

November 2018

Statement of Community Involvement

9 Nestles Avenue, Hayes

Created for Healey Development Solutions (Hayes) Limited

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Executive Summary

This Statement of Community Involvement (SCI) demonstrates the schedule of pre-submission engagement which was undertaken by Healey Development Solutions (Hayes) Limited (referred hereafter as 'The Applicant') in preparation for the submission of their application for 9 Nestles Avenue (referred hereafter as 'the site').

The Borough of Hillingdon has its own Statement of Community Involvement which acts as guidelines for amongst other elements of community involvement in council work – the engagement of the local community into applications submissions.

Paragraph 7.4 of the Statement of Community Involvement states:

“The Council encourages applicants to engage with the community at the earliest stage of preparing their development proposal (pre-application stage).”

Whilst the Statement of Community Involvement states this is not a statutory requirement, the Applicant felt that the local community should be engaged in order to gain feedback regarding the site and reflect this in the proposals where possible.

Hillingdon Council have been working with the Greater London Authority (GLA) to encourage residential-led redevelopment of the former industrial sites along Nestles Avenue which culminated in a masterplan called the SA5 Masterplan. The masterplan is divided into three sites, providing approximately 1,860 new homes and maintaining B1/B2 employment use. Site B (where 9 Nestles Avenue is located) is part of the wider development strategy for the area and is the smallest of three development areas. A proposal for the redevelopment of Site A, the Former Nestle Factory, received planning consent in June 2018.

The Applicant has engaged with Hillingdon Council and the GLA from the outset to ensure that the application adheres to the requirements of both authorities. The application has been designed based on comments from pre-application meetings with both authorities regarding policy compliant levels of residential units, amenity and commercial space. The Applicant has therefore striven to adhere to their advice where possible to ensure that the requirements of the detailed SA5 Masterplan are complied with.

The submitted application is for the proposed development comprising the demolition of existing structures and redevelopment of the site to provide a mixed-use scheme comprising 81 Build-to-rent residential units and 868m² of ground floor commercial space, in a building up to 10 storeys in height, with associated car and cycle parking, refuse and recycling storage, landscaping and public realm improvements, and access arrangements. This application seeks to conform with the requirements set out in the SA5 Masterplan by delivering housing to the local area.

From the outset the Applicant sought to ensure early identification and engagement with key political and community stakeholders to ensure that issues with the proposals were raised at a formative stage of the project. This report provides details of the community engagement undertaken by the Applicant, including the feedback received and how this has been reflected in the submitted proposals, where possible.

To facilitate this, a range of consultation activities were undertaken, including a public exhibition inviting political stakeholders, local resident groups and the general public. Meetings were also sought with identified political stakeholders and a meeting was held with John McDonnell MP. The project team has sought to involve the local community at every opportunity and where possible include any feedback in the design proposals.

The Built Environment Communications Group (BECG) were appointed to organise and manage this process. To do so, BECG put together an engagement strategy that would satisfy the expectations of London Borough of Hillingdon Council building the site's profile and engage with stakeholders to feed into the design process. Please find below a list of consultation activities undertaken by the project team to raise the profile of the site, engage with residents, local stakeholders and politicians:

Executive Summary

Date	Meeting
7/9/2018	Exhibition letters sent to 1,955 identified residencies and businesses
17/10/2018	Email introduction to Botwell Ward Councillors to request meeting
17/10/2018	Email introduction to other Political Stakeholders: • Cabinet Member for Community, Commerce and Regeneration - Cllr Douglas Mills • Cabinet Member for Finance, Property and Business Services - Cllr Jonathan Bianco • Cabinet Member for Planning, Transportation and Recycling - Cllr Keith Burrows • Leader of the Labour Group - Cllr Peter Curling • Leader of the Council - Cllr Raymond Puddifoot • The Right Honourable John McDonnell MP
19/10/2018	Email introduction to local community groups to request meeting
01/11/2018	Public Exhibition held
15/11/2018	Consultation feedback period ends
16/11/2018	Meeting with John McDonnell MP

The objectives of the consultation were to ensure that local residents, community groups and elected representatives were made aware of the emerging development proposals and had an early opportunity to participate in shaping the plans. The Applicant therefore implemented a comprehensive programme of community engagement which began in September 2018, and included the following:

- **Public Exhibition** – A public exhibition was held on Thursday 1st November 2018 at the Hayes & Harlington Community Centre, Albert Road, London, UB3 4HR. A set of exhibition boards were on display which provided an overview of the proposals, with feedback forms available so attendees could provide their feedback.
- **Engagement with local elected representatives** – Given the location of the site, from the outset of the consultation programme the Applicant sought to engage with Hillingdon Councillors
- **Engagement with Residents' Association and local groups** – The Applicant sought to engage with local residents associations and local groups including The Hayes Town Partnership. This was to understand local opinion of the scheme and what resident associations and local groups would like to see emerging from the development
- **Public consultation website** – To ensure an open and continuous flow of information, the Applicant set up a consultation website: www.9nestlesavenue.co.uk to provide details on the proposals and consultation materials and a place for the community to submit feedback; as well as a contact telephone number for the project team
- **Direct liaison with residents** – The Applicant ensured that members of the project team were available to discuss the plans with residents who wished to be involved in the application process

Result of Consultation and response

Overall, 27 people attended the public consultation with the majority of residents accepted the principle of redevelopment. Positive comments included:

- **Landscaping** - The majority of respondents strongly supported the new landscaping included in the proposals. The general feeling was that it was important to maintain and enhance the greenery on the site and the planting of trees was strongly encouraged
- **Build to rent (BTR)** – Support for the Build to Rent Scheme with the mix of units that will be available under 'affordable' housing

Executive Summary

There were also questions raised by attendees and consultees regarding the following concerns:

- **Cost of Rent** - Some residents had questions about the cost of rent for the units. Residents wanted more detailed information on the range of rent and the cost of the 'affordable' units
- **Number of parking spaces** - Many residents queried the two options presented at the exhibition stating that there was a need for employment space and car parking. Not one or the other. The general consensus was that if the proposals get accepted to deliver 84 new homes, parking spaces would have to be provided
- **Impact on Transport** - Residents questioned the impact of the development on local traffic. There are concerns that the development would only intensify congestion and make future travel difficult. Residents requested more information on the levels of air pollution and how it could affect the existing community. The Applicant will provide further details on this as talks with the Local Authority progress
- **Impact on infrastructure** - Residents questioned whether the introduction of new tenants to the scheme would have an impact on local infrastructure, such as schools and medical facilities

Further details about the exhibition are provided in the Exhibition and Feedback sections of the SCI.

Engagement continued post-exhibition with BECG reaching out to local political stakeholders to provide updates regarding the scheme and to see whether stakeholders would like to meet to discuss the proposals. This helped to maintain the contact established before and during the public exhibition, gain further feedback and provide updates about the proposals to stakeholders. The feedback and comments raised have been informative and, where possible, assisted in the final development of the proposals.

This document sets out a record of the public consultation process and a summary of the feedback received.

Background and Approach

The consultation period sought to follow national and local engagement strategies by providing the local community with an opportunity to comment on and shape the proposals prior to the submission of the planning application.

The consultation programme sought to:

- Raise the profile of the scheme within the local community
- Inform about the design, planning and development process
- Communicate the proposals to local residents and stakeholders
- Provide a mechanism for interested individuals and parties to comment on the scheme and related issues
- Open lines of communication with residents and stakeholders that will continue throughout the planning process

The Consultation period was delivered in three stages. This is displayed below:



Pre-exhibition activities were deployed to initiate first contact with local stakeholders and the general public. The Public Exhibition was deployed to continue engagement with stakeholders, display the proposals and garner feedback. The post-exhibition period was used to follow-up engagement contact made, collate feedback and create the SCI to summarise pre-submission engagement activities.

Capturing public perception of the scheme throughout this process was critical, given its status as a major development site in Hayes, so that public perceptions of the scheme was understood.

An exhibition date was chosen, 1st November 2018, to provide local residents, community stakeholders and politicians the opportunity to view the proposals and provide feedback.

The consultation strategy included activities which would raise the profile of the exhibition and in doing so the proposals to local residents and stakeholders and then provide support and avenues to engage.

This included:

- An agreed distribution area for consultation (Appendix A)
- Delivery of invitations for the public exhibition inviting local residents
- Invitation sent to Botwell Ward Councillors
- Invitations sent to local political stakeholders including: Cabinet Council Members, leader of the opposition and local MP - John McDonnell
- Invitations sent to local resident groups and community stakeholders
- A public exhibition held in the Hayes & Harlington Community Centre, Albert Road, London, UB3 4HR
- A dedicated website (www.9nestlesavenue.co.uk) providing up-to-date information about the proposals, site, consultation, feedback and further contact details (Appendix B)
- A feedback form available at the exhibition for attendees to provide their thoughts about the proposals
- A dedicated email address for residents to send queries about the consultation and proposals
- A dedicated consultation hotline and email address provided on the exhibition boards and feedback forms for all attendees to access

Background and Approach

Pre-Application Submission Meetings

Engagement with local stakeholders began in advance of the exhibition and was on-going throughout the consultation period. Please see below a list of meetings organised with council members, local stakeholders and residents:

Meeting / Event	Date	Activity
Invitation to Botwell Ward Councillors	17/10/2018	Email introduction to Ward Councillors to request meeting and provide first contact from the team to introduce the proposals
Invitation to other political stakeholders	17/10/2018	Email introduction to other political stakeholders including: • Cabinet Member for Community, Commerce and Regeneration - Cllr Douglas Mills • Cabinet Member for Finance, Property and Business Services - Cllr Jonathan Bianco • Cabinet Member for Planning, Transportation and Recycling - Cllr Keith Burrows • Leader of the Labour Group - Cllr Peter Curling • Leader of the Council - Cllr Raymond Puddifoot • The Right Honourable John McDonnell MP
Invitation to local community groups	19/10/2018	Email introduction to local community groups to request meeting and provide first contact from the team to introduce the proposals
Exhibition distribution	19/10/2018	Exhibition letters sent to 1,955 identified residencies and businesses
Public Exhibition	01/11/2018	Public Exhibition held to display the proposals to the local community and receive feedback
Consultation feedback period ends	15/11/2018	Consultation feedback period ends – preparation of the SCI begins
Meeting with John McDonnell MP	16/11/2018	Meeting with Mr McDonnell briefing him on the progress of the proposals

Background and Approach

Engagement with Political Stakeholders

The Applicant sought to engage Botwell Ward Councillors as well as key stakeholders within the Council. The purpose of this was to ensure that Members were fully aware of the proposals coming forward and in the event of resident queries would have knowledge of the scheme or the contact details of the project team to refer to. It also enabled Members to comment and ask questions on the emerging plans which could feed into the application process from an early stage.

The Applicant met with John McDonnell MP for Hayes and Harlington on Friday 16th November 2018. The purpose of the meeting was to brief Mr McDonnell on the progress of the proposals and detail how the scheme fits into the wider masterplan and regeneration area. The applicant informed Mr McDonnell of the various design options as part of the iterative design process to gain feedback.

The Applicant will ensure that elected members are kept updated regarding the application throughout the post-submission phase.

Engagement with residents' associations and local community groups

The Applicant sought to engage with local residents' associations and community groups to first introduce the proposals and open dialogue with these groups to garner their feedback.

Members of the project team contacted local community groups, including: Hayes & Harlington Community Association, Hayes Community Development Forum, Hayes Town Business Forum, High Point Village Residents' Association, Black Rod Close Residents' Association and Hayes Town Partnership, inviting them to the public exhibition.



Selection of boards displayed at Exhibition event

Public Exhibition

The Public Exhibition was held from 1pm – 7pm on 1st November 2018 at the Hayes & Harlington Community Centre, Albert Road, London, UB3 4HR. The location was chosen given its proximity to the site and ease of access for invited residents and stakeholders.

The exhibition was advertised in three ways. Firstly, 1,955 invitations were sent out to local residents and businesses (Appendix C), using a defined distribution area. Secondly, email invitations (Appendix D) were sent to local political stakeholders and pertinent community groups, lists are detailed below:

Political Stakeholders

Name	Position
Cllr Scott Farley	Ward Councillor – Botwell
Cllr Janet Gardner	Ward Councillor – Botwell
Cllr John Oswell	Ward Councillor - Botwell
Cllr Douglas Mills	Cabinet Member for Community, Commerce and Regeneration
Cllr Jonathan Bianco	Cabinet Member for Finance, Property and Business Services
Cllr Keith Burrows	Cabinet Member for Planning Transportation and Recycling
Cllr Peter Curling	Leader of the Labour Group
Cllr Raymond Puddifoot	Leader of the Council
The Right Honourable John McDonnell MP	Hayes & Harlington MP

Community Stakeholders

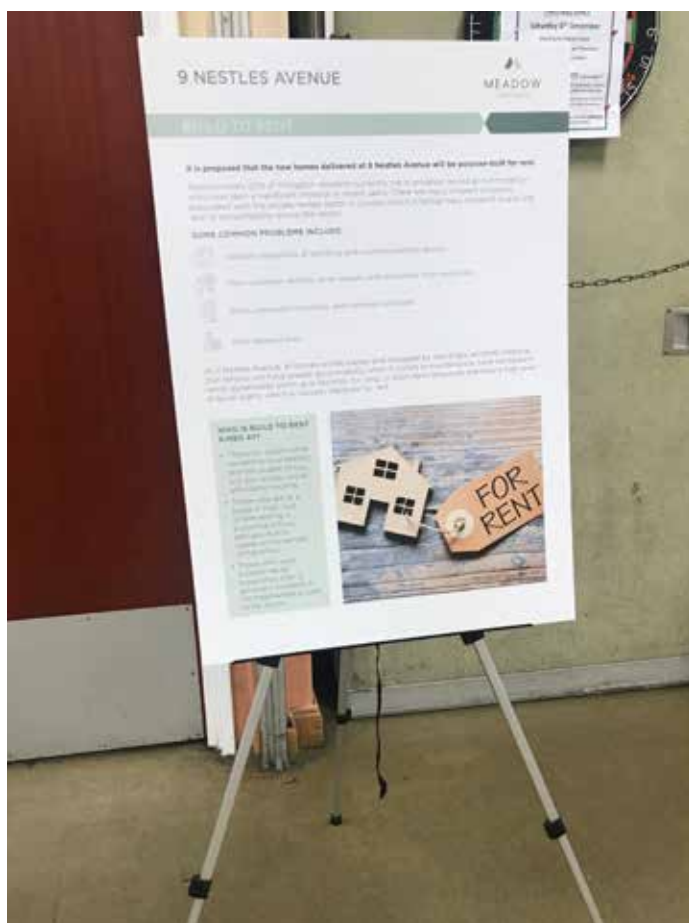
Community Group
Hayes & Harlington Community Association
Hayes Community Development Forum
Hayes Town Business Forum
High Point Village Resident's Association
Black Rod Close Resident's Association
Hayes Town Partnership

Public Exhibition

Finally, the invitation was also advertised online through the Hayes Town Partnership Weekly Bulletin (Appendix E) in the week before the exhibition. The information from the exhibition was also included on the website.

The exhibition provided eleven exhibition boards (Appendix F) with details about the proposals including:

- Introduction to the site
- Information regarding the local plan housing allocation
- Site image
- Information and background regarding the Build to Rent proposals
- Further information regarding the proposals, including the Design Principles
- Details on the two design options for the ground floor space
- Two images of the view of the proposed site from the West along Nestles Avenue and the view from the East along Nestles Avenue
- Information regarding the benefits to Transport within the local area including, Crossrail, Car Parking and Traffic
- Further information on the construction process and efforts to mitigate the impact of construction
- Outlining the benefits proposed in response to the local housing needs
- Further contact and feedback information



Photos taken at Public Exhibition

Feedback

The public exhibition was organised to inform local residents and stakeholders about the proposals and to garner their feedback – whether they were supportive of the scheme and if not where the proposals could be improved. A summary of the feedback can be found below:

- Over the course of the event, 27 local residents attended the public exhibition
- 10 Feedback Forms received:
 - 9 hardcopies returned; 1 online form submitted
- The majority of respondents strongly agreed (20%) or agreed (50%) that the site would be suitable for residential development
- Respondents strongly agreed (40%) or agreed (40%) with the provision of homes to be acceptable to the local housing needs of Hillingdon
- The majority of respondents strongly supported (50%) the new landscaping included in the proposals. The general feeling was that it was important to maintain and enhance the greenery on the site and the planting of trees was strongly encouraged
- Overall, respondents stated that they would like to see the proposals include car parking (60%) as it is more likely that future residents will own a vehicle and need available space

NB: Please note that all verbal comments included have been paraphrased for the purpose of this report.

Map showing location of exhibition attendees



Drop Pin (site location)

Overall, residents who attended the public exhibition demonstrated general support for the proposal, with one attendee stating that the site had remained run-down for years and was deserving of redevelopment.

Feedback

Breakdown of Responses

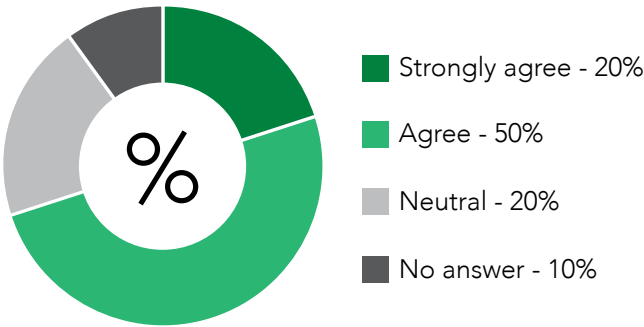
A feedback form was available at the exhibition (Appendix G), as well as an online version on the consultation website which asked attendees four questions. The responses are detailed below:

The majority of residents accepted the principle of redevelopment. The scheme was commended by residents for its landscaping and Build to Rent (BTR) aspect.

Throughout, the number of parking spaces, impact on infrastructure and transport and the cost of rent were the largest concerns.

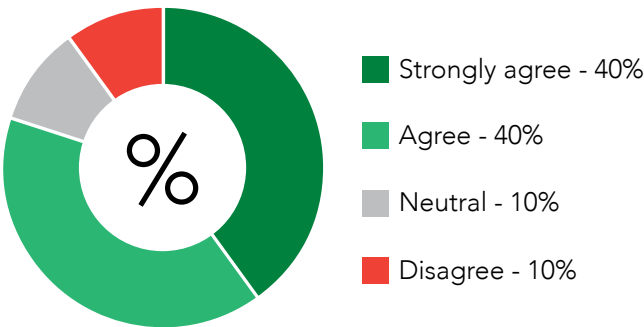
Q1. Do you think the residential development is a good use for this well-connected site?

The majority of respondents strongly agreed (20%) or agreed (50%) that the site would be suitable for residential development. Many felt that the site was in need of redevelopment and 2 respondents were neutral in deciding whether the residential development was a good use for the site. One resident left the options blank but commented that they felt Hayes was already overdeveloped.



Q2. Do you support the provision of homes to help towards the housing needs of Hillingdon?

Respondents strongly agreed (40%) or agreed (40%) with the provision of homes to be acceptable to the local housing needs of Hillingdon. One respondent commented that they felt that the proposal being BTR only, with just one landlord, was a great idea; especially for a single person and commented on the number of single people who need access to affordable renting in the area.



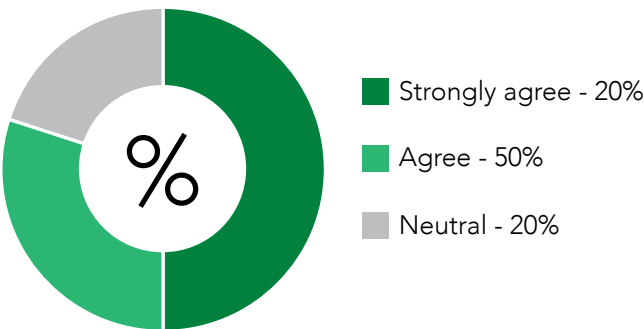
There were questions to members of the project team about the cost of rent and the number of units which would have an affordable aspect.

Overall, the feedback was positive. Only one person disagreed that the provision of homes helped towards the housing needs of Hillingdon. However, they did not state why they chose this response. Another respondent was neutral stating that they were concerned about the high level of social housing in a small area and the possible traffic congestion.

Q3. Do you support the new landscaping included in our proposals?

The majority of respondents strongly supported (50%) the new landscaping included in the proposals. The general feeling was that it was important to maintain and enhance the greenery on the site and the planting of trees was strongly encouraged.

One resident had a neutral opinion but did not state the reasons for their choice. Overall, the implementation of greenery and the new landscaping included in the proposals had a very positive response.



Feedback

Respondents' Comments:

- "The development being rent-only. With just one landlord is a great idea, particularly for a single person"
- "The visual environment is very important for our community"
- "The design looks great, particularly the balconies"
- "Glad some green spaces will be involved into the scheme"
- "Pleased it will not include private rental"
- "Real need for good housing"
- "Very impressed"
- "Cycle lane and trees will make the area look nicer"

The primary concerns expressed by respondents was the parking, the impact on infrastructure & transport and ensuring affordable housing is provided on site.

Parking: The majority of questions to members of the project team cited parking specifically as a concern. Whilst there was an understanding amongst many respondents that the development was policy compliant in terms of parking, the general feeling was that the proposals were out of kilter with local car parking needs.

Many residents queried the two options presented at the exhibition stating that there was a need for employment space and car parking. Not one or the other. The general consensus was that if the proposals get accepted to deliver 84 new homes, parking spaces would have to be provided. Overall, respondents stated that they would like to see the proposals include car parking (60%) as it is more likely that future residents will own a vehicle and need available space.

Q4. Would you like to see the proposals include more car parking or employment space?



Other: Respondents also commented on employing local residents through either work experience or apprenticeships.

There was also concerns about security and what would be done to keep crime levels low in the surrounding area e.g. the implementation of CCTV and lighting.

Respondents' Comments:

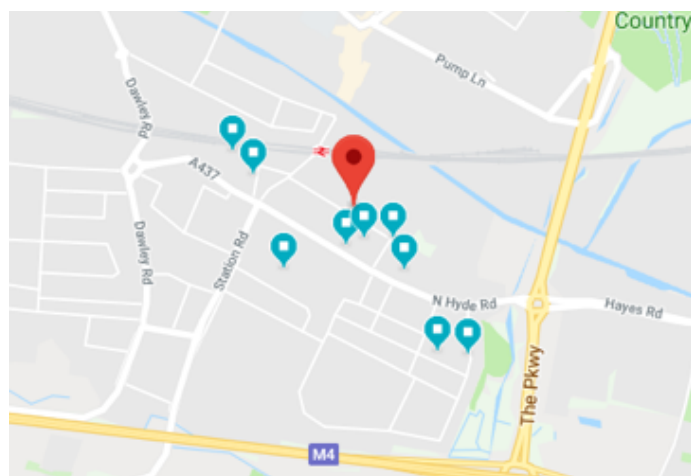
- "I believe there is enough flats and housing in the area"
- "I feel that it should have had a few accommodation places with more facilities e.g. Playground or coffee shop"
- "There will be a lack of doctors in the area which locals are very concerned about"

Feedback

Key Issues for Review

Issue	Context	Response
Cost of Rent	Feedback reveals that residents questioned the cost of the proposed units.	Information regarding the cost of the proposed units was not available at the exhibition. This was due to the fact that the cost of each unit will be dependent on the market rate at the time of completion of the project.
	Residents queried the number of affordable units that would be available.	The proportion of affordable housing will be agreed in discussion with the Council. Currently, viability work is being undertaken to help ascertain the level of affordable housing that can be delivered onsite. A proportion of the apartments will be delivered at a discount market rent, with the precise quantum to be determined based on viability.
Number of Parking Spaces	Whilst there was an understanding amongst many respondents that the development was policy compliant in terms of parking, the general feeling was that the proposals were out of kilter with local car parking needs.	As the site is Strategic Industrial Land (SIL), there is a requirement within the London Borough of Hillingdon's emerging policy to re-provide 50% of the employment floorspace within the site. Due to the modest size of the site, if Healey Development Solutions (Hayes) Limited were to re-provide the employment space to satisfy the planning policy requirement, it would make it impossible for the scheme to also provide adequate levels of parking.
	Many residents queried the two options presented at the exhibition stating that there was a need for employment space and car parking. Not one or the other.	It is likely that only 4% parking (3 spaces) could be achieved on site with the re-provision of 50%+ employment space.
Impact on Infrastructure & Transport	Residents questioned the impact of the development on local traffic. There are concerns that the development would only intensify congestion and make future travel difficult.	The transport consultant – i-transport – have evaluated the local area's traffic movements to ascertain whether there will be any impact on the local highway network. It has been assessed that compared to the previous use of the site, the proposed development will result in slightly less traffic on local roads, including Nestles Avenue.
	Residents requested more information on the impact on infrastructure in the local area.	The development proposals also give over a significant portion of the site to allow for the provision of the Nestles Avenue Sustainability Corridor which will deliver large parcels of green space, segregated cycle lanes and wide, high-quality footways along the whole length of Nestles Avenue. Through Planning Contributions (MCIL), the development will also fund the delivery of the Elizabeth Line.

Feedback Distribution



Drop Pin (Feedback location)

Conclusion

This Statement of Community Involvement summarises engagement activities, consultation and feedback received during the pre-application period, the masterplan and planning application. The Applicant has clearly demonstrated their commitment to conduct a comprehensive programme of political and community engagement. In addition to the public exhibition, BECG reached out to local community groups and political stakeholders, with a meeting with John McDonnell MP held on 16th November. This has all worked to first introduce the proposals to local stakeholders, garner their feedback and make changes to the proposals where necessary.

Not only has the Applicant involved local community groups, residents and political stakeholders at every stage of the pre-submission process, the feedback received has helped inform the content of the planning application process.

The public exhibition held on 1st November 2018 was the focal point of the engagement strategy and this was underpinned by both pre-exhibition engagement and post-exhibition follow-up activities. The Applicant wished to be open and approachable from the outset of this engagement programme which has allowed the development team to gauge the local community's perception of the proposals and relay any comments or discussion points to the Applicant to review against the proposals.

Overall, feedback has shown that the perception of the scheme has been positive. The majority of residents accepted the principle of redevelopment. The scheme was commended by residents for its landscaping and build-to-rent (BTR) aspect. During the feedback period the majority of respondents strongly agreed (20%) or agreed (50%) that the site would be suitable for residential development. Furthermore, respondents strongly agreed (40%) and agreed (40%) with the provision of homes to be acceptable to the local housing needs of Hillingdon. The new landscaping proposals were also well received with 50% strongly supporting them. The general feeling was that it was important to maintain and enhance the greenery on the site and the planting of trees was strongly encouraged. Overall, respondents stated that they would like to see the proposals include car parking (60%) as it is more likely that future residents will own a vehicle and need available space.

Feedback also raised a number of points including the importance of maintaining the local infrastructure in the area. There were also a number of queries regarding how the new development would impact the local area – such as pressures on local transport. Furthermore, the number of parking spaces and cost of rent was also queried. These comments were fed back to the development team and have been assessed as part of the proposal submission.

In conclusion, this Statement of Community Involvement demonstrates that the proposals put forward have been effectively presented to the public and the Applicant has striven to engage with the community throughout the process. The Applicant will continue to engage with stakeholders and the public to inform them about the progress of the development to seek further feedback from the community.

Appendices

Appendix A – Exhibition Invitation Distribution Area



Appendices

Appendix B – Consultation Website



VisionProposalsConsultationHave Your Say



Vision

Meadow Partners is working with the council to deliver a new development scheme for 9 Nestles Avenue, Hayes. Hillingdon Council have been working with the GLA to encourage residential-led redevelopment of the former industrial sites along Nestle Avenue which culminated a masterplan being drafted SAS.

The masterplan is divided into three sites, providing approximately 1,860 new homes and maintaining B1/B2 employment use. 9 Nestles Avenue is located in Site B and is the smallest of the three development areas.

If approved, the site will be of huge benefit to the local community with new homes, commercial space and landscaped areas as well as improvements to local train and bus services. To view our latest proposals, please [click here](#).

The 9 Nestles Avenue proposals are currently going through an extensive consultation process. The development team have been meeting with the council, local stakeholders and businesses to ensure that 9 Nestle Avenue delivers what the local community needs. To view our latest proposals, please [click here](#).

Meadow Partners believe that the regeneration provided presents a significant opportunity to deliver lasting benefits for the local community and the wider area. If you would like to get in touch about the proposals, please [contact us here](#).

Contact us

E alex.cowley@becg.com

T 0800 298 7040

9 Nestles Avenue

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www.9na.co.uk

Appendix B – Consultation Website



[Vision](#) [Proposals](#) [Consultation](#) [Have Your Say](#)



Proposals

It is proposed that the new homes delivered at 9 Nestles Avenue will be purpose-built for rent. All homes will be owned and managed by one single landlord, meaning that tenants will have greater accountability when it comes to maintenance, have transparent rental agreements which give flexibility for long or short-term tenancies and have a high level of build quality which is robustly designed for rent.

It will help meet challenging housing targets and provide a place to live, work, and play on the doorstep of Hayes & Harlington Station.

Contact us

E alex.cowley@becg.com

T 0800 298 7040



Appendices

Appendix B – Consultation Website

Key Benefits

We are committed to creating a scheme that responds to local housing needs and transforms this under-utilised site with attractive housing and green spaces for everyone to enjoy. Our development would provide the following benefits:



Delivering a variety of tenures to meet complex housing needs



Rapid delivery of new homes - unlike traditional 'build for sale' developments, there is the incentive to build and occupy all rental homes on site



Driving employment growth by creating around 62 construction jobs



Around £900,000 in CIL contributions



Affordable Housing



High Quality Landscaping

We have taken on feedback throughout the consultation process from residents and stakeholders and we will provide further details regarding the proposals as and when they are available.

Appendices

Appendix B – Consultation Website



VisionProposals**Consultation**Have Your Say



Consultation

9 Nestles Avenue Limited are committed to consulting with the public about the proposals and have organised a consultation programme to ensure that local stakeholders and the wider community are consulted about the scheme. This will ensure that 9 Nestle Avenue will deliver for residents and the community.

We held a public exhibition on 1st November at the Hayes and Harlington Community Centre. To view the proposals please [click here](#).

The team are committed to continuing dialogue with businesses, stakeholders and residents right up until submission of the outline planning application in winter 2018. If you have any queries, you can send us a message via our [contact page](#).

Contact us

E: alex.cowley@becg.com
T: 0800 298 7040

Appendices

Appendix B – Consultation Website



[Vision](#) [Proposals](#) [Consultation](#) [Have Your Say](#)



Have Your Say

Meadow Partners always seeks to engage with, and support, the communities where we build our new homes.

If you would like to comment on the proposals for 9 Nestles Avenue, please feel to contact us using the following methods.

- **Email:** alex.cowley@becg.com
- **Tel:** 0800 298 7040

Contact us
E: alex.cowley@becg.com
T: 0800 298 7040

Step 1 of 2

60%

Privacy Statement

By filling in this form you are agreeing that Built Environment Communications Group (BECG) can hold and process your personal data in relation to this public consultation exercise.

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

BECG and Meadow Partners 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.

BECG acts on behalf of Meadow Partners to run its public consultation activities.

Your details

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

Name *

Title

First name or initial

Last

Postcode *

Age group *

☐ 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 don't have to fill in this section if you'd rather we didn't contact you.

Appendices

Appendix B – Consultation Website

Address

Address 1

Address 2

Town/City

County

Email

Telephone

If you would like to receive updates about the project, please check the appropriate box below, otherwise, leave blank.

☐ Email

☐ Post

☐ Telephone

NEXT

© Nestlé Avenue 2016

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Appendices

Appendix C - Resident & Business Invite

Invitation to Public Exhibition

Redevelopment of 9 Nestles Avenue

Wednesday 12th September 2018



Aerial view of 9 Nestles Avenue site (highlighted in red)



Street view of current 9 Nestles Avenue site

9 Nestles Avenue Limited invite you to a public exhibition to view proposals to redevelop the current building into 83 high quality apartments for rent, along with retained employment space on the ground floor. The site is immediately adjacent to the former Nestle Factory.

The homes will have a mix of 1, 2 and 3 bedrooms, with outdoor amenity and children's play space, off road parking and secure cycling storage. The employment space will be located at the front of the development facing Nestles Avenue.

Please see overleaf for details about the exhibition.

E: ben.knock@becg.com | T: 0800 170 7270 | W: 9nestlesavenue.co.uk



Where:

Hayes & Harlington Community Centre Albert Road,
Hayes UB3 4HR

When:

Wednesday 12th September 2018
4pm – 8pm

If you would like more information or are unable to attend the exhibition, please contact us via the details below:

E: ben.knock@becg.com | T: 0800 170 7270 | W: 9nestlesavenue.co.uk

Appendices

Appendix D – Invite sent to local stakeholders



Appendix E – Online Advertising

[View as Webpage](#)



Welcome to the latest edition of Hayes Town News. This week we provide an update on the campaign for safety improvements for pedestrians in the Town Centre plus lots more news and events.

Nestles Avenue exhibition 1 November

New proposals for the redevelopment of 9 Nestles Avenue will be made public at an exhibition in the Hayes and Harlington Community Centre on **Thursday 1 November** between **1pm** and **7pm**. The site adjoins the former Nestles factory and it is proposed to build a total of 84 flats with 1,2 or 3 bedrooms. If you would like more information please click [here](#) or contact Alex Cowley by [email](#)



9 NESTLES AVENUE



WELCOME TO THE EXHIBITION

Welcome to our public exhibition, which showcases the emerging plans to deliver new homes at 9 Nestles Avenue, Hayes.

This exhibition has been planned to allow you to view and comment on the emerging plans before a planning application is submitted to the Council in the coming months.

The principle of residential development is established on the site as it forms part of a wider masterplan which was developed by the London Borough of Hillingdon in conjunction with the GLA.

The new homes proposed on the site will be purpose-built for rent and will help kick-start delivery of this important housing site.



Meadow Partners is a dynamic property company founded in 2009. Their management team has over 50 years of collective development and property investment experience, with offices in both London and New York. Alongside their residential, office and retail assets across London, they hold a worldwide portfolio of properties with projects in Europe and the United States.



Aerial view



Approaching from West



View of front of site



Rear view of the site

9 NESTLES AVENUE



LOCAL PLAN

Hillingdon Council have been working with the GLA to encourage residential-led redevelopment of the former industrial sites along Nestles Avenue which culminated in a masterplan being called the SA5 Masterplan.

The masterplan is divided into three sites, providing approximately 1,860 new homes and maintaining B1/B2 employment use. Site B (where 9 Nestles Avenue is located) is part of the wider development strategy for the area and is the smallest of three development areas.

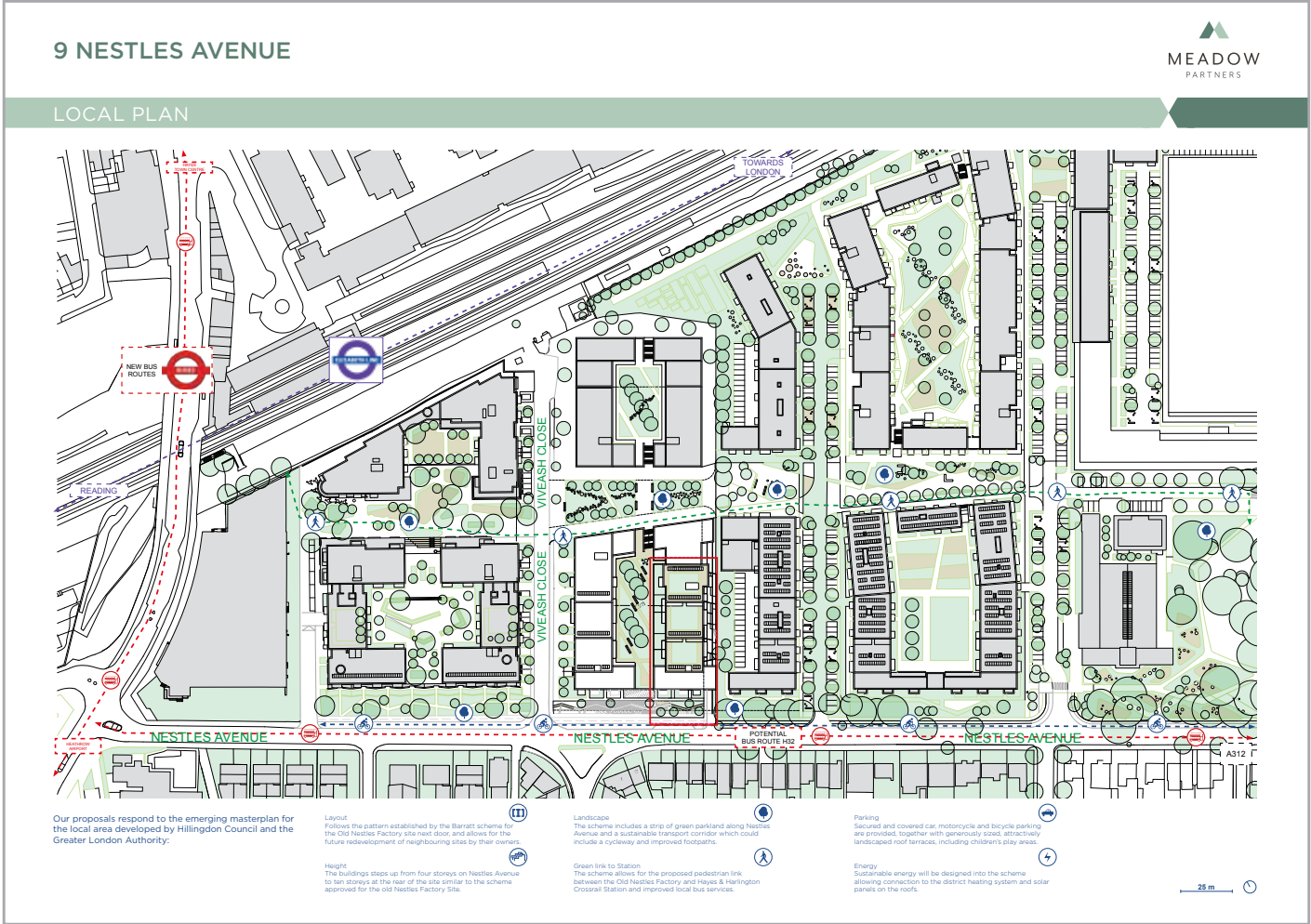
The three sites will be connected by green pedestrian links that will also enhance connectivity to the existing train station and Hayes town centre.

A proposal for the redevelopment of Site A, the Former Nestle Factory, received planning consent in June 2018.

The green space to the north of the proposed site is intended to tie in with the Former Nestle Factory redevelopment landscape proposals. This will form part of a green link along the edges of the railway and canal, connecting Hayes & Harlington station with new commercial and residential development east of the town centre.



Appendix F - Exhibition Boards



becg

Statement of Community Involvement – 9 Nestles Avenue, Hayes | November 2018 | 28

9 NESTLES AVENUE



BUILD TO RENT

It is proposed that the new homes delivered at 9 Nestles Avenue will be purpose-built for rent.

Approximately 20% of Hillingdon residents currently live in privately rented accommodation which has seen a significant increase in recent years. There are many inherent problems associated with the private rented sector in London which is failing many residents due to the lack of accountability across the sector.

SOME COMMON PROBLEMS INCLUDE:



Variable standards of building and accommodation quality



Poor customer service, slow repairs and responses from landlords



Short, unsecure tenancies, and revenge evictions



High tenancy fees

At 9 Nestles Avenue, all homes will be owned and managed by one single landlord, meaning that tenants will have greater accountability when it comes to maintenance, have transparent rental agreements which give flexibility for long, or short-term tenancies and have a high level of build quality which is robustly designed for rent.

WHO IS BUILD TO RENT AIMED AT?

- Those for whom home ownership is unrealistic and are unable to buy, but also access social/affordable housing
- Those who are at a stage in their lives where renting is a positive choice, perhaps due to career or household composition
- Those who want a better rental experience than is generally available in the fragmented private rental sector.



Appendix F - Exhibition Boards

9 NESTLES AVENUE



PROPOSALS



circa 80 new homes



Provision of affordable housing



Car parking



Landscaping



Links to wider masterplan and linear park



Potential for employment space



Children's play space

DESIGN PRINCIPLES

The proposed building will occupy the same footprint as the existing former industrial building.

The new building will be set-back from Nestles Avenue to respect existing neighbours and deliver a green parkland strip to improve the appearance of Nestles Avenue.

Family-sized maisonettes will be located onto the new landscaped area at the front of Nestles Avenue, the remaining properties will enter off a new landscaped lane which will also lead to covered, secure car and bicycle parking areas.

All other homes will be spacious and look onto a communal garden. The properties will be designed to a high standard to be durable for the rental market. Children's play space will also be included in the plans.

The architectural design is inspired by the rich industrial past of the local area. The main material will be brick-work with patterned featured areas of angled brick to offer a contemporary twist to this classic material.

Projecting metal balconies and feature windows will enliven the facades and reference the areas' industrial heritage.



Appendices

Appendix F - Exhibition Boards

9 NESTLES AVENUE



DESIGN OPTIONS

Meadow is currently in the process of deciding whether to progress plans which include employment space, or provide adequate parking and we are keen to hear feedback from local residents on which option is best.

As the site was Strategic Industrial Land (SIL), there is a requirement within the London Borough of Hillingdon's emerging policy to re-provide 50% of the employment floorspace within the site. Due to the modest size of the site, if Meadow were to re-provide the employment space to satisfy the GLA's standards, it would make it impossible for the scheme to also provide adequate levels of parking. Indeed, it is likely that only 3% parking (2 spaces) could be achieved on site with the full re-provision of the employment space.

On the other hand, Meadow could provide up to 51 parking spaces on the site, but this would significantly reduce the amount of employment space within the scheme and invite criticism from the GLA.

OPTION ONE



OPTION TWO



Appendix F - Exhibition Boards

9 NESTLES AVENUE



PROPOSALS



View from west along Nestles Avenue



View from east along Nestles Avenue

9 NESTLES AVENUE



TRANSPORT

The site is located in an area of excellent public transport and is set to benefit from even more enhancements proposed by Transport for London.

CROSSRAIL

Elizabeth Line trains will connect Hayes and Harlington station directly to Central and East London, without having to change at Paddington, creating new, easier journey opportunities.



NESTLES AVENUE IMPROVEMENT

The site also makes provision for a substantial enhancement to Nestles Avenue as Hillingdon Council and TFL plan to introduce the Nestles Avenue Sustainability Corridor. By setting the development back from Nestles Avenue by 15m, the development will allow a tree lined route with wide pavements and a safe, segregated cycle lane to be introduced. There are also plans to introduce a bus service along Nestles Avenue as a bus turning facility is provided in the Former Nestles factory site.



CAR PARKING

Car parking will be provided within the scheme however, it is not yet known at this stage the exact provision. With the scheme proposed as build to rent, car ownership is lower than traditional, 'for private sale' developments, however, we recognise the importance of car ownership in Hillingdon and would like to consult members of the public on where they believe the car parking provision should be set.



TRAFFIC

Compared to when the site operated as an industrial unit, the development is not expected to generate a greater level of trips by car which will have a beneficial impact on local infrastructure. There will also be a travel plan which will encourage the use of excellent public transport links.



9 NESTLES AVENUE



CONSTRUCTION

We make every effort to mitigate the impact of construction on our neighbours.

We are a member of the Considerate Constructors scheme. We have extensive experience in managing, large complex construction projects and have strict processes and protocols in place to minimise disruption.

- We appoint a Neighbourhood Liaison Officer on all our sites and provide their telephone number for residents to call if there are any issues. This number is on all hoardings and in resident newsletters.
- We set up regular meetings for local residents to get an update on the construction programme, planned activities and share with us any concerns.
- On site car parking is provided for construction workers.
- Newsletters are issued to the local residents with development updates and notification of key works.
- Wheel washers are located on every site to clean construction vehicles.
- A continuous road sweeper is in operation on the surrounding roads and pathways are hosed down.
- Dust suppression sprayers are used in high winds and dry weather to prevent dust spreading from the site.
- The hoarding is maintained to ensure good site presentation.
- Access routes are provided from main roads for delivery vehicles.



9 NESTLES AVENUE



BENEFITS

We are committed to creating a scheme that responds to local housing needs and transforms this under-utilised site with attractive housing and green spaces for everyone to enjoy.

OUR DEVELOPMENT WOULD PROVIDE THE FOLLOWING BENEFITS:



Delivering a variety of tenures to meet complex housing needs



Rapid delivery of new homes - unlike traditional 'build for sale' developments, there is the incentive to build and occupy all rental homes on site



Driving employment growth by creating around 62 construction jobs



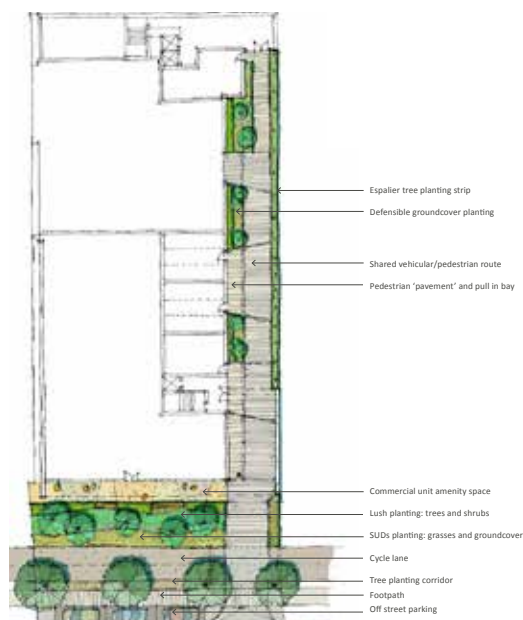
Around £900,000 in CIL contributions



Affordable Housing



High Quality Landscaping



9 NESTLES AVENUE



FEEDBACK AND CONTACT

Thank you for attending

Thank you for attending our exhibition. We encourage you to provide your feedback, all of which will be carefully considered in the finalisation of the scheme.

TIMELINE



Feedback Deadline
15th November 2018



Submission of Planning Application
Winter 2018



Determination
Spring 2019



Construction starts
Autumn 2019



Completion
Autumn 2021

CONTACT

If you have any queries or would like any further information please contact us via the following:

Call: 0800 298 7040

Email: alex.cowley@becg.com

Visit: www.9nestlesavenue.co.uk

Appendices

Appendix G – Feedback Form

PUBLIC CONSULTATION: 9 NESTLES AVENUE



Thank you for taking the time to read through our proposals for the site. Please let us know what you think by filling out this feedback form.

About the Consultation

We welcome feedback from local residents and stakeholders on our proposals for 9 Nestle Avenue. Meadow Partners believe that the views of the local community are important, along with conservation and economic factors, when redeveloping sites.

Privacy Statement

By filling-in this form you are agreeing that Built Environment Communications Group (BECG) can hold and process your personal data in relation to this public consultation exercise.

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

BECG and Meadow Partners 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.

BECG acts on behalf of Meadow Partners to run its public consultation activities.

*PLEASE COMPLETE ALL SECTIONS IN BLOCK CAPITALS

Once completed, please fold this feedback form in half and post it into the ballot box before you leave the event. Alternatively, you can also submit your response via:

Email: alex.cowley@becg.com **Call our dedicated community line:** 0800 298 7040 **Visit:** www.9nestlesavenue.co.uk

Your Details

If you choose not to fill in all parts of this section, we will not be able 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 don't have to fill in this section if you'd rather we didn't contact you.

Address:

Telephone:

Email:

If you would like to be contacted further about the proposals, please tick this box. ☐

Data Protection

We hold all personal data in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679 and your personal data will not be transferred outside of the European Economic Area. 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/dp or by contacting us on 01962 893 893 / dataprotection@becg.com.

Appendices

Appendix G – Feedback Form

Do you think the residential development is a good use for this well-connected site?

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree ☐ No opinion

Please state why you have chosen this response.

The proposals would deliver 84 new homes, including family and affordable housing. Do you support the provision of homes to help towards the housing needs of Hillingdon?

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree ☐ No opinion

Please state why you have chosen this response.

Do you support the new landscaping included in our proposals?

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree ☐ No opinion

Please state why you have chosen this response.

Would you like to see the proposals include more car parking or employment space?

☐ Car parking ☐ Employment space

What are your views on the approach taken to the design and layout of the scheme?

Do you have any further comments?

Birmingham:

2 Snowhill,
Birmingham,
B4 6GA
T: 0121 728 3870

Bristol:

160 Aztec,
Aztec West
Almondsbury
Bristol BS32 4TU
T: 0117 247 0151

Cambridge:

11c Kings Parade
Cambridge
CB2 1SJ
T: 01223 608 000

Cardiff:

Sophia House
28 Cathedral Road
Cardiff CF11 9LJ
T: 029 2167 0468

Leeds:

No 1 Leeds
26 Whitehall
Leeds, LS12 1BE
T: 0113 468 1210

London:

The Building Centre,
26 Store Street,
London WC1E 7BT
T: 020 3697 7630

Manchester:

Chancery Place
50 Brown Street
Manchester M2 2JT
T: 0161 359 4100

Norwich:

The Union Building
51-59 Rose Lane
Norwich NR1 1BY
T: 01603 567 991

Winchester:

The Pump House
Garnier Road
Winchester SO23 9QG
T: 01962 893 893
