



OCTOBER
2025

Statement of Community Engagement

Hayes Park West

Iceni Projects Limited on behalf of
Shall Do Hayes Developments Ltd

October 2025

ICENI PROJECTS LIMITED
ON BEHALF OF SHALL DO
HAYES DEVELOPMENTS
LTD

Iceni Projects

Birmingham: The Colmore Building, 20 Colmore Circus Queensway, Birmingham B4 6AT
Edinburgh: 14-18 Hill Street, Edinburgh, EH2 3JZ
Glasgow: 201 West George Street, Glasgow, G2 2LW
London: Da Vinci House, 44 Saffron Hill, London, EC1N 8FH
Manchester: WeWork, Dalton Place, 29 John Dalton Street, Manchester, M26FW

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)

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APPENDICES

A1. 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 Developments Limited for the redevelopment of Hayes Park West, Hayes Park, Uxbridge, UB4 8FE.
- 1.2 Consultation activity undertaken for this application builds on engagement with the local community with respect to the previous application for Hayes Park South and Hayes Park Central, which received planning permission in May 2024. The consultation strategy deployed for this application takes into account ongoing engagement and findings from previous activities.
- 1.3 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 731 local homes and businesses with an outline of the proposal and a consultation email to receive feedback and any enquiries about the site.
 - The existing dedicated consultation website was updated: www.hayesparkconsultation.com
 - Contact with ward councillors informing them of the proposals, notifying them when the consultation would commence.
- 1.4 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 2024 National Planning Policy Framework (NPPF) and the 2016 National Planning Practice Guidance (NPPG), revised in 2021.

2. SUMMARY OF 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 for the proposed development at Hayes Park West, Hayes Park, Uxbridge, UB4 8FE ('the site').

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

Partial demolition and redevelopment of the existing multi storey car park to provide new homes (Use Class C3), landscaping, car and cycle parking, and other associated works.

- The proposal for Hayes Park West includes partial demolition of the existing multistorey car park and construction of new 4 storey residential development.
- 52 high-quality homes (Class C3) comprising a mix of 1-bedroom and 3-bedroom homes.
- Landscaping, play trails and tree planting.
- 52 vehicle parking spaces and 107 cycle parking spaces.

2.3 The wider Hayes Park site which comprises of three buildings received planning permission to convert the buildings from office to residential in 2024.

3. CONSULTATION PROCESS

Consultation newsletter

- 3.1 A newsletter was delivered to 731 local homes and businesses to inform the community about the proposals and invite them to provide feedback on the application. It was delivered on the 19th June 2025.
- 3.2 The leaflet provided an overview of the proposals including 3D sketches and contact details for the consultation team as well as information on how people could provide their feedback.
- 3.3 We received 8 responses from local residents and businesses in response to the newsletter.

HAYES PARK, PROPOSAL FOR NEW HOMES



Annotated aerial plan of the site

Dear Neighbour,

We wanted to let you know about plans for the vacant car park in Hayes Park.

The proposal by Shall Do Real Estate Holdings UK Ltd, is to develop the vacant car park to deliver 51 high-quality homes, landscaping, play trails, tree planting and parking provision.

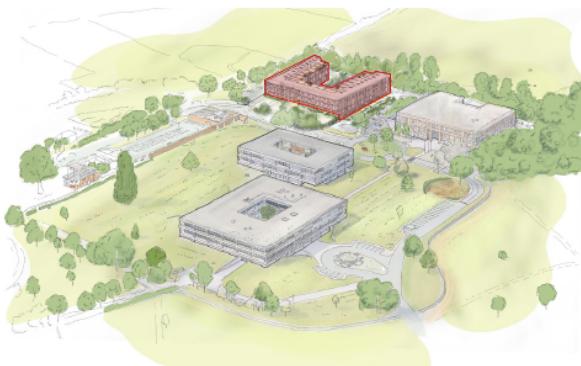
The wider Hayes Park site which comprises of three buildings

received planning permission to convert the buildings from office to residential in 2024.

The proposals for Hayes Park car park offer an opportunity to contribute positively to the wider development and bring a vacant site back into use.

HAYES PARK, PROPOSAL FOR NEW HOMES

HAYES PARK, PROPOSAL FOR NEW HOMES



Aerial sketch of the site

Find Out More

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

To view the website and provide feedback, please scan the QR below or visit:

www.hayesparkconsultation.co.uk

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

E: consultation@iceniprojects.com

M: 07747 706 395



HAYES PARK, PROPOSAL FOR NEW HOMES

Figure 1: Consultation newsletter

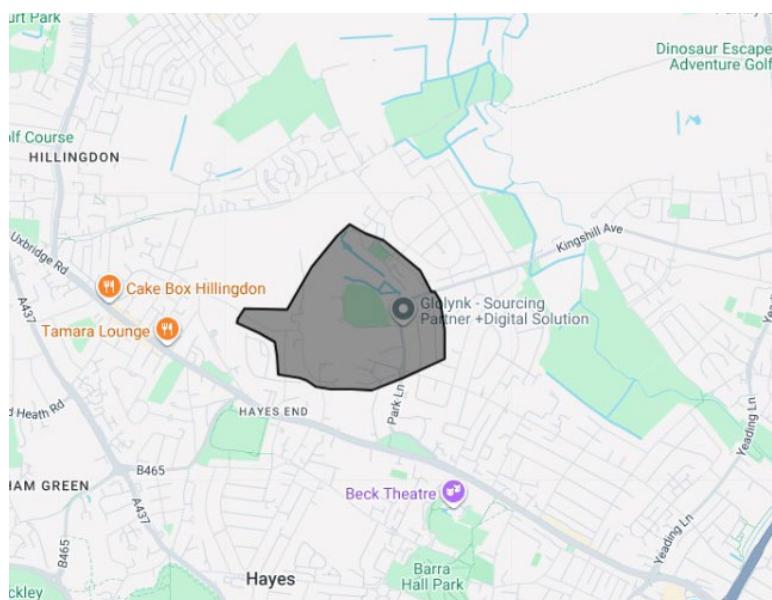


Figure 2: Distribution radius for community newsletter

Updating the dedicated consultation website

- 3.4 A dedicated consultation website was published on 3rd April 2023 to provide a summary of the proposed redevelopment of Hayes Park and serve as an important channel of communication with stakeholders.
- 3.5 The consultation website was updated on 19th June 2025 to include the proposals for Hayes Park West. The updates included the following:
 - A Homepage which provides a summary of the proposals, location map and project team details
 - A dedicated section on 'Site and Proposals' including 3D sketches of Hayes Park West
 - A Contact and Feedback page
- 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 316 views.
- 3.8 Screenshots of the consultation website are included in Appendix 1.

Councillors

- 3.9 On the 10th June 2025, 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.

4. FEEDBACK RECEIVED

4.1 Residents and stakeholders were invited to provide feedback on the proposals by completing a feedback form or 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 We received 8 responses in total.

Feedback

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

- Pressure on local services – Concerns were raised about the adequacy of supporting infrastructure, with residents highlighting the potential impact of a growing population on GPs, dentists, and schools.
- Wildlife and the natural environment – Residents expressed a strong desire to protect the surrounding woodland and safeguard local wildlife and habitats. Comments also highlighted worries about the negative effects of development on the Green Belt.
- Traffic – A few residents raised concerns about the potential increase in local traffic.
- Construction – One resident enquired about the construction timeline and expressed concern over potential noise during the works.
- Design – One resident was supportive about the design.

4.4 Out of the 8 responses received, 1 asked questions, 2 were supportive, 4 were neutral and 6 were negative. Please note, many respondents mentioned several topics, so the number of overall comments exceeds 8.

Team's Responses to Issues Raised

4.5 To enable the project team to respond to the main issues raised during the consultation, Lceni Projects reviewed all feedback provided to draw out common themes. These have been grouped in Table 4.7 below alongside how these issues have been responded to by the team.

4.6 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.

4.7 Table 4.7: Team's response to key issues raised

| Key Themes / Issues | The Team's Response |
|---------------------------------|--|
| Impact on wildlife/greenbelt | The site is currently entirely hardstanding, the proposal will dramatically increase the amount of greening and biodiversity of the site therefore. The scheme has a thoughtfully planned landscaping scheme that includes native species and extension of the parkland setting of the wider site for a more biodiverse and more wildlife friendly outcome than the current concrete car park. |
| Concerns over traffic | The proposals will have a limited impact on the local transport network. A transport assessment will be submitted with the planning application which will assess the impact of the proposal on local traffic. |
| Local facilities/infrastructure | Any development works in the area are required to contribute towards CIL and 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. |

5. CONCLUSION

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

5.2 Consultation activity undertaken for this application builds on engagement with the local community with respect to the previous application for Hayes Park South and Hayes Park Central, which received planning permission in May 2024. The consultation strategy deployed for this application takes into account ongoing engagement and findings from previous activities.

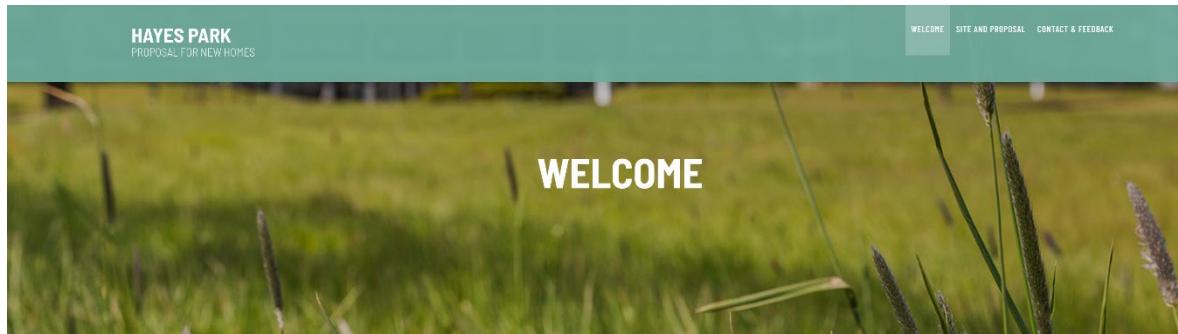
5.3 A range of consultation methods were used to consult with the local community, including a leaflet drop and updating the dedicated project website with site information, proposal summaries, contact information and a feedback form. We also contacted ward councillors to involve them in the process.

5.4 Overall, 8 pieces of feedback were received from members of the public, with the most frequent responses including:

- Pressure on local services – Concerns were raised about the adequacy of supporting infrastructure, with residents highlighting the potential impact of a growing population on GPs, dentists, and schools.
- Wildlife and the natural environment – Residents expressed a strong desire to protect the surrounding woodland and safeguard local wildlife and habitats. Comments also highlighted worries about the negative effects of development on the Green Belt.
- Traffic – A few residents raised concerns about the potential increase in local traffic.

5.5 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.

A1. WEBSITE STILLS



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

In 2021 Hanson Property successfully received planning permission to convert two buildings, Hayes Park Central and Hayes Park South, from office to residential. The third building, Hayes Park North, received prior approval in 2022.

Now in 2025, the team would like to develop Hayes Park West, the vacant car park once used to serve the office buildings.

The proposals seek to create 51 high-quality homes, communal amenity space, play space and landscaping, offering an opportunity to contribute positively to the wider development and bring a vacant site back into use. You can view the proposals in more detail on the Site and Proposals page.



TEAM

A first class team are appointed to prepare the proposal:

[Award-winning Studio 490 West](#) are leading on the architecture and landscape design

[Cartwright Lyon](#) are leading on planning, engagement, employment and heritage

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

[Spectra](#) are leading on sustainability and energy





WELCOME SITE AND PROPOSAL CONTACT & FEEDBACK

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

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THE SITE



THE SITE



PROPOSALS

Overview of proposals for Hayes Park West:

- 51 high-quality homes
- Large number of family homes
- Residential amenity space including roof terraces and courtyards for residents
- Generous landscaping with trees and other planting
- Play space and pathways connecting to the wider Hayes Park development





View across the podium terrace



Connecting the podium to the shared courtyard



Views of the shared courtyard



CONTACT & FEEDBACK

CONTACT

Your feedback is important to us.

Please provide your feedback for the proposed development of Hayes Park West via the form below.

Do you have any comments on our plans to redevelop the vacant car park?

Do you have any comments on our overall design approach?

Do you have any comments or questions for the team?

If you would like to be kept up to date please leave your contact details: [?](#)

HAYES PARK
PROPOSAL FOR NEW HOMES

[WELCOME](#) [SITE AND PROPOSAL](#) [CONTACT & FEEDBACK](#)

Do you have any comments or questions for the team?

If you would like to be kept up to date please leave your contact details:

Iconi are managing the consultation process on behalf of Shell de Real Estate Holdings UK Ltd. At Iconi Projects we are committed to maintain the trust and confidence of those we engage through our consultation activities. In particular, we want to let you know that Iconi Projects does not sell, rent or trade any personal information with other companies or businesses. All information you provide is confidential and will only be used in connection with this project. We will use the information you provide to better understand your views and keep you informed about the project. You are entitled to view, amend or delete the personal information we hold. Please email your request to our data protection officer privacy@iconiprojects.com

By filling in the feedback form you are agreeing that Iconi Projects can hold and process your personal data in relation to this public consultation exercise. Please view our full [privacy policy](#) before submitting this form. Your information will be submitted to Typeform and stored according to their terms. Please view Typeform's terms of service and privacy policy [here](#).

[submit](#)

We welcome your feedback on Hayes Park West before 5th August 2026.

If you wish to get in touch or have any questions or comments, please don't contact the engagement team via email or phone below.

Email: consultation@iconiprojects.com

Phone: 07795 614 307

[WELCOME](#)
[SITE AND PROPOSAL](#)
[CONTACT & FEEDBACK](#)

HAYES PARK
PROPOSAL FOR NEW HOMES