



**THE GREEN
SOUTHALL**

**ADDENDUM TO THE
STATEMENT OF
COMMUNITY
ENGAGEMENT**

September 2021

1. Introduction

- 1.1** This document is an addendum to the Statement of Community Engagement (SCE) submitted to the London Borough of Ealing (LBE) to support the planning application by Peabody and 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** The addendum has been prepared by Camargue and outlines Peabody and LBE's approach to post-application community engagement on their proposals.

2. Community engagement

2.1 Peabody and LBE's programme of post-submission engagement focused on two areas of activity and was largely consistent with the focus of pre-submission engagement:

- **Local press and media activity** – primarily led by a post-submission press release and a planning notice published in the local media, directing interested parties to the project website for more information.
- **Stakeholder engagement** – targeted at key local stakeholders and community groups with an interest in the site and future regeneration at The Green.

Local press and media activity

2.2 Peabody issued a press release on 6 September 2021 to the local media, including *MyLondon*, *Ealing Times* and *Ealing Today*, to highlight that the application had been submitted to the Council (see appendix A). This resulted in coverage in *Capital West London* on 6 September 2021 (see appendix B for cutting).

2.3 This post-submission press release added to the pre-submission coverage secured in *MyLondon* on 2 July 2021.

2.4 A public planning notice was also placed in the *Ealing Gazette* published on 14 July 2021. A cutting of the notice can be found in appendix C.

Stakeholder engagement

2.5 Peabody and LBE contacted site neighbours and current site occupiers to further engage on the submitted plans. This included the Tudor Rose, Dominion Centre, St Anselm's Church and organisations occupying the Resource Centre on Featherstone Terrace.

2.6 Additional contact was made with Let's Go Southall and the Inter Faith Forum but a date to meet has yet to be fixed.

2.7 Peabody and LBE continue to engage with the organisations based at the Resource Centre as they will be displaced by the development. New temporary and permanent accommodation options are being explored with them, including provision within the non-residential space of the proposed development.

2.8 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 as negotiating the potential acquisition of their land.

- 2.9** Since submission, two enquires have been received into the project's consultation line. Both of these related to land acquisition and were referred to Avison Young for further investigation.

Project website

- 2.10** In conjunction with the planning submission publicity and continued community engagement, the project website (www.thegreensouthall.co.uk) was updated on 6 September 2021 to include a reference to the recent submission, a link to the Council's planning portal and the final details of the regeneration proposals (see appendix D).
- 2.11** The Green website will continue to be updated beyond the determination period with the latest news as the project progresses.

3. Appendices

Appendix A – post-submission press release

6 September 2021



FOR IMMEDIATE RELEASE

Peabody's transformational plans for The Green in Southall submitted to Ealing Council

A planning application to deliver hundreds of new homes at The Green in Southall and open the area up to the community have been submitted to Ealing Council by housing association Peabody.

The plans, which are being brought forward by Peabody in partnership with the council, will deliver 564 low-carbon homes, including 50 per cent affordable housing, nearly a hundred new employment opportunities and space for small businesses and community groups.

Public spaces throughout the development will create a vibrant green district, opening up new local connections through this growing part of west London with outdoor areas designed to give space for a variety of community uses.

Peabody's ambition at The Green is to continue working with the community to deliver a great place to live that has a significant positive impact locally. There will be an on-going role for local residents and communities to be involved in shaping the future of the scheme including the non-residential uses and landscaped public areas.

The site is south-west of Southall train station and includes some of the land between Featherstone Road, Gladstone Road and The Green. The redevelopment is also a key part of the Southall Opportunity Area.

More information on the plans can be found at www.thegreensouthall.co.uk

Simon Barry, Regional Development Director at Peabody, said:

"Our vision for The Green will reimagine this part of Southall, creating a new destination for the community and a place to call home for hundreds of local people.

"The Green will be for everyone, existing residents as well as newcomers, which is why we have designed our proposals to draw people into the area, connecting existing communities with active public spaces.

"We have been developing our plans since 2018, working closely alongside local residents, businesses and community groups every step of the way, and we look forward to continuing to actively engage as the Council considers our planning application."

The scheme would transform the town centre at The Green bringing much needed investment to the public realm, creating new routes for walking and cycling, as well as increasing the number of jobs on site.

Peabody shared its final plans earlier this year, following which the Council is now undertaking its own formal consultation. This will give local people another opportunity to comment on the plans, before the planning application is considered by the Council's Planning Committee later this year.

The final plans are available to view online on the Council's planning portal. The planning application can be found by searching for reference: 215058FULR3

ENDS

Appendix B – Capital West London coverage



06 Sep Peabody's plans for The Green in Southall submitted to Ealing Council

Posted at 17:35h in CWL News by cmaclean

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The plans, which are being brought forward by Peabody in partnership with the council, will deliver 564 low-carbon homes, including 50% affordable housing, nearly 100 new employment opportunities and space for small businesses and community groups.

Public spaces throughout the development, southwest of Southall train station, will create a vibrant green district, opening up new local connections, with outdoor areas designed to give space for a variety of community uses.

Peabody's ambition at The Green is to continue working with the community to deliver a great place to live that has a significant positive impact locally. There will be an ongoing role for local residents and communities to be involved in shaping the future of the scheme including the non-residential uses and landscaped public areas.

The site includes some of the land between Featherstone Road, Gladstone Road and The Green, and the redevelopment is a key part of the Southall Opportunity Area.

Simon Barry, Regional Development Director at Peabody, said: "Our vision for The Green will reimagine this part of Southall, creating a new destination for the community and a place to call home for hundreds of local people."

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Appendix C – Public planning notice published in the Ealing Gazette

**Town and
Country Planning
(Development
Management
Procedure) (England)
Order 2015**

**NOTICE UNDER ARTICLE
13 OF APPLICATION FOR
PLANNING PERMISSION**

Proposed development at:
The Green, Southall - Land comprising public car park, business premises, roads and adjacent land lying to the north west and rear of The Green and adjoining Featherstone Terrace, Dominion Road and Dilloway Yard, Southall, UB2. We give notice that Peabody Developments Limited and London Borough of Ealing is applying to the London Borough of Ealing (the Council) for planning permission for: Demolition and mixed-use redevelopment (phased) to provide 3 urban blocks comprising residential units (Use Class C3), flexible commercial and employment floorspace (Use Classes E, F1 & F2), private and public car parking, servicing bays, public realm and associated landscaping, play and amenity space, plant and refuse areas, and access arrangements. Any owner* of the land or tenant** who wishes to make representations about this application should write to the Council at Ealing Council, Perceval House, 14-16 Uxbridge Road, London, W5 2HL within 21 days of the date of this notice.

Signatory: MONTAGU EVANS
LLP On behalf of: PEABODY
DEVELOPMENTS LIMITED
AND LONDON BOROUGH OF
EALING

Date: 14.07.2021

Appendix D – Updated post-submission website content

THE GREEN SOUTHALL

HOME ABOUT OUR PLANS REGISTER PRIVACY NOTICE

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

FEATHERSTONE RD KING ST THE GREEN SOUTHALL STATION

ST. ANSELM'S CHURCH MANOR HOUSE

We want **THE GREEN** to become a hub for community life and for local people to help us achieve that vision.

Our plans for **THE GREEN** will:

- Deliver 564 new homes, 50% of which will be affordable
- Offer new employment space and create 90 job opportunities
- Create high quality public spaces
- Establish a green, sustainable community

Following public consultations in June and September 2019, we have been busy reviewing comments from the local community, completing detailed technical assessments, and finalising our plans for the site.

The final plans are now available to view online on the [Council's planning portal](#). The planning application can be found by searching for reference: 215058FULR3

KEY DATES

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

- Submit planning application – mid-July 2021
- Potential planning decision by Ealing Council – Autumn 2021
- Potential construction start on site – Autumn 2022
- Estimated completion – late-2025