4.35 Artist's Impression - View 2



VIEW 2 - VIEW LOOKING WEST AND CANOPY ENTRANCE

4.36 Artist's Impression - View 3



VIEW 3 - LOOKING NORTH EAST TO COLNE VALLEY REGIONAL PARK

4.37 Artist's Impression - View 4



VIEW 4 - HAREFIELD ROAD EXISTING AND PROPOSAL

5.0

COMMUNITY INVOLVEMENT





5.1 Public Consultation

Extract from Statement of Community Engagement, by Forty Shillings

Through the Spring and Summer of 2020, Guild Living engaged with a wide range of stakeholders and local residents, including councillors, planning officers, local businesses and community groups.

Due to Covid-19, Guild Living delivered a digital consultation which included a dedicated three-part webinar series which was supported by digital and traditional methods of engagement.

6,218 leaflets were sent to households across Uxbridge, inviting residents to join the webinar series. A further letter was sent to 261 immediate neighbours of the site inviting them to attend a digital meeting.

The webinar series received 101 registrations and 65 comments/questions were put forward through the dedicated comment function. 15 local residents also shared their views through the 'share your views' form on the website.

National Planning Policy

Developments should:

"be genuinely plan-led, empowering local people to shape their surroundings, with succinct local and neighbourhood plans setting out a positive vision for the future of the area. Plans should be kept up-to-date, and be based on joint working and co-operation to address larger than local issues."

London Borough of Hillingdon SCI

Developments should:

"consider the benefits of involving the community in developments, which are considered likely to have an impact on the community ... An effective pre-application consultation exercise is considered to be the best way of informing the public of the details of the proposals."

BREEAM community ratings guide

"A consultation plan is in place and the local authority has been consulted about the plan. Consultation should take place early enough in the process for the community and stakeholders to influence key decisions."

Consultation Process

The consultation process took place over Spring and Summer 2020. During this time, Guild Living consulted with a wide range of local residents, businesses and stakeholders. The consultation process was carefully organised to ensure a high degree of engagement with a wide range of stakeholders. The process is outline below.

During the initial stages of the consultation period, Guild Living implemented a wide-reaching method of engagement to ensure maximum stakeholders had a number of opportunities to raise their views and concerns. This strategy included:

- Writing to and offering meetings with key stakeholders
- Posting invitation leaflets to local homes and businesses across Uxbridge
- Posting Invitation letters to immediate neighbours of the site
- Hosting a public consultation in the form of a webinar series
- Issuing local and national press coverage of Guild Living's proposals
- Launching a dedicated project website: www.guildliving.co.uk/locations/uxbridge
- Setting up a dedicated project email address and hotline

Consultation Activity

- Monday 22 June - Meeting with the North Uxbridge Residents' Association and Cllr Goddard
- Tuesday 23 June - Webinar – Introduction for immediate neighbours
- Wednesday 24 June - Webinar – Introducing Guild Living
- Thursday 25 June - Webinar – A new approach to caring for older people
- Monday 29 June - Meeting with Monkey Puzzle Nursery
- Tuesday 30 June - Meeting with Boris Johnson's constituency advisor
- Wednesday 1 July - Webinar – Question & Answer session with the community
- Monday 6 July - Meeting with London Borough of Hillingdon Senior Officers
- Tuesday 7 July - Meeting with Hillingdon Chamber of Commerce
- Thursday 9 July - Meeting with Hillingdon Carers
- Tuesday 14 July - Meeting with NURA
- Monday 20 July - Meeting with Cllr Goddard
- Wednesday 29 July - Conversation with Boris Johnson's constituency advisor
- Wednesday 5 August - Meeting with Hillingdon CCG
- Thursday 27 August - Meeting with the North Uxbridge Residents' Association
- Tuesday 01 September - Webinar – Project Update
- Tuesday 22 September - Webinar – Question & Answer session with the local community



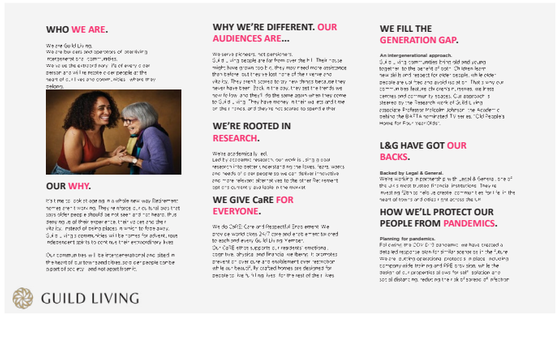
5.2 Public Consultation Boards

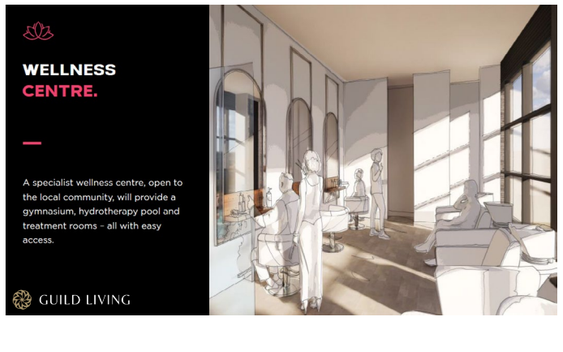




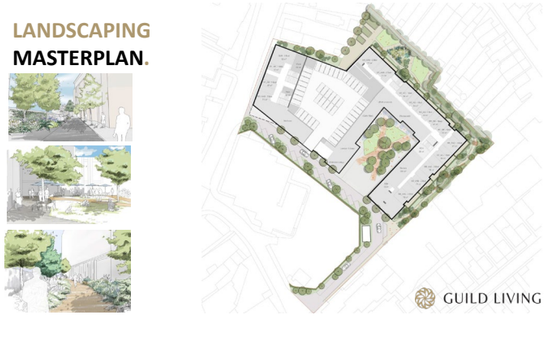


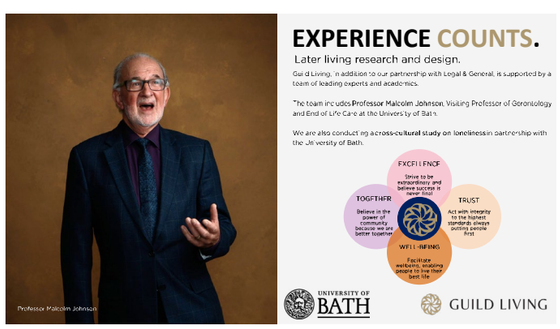


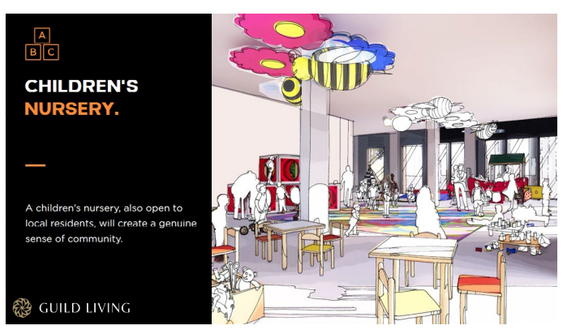






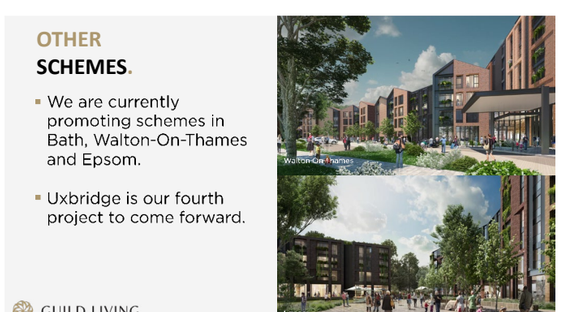


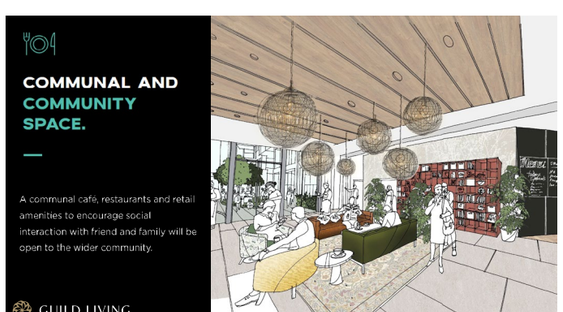
















5.3 Conclusion

(By Forty Shillings)

Throughout the consultation process Guild Living consulted with a wide range of stakeholders, meeting some a number of times and maintaining constant dialogue to ensure detailed discussion were had with regards to the proposals and how they would benefit the local community.

Meetings with stakeholders were coupled with a concerted campaign to ensure engagement with local residents. This was achieved through the distribution of over 6,000 leaflets to local households and around 250 letters to immediate neighbours, over 14,000 website views, around 100 registrations to our webinars and extensive press coverage.

The proposals were met with a positive response with the majority of stakeholders and many local residents approving of the Guild Living concept and the benefits it would bring to the local community, both economic and community based.

During the process, local residents raised concerns on a number of issues including height, loss of retail, attracting people from outside the borough and its impact on public services such as GPs.

Feedback

As part of the consultation process, Guild Living spoke to two business stakeholders: the Hillingdon Chamber of Commerce and the nearby Monkey Puzzle Nursery. Both groups were clear that they approved of Guild Living's plans and felt they would have positive impact for local businesses by bringing in new opportunities for the local area.

- As a key representative of local businesses, the Chamber of Commerce felt Guild Living's proposals would provide a boost for the local town centre due to its close proximity, and were also interested in exploring whether local businesses could be involved in the supply chain for the Guild Living community, something Guild Living said they would be interested in.
- A minority of local residents however were concerned about the perceived loss of the Wickes and Halfords retailers for the local community.
- The design of the development – focusing on the height, bulk and massing – was an issue for residents in close proximity to the site and some stakeholders. Individuals felt that whilst the aesthetic 'look and feel' of the proposals were a positive, it was nevertheless not in keeping with the surrounding area. It was feared the height – particularly the 8 storeys – would have an adverse impact on the local character of the area and risked overshadowing surrounding houses.
- Focussing on traffic, the concern primarily resided in the perceived increase of cars using local roads. Similarly, it was feared that there were not enough parking spaces within the development which would lead to occupants having to park on surrounding residential streets.
- Stakeholders were generally positive about the Guild Living concept, agreeing it would take stress away from local health services. The Hillingdon Carers were one such stakeholder who approved of the plans, going so far as to offer an opportunity to work together in the future. However, the Borough's Social Care Senior Officers were concerned that the proposals risked attracting older people from outside the borough who may have to rely on the Local Authority for their care needs in the future.
- Local residents were also positive about Guild's proposals to take pressure off NHS and Local Authority services by providing private care. They felt the proposals' alternative model to care was further strengthened by the clear social and mental benefits of bringing older people into a community environment.
- Some however felt the proposals should go further and include more provisions to help local health services, such as a satellite GP clinic.

Main response actions

Following meetings with local stakeholders, there has been a reduction in the scheme's height along Harefield Road and a further removal of massing across the development.

In order to ensure units will be taken up by local residents, Guild Living has put forward its 'Hillingdon First' plan which sets out not only the benefits of the scheme to Uxbridge, but also how it will strive to ensure that it is Hillingdon residents that move into the development, thereby freeing up existing family housing for local people. The plan is a major marketing strategy focused exclusively on existing Hillingdon residents offering significant financial incentives to encourage them to buy into the scheme.



6.0

PROPOSED SCHEME





6.1 MP Later Living Design Principles

A Public & Private Landscape

The human centric approach to the main courtyard creates through the proposed design a fantastic space of public amenity and community interaction, linking private Guild Members, visitors, pedestrians and workers into and through the site.

B Amenity Spaces

Communal amenities including cafés, restaurants and wellness facilities are strategically placed and linked to the public landscaping providing variety for Guild Members, visitors and workers.

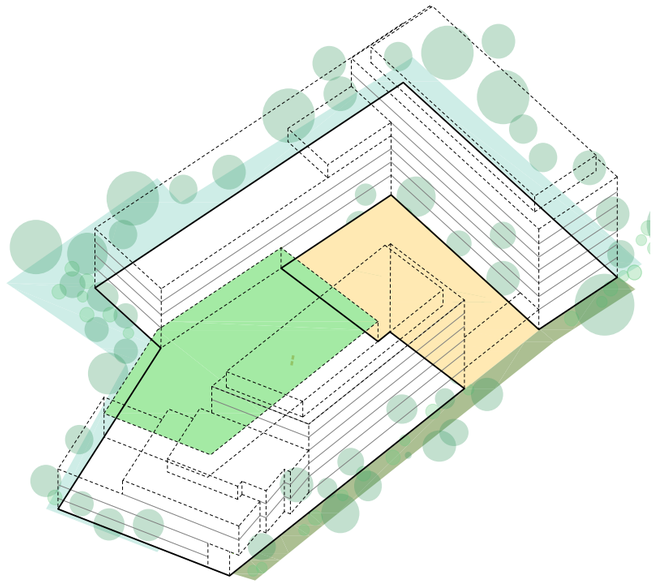
The restaurant and cafe provide active frontage to the public facing elevations.

C Guild Living Residencies

Guild Living Residencies provide members with the social benefits of community living but also with the privacy, care & independence of self contained extra-care housing. Guild Living Residences provide a mix of accessible and adaptable dwellings to ensure they are suitable for residents as their needs change.

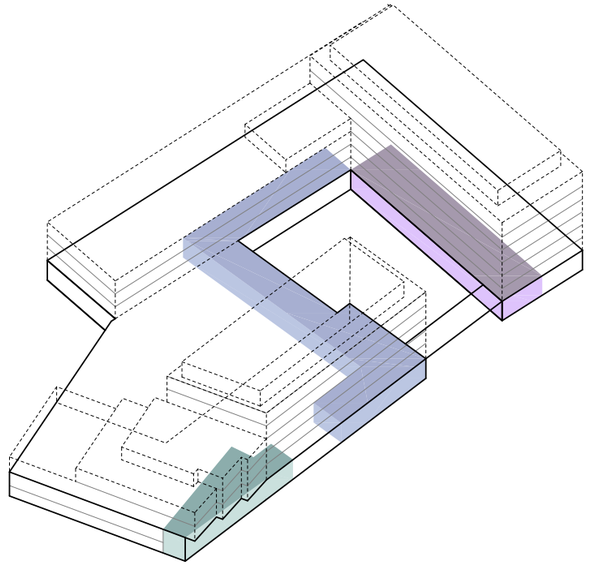
D Guild Care Residences & Care Suites

The Guild Living Community design at Uxbridge provides care covered by Guild Care Residencies, Suites & Transitional Care. These are located on the first floor of Buildings A and B.



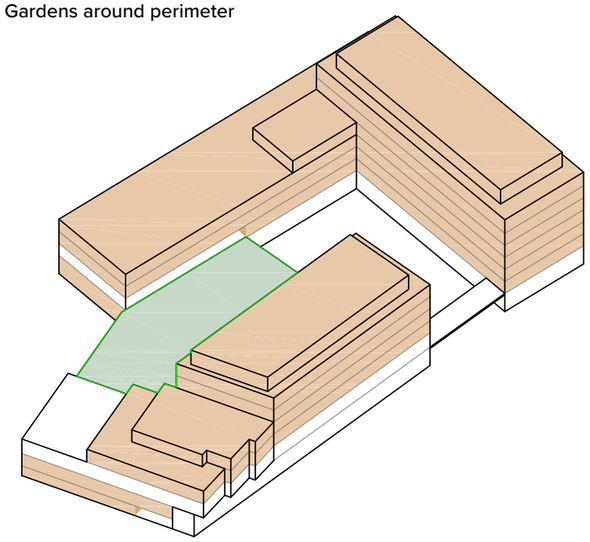
A

- Central public courtyard
- Podium garden
- Tree lined entrance boulevard
- Gardens around perimeter



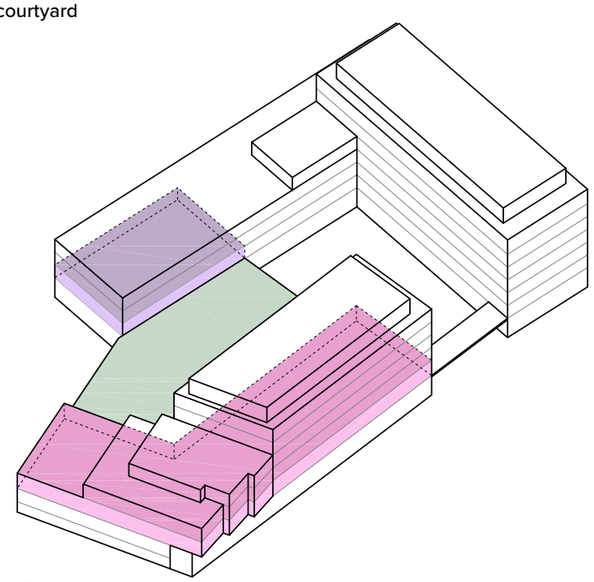
B

- Nursery
- Wellness and Cafe
- Amenities around courtyard



C

- GLR



D

- GCR
- GCS

6.2 Layout Principles - Ground Floor

A wide range of amenities are located at this level to ensure accessibility, connectivity with the outside and choice is available to Guild Members, visitors and the local community. Those amenities open to the public face Harefield Road and the internal courtyard to encourage social interaction between people within the site. The Wellness Centre is located on the north-west corner to ensure a visual connection between Harefield Road and the development is established.



Drop off and arrival experience

Community hub

Main public plaza and landscape areas

Communal facilities interfacing with the wider community

Street activation, public retail amenity, intergenerational spaces and childcare

Wellness centre

Automatic car park system

