

# CHURCH STREET

## STATEMENT OF COMMUNITY INVOLVEMENT



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## Acknowledgement

We would like to thank all the residents and stakeholders in the Church Street area who have contributed to the development of the proposals for Sites A, B and C. We are particularly grateful to all residents of Sites A, B and C, as well as local businesses, market traders, ward councillors and community groups who have provided invaluable insight, which has helped to shape the proposals.

We would also like to recognise the hard work of all the neighbours who participated in events, exhibitions, workshops and other activities since the initial consultation on the Church Street Masterplan in 2017.

We are hugely grateful to everyone who has got involved and given us valuable feedback throughout the process. This has been instrumental in developing the proposals on behalf of the community.

As the scheme progresses, we will continue to collaborate and build on these relationships with members of the community towards a renewed Church Street.



## Foreword

**Our ambition is to make Church Street a great place to live, visit and work. We want to improve local people's life chances by creating a neighbourhood of quality homes, new leisure, cultural and commercial facilities, and create new jobs and employment opportunities. Our 'whole place' approach to improving the Church Street area builds on the community's sense of pride and history, helping local residents and businesses to flourish.**

Our proposals for Sites A, B and C are just part of our plan to improve the area, as set out in our Church Street Masterplan. While some projects are under construction, such as the Green Spine and new homes and enterprise spaces at Lisson Arches, others are still in the development stages. Situated in the heart of the ward, Sites A, B and C are central to these plans.

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***Our proposals will provide much-needed homes, new facilities such as an improved public library, and will encourage more people travelling to and from Edgware Road to visit the shops and businesses in the area.***

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Improving the lives of the residents and supporting businesses is only possible by working with the community and understanding the aspirations and priorities of residents. This is why we have put involving residents at the centre of these proposals, enabling people to shape and influence designs throughout the project.

I am therefore very pleased to introduce this document, which details the extensive collaboration between the Council and residents, including the events, activities and feedback received.

This document sets out how the proposals have progressed – from their foundations in the Church Street Masterplan to detailed design. As these proposals progressed, there has been clear information and structure at each stage, with residents being regularly updated on feedback.

I am hugely grateful to all those who have been involved throughout the process, whose contributions and hard work have been significant in developing the scheme.

The Council acknowledges that there is still a lot of work to do make sure the regeneration is completed to the highest possible standard. After the planning application is submitted, we will continue to work with the community on important stages of the programme to successfully create the vision for Church Street.

We are proud to put forward a proposal that can offer long-lasting benefits and opportunities for this area of Westminster. As a council responding to the challenges and demands of a post-pandemic world, we recognise that the regeneration of Sites A, B and C will have an even more pivotal role in driving and setting the standard for sustainable change locally. That's why hearing from those who know the area is so important; only when we work together will we achieve the best for our communities.

**Councillor Heather Acton**  
**Cabinet Member for Communities and Regeneration**



# 1. Introduction

## 1.1 Executive summary

This Statement of Community Involvement provides supporting information for Westminster City Council's planning application for the regeneration of Church Street Sites A, B and C. The proposals include the full redevelopment of all council-owned residential and commercial buildings (excluding Kennet House), located to the west of the estate boundary off Edgware Road. The application will be brought forward through submitting a hybrid planning application for the site at Church Street, City of Westminster. The hybrid planning application will comprise a part detailed application covering Site A and a part outline application for two further phases (Site B and Site C).

The redevelopment will provide new affordable housing, including social and intermediate rent, and new homes for sale and rent. The plans state that all existing council tenants and resident leaseholders have a right to return to a new home as part of the plans. The regeneration of Sites A, B and C also includes plans to redevelop the Church Street Market infrastructure, retail units, leisure and community facilities, and provide new public and green spaces.

Our approach to consultation and engagement with Church Street residents has been transparent, consistent and meaningful. We used many ways to communicate with people, which meant that residents have been given a choice of options to

view proposals and have their say throughout the process. The regeneration team, based at 99 Church Street, has also provided support and information for residents, Monday to Friday, on a drop-in basis. The office was only closed when Covid-19 restrictions were in place, and we used other forms of engagement.

At each stage of development, we have given residents clear and thorough information informed by our consultation methodology. And we have built strong relationships with residents and community stakeholders. This has meant that we were able to use the feedback we received to align the scheme's development with the values and needs of those living and working in the area. This was demonstrated in the 2019 Options Consultation, where residents expressed a preference for partial redevelopment and part refurbishment for Sites A, B and C. As a result, we worked closely with the community to develop detailed designs to reflect this for the 2021 Pre-Planning Consultation.

We have prioritised making the regeneration of Sites A, B and C a truly empowering process, clearly setting out the opportunities to influence and understand each stage of the scheme. By balancing the needs of the community with the financial responsibilities of the local authority, we have created a scheme that addresses the vital need for the regeneration of Church Street.



Proposed Site A communal courtyard



**Since the Church Street Masterplan was launched in December 2017, we have:**

- Carried out a number of consultations:
  - priorities (2018)
  - options (2019)
  - design update for Church Street Site A (2020)
  - delivery options/best value (2020)
  - two-stage pre-planning process (2021)
- In total over 30 weeks of formal consultation exercises including drop-in events, webinars and stakeholder meetings with residents, ward councillors and amenity groups in the local area.
- Provided up-to-date information online and in print to residents, businesses and market stallholders.
- Made sure that engagement remained high during the Covid-19 lockdown restrictions by using online activity, such as Zoom meetings and webinars, to make sure that people were able take part remotely.

Overall, the majority of feedback we have received has shown a great level of support for the scheme and many residents and stakeholders in the area welcomed the designs. Many of those who have then taken part in consultation exercises are overwhelmingly positive about the plans and their long-awaited benefits for the area.

We received feedback from a small number of residents and stakeholders who raised issues with certain design aspects of the proposals. During the consultation process we continued to discuss the proposals with these groups and have set out design responses which are documented later in this report.

The consultation and design development for Sites A, B and C has been a thorough and extensive process. We look forward to continuing to work closely with the community as the project progresses.

Proposed new street gardens on Site A

## Key consultation figures



Over 30 weeks of formal public consultations



Over 1,500 exhibition visitors



Just under 600 survey respondents who made over 2,700 comment contributions combined for both stages of the Pre-Planning Consultation



Over 80 people attended webinars



Over 600 visitors to the Commonplace web consultation platform

## 1.2 How we've responded

- Established guarantees to secure tenants and leaseholders impacted by the regeneration should they require to move home.
- Created a series of pledges to put residents and the community at the heart of the scheme (see appendix 1).
- Worked with residents and stakeholders to develop key priorities for the regeneration.
- Listened to feedback and incorporated it into our designs, including the location of Church Street Library, the design and layout of new homes, more public green spaces, new community facilities, and plans to improve the Church Street Market infrastructure.
- Our dedicated housing and relocations team offer reassurance and guidance about what the regeneration means for each resident's property.

### Our pledges to the Church Street community

We presented a set of pledges to the Church Street community during our 2018 Options Consultation which underpin our commitment to anyone whose home may be directly affected by redevelopment. From the start, these pledges have enabled trust and reassurance between us and residents during scheme development:

- A right of return for residents is guaranteed for all council-secure tenants and resident leaseholders.
- There will be a full replacement of all social rent council homes.

- 35% of any new homes provided will be affordable for social and intermediate rent.
- Addressing overcrowding is a top priority.
- Good local shopping that serves local communities is central to our plans.
- Church Street will remain a council-owned estate.
- Residents will be at the heart of developing a viable new scheme.

We also provided both tenants and leaseholders with a set of guarantees about their home if they have to move as part of the regeneration. This is fully explained in 'Tenant: Your Options' and 'Leaseholders: Your Options' (see appendix 2 and 3).

## 1.3 The proposal

Westminster City Council are submitting a hybrid planning application for the Sites A, B and C at Church Street, City of Westminster. The hybrid planning application will comprise a part detailed application covering Site A and a part outline application which will comprise two further phases (Site B and Site C).

The hybrid application will be submitted under one submission using a single outline application form. The description of development will list phase one as being provided in detail as opposed to outline.

### 1.3.1 Description of development

The hybrid planning application seeks part-detail/part-outline planning permission for the following (“the Proposed Development”): sought for:

Detailed planning application for Site A, for the demolition of all buildings on Site A and erection of mixed-use buildings providing ground floor flexible commercial use floorspace (use class E), a library (use class F1), market storage (use class B8), residential units (use class C3), landscaped amenity space, car parking, motorcycle parking, cycle parking, market infrastructure and associated works.

A Phased Outline planning application (Sites B, C and the Church Street Market) (all matters reserved) for the balance of the site for:

1. The proposed demolition of buildings and structures;
2. The erection of buildings and works of alteration to existing buildings for the following uses:
  - a. Flexible Commercial Floorspace (Use Class E);
  - b. Community Floorspace (Use Class F1 and F2);
  - c. Public houses, wine bars, or drinking establishments Floorspace (Use Class Sui Generis);
  - d. Market storage (use class B8), and
  - e. Residential Floorspace (Use Class C3) and ancillary residential facilities.
3. Associated infrastructure;

4. Streets, open spaces, landscaping and public realm;
5. Car, motorcycle and bicycle parking spaces and delivery/servicing spaces;
6. New pedestrian and vehicular access;
7. Market infrastructure and ancillary facilities;
8. Utilities including electricity substations; and
9. Other works incidental to the proposed development.

Further explanation (not forming part of the formal description of development set out above). Proposed Development for Site A comprises:

1. The proposed demolition of all buildings on Site A;
2. The erection of buildings, including tall buildings, that could deliver up to:
  - a. 429 Residential Units (Use Class C3) and ancillary residential facilities;
  - b. 541 sqm gross internal area (GIA) of Community Floorspace (Use Class F1);
  - c. 711 sqm (GIA) of Commercial Floorspace (Use Class E); and
  - d. 2,102 sqm plant space (GIA) and 1,511 sqm (GIA) parking/deliveries hub.
3. Alterations to the existing access road;
4. Streets, open spaces, landscaping and public realm;
5. Car, motorcycle and bicycle parking spaces and servicing spaces;

6. Market infrastructure and ancillary facilities; and
7. Other works incidental to the proposed development.

A Phased Outline planning application (Sites B – C and the Church Street Market) (all matters reserved) for the balance of the site as set out in detail in the accompanying Development Specification for:

1. The proposed erection of buildings, including tall buildings, and works of alteration to existing buildings that could deliver:
  - a. Up to 2,789 sqm gross external area (GEA) of flexible Commercial Floorspace (Use Class E);
  - b. Up to 459 sqm (GEA) of Community Floorspace (Use Class F1);
  - c. Up to 66,698 sqm (GEA) of Residential Floorspace (Use Class C3);
  - d. Up to 174 sqm (GEA) of Sui Generis Floorspace (Use Class Sui Generis);
  - e. Up to 3,398 sqm (GEA) of Plant & Service; and
  - f. Up to 6,623 sqm (GEA) of Parking & Delivery Hubs.
2. Alterations to the existing access road;
3. Streets, open spaces, landscaping and public realm;
4. Car, motorcycle and bicycle parking spaces and servicing spaces;
5. Market infrastructure and ancillary facilities; and
6. Other works incidental to the proposed development.



### 1.3.2 Site context

Sites A, B and C are located to the west of Church Street, with Sites A and C meeting towards Edgware Road and Site B adjacent to Penfold Street. The residential blocks affected by the proposals in this area are:

- A** Site A – Blackwater House, Cray House, Ingrebourne House, Lambourne House and Pool House
- B** Site B – Wandle House, Ravensbourne House, Lea House, Roding House, Medway House and Eden House
- C** Site C – Colne House, Daren House, Derry House, Isis House, Windrush House and Mole House

The planning application for Sites A, B and C is part of an area-wide regeneration programme for Church Street. These proposals were originally developed through the Church Street Masterplan (2017). The Church Street Regeneration Programme aims to create around 1,700 new homes, improve public spaces, a business and enterprise offer, an improved market and a wider variety of shops, better leisure and community facilities, and better accessibility in the area (such as more cycle and walking routes).

Sites A, B and C are within Church Street Ward. Regent's Canal is to the north, and Edgware Road in the west (where it meets Little Venice Ward). Much of the surrounding area has been designated a Housing Renewal Area in the Council's 2019-2040 City Plan. A Housing Renewal Area has been formally identified as being where affordable housing could be increased and improved.



Ariel view of Sites A, B and C

The sites are situated in the north of the borough of the City of Westminster, close to the West End. This central location has excellent transport links served by Marylebone, Edgware Road and Paddington rail stations. There are also regular bus services along Edgware Road.

Church Street is well known for its historic market, which the Council manages. Opened in 1830, it continues to be a longstanding and popular landmark in the community – with up to 160 stalls trading on Saturdays. On Church Street, and at the eastern end of the ward, a trade in antiques has flourished since the 1960s. More than 600 businesses trade in the ward.

Church Street is an ethnically diverse ward and home to one of the highest concentrations of social housing in the borough. Despite its proximity to the West End, the area has high levels of social and economic exclusion. It is the most densely populated ward in London and in the 10% of most deprived wards in the UK (Index of Multiple Deprivation, DCLG 2015).

According to the 2011 census, Church Street is the 23rd most diverse ward in the UK. A total of 50% of households speak English at home, with Arabic the most common language after English. Most non-British citizens living in Church Street have been living in the UK for over 15 years, with more than 40% having lived in the UK for over 20 years.

### 1.3.3 Characteristics of the site

The site has 17 residential blocks with 392 homes across the three sites. The number of units on these sites are:

- Site A – 144 units
- Site B – 177 units
- Site C – 71 units

Along the ground floor of each site are shops and businesses, including Church Street Library on Site B. Church Street Market runs centrally between the three sites.

At more than 50 years old, these buildings are showing signs of deterioration, with most residential blocks lacking modern design standards such as internal lifts and private amenity space.



Westminster City Council holds the freehold for all the sites. There is a mixture of resident tenures including: secure tenants, fixed term, temporary accommodation, leaseholders and private tenants (renting from non-resident leaseholders).



Proposed Site A development viewed from Edgware Road



**Key**

-  Detailed planning
-  Outline planning

Site map of the proposed areas for detailed and outline planning

## 1.4 Preliminary engagement: towards a Masterplan

Church Street was originally identified as a Housing Renewal Area in 2010 as part of our drive to address a shortage of affordable housing in the city. These are areas we earmarked as needing improvement. Since then, a number of plans have been published, including the Futures Plan in 2012. While not a formal planning document, it provided the basis for the later Church Street Masterplan (see appendix 4).

In 2013, we put forward a ballot to the community for a previous scheme based on the Futures Plan (2012). The ballot was to vote for the regeneration of 15 individual regeneration elements within the first phase of the Futures Plan. The ballot received an 87.5% 'yes' vote, with a voter turnout of 25.5%. Although, the majority of people backed the development of a scheme at the time, we have since taken the view that ballots are a poor metric for measuring community appetite for regeneration. Instead, a long-term engagement model has been adopted, rather than a ballot, to gauge support.

To begin to work towards a new scheme we carried out a ward-wide consultation for seven weeks during October and November in 2017. This listening exercise was used to gather feedback about the regeneration of Church Street. Feedback was then incorporated into the Church Street Masterplan.

Published in December 2017, the Masterplan outlines the main features for each site and marked the start of a cohesive approach to regeneration across the Church Street Ward.



Front cover of the 2017 Masterplan document

## 1.5 The Church Street Masterplan

The Church Street Masterplan is a milestone publication in the Church Street Regeneration Programme. It provides a framework for the development, outlining the opportunities and vision for the area. It includes a comprehensive analysis of Church Street, using existing studies and community feedback.

At the heart of the Masterplan is an emphasis on ensuring that the regeneration meets the needs of the community and creates sustainable, socio-economic change for generations to come. These aspirations continue to inform design development and consultation.

Within the Masterplan a set of priorities were established which include homes, health and wellbeing, market and enterprise, and making connections (later referred to getting around). Each of these themed areas has evolved as we've engaged with residents and stakeholders, and has helped us establish a design framework for the final proposals for Sites A, B and C.

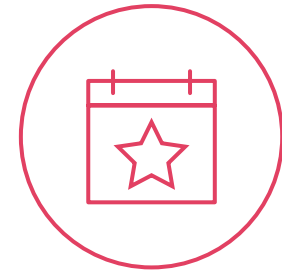
### Priorities identified in the Masterplan

1. Creating more homes, particularly affordable homes
2. Improving the health and wellbeing of people in the community
3. Better shops and a more vibrant Church Street Market
4. Improved connectivity, both within the Church Street Ward and neighbouring areas



An early vision for Church Street from the Masterplan

### During the 2017 consultation:



**350**

residents visited the consultation exhibition



**360**

residents took part in outreach event



**6,000**

copies of newsletters and a Masterplan summary document were distributed in the area



**54%**

of those who responded supported more homes being built in the area



**7**

local schools were visited and given information



**120**

feedback forms were returned



**80%**

supported the idea of a health and wellbeing hub on Lisson Grove



**152**

comment cards were received



**3,400**

people visited the consultation website



**75%**

felt the current Church Street Market layout could be improved

Following the consultation, the Masterplan was adopted to guide the economic growth and physical development of the Church Street area for the next 15-20 years. We were then able to begin working with residents to develop the more detailed plans for Sites A, B and C.

For more detail about the Masterplan consultation, appendices 6, 7 and 8.

## 2. Methodology

### 2.1 Informing our strategy

This Statement of Community Involvement (SCI) is being submitted to provide evidence of the comprehensive consultation and engagement strategies carried out at all stages of the development process. The strategies were developed and overseen by the Church Street communication and engagement team. They fully comply with the Council's Statement of Community Involvement 2014 (see appendix 8), and are in line with the requirements set out in the 'Better Homes for Local People – the Mayor's Good Practice Guide to Estate Regeneration' (published in 2018 and reinforced through draft London Plan Policy H8). These documents seeks to put the community at the heart of the decision-making process, and inform how, when and who are consulted for the preparation of a planning application.

We have also ensured that our proposals for Sites A, B and C fully adhere to the three principles that all regeneration schemes in London should meet according to the Mayor's Good Practice Guide to Estate Regeneration:

1. an increase in affordable housing
2. full rights to return or remain for social tenants
3. a fair deal for leaseholders and freeholders (fully detailed in our options for tenants and leaseholders, appendix 2 and 3)

Our aim to demonstrate a thorough and meaningful consultation process has also been informed by the 'Full and Transparent Consultation and Involvement' (section 3) within the Mayor's document.

#### The SCI evidences the outcomes of our consultation and engagement strategy:

- How community priorities in the Church Street Masterplan were developed through engagement and listening to feedback.
- Engagement activities carried out during the 2019 Options Consultation, which resulted in residents and stakeholders expressing a preference for the partial redevelopment and partial refurbishment of Sites A, B and C (Option 3).
- The two-stage detailed design Pre-Planning Consultation process and the development of the proposals in collaboration with residents and stakeholders.
- An overview of consultation and engagement activities, including the feedback gathered and how we responded.

- The work done to make sure that everyone in the community was given an opportunity to have their say, including those who are vulnerable and require additional accessibility requirements.
- How we will continue to communicate with the local community on submission of the planning application and the process to feedback afterwards.



Trader on Church Street Market

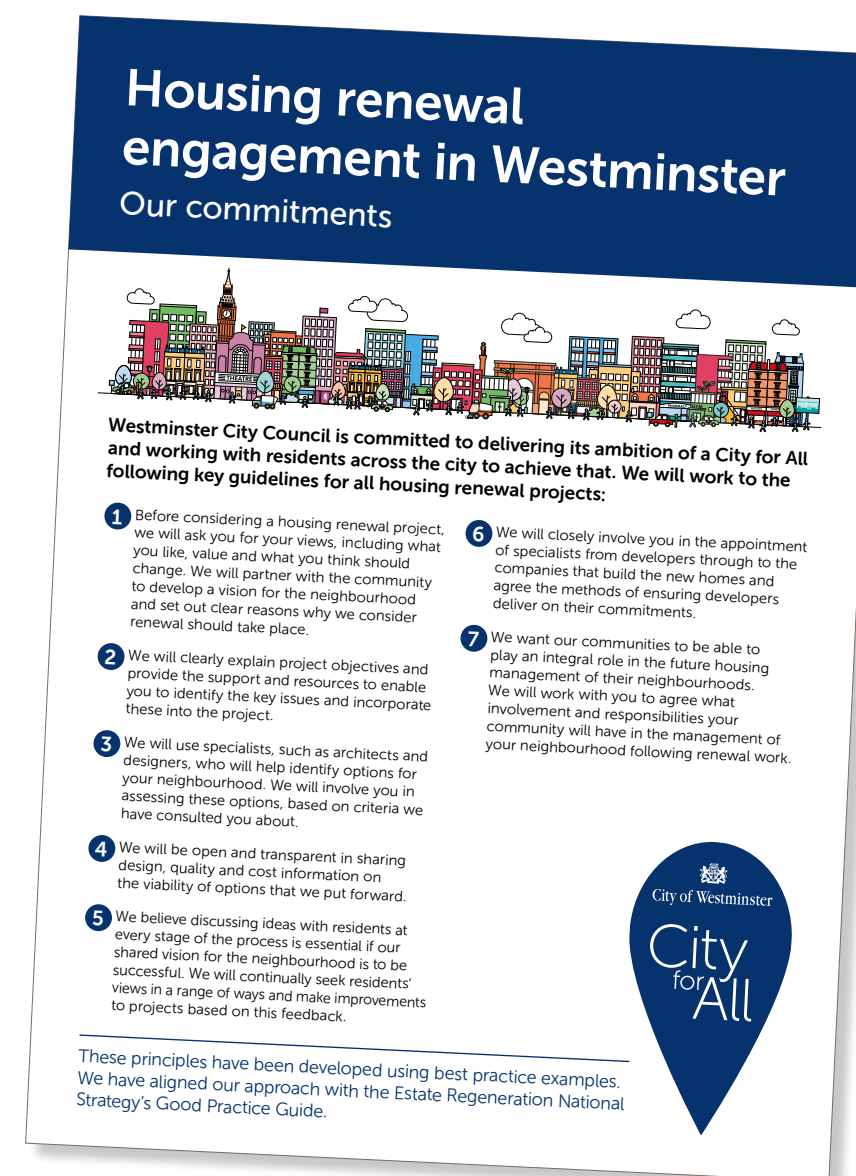
### 2.1.1 Housing renewal engagement in Westminster

The Council published the Westminster Housing Renewal Strategy in March 2010 (see appendix 9), which sets out commitments to effective engagement in all housing regeneration programmes.

#### The document includes the following commitments:

- Before considering a housing renewal project, we will ask you for your views – including what you like, value and what you think should change. We will work with the community to develop a vision for the neighbourhood and set out clear reasons why we think renewal should take place.
- We will clearly explain project objectives and provide the support and resources to enable you to identify and find out more about the key issues within a project.
- We will use specialists, such as architects and designers, to help identify ways to improve the area. We will involve you when assessing options in the emerging designs.
- We will be open and transparent in sharing design, quality, and cost information on the viability of options that we put forward.
- We believe discussing ideas with residents at every stage of the process is essential if our shared vision for the neighbourhood is to be successful. We will continually seek residents' views in a range of ways, and make improve projects based on this feedback.

- We will involve you in the appointment of specialists, from architects through to the companies that build the new homes. And we will agree on the ways we will make sure that developers deliver on their promises.
- We want our communities to play an integral role in managing housing elements in their neighbourhoods. We will work with you to agree what involvement and responsibilities your community will have once work has finished. For example, community involvement is maintaining green spaces.



Housing renewal engagement in Westminster document



The Church Street Market, viewed towards Edgware Road



## 2.2 Our approach to consultation and engagement

We have committed to develop and oversee a comprehensive consultation approach for Sites A, B and C. The intention is to enable residents and local stakeholders to engage in the development process as much as possible, at different stages of the project.

One of the aims of our consultation strategy is to make sure residents are kept informed about the regeneration process. While a greater aim is to enable residents to engage with and influence the scheme through participation in design development.

### We did this in various ways:

- Effective communication and information sharing are integral to our consultation approach.
- Inform and raise awareness on the project, including the overall vision, objectives, timeline and rationale for development.
- Ensure everyone in the local community and key stakeholders close to the site receive information about the project.

- Demonstrate transparency in consultation exercises and the feedback received from stakeholders, including estate residents, businesses, local neighbours, amenity groups and elected members.
- Communication and engagement strategies to help residents understand the renewal process and how they might be personally affected, plus how to get involved in consultation activities.
- Collaboration and listening exercises with residents and stakeholders to establish the future aspirations for Church Street and to develop designs.
- Establish ways for those directly affected by the regeneration proposals to be able to communicate their views, questions and concerns.
- Provide concise and jargon-free information that is easily accessible, both in print and online.
- PPCR was appointed as the Independent Tenant and Leasehold Advisor (ITLA), to provide support and advice to residents affected by the regeneration plans.



A member from our business and markets team talks with a Church Street trader to update on the proposals

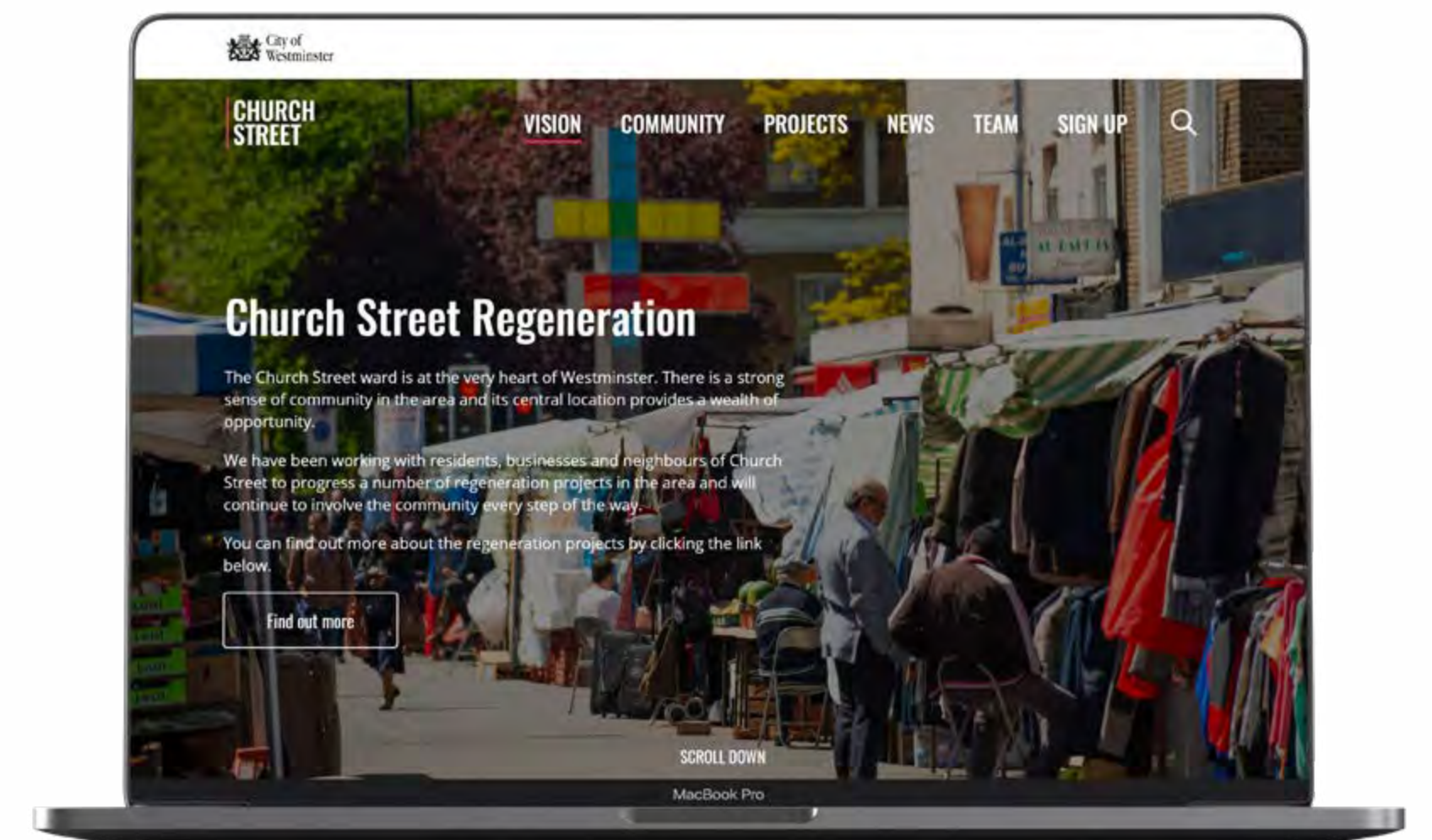
## 2.3 Communication and engagement tools

Various communication and engagement tools have been used at different stages of the project, aimed at providing specific information to various target audiences. These include:

- Regular print newsletters delivered within the community.
- A website (churchstreet.org), with news updates, background to the projects across the Church Street Regeneration Programme and contact information.
- A project team based onsite at a dedicated regeneration office, allowing residents to drop-in to find out more.
- The use of digital media, such as videos, webinars and websites.
- An ongoing business support programme and the Church Street Business Forum to engage local businesses.
- 'Coffee and cake' drop-ins at 35-37 Church Street and at the local school.
- Meetings and exhibitions with residents and stakeholders.
- Tailored approaches for engaging with and supporting residents depending upon their tenure type.
- Services and approaches developed to increase accessibility for residents, including translation support for those who do not have English as their first language.
- Activities for young people, including the creation of the Church Street Youth Voice Forum which works with young people to make sure their opinions are heard across the programme.



A Church Street newsletter which is delivered directly to the local community



Homepage of the project website churchstreet.org

## 2.4 Engagement framework

The framework model below shows how we communicated and engaged with residents and stakeholders. Content and activities were carried out under the headings of inform, participation and influence.



- **Newsletter** – distributed locally, containing project updates, information about events, and features of interest
- **Website** – providing information on the background to the project and updates, including newsletters for those who prefer to read online
- **Door knocking** – visiting residents to tell them about upcoming events and to raise awareness of the proposals
- **Letters and email** – to residents and stakeholders, outlining project updates
- **Drop-in sessions** – to find out more about the proposals and to ask questions about how specific properties would be affected
- **Webinars** – hosted by the Council and design team to present the proposals, explain how to give feedback, with Q&A sessions
- **Informative workshops and specific group meetings, in person and online** – for specific groups, such as leaseholders, tenants, residents groups and businesses
- **Regeneration Base** – an onsite office and one-stop-shop for residents to drop-in and talk to the project team
- **Site walkabouts** – group sessions with the design team to highlight design issues and improvements needed
- **Public exhibitions and pop-ups** – to share consultation materials and project progress, with residents able to ask questions and offer feedback
- **Digital consultation platform** – a Commonplace consultation website was used during the Pre-Planning Consultation to enable residents to feedback in a fully transparent way
- **Consultation responses** – on paper, online, via email, via phone, and in stakeholder briefings
- **Workshops, meetings, drop-ins** – the comments and discussions made by participants were recorded and used to influence the plans
- **Regular stakeholder briefings** – for the ward councillors and the Neighbourhood Forum.

### Key

- Inform
- Participation
- Influence

## 3. Involving the community

### 3.1 Stakeholder mapping

To support engagement, the team carried out an extensive stakeholder mapping exercise.

This ensured we were engaging with as many sections of the community as possible about the plans for Church Street Sites A, B and C.

- **Residents of Sites A, B and C (including those still living on the estate and tenants and leaseholders who have been temporarily rehoused as a result of the project)**

Tailored information and support provided for different types of tenancies, addressing their particular needs around their current home and expectations of their new one. This includes those who are private and temporary accommodation tenants.

- **Residents in the surrounding area**

As the project is part of a larger regeneration programme, we have regularly communicated with people living and working across the Church Street Ward. We also extended our reach in the Pre-Planning Consultation to include a section of the Little Venice Ward.

- **Businesses and market traders on and around Church Street**

Church Street has a Retail, Business and Markets team, which works with local traders. They are updated on our proposals through communication

material and our Business Forum. Businesses on Edgware Road and in the surrounding areas are also kept informed and updated.

#### 3.1.1 Church Street Library

We propose to relocate Church Street Library as part of our project plans. We have engaged with library staff and the Friends of the Church Street Library group as the project progressed.

#### 3.1.2 Local stakeholder and amenity groups

Information about the proposals and consultation were shared with the following groups:

Church Street Ward Neighbourhood Forum; Church Street Ward councillors (meet with the team approximately every month); Four Rivers Resident Association; St Marylebone Society; Paddington Waterways and Maida Vale Society; Lisson Green Tenants and Residents Association (TARA); Lilestone Co-Operative Residents Association; Cherwell House Residents Association; Church Street Area Residents Panel; St John's Wood Society; Marylebone Association; Sherringham Sounding Board; Voice for Fisherton Sounding Board; Alpha House Residents Association; Morris House Residents Association

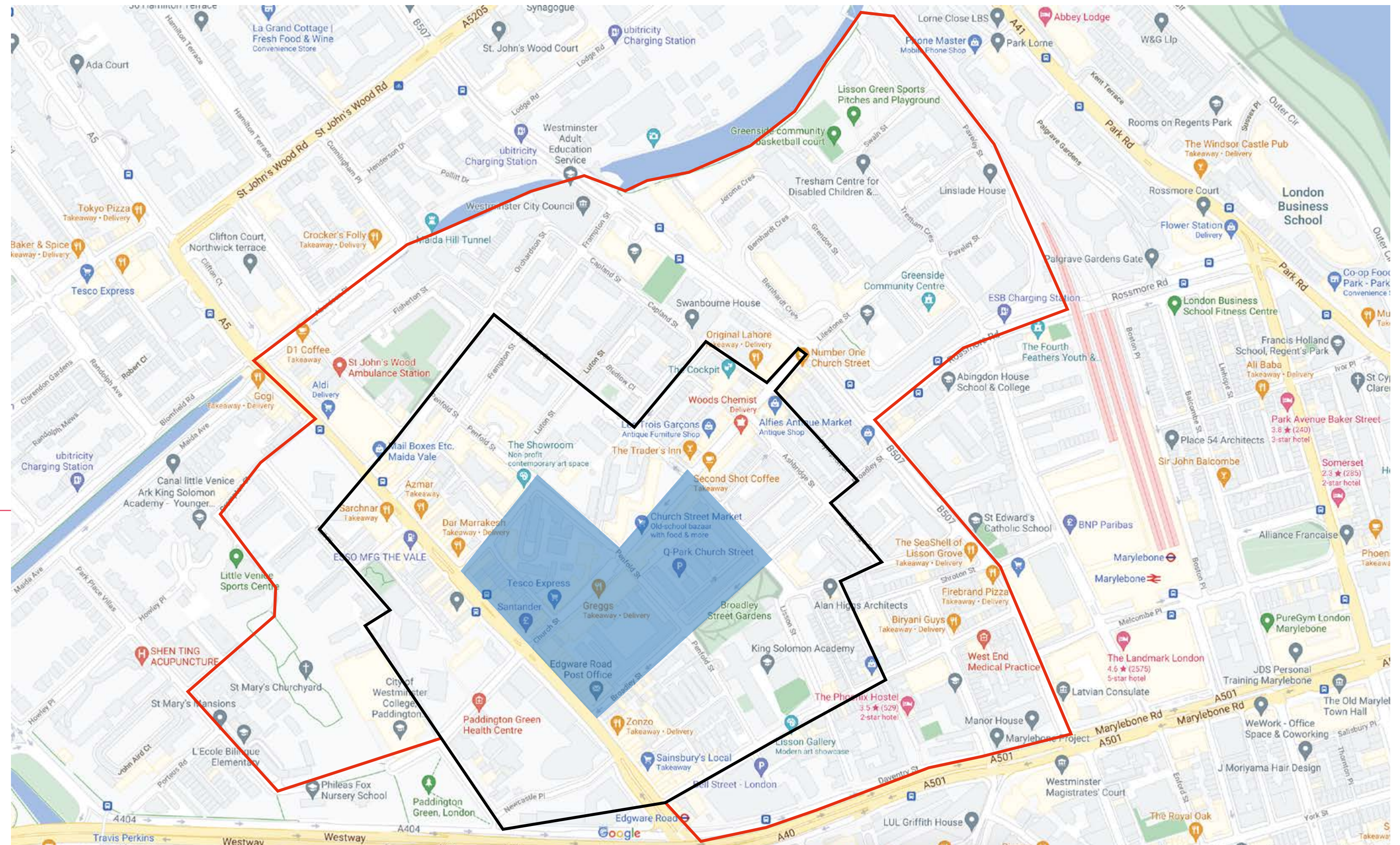
We have also engaged with:

- **Local schools**  
The Portman Early Childhood Centre; Gateway Academy; St Edwards Primary; Ark Paddington Green Primary; Christ Church Bentick; King Solomon Academy; City of Westminster College
- **Cultural sites**  
The Cockpit Theatre; The Showroom; The Lisson Gallery
- **Organisations that represent younger people**  
Westminster Foundation; Marylebone Bangladesh Society; Four Feathers Association
- **Organisations that represent older people**  
Age UK- Church Street; Glarus Court and Lambourne House Sheltered Housing
- **Political stakeholders**  
Leader of the Council; Cabinet members, Ward councillors (Church Street, Little Venice); The Mayor of London MEPS; GLA members
- **Staff**  
Housing Management Team; Community Safety Police

### 3.2 Consultation reach

An aim of our consultation approach has been to maximise awareness and engagement in the regeneration proposals by ensuring a wide reach within the community. Central to this is that all residents in Church Street Ward receive promotional materials at each stage of our consultation process. The map below shows the area we covered during the Pre-Planning Consultation exercises. The map covers Church Street Ward and a section of Little Venice Ward, which includes around 7,000 properties.

The perimeter in red shows how far we distributed the consultation flyers, and posters. Within the perimeter in black we distributed consultation booklets to doorsteps. The reach was agreed with the Council's planning department and reflects the intention to consult widely – not just with residents, but also those in neighbouring communities who visit Church Street.



Area map showing the extent of our consultation reach

### 3.3 Church Street Regeneration Base

Since 2016 we have used a vacant shop unit on Site A to provide an onsite office and one-stop shop for residents to get more information about the project. Called the Regeneration Base, it's staffed by members of various teams including housing services, business development, employment coaches and leasehold advisers. Residents are able to ask questions, pick up information and be directed to appropriate council services.

The Regeneration Base is open Monday to Friday, 9am – 5pm. During the Covid-19 lockdown, the office had to close, however people could still call and make online appointments with the project team during this time. Posters on the office window provided contact information. As the lockdown restrictions eased in the second quarter of 2021, the office re-opened with shorter opening hours to allow the team to travel at quieter times.



The Regeneration Base is open Monday to Friday for residents to talk to the project team

### 3.4 Social regeneration

The team's vision for the projects (including Sites A, B and C) within the Church Street Regeneration Programme is to create a place that people love to work in, visit and call their home. This approach to area-wide regeneration is more than building homes. To achieve this vision, we have developed a significant social regeneration programme providing dedicated support and services. These include:

- The Neighbourhood Keepers programme which funds local providers of health, wellbeing, and environmental activities in the community, so that they can be offered at no cost to users. Examples of activities include over-50s Zumba, a chess group and projects to encourage the community to garden together.
- Work on the Green Spine regeneration project, which aims to benefit the area with a new park and a pedestrian-friendly route through Church Street. Local residents have been involved in tree planting programmes to help improve air quality.
- The employment coaches support local people with essential skills such as CV writing and finding ways into employment. This includes supporting local people to apply for jobs and prepare for interviews post Covid-19, for example via Zoom meetings.
- Creative based projects including poetry, painting and photography.

- Infrastructure planning to understand the cultural fabric of Church Street to ensure this is captured and respected and informs the regeneration scheme design process.
- The organisation of large-scale community events, such as the Church Street Christmas Lights switch-on and the Neighbourhood Keeper Summer Festival.
- Ongoing Section 106 and social value commitments from contractors working on the Church Street programme.

### 3.5 Retail, business and markets

- Business development support and advice to promote entrepreneurship locally. As well as our on-site business team, we employed a specialist retail consultant to work with, and support, traders on a one-to-one basis.
- New enterprise, community and arts spaces proposed for the Church Street Triangle, Lisson Arches, and Sites A, B and C.
- An ongoing business support programme and the Church Street Business Forum to engage local businesses.



A local young person at the community planting day for the Green Spine regeneration project

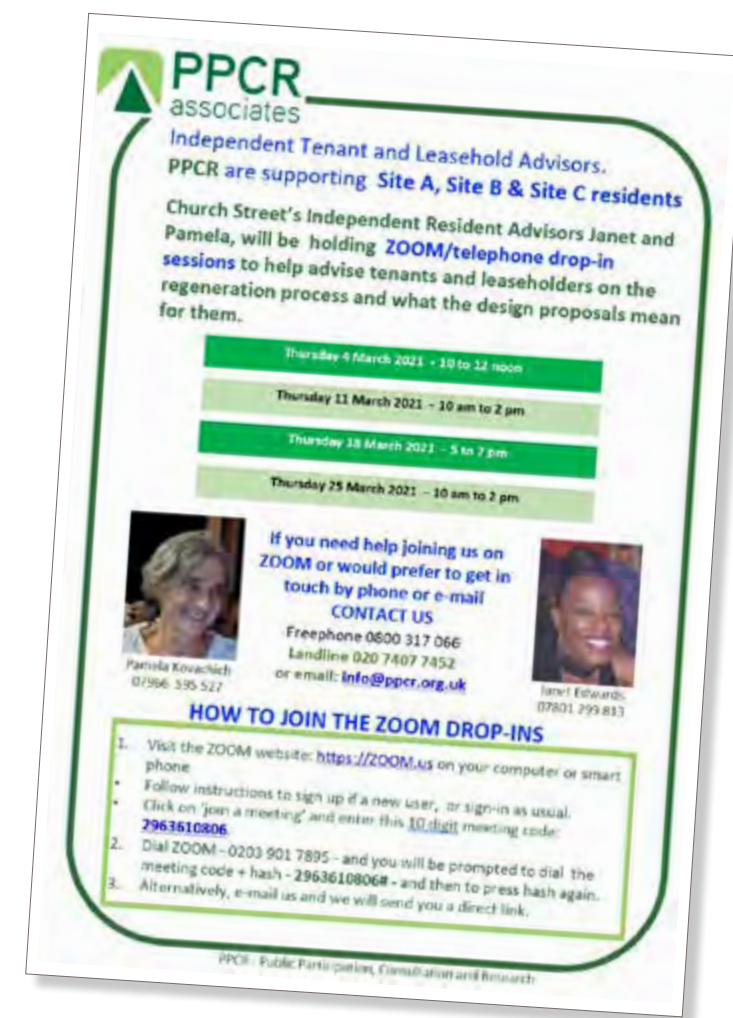
### 3.6 The Independent Tenant and Leaseholder Advisor (ITLA)

Public Participation Consultation and Research (PPCR) has been the ITLA for Church Street Sites A, B and C since 2018. The organisation's role is to provide independent support and advice to residents whose homes are affected by the regeneration proposals. Residents are able to speak to PPCR staff confidentially about issues related to their personal housing circumstances affected by the regeneration. Residents can also use the service to voice any concerns or issues about the regeneration process.

PPCR staff have held regular drop-in sessions both onsite and online, providing advice and support to leaseholders and tenants. They have also attended consultation events, hosted community outreach activities (such as knocking on doors and calling people) and have distributed posters and flyers raising awareness of the service they offer.

Between February 2020 to July 2021 PPCR carried out over 200 doorknock sessions, held over 30 drop-ins and dealt with over 170 queries.

A flyer advertising PPCR resident drop-ins during the first round Pre-Planning Consultation



PPCR have provided the following statement about their activities and work with residents on Church Streets sites A, B and C:

#### 3.6.1 Statement from PPCR

PPCR is an independent housing consultancy and research company. Founded in 1989, we have a highly successful track record in working with all types of communities, looking to take control of their own environments and influence the services they receive from their landlord.

Chosen by Church Street residents, PPCR was appointed at the end of 2018. After a series of introductory meetings with Westminster City Council officers working on the regeneration, PPCR started to visit residents' homes, across the Church Street sites and Sites A, B and C, to introduce themselves, explain the role of an ITLA and discuss residents' views on the regeneration. PPCR also delivered a newsletter to homes and businesses, so everyone had our contact details and knew what our role was through the regeneration.

#### Overview

PPCR has worked as the ITLA on Church Street since February 2019. Its role is to provide confidential independent impartial advice and support to tenants, resident and

non-resident homeowners, and temporary accommodation tenants. This ensures they can play a part in the regeneration of their estate. To support this, we organised a range of outreach initiatives, workshops and training sessions.

Throughout our appointment we have provided support to the Council in terms of encouraging wider engagement in consultation and design events and processes. In addition, our regular door knocking, home visits; one to one drop-in advice sessions and individual casework service has been consistent throughout our appointment.

We have promoted and encouraged residents' attendance at council consultation events and meetings, i.e. the Church Street regeneration Options Consultation exhibition which was launched in March 2019. The event was followed by a number of workshops, drop-ins and PPCR used their door knocking sessions to encourage residents to give their feedback on the four regeneration options. PPCR pro-actively participated at all consultation events, open meetings and workshops.

Monthly ITLA Performance reports detailing completed and planned engagement activities, contact levels and key issues have been provided to the Council on a monthly basis since the start of our appointment.



### Resident engagement activity

Following the initial door knocking sessions in February 2019, PPCR held their first drop-in session in April 2019 and these sessions have continued on the second and fourth Thursday of every month since then.

PPCR also joined the Council's workshops and consultation events in the spring 2019 engaging with 61 residents and made contact with members of three local RAs, Morris House, Four Rivers and Lisson Green.

In July 2019, PPCR attended an additional 12 workshops and five drop-in sessions organised around the design exhibition. At all these events we talked to residents, recorded their views and questions and asked for their contact details so we could get back to them with follow up information as appropriate. We also made sure they left with our contact details too.

We advise residents on the Council's tenant and leasehold policies, including rehousing, decanting, home loss and disturbance issues, providing support and sign-posting residents as required. In summer 2019, we arranged and delivered tenure-specific workshops to residents in conjunction with the relevant council officers. To ensure the workshop contents were accessible to residents for whom English was not a first language, we also arranged for interpreters to attend all workshops.

Pre-pandemic, drop-ins, pop-ups and door knocking became our main tools for keeping in contact with residents. During the pandemic we kept in touch through flyers, phone calls, emails and Zoom sessions and our main focus was on vulnerable residents in Lambourne House who were isolated by the Covid-19 restrictions and at the same time facing a major move.

During the pandemic the drop-ins for Site A continued as Zoom sessions which were advertised by flyers. We found that the flyers had the advantage of promoting our services, and even if residents were not confident joining Zoom sessions, they would often pick up the phone and ask for advice.

Throughout our involvement in Church Street we have met regularly with the officers dealing with buybacks, allocations and also rehousing temporary accommodation residents. These relationships has proved invaluable, enabling us to support the residents more effectively, getting prompt answers to their queries and concerns, and also supporting officers in cases where residents are not engaging. Residents have learned to trust us and turn to us with their questions and concerns.

The PPCR team will continue to attend all future regeneration events, encouraging resident participation and providing advice and support to residents as required.



The ITLA service meeting with local residents at 35 Church Street

### 3.7 Accessible engagement

Our approach to consultation and engagement has been tailored to support people who have additional needs or require specific information:

- Through a detailed housing needs assessment, we identify the level of support each household or individual needs to help them move from a development site to their new home. We then develop a bespoke plan, which can include a dedicated officer to: support residents with the process both, during and after their move; help with preparing their new homes with adaptations, reconnections; and also help with packing.
- Regular conversations with members of the Church Street branch of Age UK, who have promoted consultation activities throughout their network and have kept us informed of their engagement activities with residents.
- Taking advice from the WCC Able Staff Network, we offered exhibition sessions for autistic people and residents with visual and hearing impairment. Residents could call or email the Regeneration Base and ask for a face-to-face appointment to have their consultation questions answered in a quieter, low stimulus environment.
- Translation services are available for those who need telephone or text translation of consultations materials. This is advertised on our materials in alternative languages, and in addition several team members speak Bengali and Arabic (the most commonly spoken languages in the ward after English) alongside a variety of other languages.
- We've worked with leaders from the local Bengali community to provide reassurance and translation skills to non-English speaking residents.
- Providing the online Commonplace engagement tool encourages feedback from those unable or unwilling to engage through face-to-face methods. This can include young people, residents with disabilities, and residents who would prefer to comment from their own home.
- Created a Church Street Youth Voice Forum, in partnership with the Marylebone Bangladesh Society and the Young Westminster Foundation.



A member of the Church Street Youth Voice promoting the forum

## 4. Design development

### 4.1 Engagement methods

During the design development stage of Sites A, B and C we used a range of engagement methods to involve people in the consultation process. These methods follow the principles of the Mayor's Guide to Estate Regeneration (2018) which is a good practice guide to estate renewal.

#### 4.1.1 Engaged residents group

We hosted a group for residents in Sites A, B and C who were particularly keen on getting involved with the regeneration proposals and providing feedback. Their feedback and involvement has helped shape the project. There were over 60 members of the group, made up of both tenants and leaseholders.

Workshops were held in the exhibition space at 35 Church Street and included presentations from the design team. Residents worked in groups to analyse the development options and offer feedback on designs. Their focus was on the Masterplan design priorities of homes, health and wellbeing, shops and markets, and getting around. This feedback, along with views gathered at public exhibitions, helped the design team develop an initial design proposal.

#### 4.1.2 Youth engagement

We have involved young people throughout the project, directly through design development and in community-based activities. During formal consultation periods, we have hosted drop-in sessions for young people, coffee mornings at a local school (where we also engaged with parents) and held meetings.

During the Pre-Planning Consultation, in partnership with the Young Westminster Foundation and the Marylebone Bangladesh Society, we created Church Street Youth Voice. The Youth Voice is a forum made up of around 20 local young people aged 12–24. Its long-term vision is to create a sounding board for both design development and social regeneration initiatives across the Church Street programme. The forum has helped young people to learn more about the regeneration and to get more involved in their local community.



Youth Voice meeting at the Marylebone Bangladesh Society

### 4.1.3 Public exhibitions and pop-ups

At important milestones during the project, we have held a series of public exhibitions and pop-ups. The public exhibitions were held at a dedicated consultation space at 35 Church Street. This space has also been used to display consultation boards and models for Sites A, B and C, allowing residents to spend as much time as they choose to read more about the designs.

We have also held a series of pop-up consultation stalls on the Church Street Triangle. These were successful in engaging with residents and the local community in a more informal setting. The regeneration team talked to members of the public, answered questions and gathered feedback. Situated near the market in the centre of Church Street, its prominent location led to many people getting involved.

### 4.1.4 Church Street Ward councillors

The Church Street project team meets approximately every month with local councillors to discuss the proposals for sites A, B and C and the wider regeneration programme. These meetings are used to update councillors on the scheme and for us to listen to their views, and of the residents that they represent.

### 4.1.5 Commonplace platform

For the Pre-Planning Consultation, we launched a consultation website – churchstreetdesign.commonplace.is. The use of Commonplace is recommended in the Mayor's Good Practice

Guide to Estate Regeneration 2018. It is part of range of broader opportunities for residents to be kept updated and engaged.

Designed to be an online exhibition, visitors were able to give their feedback and read what others had to say. Other benefits include:

- People gave feedback on elements of the project when it suited them, without having to attend an event at a specific time and place.
- Residents and stakeholders can provide feedback anonymously and in confidence.
- It allowed the project team to consolidate all feedback statistics from the platform to present in an easily digestible way.
- It's easy to use and navigate, to access project information quickly.
- It demonstrates our commitment to being transparent during the consultation process, as feedback from the platform is available to see publicly.
- All consultation documentation can be downloaded in one place, including webinar and video content.
- During Covid-19 lockdown, it was invaluable in allowing people to safely feedback from home.

### 4.2 Adapting our approach during the Covid-19 pandemic

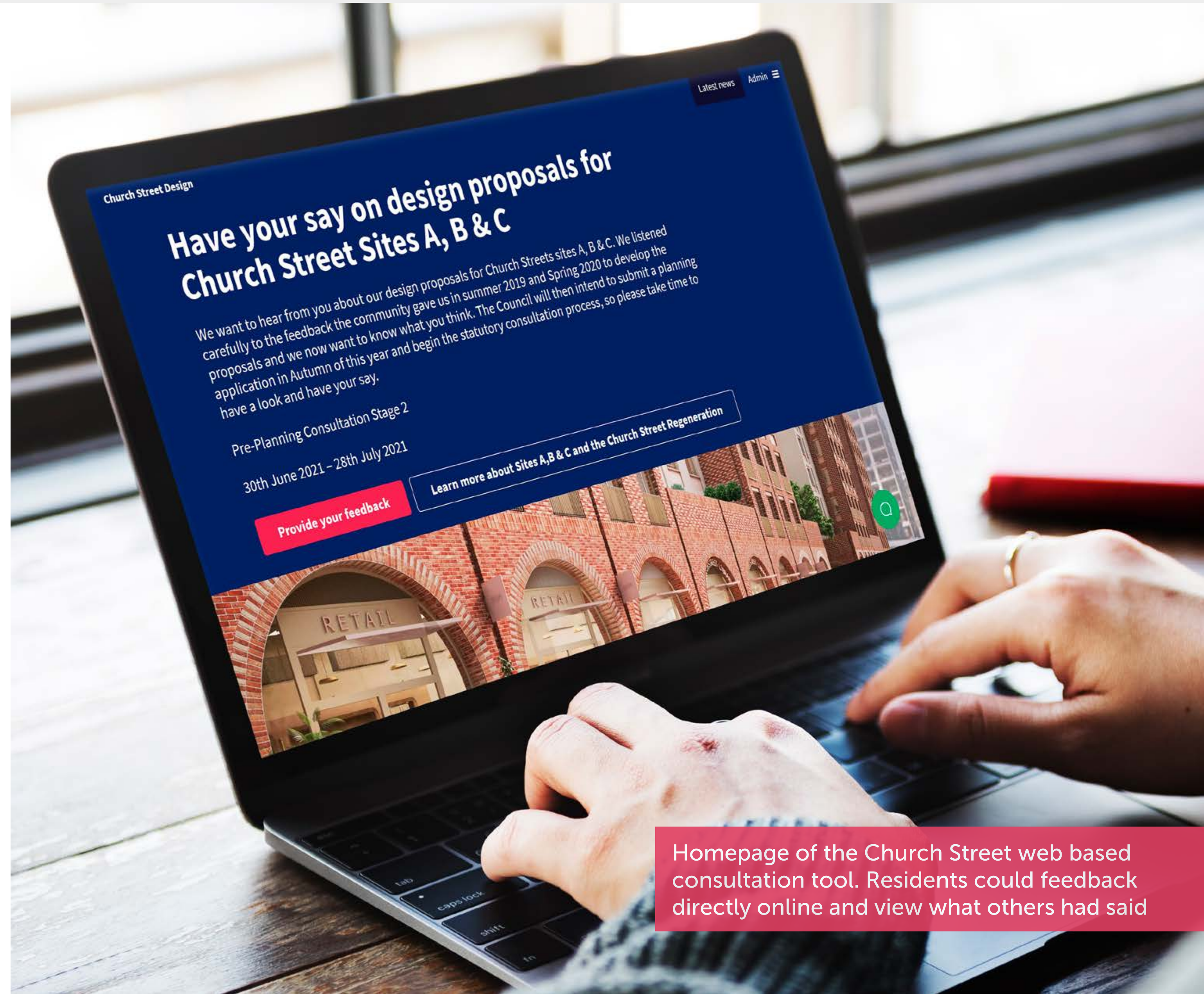
Since March 2020, the Covid-19 pandemic and ensuing restrictions meant we had to find new ways to communicate and engage with the community to ensure they were still involved as the project moved forwards.

At the peak of the pandemic, our consultation methods needed to change considerably – especially during the first stage Pre-Planning Consultation in March 2021. The changes to our methods, however, did not mean we scaled back our engagement. In fact, the number of people getting involved actually increased from previous consultations. For example, the first stage Pre-Planning Consultation saw twice the number of people giving feedback compared with the Options Consultation.

As the 'stay at home' restrictions eased, we were able to adopt a hybrid approach in the second stage of Pre-Planning Consultation. This combined successful consultation methods used during lockdown combined with physical events. The hybrid approach also led to high levels of engagement, and again saw more people feedback overall than in the Options Consultation.

## Consultation and engagement methods used during lockdown included:

- A consultation booklet delivered to nearby properties in the area. The booklet included ways to offer feedback – either online, by using the printed feedback form and Freepost envelope provided, by telephone or during an online webinar.
- The project team called residents in the statutory consultation area, as well as older and vulnerable residents further afield (but still within the ward) to make sure they had received consultation materials, knew how to give feedback and were aware of other ways to take part in the consultation. Many residents also appreciated the opportunity to talk to the team at a time when social interactions were limited. Everyone contacted had given us permission to get in touch with them.
- Webinars were presented by us and the architect, and included details of the scheme, followed by a Q&A session.
- Zoom meetings with community groups and other stakeholders.
- A virtual video walkthrough of the proposal on our website, which was promoted through social media channels.
- A translation telephone support service was offered to all residents who needed it.
- Staff from the Independent Tenant and Leasehold Advisor appointed for the project, PPCR, called residents of Sites A, B and C and held online workshops to support tenants and leaseholders.



Homepage of the Church Street web based consultation tool. Residents could feedback directly online and view what others had said

## 5. Church Street Priorities Consultation 2018

The Church Street Priorities Consultation was carried out between 12 November and 7 December 2018. The aim was to build on the findings from the consultation on the Masterplan in 2017 and further understand what the community most wanted from the regeneration.

While the Masterplan consultation set out a vision for the entire Church Street area (see page 13), the purpose of the Priorities Consultation was to ensure that our vision was aligned with the priorities of the local community. The feedback gathered was then taken into account and used to shape the later Options Consultation.

As an area identified in the Masterplan for regeneration, consultation activities primarily focused on those who live and work in and around Sites A, B and C. Using the main criteria set out in the Masterplan, the aim was to generate further discussion about homes, health and wellbeing, market and enterprise, and making connections. Emphasis was on finding out more about what people liked and didn't like about the Church Street area, and what features were most important.

### A summary of the key engagement activities:

Activity/Material	Area/ Group Covered	Date
Workshop at King Solomon Academy	Residents who had been identified as being keen to be involved in the consultation	27 October 2018
Newsletter	Residents and businesses in Church Street Ward	9 November 2018
Leaflet	Everyone in Sites A, B and C	15 November 2018
Church Street Business Forum	Business owners and market stall traders	4 December 2018
Door knocking	All blocks in Sites A, B and C	Throughout the consultation period
Regeneration drop-in sessions and exhibition at the Regeneration Base	Available to any member of the public	24 November 2018 28 November 2018 5 December 2018 6 December 2018
Survey available online	Everyone in Church Street Ward	Throughout consultation period

A total of 162 responses were received during this phase of consultation. From these, we were able to further understand the needs and priorities of the community. This was used to begin to shape future proposals, appointing a professional team to work on potential redevelopment options.

## 5.1 Promoting the consultation

- Newsletters were delivered to all properties in Church Street Ward, giving details of the consultation, how to get involved and upcoming events. The newsletter was also available in Bengali, Kurdish and Arabic, which are all widely spoken in the Church Street area.
- Knocking on doors of all properties in Sites A, B and C (as well as across the Church Street area), encouraging residents to fill in the survey.

## 5.2 Exhibition and events

- A workshop was held for 62 members of the Engaged Residents group at King Solomon Academy on 27 October 2018. These residents were identified as being particularly interested in taking part in shaping the project. A stall at King Solomon Academy's Summer Fair helped to identify these residents, as well as involving people who had taken part in previous consultations.
- The Business Forum was held on 4 December 2018 at BNP Paribas' offices on Church Street for local business owners and market stall traders to give their views.
- An exhibition was held at the Regeneration Base at 99 Church Street, with members of the team on hand to answer questions and gather feedback from attendees. The dates of the exhibition were:
  - Saturday 24 November, 11am – 3pm
  - Wednesday 28 November, 11am – 7pm
  - Wednesday 5 December, 11am – 7pm
  - Thursday 6 December, 11am – 7pm

The exhibition boards provided background to the Masterplan and identified Sites A, B and C as three major regeneration sites. They also set out the four options of development that could be considered as part of a future options appraisal process. These options were to:

- maintain;
- refurbish;
- part develop, part refurbish; or
- fully develop.

Visitors were encouraged to give feedback using sticky notes on the exhibition boards under the four key priorities for regeneration, as well as completing a feedback form with any further comments.



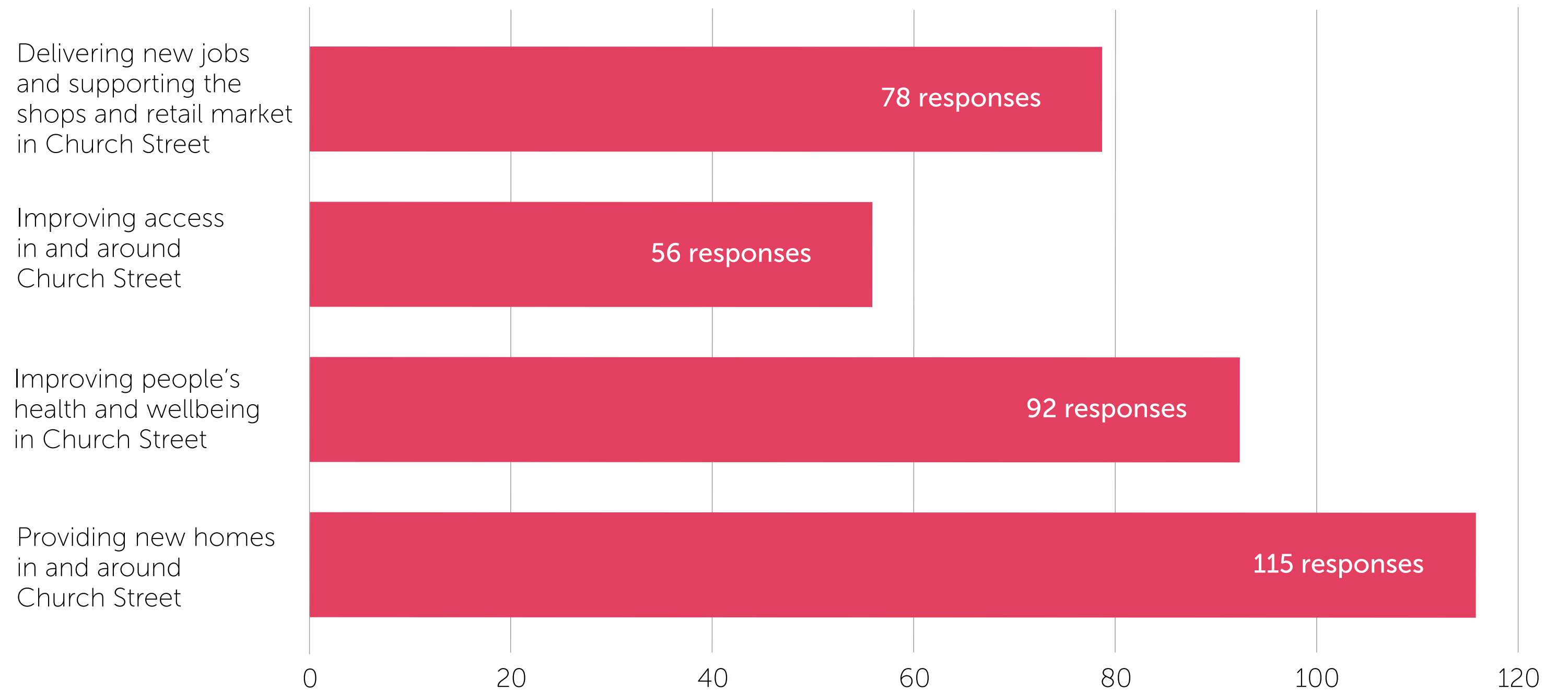
Trader stalls on the Church Street Market

### 5.3 Feedback summary

The headline findings from the Priorities Consultation were:

- A clear majority (71%) indicated that new homes in Church Street were a priority for any regeneration. This aligns with our priorities and the vision set out in the Masterplan. People said that they want good quality new homes that are truly affordable.
- Health and wellbeing was the second highest priority, with people wanting increased availability for GP appointments and more public spaces.
- On the theme of economics and retail, people were also keen for there to be a wider variety of stalls at the Church Street Market.
- Access was considered to be the lowest priority, with only 35% classing it as an important consideration. There was a slight difference in opinion as some people wanted to see cycle lanes and pedestrians being prioritised, whereas others felt no change was better than cycle lanes.

#### 5.3.1 What were people priorities?



The bar chart shows the most regularly identified priorities in the survey. Respondents could provide more than one answer.

Of the 162 people who gave their views, 115 (71%) chose providing new homes as one of their priorities in the Church Street regeneration. This was more popular than any of the other three options. Health and wellbeing was the second highest, with 57% saying

that this was a priority. Just under half (48%) said that new jobs and supporting the shops and market in Church Street was a priority, while only 35% gave improving access as one of their top two priorities.



### 5.3.2 What was said about the key area priorities?



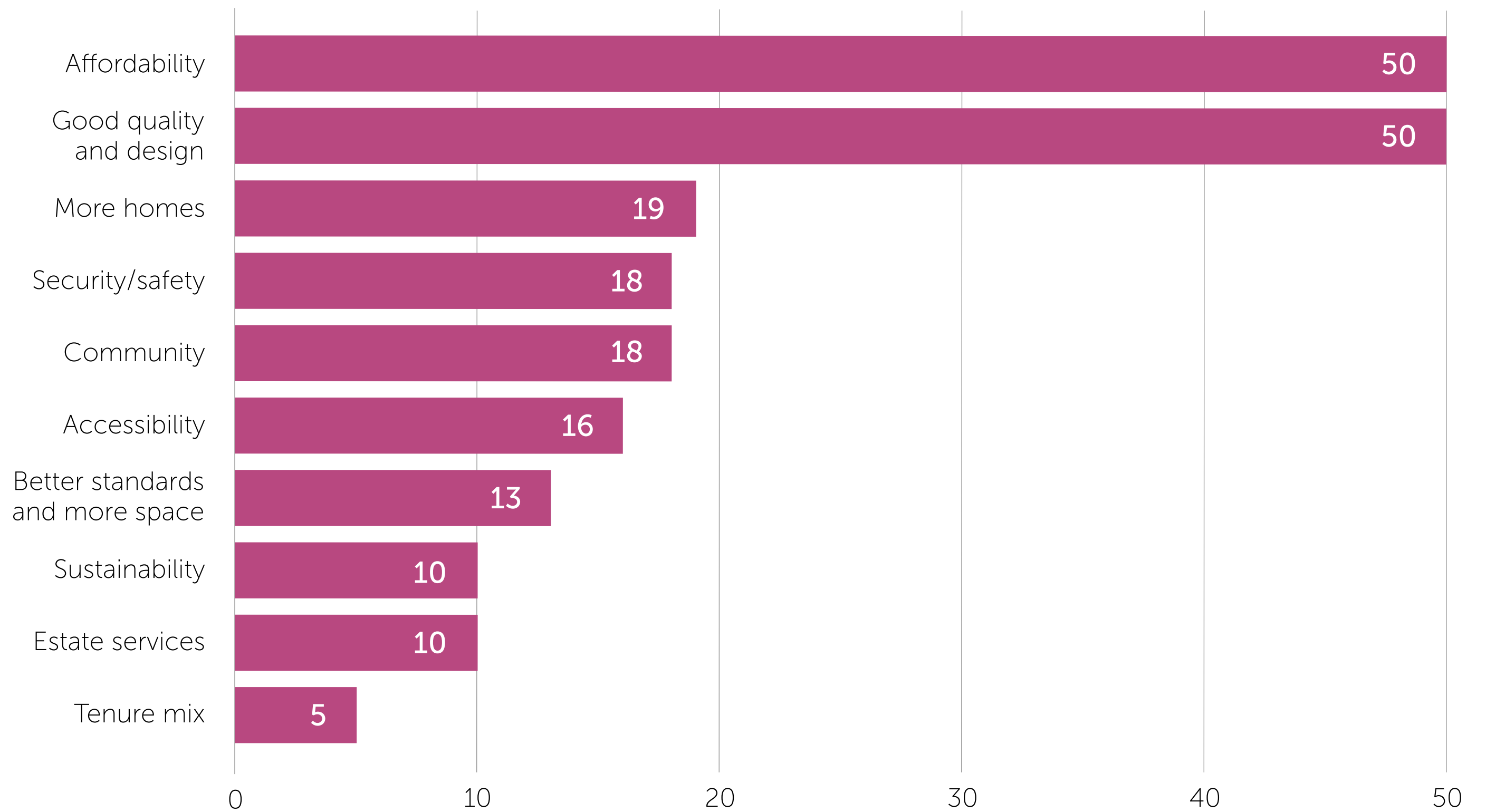
#### Housing

Residents were asked:

*What would be your main priority as we look to build more homes in and around Church Street?*

#### Main findings

- The need for the new housing to be a good quality, spacious and well designed. In relation to this, residents mentioned the poor quality of current housing.
- Homes that are genuinely affordable. Some residents suggested that the affordable level should be linked to the income of local residents rather than the borough as a whole, and that homes should be made available for social housing.
- Some people also wanted an assurance that current residents would be rehoused in the area after the regeneration work, and that the community remained as mixed as it is now (in terms of ethnicity).
- The issue of retained tenancy rights for council tenants was brought up at the residents workshop and mentioned in surveys.
- Limited lift access for a number of blocks was often highlighted.



The bar chart shows the most regularly identified priorities in the survey. Respondents could provide more than one answer.

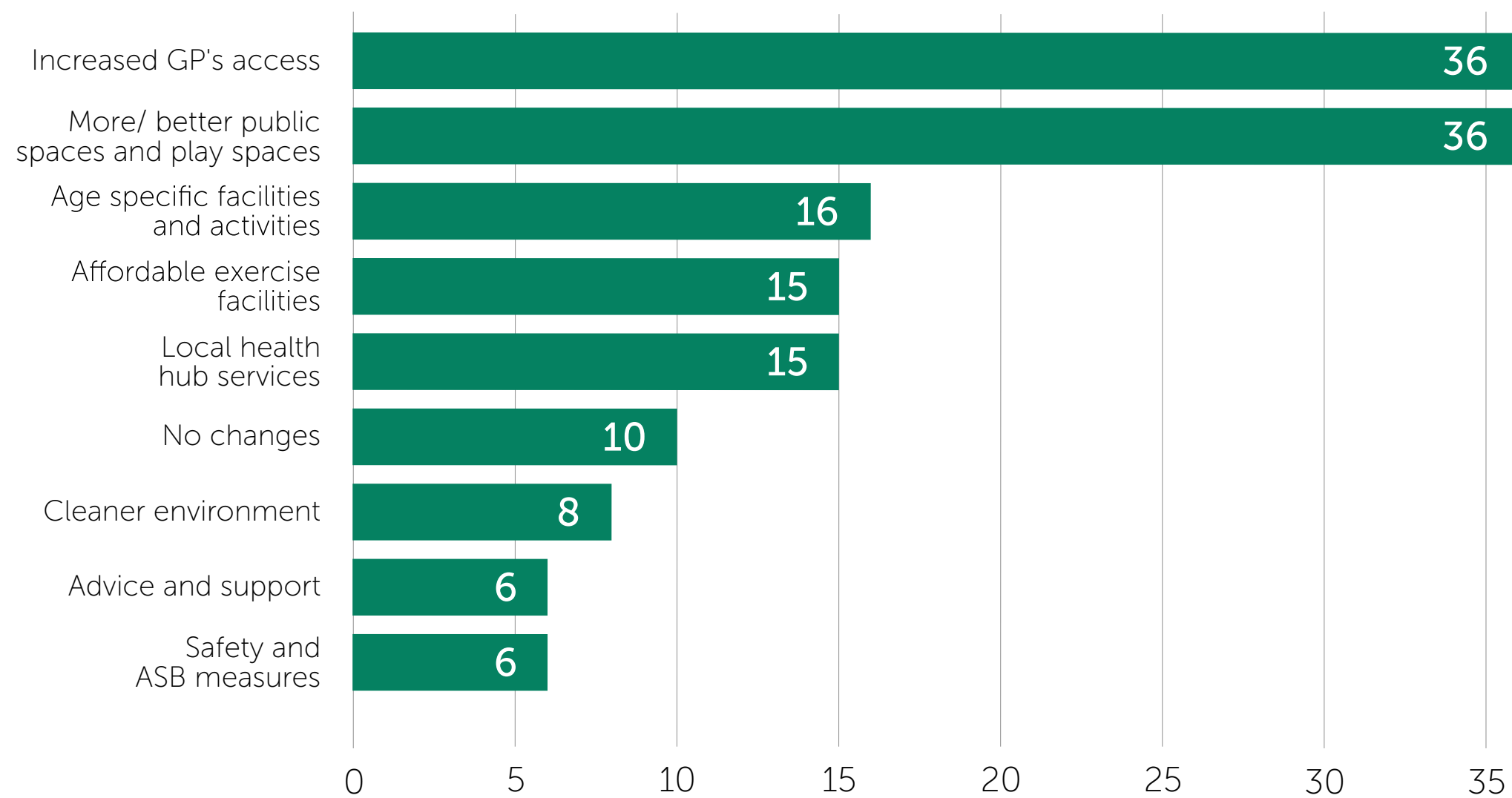
## Health and wellbeing

Residents were asked:

### How do you think the Council could improve health and wellbeing in Church Street?

#### Main findings

- More access to GPs, given the lack of available GP services in the area and long waiting times for appointments.
- More, and better, public spaces, including green spaces, parks and play facilities.
- Several people mentioned that a local health hub could be of benefit to the local community.



The bar chart shows the most regularly identified priorities in the survey. Respondents could provide more than one answer.

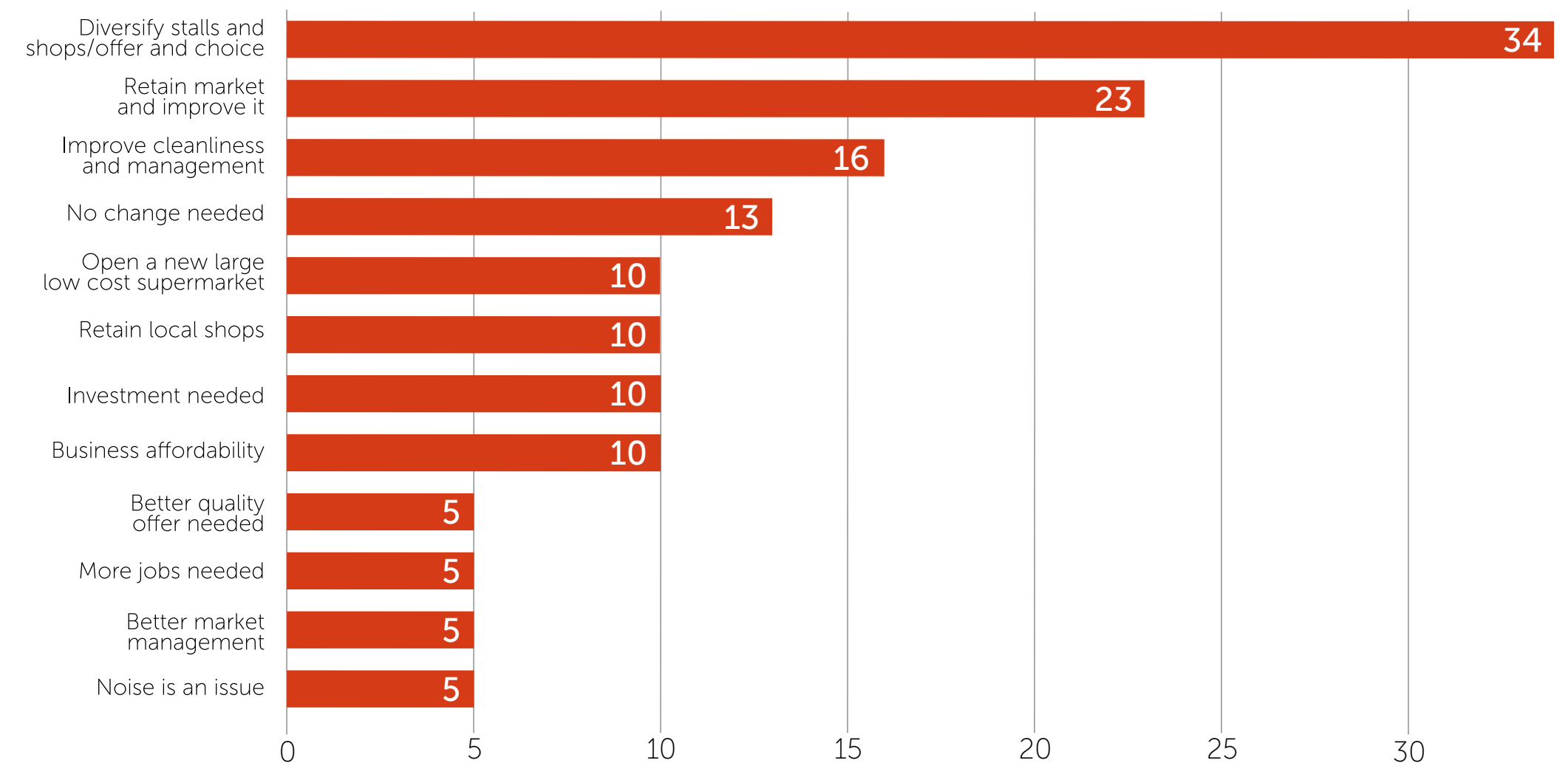
## Shops and markets

Residents were asked:

### When thinking about the current market and retail within Church Street, what changes would you most like to see?

#### Main findings:

- Many people who responded wanted to see more choice in what the market offered.
- The market needed to be cleaner, to make it more customer friendly. Many people said that, at the moment it is dirty, and therefore unappealing.
- Several residents said that they felt more facilities were needed to help the market become successful, such as toilets, modern stalls and a supermarket.
- Traders said that water and electricity facilities would help them.



The bar chart shows the most regularly identified priorities in the survey. Respondents could provide more than one answer.



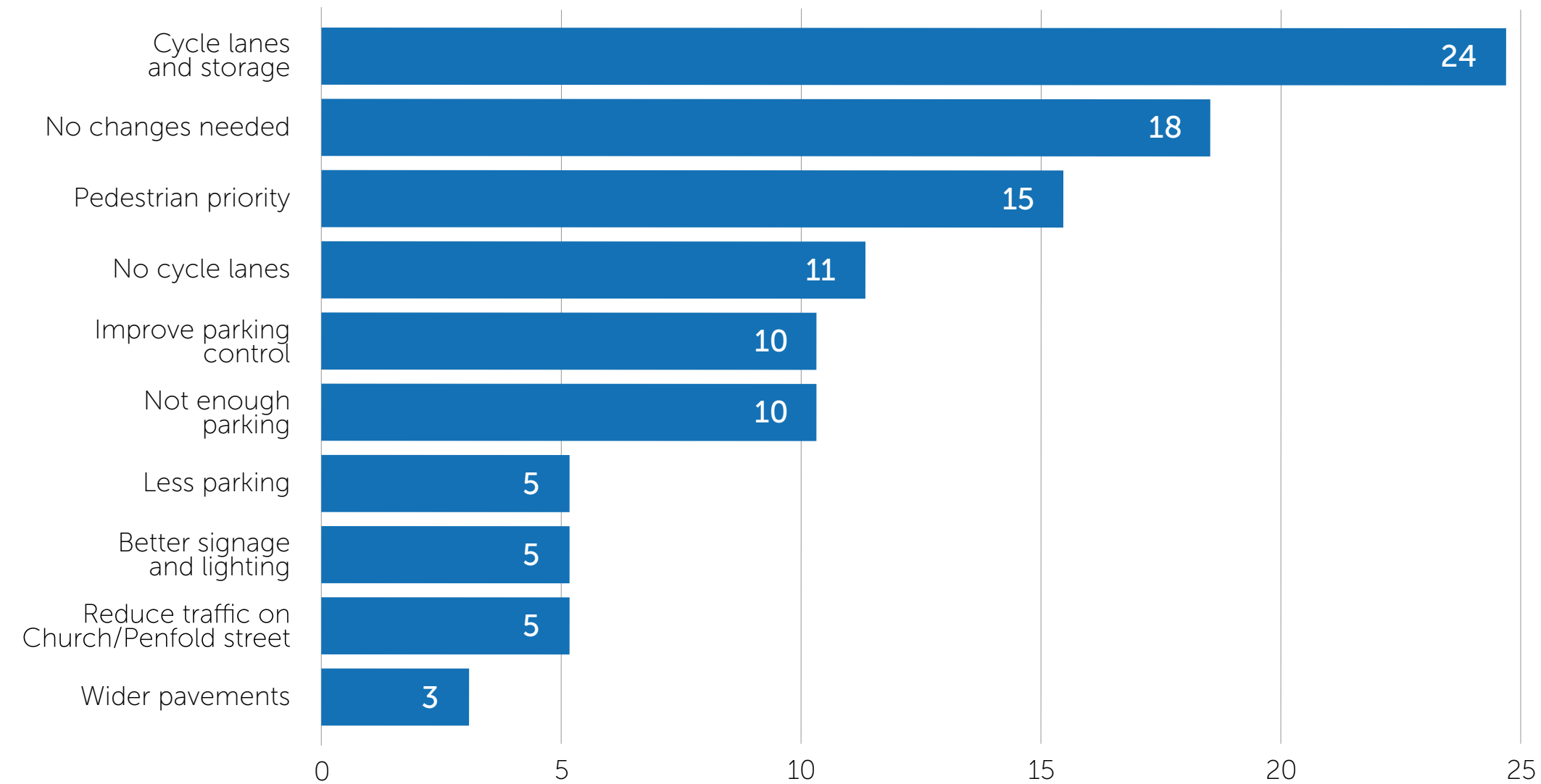
## Access and connection

Residents were asked:

### How do you think we could improve access into and around Church Street for residents and visitors, especially cyclists and pedestrians?

#### Main findings:

- Priorities around access were mainly focused on making Church Street more cyclist and pedestrian friendly.
- Most respondents wanted pedestrian priority and/or cycle lanes. This would create a less polluted and safer area, while keeping cyclists off the pavement. This supported the view that traffic in the area should be reduced. Some people also felt that no change was needed.
- It was noted that there was limited understanding about the issue of access and that the Council needs to further explain, and show, what improvements could be made.



The bar chart shows the most regularly identified priorities in the survey. Respondents could provide more than one answer.

#### Other issues raised

- Safety and crime reduction, with anti-social behaviour making residents feel unsafe, particularly at night.
- Better street lighting to make the area feel safer at night.
- More opportunities for young people.
- Public toilets on Church Street, as the current ones are closed.

For a full summary of the feedback received and examples of verbatim comments please see **appendix 10**, the Church Street Priorities Consultation report. The exhibition consultation boards and questionnaire can be viewed in **appendix 11**.

## 6. Options Consultation for Church Street Sites A, B and C 2019

The consultation on the four options for Church Street took place from 7 March until 30 April 2019. It followed the 2018 Priorities Consultation, which reaffirmed and developed the key priorities for the regeneration of Church Street from the Masterplan.

The four options presented to the community ranged from maintenance to comprehensive redevelopment, which had been progressed by a multi-disciplinary team appointed in summer 2018. The four options were established in accordance with the executive decision made by the Council's Cabinet on 4 December 2017 in respect of the Church Street Masterplan: 'that further consultation will need to be undertaken on each area where a CPO may in the future be required on the full range of options to include the "do nothing" or maintenance only and refurbishment options as well as development options'.

Due to the complexities of the different phases of work and rehousing residents, the potential to choose individual options for each site was ruled out ahead of the consultation, and this was clearly communicated to all stakeholders. More information about the detail for each of the four options can be found in [appendix 12](#).

**Option 1:** Maintenance ('business as usual', with maintenance of buildings at current levels)

**Option 2:** Refurbishment (improvements to interior and exterior of buildings, including replacing kitchens and bathrooms)

**Option 3:** Partial redevelopment and partial refurbishment (redeveloping many blocks in Sites A, B and C, except Kennet House. Other buildings would undergo refurbishment as in Option 2)

**Option 4:** Comprehensive redevelopment (replacement of all buildings in Sites A, B and C, including Kennet House and Edgware Road properties)



A resident is guided through the proposals at a consultation exhibition in 2019

The consultation involved residents and businesses within Sites A, B and C, plus stakeholders in the wider area. Information was given on each of the four options, and views were sought based on the extent to which each option met the main priorities identified.

**A summary of the key engagement activities is below:**

Activity/Material	Area/ Group covered	Date
Invitation flyers & posters	Church Street area	w/c 4 March 2019
Public exhibition launch workshop	Engaged residents	7 March 2019
Door knocking	Residents of Sites A, B and C	12 March 2019, 18 March 2019, 25 March 2019, 8 April 2019
Resident workshop	Engaged residents group	14 March 2019
Consultation workshops	Residents of Sites A, B and C	20 March 2019, 30 March 2019, 2 April 2019, 6 April 2019
Church street community pop-up exhibitions	Locations around the Church Street area	18 March 2019, 20 March 2019, 2 April 2019, 23 April 2019, 30 April 2019
Themed drop-in sessions	Sites A, B and C residents	21 March 2019, 28 March 2019, 4 April 2019, 11 April 2019
Tenure specific drop-ins	Sites A, B and C leaseholders	25 March 2019, 1 April 2019, 8 April 2019

Activity/Material	Area/ Group covered	Date
Pop-up stalls	Public consultation drop-ins on Church Street	2 April 2019, 16 April 2019
Traders Lunch	Church Street Market traders	4 April 2019
Business Breakfast	Church Street businesses	9 April 2019

As a result of the consultation, partial redevelopment and partial refurbishment (Option 3) was chosen as the preferred way forward. The overwhelming message from the consultation was a desire from the Church Street community for change. The decision to progress with Option 3 was endorsed by stakeholders and residents in accordance with the requirements of Section 105 consultation. The main findings can be found in consultation feedback summary on **page 42**.

## 6.1 Promoting the consultation

The consultation was promoted in many ways:

- 6,000 invitation flyers were sent to residents and businesses in Church Street Ward, giving dates of exhibitions and drops-in sessions (see appendix 13).
- 160 posters were put on noticeboards across the Church Street area.
- The [churchstreet.org](http://churchstreet.org) website gave people the opportunity to fill in the feedback form online.
- Residents who had expressed an interest in being involved were sent a letter inviting them to a launch workshop on 14 March.
- Events specifically for tenants and leaseholders on Sites A, B and C to explain how they would be affected by the plans.
- Targeted letters sent to all leaseholders and tenants in Sites A, B and C, informing them of the consultation and inviting them to events where they could express their views and concerns.
- Letters were sent to all tenants, inviting them to a Tenants Policy drop-in event to explain the Council's tenant rehousing policy.
- A consultation booklet and a questionnaire was emailed to residents associations, the Church Street Ward Neighbourhood Forum, schools, councillors, the local MP, Business Forum, Church Street Library, community organisations, the Central Area Residents' Panel, and various youth clubs.

- Market traders were invited to a dedicated Traders Lunch event as an opportunity to feedback on the consultation.
- Business owners on Church Street were invited to a breakfast event to view consultation information and feedback.
- Adverts about the consultation were printed onto the windows of the exhibition space at 35 Church Street, to raise awareness.

### A number of third parties also raised awareness of the consultation:

- Businesses and other groups put up the posters in their windows, and gave out flyers to people who wanted to find out more.
- PPCR (appointed as the Independent Tenant and Leaseholder advisor for residents) sent out a leaflet about their services and promoted the drop-in sessions to be held at the various exhibitions.
- Church Street Ward councillors sent out flyers, with information about the consultation on the front page.
- Hafs Academy, a Muslim faith school in the area, mentioned the consultation after Friday sermon in early April 2019.
- St Paul's Church put up posters about the consultation.



Flyers were sent to residents and businesses in Church Street Ward

## 6.2 Exhibition and events

### 6.2.1 Permanent exhibition at 35 Church Street

An exhibition was open throughout the consultation between 10am and 4pm every weekday.

Consultation boards (see appendix 12) were displayed in a clockwise direction around the room so visitors could easily follow the background and information to all four options. Each option was presented alongside the priorities for Church Street, the approximate number of new homes, and an indicative illustration design layout. Plus, all consultation materials, including the booklet and questionnaire (see appendix 14), were available to take away.

A large-scale wooden model was also on display that could be reconfigured with modified sections to show the various development options. This was useful to see the scale and density of the development options in the context of the neighbourhood. Council staff and members of the design team listened to feedback and answered questions.

In total, 236 people attended the exhibition between 7 March 2019 and 30 April 2019.

### 6.2.2 Pop-up stall

A pop-up stall was set up at the Church Street Market on 2 April 2019 and 16 April 2019. Fifty passers-by picked up leaflets about the consultation, and more than 25 people stopped to discuss the

plans in more detail. The pop-ups were useful in raising awareness about the regeneration, even if some people did not want to have a detailed conversation with the project team.

### 6.2.3 Themed drop-in sessions

A number of drop-in sessions took place at 35 Church Street during the consultation, which focused on the priorities members of the community had identified:

- 21 March 2019, 4 – 7pm, Homes
- 28 March 2019, 4 – 7pm, Health and wellbeing
- 4 April 2019, 4 – 7pm, Making connections
- 11 April 2019, 4 – 7pm, Shops and Markets

The sessions were hosted by the project team, supported by a specialist who was able to answer any in-depth or technical questions.

### 6.2.4 Other drop-in sessions

To effectively inform and engage with various stakeholders, bespoke drop-in sessions were held to address their specific needs and concerns.

#### Leaseholder drop-ins

PPCR joined the leaseholder drop-ins which focused on how the options would impact leaseholders. As well as the opportunity to give feedback about

the options, there were also discussions about the Council's leaseholder rehousing policy, temporary moves, future service charges and the valuation process for existing homes. The content of the session was repeated over the three drop-ins to provide more opportunity for leaseholders to attend on:

- 25 March 2019
- 1 April 2019
- 8 April 2019

#### Traders Lunch

Twenty people attended the Traders Lunch on 4 April 2019, which was targeted specifically at market stall traders. It included a presentation about the different development options, the potential impacts of these options and an opportunity to give feedback and ask questions. Many traders raised some important issues about the market. This included the need for better facilities, such as power and water, storage, toilets, and welfare. There was some concern that the market might change fundamentally, and the feeling that many existing traders wouldn't feel welcomed as a result. Several traders also asked about how the market would continue to trade during future construction work (see appendix 15).



Residents attend an Options Consultation workshop at 35 Church Street

### Business Breakfast

Business owners were invited to attend a breakfast event held on the 9 April 2019 at 35 Church Street. While several people supported Options 3 and 4, many raised questions about their current leases, future rent levels, disruption, and relocation arrangements. Many businesses felt that there is a need to develop Church Street, to turn it into more of a destination and bring more people to the area to shop.

### Local site drop-ins

Community drop-ins were also held in alternative locations to target specific audiences:

- Church Street Library, 67 Church Street NW8 8EU, 18 March 2019
- Gateway Academy, 4 Capland Street, NW8 8LN, 20 March 2019
- Portman Early Childhood Centre, 4 Lilestone Street, NW8 8SU, 2 April 2019
- Westminster Adult Education Services, 219 Lisson Grove NW8 8LW, 23 April 2019 and 30 April 2019

### 6.2.5 Workshops

Five workshops were held during the consultation. Attendees were invited to analyse the different development options in detail with members of the design team.

The workshops were extremely useful to really get to the heart of the issues that mattered most to people. **For more detail, see appendix 15.**

A further workshop was held on the 20 March (two sessions daytime and evening). It was held to find out about the views of young people and their thoughts about the themes of homes, shops and markets, health and wellbeing, and getting around. **For more detail, see appendix 15.**



## 6.3 Additional ways we engaged with the community

### 6.3.1 Online

The consultation questionnaire was available online at [churchstreet.org](https://www.churchstreet.org). This website was advertised in all consultation publicity and 193 people used it during the consultation.

### 6.3.2 Door knocking

The project team visited residents of Sites A, B and C, encouraging them to attend the exhibition and complete the survey. This included Arabic speakers, to make sure that all members of the community were involved as much as possible. The sessions were held on Tuesday 12 March 2019, Monday 18 March 2019, Monday 25 March 2019 and Monday 8 April 2019.



The design team speak to residents at an Options Consultation workshop

## 6.4 Feedback from the Options Consultation



**236**

people attended the exhibition at 35 Church Street



**75**

people attended workshops



**165**

people provided written feedback

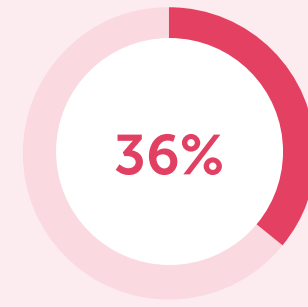


**598**

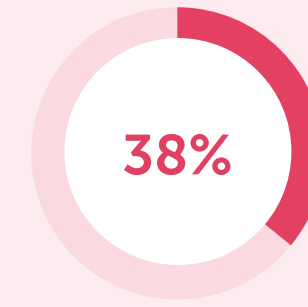
properties were visited in Sites A, B and C



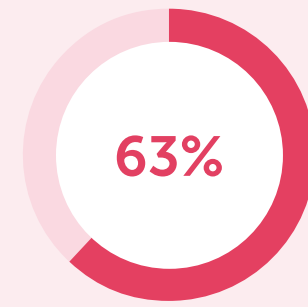
of the 165 respondents, **100** lived in Sites A, B and C



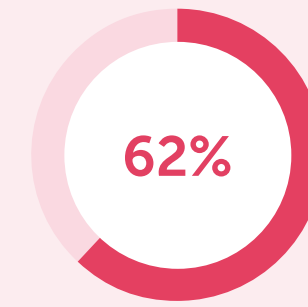
thought Option 1 met or exceeded the needs of the community\*



thought Option 2 met or exceeded the needs of the community



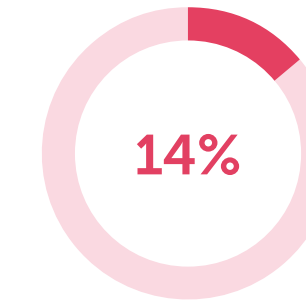
thought Option 3 met or exceeded the needs of the community\*



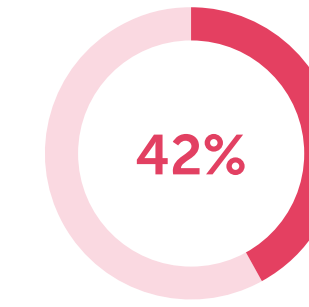
thought Option 4 met or exceeded the needs of the community

\*Respondents were asked on each option whether they thought it met or exceeded the needs of the community. Read why Option 3 was chosen to develop further on page 43 and in the consultation report in **appendix 15**.

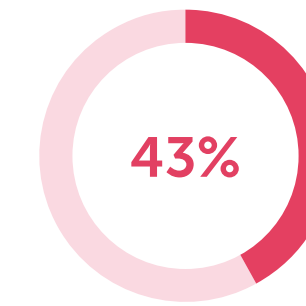
## Respondent demographics



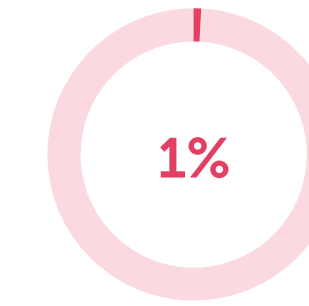
aged 18-35



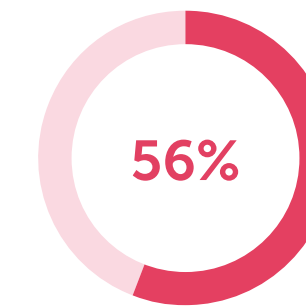
aged 35-55



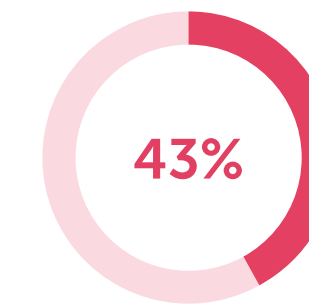
aged over 55



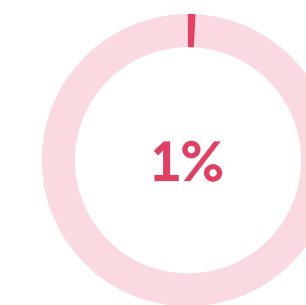
aged not disclosed



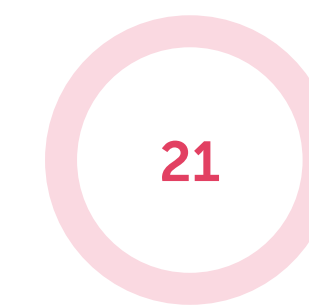
female



male



non-binary

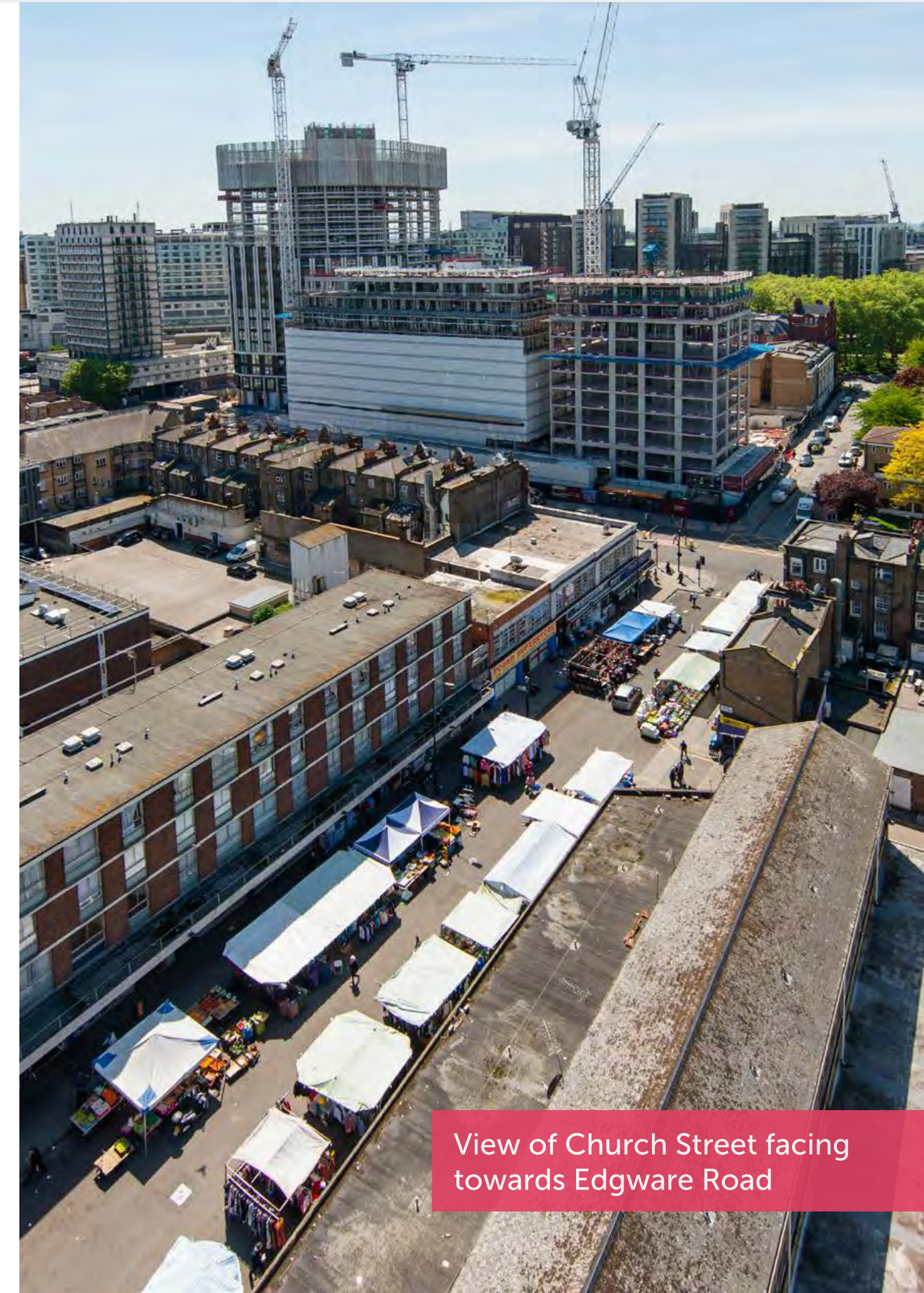


different ethnicities

### 6.4.1 Main findings from the Options Consultation

These are the main findings that led to Option 3 being identified as the preferred scenario:

- Many residents were frustrated that Options 1 and 2 were still being considered and that after many years of discussion, more progress had not been made towards redevelopment. There was feedback that Option 1 in particular provides no opportunity for future improvement and development of the area.
- Overall findings from feedback forms, consultation events and responses from local stakeholder groups showed a preference for redevelopment and support for the benefits this would bring. For example, comments included that new homes and improvements would be of higher quality and make Church Street look better, it would make the area look more appealing for visitors, and more modern buildings and green spaces would be welcomed.
- Quantitative data, while supporting redevelopment, did not show a clear preference between Options 3 and 4. However, written feedback from local stakeholder groups and Kennet House residents (which is retained in Option 3 but not Option 4) show that there was a stronger feeling that Option 3 should be pursued.
- Only a small number of people expressed a desire for redeveloping shops on Edgware Road (Option 4). Others were keen for these properties to be kept as they are.
- Many residents felt that Kennet House was in good condition and didn't need to be a part of the regeneration project.
- The Church Street Neighbourhood Forum thought that Option 4 would lead to too many people being housed in the area. And the Church Street Ward councillors wanted to explore the proposals for Edgware Road as part of a version of Option 3.



View of Church Street facing towards Edgware Road

## 6.4.2 Other feedback from the consultation:

### Homes

- New homes need to be well insulated as the market can be very noisy.
- Lack of lift access, difficulties for older residents to use bathroom facilities, and an inadequate heating system were all raised. Many tenants reported that their properties have poor ventilation, making them prone to damp. The heating temperature level is also controlled centrally, rather than individually. This means some people pay more than they would choose to, if they could set their own temperatures in their properties, therefore increasing costs. The centralised heating system also often breaks down.
- People did not want new buildings to be too tall, in particular residents were keen to protect daylight levels in existing buildings and on the streets below.
- New properties need to be well designed, spacious and have lift access.
- People wanted to know whether tenants and leaseholders would have similar size new properties compared to existing properties.

### Shops and markets

- Better range of stalls and shops.
- That the market should look better and tidier.
- The importance of Church Street Market to the economic wellbeing of the area.

### Health and wellbeing

- Amenity space, both public and private, is important.
- Green public spaces, such as small parks and picnic areas, are very important.
- More affordable sports and activity clubs for young people in the local area.
- Outdoor play areas.
- The library should remain on Church Street.

### Getting around

- The roads need to be improved and parking issues addressed.
- Issues with anti-social behaviour, especially at night and in under-lit and hidden areas, must be considered when drawing up designs.
- Design features must encourage walking and cycling.
- Concerns were raised about air pollution caused by cars.
- There should still be some places to park for those with cars.
- Construction traffic must not affect local schools and neighbours too negatively.

A detailed report of the Options Consultation can be found in **appendix 15**. The report provides a detailed breakdown of those who provided feedback and comments specifically about the development options. To read how we responded to this feedback **see page 46**.

## 6.5 What this told us: a residents brief

Between 2017 and 2020, consultation feedback from residents and the local community has been essential to developing the scheme for Sites A, B and C. The graphic below summarises the feedback. Using this information, the design team could respond to the key design objectives that would shape the initial design proposals that would form the latter Pre-Planning Consultation. (See page 46)



### Homes

- Better quality, spacious, and modern homes
- More private and public spaces, including balconies
- Lift access
- Homes that can be adaptable to suit different occupants' needs
- Accessibility for people with disabilities
- Similar space standards for both tenants and leaseholders
- Insulation in homes
- Well ventilated and the ability for tenants to control their own heating
- Buildings which protect daylight levels around existing buildings and on surrounding streets as much as possible
- Poor ventilation in homes
- Storage is important



### Shops and markets

- Improved and cleaner market, offering a wider range of goods
- Stronger economy
- Better market facilities for traders



### Health and wellbeing

- Library should remain on Church Street
- More, and better quality, green spaces
- Opportunities for play and rest



### Getting around

- Provision for bicycles
- Better security around Church Street
- Incorporate designs that help tackle anti-social behaviour
- More pedestrian friendly



### Regeneration process

- A regeneration offer that is fair for tenants and leaseholders
- Making Church Street more of a destination
- Concern that the pace of regeneration is slow
- For residents to only move once if possible
- Respect the history and heritage of the area and market when drawing up the plans and designs
- Keep the current community together as much as possible
- Change needs to be delivered
- Ongoing support with relocation

## 6.6 How the design team responded to resident feedback

To develop the initial design proposal, the design team used the feedback from the Priorities and Options Consultation. The table opposite illustrates how community feedback has created a set of objectives which the design team used to feed into the approach to develop the initial designs for the Pre-Planning Consultation for Sites A, B and C (see page 49).

	Key design objectives established	Design team response
Homes	Spacious flats	Flats designed to London Plan Housing Space Standards and Westminster Space Standards
	Suitable storage space	Good amount of storage space across all new home sizes
	Improved ventilation	Flats designed to encourage natural air flow and the ability to control temperatures in individual flats
	Private amenity space	Private balconies with space for tables and chairs
	Flexibility	Flexible design, ensuring layouts can be adapted as needs change
	Well designed	Windows on two walls (dual aspect) to maximise light and air; and the reuse of energy to be more efficient and sustainable
	Good insulation	Thermal insulation to increase energy efficiency and reduce bills. Acoustic insulation to reduce noise from the market and neighbouring properties
Shops and markets	More variety	New retail offer, variety of units sizes and enterprise space
	Cleaner and smarter market	Modern, flexible retail spaces; improved layout with better experience for customers with more space to move; enhanced public space with seating, planting and lighting
	Better market facilities	Improving the market including access to Wi-Fi, water and electricity; trader only welfare and toilet facilities; van parking facilities
	Significance of the market	Market remains central to creating a more vibrant Church Street
Health and wellbeing	More, and improved, green and community spaces	New public green spaces and a community garden. Places to sit and relax in; new street gardens; over 300 new trees planted across Sites A, B and C; planting with a broad range of biodiverse species; public access to the new spaces created by the Green Spine project
	Improved local community space	Provision for a new library and a health and wellbeing hub (at Lisson Grove)
	Library remaining on Church Street	Library remaining on Church Street, with better access.
	Variety of outdoor spaces	Space for children and young people, with playgrounds and a other areas to play and spend time in
Getting around	More pedestrianised and cycling areas	Pedestrian and cycle-friendly features; including over 1,500 new cycle spaces
	Improved safety	Better security in the area, with no hidden corners or dead ends; current walking routes made safer and brighter with the help of the Metropolitan Police's 'Designing Out Crime' team
	Parking provision	Parking to include accessible spaces and electric vehicle charging points

## 7. Best Value, Delivery Options Consultation 2020

To ensure 'best value' as defined under section 3 of the Local Government Act 1999, we sought views from residents in the Church Street area about how we could deliver the scheme. The consultation held between 20 January and 17 February 2020 provided the team with feedback on three proposed strategies for the redevelopment. The purpose was to gauge if there was any preference locally for a specific delivery model to build Site A. Focus was on gaining views on how to deliver homes in Site A, because this site is proposed to go ahead before the other two sites.

Three options were presented:

1. a developer-led strategy
2. a partnership strategy
3. a direct delivery strategy

Promotion focused on Site A and was more targeted than previous consultations given the specific nature of this aspect of the regeneration. We made it easy for anyone with an interest to take part. Methods included:

- Flyer and feedback form to every business and resident on Site A, selected stakeholders, and visitors to the Regeneration Base (see appendix 16).
- Briefings for selected stakeholders, including members of the Neighbourhood Forum and Church Street Ward councillors.
- Information and feedback via our website.

Overall, those who responded gave no clear preference. However, there was the least support for a partnership strategy, and more support for a direct delivery strategy. Feedback indicated an expectation that the Council makes sure that any agreement keeps the developer highly accountable.



Artist impression of an inner resident courtyard at Site A

## 8. Site A design update 2020

In May 2020, we carried out a Site A consultation update. The designs for Site A were altered significantly in response to feedback in the Options Consultation. This was to balance the needs of both the local community and the Council, and to maintain overall viability for the scheme. Bell Phillips Architects redesigned Site A to meet these requirements, with development officers guiding the overall project.

The key changes were the provision of more open space and a new street garden created between two residential blocks in Site A. This would offer more green space, better accessibility and more daylight onto Church Street.

The update also provided a new location for the library on Site A, with additional garden space. This meant the library would only have to move once from its location in Site B, removing the need for a temporary library within the development phasing schedule. The Options Consultation had proposed that the library will be moved from its current home on Site B to a temporary location, before moving to a permanent home in the new Community Hub planned for the other end of Church Street (as part of the Lisson Grove Regeneration Programme). Feedback indicated that the community did not support this approach.

This consultation was more targeted than previous consultations, focussing on those living in and near to Site A. We engaged with the community in the following ways:

- An eight page newsletter delivered across the ward
- A film explaining the changes available on the Church Street website
- Stakeholder meetings
- A webinar

A total of 37 people provided feedback on the updated designs. Generally, the designs were well liked. There was particular support for the location of the library, and the open space was seen as an improvement.



Artist impression of the Church Street Library entrance which is proposed to be located on the Site A frontage



## 9. Pre-Planning Consultation 2021

The Pre-Planning Consultation for Church Street Sites A, B and C consisted of two stages. The first focused on an initial design proposal for Sites A, B and C. During this time, we worked with residents to develop the design following Option 3 (part redevelopment, part refurbishment) being chosen. We used feedback gathered to date, including the assessment against the established priorities, to develop and present an initial proposal.

In the second stage of the Pre-Planning Consultation, the design team further presented the initial design proposal in greater detail, based on the feedback received in the first stage. We then made sure that all residents and stakeholders were informed when the planning application had been submitted.



A local resident views consultation material during the second stage Pre-Planning Consultation pop-up exhibition



Community planting day  
at the Green Spine project

## 9.1 Pre-Planning Consultation Stage 1 (3 March – 31 March 2021)

Stage 1 of the pre-planning application presented an initial design proposal for all three sites in Sites A, B and C. Feedback during this time would help develop the designs towards a second stage consultation later in the year.

A summary of the key engagement activities during stage 1 of the Pre-Planning Consultation is below:

Activity/Material	Area/ Group Covered	Date
Church Street provider meeting	Local community groups within Church Street	2 March 2021
Lisson Arches stakeholder meeting	Residents of Lisson Arches	3 March 2021
Webinar	Open to all public	9 March 2021 18 March 2021 24 March 2021
Church Street Youth Voice session	Local young people aged 12-24	15 March 2021
LST Resident Meeting	Residents of Luton Street	16 March 2021
Business Forum	Church Street businesses	23 March 2021
Traders session	Church Street Market traders	24 March 2021

Consultation began on the first stage of the Pre-Planning Consultation in March 2021. It was an opportunity to present the project team's initial proposal. Due to the Covid-19 lockdown, the consultation took place remotely. However, there were various ways for the community to provide feedback.

The aim of this consultation was to understand how residents and the community felt about the initial design proposals. This included getting an insight into the design elements that were considered to work well or where they could be improved. To help break down the design elements of the proposals, the main principles of homes, health and wellbeing, shops and markets, and getting around were presented in the context of the overall design. This was clearly set out in a consultation booklet, alongside a questionnaire.

The consultation materials also informed residents about a follow up stage 2 of Pre-Planning Consultation. This would allow the opportunity to further present the designs and communicate the feedback received from the community in the first stage.

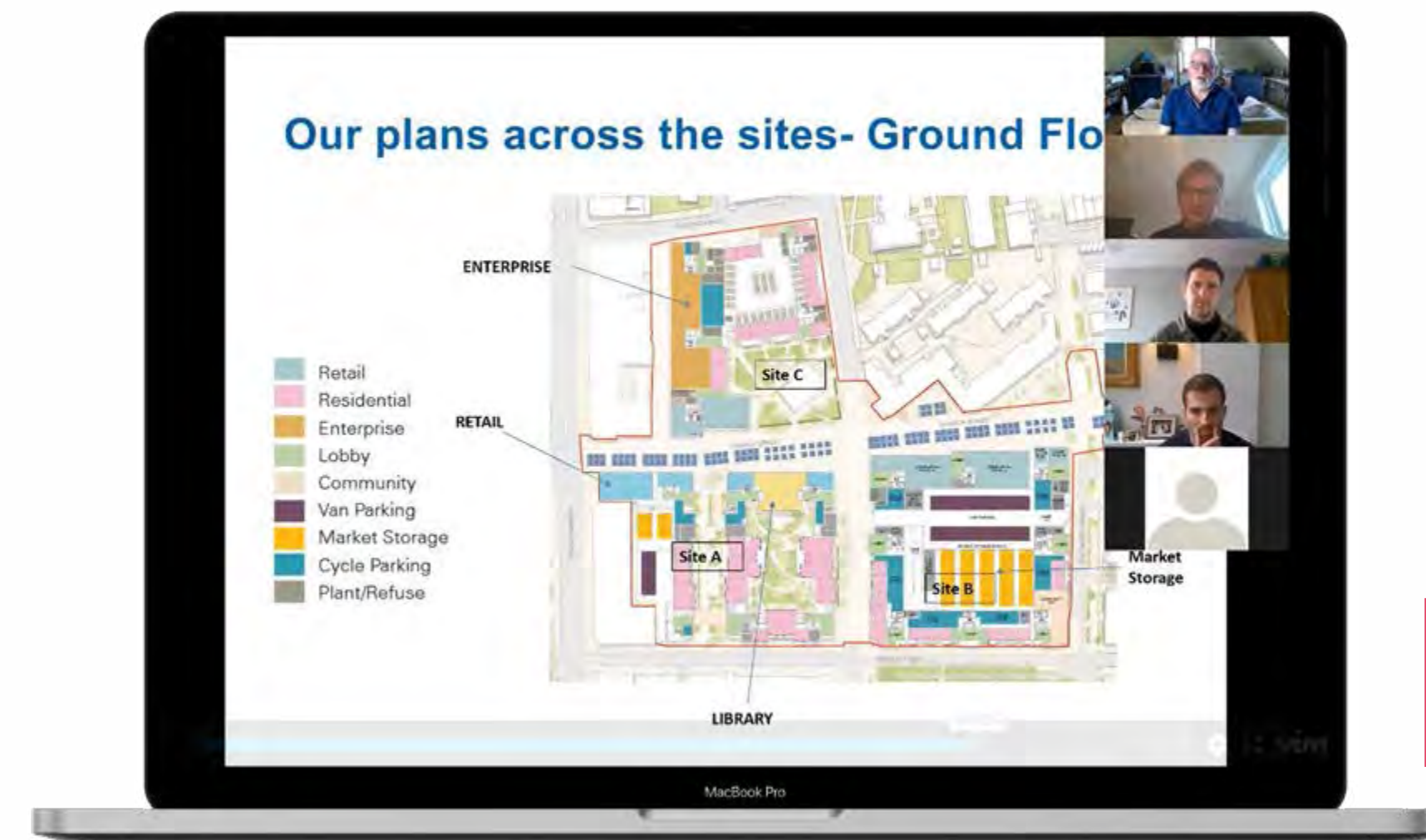
## 9.2 Working with stakeholders

Before the launch of the Pre-Planning Consultation, we began informing and consulting key stakeholders in the area about the proposals. This provided an opportunity for priority stakeholders to meet with us either before or during the consultation. During these meetings, the design team was able to present the proposals directly to stakeholders, answer queries and gather feedback.

Due to the Covid-19 lockdown, stakeholder meetings took place online via Zoom. The background to the project was given, along with a consultation timeline. Bell Phillips Architects and landscape architects Camlins then presented a series of emerging designs and described how each had been developed.

## Dates of Stakeholder Meetings

Stakeholder	Date
Church Street Library staff	21 January 2021
Church Street Ward councillors	17 February and 22 March 2021
Church Street Neighbourhood Forum	18 February and 23 March 2021
Little Venice Ward councillors	2 March 2021
Friends of Church Street Library	11 March 2021



The design team at a public webinar during the stage 1 consultation

### 9.2.1 The table below provides a summary of the key design themes raised by stakeholders during briefing meetings:

Theme	Summary of feedback
Design	<ul style="list-style-type: none"> <li>• It was commented that the designs look modern</li> <li>• Generous outdoor spaces, including balconies, were considered to be most important</li> <li>• Concerns were raised about the height of the proposed buildings, and the impact they might have creating shadowing on Church Street. A site map showing the number of storeys was produced in response (see appendix 17).</li> </ul>
Design materials	<ul style="list-style-type: none"> <li>• Some stakeholders commented said that they would like to know more about the design materials used, including the context and relationship with existing buildings in the area</li> </ul>
Site context	<ul style="list-style-type: none"> <li>• It was recommended that the next stage of consultation should include more aerial views of the development within the existing context and local townscape</li> </ul>
Library	<ul style="list-style-type: none"> <li>• Some welcomed the new library design, including the courtyard pods. While others felt it was too small in overall floor area</li> <li>• It was asked how the new library size compared with the existing library</li> <li>• It was felt that the library should have a confidential area, in addition to the open plan design, to allow study areas and quiet reading, and space for ward councillors to hold their surgeries</li> </ul>
Tenants	<ul style="list-style-type: none"> <li>• It was welcomed that the new development would treat private and social housing exactly the same. This was seen as important in integrating the future and existing communities. It was confirmed that 'poor doors' should be avoided at all costs. (This is where there is a separate entrance in a development for those living in not for sale flats)</li> </ul>
Balconies	<ul style="list-style-type: none"> <li>• It was important that balconies don't extend too far out from the building (and shade the street below), and they need to be well designed</li> <li>• The importance of storage was emphasised, to help avoid clutter appearing on balconies</li> </ul>

This feedback was used to inform our design response in stage 2 of the Pre-Planning Consultation. See page 64 for the design team response.

### 9.3 Promoting the consultation

The consultation was promoted in the following ways:

- A 36-page consultation booklet was posted to local residents (see appendix 18). It described the purpose of the consultation, gave details about the location of the three sites A, B and C, and presented design features around the four key priority areas. There was also information about the approximate number of new homes planned, the Church Street Library design, new public and green spaces, proposed walking and cycling routes, the consultation timeline, the guarantees for tenants and leaseholders, ways to offer feedback, and contact details.
- Inside the consultation booklet was a questionnaire and Freepost envelope for return to the Church Street Regeneration Base if people preferred to feedback this way rather than online or by phone. The booklet was delivered in a transparent poly-bag so residents could easily see what it was.
- A flyer advertising the consultation, and how to access more information and give feedback, was sent to addresses in the wider area (see appendix 19).
- Stakeholders were emailed copies of the consultation booklet and flyer.
- Links to the consultation were posted on social media, including the Council's Twitter and the Church Street Facebook group.
- Targeted advertisements were used on Facebook to encourage local residents to take part.

- 5,600 text messages were sent to Church Street Estate residents to remind them of the consultation both at launch and in the week before it closed.
- The project team called over 1,500 residents and businesses.
- Posters were distributed along Church Street, displayed at the Regeneration Base and on noticeboards in blocks within the estate.



Social media posts advertising the the consultation

### 9.4 Consultation events

#### 9.4.1 Webinars

Three webinars were held during the consultation period. They were advertised in the consultation booklet, flyers, social media and on the Church Street website. People could book their place on the website. The webinars were held on these dates:

- 9 March 2021 – 35 registered, 26 attended
- 18 March 2021 – 27 registered, 22 attended
- 24 March 2021 – 21 registered, 17 attended

Lasting for around 50 minutes, each webinar consisted of a presentation by the design team for 35 minutes and a Q&A session for 15 minutes. During the webinar, questions could also be posted to the project team, ahead of the Q&A session. The webinar was later made available to view on the Commonplace consultation website.

## 9.4.2 Commonplace

On the Commonplace website, the proposals were split across a number of different pages, each including a comment form. The same questions were asked on the printed feedback forms as on the website.

The comment forms consisted of an 'emoji' sentiment scale and a combination of 'option' questions and free text fields - of which, only the 'emoji' sentiment scale questions were mandatory.

Respondents were able to choose which pages they wanted to comment on, and didn't have to comment on all pages.

All demographic questions, including postcode, were optional.

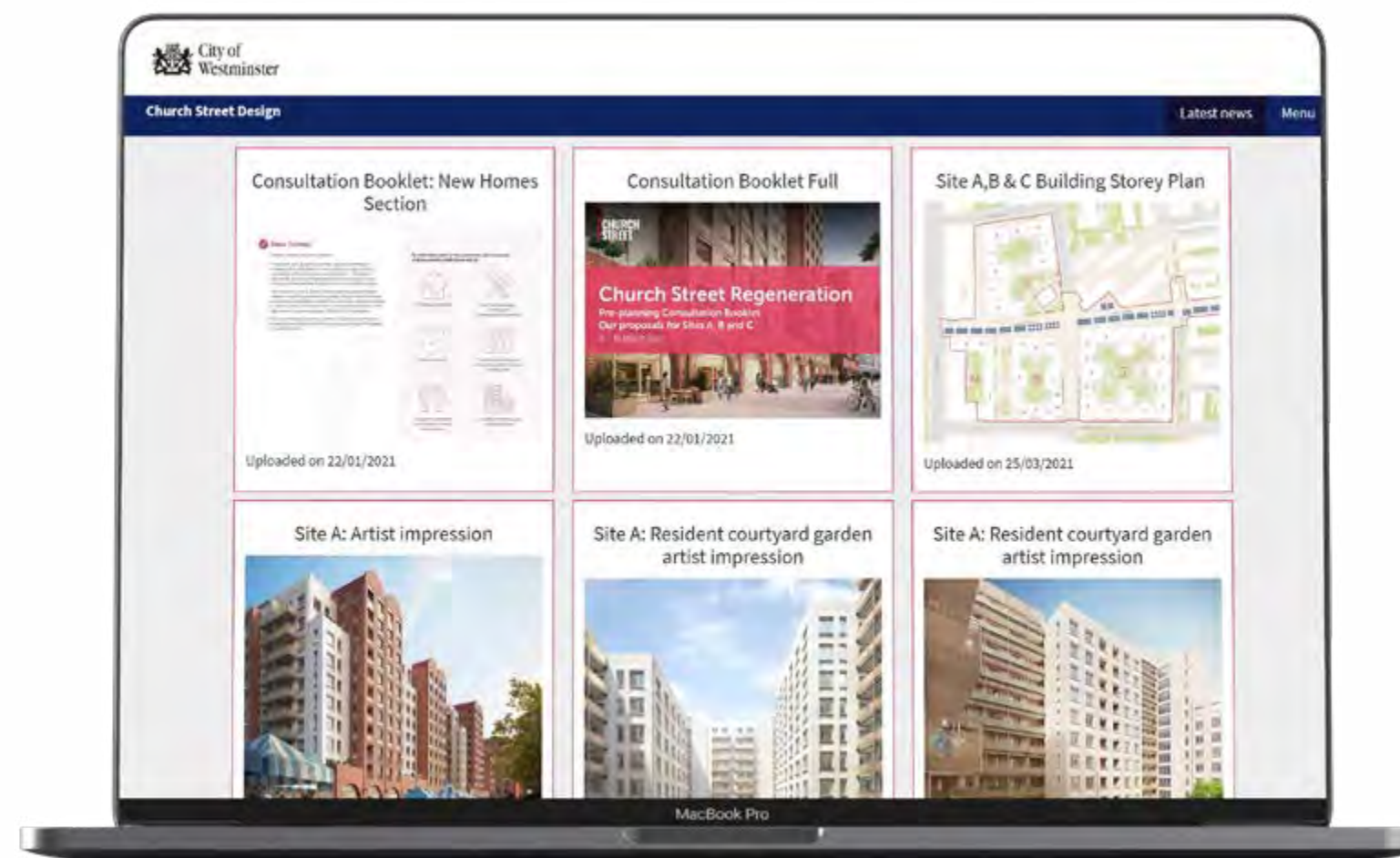
All comments can be viewed on [churchstreetdesign.commonplace.is](https://churchstreetdesign.commonplace.is)

For details of the feedback received, see page 55.

## 9.4.3 PPCR

During the consultation, PPCR phoned all residents of Sites A, B and C to encourage them to read the consultation booklet and complete the survey. They directed people who had not seen or had mislaid the booklet and/or survey forms to the [churchstreet.org](https://churchstreet.org) website. Where PPCR didn't get through to the resident, they left a message encouraging them to visit [churchstreet.org](https://churchstreet.org) and complete the survey.

PPCR also held a series of online drop-in sessions on the 4, 11, 18 and 25 March 2021, which eight residents from Sites A, B and C attended. During these sessions, staff provided independent support about the consultation process and passed on any queries about rehousing or additional leasehold support needed to the project team.



## 9.5 Feedback

At the end of the first stage of the Pre-Planning Consultation, we received:

- 1,397 pieces of feedback via the Commonplace website
- 324 completed surveys – Commonplace, Freepost and telephone
- 65 people attended webinars
- 20+ pieces of feedback were received through email and via stakeholders



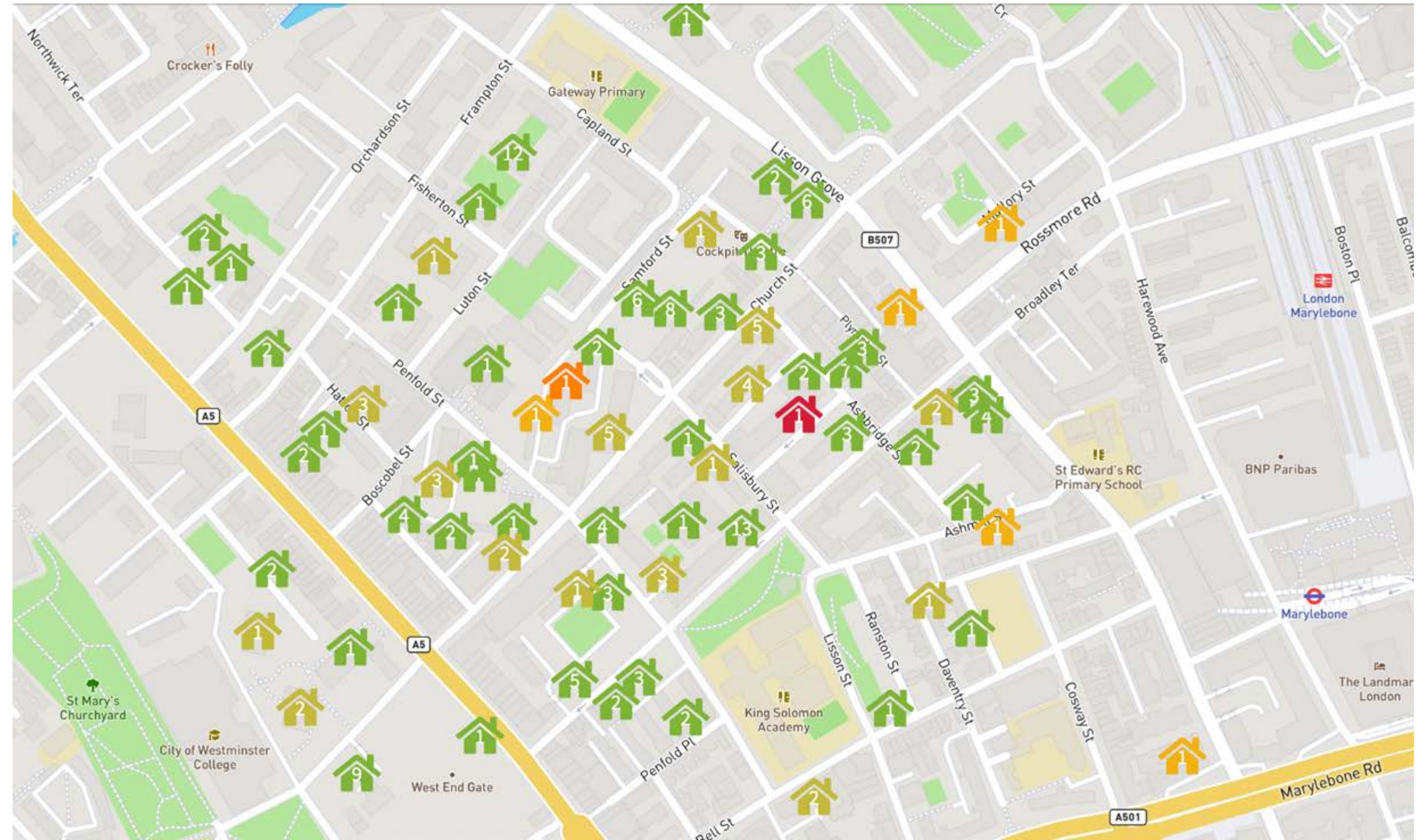
Downloadable documents on Commonplace and the first stage consultation booklet cover

### 9.5.1 Respondent map

The image opposite shows a map of respondents' postcodes by the end of stage 1 Pre-Planning Consultation. Each house icon represents a postcode, with the number representing the number of people responding from that postcode. The colour represents the average sentiment for that postcode (green for positive, orange neutral, and red negative). Please note the map does not include market trader responses, stakeholder group responses, registered home addresses outside of the area of the map shown (e.g. of business owners/traders) or those who did not wish to submit their postcode on their questionnaire.

### 9.5.2 Key feedback figures

- **80%** of respondents felt positive or somewhat positive about the design for the new homes.
- **87%** of respondents felt positive or somewhat positive about the proposals to increase the mix of shops to Church Street and improve the market.
- **89%** of respondents said they will visit an improved market and shopping space.
- **91%** of respondents felt positive or somewhat positive about the proposals to improve the quality of green spaces and increase health and wellbeing benefits, including the use of a new Church Street Library.
- **82%** of respondents felt positive or somewhat positive about our proposals to improve the way local people get around Church Street.
- **82%** of respondents felt positive or somewhat positive to how optimistic they felt about the proposals.
- **78%** of respondents gave the highest scores of either 4 or 5 to how informed they felt about the proposals for Sites A, B and C.

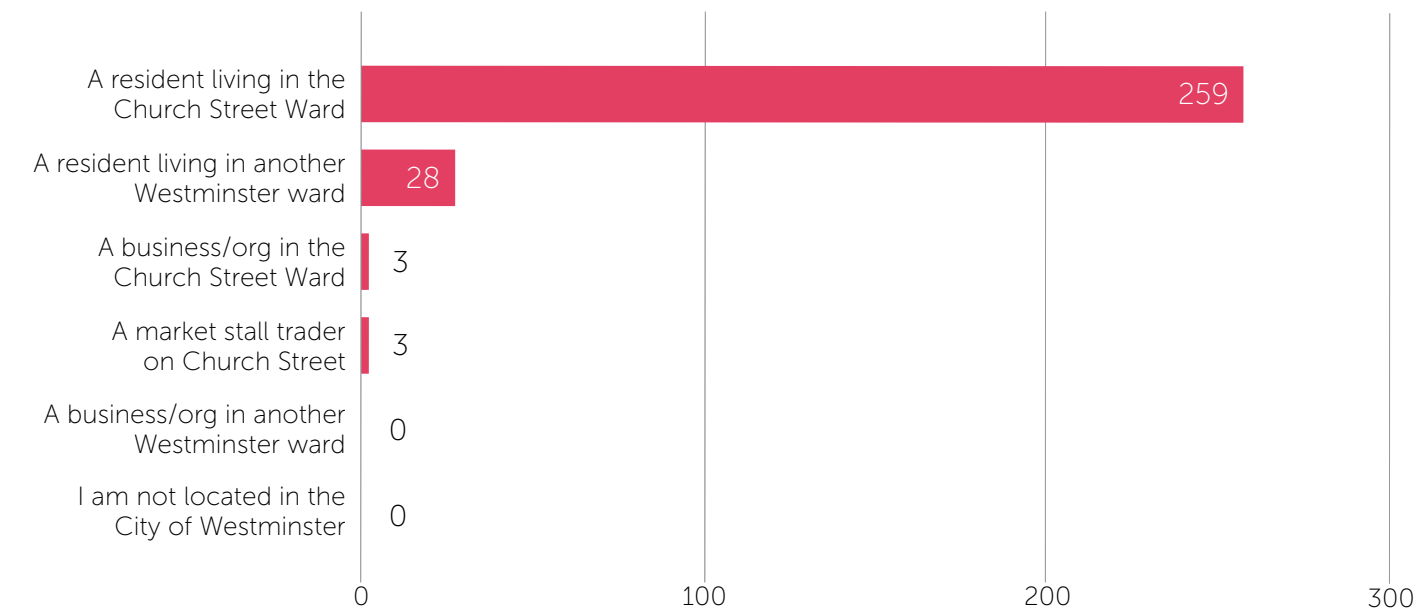


Area map of Church Street and where feedback responses were made if a postcode was provided by the respondent

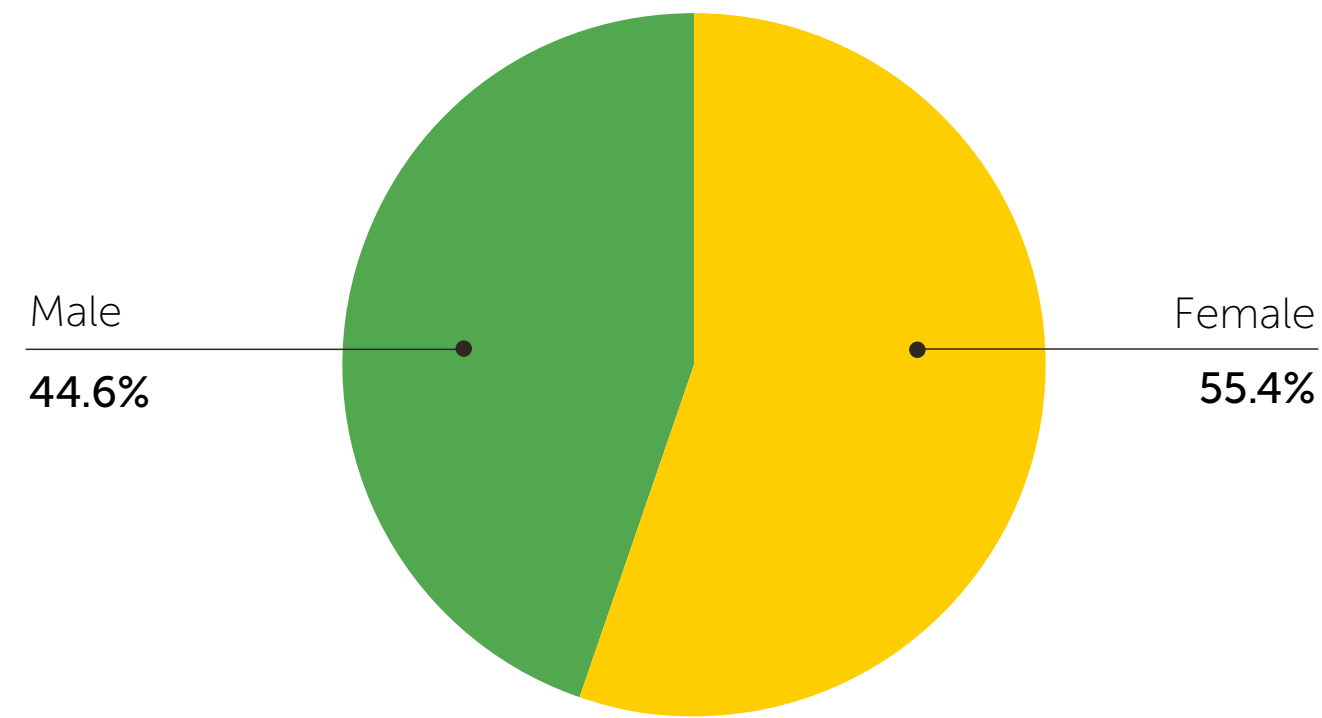
All consultation responses can be viewed at [churchstreetdesign.commonplace.is](https://churchstreetdesign.commonplace.is)

### 9.5.3 Feedback demographics

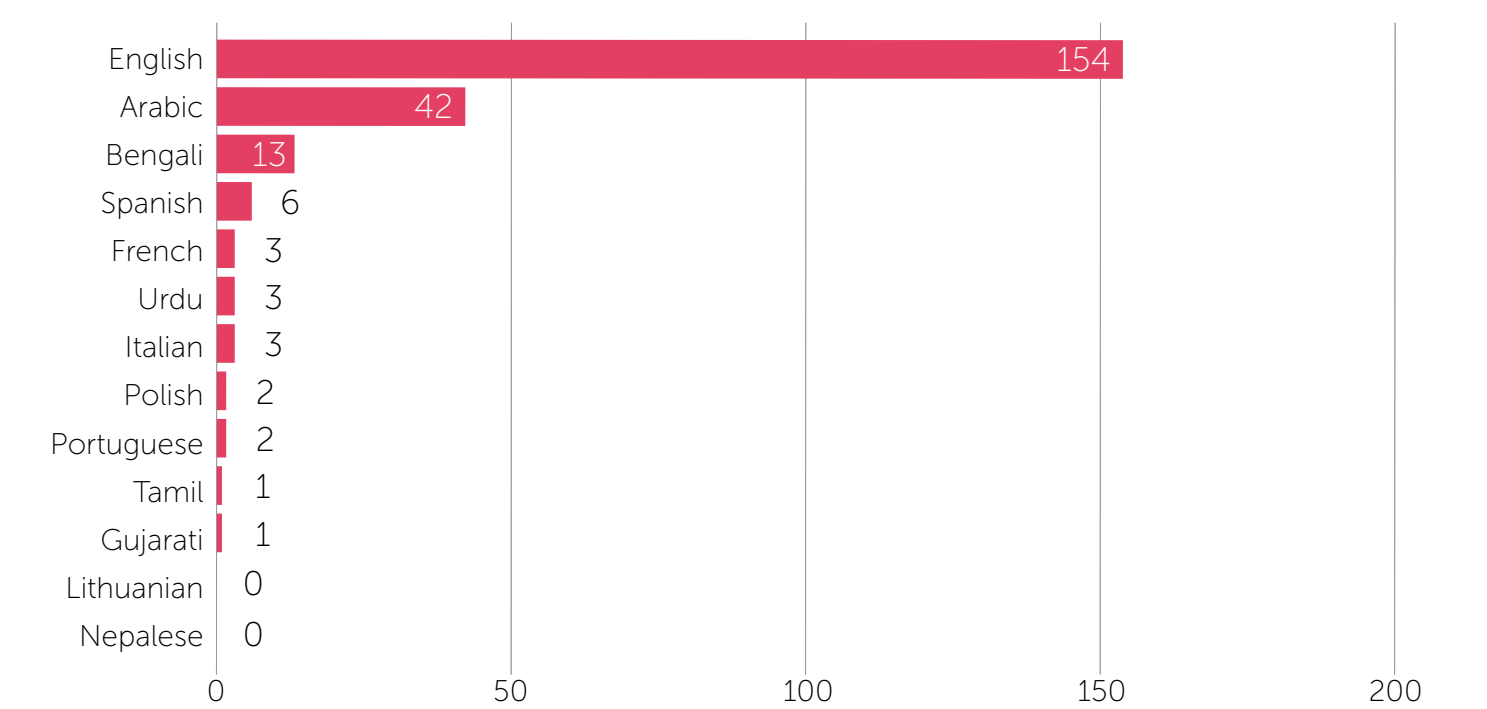
#### Connection to Church Street



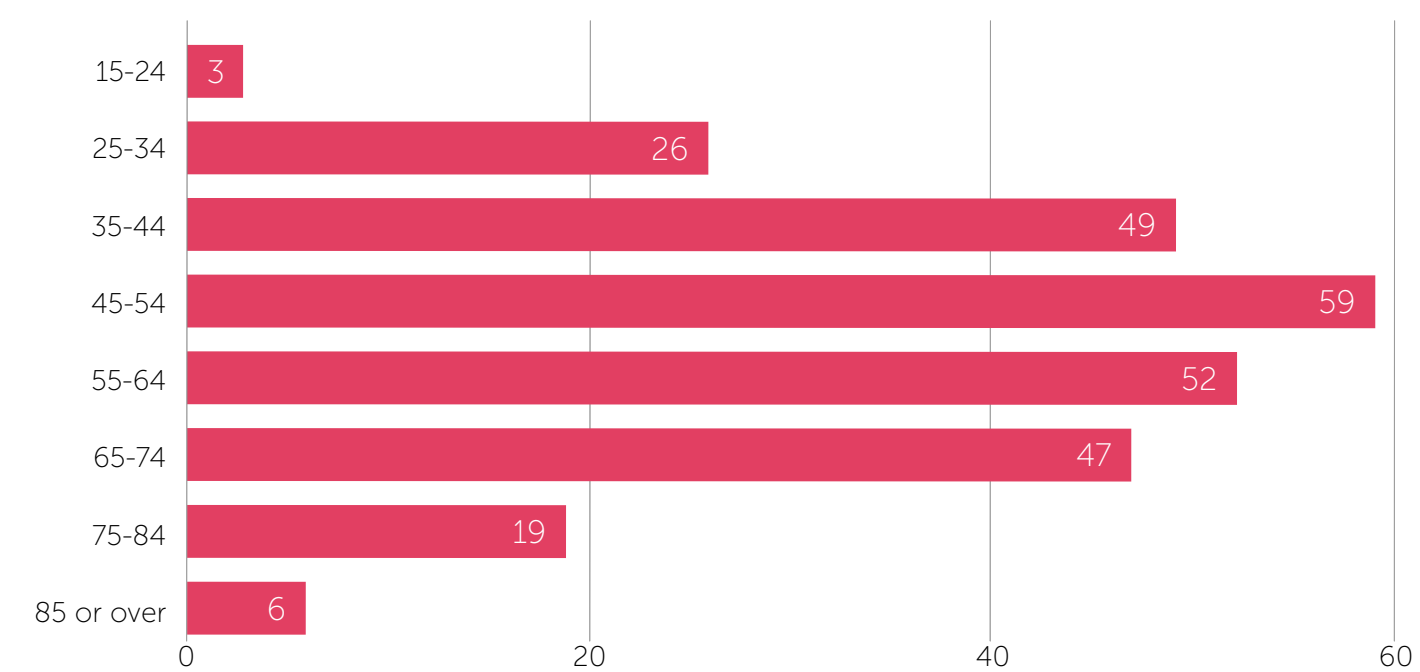
#### Gender



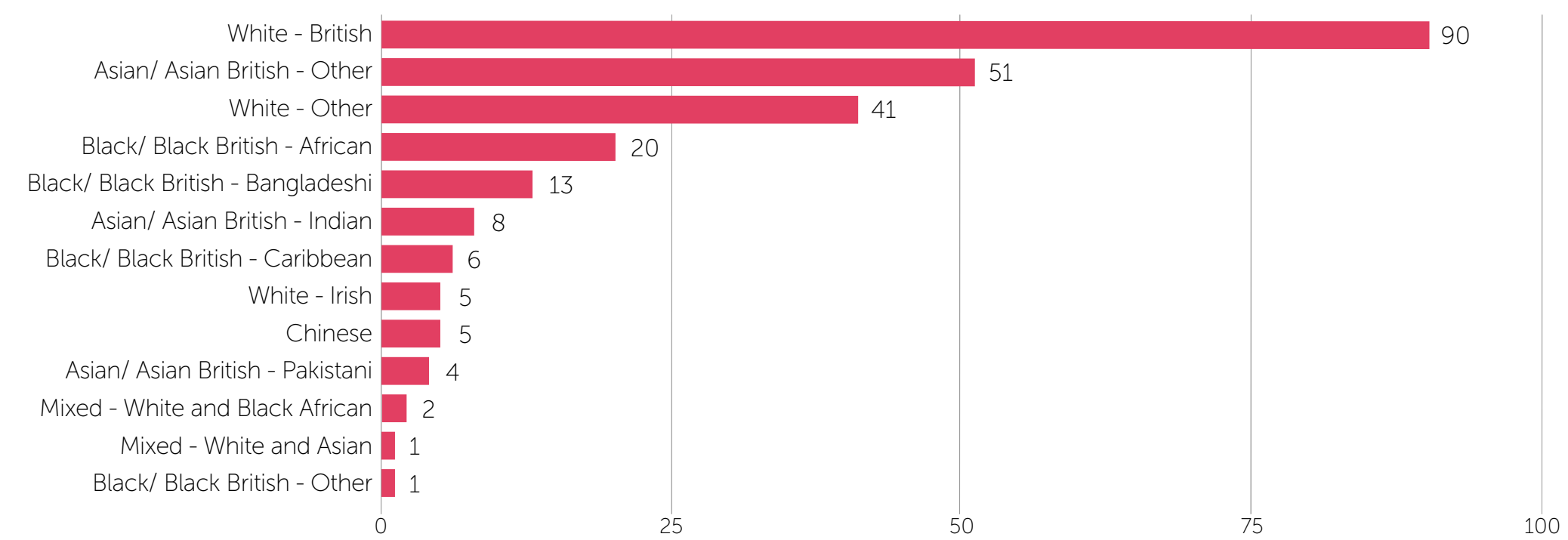
#### Language



#### Age



#### Ethnicity



Data collected from churchstreetdesign.commonplace.is. Demographic information was optional and not all respondents provided this information.

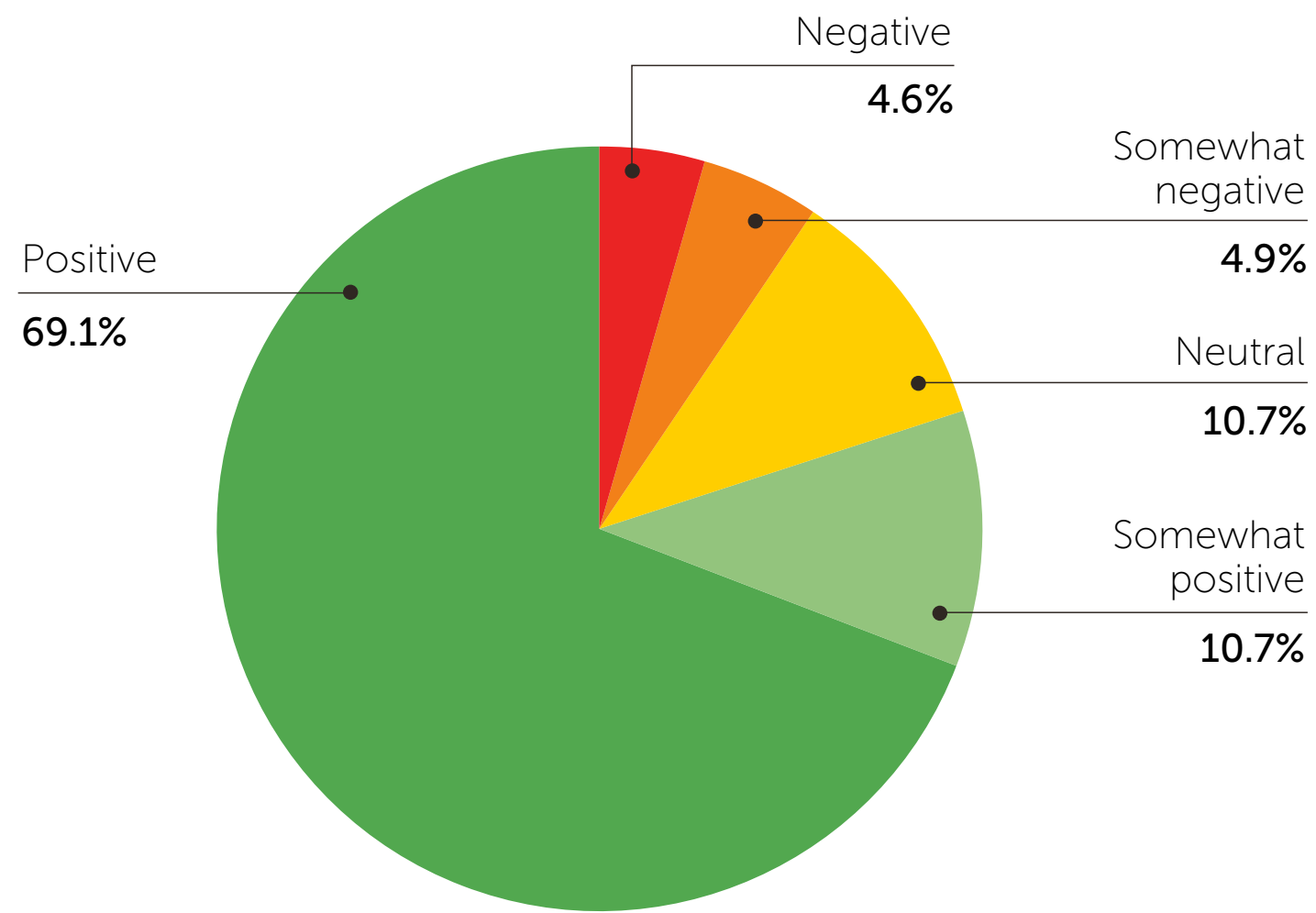


### 9.5.4 Comment analysis



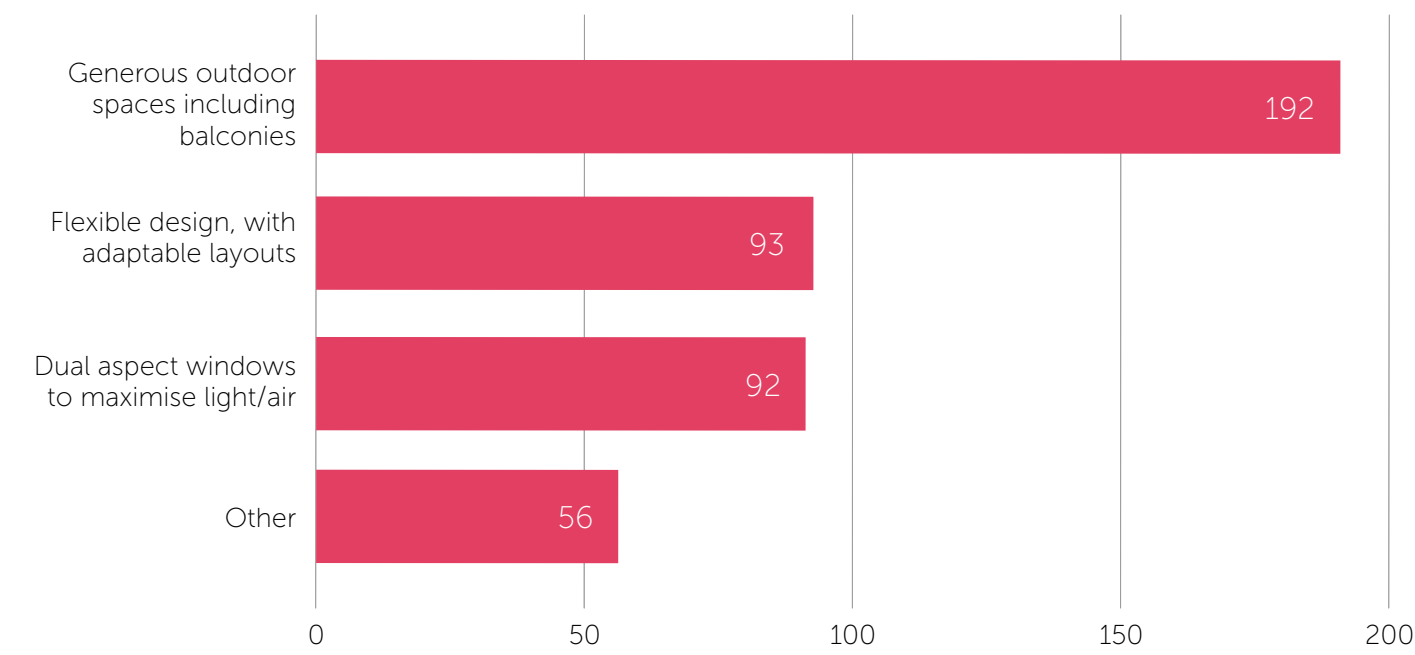
#### Homes

How do you feel about the design of the new homes?

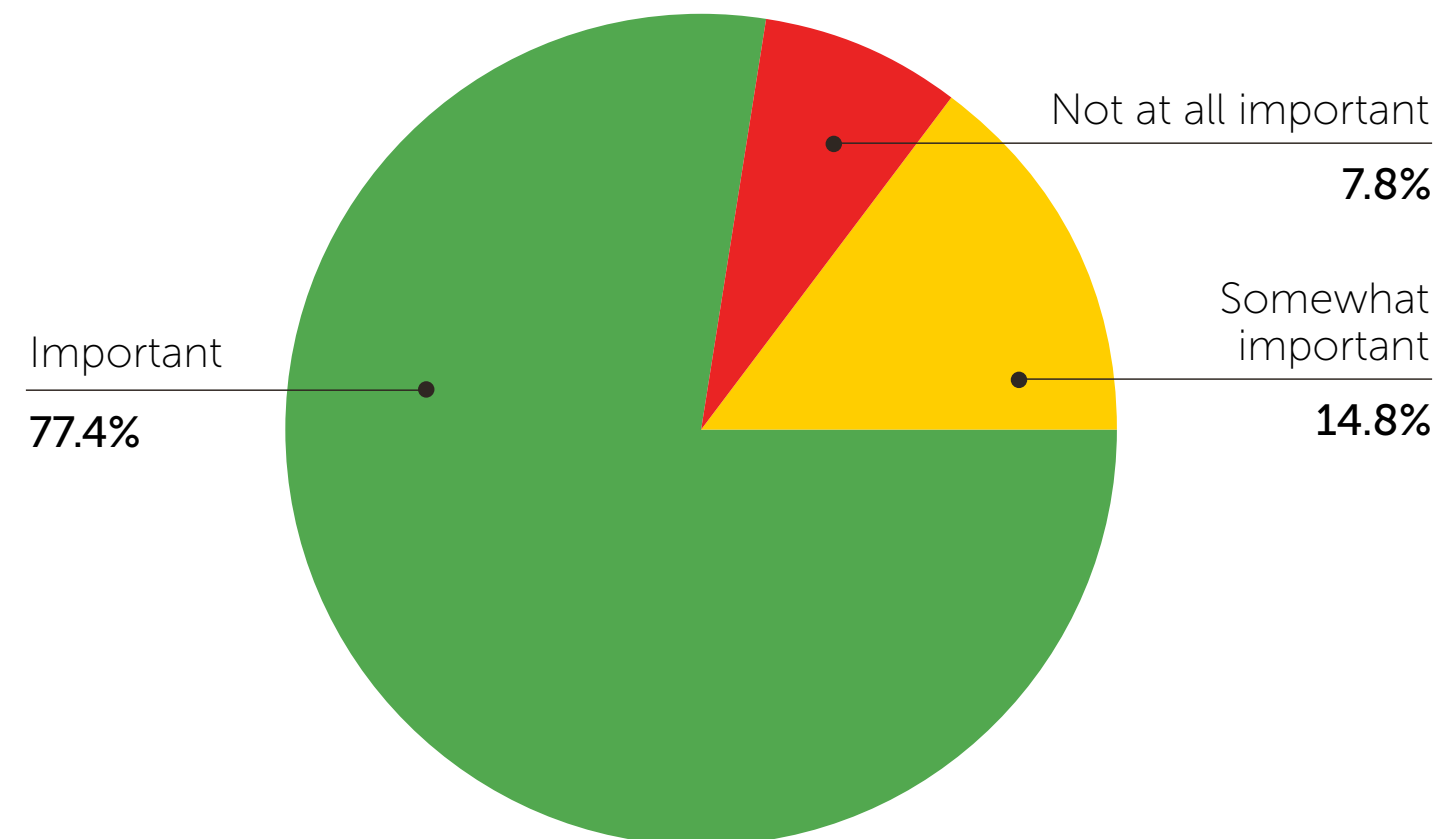


Overall, respondents felt very positive about the design for the new homes, with almost 80% of comments being either somewhat positive or positive.

Which elements from this list are most important to you about the design?



How important is it that the design of the new buildings are in keeping with the local area?



Many comments were positive about the design and materials - such as the use of brick – shown in the concept images. But some people were concerned about the height and density of the buildings. Some felt that the height would affect the amount of natural light on outside space nearby, and not be in keeping with the character of other buildings in the area. (See the design team response on page 64)

Comments were generally positive about including balconies and communal green space. But emphasis was put on the need for rooms that were big enough for young families, with adequate storage space and windows to allow for light and ventilation in all rooms (including kitchens and bathrooms).

Noise, security, and fire safety were also a concern, with many responses mentioning a need for double-glazed windows and fire safety measures. Plus, a concern that upkeep and maintenance of the communal areas and amenities be kept up, such as bins.

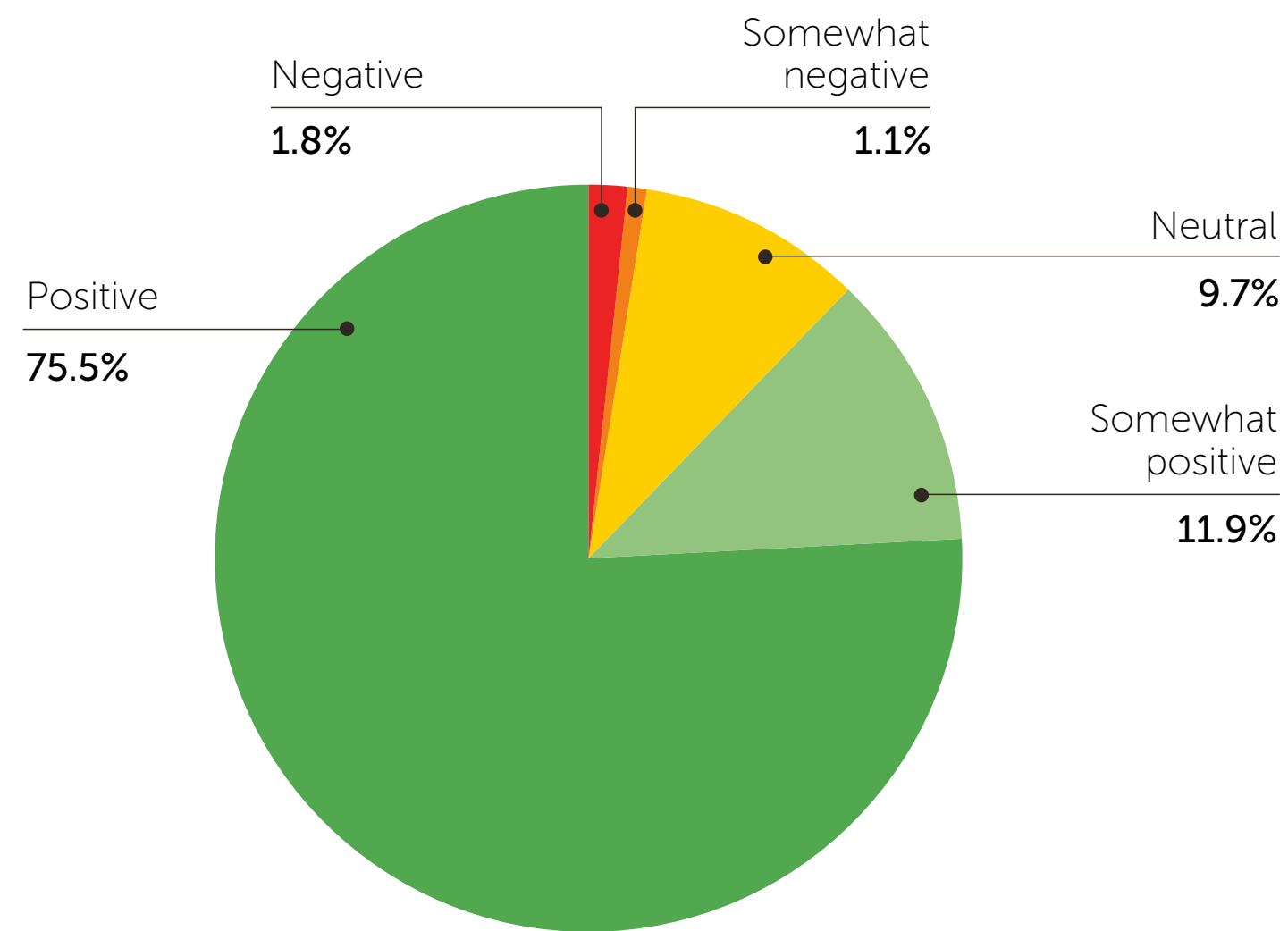
A number of comments mentioned the need for better accessibility (such as lifts) for those using wheelchairs and pushchairs for example.

Comments also emphasised a need for affordable housing and enough social housing.



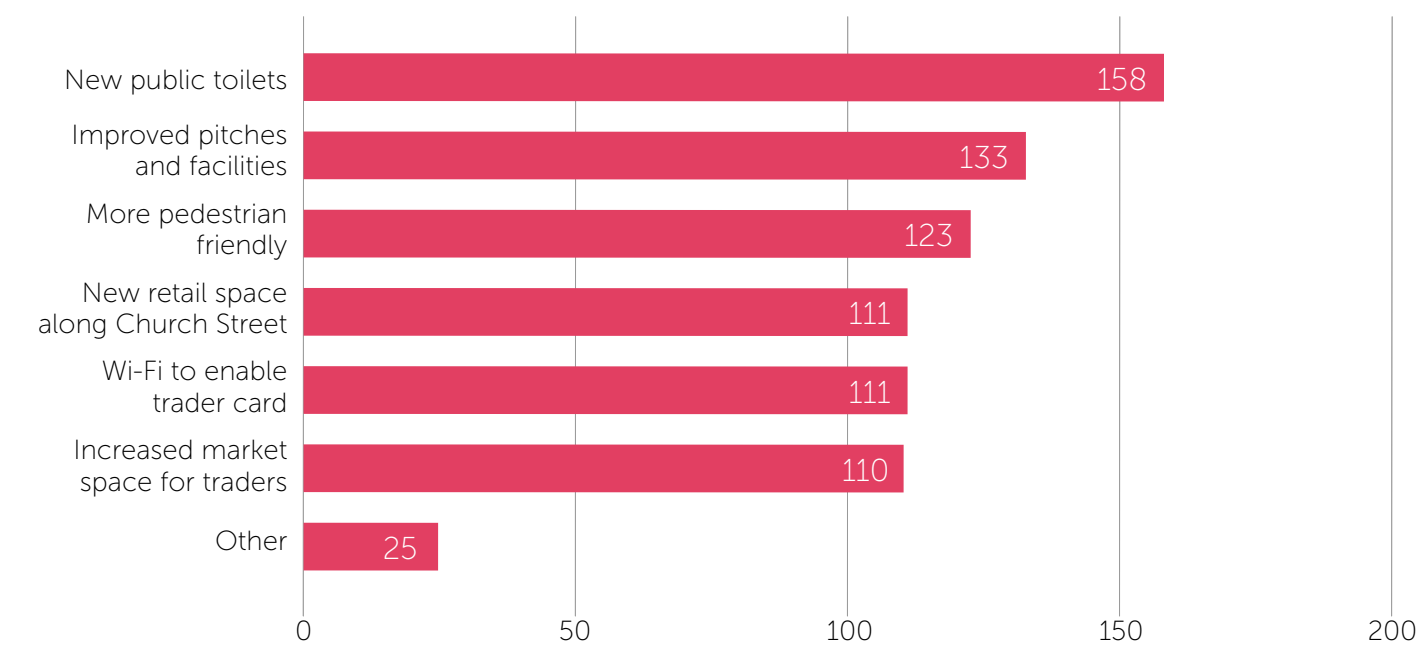
## Shops and markets

We're proposing more of a mix of shops on Church Street and improvements to the market. How do you feel about this proposal?



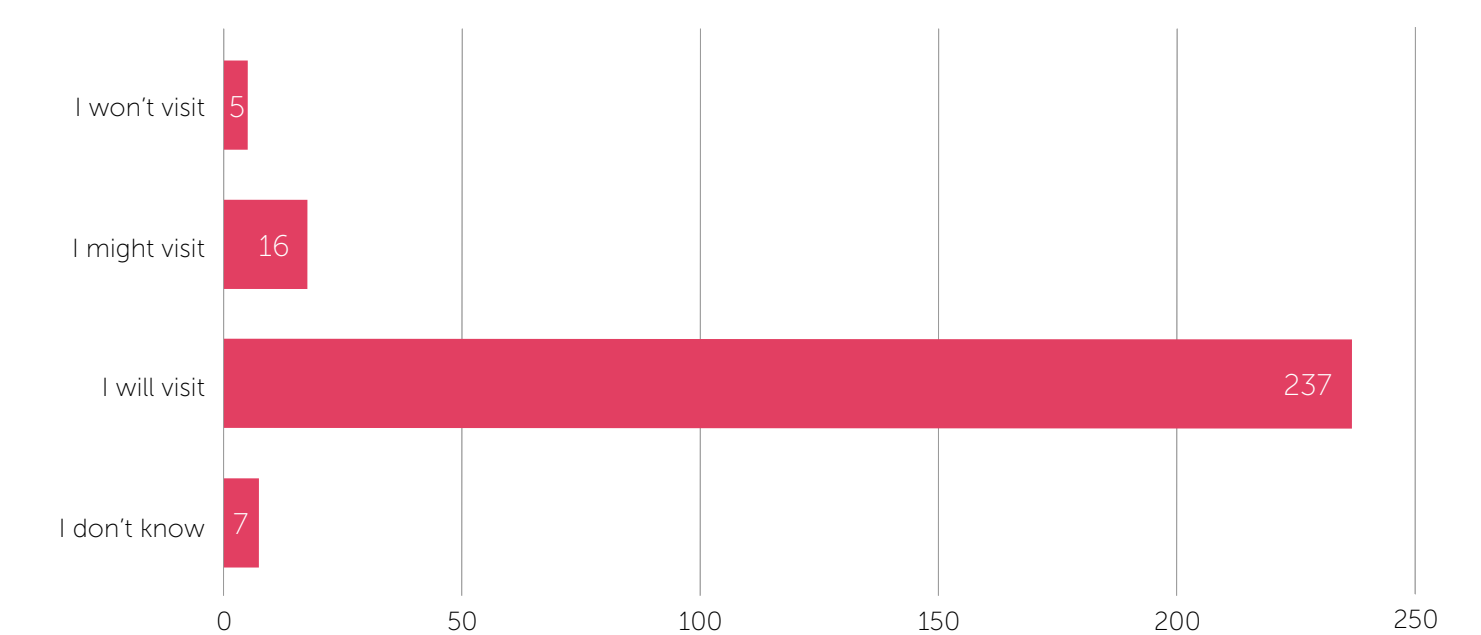
Comments about the market were mixed. Some felt that the market was an important part of the local character, and wanted to support local traders rather than chains. Others felt that the market had issues with noise and litter.

What aspects of the shops and markets proposals do you feel are the most important?



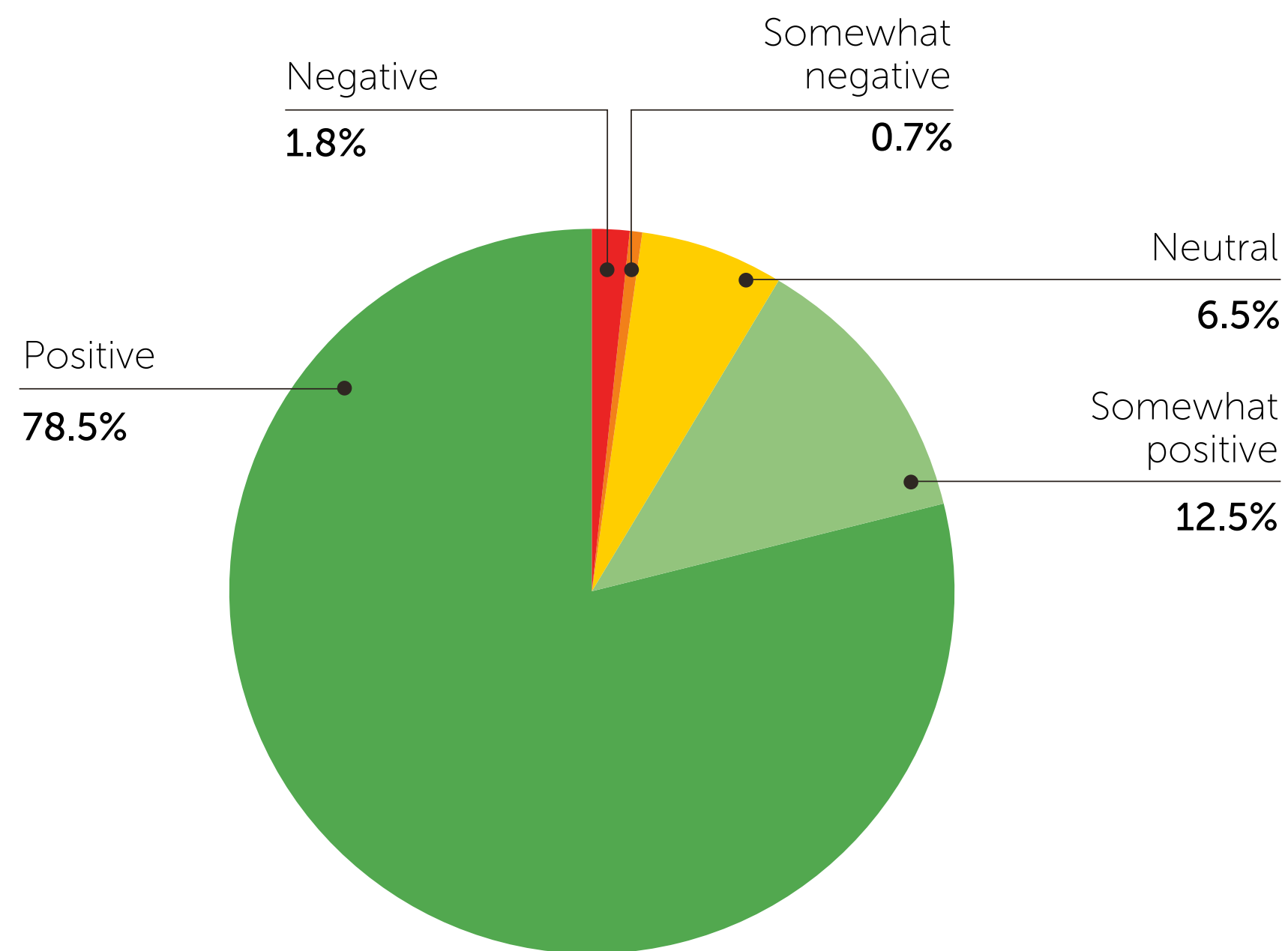
A number of comments identified a lack of variety and quality in local shops, and would prefer fewer shops selling the same products.

The design proposals aim to improve the market and shops. How likely are you to visit Church Street because of this?

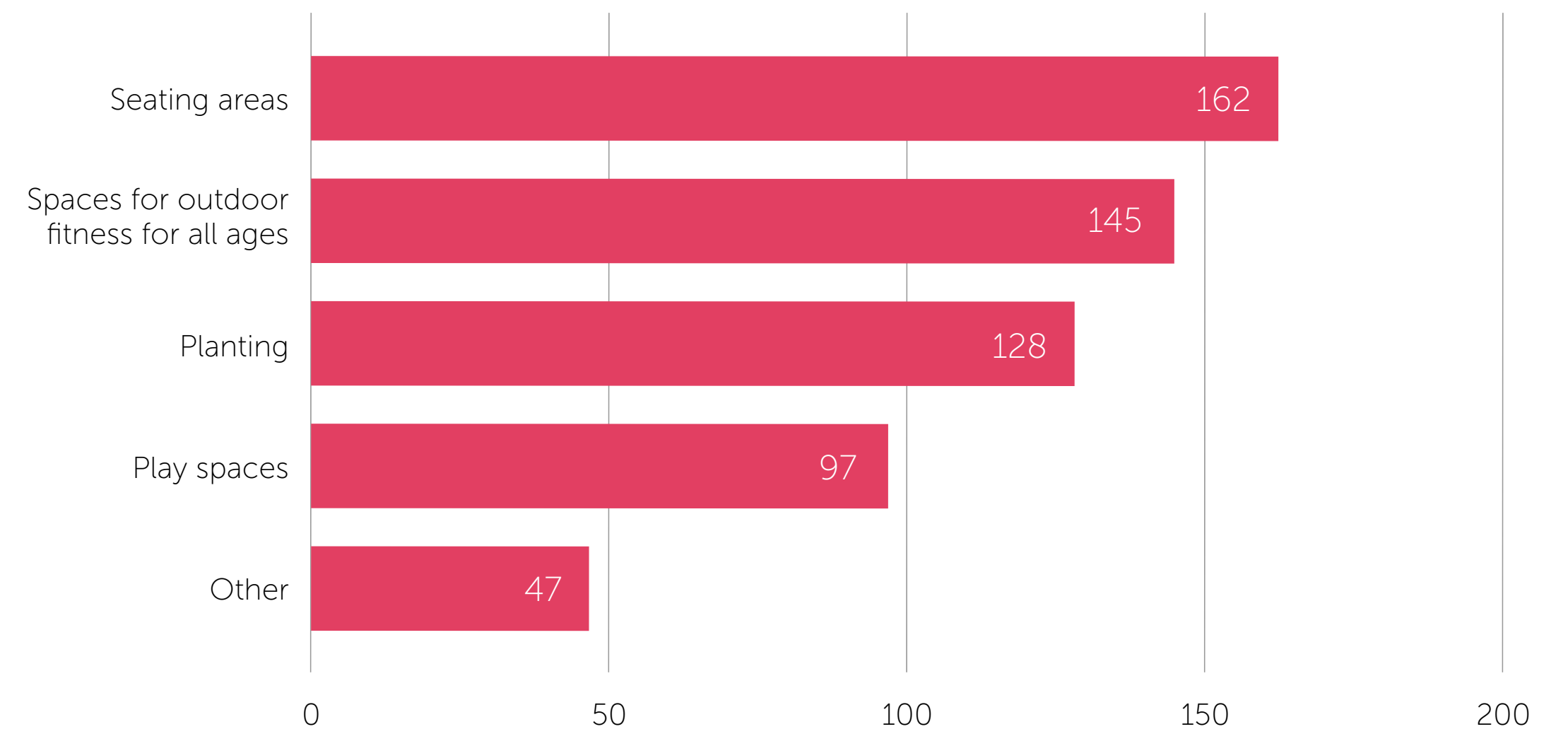


## Health and wellbeing

An important part of the scheme is to improve the quality of green spaces and increase health and wellbeing benefits, including a new Church Street Library. How do you feel about this proposal for Church Street?



What features would you most like to see in the new proposed green spaces?



There were a number of positive comments in relation to the library staying in the area.

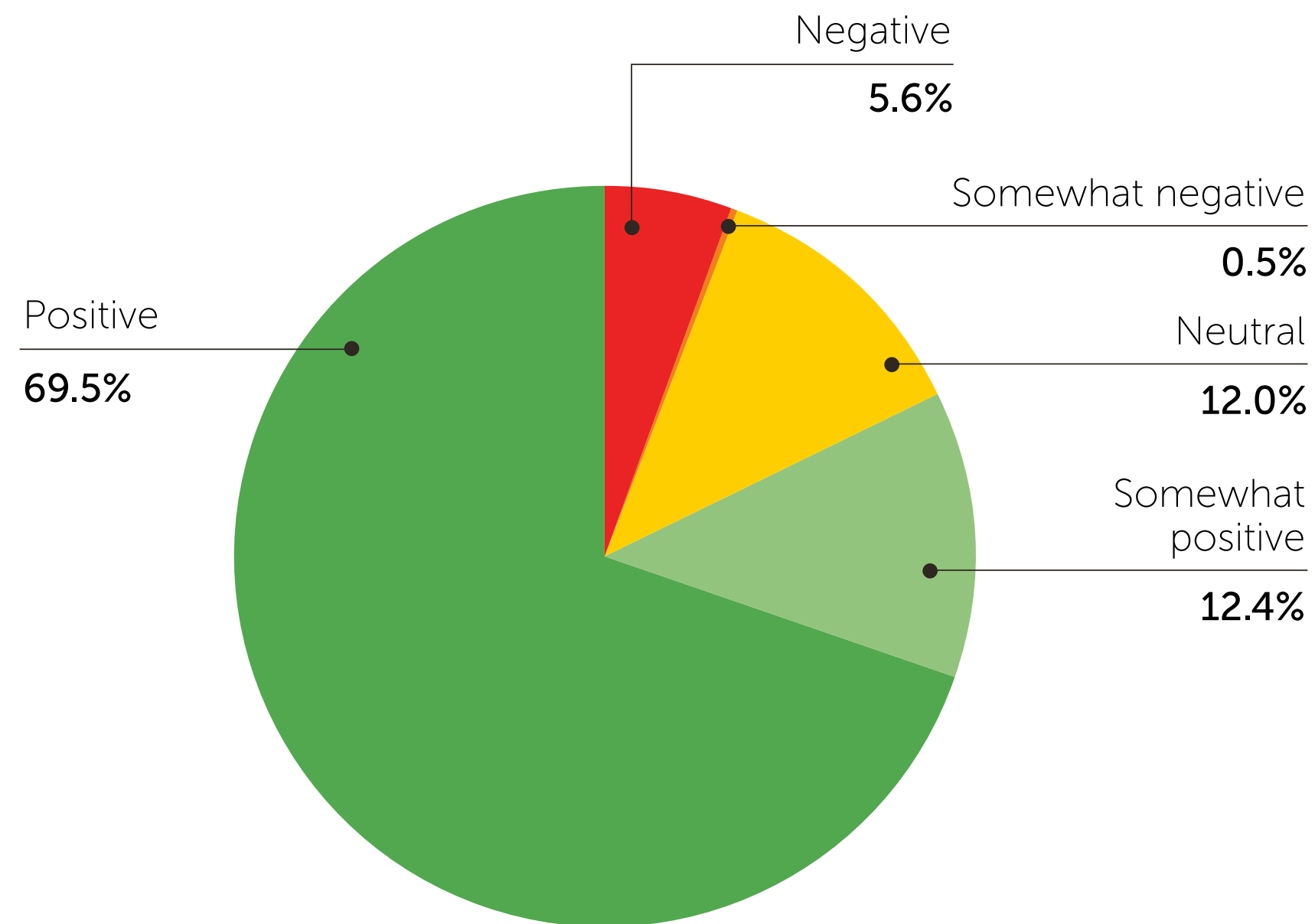
Comments were also positive about new green spaces being proposed, although some questioned whether they would be maintained regularly. Some comments suggested community involvement in this, and community projects such as a shared allotment space.

Security was also a concern. Suggestions to tackle this included better lighting, CCTV and fewer narrow alleyways.



## Getting around

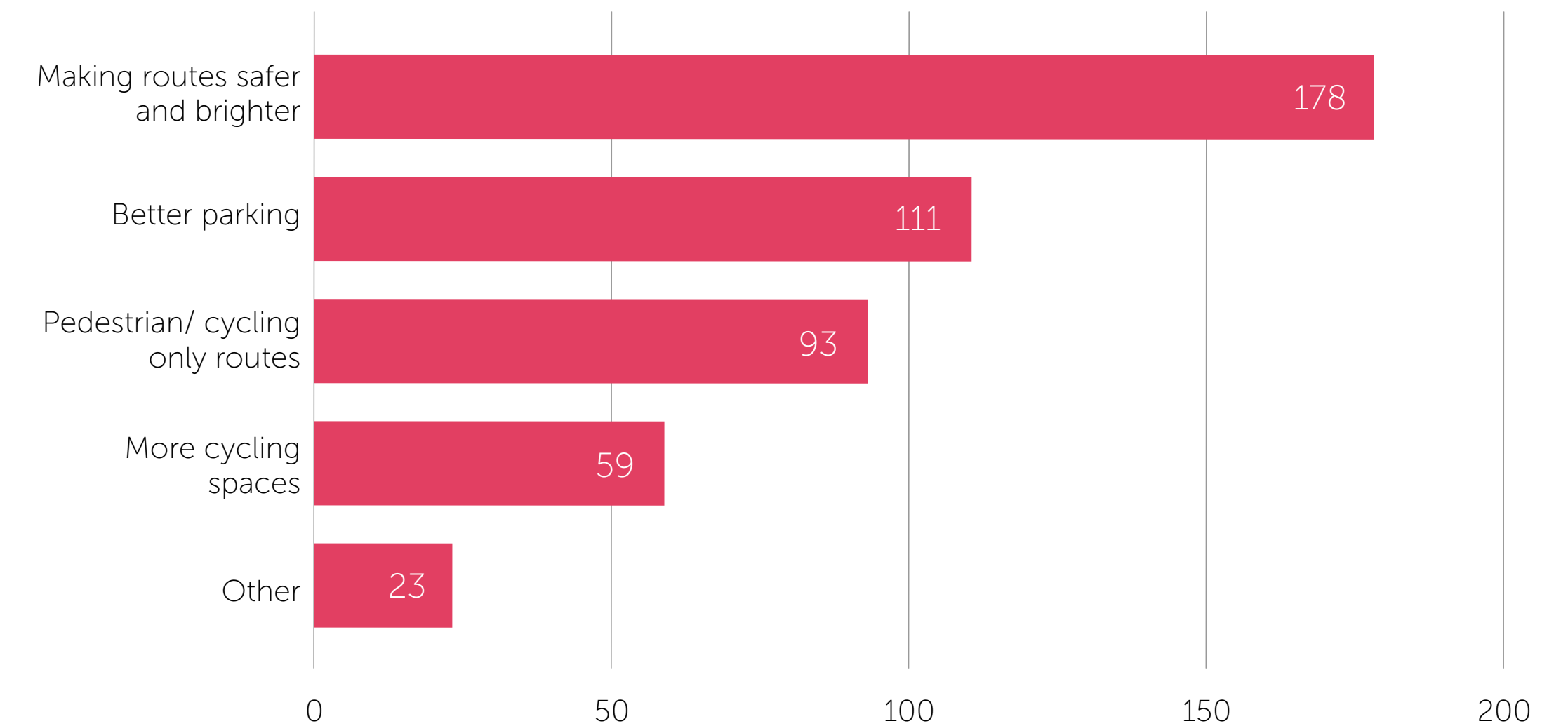
The proposals will make it easier for local people to get around Church Street, particularly when using sustainable transport, such as cycling. How do you feel about this?



Safety and security were important concerns for many people – some people felt that pedestrianising the street would cause safety issues at night due to a lack of vehicles driving past.

Some felt that measures should be put in place to make Church Street less accessible to bikes, due to issues with people cycling or using e-scooters on the pavement. Others wanted more provision for cyclists, such as cycle lanes and secure bike storage.

Which features do you feel are the most important for ensuring residents and visitors can move around the area easily and safely?

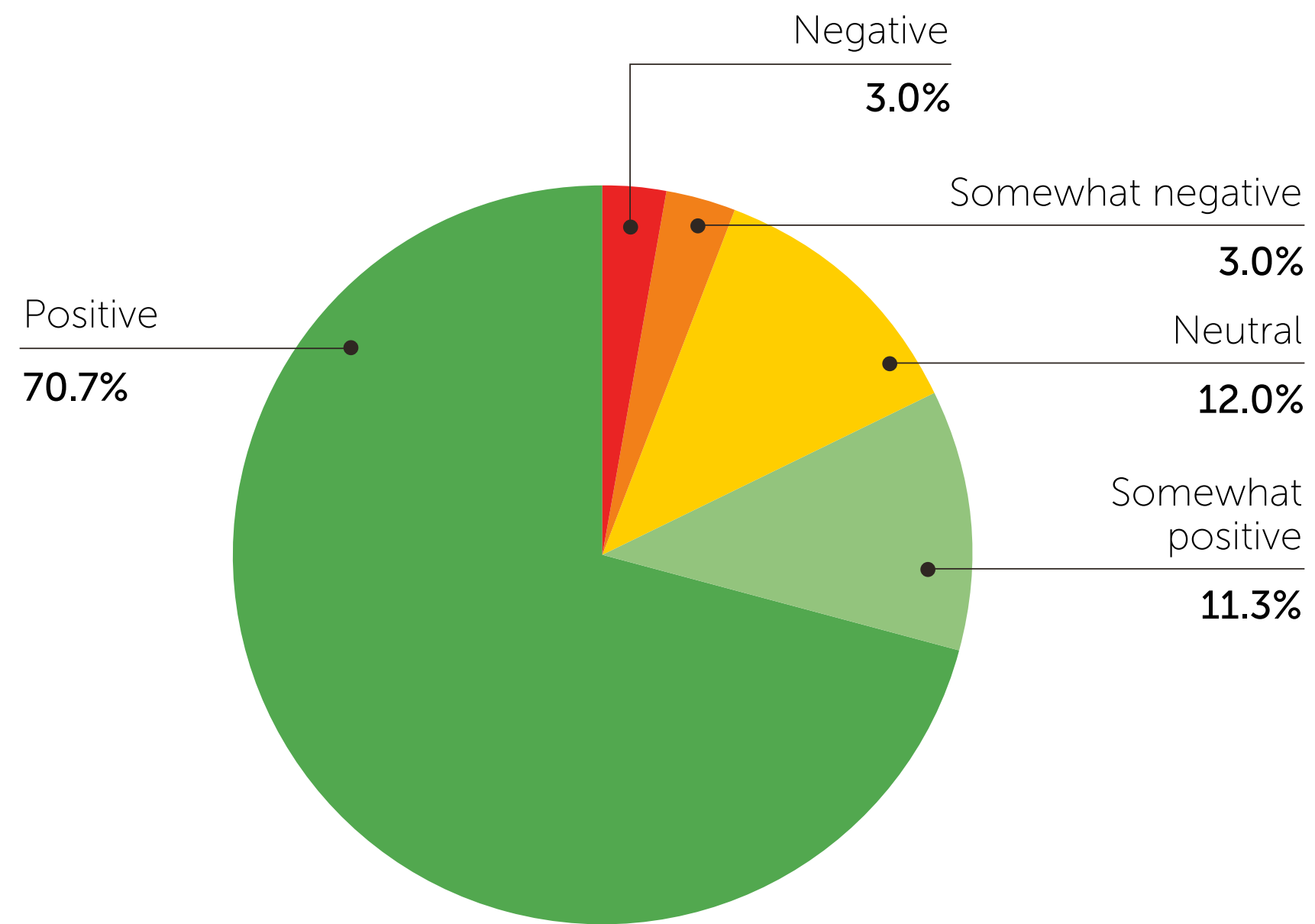


Attitudes towards parking were mixed. Some felt that there should be a more parking spaces, and a higher proportion of electric vehicle charging points. Others felt that the proposals should be designed primarily to benefit pedestrians. Some people also said that there should be anti rat-running measures on some streets.

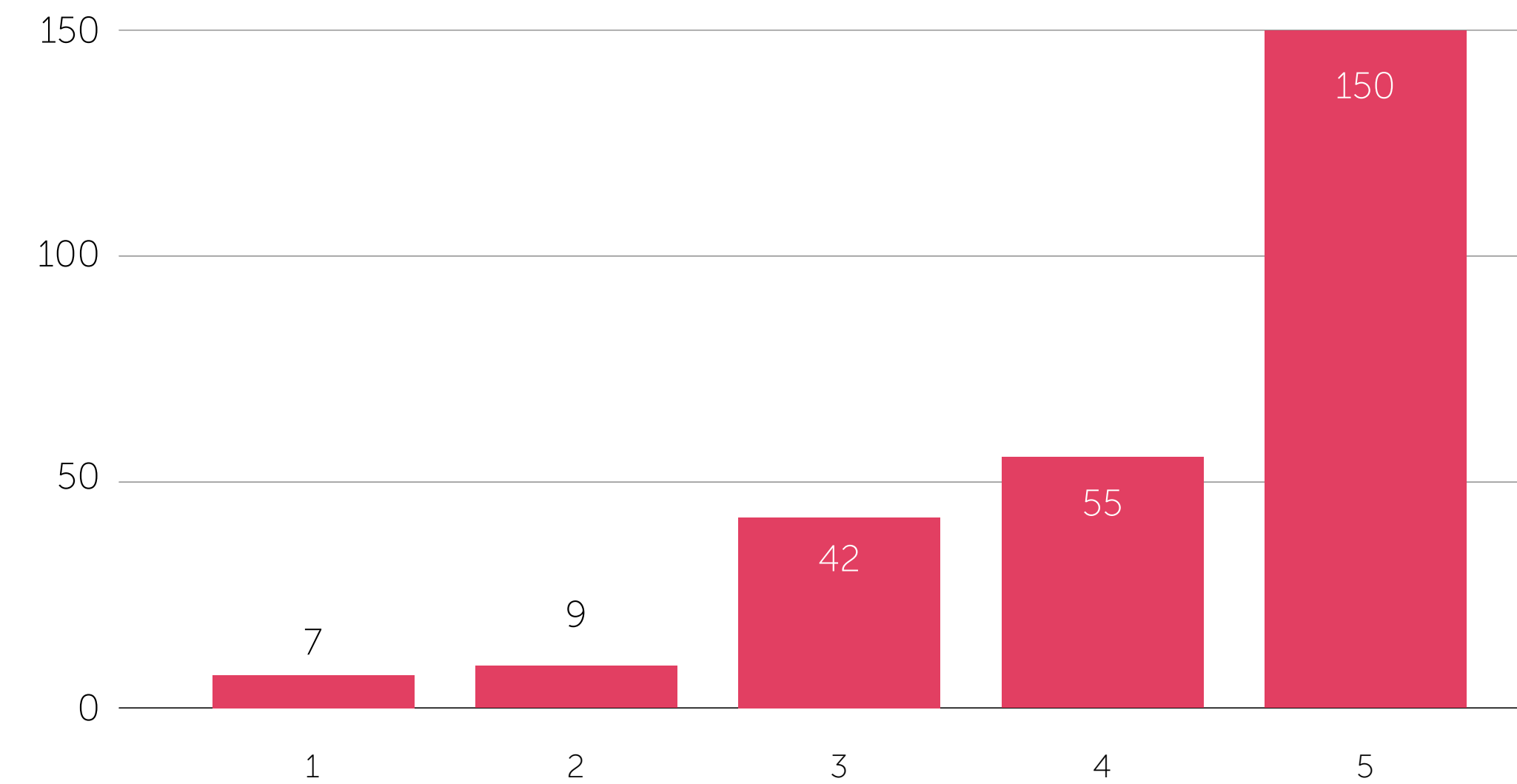
Respondents also identified a need for accessibility facilities for wheelchair and mobility scooter users, such as dropped kerbs.

### Optimism and informed

How optimistic do you feel about the regeneration plans for Church Street Sites A, B and C?



How informed do you feel about the regeneration plans for Church Street Sites A, B and C? (1 being least informed, 5 being most informed)



### 9.5.5 Key feedback themes

The consultation identified four main feedback themes from the responses gathered, which would be used to further develop and inform the design:

1. Several residents and stakeholders were concerned about the proposed building heights and what the impact would be on the amount of daylight reaching Church Street.
2. Some stakeholders expressed concern about the size of the new Church Street Library and wanted more detail about its size and uses.
3. Stakeholders felt they wanted to see the proposals set within the context of the existing local townscape.
4. There was very positive feedback about how the designs for the homes, market and green spaces were seen as modern, and an improvement for Church Street.



Stall trader at work on Church Street

## 10. Pre-Planning Consultation - Stage 2 (30 June 2021 – 28 July 2021)

Stage two of the Pre-Planning Consultation was held between 30 June 2021 – 28 July 2021. This consultation presented back to the community the feedback from stage one, and further explored and developed the designs. After the consultation, the Council's planning department prepared to notify the community on the formal submission of the planning application. This process is explained on **page 82** and details our intention to carry out this engagement in future.

A summary of the key events and engagement activities during this stage of consultation is described opposite:



Flyers advertising the stage two Pre-Planning Consultation

Activity/Material	Area/Group covered	Date
Booklet, flyers and posters distributed	Church Street area	w/c 21 June 2021
Pop-up stalls	Public consultation drop-ins on Church Street	3 July 2021 8 July 2021 15 July 2021 24 July 2021
Drop-in exhibition at 35 Church Street	Businesses and traders	3 July 2021 8 July 2021 15 July 2021 24 July 2021
Regeneration walkabout	Church Street Youth Voice	5 July 2021
Webinar	Open to all public	7 July 2021 15 July 2021 21 July 2021
Door knocking	Residents of Sites A, B and C	13 July 2021 27 July 2021

## 10.1 Design team response

In response to the main feedback themes (page 62), the design team further explored particular elements of the proposal. These details were then presented back to members of the community within the consultation booklet and at meetings with stakeholders.

### 10.1.1 The height of new buildings and shadowing on Church Street

More information was provided on the height of the new buildings and the potential shadowing of Church Street. We also carried out and presented shadowing studies using daylight analysis software. A number of mitigations are also incorporated into the design:

- To build around 1,100 new homes across Sites A, B and C, including an improved library and shops, it was acknowledged that the proposed heights would be considerably taller than existing buildings.
- To keep overshadowing to a minimum, the designs are proposed to be stepped at various heights along the façade and at the corner of buildings. The stepping back of storeys also means more of the sky can be seen, to minimise the feeling of being too enclosed or overwhelmed by the development.
- The buildings are configured so that lower storeys face Church Street, minimising the overshadowing along the market and public spaces. The higher storeys face the rear of the site, which means neighbouring streets are overshadowed less.
- The configuration of the buildings has been designed so that frequently used public places still benefit from sunlight, including the Green Spine park and the new street gardens.
- It was emphasised that a new pedestrianised street on Site A would allow more daylight on to Church Street at certain times of day.
- Sunlight studies were carried out at various times of the day, and compared with existing sunlight levels on Church Street. The modelling for the studies used 21 March as the date recommended by the Building Research Establishment (BRE) for overshadowing studies. This is because it's considered to be the best time of the year to assess the average impact of a proposed development on overshadowing.
- The sunlight studies were included in the consultation booklet at various times of day. It showed that at 9am and 10am, the proposed new building designs will lead to more sunlight on Church Street than now (see our booklet in appendix 20). This is due to the creation of the new garden street in Site A. While there is some more overshadowing in the late morning (10am-12pm), the studies also show that the proposed buildings would have to drop to a maximum height of six storeys on Church Street to remove this shadowing. This would result in a significant reduction in the number of affordable homes on the site and would considerably limit the opportunity to create the new open spaces, and improvements to the market and library.
- Good levels of direct sunlight to the market remained between 1pm and 4pm. Between these times, there are significant amounts of sunlight in Church Street due to the south-west to north-east orientation of the street.



### 10.1.2 The size and uses of the new Church Street Library

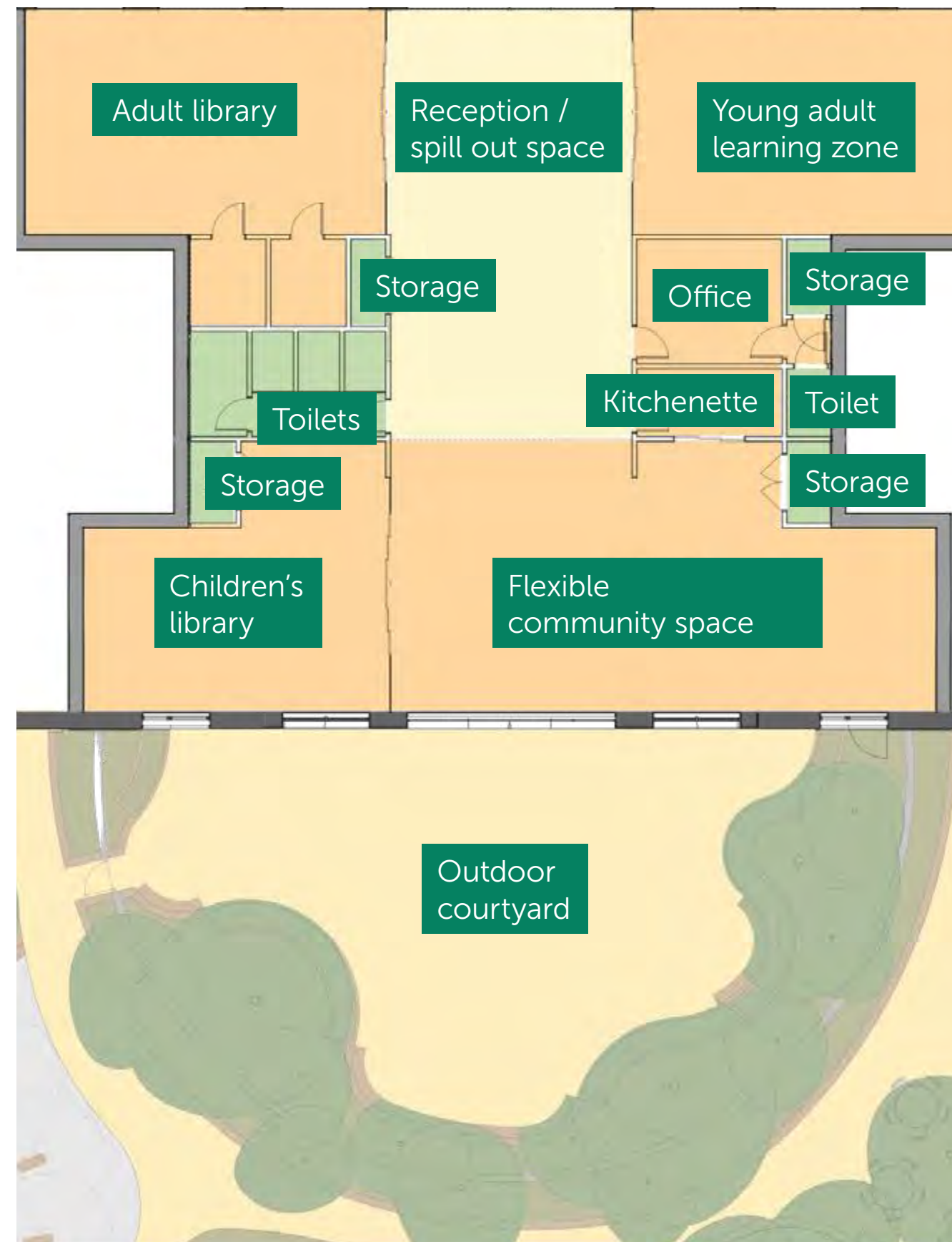
Following feedback on the size of the Church Street Library, we assessed the size of the proposed space compared with the existing library. While smaller than the existing library (as shown below), we further developed and described how the space within the library and courtyard would be used. This includes quiet reading areas and study spaces. These flexible uses are in response to feedback. It improves on the existing services available and offers opportunities for a range of new events and activities.

Area	Existing library	Proposed library
Usable internal space available for the library (excluding staircases, toilets service areas etc)	613sqm	355sqm
Garden area	200sqm	192sqm

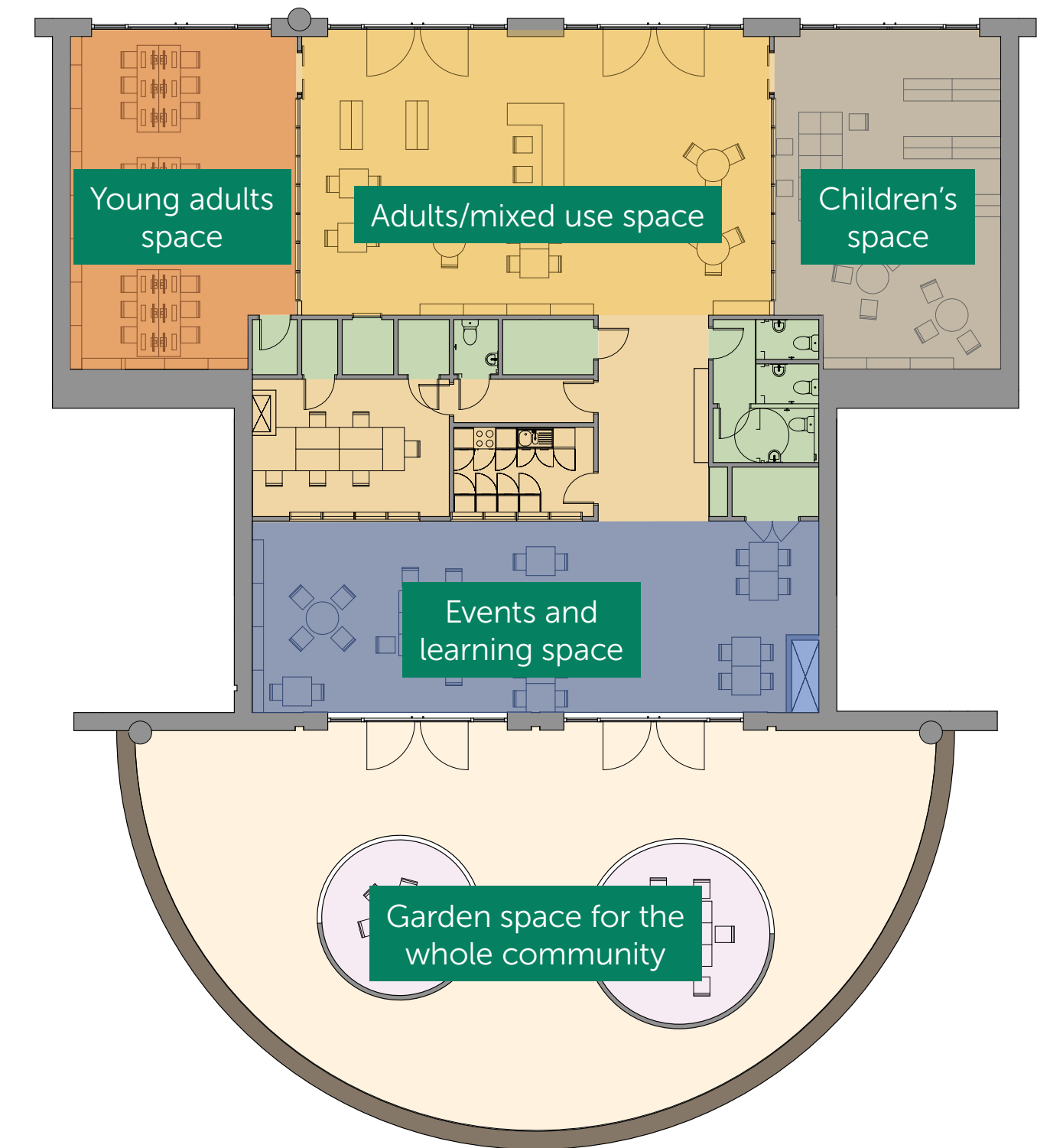
In response to feedback about the range of community activities that take place in the existing library, we are also developing a Community Spaces Strategy for Church Street. This strategy will look broadly at community activities in the area and the future community facilities that will be developed. It intends to:

- Create a centralised approach to joining up community infrastructure to ensure consistency across the area.

- Harness existing community spaces and proposed new community spaces within the context of the regeneration.
- Meet the needs for a changing population and to accommodate new services across Church Street for the community.



Following the conclusion of the Stage Two Pre-Planning Consultation we further engaged with community groups about the size of the proposed library. As a result the design has been further amended to include a mezzanine, increasing overall floorspace. The usable internal space for the proposal is 495sqm, with 192sqm of additional garden area.



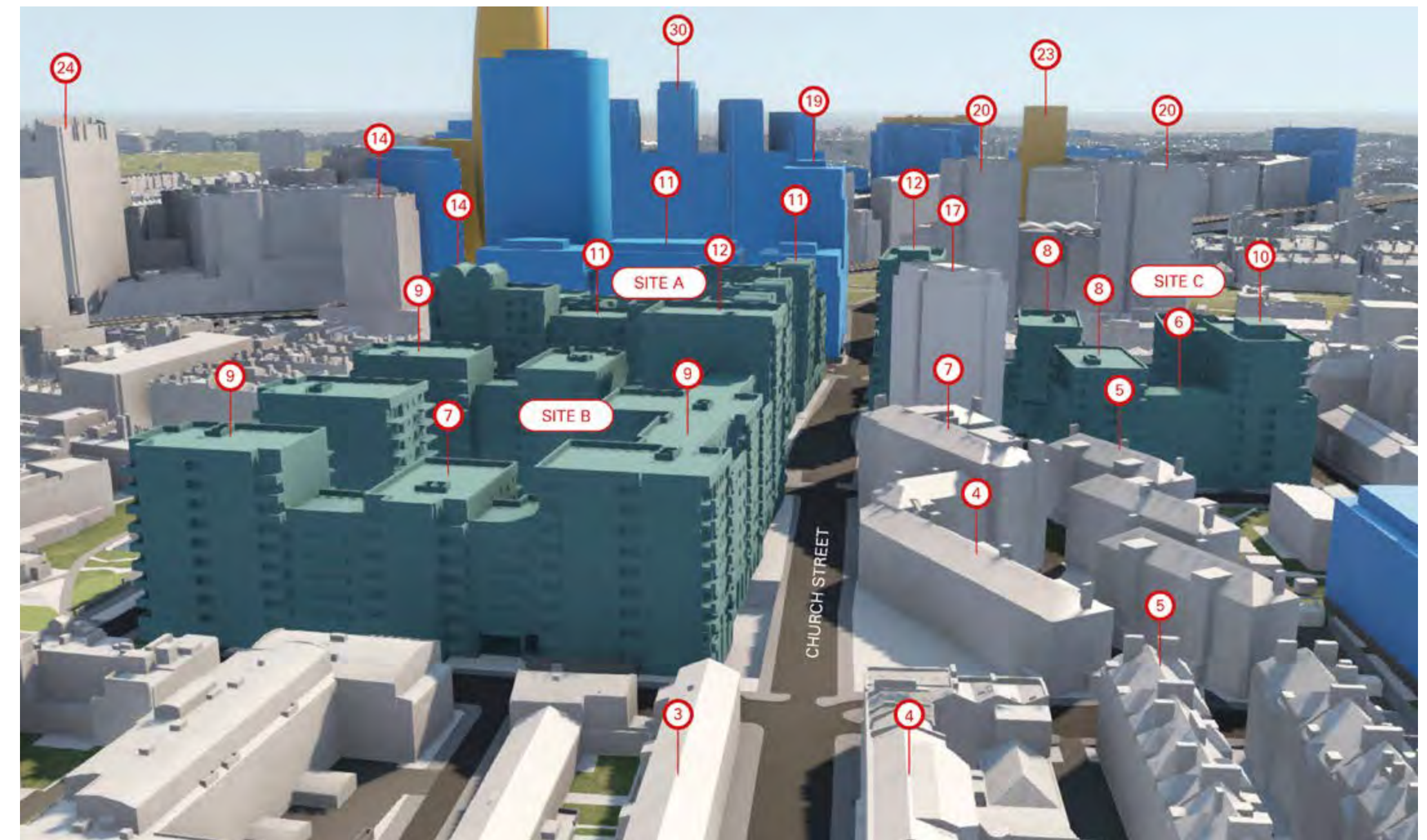
We further developed the library floor plan. On the left shows our first stage proposal and on the right is our updated second stage proposal.

### 10.1.3 The local townscape and context

Further modelling was presented showing the scheme within the local context. This was in response to feedback to see the buildings within the local neighbourhood and the impact this may have on the townscape. Using modelling software, the proposal was shown with building heights compared with adjacent buildings in the area. This information was included in the consultation booklet and online. Additionally, to provide a sense of the proposal at ground level, we created a walk-through video, which helped residents understand the design in more detail.



An aerial view of Site A from our fly-through video



The heights of the proposed buildings for the three sites (shaded green), shown alongside the heights of other buildings in the area

### 10.1.4 Very positive feedback about how the designs for the homes, market and green spaces were seen as modern, and an improvement for Church Street.

From the first stage of Pre-Planning Consultation, there was a very positive response across the design priorities as shown on [page 57](#). For the second stage, we were able to respond with more detail about elements of the design based on some common themes of the feedback. These include:

- **Materials:** The buildings will be contemporary, while taking inspiration from the mansion blocks that are typical of Westminster. High-quality facades of red and cream bricks are intended to be robust and attractive. Barrel-vaulted roofs, arched openings on the ground floor and decorative patterned brickwork in prominent locations add personality and character.
- **Interiors:** Every flat will have a generous balcony or terrace. Good insulation, triple-glazed windows, high ceilings and spacious interiors will ensure low-energy, attractive homes.

In response to the positive feedback about these features, the design team increased the number of dual aspect units in the proposals. As a result, every new home on Site A is proposed to have windows on two walls. Example flat comparisons were also presented on our project website and at webinars. Overall, the studies showed that the new

flats will have increased living areas and floor-to-ceiling height, and improved window-to-wall ratio.

- **Balcony design:** A perforated screen will be placed behind decorative railings to give privacy to residents and shield potential clutter from the street.
- **Accessibility:** The new homes will be designed so that residents and visitors can get into and around the buildings without using steps. There will be two lifts in each housing block so that the homes will be accessible. These lifts will be large enough to allow for large items to be moved easily.
- **The market:** In response to comments about the cleanliness of the market, the project team will launch a pilot project to improve waste management on the site. This includes recycling much more of the waste that is produced. We will work with individual traders to identify solutions to manage waste on stalls.
- **New street gardens:** There was more detail about these new green spaces on Church Street and the surrounding area. They will be fully accessible and include seating areas, space to play and planting.
- **Cycling provision:** Bicycle parking will be provided in line with the Mayor's London Plan standards (March 2021), ensuring adequate spaces for residents, employees, visitors, and disabled users. Cycle parking for residents will be located within secure, covered and well-lit stores on the ground floor of each block.
- **Play spaces:** In response to concerns about safety and security, the designs have been further developed to help everyone feel safe and make the play spaces as secure as possible. This includes:
  - Not having blind corners and hiding places.
  - All external spaces designed to be overlooked, allowing passive surveillance.
  - All areas well lit at night.
  - Seating areas located in overlooked areas away from residential entrances, to reduce the likelihood of people lingering and anti-social behaviour.
  - Hard landscaping, such as brick walls and external stairs, designed to reduce opportunities for lingering and anti-social behaviour.
  - Soft landscaping that doesn't block sight lines, for example tree canopies above eye level and lower planting below.



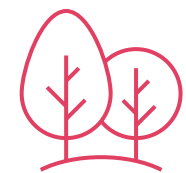
## 10.3.1 Summary of stakeholder feedback

The headings below provide a summary of the key design themes raised by stakeholders. After the consultation concluded we have and will continue to engage with stakeholders in response to the feedback they have raised in project briefing meetings.



### Design

- Design quality, internal fittings and accessibility of the homes was welcomed and recognised as an improvement on the current standard of homes.
- The extent of shadowing from the buildings and lack of light reaching Church Street remained a concern.
- The height of the buildings remain too tall and could be overwhelming for the area, making Church Street feel closed in.
- Life time homes that are adaptable according to residents' needs was commended.
- It was felt that the arches at roof level to not particularly relate to the area and add unnecessary height.



### Green spaces

- Addition of green courtyards and public spaces was welcomed.
- New street gardens on Site A helps introduce much needed green space to the area.
- Whilst there is play space proposed for young children, there is a need to make sure there is adequate spaces for the many teenagers in the area.



### Church Street Market

- New facilities and storage for traders is much needed considering the poor standard of current provision.



### Church Street Library

- Concerns that the library is still too small compared to the existing library. In particular it was noted that with an increase in the local population, there will be an increased demand for the library. There are also many activities and services which take place in the current library and they should have space to continue in future. In response to this feedback we continued to carry out further engagement with community groups and as a result the design was further amended to increase the library's overall floorspace by including a mezzanine level.
- Welcomed that the library will stay on Church Street. Encouraging that the location near the junction with Edgware Road shows the importance of the library to the regeneration of the area.
- There must be areas for quiet study and more animated spaces provided.
- The garden space was welcomed, however there should be adequate security in place as it neighbours a resident courtyard.



### Traffic

- Consideration should be given to businesses along Church Street and their customers with the pedestrianisation of Church Street during market hours.
- Doubts were raised as to whether it is necessary to have Venables Street as a two-way road.



### Carbon

- The Council should aspire to build a zero-carbon scheme without the need for carbon-offset payments.

## 10.4 Exhibition and events

### 10.4.1 Online engagement

- Three webinars were hosted during the consultation, led by the project team, Bell Phillips architects, and Camlins landscape architects. The webinars continued to prove effective in getting a number of stakeholders engaged with the proposals. There was a Q&A session during each one. They were held on:
  - 7 July 2021 – 7 registered, 3 attended
  - 15 July 2021 – 11 registered, 8 attended
  - 21 July 2021 – 6 registered, 4 attended
- A 3D design walk-through video of the scheme was available online. This was created in response to several people who had said that it would help visualise the proposals modelled within the existing townscape. The walk-through was promoted on social media. The video also included links to where people could give their feedback online.
- Commonplace continued to be used for the second stage of the consultation for residents and stakeholders to give their feedback.

### 10.4.2 Church Street Triangle pop-ups

- Four consultation pop-up exhibitions were held on the Church Street Triangle for members of the public to visit, see the proposals and speak to project staff. Over 400 people visited these exhibitions and either left feedback or took away a copy of the consultation booklet. The pop-ups were held on the following dates:
  - Saturday 3 July 2021, 11am – 3pm Church Street Triangle
  - Thursday 8 July 2021, 11am – 4pm Church Street Triangle
  - Thursday 15 July 2021, 11am – 4pm Church Street Triangle
  - Saturday 24 July 2021, 11am – 3pm Church Street Triangle



Pop-up exhibition stall at the Church Street Triangle in June 2021



Residents leave feedback at the pop-up exhibition in July 2021. Consultation boards and booklets were available at the stall

### 10.4.3 Other engagement activities

#### Business and trader drop-in session

Four business and trader drop-in sessions were held at 35 Church Street concurrently to the pop-up exhibition stalls (Saturday 3 July 11am – 3pm, Thursday 8 July 11am – 4pm, Thursday 15 July 11am – 4pm, Saturday 24 July 11am – 3pm). Members of the business and markets team also visited all business and market stall traders on site and updated them on the consultation and gathered feedback.

The business and market team were able to update traders about the proposed impact to their pitches during construction work and how the regeneration team is aiming to minimise disruption as much as possible during this time.

#### Church Street young person walkabout

We held a regeneration walkabout with 16 members of the Church Street Youth voice on 5 July 4:30pm – 6pm. The objective of the walkabout was to continue to engage young people with the regeneration and to allow them to leave feedback during the consultation. The walkabout visited key areas of the Sites A, B and C consultation including the Church Street Library and the Church Street Market. Feedback from the group included:

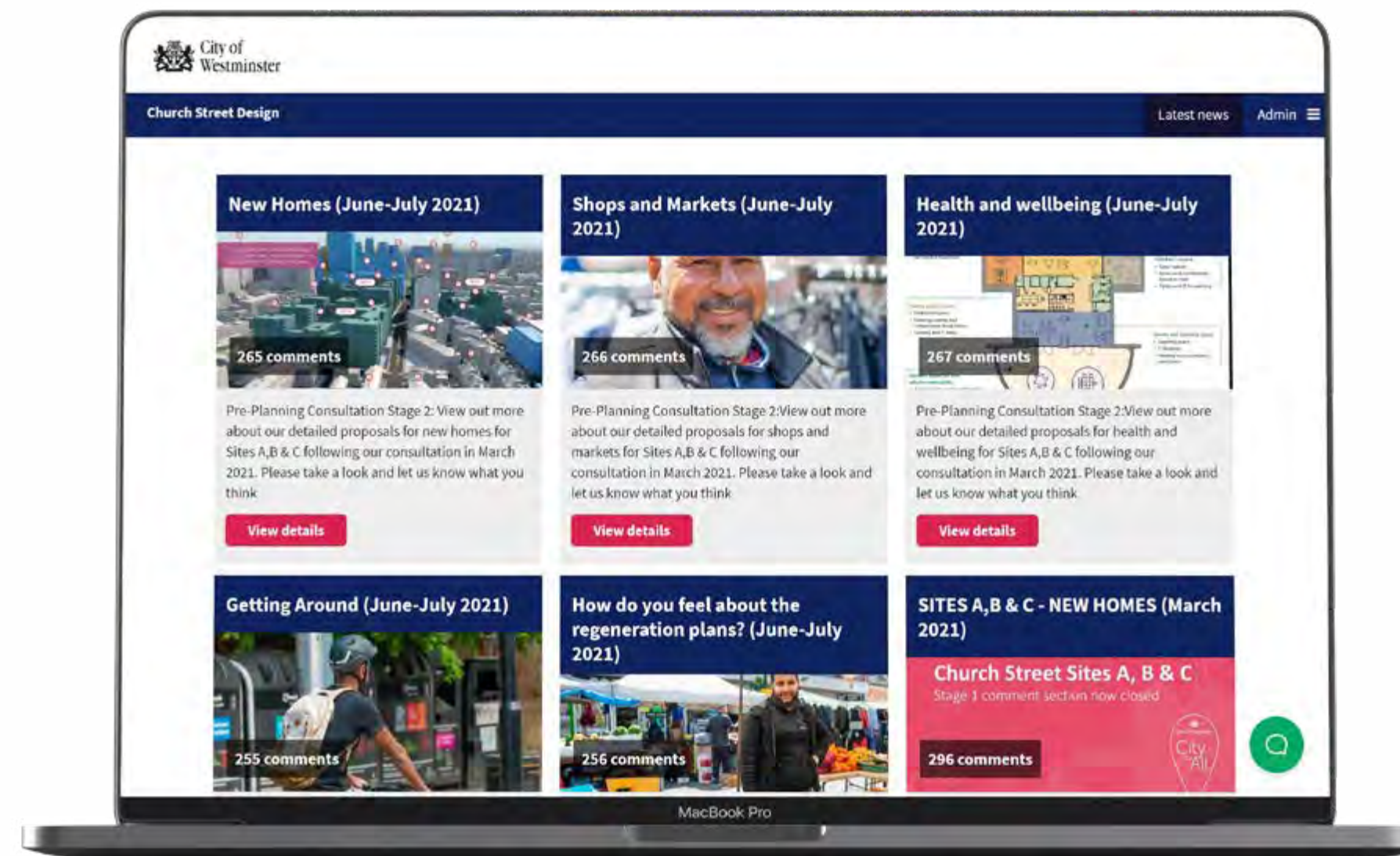
- There is currently a lot of unused space to play sport and socialise with others.

- The market needs more variety and has got worse over the years.
- They do not use the library because it does not cater for teenagers, and is more focused towards early years children.
- The library IT facilities were not seen as sufficient for studying or general internet browsing because there is a one hour time limit for users per day.
- Poorly lit walkway to the library.
- No quiet zone in the library. Many of the young people mentioned they do not have quiet study space at home and a dedicated space would be beneficial for their educational development.

### 10.5 Feedback

At the end of the second stage of the Pre-Planning Consultation, we received:

- 1,310 pieces of feedback via the Commonplace website.
- 268 completed surveys – pop-up exhibition, Commonplace, Freepost and telephone.
- 80% of respondents were either positive or somewhat positive across all design proposals.
- 465 visitors to the Commonplace website.
- 15+ pieces of feedback were received through email and via stakeholders.

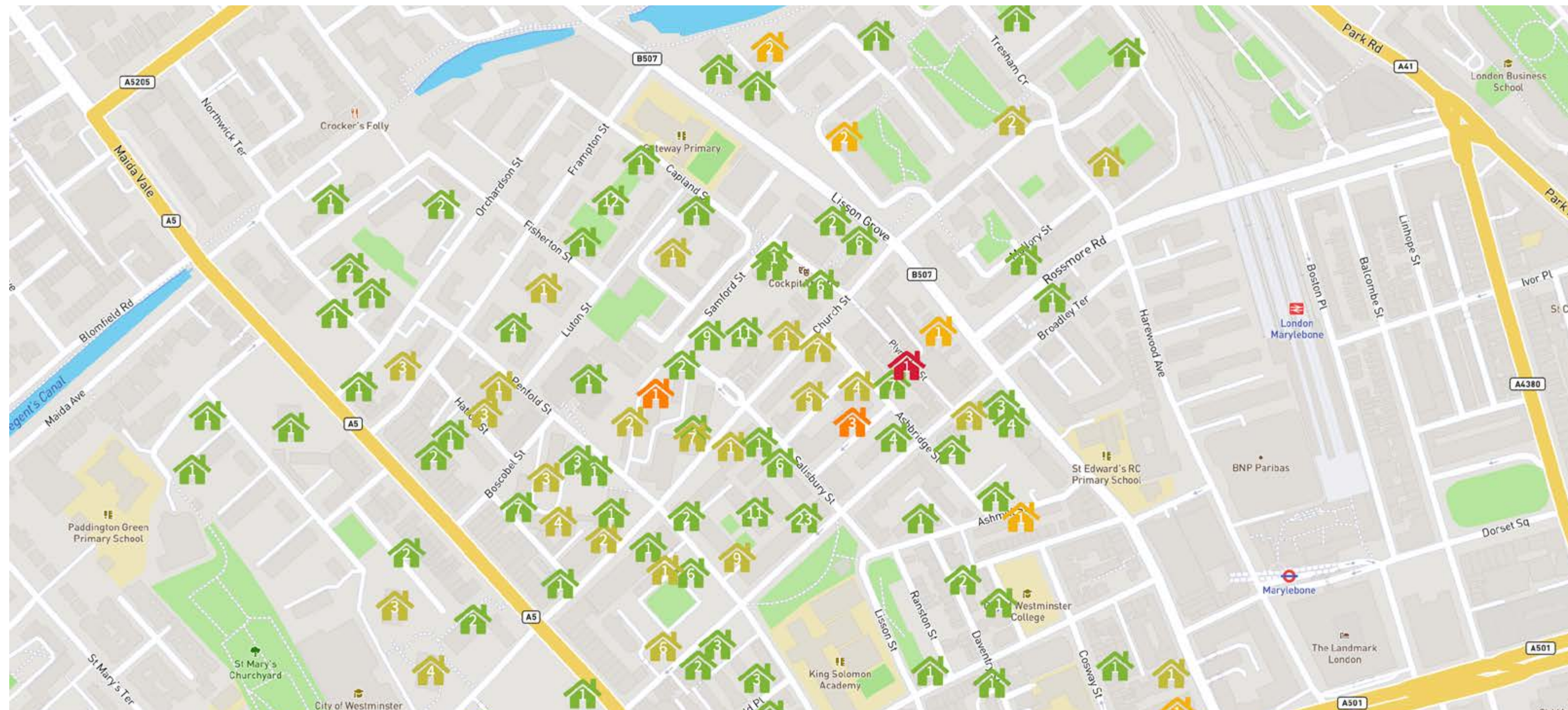


Residents could leave comments directly on our Commonplace consultation platform



### 10.5.1 Respondent map

The map below shows respondents' postcodes by the end of stage 2 Pre-Planning Consultation. Each house icon represents a postcode, with the number representing the number of people responding from that postcode. The colour represents the average sentiment for that postcode (green for positive, orange neutral, and red negative). Please note the map does not include market trader responses, stakeholder group responses, registered home addresses outside of the area of the map shown (e.g. of business owners/traders) or those did not wish to submit their postcode on their questionnaire.



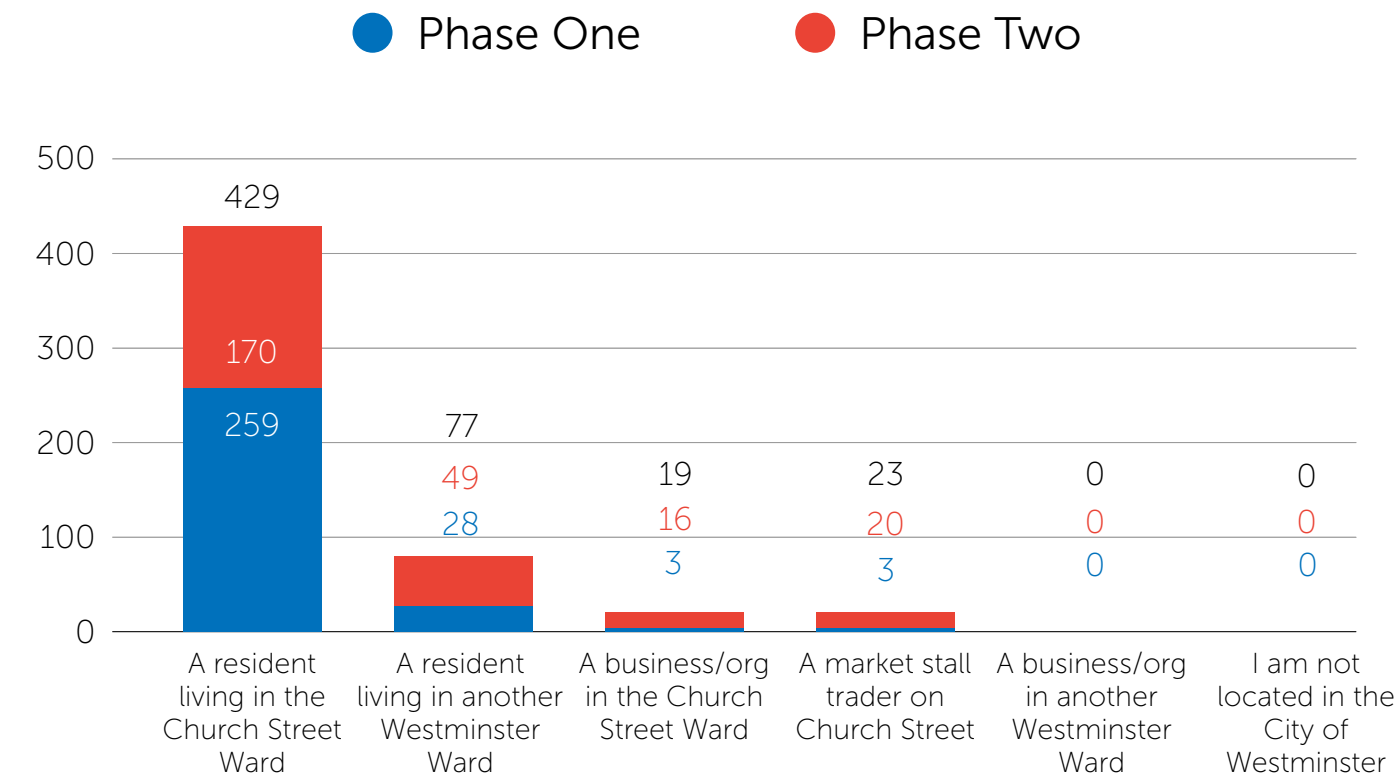
Area map of Church Street and where feedback responses were made if a postcode was provided by the respondent

### 10.5.2 Key feedback figures

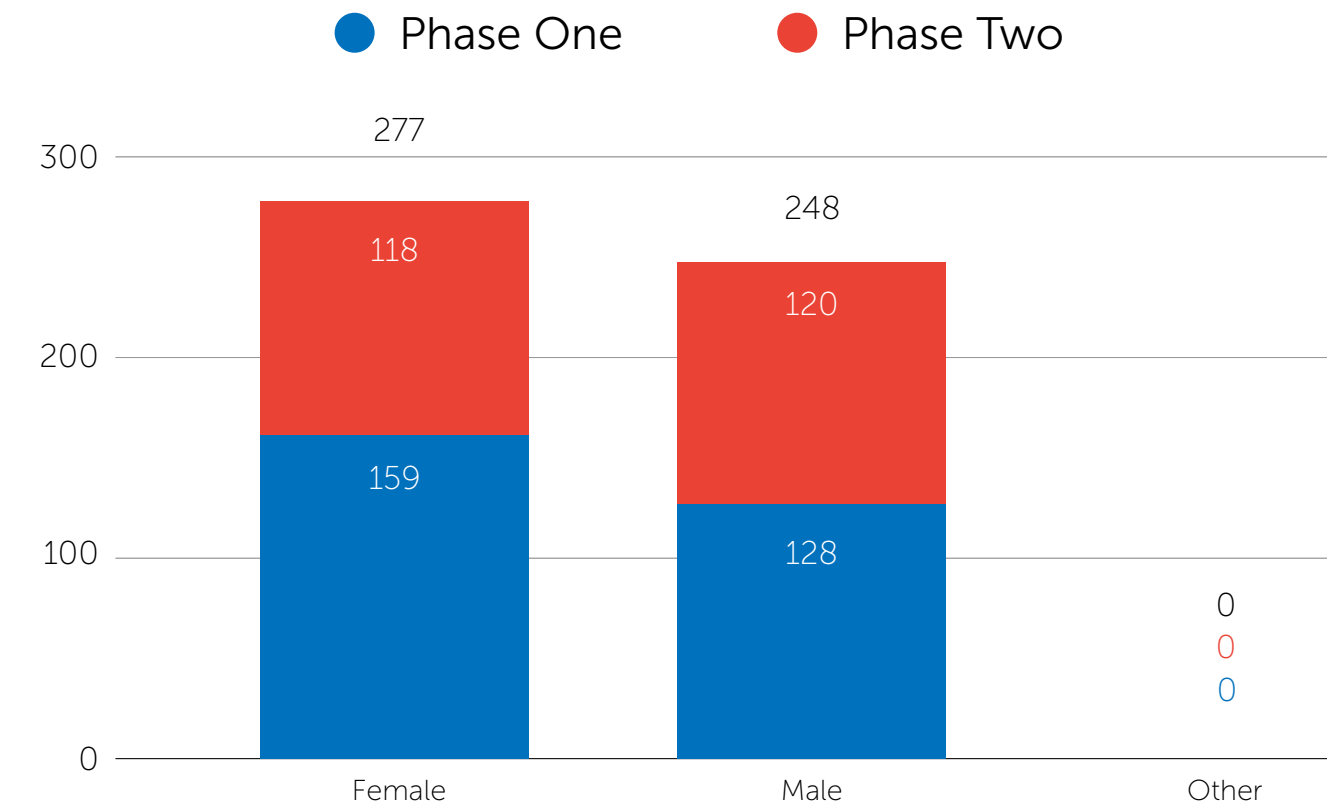
- **78%** of respondents felt positive or somewhat positive about the proposals for new homes
- **80%** of respondents felt positive or somewhat positive about the proposals for the Church Street Market
- **81%** of respondents felt positive or somewhat positive about the proposals to improve health and wellbeing
- **82%** of respondents felt positive or somewhat positive about our proposals to improve the way people get around Church Street
- **79%** of respondents felt positive or somewhat positive to how optimistic they felt about the proposals
- **72%** of respondents gave the highest scores of either 4 or 5 to how informed they felt about the proposals for Sites A, B and C

## 10.5.3 Feedback demographics

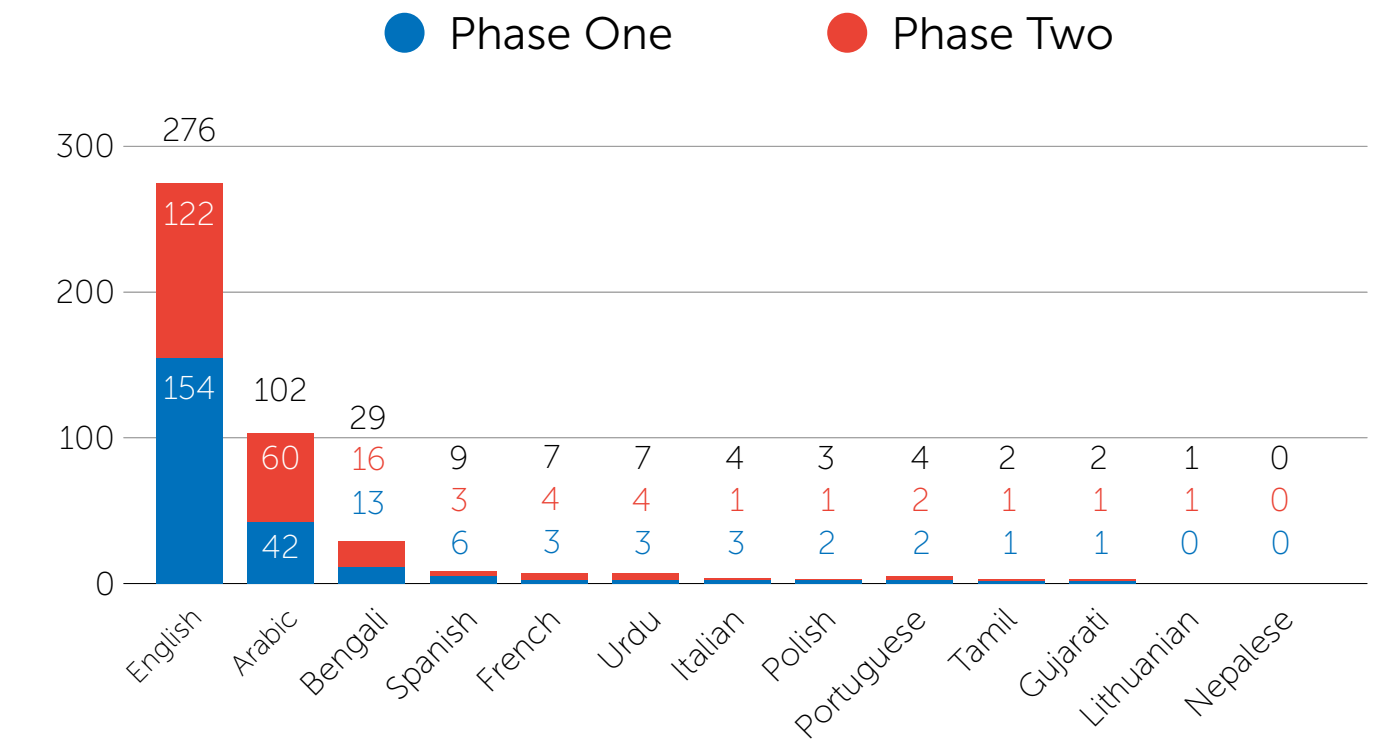
### Connection to Church Street



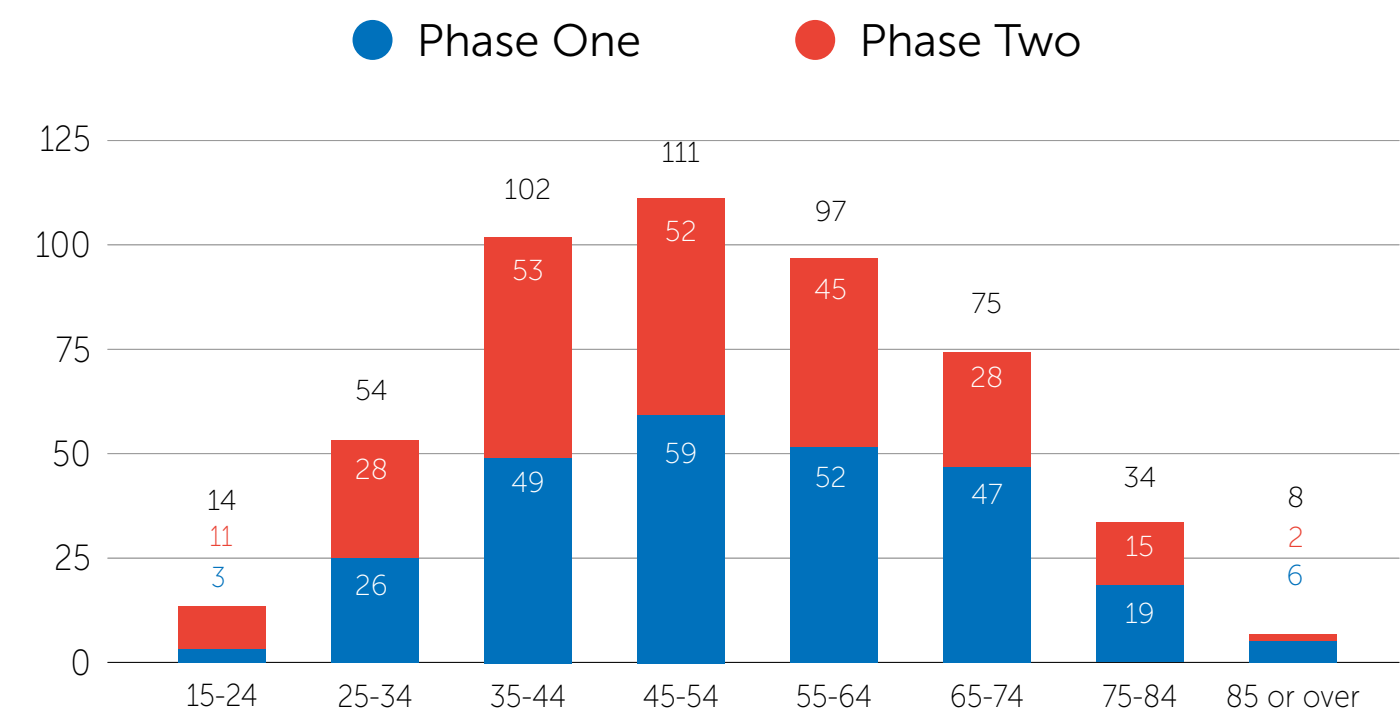
### Gender



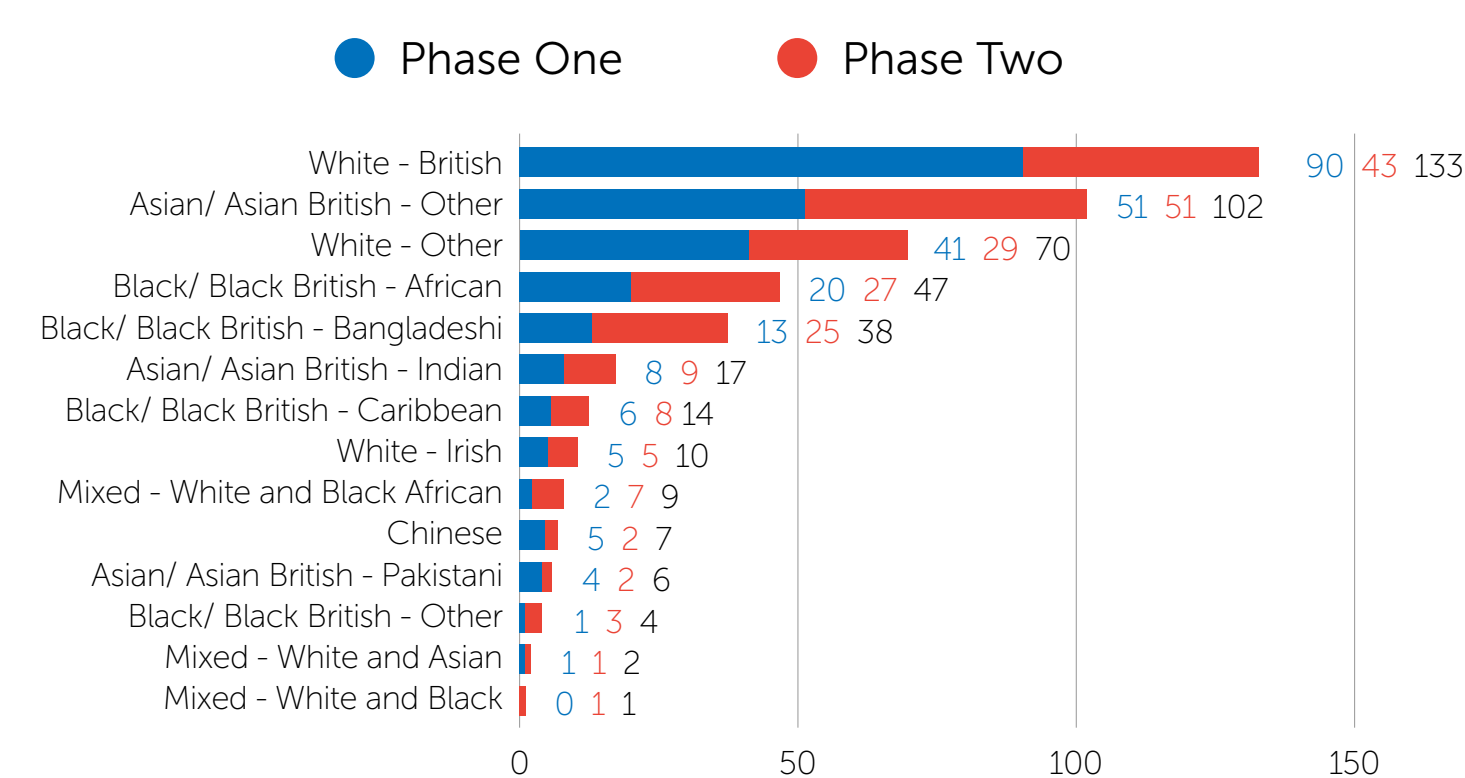
### Language



### Age



### Ethnicity

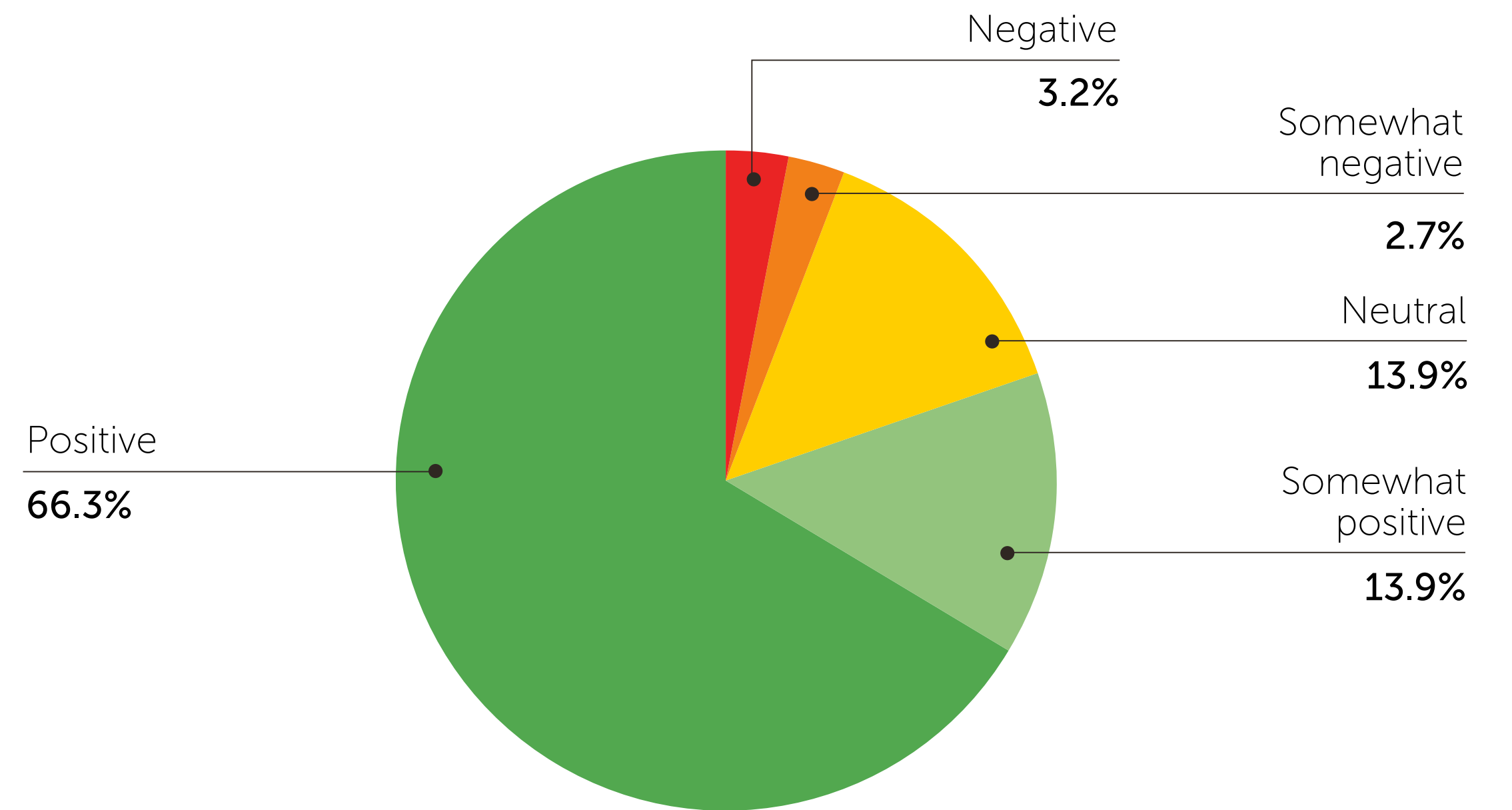
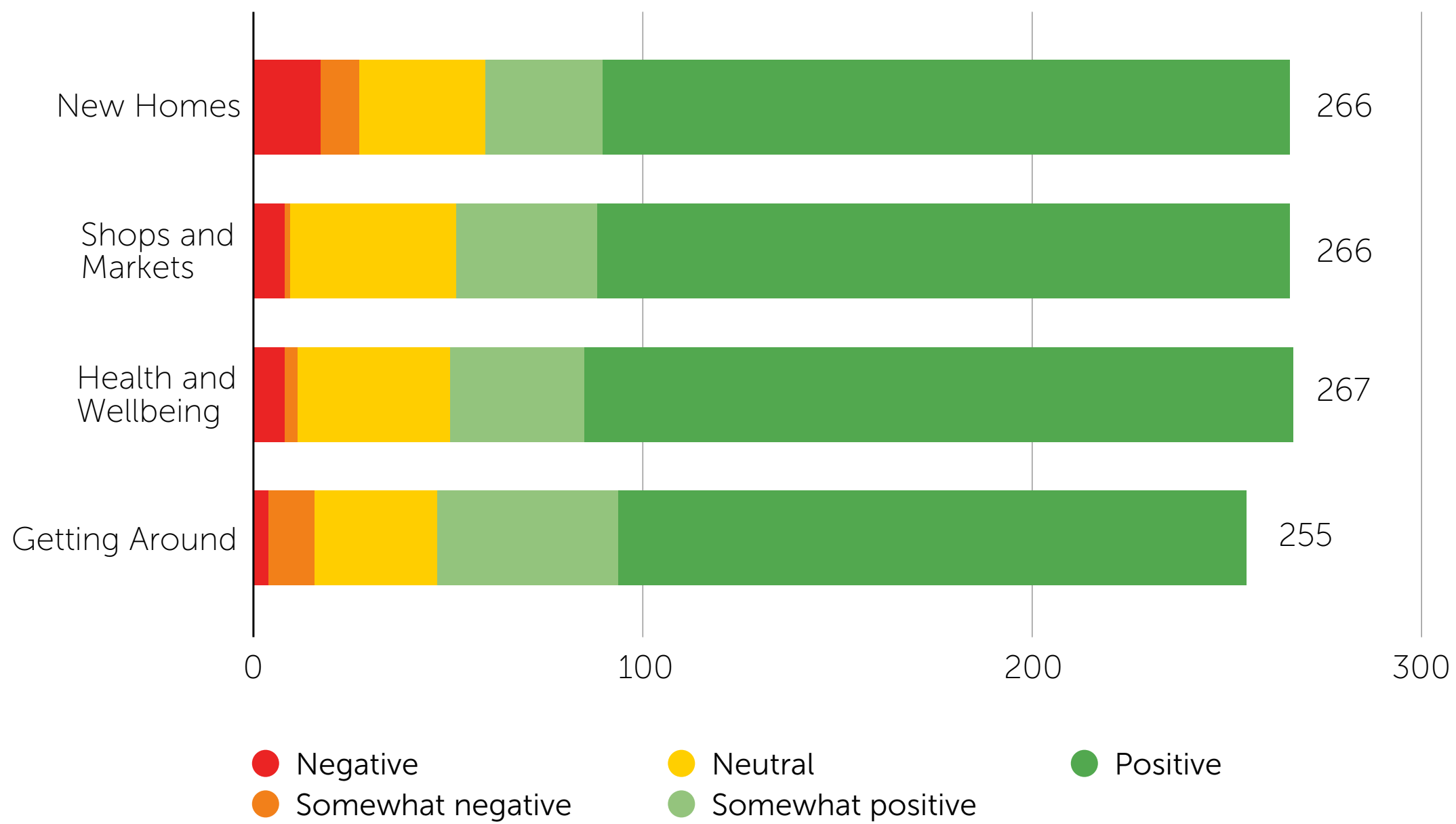


Data collected from churchstreetdesign.commonplace.is. Demographic information was optional and not all respondents provided this information

### 10.5.4 Summary analysis

The chart below compares the responses to the 'emoji' sentiment scale questions across the four proposal areas. The 'new homes' proposal contained the highest proportion of negative comments, however the response overall was largely positive.

The chart below calculates the total of responses to the 'emoji' sentiment scale questions across the four proposal areas. Over 80% of all comments were either positive or somewhat positive.



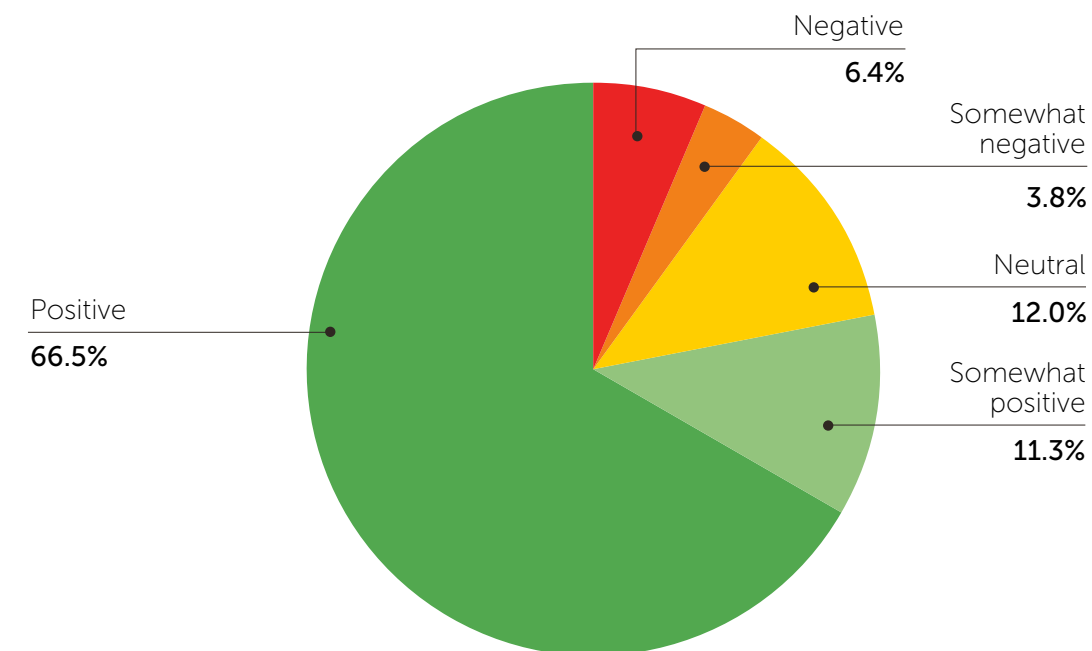
### 10.5.5 Comment analysis



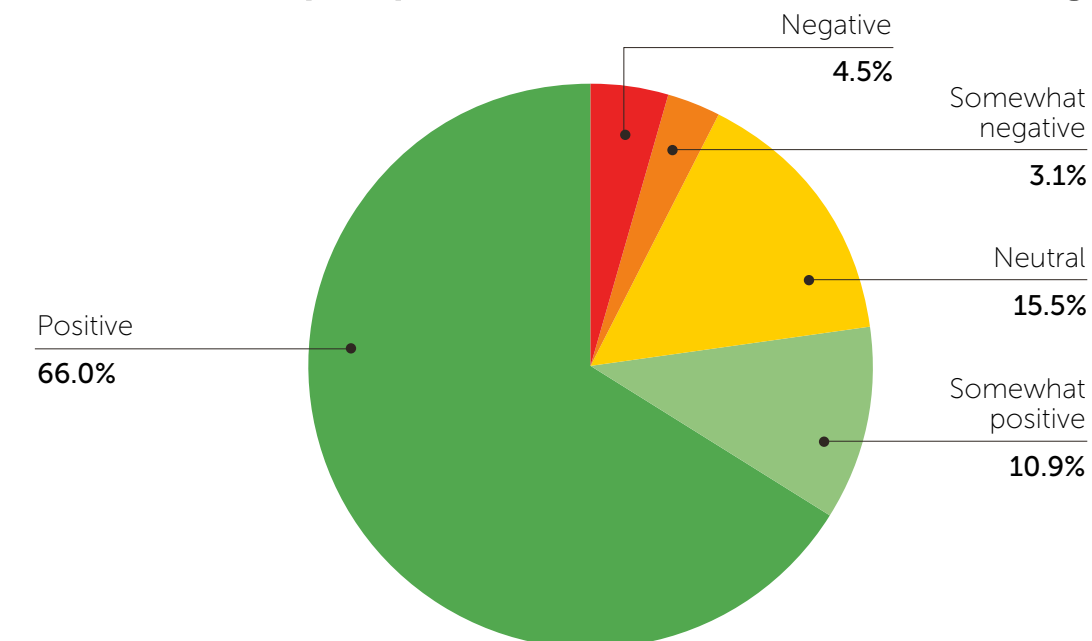
#### Homes

Overall, respondents felt very positive about the proposals for the new homes, with nearly 80% of comments being either somewhat positive or very positive.

#### How do you feel about the proposals for new homes?



Following feedback we have provided more detail about how the new buildings fit within the area. Looking at the booklet, how do you feel about proposals for the new buildings?



#### Do you have any other comments about new homes?

Comments made in response to this question were categorised in relation to the themes below. The number of comments made in relation to each theme was as follows:

Height, density and natural light	19
Design and materials	12
Local character and community	9
Windows and balconies	8
Existing residents	8
Affordability and social housing mix	7
Amenities and facilities	7
Communal areas and green space	6
Parking	5
Room size and storage space	3
Number of homes	3
Construction (dust, noise, etc.)	3
Anti-social behaviour, security	2
Accessibility	1

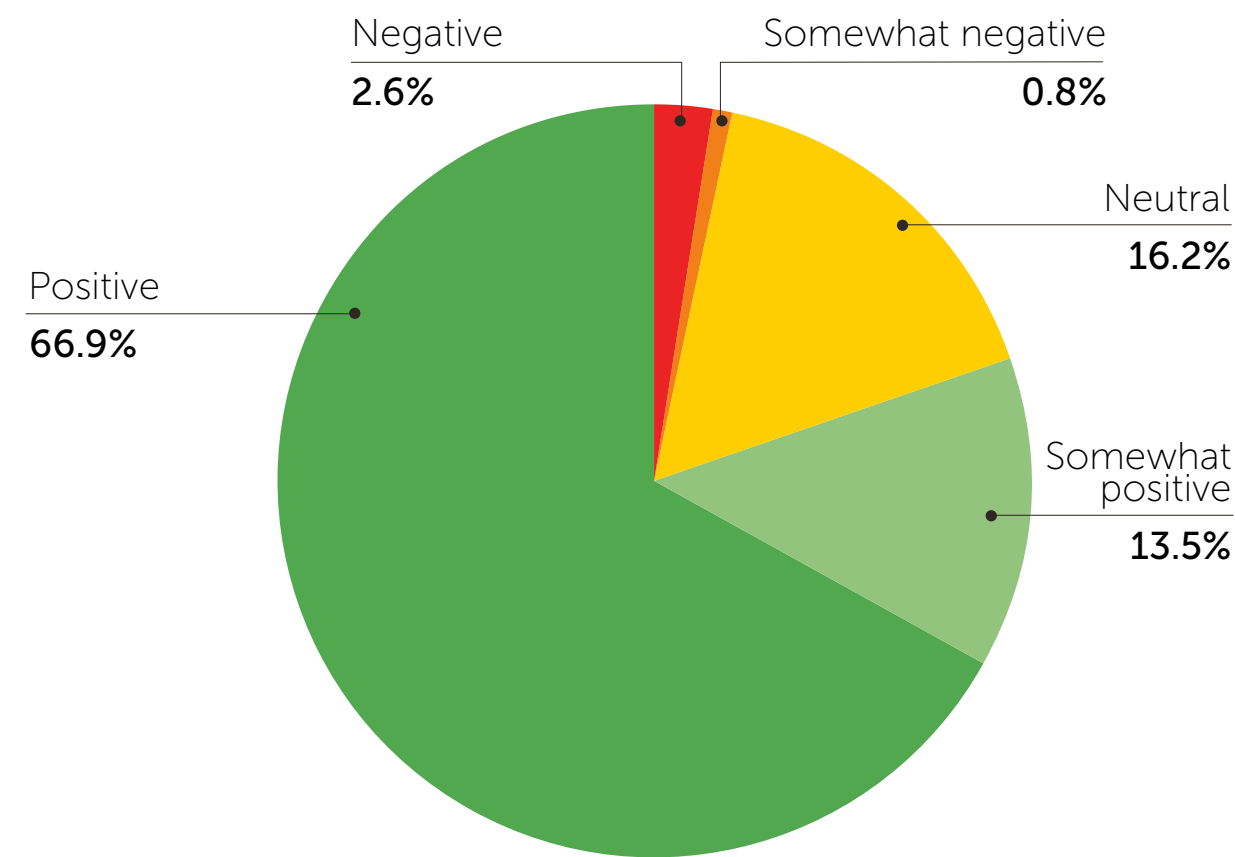
As with the previous phase of the project, some respondents were critical of the height and density of the buildings, due to impacts on natural light and a ‘canyon’ effect on local streets – however, other comments were positive about the proposals for ‘stepping’ the building heights to minimise overshadowing.

Comments were once again positive about the design and materials used, and the use of balconies and windows – such as the proposal to have windows on two walls. Another returning theme was a need for larger room sizes with more storage space.

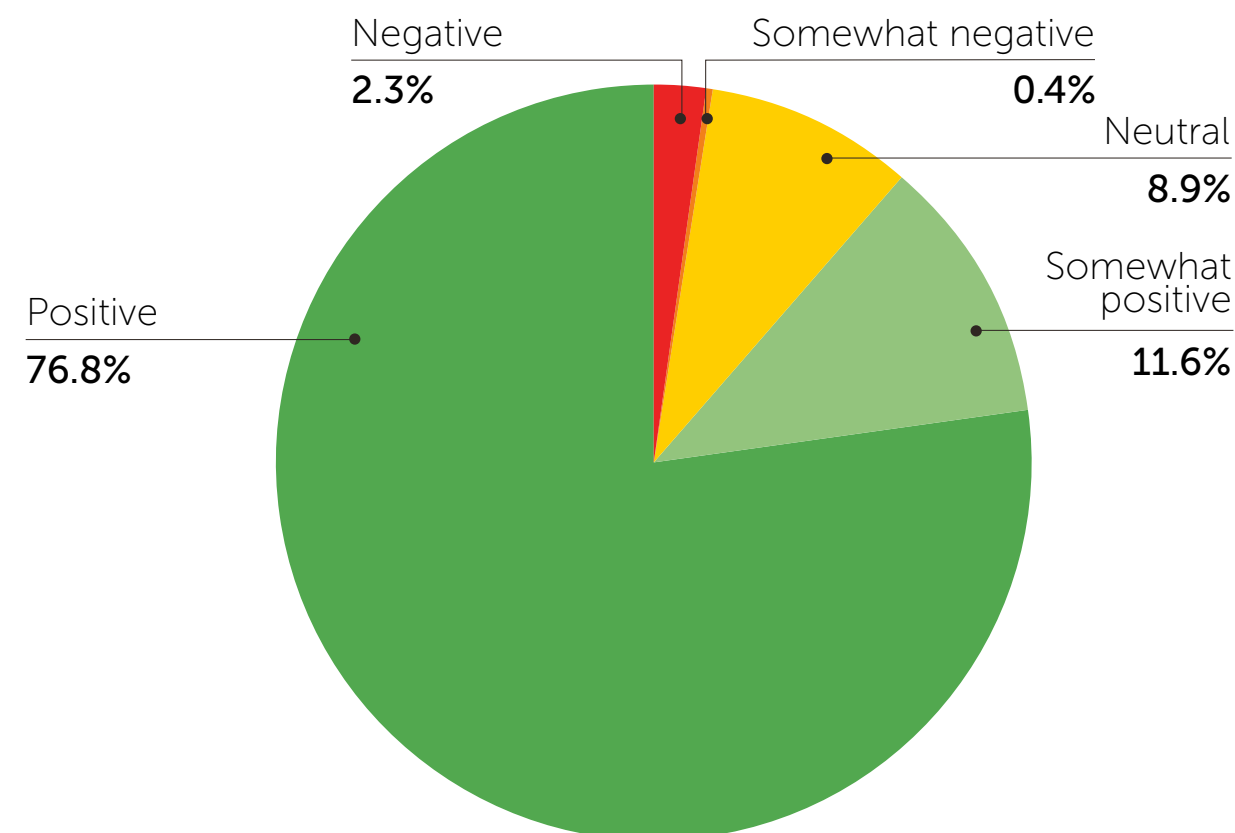
Some respondents from neighbouring estates felt that their own estates were neglected in favour of new developments, and were concerned about the impacts of noise and dust from construction, and the effect of large numbers of new residents on the local character.

 **Shops and markets**

**How do you feel about the proposals for the Church Street shops and market?**



**How do you feel about our plans to make the market cleaner and more welcoming?**



**Do you have any other comments about shops and markets?**

Comments made in response to this question were categorised in relation to the themes below. The number of comments made in relation to each theme was as follows:

Tidiness and cleanliness	30
Upkeep/attractiveness of market stalls	6
Impact on existing traders	5
Quality and variety of shops	5
Amenities – toilets, Wi-Fi, etc.	5
Security and anti-social behaviour	4
Parking	3

By a significant margin, the most widely discussed topic was the tidiness and cleanliness of the market. Respondents noted that the rubbish produced by the market created smells and attracted pests such as seagulls.

Some respondents also suggested improvements to the design and upkeep of the market stalls to make them more attractive, as well as providing amenities for traders such as storage spaces, refrigeration and electricity.

Some respondents were also concerned about the impact that the proposals would have on existing shops, and whether rents would increase.

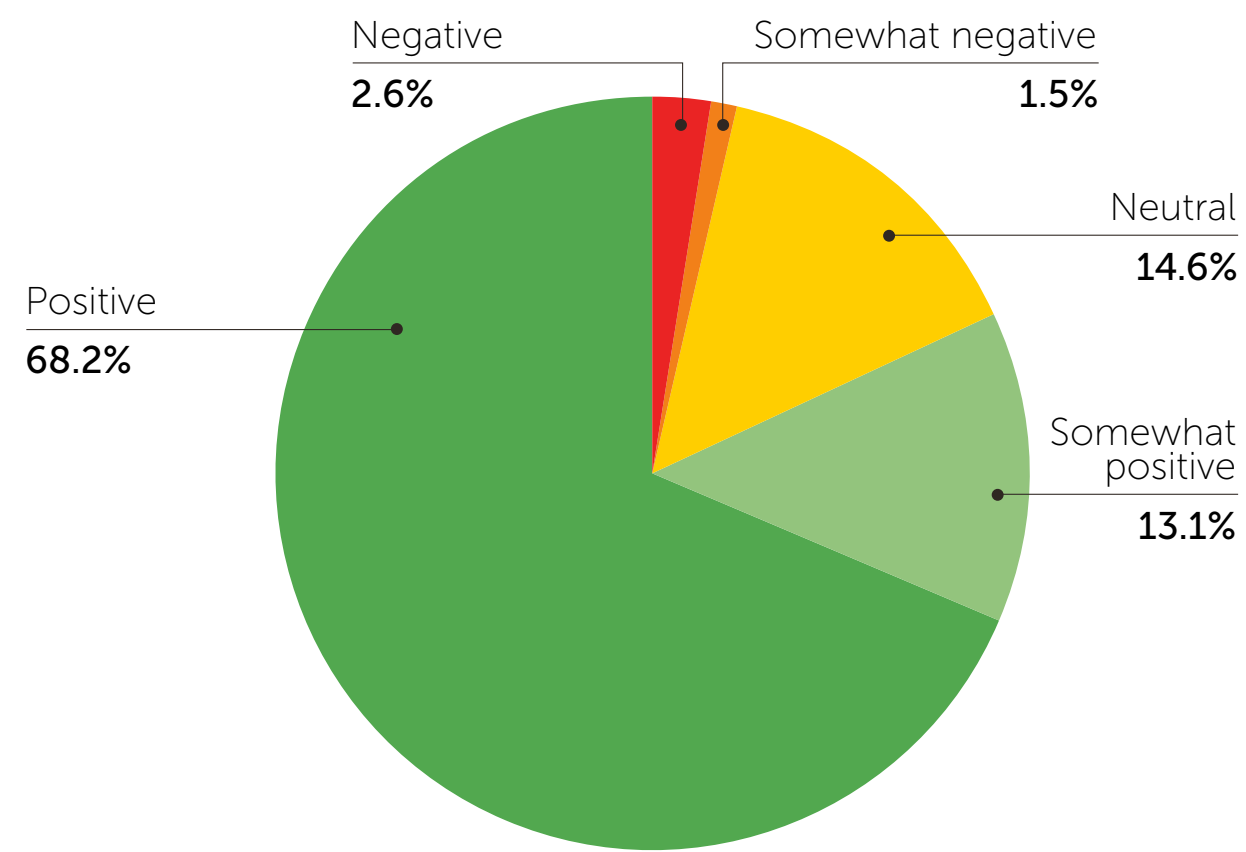
Several respondents also suggested improved facilities on Church Street, such as toilets, parking for traders and measures to prevent anti-social behaviour.



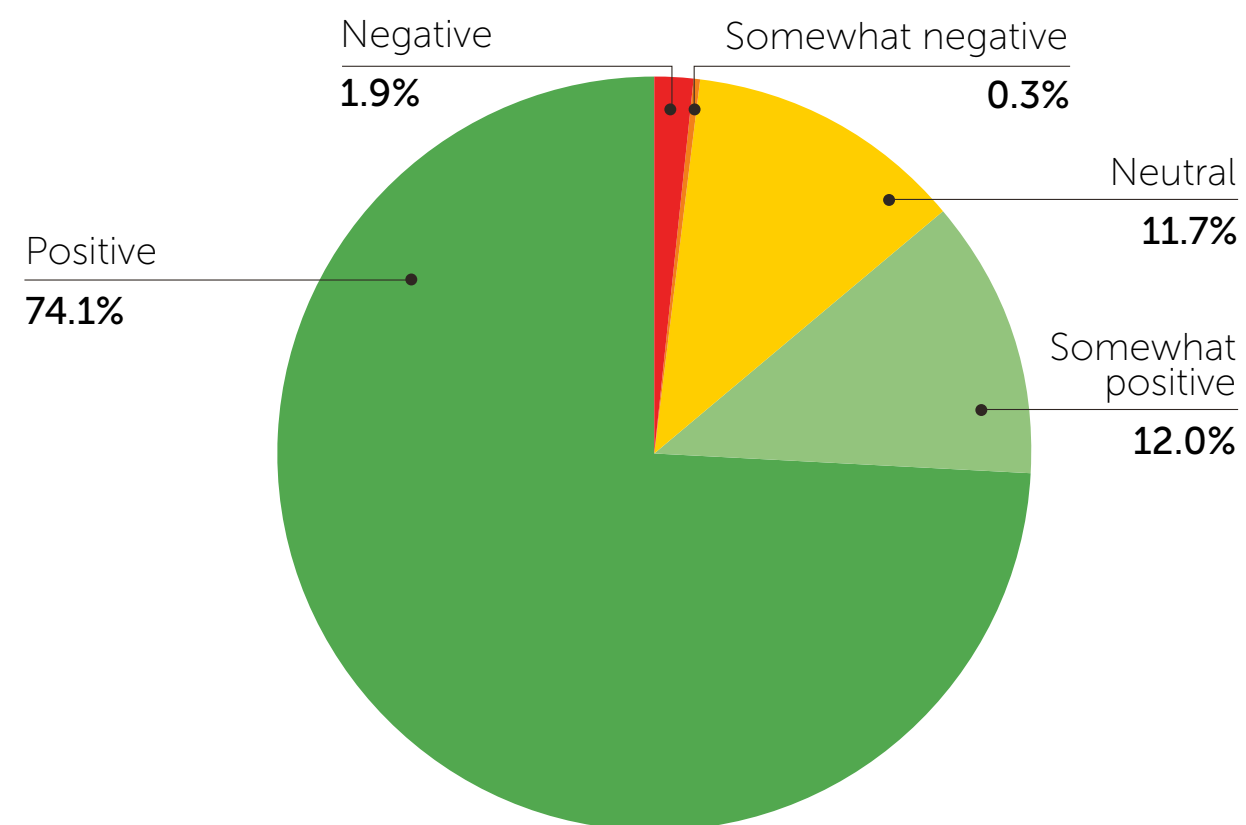
Fruit and vegetable trader on Church Street

 **Health and wellbeing**

**How do you feel about the proposals to improve health and wellbeing?**



**How do you feel about our proposals to care for the environment?**



**Do you have any other comments about health and wellbeing? (library, open spaces, environment)**

Comments made in response to this question were categorised in relation to the themes below. The number of comments made in relation to each theme was as follows:

Greenery (gardens, planting, etc.)	19
Library	12
Leisure facilities (e.g. playspace for young people)	9
Security and anti-social behaviour	6
Rubbish, fly-tipping, recycling facilities	6
Toilets	4
Cyclist/e-scooter safety	3
Car owners	3

Overall, respondents were pleased that the library would remain on Church Street, but disappointed that the size would decrease.

Respondents were enthusiastic about green spaces and biodiversity – several comments mentioned a need for parks due to a poor selection of parks locally.

Several respondents observed that they would like to see facilities and activities provided for young people, such as play facilities and youth clubs.

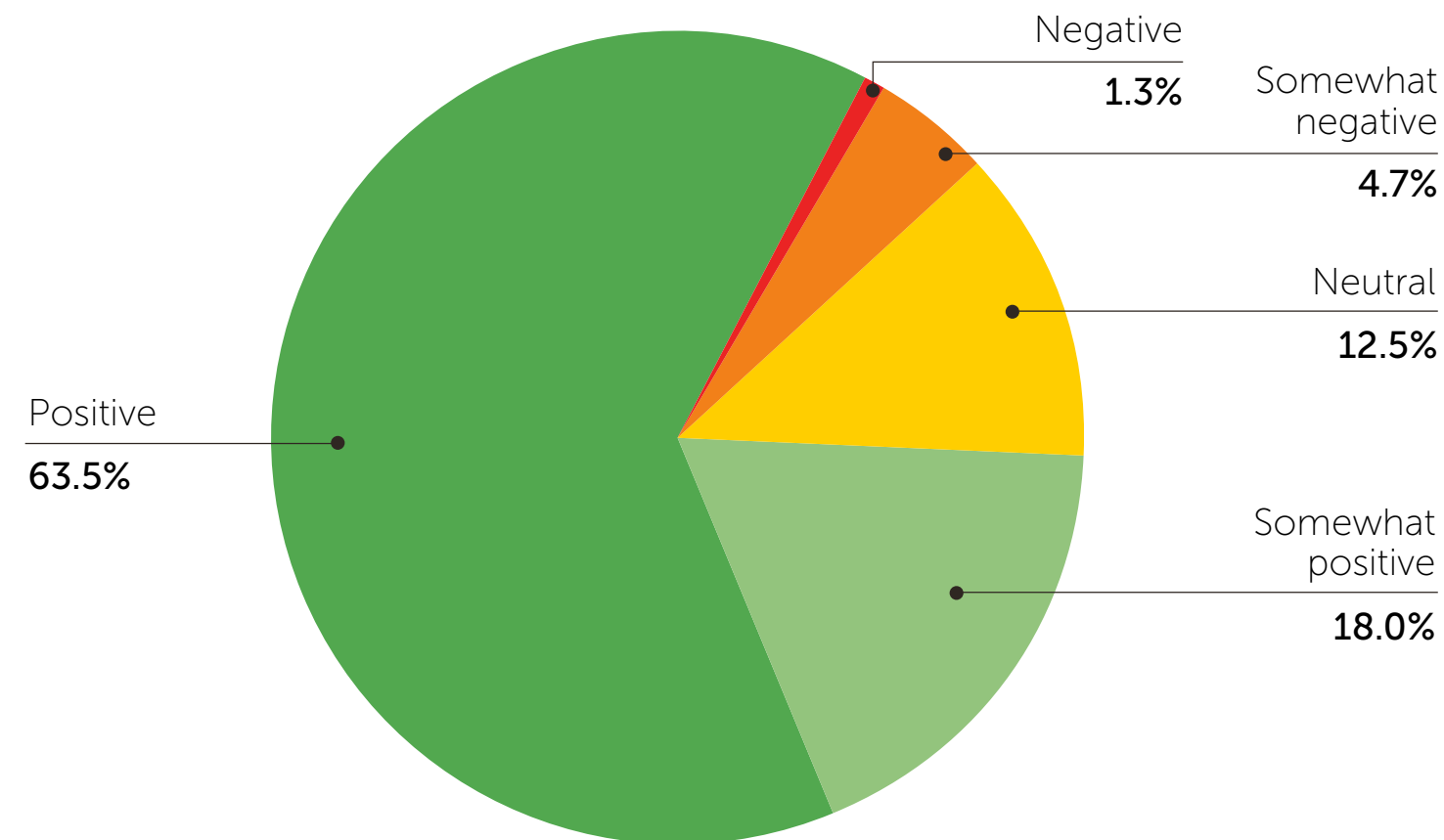
Anti-social behaviour and litter/fly-tipping were concerns, as were bicycles and e-scooters riding on pavements.

Some respondents felt that car owners had been overlooked, and noted that not everyone is able to cycle, due to age, and disability.

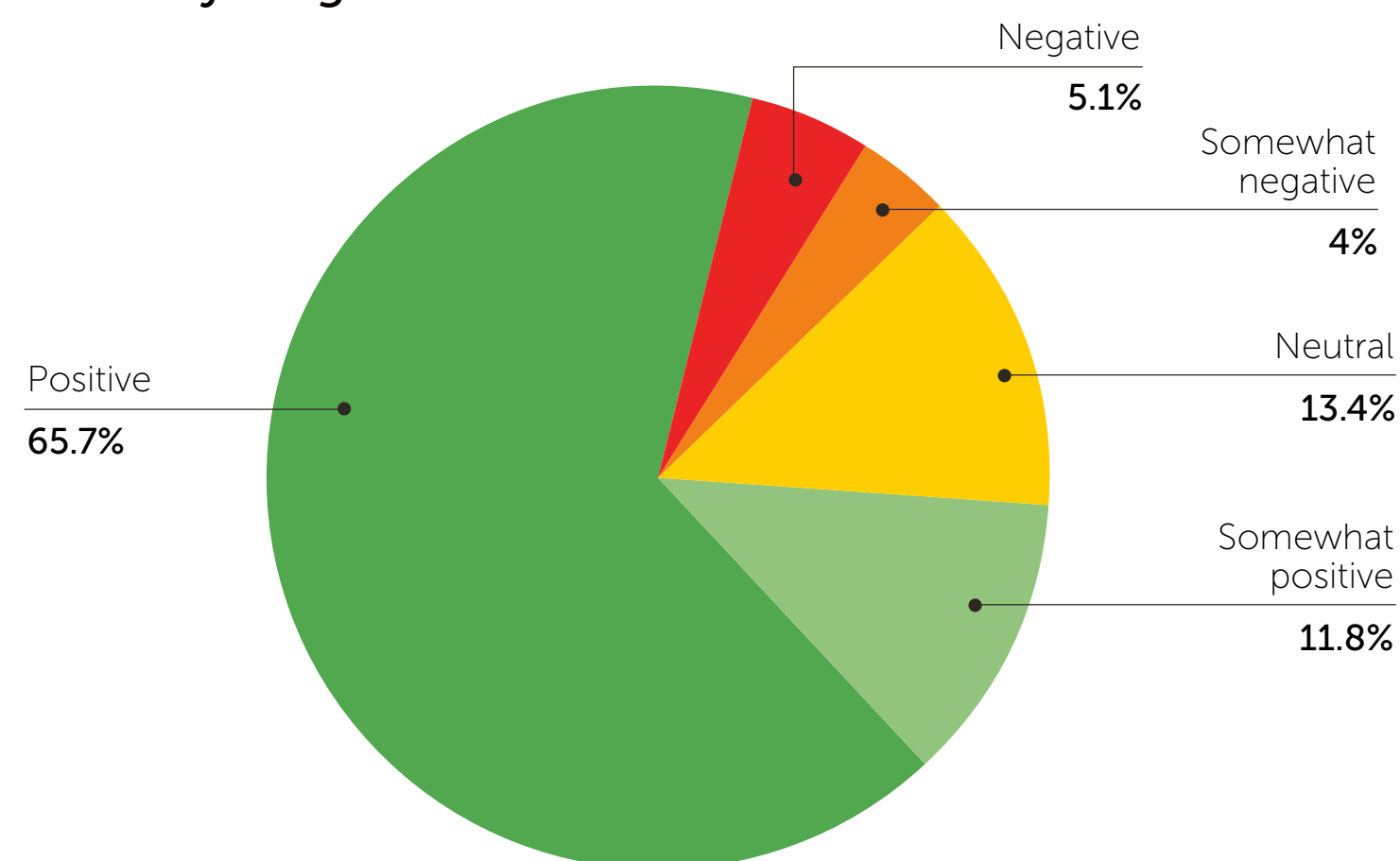


## Getting around

How do you feel about the proposals to improve the way people get around Church Street?



How do you feel about our proposals to make cycling safer and easier?



Do you have any other comments about getting around the area?

Comments made in response to this question were categorised in relation to the themes below. The number of comments made in relation to each theme was as follows:

Pedestrian safety	14
Cycle lanes/cycle parking	14
Car parking	9
Security	6

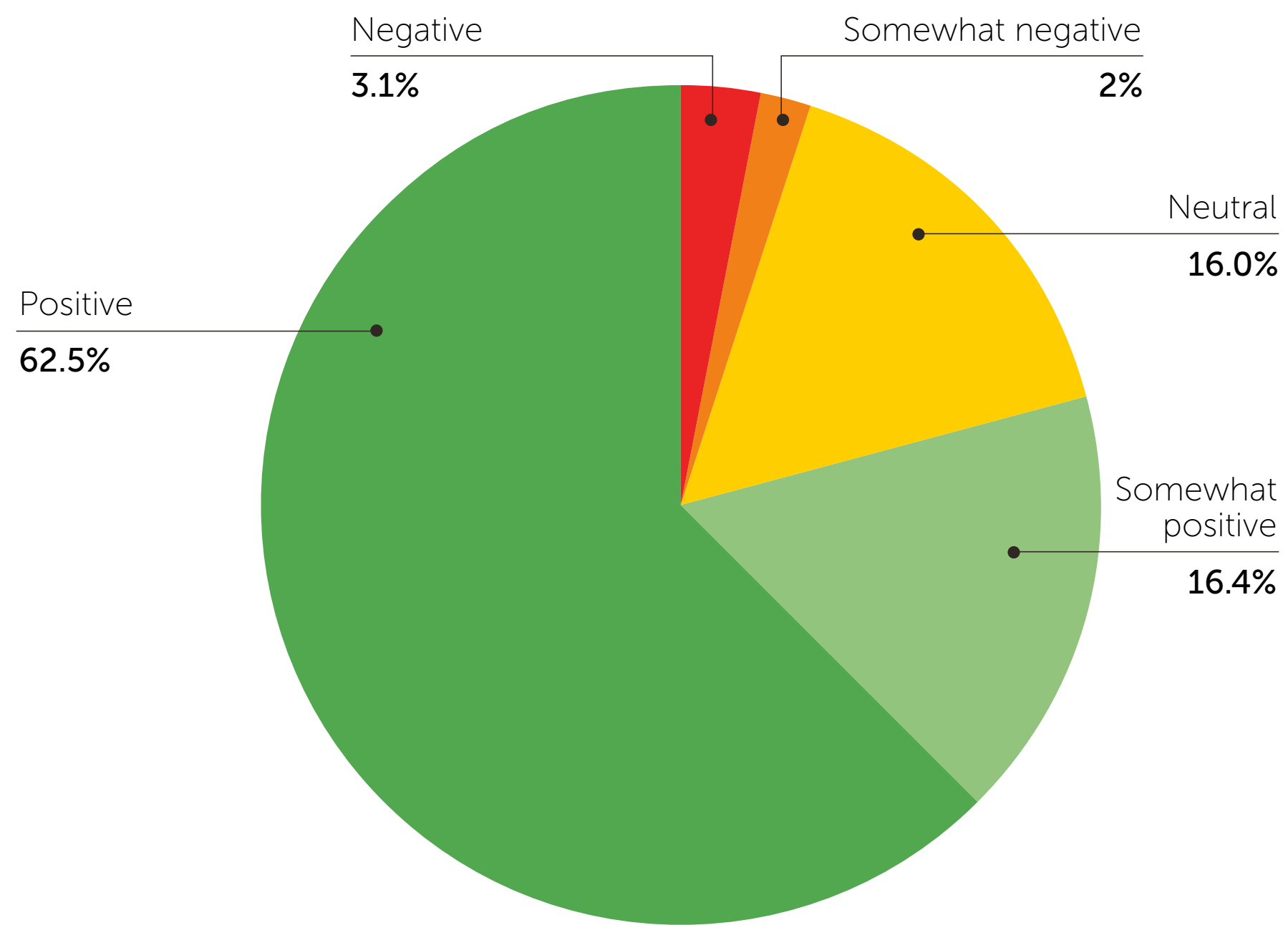
Cycling facilities were a major topic of discussion, with some respondents feeling that greater provision for cyclists – such as cycle lanes – were needed. Others felt that there was too much emphasis on cycle parking, and that this would come at the expense of parking for cars – a number of comments were concerned about parking provision for residents and business owners.

Several comments mentioned safety issues for pedestrians caused by e-scooters and bicycles riding on pavements.

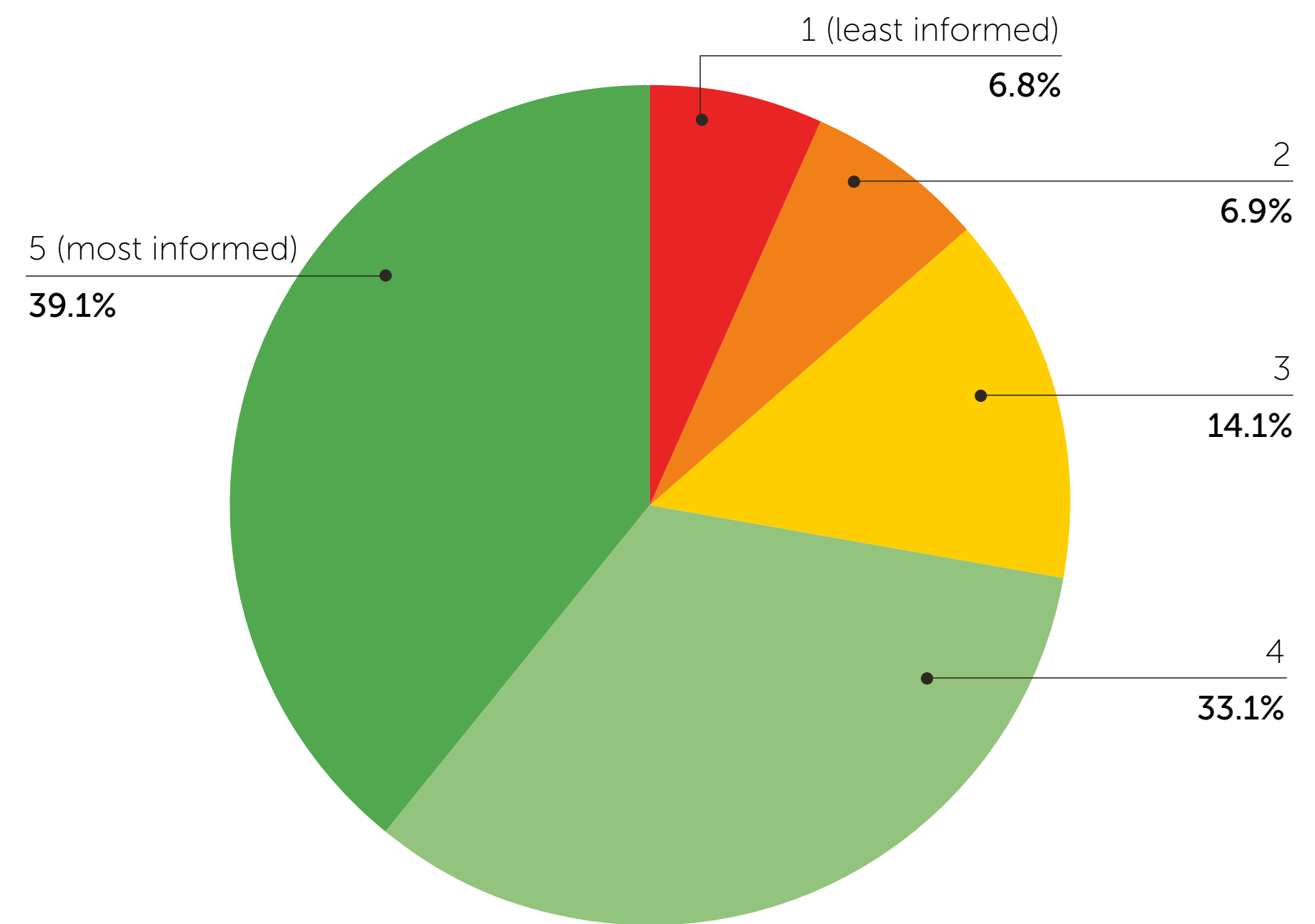
Security was also a focus, with some respondents suggesting secure underground parking, cameras and better lighting.

### Optimism and informed

How optimistic do you feel about these proposals?



How informed do you feel about the plans for Church Street Sites A, B and C?





## Do you have any other comments about the proposals?

Comments made in response to this question were categorised in relation to the themes below. The number of comments made in relation to each theme was as follows:

Impact of construction and communication to existing residents	10
Design and materials	9
Safety and security	5
Height and density	5
Greenery	4
Construction works	3
Local character	3
Car parking	2

Due to the general nature of this question, many of the comments echoed those that appeared on other proposal questions – for example: height and density of the buildings, car parking, the impacts of construction noise and dust, and the general need for improvements in the Church Street area.

The most discussed topic was the impact on existing residents in the area – some residents requested specific information on the re-housing process, whilst others felt they should be updated more on the future regeneration work.



Welcome to Church Street, viewed from Edgware Road

## 11. Notification of planning application submission

The Council has a statutory obligation to notify the local community on submission of the planning application. Westminster City Council Local Planning Authority must send letters to statutory consultees. In addition, the Church Street regeneration team will also be sending a letter to members of the local community to let them know about the proposal, providing a summary. It will tell residents and stakeholders where to find more information about the scheme and how to view and comment on the planning application. An advert detailing the submission will also be placed in the local newspaper Westminster Extra.

The regeneration team will also follow up notification of the planning submission with ongoing communication and engagement through the Church Street newsletter, the project website and on social media. Translation support and assistance will also be promoted to make sure all residents can view the submitted planning application if they wish. Printed copies of the main documents from the application will also be available to view at the regeneration office, and members of the public can book an appointment to discuss the application with council officers.



The Church Street Market

## 12. Conclusion

This Statement of Community Involvement shows how we've engaged with the local community throughout the development of the scheme. It is clear from the feedback that people who have taken part in our activities are positive about the scheme and its benefits.

The high levels of approval about the design made throughout both stages of the Pre-Planning Consultation are proof of this. Many residents also told us that they feel optimistic and informed about the proposals.

These response figures tell us that residents and the community have responded well to our consultation approach and the opportunities to take part in the engagement process. Apart from a small number of residents and stakeholders who have specific concerns about certain aspects of the design, the community has been shown to largely support the proposals.

We believe the regeneration of Sites A, B and C will meet the priorities developed by the community since the Masterplan:

- More homes, particularly affordable homes.
- Improved health and wellbeing for the community.
- Better shops and a more vibrant Church Street Market.
- Improved connections, both within Church Street Ward and with neighbouring areas.

This document shows that we have listened to the community to develop a proposal that has been shaped by everyone involved. We have outlined how the design team has responded to feedback during the project on **pages 46 and 64**, demonstrating how our proposals have evolved from speaking to the community first. During all stages we have also followed the Mayor's Good Practice Guide to Regeneration (2018), in particular the principles of 'Full and Transparent Consultation and Involvement' and 'Better Homes for Local People'.

By exploring each priority in detail, at every stage of the consultation process, we have created a scheme that builds on the foundation of the Masterplan and will help us achieve our vision of transforming the quality of life for residents in the Church Street area.

Looking ahead, we will continue to engage with residents and communicate significant stages in the project. These include:

- Construction phasing information timetables
- Construction management
- Compulsory Purchase Order timetables
- Housing management
- Service charges and rent levels
- Reserved matters applications



A resident collects consultation information at the pop-up exhibition in July 2021

