



Statement of Community Involvement

27 Uxbridge Road

Prepared for Infinite Partners
August 2022



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Executive Summary

Statement of Community of Involvement

This Statement of Community Involvement (SCI) has been prepared by BECG on behalf of Infinite Partners (hereafter referred to as 'the Applicant'), to accompany a full planning application for proposals for the development of 27 Uxbridge Road, Hayes (hereafter referred to as 'the Site'). This report provides details of the programme of community engagement undertaken by the Applicant in relation to the proposed development of the Site and forms part of the application to Hillingdon Council (hereafter referred to as 'the Council').

Engagement overview

The Applicant undertook a comprehensive engagement plan to consult widely with the local community, taking the form of a hybrid consultation with in-person and virtual ways for residents to take part. Therefore, the Applicant was able to engage effectively with the community and stakeholders through a combination of innovative digital engagement, and traditional methods:

Consultation website. The Applicant created a consultation website that was central to engagement with the community. The website featured an introduction to the proposals, a virtual consultation page, a feedback page and information on how to contact the project team. See <https://27uxbridgeroad.co.uk/>

Virtual consultation. The virtual consultation was created to replicate the features of a traditional public exhibition. The virtual consultation comprised a description of the proposals, broken up into themes that users could browse in their own time.

Public exhibition event: Drop in public exhibition events were held at Hyatt Hotel, 27 Uxbridge Road on 4-7pm 22 June 2022. Members of the project team were on hand during these sessions to meet with attendees and respond to queries.

Feedback. The feedback forms were simple and easy to access on the website and gave the opportunity for the community to document their thoughts directly to the project team. Paper copies of the feedback form were available at the public exhibition events and could also be requested by contacting the project team.

Information line and email. For those who did not want to use the website or wanted more direct contact, a phone number and email address were made available for the community to directly contact members of the project team. This facilitated feedback being provided by the community as well as an opportunity to have questions answered.

Invite: An A4 invite was posted to a total of 3,503 addresses surrounding the site. This contained information on the consultation, including the dates of the public exhibition events and the various ways residents could learn more and provide their feedback, in person and virtually.

Feedback received

During the consultation period and pre-application, two feedback forms were received, 16 individuals attended the consultation and spoke to the project team, there were 1,496 visits to the consultation website, and the project team spoke to six local community groups and businesses. Throughout this engagement little concern was raised about the overall proposals, and there were several positive discussions regarding the Community Investment Programme in particular.

This document sets out all the feedback and the Applicant's response in a later chapter.

Introduction

The Site & Proposed Development

The Site is located within the Borough of Hillingdon. The submitted application seeks the:

Demolition of ground floor entrance, parking structure and north-east and south-west wings of the existing building, and refurbishment and extension of existing hotel to include additional accommodation at roof level and full height extension on the north elevation, together with walkways connecting to new buildings of between 6 and 8 storeys, to create additional hotel floor space (Use Class C1) and commercial floorspace (Use Class E(g)), along with ancillary facilities, parking and landscaping.

BECG

To assist with the community consultation and communications around the project, the Applicant appointed BECG, a specialist communications consultancy, to form part of its project team for the proposed development. BECG has produced this report to clearly and concisely outline the process followed and the feedback received.

Approach to Consultation

The Applicant has complied with the Government's National Planning Policy Framework (NPPF) which states that *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties."* The NPPF also highlights that *"good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."*

The Council published its Statement of Community Involvement in November 2021. In relation to developments, 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." It gives several suggestions for good practice in engagement:

- A dedicated website
- Making development briefs available to the public
- Holding public exhibitions
- Provide feedback on consultation
- Advertising in areas local to the development

The Applicant sought to incorporate each of these points into its engagement program. For example through its dedicated project website, sending invites to 3,503 local addresses and holding an in-person exhibition where residents could meet the project team and view the proposals.

Government guidance and the Council's SCI encourages pre-application discussions and community involvement. As a result, the public consultation programme had a number of key objectives, including:

- To encourage as much input as possible from the local community, including residents, interest groups, councillors and businesses;
- To provide the community with a genuine opportunity to provide feedback on the plans;
- To identify and consider any issues raised by the local community and stakeholders.

The Applicant has adhered to the guidance provided by the Council and has delivered a comprehensive consultation which has sought to engage with a wide variety of potential stakeholders.

Engagement

Public Consultation

In June 2022, the Applicant undertook a consultation to engage with residents and stakeholders with regards to the Site. This included paper invitations sent to **3,503 local residents and businesses** and an email invitation to ward councillors, businesses and local community groups inviting them to meet with the project team.

A dedicated consultation website (<https://27uxbridgeroad.co.uk/>), with an outline of the proposals, contact details and a feedback form was also available for those that could not attend in person. Further information on the website, invite, engagement with ward councillors, feedback form and virtual exhibition is detailed later in this document.

The consultation ran from 22nd June to 6th July 2022, and an in-person event took place from 4-7pm on Wednesday 22nd June 2022. Across the consultation period, BECG received:

- 16 attendees to in-person exhibition
- 2 feedback responses
- 2 queries to project inbox
- 4 hard copy requests
- 1,496 website views

Website

The dedicated consultation website was central to the Applicant's engagement with the community. The website featured an introduction to the proposals, a virtual consultation page, a feedback page and information on how to contact the project team.

The **website received 167 page views** between throughout the consultation period, with 101 individuals viewing the proposals and 23.5% of users returning to the site several times.

Welcome to the project website outlining our vision for 27 Uxbridge Road

We are excited to be bringing forwards proposals for hotel accommodation, alongside manufacturing and maker space, at 27 Uxbridge Road, Hillingdon.

The campus will bring new creative industries into the area by providing flexible and affordable workspace to support micro businesses and meet the increasing demand for such spaces. In creating incubation and industrial space, the campus seeks to celebrate film, creativity and entrepreneurship.

The development will include a Community Investment Programme which will work to deliver real social value to the Hayes community by working in partnership with local community groups and hosting events.

Sustainability is a key principle. The existing building will be refurbished rather than demolished, the new buildings will be designed to the highest environmental standard and the development will encourage sustainable transport.



Get Involved

Our consultation will run online from Wednesday 22nd June to Wednesday 6th July. You can view the proposals and submit a feedback form via the tabs at the top of this screen. We will also be holding an in person drop in event at which

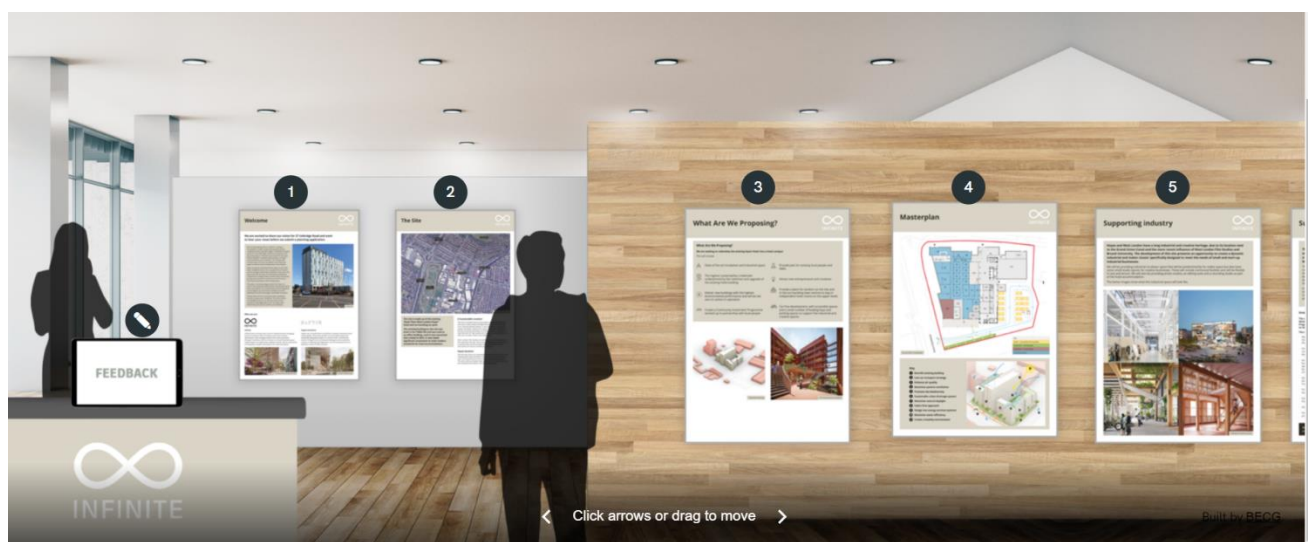
Image of website

Virtual Exhibition

For both consultations, a virtual exhibition was available virtually to ensure the consultations was as accessible as possible. The boards covered the following key topics:

- Welcome
- The site
- What are we proposing?
- Masterplan
- Supporting industry
- Sustainability and Community
- CGIs
- Feedback and Next Steps

These sections allowed users of the website to explore the virtual consultation at their own pace and navigate to their areas of their interest. The website also featured a virtual feedback form and contact information for website users to directly contact the project team.



Imagery from virtual exhibition

These proposals will deliver high quality sustainable development that creates a healthy environment for guests and benefits the environment.

The existing building will be refurbished rather than demolished, which is better for the environment. In addition, the campus will be designed with a fabric first approach, be energy efficient, and will promote biodiversity through planting.

It will promote sustainable transport by improving cycle and walking links to Minet Country Park and Uxbridge Road, and providing generous cycle storage.



Investing in community

The campus will host event programmes and the development will include a Community Investment Programme which will work to deliver real social value to the Hayes community.

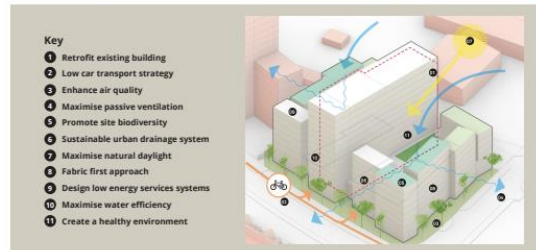
This will include:

- Apprenticeship programme with Uxbridge college hairdressers/beauticians - pop up spaces for training in the hotel.
- Hospitality apprenticeships for students from Uxbridge college to work in the hotel full time whilst they train for their qualifications
- Accelerator programme for students and start up businesses twice a year in the industrial incubator space. This will be held at the hotel and jointly funded by us and the university with academics from Brunel University training up graduates and start up businesses.
- Quarterly event with hotel guests to attend Minet park cycling clubhouse focusing on cyclists safety and management in the area.
- Free use of spaces for local community groups in the hotel each month
- Communal supper and evening event to be funded and hosted by the operator at the hotel once every 6 months
- Donation of £5,000 to a local charity
- Partnership with Hillingdon YMCA to fund new programme

We have been speaking to the following groups and businesses over the past few months to make sure the campus delivers for the community:

LBH Chamber of Commerce	West London Business Alliance
Hayes Town Partnership	West London Film Studio
Brunel University	Hayes College
Minet Country Park Cycle Circuit	YMCA
Businesses on the industrial estate	

What would you like to see introduced as part of this program? Perhaps you have a suggestion of a community or business group that might be interested in partnering with us. Please let us know in your feedback.



Example images of exhibition boards

Invitation flyer

The consultation website was promoted via an A4 flyer that was posted to residents and businesses near by the site. The invite was delivered to 3,503 addresses on 15 June 2022 to advertise the consultation.

The invite introduced the proposals and provided information on how to access the project website and contact the project team. The flyer included details regarding:

- The Site
- The proposals
- The Applicant
- Invitation to an in-person exhibition event
- Information on on-line exhibition and feedback
- Contact information
- Website details

The image below shows the distribution area for this mailing.

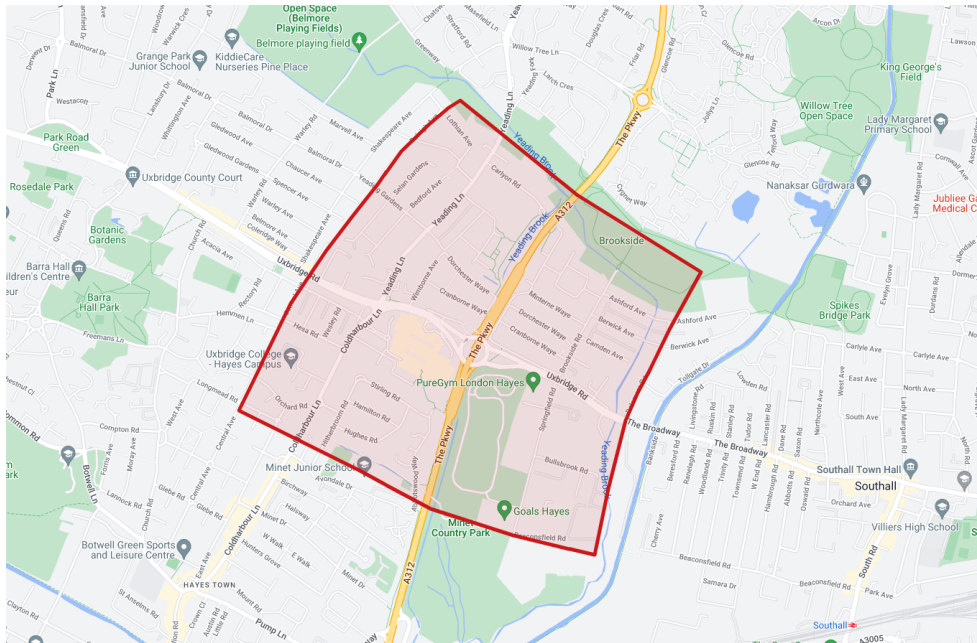


Image of invite distribution area

In-person exhibition

Alongside the virtual exhibition, the Applicant hosted an in-person drop-in event at Hyatt Hotel, 27 Uxbridge Rd, which is an accessible location and on the Site. This included exhibition boards showing information and visuals of the proposals, and members of the project team were on hand to answer any questions.

This took place at 4-7pm Wednesday 22 June. The project team spoke to **16 attendees** in total, including residents from Brookside Rd and Longford Gardens, and staff from the Hyatt Hotel.

Key points raised in discussion with the project team included:

- positive response towards design
- concern regarding impact on congestion
- positive remarks towards the investment in Hayes
- interest in community uses and opportunities for Hayes residents



Images of public exhibition

Stakeholder engagement

Ward councillors, community and business groups were sent personal invites on 15 June and again on 5 July 2022 to meet with the project team and information on the proposals and community engagement. The below groups were contacted:

- Wood End ward councillors: Cllrs Garelick, Kaur and Mathers
- Belmore ward councillors: Cllrs Basit, Garg and Singh
- Senior Council members; Cllr Bianco, Cllr Higgins, Cllr Lavery and Cllr Edwards
- Creative and business groups
 - Uxbridge College
 - Hayes Town Partnership
 - West London Green Skills Hub
 - The Beck Theatre
 - GRoW Programme
 - Brunel University
 - Film Hub London
 - West London Business
- Local Community Groups
 - Friends of Minet Country Park
 - Hillingdon Cycle Circuit
 - Hillingdon Community Trust
 - YMCA Hayes
 - Guru Nanak Sikh Academy

Community meetings

The project team met with a number of community stakeholders throughout the pre-submission stage to discuss the proposals, these included:

- Brunel University;
- Uxbridge College;
- YMCA Hayes;
- Hillingdon Chamber of Commerce;
- Hillingdon Cycle Circuit; and
- Hayes Town Partnership.

Meetings with community groups provided the Applicant with an excellent opportunity to learn about the needs of the local area, and explore ways that the scheme could look to benefit existing local residents through the Community Investment Programme.

For example, with both Brunel and Uxbridge College, the discussion focused on how best to utilise the hospitality and incubator space to support existing educational programmes and programmes encouraging entrepreneurship.

It was noted from other meetings with community groups that the area is not currently well served by space that would encourage community interaction. It was noted that there was the desire locally to encourage wider and better use of the cycle circuit.


Overall, all meetings undertaken with the community were positive about the scheme and what benefits may be realised beyond completion.

Feedback form

A feedback form allowing local residents to direct their thoughts to the project team was available at the in-person consultation events and online via the consultation website. Those without access to internet were also able to request a paper copy of the feedback form to be sent to their home address.

The form asked four questions regarding a variety of different aspects of the proposals with a mixture of question formats, including multiple choice and an open-ended question. The feedback obtained from the forms is shown in the next chapter.

Both the online and print feedback form were identical in content and design.

**27 Uxbridge Rd Feedback Form**

Please complete this form and return it using the enclosed freepost envelope or hand it in at the exhibition. Alternatively, visit www.27uxbridgeroad.co.uk from Wednesday 22nd June to view the proposals and submit your views online.

If you would prefer your comments to be anonymous, please provide us with your postcode so we can understand where you live in relation to the site.

Privacy Statement

By filling-in and returning this form to us you are agreeing that we can hold and process your personal data in relation to this public consultation exercise.

- We will only share your personal data with the Infinite Partners planning team for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

We will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made.

About You

Note - If you choose not to fill in all parts of this section, then due to General Data Protection Regulation (GDPR) requirements, we will be unable to include your comments in the consultation process.

Title (Miss/Mrs/Ms/Mr/Other):

First Name or Initial:

Surname:

Postcode:

Age Group (please circle):

Under 13 13-17 18-24 25-34
35-44 45-54 55-64 65-74
75-84 85+

Your Contact Details

We will use these details to contact you and update you on the proposals. You do not have to fill in this section if you would rather not be contacted.

Address:

Telephone:

Email:

***PLEASE COMPLETE ALL SECTIONS IN BLOCK CAPITALS**

Data Protection
We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address becg.com/visp or by contacting us on 01962 899 893 / data.protection@becg.com.

About the Consultation

We welcome feedback from local residents and stakeholders on our proposals to refurbish and extend the existing hotel at 27 Uxbridge Road. Infinite are committed to making sure this development adds value to the Hayes community.

1. Do you support the principal of the development of this site into a hotel campus with industrial and maker space?

☐ Strongly Support ☐ Support ☐ Neutral ☐ Oppose ☐ Strongly Oppose
☐ No Opinion

2. Do you support our commitment to providing positive value to the Hayes community, through a Community Investment Programme?

☐ Strongly Support ☐ Support ☐ Neutral ☐ Oppose ☐ Strongly Oppose
☐ No Opinion

Comments

3. Do you support the provision of industrial space to attract local entrepreneurs and support local business?

☐ Strongly Support ☐ Support ☐ Neutral ☐ Oppose ☐ Strongly Oppose
☐ No Opinion

Do you have any other comments or concerns? Please let us know in this box:

Comments

Thank you for your feedback

Feedback form

Community feedback

In the period 22 June to 6 July 2022, the Applicant received a total of 2 feedback responses. The feedback has been largely positive and demonstrates community support for the key principles of the proposals.

However other conversations through the Community Investment Programme, with community groups such as Hayes YMCA, Uxbridge College and Brunel University showed a very positive response to the proposals Community Investment Programme and the industrial and maker space. Given these positive conversations and the low response rate for feedback despite 1,496 website visits and 16 attendees to the public exhibition, this suggests there is broad contentment with the scheme.

The feedback is summarised below:

- When asked if they supported the principal of the development of the Site, 50% stated 'Support' and 'Oppose' which represents 1 person each.
- When asked if they supported the Applicant's commitment to providing positive value to the Hayes community, through a Community Investment Programme, 50% stated 'Support' and 'Neutral' which represents 1 person each.
- When asked if they supported the provision of industrial space, 100% stated 'Support.' which represents 2 respondents.
- For both respondents, parking and congestion were central concerns. Below is a table with the respondents' comments to this question and the Applicant's response.

Response	Applicant response
<p>With possibly hundreds of extra workers and visitors to this site and little provision for parking have you considered the effect this will have on the neighbouring area, already most roads around Uxbridge Road and Brookside Road are packed with parked cars.</p> <p>At certain times of the day Uxbridge Road towards Southall are totally blocked with queues going back past the roundabout and turning right into Springfield Road is very restricted should a slight hold up occur in entering or exiting the only way into the site the whole of the area will be gridlocked.</p>	<p>The proposals are underpinned by a significant package of transport measures to make sustainable transport as amenable and attractive as possible including a shuttle bus service, a robust travel plan and significant cycle parking. The combination of these measures will provide realistic alternatives to car travel and reduce the associated impact, recognising the accessibility of the local area and congestion. The proposals will result in a limited increase in vehicle movements per hour across the peak hours in comparison to the existing hotel which is unlikely to be perceptible in reality and the impact is not considered to worsen the existing traffic across the local area.</p> <p>In addition, the planning application will be accompanied by a Delivery and Servicing Plan which will detail how this activity will be managed to enable it to take place in an efficient manner.</p>
<p>I don't think that you have allowed enough parking – even though you are trying to encourage foot/cycle traffic people will still use cars (especially around here!).</p>	<p>We have given considerable thought to the level of car parking and it is subject to a very detailed justification within the Transport Assessment. The proposals are underpinned by a significant package of transport measures to make sustainable transport as realistic, amenable and attractive as possible including a shuttle bus service, a robust travel plan and significant cycle parking.</p>

	<p>We acknowledge that car travel will still be important for some and strict marketing measures will be in place to stop people travelling by car without pre-booking a space and people who need a car will be directed to the multitude of other local hotels which can cater for their needs. The proposals do include appropriate drop off facilities as it is recognised that whilst people may not drive, people with luggage can travel by taxi at the beginning and end of their stay.</p>
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Conclusion

The Applicant has sought to engage extensively with residents and local stakeholders to seek feedback on the emerging proposals.

This SCI demonstrates the engagement that has taken place, and that there is support within the local community for the proposals. During this consultation, online engagement has been complemented by more traditional methods of engagement with the community, such as an in-person exhibition event and a in person community meetings.

This document details the community response and support for the proposals. There were concerns regarding transport raised during the consultation. These have been taken into account and the Applicant is now offering a comprehensive range of transport measures, as set out in the Transport Assessment.

To summarise the feedback received, there is demonstrable support for:

- the provision of industrial and maker space at this location
- investment in the Hayes community through a Community Investment Programme
- the development of the site into a hotel campus with industrial and maker space

The Applicant considers the support shown by local residents as very affirming for its vision and plans for the Site. Obtaining the support of the community is an essential objective for bringing forward a scheme that can serve new residents and the existing community.

The Applicant remains committed to continuing communicating and working with the local community and local stakeholders during the determination period of the planning application and post planning.