



WITNESS STATEMENT SUMMARY 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 statement sets out how I, Phil Church, Director of Land & Partnerships, with over 15 years of relevant demonstrable experience, am able to successfully deliver complex regeneration projects through planning and to start on site.
- 1.2 Peabody have over 160 years of history in the delivery of housing since the formation by George Peabody in 1862. 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 220000 customers.
- 1.3 Peabody delivers thousands of new homes each year across a range of tenures and sizes, acting as developer for large scale regeneration projects of schemes between 300 and 3000 new homes
- 1.4 We aim to design, build and maintain homes and neighbourhoods that people are proud to live in. We invest for the long term creating great places where people can make the most of their lives.
- 1.5 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.

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.
- 3.2 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
- 3.3 The Peabody Annual Report 2022 (CDF.1) shows the how the key financial performance measures / figures for Peabody ensures that we are financially robust to deliver the Scheme from its own internal resources.
- 3.4 Approval by The Peabody Board to deliver this scheme has been in place since 2018.
- 3.5 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.
- 3.6 My statement sets out Peabody's commitment to Environmental, Social and Governance ("ESG")
- 3.7 My statement sets out Peabody's approach to Equality, Diversity and Inclusion ("EDI")

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 My witness statement sets out relevant demonstrable scheme experience similar to The Scheme.

5. Scheme Delivery

- 5.1 In 2017 LBE released a public procurement notice seeking a development partner.
- 5.2 The witness statement sets out how the opportunity was a strategic fit with Peabody.
- 5.3 Peabody was subsequently selected as LBE's development partner in 2018.
- 5.4 Peabody entered a Development Agreement with the Council that placed a legal obligation on Peabody to deliver The Scheme through the planning application process.
- 5.5 In addition to the Development Agreement Peabody also entered into Compulsory Purchase Indemnity Agreement ("CPOIA").
- 5.6 On 9 September 2022 the planning decision notice [Core Document CDC.2] was issued 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.
- 5.7 I would like to highlight the following commitments given by Peabody through the planning permission.
- 5.7.1. 50% affordable housing
 - 5.7.2. London Affordable Rents
 - 5.7.3. Community Space - The planning scheme provides c150sqm of community space and we are currently working collaboratively with the Golden Opportunity Skills and Development (GOS&D), Somali Youth Helpline (SYH), Somali Family Learning & Regeneration Projects (SOFALE) and the Education Skills & Development Group (ESDEG)
 - 5.7.4. Replacement Car Park – 90 car public car parking spaces
 - 5.7.5. Commercial Strategy – the scheme provides 2,922sqm of non-residential flexible commercial space.
- 5.8 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.
- 5.9 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].
- 5.10 The consultation exhibition centred around two consultation drop-in events in June 2019 and September 2019.
- 5.11 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.
- 5.12 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.

- 5.13 There were two key points from the consultation, these being the importance of the Tudor Rose and the impact on community groups currently based on Featherstone Terrace.
- 5.13.1. 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.
- 5.13.2. The inclusion of the land at Featherstone Terrace meant four community groups based there will be displaced. These are the Golden Opportunity Skills and Development, Somai Youth Helpline Somali Family Learning & Regeneration Projects and the Education Skills & Development Group. My statement sets out what these groups do are and how we are engaging with them.
- 5.14 My statement sets out how Peabody are a Strategic Partner of the Greater London Authority (GLA) and have bid and secured a grant allocation in the Affordable Homes Programme (AHP) 2021-26. The Scheme is included in our planned schemes to utilise this funding and the GLA has confirmed this would now be eligible to form part of this programme.
- 5.15 Following a Contract Notice being issued on 10th May 2022 to find a private sector joint venture partner, Peabody have now identified a preferred bidder for the scheme, Lovell Partnership (Lovell).
- 5.16 With over 50 years of experience Lovell is a partnership housing expert and a leading provider of residential construction and regeneration developments across England, Scotland and Wales. My statement further outlines the credentials and commitment of Lovell in being able to deliver the Scheme.
- 5.17 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.
- 5.18 Peabody and Lovell are working with the wider design team to progress the scheme's detailed design to enable a start on site as soon as practicable after the CPO is confirmed.

6. Responses to Objectors

6.1 My witness statement responds to the objections that specifically relate to the development of the Scheme, namely:

6.1.1. Scheme neglects local needs and will negatively impact local community

6.1.2. Impact on Access

6.1.3. Concerns about the impact on existing economy

6.1.4. Developer and/or Council Credibility

6.1.5. Environmental Concerns

7. Summary and Conclusions

- 7.1 My statement sets out how Peabody are an experienced developer with a commitment to delivering sustainable homes.
- 7.2 We have evidenced out how we are financially robust with £8.8bn asset base and over £1.5bn of available resources.
- 7.3 The Scheme has been approved by the Peabody board and has an allocation within the LTFFP. It is also confirmed to receive grant in GLA's Affordable Housing Programme 2021-26.
- 7.4 We have already identified a developer construction partner, Lovells, to deliver the Scheme alongside Peabody as a joint venture partner.
- 7.5 The Scheme has been designed in conjunction with consultation with the local community, in particular with specific community groups to design a residential and commercial masterplan that is sustainable. There are huge social and economic benefits to the scheme, not least the provision of 50% affordable housing.