



STATEMENT OF COMMUNITY INVOLVEMENT

In respect of

LAND OFF LONG DRIVE, SOUTH RUISLIP, HA4 0HG

On behalf of

HOTEL TOP LIMITED

QUALITY MANAGEMENT

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1. INTRODUCTION

- 1.1 This Statement of Community Involvement (SCI) sets out the process of community engagement undertaken by Hotel Top Ltd ('the Applicant') in support of a full planning application for the redevelopment of Land Off Long Drive, South Ruislip, HA4 0HG ('the Site').
- "Partial demolition of existing buildings and erection of three buildings comprising a total of 114no. units, plus extension to existing hotel to provide an additional 22no. rooms, along with access, car parking, servicing, landscaping, and other associated works."*
- 1.2 The London Borough of Hillingdon adopted its Statement of Community Involvement in 2021. The adopted SCI has been updated to take account of updated consultation methods and legislative and policy changes since the previous SCI was adopted in 2006. This consultation exercise is compliant with the adopted Statement of Community Involvement (2021).
- 1.3 The role of community involvement in the planning process is supported by the Government in the National Planning Policy Framework (NPPF) (2024), which expects applicants to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community.
- 1.4 In order to seek the views of nearby locals and residents, the applicant has undergone a series of local consultation measures including distributing leaflets outlining the proposals to residents and seeking comments on the scheme; as well as a publication in the local newspaper; the Uxbridge Gazette and the West London Gazette. The responses to these are explained in more detail below.

Structure of Statement of Community Involvement

- 1.5 This SCI is structured as follows:
- Section 2 – Relevant planning policy
 - Section 3 – Methodology of consultation process
 - Section 4 – Responses to public engagement
 - Section 5 – Conclusion

2. RELEVANT PLANNING POLICY

National Planning Policy Framework (2024)

- 2.1 The role of community involvement in the planning process is supported by the Government in the National Planning Policy Framework (NPPF) (2024), which expects applicants to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community.
- 2.2 Paragraph 41 of the NPPF states that Local Planning Authorities (LPAs) should
- “where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community”.*
- 2.3 In addition, paragraph 137 states that Applicants
- “should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot”.*

Statement of Community Involvement (2021)

- 2.4 The Statement of Community Involvement produced by the London Borough of Hillingdon Council in 2021 sets out recommendations on how and when stakeholders should be involved in the preparation of planning policy documents and in the consideration of development proposals.
- 2.5 This provides a framework for engagement with Hillingdon residents so that local opinions can be gathered and valued during the design process. This hopes to improve access to the development process and ensures that participatory democracy is being practiced before the planning application is submitted.
- 2.6 Hillingdon’s adopted SCI states:
- “Whilst not mandatory, the Council encourages applicants to engage with the owners / occupiers of neighbouring land / premises and wider community at the earliest stage of preparing their development proposal (pre-application stage) where it will add value to the process and the outcome.”*

3. METHODOLOGY OF CONSULTATION PROCESS

- 3.1 Public consultation for the proposed development was conducted via leaflet drop, as indicated within **Appendix 1**.
- 3.2 The consultation leaflet set out a summary of the proposed development, directing consultees to a dedicated website for the development. The consultation welcomes any comments or ideas in relation to the proposals.
- 3.3 The adopted Statement of Community Involvement (2021) does not specify a defined catchment area for leaflet drop. A wide radius was selected to ensure all relevant neighbours were given the opportunity to comment on the proposal.
- 3.4 The chosen catchment area for the public consultation encompasses the following surrounding roads:

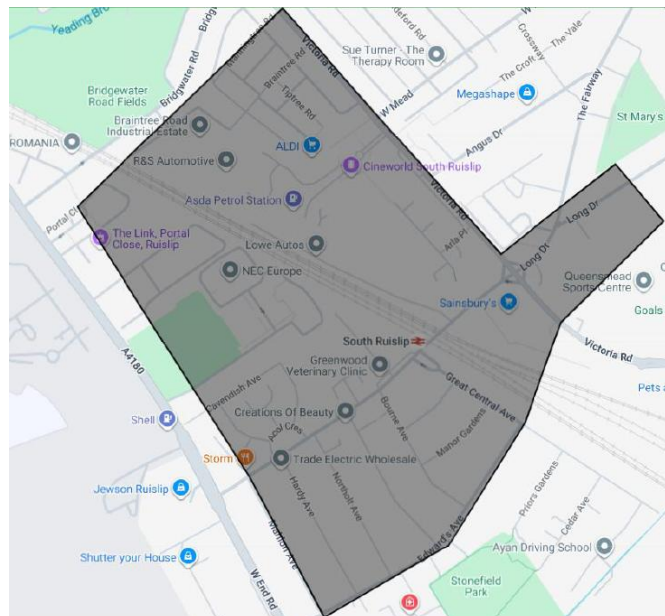


Figure 1 Leaflet drop catchment area

- 3.5 1,321 homes and 108 businesses were contacted through the leaflet drop consultation. The leaflets were posted on the 12th October 2025, with no missed properties reported. The porter for Odyssey Business Park refused the distributor entry, but they took 5 copies to distribute.
- 3.6 The website included a link to an email address in which those receiving the leaflet could speak directly with the ROK Planning team and to request any relevant information, as well as a survey that is detailed further below.
- 3.7 Public consultation was also conducted via the release of a press publication. The press release was in a local newspaper called Uxbridge Gazette and West London Gazette and

invited feedback regarding the proposal. This provided the same information as the leaflet and was included in their October issue. Please see **Appendix 2**.

- 3.8 A public consultation event was held in conjunction with the South Ruislip Resident's Association on the 18th November in which local residents were invited to the Savera Hotel to discuss the proposal.
- 3.9 Attendees were given opportunities to review display boards and speak directly with members of the project team, allowing them to share any concerns they wished to raise, obtain answers to their queries and provide their feedback on the Scheme.
- 3.10 Feedback gathered during the session was recorded and later reviewed to ensure that all points of discussion were properly considered as part of the evolving Scheme.

4. RESPONSES TO PUBLIC ENGAGEMENT

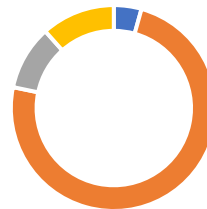
- 4.1 On October 12th, following the leaflet drop, the website received a spike of 400 views. The highest number of views in a single day was on November 7th ahead of the public consultation event, on which 1875 visits were tracked.
- 4.2 In total, the website received 4,585 visits and the survey received 69 responses.
- 4.3 Of the consultees, 99% stated their connection to the area was as a resident, with 1% of the consultees stating their connection was through employment. The following charts show the responses to each of the questions asked within the survey.

How long have you been part of the local community in South Ruislip?



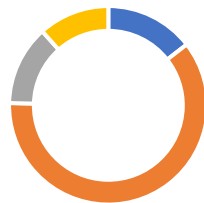
■ Less than 1 year ■ 1-5 years ■ 5-10 years ■ 10+ years

How do you feel about the principle of developing new housing on this Site?



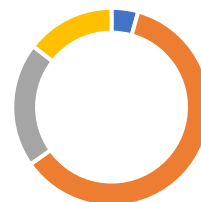
■ Unsure ■ Opposed ■ Supportive ■ Neutral

Do you feel the mix of homes meets the needs of the local community?



■ Unsure ■ No ■ Yes ■ Partially

Do you support the provision of additional hotel spaces in Hillingdon?



■ Unsure ■ No ■ Yes ■ Neutral

Do you support the provision of affordable housing in this development?



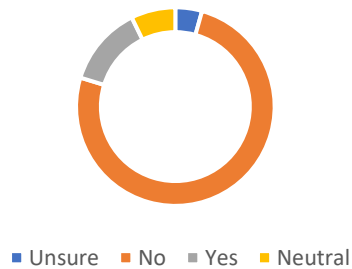
■ Unsure ■ No ■ Yes ■ Neutral

Do you support the proposals to improve planting, soft landscaping, and biodiversity enhancement on the site?



■ Unsure ■ No ■ Yes ■ Neutral

Do you think this development would improve the local area?



- 4.4 Participants were then invited to submit their comments on the scheme. Several concerns were identified by the local residents, with some responses including various issues. The responses showed that an impact on traffic and congestion is of greatest concern to residents. They raised additional concerns around new residents creating anti-social behaviour and increased noise.
- 4.5 Table 1 shows these same issues and provides our response to how our proposal will mitigate the problems.

Issue	Response
Traffic and congestion	<p>The proposed residential development is car-free, in line with planning policy given the sustainable location of the Site, which is within close walking distance of South Ruislip station and served by frequent bus routes. Operational parking is provided for the hotel use, albeit it is reduced compared with the existing provision. Hotel guests will be advised of the limited parking availability at the Site and that booking a space is necessary before arrival.</p> <p>The surrounding roads are within a Controlled Parking Zone (CPZ), preventing overspill of any vehicle on-street. It will be offered to enter into a legal agreement to restrict future occupiers of the development from obtaining parking permits.</p> <p>The proposal includes a significant number of cycle parking spaces to encourage cycling. A car club space is also incorporated into the scheme, which</p>

	<p>would allow residents to rent a vehicle if occasionally required.</p> <p>A Transport Assessment and Travel Plan will be submitted alongside this application. The core objective of a Travel Plan is to reduce the number of single occupancy vehicle trips. Thus, the aim of the plan is to encourage sustainable changes to travel behaviour resulting in a higher proportion of trips via active travel modes.</p>
Anti-social behaviour	<p>Designing Out Crime principles have been integrated into the scheme to prevent the likelihood of anti-social behaviour occurring. For example, the design seeks to avoid areas of low passive surveillance and secluded routes or areas that may attract ASB.</p> <p>It is noted that the existing hotel use will be retained and extended. This includes 24/7 on-site management and security, which will provide further deterrence to potential ASB on the Site.</p> <p>Further engagement with the Metropolitan Police's Designing out Crime officer will be undertaken during the planning application and any further recommendations implemented.</p>
Impact of the construction phase	<p>The following technical assessments will be submitted alongside the application to ensure that construction is appropriately managed and any impacts mitigated:</p> <ul style="list-style-type: none"> • Noise Assessment • Construction Logistics Plan • Construction Environmental Management Plan • Air Quality Assessment <p>Each report will consider the effects on the construction phase and address any issues that arise.</p>

A need for green space, instead of development	<p>The Site is currently dominated by hardstanding. The proposed development will provide multiple areas of open space and a scheme of high-quality soft and hard landscaping. This is outlined in the Landscaping proposal and delivers a significant uplift in green space.</p> <p>Overall, the proposals will deliver a significant net gain in biodiversity and an Urban Greening Factor in accordance with policy requirements.</p>
Overcrowding	<p>The 2025 School admissions update confirms that there are sufficient vacancies across all year groups, borough wide for the primary cohort, and there remain several vacancies at secondary level.</p> <p>The NHS Services website confirms that Queens Walk Medical Centre, Dr MLR Siddiqui's Practice, Oxford Drive Medical Centre and King's Road Medical Centre, all within approximately 1 mile of the Site, are currently accepting new patients.</p> <p>As such, it is considered that there is sufficient infrastructure for further residential development in South Ruislip. Additionally, the proposed development will make significant contributions to improving local infrastructure through CIL and s106 payments.</p>

- 4.6 Alongside the issues identified above, several respondents provided comments in support, with one resident stating:

“A public realm, urban greening would be a very good benefit to the area, it would give the residents young and older in South Ruislip and nearby, somewhere relaxing to go and enjoy, would be a very welcoming addition to our area.”

- 4.7 Another resident stated that the proposal was a:

“Good use of the site and removal of an unnecessary and unsightly Cash and Carry /Conference centre.”

- 4.8 Furthermore, with regards to affordability of housing, one resident stated that:

“I'd like more buildings like Arla Place. I've lived here for years, and I can't buy an apartment because it's only a 116-year lease.”

- 4.9 Both positive and negative feedback allows the Applicant to make informed decisions about the proposal at the design stage. All responses have been taken on board and considered alongside advice received by Hillingdon Council at pre-application stages.

5. CONCLUSION

- 5.1 The Applicant has engaged proactively with the local community for the proposed redevelopment of Land Off Long Drive, South Ruislip, HA4 0HG ('the Site').
- 5.2 The community consultation has been carried out in accordance with the London Borough of Hillingdon's Statement of Community Involvement document, by way of a leaflet drop and associated website. This is alongside a publication in a local newspaper, the Uxbridge Gazette and West London Gazette.
- 5.3 Throughout the public consultation process, a total of 69 responses were received. From the responses, 5 issues were identified which allowed us to address these directly with commenters and suitably assess/ mitigate where necessary.
- 5.4 The biggest issue identified by responders was around traffic and congestion, with concern that an influx of residents would cause impacts on the surrounding roads. We were able to reassure locals that the scheme is a car-free design. This is supported by the existing CPZ in operation in the local area and the proposed measures to encourage cycling and active travel.
- 5.5 These issues helped inform our approach at the design stage, ensuring an in-depth review of the Transport Assessment and Plan fully considered the impact on surrounding roads.
- 5.6 Furthermore, the provision of public open space and soft landscaping has been maximised to respond to the residents' desire for open, green space in the area. It has also been designed utilising Designing Out Crime guidance, to help mitigate any concerns about anti-social behaviour.
- 5.7 We can therefore conclude that the proposed development has positively responded to comments received from the local community and incorporated into the final scheme as submitted for planning.

Appendix 1 – Leaflet distributed to neighbours in relevant catchment area

WELCOME TO THE PUBLIC CONSULTATION FOR
LONG DRIVE, SOUTH RUISLIP



We're excited to share our initial proposals for a new mixed-use development next to South Ruislip Station. This consultation is your opportunity to explore our early design ideas, learn more about the vision behind the plans, and most importantly—have your say. Your feedback is incredibly valuable to us, and all comments received during the consultation period will help shape and refine the proposals as they evolve.



HOTEL EXTENSION
22 additional rooms



RESIDENTIAL
117 residential units



PUBLIC REALM
Urban Greening

For more information, please visit:

[HTTPS://LONGDRIVECONSULTATION.COM/LONG-DRIVE-SOUTH-RUISLIP](https://longdriveconsultation.com/long-drive-south-ruislip)

We look forward to hearing from you!

SAVERA
HOTEL

ROK
PLANNING

OAK & PROSPER

Appendix 2 – Publication of scheme in newspaper

PROPOSED DEVELOPMENT AT LONG DRIVE, SOUTH RUISLIP

PUBLIC CONSULTATION

We're excited to share our initial proposals for a new development next to South Ruislip Station. Your feedback is incredibly valuable to us, and all comments received during the consultation period will help shape and refine the proposals as they evolve. For more information, please visit: <https://longdriveconsultation.com/long-drive-south-ruislip>
We look forward to hearing from you!