

Hayes Park

Statement of Community Engagement

May 2023



Iceni Projects



MAY 2023

Statement of Community Engagement

Hayes Park, Hayes End Road, Hayes, UB4 8FE

Iceni Projects for Shall Do Hayes Developments Limited

May 2023

Iceni Projects

London: Da Vinci House, 44 Saffron Hill, London EC1N 8FH

Glasgow: Suite 2/1, The Mercantile Chambers, 53 Bothwell Street, Glasgow, G2 6TS

Manchester: That Space, 31-33 Princess Street, Manchester, M2 4EW

t: 020 3640 8508 | **w:** iceniprojects.com | **e:** mail@iceniprojects.com

linkedin: [linkedin.com/company/iceni-projects](https://www.linkedin.com/company/iceni-projects) | **twitter:** [@iceniprojects](https://twitter.com/iceniprojects)

CONTENTS

1. INTRODUCTION.....	1
2. SUMMARY OF THE PROPOSALS	2
3. CONSULTATION PROCESS.....	3
4. FEEDBACK RECEIVED.....	6
6. TEAM RESPONSE TO ISSUES RAISED.....	7
7. CONCLUSION	10

APPENDICES

APPENDIX 1. SELECTION OF CONSULTATION WEBSITE STILLS

1. INTRODUCTION

1.1 This Statement of Community Engagement (SCE) has been prepared by Iceni Projects Limited on behalf of Shall Do Hayes Development Limited for the change of use and refurbishment of Hayes Park, Hayes End Road, Hayes, UB4 8FE.

1.2 This report sets out a summary of the consultation that has taken place during the pre-application stage, this has included the following:

- A community leaflet delivered to over 803 local homes and businesses with an outline of the proposal and a consultation email to receive feedback and any enquiries about the site.
- A dedicated consultation website was then created www.hayesparkconsultation.com
- A second community leaflet was delivered to 803 local homes and businesses directing to the consultation website and a consultation email address and phone number to receive feedback and any further queries in relation to the proposal.
- Contact with ward councillors informing them of the proposals, notifying them when the consultation would commence.

1.3 The applicant has undertaken a consultation programme which has sought to meet the best practice and prevailing guidance on pre-submission consultation, as set out in the revised 2021 National Planning Policy Framework (NPPF) and the 2016 National Planning Practice Guidance (NPPG), revised in 2021.

2. SUMMARY OF THE PROPOSALS

2.1 This Planning Statement has been prepared by Iceni Projects Ltd ('Iceni') on behalf of Shall do Hayes Developments Limited ('the Applicant'), in support of an application for full planning permission and Listed Building Consent for the proposed development at Hayes Park, Hayes End Road, Hayes, UB4 8FE ('the site').

2.2 This application seeks detailed planning permission and Listed Building Consent for:

Change of use of the existing buildings to provide new homes (Use Class C3), together with internal and external works to the buildings, landscaping, car and cycle parking, and other associated works.

2.3 The proposals for the two former office buildings, which are Grade II* listed, includes the provision of 124 new homes, with a design approach that seeks to enhance their significance and setting.

3. CONSULTATION PROCESS

Consultation Leaflet 1

3.1 The first leaflet was developed in February 2023 to inform residents and the wider community about the proposals and invite them to provide feedback on the application. It was delivered by first class Royal Mail to 803 addresses on 8th February 2023.

3.2 The leaflet provided an overview of the proposals including 3D sketches and contract details for the consultation team as well as information on how people could provide their feedback.

3.3 We received 4 responses from local residents and businesses in response to the first leaflet asking for more detail of the proposed designs, information on whether the access would change and whether allowing this proposal would lead to development in the green belt in the future.

HAYES PARK, PROPOSAL



HAYES PARK, PROPOSAL



Dear Resident,

We wanted to let you know about plans for two former office buildings on Hayes End Road.

The proposal, by Marson Property, is to convert the two unique office buildings, which are Grade II* listed, into new homes, with a design approach that seeks to enhance their significance and the setting of the listed buildings.

The two office buildings – Hayes Park Central (former research laboratories) and Hayes Park South (administrative headquarters) were built for Heinz UK in 1962 – 1965. It is crucial that the two buildings are provided with sustainable uses that will secure their long-term future. The conversion would not involve any extensions to the listed buildings or new development.

The proposals will deliver around 125 new homes, a light and open contemporary co-working space and provide new landscaping and play spaces, including climbing structures, play trails and growing spaces.

Hayes Park North received planning permission to convert the building from office to residential in June 2022.

Find Out More

If you would like to provide any feedback on the proposals or have any questions please do not hesitate to get in touch.

Get in Touch

E: consultation@iceniprojects.com

M: 07795 614 307

Figure 1: Consultation Leaflet 1

Consultation Leaflet 2

3.4

The second leaflet, delivered in April, provided an overview of the proposals including 3D sketches, the consultation website address, as well as information on how people could provide any further feedback. It was delivered first class Royal Mail to the same 803 business and residential addresses on 3rd April 2023.

HAYES PARK, PROPOSAL FOR NEW HOMES
LEAFLET 2



HAYES PARK, PROPOSAL FOR NEW HOMES
LEAFLET 2



Dear Resident,

We wanted to let you know we have now developed a website for the Hayes Park proposals so you can view more detail and keep updated with the plans.

This is the second leaflet, you may have received one back in January when we asked people for their feedback.

The proposal, by Marson Property, is to convert the two unique office buildings, which are Grade II* listed, into new homes, with a design approach that seeks to enhance their significance and the setting of the listed buildings.

To view the website, please scan the QR below or visit: hayesparkconsultation.co.uk

Get in Touch

If you wish to get in touch or have any further questions or comments, please contact the engagement team via email or phone below.

All feedback will be noted and included in a report submitted with the planning application, which we hope to submit later in April 2023.

E: consultation@iceniprojects.com
M: 07795 614 307

HAYES PARK, PROPOSAL FOR NEW HOMES

HAYES PARK, PROPOSAL FOR NEW HOMES

Figure 2: Consultation Leaflet 2

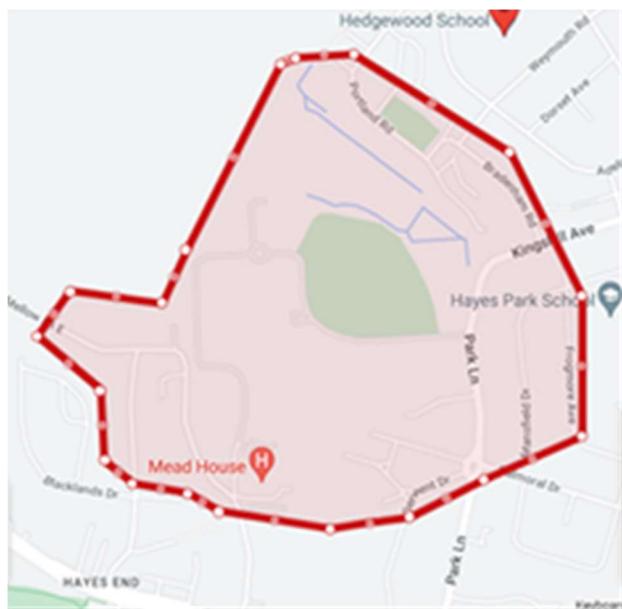


Figure 3: Distribution radius for both community newsletters

Dedicated Consultation Website

3.5 A dedicated consultation website was published on Monday 3rd April after receiving feedback from residents in February that they would like to see more detail. The website serves as an important channel of communication with stakeholders. The consultation website includes the following features:

- A homepage which provides a summary of the proposals, location map, CGIs and project team details.
- A dedicated section on 'Site and Proposals'
- A page about the history of the site with a timeline of the site's history
- Contact information

3.6 Hard copies of the consultation material were also available for those residents without access to the internet.

3.7 To date, the consultation website has received over 386 views.

3.8 Screenshots of the consultation website are included in Appendix 1.

Councillors

3.9 On the 12th December 2022, ward councillors Councillor Davies and Councillor Nelson-West were emailed with notification of the planned consultation and invited to speak/ meet with the team. We also notified the Leader, Councillor Edwards and Deputy Leader, Councillor Bianco, by email.

3.10 In April 2023 the councillors were emailed with an update on the consultation process.

Church Commissioners – Key Neighbour

On the 17th February 2023, a positive meeting was held with members of the Strategic Land Team and Land Agents of the Church Commissioners given their proximity to the site.

4. FEEDBACK RECEIVED

4.1 Residents and stakeholders were invited to provide feedback on the proposals by contacting the project team using the details provided on the website and leaflet which included a dedicated email or postal address with a telephone number on the website.

4.2 In response to the 2 leaflets, we received 15 responses in total, 10 via email and 5 via phone.

4.3 Feedback

4.4 In order of importance, the key themes from those that provided feedback were:

- Concerns over the increase in population in the local area will have on local services such as GPs, Dentists and Schools. Residents told us it was already difficult to get a GP appointment and schools are full.
- Several residents raised concerns and questions about the surrounding wooded area, with a wish to protect local wildlife and nature. There were also comments raised about the negative impact of building on the green belt.
- A few residents thought additional housing in the area wasn't needed.
- Concerns over increase in traffic and car parking in the local area as well as questions about site access were raised several times.
- A few residents raised questions about who the new homes would be for and if they will be private or affordable.
- A resident raised a question regarding street lighting on the site for future residents.

4.5 Out of the 15 responses received, 10 asked questions, 4 were supportive including enquiring about the new homes, and 4 were outright negative.

Team's Response to Issues Raised

4.6 To enable the project team to respond to the main issues raised during the consultation, Iceni Projects reviewed all feedback provided to draw out common themes. These have been grouped in Table 4.6 below alongside how these issues have been responded to by the team.

4.7

Where respondents asked a question as part of their feedback, this was answered by the team directly, either during a phone call or via email

Team's response to key issues raised

Theme / Issue	The Team's Response
Impact on wooded area/green belt	<p>The site is located within the Green Belt and adjacent to Nature Conservation Sites of Borough Grade II and Local Importance.</p> <p>The proposed development would not involve any new development within the Green Belt, with the most significant interventions being to external fabric of the Listed Buildings and the landscaping surrounding the two buildings, in particular the cut outs to open up the lower ground floors.</p> <p>Paragraph 150(E) of the National Planning Policy Framework states that material changes of use within the Green Belt are acceptable, providing that “they preserve its openness and do not conflict with the purposes of including land within it”.</p> <p>As no new built form is proposed within the Site, the proposals are not considered to impact upon the openness of the Green Belt and should be considered compliant with the Development Plan and National Planning Policy.</p>
No need for more housing	<p>The proposed development will provide economic, social and environmental benefits, including the delivery of much need housing through the repurposing of two long-standing vacant office buildings and this is expanded on in the supporting Planning Statement.</p>
Concerns over site access	<p>Site access is to be retained from the existing access points on Park Lane (eastern boundary) and Mead House Lane/Hayes End Road (southern boundary). Internal alignments will be configured for low traffic, low speed environments, with segregated internal routes to site boundaries to be provided to encourage cyclists and pedestrians throughout the site.</p> <p>Servicing and delivery will be undertaken from within the site via the existing access points, in line with existing arrangements, utilising the</p>

	<p>internal access roads to serve the proposed development.</p> <p>The street layout within the site will be designed to encourage pedestrian movement and includes provision of pedestrian infrastructure. The site access road will be discontinuous between Mead House Lane and Park Lane, to deter rat running.</p> <p>New pedestrian access will be provided from Mead House Lane and Park Lane.</p> <p>The proposed development will also provide excellent cycle parking facilities, as noted below.</p> <p>Given the site's accessibility to active travel and public transport networks and local amenities, residents will travel using sustainable modes of transport as well as by car given the proposed parking ratio of one space per home).</p>
Concerns over traffic	<p>A transport assessment will be submitted with the planning application which will assess the impact of the proposal on local traffic.</p>
Impact on car parking	<p>The development will provide 124 car parking spaces, one per home.</p> <p>The proposed car parking provision is within council and London Plan maximum policy requirements and in line with the prevailing level of car ownership for flats within the local area, as assessed by the transport consultants.</p> <p>175 cycle parking spaces and 8 visitor cycle parking spaces will also be provided.</p>
Local facilities/infrastructure	<p>Any development works in the area are required to contribute to Section 106 payments. These payments are designed to offset any impact on the local area, through financial contributions to infrastructure improvements. These will be agreed with and paid to the Council, who will decide how this money is spent.</p>

5. CONCLUSION

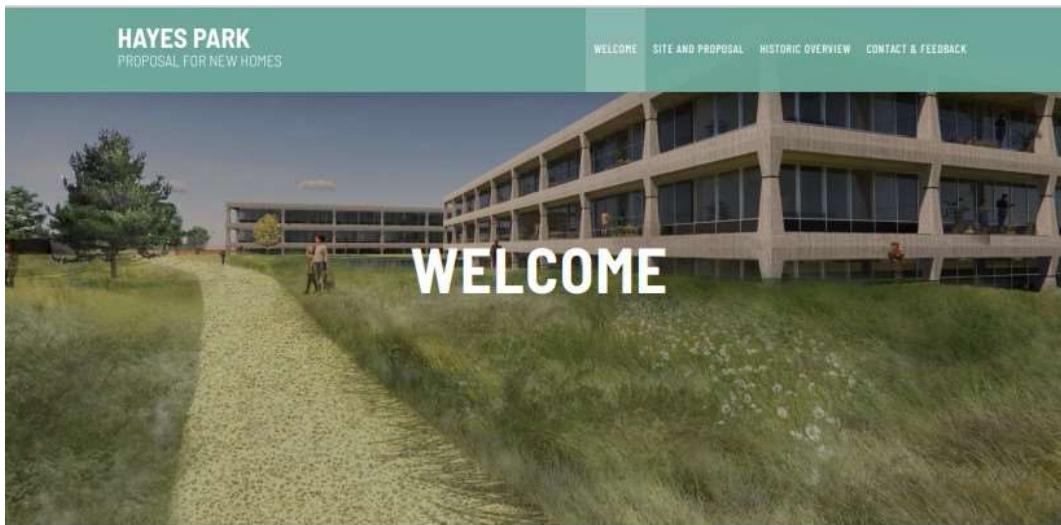
5.1 This Statement of Community Engagement (SCE) has been produced in support of a planning application for Hayes Park, Hayes End Road, Hayes, UB4 8FE.

5.2 There is consensus amongst the 15 respondents on the feedback, with the most frequent responses including:

- The impact the increase in population in the area will have on local services, such as GPs and Schools.
- Concerns over the wooded area and wildlife around the site.
- The feeling additional housing in the area is not needed.
- Concerns over traffic and site access.

5.3 The project team remains committed to engaging with the community and local stakeholders and will continue to meet and update those who have demonstrated an interest in the proposals.

APPENDIX 1. SELECTION OF CONSULTATION WEBSITE STILLS



Welcome to the consultation website for the change of use and refurbishment of Hayes Business Park on Hayes End Road in Hillingdon.

Marson Property would like to convert the two unique office buildings, which are Grade II* listed, into new homes, with a design approach that seeks to enhance their significance and setting.

We circulated a leaflet in January 2023 to 743 neighbours. People said they would like to see more detail so we have created this website which we can use to update the community.





Site context

The two former office buildings - Hayes Park Central (former research laboratories) and Hayes Park South (administrative headquarters) were built for Heinz UK in 1962 - 1965. It is crucial that the two listed buildings are provided with sustainable and viable uses that will secure their long-term future.

The conversion would not involve any extensions to the listed buildings or new development.

The third former office building, Hayes Park North, was constructed at the end of the 20th century and received prior approval to be converted to residential in 2022.



TEAM

A first class team are appointed to prepare the proposal:

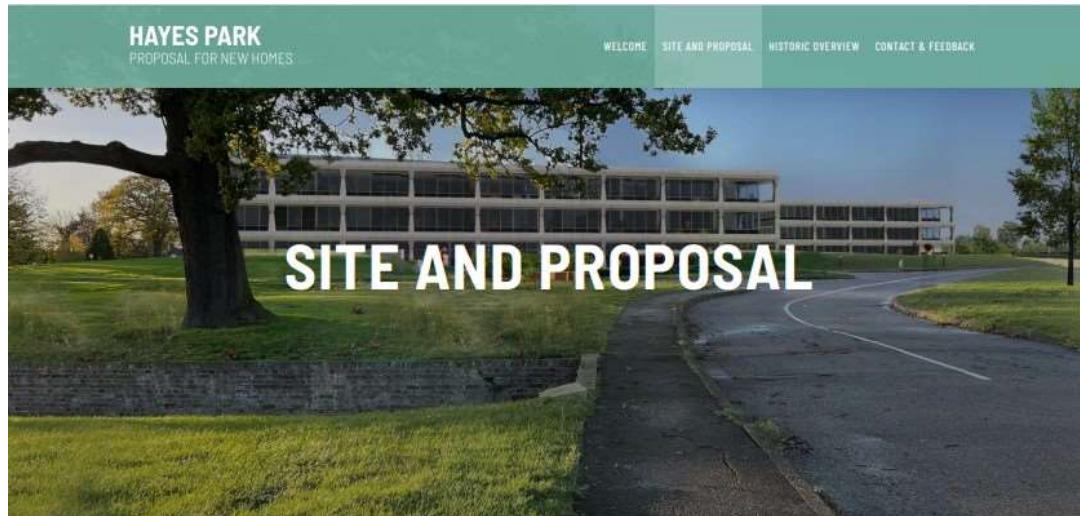
Award winning [Studio Egret West](#) are leading on the architecture and landscape design

[Iceni Projects](#) are leading on planning, engagement, employment and heritage

[Greengauge](#) are leading on ecology and biodiversity

[Hoare Lea](#) are leading on sustainability and energy

HAYES PARK PROPOSAL FOR NEW HOMES



THE SITE

Hayes Park is a 30-acre site with entrances from Park Lane to the east and Hayes End Road to the west.





Both roads link to Uxbridge Road A4020 and the M40, M4 and A40.



PROPOSALS

Overview of proposal:

- Around 125 new homes within the existing building
- Light and open contemporary co-working space for future residents
- New landscaping and play spaces, including climbing structures, play trails and growing spaces



A Second Life as Homes

- The proposal will provide the sustainable reuse of the office buildings to create new high quality homes, providing a second life for the two listed buildings, ensuring their future legacy

Enhancing the Setting Within the Landscape

- Re-wilding the landscape with pastoral meadows to enhance the setting of the Listed buildings
- A woodland intervention to the north of the site to enhance the area's existing character with new species and support biodiversity
- Play space including climbing structures, play trails and growing spaces
- Replacement of the roundabout with a new square between Hayes Park Central and Hayes Park North for the residents and visitors

Conserving the Traditional Modern Design

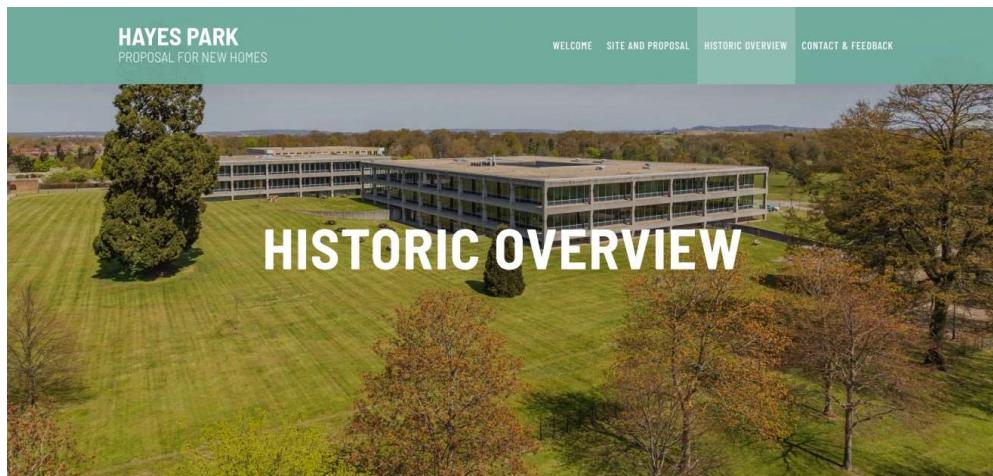
- Retain the spatial hierarchy with a concrete frame and inset glazing as designed by Bunshaft
- Reinstating the reflective pool, Island and Magnolia multi-stem tree. Stepping stones will also be included to allow residents to experience the joy of crossing the pool.

Cleaning and Repairing the External Materials

- Cleaning the existing concrete buildings to bring back the white finish of the Cornish Granite

Connecting the Entry, Interior and Landscape

- Ensuring both Hayes Park South and Central possess a clear view through the building into the landscape, as reflect in Bunshaft's original design.



HISTORY

Below is a historic timeline for the development of the buildings and landscape at Hayes Park:

 1870	The area was predominantly rural.
 1829 - 1858	The Blencowe family owned Hayes Park and house.
 1850	

 1868	Became a private nursing home.
 1930s	Urban development to the South.
 Post World War 2	Substantial sub-urban housing expansion, enclosing the park.
 1952	The original Victorian house had been demolished.
 1959	Hayes Park purchased by Heinz.
 1964	Gordon Bunshaft designed a masterplan for the site, the masterplan included 3 buildings Hayes Park South, Hayes Park Central and Field House and the car park.

HAYES PARK
PROPOSAL FOR NEW HOMES

WELCOME SITE AND PROPOSAL HISTORIC OVERVIEW CONTACT & FEEDBACK



CONTACT & FEEDBACK

CONTACT

If you wish to get in touch or have any questions or comments, please contact the engagement team via email or phone below.

All feedback will be noted and included in a report submitted with the planning application, which we hope to submit in April 2023.

Email: consultation@iceniprojects.com

Phone: 07795 614 307

HAYES PARK
PROPOSAL FOR NEW HOMES