









STATEMENT OF COMMUNITY ENGAGEMENT

July 2021





Executive summary

- 1.1. This Statement of Community Engagement (SCE) supports the planning application for The Green (Southall). This SCE supports the planning application submitted to the London Borough of Ealing ('the Council' or 'LBE') for redevelopment of the site comprising a public car park, business premises, roads and adjacent land lying to the north-west and to the rear of The Green and adjoining Featherstone Terrace, Dominion Road and Dilloway Yard, Southall, UB2.
- 1.2. It outlines Peabody Developments Ltd ('Peabody') and London Borough of Ealing's approach to pre-application community engagement, the feedback received from the local community and how Peabody and LBE have responded to this.
- 1.3. Engagement with the landowners within the proposed development boundary will continue throughout and beyond the application determination period. This will be led by Peabody and LBE's appointed consultant Avison Young, who will keep all landowners informed of the planning progress as well negotiating the potential acquisition of their land. Officers at both Peabody and LBE, alongside selected LBE cabinet members, will be present throughout.
- 1.4. Peabody and LBE took a three-stage approach to community engagement:
 - An initial consultation on the early plans, including an exhibition.
 - Second consultation exhibition on how the feedback informed the detailed plans and gathering further feedback.
 - Pre-submission engagement informing site neighbours and key stakeholders of the final proposals before submitting the application to LBE for consideration.
- 1.5. The consultation exhibitions centred around two consultation drop-in events. To help raise awareness of the proposals and the events, Peabody and LBE issued invitation letters to the local community, placed adverts, informed articles in local newspapers and conducted a leaflet drop to almost 2,500 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.
- 1.6. Peabody and LBE provided a range of ways for the community to comment on the proposals, with a printed and online feedback form providing the main mechanisms for this.
- 1.7. Following the initial consultation, Peabody and LBE considered all feedback received and sought to address relevant suggestions and concerns as their plans developed. It reported

back to the local community on how the feedback from the consultation had informed the detailed plans by holding a second exhibition event.

- 1.8. Peabody and LBE welcomes the varied feedback it received throughout the consultation, which reflected a variety of views, both for and against the proposals. A range of comments, suggestions, queries and concerns were raised, with the management of the new development, traffic, congestion and landscaping being the most frequently raised issues.
- 1.9. Peabody and LBE have considered and responded to this feedback by making appropriate changes to the plans or by ensuring that the issues and concerns are addressed within the planning application. This SCE provides a summary response to the issues that have been raised.
- 1.10. Peabody and LBE will continue to keep the local community and relevant stakeholders updated during the application period. The consultation website is being updated to reflect the planning application and the consultation telephone line and email address will remain active so local people are able to keep up to date with progress.

2. Introduction

- 2.1. This Statement of Community Engagement (SCE) has been prepared by Camargue on behalf of Peabody and LBE.
- 2.2. This SCE supports the planning application submitted to the London Borough of Ealing for redevelopment of the site comprising a public car park, business premises, roads and adjacent land lying to the north-west and to the rear of The Green and adjoining Featherstone Terrace, Dominion Road and Dilloway Yard, Southall, UB2.
- 2.3. It outlines Peabody and LBE's approach to and outcomes of pre-application public consultation and community engagement on their proposals.
- 2.4. Engagement with the landowners within the proposed development boundary will continue throughout and beyond the application determination period. This will be led by Peabody and LBE's appointed consultant Avison Young, who will keep all landowners informed of the planning progress as well negotiating the potential acquisition of their land. Officers at both Peabody and LBE, alongside selected LBE cabinet members, will be present throughout.

3. Consultation methodology

3.1. Peabody and LBE's approach to pre-application consultation and community engagement has been informed by guidance at both a national and local level. This guidance encourages proactive communication between applicants, local planning authorities and local communities to help facilitate better planning decisions and outcomes.

"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community." (paragraph 39)

- Revised National Planning Policy Framework (NPPF) February 2019

"The Council strongly encourages developers to engage with the community at the preapplication stage. This ensures that the proposal benefits from community views from the beginning of the planning process. It may also reduce objections made later in the process." (paragraph 5.4)

"The applicant will be advised by the Council to undertake consultation with the community in a form and to a level that is appropriate to the scale of development proposed." (paragraph 5.5)

- The London Borough of Ealing's Statement of Community Involvement (SCI) July 2015
- 3.2. For the reasons set out within this report, it is considered that Peabody and LBE's approach to pre-application consultation and community engagement has more than satisfied the guidance found in the NPPF and the Council's SCI.
- 3.3. Peabody and LBE sought to consult with the local community and relevant stakeholders, including residents and businesses, local amenity and community groups and elected representatives to raise awareness of their proposals and provide the opportunity for local people to comment on the plans. Full details of the approach to the consultation can be found in section four of the SCE.
- 3.4. Following the consultation, Peabody and LBE considered all feedback received and sought to address relevant suggestions and concerns as the plans developed. They reported back to the local community and relevant stakeholders on how the feedback from the consultation had informed the plans.
- 3.5. This community engagement programme was separate from, and in addition to, the preapplication dialogue entered into by Peabody and LBE with the Greater London Authority (GLA), Transport for London (TfL), and other statutory and non-statutory consultees. Details of these discussions can be found in the various documents submitted with the planning application.

The Green (Southall) Statement of Community Engagement July 2021

4. Consultation

- 4.1. Peabody and LBE undertook a comprehensive consultation exercise with the local community to support the evolution of their proposals and obtain feedback to inform the planning application.
- 4.2. Consultation was centred around **four consultation drop-in events**, which were supported by other mechanisms that allowed interested individuals to view the plans and submit feedback.

Consultation events

- 4.3. Peabody and LBE held four drop-in consultation events to present the proposals and obtain feedback:
 - The first was to present **early draft plans** and held at The Manor House, Southall from 4pm to 8pm on Thursday 27 June 2019
 - The second was another opportunity to share the **early draft plans** and held at The Manor House from 10am to 4pm on Saturday 29 June 2019



Attendees discussing the proposals at the June 2019 consultation event.

- The third was to present the **updated detailed plans** and held at The Manor House, Southall from 4pm to 8pm on Thursday 19 September 2019
- The fourth was also to present the **updated detailed plans** and held at The Manor House, Southall from 10am to 4pm on Saturday 21 September 2019



Attendees discussing the proposals at the September consultation event.

- 4.4. The events provided local people with the opportunity to view and comment on the emerging proposals, which were displayed on exhibition panels. A copy of the panels can be found in **Appendix A (June 2019)** and **Appendix B (September 2019)**.
- 4.5. The events were staffed by the project team, including representatives from Peabody, LBE, Hunters (architect), Avison Young (site assembly consultants), Montagu Evans (planning consultants) and Camargue (communications consultants).

Pre-consultation publicity

4.6. The public consultation events were widely publicised to raise awareness of the proposals and engage the local community. For both the June 2019 and September 2019 events, a range of communication mechanisms were used to achieve this.

Invitation letter

- 4.7. On 12 June 2019, Peabody and LBE issued invitation letters to **153 properties** near or on the site of the proposed redevelopment. The letters presented key information on the emerging proposals, the date, time and venue of the public consultation events, and contact details for the development team.
- 4.8. Invitation letters were also sent to key elected representatives including all councillors at the London Borough of Ealing, Mr Virendra Sharma (MP for Ealing Southall) and Dr Onkar Sahota (London Assembly Member for Ealing and Hillingdon).
- 4.9. In addition, letters or emails were issued to 50 community groups, clubs and organisations including **Ealing Civic Society** and **Southall Community Alliance.**
- 4.10. A copy of the letters to nearby properties, elected representatives and community groups can be found in **Appendix C**, together with a plan showing the distribution area for the letter to nearby properties and a list of elected representatives and community groups invited.
- 4.11. This process of issuing invitation letters was replicated on 6 September 2019 for the second round of public exhibitions. This time, invitations to elected representatives were sent electronically. The invitations to nearby properties, elected representatives and community groups used in September 2019 can be found in **Appendix D**.

Flyer

4.12. To ensure as many people as possible were aware of the proposals and drop-in consultation events, Peabody and LBE produced an invitation flyer which presented key information on the

proposals, the date, time and venue for the June 2019 events, and contact details for the development team.

- 4.13. The flyer was issued to almost 2,500 residential and commercial properties in Ealing on 14 June 2019. A copy of the flyer and the distribution area can be found in **Appendix E**.
- 4.14. A flyer was also sent on 5 September 2019 containing key information on the proposals, the date, time and venue for the September 2019 events, and contact details for the development team. This flyer was sent to the same 2,500 residential and commercial properties as the June 2019 distribution. A copy of the September 2019 flyer can be found in **Appendix F.**

Press release

- 4.15. A press release was issued to the local media on 18 June 2019, containing key information on the proposals, the date, time and venue for the June 2019 events.
- 4.16. The press release was issued to *Ealing News Extra, Around Ealing, MyLondon, Ealing Gazette, Capital West London, Ealing Today* and *Ealing Times.*
- 4.17. The story received coverage in the *Ealing Gazette*. The press release and cutting can be found in **Appendix G**.
- 4.18. A press release was also issued on 12 September 2019 to publicise the second round of consultation events, containing key information on the proposals, the date, time and venue for the events.
- 4.19. The September 2019 press release was issued to *Ealing News Extra, Around Ealing, MyLondon, Ealing Gazette, Capital West London, Ealing Today* and *Ealing Times.*
- 4.20. The story received coverage in *Ealing Times, Hillingdon & Uxbridge Times, My London* and *This is Local London*. The press release and cuttings can be found in **Appendix H**.

Print and digital adverting

4.21. Advertising space was booked to promote both the June 2019 and September 2019 consultation events. These adverts appeared in the 21 June 2019 and 13 September 2019 *Ealing Gazette* print editions and online on the *MyLondon* website between 17 June and 28 June 2019 and 9 September and 13 September 2019.

- 4.22. The online adverts posted in June 2019 were viewed around 116,000 times with a clickthrough rate of 0.10 per cent. The September 2019 online adverts were viewed around 96,000 times with a click-through rate of 0.11 per cent.
- 4.23. The print and digital adverts for June and September 2019 can be found in **Appendix K**.

Consultation website

- 4.24. Peabody and LBE created a consultation website (<u>www.thegreensouthall.co.uk</u>) to present their proposals and give local people the opportunity to submit feedback.
- 4.25. For the first round of consultation events in June 2019, this was launched and updated in two stages:
 - On **13 June 2019** with a simple holding page sharing key information displayed on the invitation flyer, including simple headlines about the proposals and details of the drop-in consultation events.
 - On **28 June 2019** to launch a full consultation website giving detailed information on the emerging proposals, including downloadable exhibition panels, and incorporating an online feedback form.
- 4.26. For the second round of consultation events in September 2019, the website was updated in a further two stages:
 - On **5 September 2019**, the website was reverted to a simple holding site sharing key information displayed on the invitation flyer, including simple headlines about the proposals and details of the September drop-in consultation events. The June 2019 feedback form was also removed.
 - On **25 September 2019** to give information on the detailed proposals, including downloadable exhibition panels, and incorporating an updated online feedback form.
- 4.27. A screengrab of the consultation website can be found in **Appendix I**.

Feedback mechanisms

4.28. Peabody and LBE sought to ensure the local community could submit feedback and queries on the proposals through a range of channels.

- 4.29. A feedback form was available at each consultation event, which could be submitted on the day, via post at a later date, or completed online on the consultation website.
- 4.30. Copies of the feedback forms can be found in **Appendix J**.
- 4.31. Feedback could also be provided via a project consultation email address (info@thegreensouthall.co.uk). Some people also used this mechanism and the project consultation telephone line to make enquiries. The telephone number and email address were promoted in invitation letters, on the invitation flyer, and on the consultation website.
- 4.32. Engagement sticker boards were provided at the September 2019 consultation events to gather views on the new public realm and community facility. Copies of the sticker boards can be found in **Appendix L**.



Sticker board used at the September exhibitions to gather feedback.

5. Consultation participation and feedback

Participation

- 5.1. Approximately **64 people** attended the two consultation events in June 2019 and **56 people** attended the two September 2019 consultation events.
- 5.2. The events were attended by local residents, business owners, local police and community groups, including, Ealing Civic Society, St Anselm's Church, Ealing Friends of the Earth, Southall Faith Forum and The Tudor Rose.
- 5.3. No feedback forms were submitted across the two June 2019 events. **Four feedback forms** were received at the two September events.
- 5.4. Throughout the consultation period, **two** enquiries were sent to the consultation email address, including from a local resident and a community group. **Two** phone call enquiries were made to the consultation telephone line.

Feedback – June 2019

Verbal feedback

- 5.5. Most of the attendees at the June 2019 consultation events were supportive of Peabody and LBE's early proposals and the principle of providing new homes and workspaces. Neighbouring and nearby business owners and managers were typically very positive at the prospect of new residents living in the area.
- 5.6. Traffic was a key issue and there was general acceptance the development should be focused on sustainable travel. Linked to this were concerns around air quality and what could be done to address this.
- 5.7. Attendees had mixed views on parking some agree it should be kept to a minimum while others argue it is important for local shops and to avoid on-street parking problems for nearby residents.

Written feedback

- 5.8. The questions asked on the June 2019 feedback form included:
 - 1. Our plans will provide around 525 high-quality homes, of which 50 per cent will be a mix of affordable rent and shared ownership. The remaining homes will be for private sale and help fund the affordable housing. *What do you think about this?*
 - **2.** We are proposing a mix of one, two and three-bedroom apartments. All private homes and affordable housing will be designed to the same national space

standards, and every home will have a private balcony or terrace. What do you think about this?

- **3.** We want to create lots of employment opportunities by providing space for businesses, shops and community facilities. *What do you think about this?*
- 4. We want to make this part of Southall more accessible and attract local people into the area by creating new pedestrian and cycle routes that connect established neighbourhoods and nearby transport links. What do you think about this?
- **5.** One of our key objectives is to ensure The Green respects nearby historical buildings while opening them up to wider community use. *What do you think about this?*
- 6. Do you have any other comments?
- 5.9. No completed forms were returned during or following the two June 2019 events.

Online feedback

- 5.10. The feedback forms made available at the June 2019 consultation event were replicated online in a digital format.
- 5.11. No online feedback forms were completed during the June 2019 consultation period.

Telephone feedback

5.12. The consultation line received two phone calls during the June 2019 consultation period. These two calls were regarding the impact the new development will have on local roads and car parking.

Email feedback

5.13. No emails were received to the consultation email address during the June 2019 consultation period.

Feedback – September 2019

Verbal feedback

5.14. Feedback was generally positive again and there was a shared sense that redevelopment of the area was needed.

- 5.15. Concerns about potential crime and ASB occurring in the newly creating public realm were common often focusing on existing problems in the local area.
- 5.16. Businesses bordering the site were concerned about their access routes but saw the benefits of having more potential customers on their doorstep.
- 5.17. For almost all attendees traffic was a key issue and that more homes would have a negative impact on parking, congestion and air quality.

Written feedback

- 5.18. **Five** feedback forms were completed and returned to the consultation team.
- 5.19. The forms asked five tick-box questions and then a general question for comments on the plans. Not all questions were answered on each form, so the numbers do not always tally. The responses were as follows:

Q1: The Green will provide around 550 new homes, including 50 per cent affordable housing (London Affordable Rent and shared ownership). What do you think about this?						
Fully support	0	Broadly support	0	Do not support	3	Do not know 0
Q2: We propose a mix of uses at The Green, including business space, shops, cafes and community facilities. What do you think about this?						
Fully support	0	Broadly support	0	Do not support	3	Do not know 0
Q3: We will create new public spaces for events, market stall and the day-to-day enjoyment of local residents. What do you think about this?						
Fully support	0	Broadly support	1	Do not support	3	Do not know 0
Q4: One of our key objectives is to ensure The Green respects nearby historical buildings while improving public connections to them. What do you think about this?						
Fully support	0	Broadly support	1	Do not support	3	Do not know 0
Q5: We want to make this part of Southall more accessible and attract local people into the area by creating new pedestrian and cycle routes that connect established neighbourhoods and nearby transport links. What do you think about this?						
Fully support	0	Broadly support	1	Do not support	3	Do not know 0
Q: Do you have any other comments?						

Two respondents were concerned about the design of the **public realm** and the amount of **green space**. It was suggested more trees and a nature reserve could be included in the plans for the public areas, while a concern was also raised with the space potentially attracting **anti-social behaviour**.

One respondent expressed concern about the **height**, **density and design** of the buildings and the negative impact they would have on the people living on the new development and on local views.

Online feedback

- 5.20. The feedback forms made available at the September 2019 consultation event were replicated online in a digital format.
- 5.21. No online feedback forms were completed during the September 2019 consultation period.

Email feedback

- 5.22. The consultation email inbox received **two emails** during the September consultation period.
- 5.23. Both emails focused on housing **affordability**, the **public realm**, the impact of additional **traffic** and **community facility** provision.

Engagement sticker boards

5.24. **58 responses** were recorded across the two sticker boards.



Sticker board used at the September 2019 exhibitions to gather feedback.

5.25. The sticker boards asked participants to indicate preferences for the new public realm and community facility. The responses were as follows:

Q1: What would you like to see in a new community space?							
Children's nursery Employment support Q2: What would you like to see	3	Community hall Exercise facilities		Youth club Older people's events	-		
Trees Planting beds	7	Places to sit Play areas	-	Exercise equipment Places to gather			

Considering the feedback

- 5.26. Following the consultation, Peabody and LBE considered all feedback received and sought to address relevant suggestions and concerns as their plans developed and technical work was undertaken to support the planning application.
- 5.27. The feedback sought on the future use of the community facility will be fed into Peabody and LBE's planning for this space as part of an ongoing commitment to engaging with the existing community and new residents.

6. Response to feedback

- 6.1. Peabody and LBE welcomes the feedback they have received throughout the consultation on the proposals. The feedback reflects a spectrum of views, both for and against the proposals.
- 6.2. The table below outlines Peabody and LBE's response to the issues and queries that are relevant planning considerations. The response summarises how the application addresses the points raised.
- 6.3. The following responses are intended as a summary only. The various technical documents submitted with the planning application provide a comprehensive analysis and justification for the proposals, dealing with each of the planning issues and considerations that are relevant in this case.

Issue	Response				
Relationship with neighbouring properties					
The height of the new buildings mean they	The taller building will be set well back from existing				
will overshadow nearby properties.	low-rise buildings so they will not dominate the view				
	or overshadow nearby buildings.				
	The height and density of the buildings is similar to other new buildings in the local area and has been rigorously assessed from a townscape perspective and found to be acceptable.				
	A comprehensive daylight and sunlight assessment has been prepared and submitted with the application.				
Building design					

The proposed buildings contain too menu	The proposed designs most local bevising poor and
The proposed buildings contain too many	The proposed designs meet local housing need and
new homes.	are designed to a high standard.
	The proposals make best use of previously
	developed land in a highly accessible location and
	are therefore in accordance with national, regional
	and local planning policy.
The proposed buildings will have a negative	We have liaised with Historic England and we are
impact on local heritage buildings.	sensitive to the Grade II listed Manor House. We
	are confident that the proposals will have a positive
	effect on the Manor House and other heritage
	assets, but we will continue to work with Historic
	England to ensure that this is the case.
	5
Traffic and congestion	
Traffic and congestion will increase on	The proposed development is predominantly car-free
surrounding roads and negatively impact	and new residents will be encouraged to use public
air quality.	transport, walk or cycle, through a bespoke travel
	plan agreed with the Council setting out measures
	and incentives to reduce car dependency.
	The overall number of public car park spaces at The
	Green will reduce and naturally alleviate congestion
	on local roads.
Pedestrian routes, bicycle lanes and	Peabody's plans for The Green will open up this part
cycle storage facilities should be included	of Southall with defined pedestrian and cycle routes.
to help mitigate the effects of increased	Secure cycle storage will be provided for new
traffic.	residents.
The construction process will disrupt	A draft construction plan, in accordance with relevant
local roads and cause additional	guidance and standards, has been compiled and
congestion.	submitted as part of the planning application.
	A more detailed construction plan will be prepared
	once a contractor has been appointed. All
	comments on the draft construction plan will be
	considered when finalising the detailed construction

Affordability	
The proposals for The Green do not	Peabody's plans for The Green will provide around
provide enough affordable housing.	564 homes, with 50 per cent being affordable
	housing (based on habitable rooms).
	The amount of affordable housing provision is
	compliant with both LBE and GLA guidance.
Public realm and ground floor uses	
The increase in public realm and its design	The public realm and active commercial frontages
will attract anti-social behaviour.	will be designed to encourage natural footfall through
	the area.
	The Green will be managed proactively by Peabody
	with a permanent on-site presence and CCTV
	coverage.
The proposed mix of ground floor uses is	The Green will provide over 2,922m ² of non-
not supported by respondents.	residential space. Most of this will be flexible
	commercial space with active frontages to public
	realm, as well as a dedicated space community use.
	The final plans have also changed to retain
	important neighbouring cultural spaces such as the
	Tudor Rose.
	This first was of the maximal flags are as will be
	This final use of the ground floor spaces will be
	determined by local demand and on-going
	consultation with the community, including the
	responses indicated on the consultation sticker boards.
	boards.
	All of this will generate employment. The exact
	employment numbers will be determined by the final
	uses that occupy those units, but we expect The
	Green will bring 90 new jobs compared to what we
	understand is on the site in its current use

7. Pre-submission engagement

- 7.1. Peabody and LBE undertook a further period of community and stakeholder engagement in June / July 2021 after completing detailed technical assessments and finalising plans for the site.
- 7.2. The engagement was centred around a programme of targeted communications to key stakeholders and several one-to-one meetings with community groups and political leaders.
- 7.3. The purpose of this additional engagement activity was to update stakeholders on Peabody and LBE's plans for The Green and offer an opportunity to discuss those plans ahead of submission.

Engagement communications

Letter

- 7.4. On 28 and 29 June 2021, Peabody and LBE issued (physically or electronically) letters to key stakeholders. The letters presented high-level information on the final proposals and contact details for the development team.
- 7.5. Letters were sent to key elected representatives including **all councillors** at the London Borough of Ealing, Mr Virendra Sharma (**MP for Ealing Southall**) and Dr Onkar Sahota (**London Assembly Member for Ealing and Hillingdon**).
- 7.6. In addition, letters or emails were issued to nearly 60 community groups, clubs, religious bodies and organisations including Ealing Civic Society and Southall Community Alliance.
- 7.7. All the letters sent to elected officials and community groups included a scheme newsletter detailed in the following section.
- 7.8. A copy of the letters to elected representatives and community groups can be found in **Appendix M**, together with a list of community groups.

<u>Newsletter</u>

7.9. To ensure stakeholders surrounding the site were aware of the proposals and the updated plan, Peabody and LBE produced a flyer which presented key information on the proposals, revised CGIs and contact details for the development team.

7.10. The flyer was issued to almost 240 neighbouring residential and commercial properties in Ealing on 29 June 2021. A copy of the newsletter, accompanying cover letter and the distribution area can be found in Appendix N.

Press release

- 7.11. A press release was issued to the local media on 30 June 2021, containing key information on the final proposals and updated CGIs.
- 7.12. The press release was issued to *MyLondon, Ealing Gazette, Capital West London, Ealing Today* and *Ealing Times.*
- 7.13. The story received coverage in *MyLondon and Capital West London*. The press release and cuttings can be found in **Appendix O**.

<u>Website</u>

- 7.14. The scheme website, originally launched by Peabody and LBE in June 2019, was further updated in June 2021 to reflect the evolving plans and current stage of the consultation process.
- 7.15. As part of the pre-submission engagement, the website was further updated on 28 June 2021 to include details of the final plans, updated CGIs and information on how to contact the development team.
- 7.16. Screenshots of the updated website can be found in **Appendix P.**

Meeting with community groups

- 7.17. Ahead of the target submission date, Peabody and LBE directly engaged with a number of community groups located on or near the site to inform them of the updated final plans and listen to any questions or concerns.
- 7.18. The meetings, arranged to comply with Covid safety advice, took place in June and July 2021 and included the Tudor Rose on The Green and the Somali community groups based at The Resource Centre on Featherstone Terrace.

8. Conclusion

8.1. As detailed above, Peabody and LBE have conducted a thorough programme of preapplication public consultation and community engagement aimed at spreading awareness of the proposals to redevelop the land comprising a public car park, business premises, roads and adjacent land lying to the north-west and to the rear of The Green and adjoining Featherstone Terrace, Dominion Road and Dilloway Yard, Southall, UB2.

- 8.2. The feedback received has demonstrated a range of views on the proposals, from strong support through to opposition to the plans.
- 8.3. A range of comments, suggestions, queries and concerns were raised throughout the consultation, with traffic and congestion, public realm and the height and density of the buildings being the most frequently raised issues.
- 8.4. Peabody and LBE have considered and responded to this feedback by making appropriate changes to the plans or by ensuring that the issues and comments raised are addressed within the planning application.
- 8.5. Peabody and LBE will continue to keep the local community and relevant stakeholders updated during the application period. The consultation website is being updated to reflect the planning application and the consultation telephone line and email address will remain active so that local people are able to keep up to date with progress.

APPENDIX A – JUNE EXHIBITION BOARDS

WELCOME

Welcome to our public exhibition event for THE GREEN, Southall.

Peabody is working in partnership with Ealing Council on **THE GREEN** – a major regeneration project at the heart of the Southall Opportunity Area.

THE-GREEN Southall



Our plans for The Green will:

- Deliver around 525 new homes
- Provide 50% as affordable housing
- Provide new employment space and increase job opportunities

Today's exhibition is a chance to view

- Create high quality public spaces

Our plans are at an early stage and we want to get feedback from local people before we develop them further. and influence our plans for **THE GREEN** as they are being developed.

> TRS Wholesale Co. Limited

> > St Anselm's



Manor House connection – vibrant new spaces with views connecting back to the historic Manor House.



We own and manage more than 66,000 homes across London and the South East, providing affordable housing for around 133,000 people.

Our mission is to help people make the most of their lives. As well as bricks and mortar, we provide a wide range of community programmes in our neighbourhoods, including help with employment and training, health and wellbeing projects, family support programmes and a dedicated care and support service.

Peabody has been creating opportunities for Londoners since 1862, when we were established by the American banker and philanthropist,

The Peabody Community Foundation will invest more than £90 million supporting communities over the next 10 years. Last year, it invested more than £9m in programmes, helping 1,231 people into work and delivering over 77,500 hours of free-toaccess community activities.

Peabody in Ealing

We have a long history of providing affordable homes and community services in the borough, working with Ealing Council and our local partners.

We currently own and manage over 500 homes in Ealing, with more than 750 homes (including The Green) in our pipeline.

Making a lasting difference

We're building homes and creating neighbourhoods across London. Here are two examples where we have worked closely with existing communities to transform underutilised spaces to provide a mix of new homes, businesses, public space and facilities.



Our approach

We are determined to help tackle London's housing challenges and create great places to live.

We design, build and maintain homes and neighbourhoods which people are proud to live in. We invest in the areas where we operate over a long period of time – creating quality and diverse places that benefit our residents and the wider community. We're proud to offer affordable homes, and we're committed to keeping rents as low as possible.

At The Green, our ambition is to work with the community to deliver a great place to live, which will have a significant impact both locally and for London.



St John's Hill London Borough of Wandsworth

153 new homes:

80 social rent, 6 shared ownership, 67 private sale

Following extensive consultation with residents and the wider community, Peabody began an ambitious mixed-use regeneration project to increase the number of homes through careful design.

The first phase of St John's Hill successfully opened up the estate, increasing the number of homes while improving the sense of place and community.

Each new block has its own identity and architectural style, with the exterior of each building formed from a different brick and articulated in a unique way.

St John's Hill is one of the first Peabody schemes where rents are below council approved levels, to help achieve our ambition of providing low cost rental homes.





Fish Island Village Hackney Wick, London Borough of Tower Hamlets

423 new homes:

72 affordable rent, 74 shared ownership, 277 private sale

Situated in a strategically important location on Fish Island, opposite the Queen Elizabeth Olympic Park and Hertford Union Canal, Fish Island Village aims to nurture and grow the existing creative community by providing flexible commercial space. This will include workshops, maker spaces, studios, cafes and function rooms, helping to create London's largest new complex for creatives.

Mixed-tenure homes will overlook an active and independent commercial ground floor and public realm, creating a unique and sustainable neighbourhood.

The architects used a varied palette of brickwork, emphasising the style and positioning of the buildings.

Awards

Best New Development in the South First Time Buyer Readers' Awards

Best Architectural Design First Time Buyer Readers' Awards

RIBA Award winner London region

Development of the Year Sunday Times British Homes Awards

Best Large Housing Development Brick Awards



GREEN - OUR

When forming our initial plans, we gave careful consideration to the impact THE GREEN will have on the local area, building on the rich history of Southall.





Central boulevard – community at the heart of the development

1. Build the new homes Southall needs

London is in the grip of a housing crisis. Ealing Council is aiming to build 2,500 affordable home by 2022 to help meet local needs. The Green can help ease the pressure by providing genuinely affordable homes for local people.

3. Bring new jobs and an economic boost to Southall

We want to create as many employment opportunities as we can at The Green by providing space for businesses, shops and community facilities.

2. Create vibrant and accessible public spaces

We want to make this part of Southall more accessible and draw people into the area by creating new pathways to established neighbourhoods and nearby transport links. Carefully considered landscaping will help form attractive and welcoming public spaces.

4. Respect the existing heritage of the area and enhance local historical buildings

The local area has a rich heritage and The Green's new public square will respect existing historical settings while opening them up to wider community use.

5. Design a sustainable place that's fit for the future

Southall is going through radical change – we want The Green to work as well today as it will many years from now, sitting seamlessly among other future developments.



THE GREEN will be much more than just another development – it will be a new urban quarter, minutes from Southall railway station, employment opportunities, community facilities and public spaces.



New homes

Our plans for The Green will provide around 525 high-quality homes, of which 50 per cent will be a mix of affordable rent and shared ownership. The remaining homes will be for private sale.

All the new homes will meet national space standards. They will range from one to four bedrooms, making them suitable for a variety of households. Every home will have a private balcony or terrace and access to communal podium gardens.

Placemaking – wide boulevards and public squares

The proposals are inspired by the potential to create public spaces that promote people's health, happiness and wellbeing. Routes will extend through the site to link to the wider community and connect to the existing residential areas.

A vibrant urban quarter

The ground floors of the residential buildings are being designed for a variety of commercial and community facilities.

By promoting a range of different uses, the streets will be brought to life with the bustle of an active community.

A new public square will sit at the heart of the development – a landscaped space, offering a variety of uses, such as a street market, café seating area, and community events. This space will connect to other existing cultural venues, such as the Dominion Centre and the Manor House.

Design and building heights

To create an appropriate scale, the development will be divided into buildings of varying size and style.

The taller elements of the development will be set well back from existing low-rise buildings, so they will not dominate the view.

External walls will be made of brickwork and the ground-floor level of back-painted glazing. These two contrasting colours will visually break up the density of the development.



CREATING A DESTINATION

THE GREEN is being designed to draw people into the heart of the development with bustling shops, cafés and other uses.



Welcoming public space to create a car free destination at the heart of The Green

The spaces – outside and inside – are being designed to be flexible and adaptable to the community's needs.

Central boulevard

At the heart of the proposal is a wide, central boulevard – a pedestrianised zone with commercial spaces at ground level and lined with newly planted trees.

Connection to the Manor House

Our proposal seeks to introduce a continuation of the public realm from Manor Gardens into the heart of the scheme. The creation of a public square will establish a visual link to the Manor House from The Green and will provide an opportunity for outdoor markets and events.

Community and commercial spaces

A combination of workspaces, shops, community facilities, convenience store, a gym and a nursery are being planned in response to the findings of our research into what local people want.

90 public car parking spaces will be provided as part of the development, maintaining a capacity in the area.

Landscaping

The proposed landscaping will deliver a new piece of connected public space with a distinctive character.

It is linked to the new ground floor uses with places for retail and community activities to spill out and occupy the space.

The street pattern will provide a clear distinction between private and public space that supports pedestrian activity, encourages social interaction and promotes health and wellbeing.



HIGH-QUALITY, WELL DESIGNED HOMES

THE GREEN will provide hundreds of high-quality homes, of which 50 per cent will be affordable housing – social rent and shared ownership.



Manor House approach – a new and welcoming gateway into the new area opposite the historic Manor House

Genuinely affordable homes

The Green will include a mix of different tenures, with 50 per cent being affordable.

London Living Rent

An affordable rent level defined by the GLA and supported by Ealing Council.

Designed for living

A range of designs are proposed, with a mix of single aspect one-bedroom flats, dual aspect twobedroom flats and double aspect three-bedroom corner units. All private and affordable homes will be designed to the same national space standards.

Shared ownership

A 'part buy, part rent' scheme that allows people to buy a share of a property and pay rent on the rest. It's designed to help people with small deposits and lower incomes get on the property ladder.

Market sale

These homes will be sold on the open market at their full value. The sale of these homes will support the provision of affordable housing.

Mix of home sizes

We are designing the range of homes to be suitable for households of varying sizes, from one to four-bedrooms. 10 per cent of homes will be wheelchair accessible.

NOTE: The number of homes is an estimate based on the current proposed design. This may change as our plans evolve. One and two-bedroom homes will be designed with open-plan kitchens, and three-bedroom homes will have a mixture of open and enclosed kitchens, with living rooms opening onto private balconies.

Fire safety

Fire safety is a key priority for us. We will do all we can to keep our residents and buildings safe, including residential sprinklers in all homes at The Green. Regardless of building height, we will use fully non-combustible external wall construction that is above the building regulation requirements.



SHARE YOUR VIEWS

Thank you taking the time to view our proposed plans for **THE GREEN.** We want your help to decide what **THE GREEN** will look like – this is your chance to shape the future of this part of Southall.

There are several different ways you can share your feedback:



Feedback form

Simply grab a form or ask a member of the team for one and leave it in the ballot box.

You can also return your form by post to:



Email

Send your comments to info@thegreensouthall.co.uk

The Green Southall, c/o 7 Bayley Street, London WC1B 3HB



Online

Visit thegreensouthall.co.uk and fill out the online feedback form

Key dates

Here is the predicted timeline between now and completion – these timings are only estimates and may change as the project progresses.

First stage public consultation

June / July 2019

Refining our plans based on your feedback

July to August 2019

Second stage public consultation

Phone

Call 020 7323 3544 to speak with a member of the team

Latest updates

If you would like to find out more and keep up to date with the latest news from The Green development team, join our mailing list.

Speak to a member of the team or visit the sign up.



September 2019

Final changes to the design

Autumn 2019

Submit planning

2019

Potential planning decision by Ealing Council

Spring 2020

Potential construction starts on site

Spring 2021

Estimated completion

Autumn 2024

What next?

After today's exhibition, we will consider your feedback as we continue to develop plans for **THE GREEN**. We will then publish more detailed plans later this year and hold another public consultation event.



APPENDIX B – SEPTEMBER EXHIBITION BOARDS

Welcome to our second public exhibition event for THE GREEN, Southall.

Peabody is working in partnership with Ealing Council on **THE GREEN** – a major regeneration project at the heart of the Southall Opportunity Area.

THE-GREEN Southall





Our plans for The Green will: - Deliver around 550 new homes

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- Provide 50% affordable housing
- Provide new employment space and increase job opportunities
- Create high quality public spaces

Today's exhibition is a chance to view our latest plans for The Green and give us your comments before we submit a planning application to Ealing Council.



THE STORY SO FAR

We have been working closely with Ealing Council on plans to transform this part of Southall, incorporating the views of local people, groups and businesses along the way.

RS Wholesale

Manoi

(Phoola

Walla Park

St Anselm Catholic Primary



Our early plans

In June, we presented our initial plans at an exhibition here at the Manor House.

We met with local people, community groups and businesses to gather feedback on our proposals to help shape what we are showing you today.

Listening to you

The planning journey

We want to get your feedback on our detailed plans before we finalise our planning application and submit it to Ealing Council later this year. The Council will then carry out its own consultation before making a decision next year.

Our guiding principles

Overall, the feedback we received was positive. There were some common themes among the comments received:

- Welcoming of new homes, especially affordable housing
- Concern about sustainability, traffic and air quality
- A desire to be involved in the design and use of outdoor areas and the community space

We took those views on board and made changes where possible. We have also provided more information at today's exhibition on how we will improve air quality and manage traffic.

Today is also your opportunity to shape how the community spaces and public areas are used and designed. There are five key principles driving our approach:

Build the new homes Southall needs

Create vibrant and accessible public spaces

Bring new jobs and an economic boost to Southall

Respect the existing heritage of the area and enhance local historical buildings

Design a sustainable place that's fit for the future

We want The Green to fit in with the local area and build on the rich history and diverse community of Southall.





AT A GLANCE Dynamic new public spaces Eight buildings 3 to 19 stories high Brick external walls

HIGH QUALITY Design



The Green is being designed to draw people into the heart of the development. We want it to become a vibrant hub for the community.

Design and character

We want to create a series of dynamic public spaces, including a pedestrian plaza linking to the Manor House. The proposed buildings and landscaping have been given distinctive characters to define and differentiate these spaces.

Building heights and scale

The Green will comprise eight buildings, ranging in height from 3 to 19 stories. The taller buildings will be set well back from existing low-rise building so



Our goal is to create a high-quality precedent for future regenerations in the wider area.

they will not dominate the view.

Routes and links

Our plans for The Green will open up this part of Southall with defined pedestrian, cycle and vehicle routes, including wide boulevards and quiet mews.

The images below show our inspiration for how different parts of The Green will look and feel.



Central Court



Dominion Street





(Phoola

Walla Park

St Anselm'

Manor House approach Mews

