would be no obstructions to its delivery, once the CPO is confirmed.