



**THE OLD VINYL FACTORY,
BLYTH ROAD, HAYES, UB3 1SY**



PROPOSED GLOBAL ACADEMY UNIVERSITY TECHNICAL COLLEGE

STATEMENT OF COMMUNITY INVOLVEMENT

PREPARED ON BEHALF OF GLOBAL ACADEMY UTC TRUST

MAY 2015

CONTENTS

1.0	Introduction	3
2.0	The Need for Community Consultation	3
3.0	Community Consultation Strategy	4
4.0	Public Exhibition Feedback	6
5.0	Responding to the Feedback	8
6.0	Conclusion	8

APPENDICES

1. Public exhibition consultation zone
2. Public exhibition invitation leaflet
3. Uxbridge Gazette advertisement
4. Public exhibition boards
5. Photographs from public exhibition
6. Public exhibition feedback form

COPYRIGHT

The contents of this document must not be copied or reproduced in whole or in part without the written consent of RENEW Planning Limited.

1.0 INTRODUCTION

- 1.1 This Statement of Community Involvement (SCI) has been prepared in support of an application for full planning permission made on behalf of Global Academy UTC Trust ('the applicant') for the construction of a new University Technical College (UTC) on The Old Vinyl Factory site ('TOVF') situated on Blyth Road in Hayes. The UTC is being procured by the Education Funding Agency (EFA) and is sponsored by Global Radio working in conjunction with its University partner, the University of the Arts London. UTCs are a relatively new concept in secondary school education and provide students with the opportunity to take a full-time, technically orientated course of study alongside a standard core curriculum. The Global Academy UTC will specialise in the areas of creative, technical and digital media and entrepreneurship and equip up to 800 (14-19 year old) students with the technical skills to work in the broadcast and media industry.
- 1.2 The UTC is earmarked for one of the identified development plots (The Picturehouse) within the approved masterplan for the wider TOVF, which is in the early stages of being regenerated for a comprehensive mixed-use development of predominantly residential (Class C3), business (Class B1) and 'A' Class commercial uses (APP/2012/1838, as amended).
- 1.3 The applicant has engaged the Council proactively on the overall planning merits of the proposed development in formal pre-application discussions and in conjunction with the site owners (Purplexed LLP, the joint venture between Cathedral Group and Development Securities) in order to ensure that the UTC functions as an integral element of the wider site masterplan. Allied to this, the applicant has also actively sought the views and opinion of the local community and other key stakeholders on the proposal by holding a public exhibition at the site and undertaking other discrete engagements.
- 1.4 This statement forms one of the raft of supporting documents submitted with the planning application and has been prepared in accordance with the Council's own formal guidelines in this respect. It explains how the applicant originally initiated this community consultation exercise and provides a formal record of the feedback received alongside the applicant's response.

2.0 THE NEED FOR COMMUNITY CONSULTATION

- 2.1 All applicants for planning permission are expected to positively and proactively engage the local community on development proposals at the pre-application stage.
- 2.2 The importance of such consultation is outlined in the National Planning Policy Framework (NPPF) and emphasized in the accompanying Ministerial Statement presented as a foreword to that document, which states:

"In order to fulfill its purpose of helping achieve sustainable development, planning must not simply be about scrutiny. Planning must be a creative exercise in finding ways to enhance and improve the places in which we live our lives."

This should be a collective enterprise. Yet, in recent years, planning has tended to exclude, rather than to include, people and communities. In part, this has been a result of targets being imposed, and decisions taken, by bodies remote from them. Dismantling the unaccountable regional apparatus and introducing neighbourhood planning addresses this.

In part, people have been put off from getting involved because planning policy itself has become so elaborate and forbidding – the preserve of specialists, rather than people in communities.

The National Planning Policy Framework changes that”.

2.3 The NPPF itself states:

“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community” (Paragraph 188).

2.4 In this way, the more issues can be resolved at the pre-application stage, *“the greater the benefits”* (Paragraph 190). This will then help local planning authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delays and costs.

2.5 The importance of early and proactive public consultation is highlighted in the Council’s own Statement of Community Involvement (Adopted November 2006) and all applicants for planning permission are expected to engage the local community and other key stakeholders before submitting planning applications. In this respect, the key to successful pre-application consultation is to ensure that that it is carried out an early stage, rather than consulting on proposals which have already been developed to a point where it is difficult to take other views on board. The expectation is that developers should ensure that the Council is made fully aware of any community consultation initiatives and furthermore, that the results of such a process are formally presented and recorded in report form as a formal validation requirement of the planning application.

3.0 COMMUNITY CONSULTATION STRATEGY

3.1 The community consultation strategy was largely influenced by the nature and extent of the stakeholder engagements originally undertaken on the wider site development masterplan in 2012.

3.2 The overall objectives of the consultation programme were as follows:

- To develop and build positive relationships with local stakeholders.
- To engage with and seek the views of the local community on the merits of the proposed development.
- To involve the local community in the evolution of the proposal and create an opportunity for them to actively contribute to the regeneration of their neighbourhood.

- To understand the aspirations of the local community and to establish whether there were any concerns that should be taken into account prior to submitting the planning application.

3.3 The following guiding principles were followed for effective consultation:

- Compile a list of the key stakeholders that were consulted on the original masterplan proposals and identify those likely to have a particular interest in the scheme.
- Initiate a targeted community consultation outreach programme based on mailshotting all of the residential properties within a defined core radius of the site (as agreed with the Council).
- Arrange a public exhibition and publish an open invitation to the event in the local newspaper (Uxbridge Gazette).
- Contact other key stakeholders directly via email correspondence with an open invitation to attend the public exhibition and/or meet separately to discuss the proposal.
- Measure and analyse the responses.
- Determine whether any changes should be made to the scheme design in light of the comments received.
- Prepare a Statement of Community Involvement (this document) outlining the initiatives taken to engage the local community on the proposal and formally recording the feedback received to help inform the Council's overall assessment of the planning application.

Stakeholder Engagements

3.4 The key stakeholders notified directly of the public exhibition arrangements in email correspondence were as follows:

- Hayes Town Centre Partnership (contact: David Brough);
- Jupiter House (contact: Ms. Harjeet Kaur);
- Botwell Ward Councillors (contacts: Cllrs. Mo Khursheed, Phoday Jarjussey, Janet Gardner);
- Uxbridge College (contact: Lorraine Collins);
- EMI Archives Trust (contact: Jackie Bishop);
- Hillingdon Chamber of Commerce (contact: Mike Langan);
- John McDonnell MP (Hayes & Harlington);
- Hayes FM;
- Fran Beasley - Chief Executive, LB Hillingdon;
- Councillor Ray Puddifoot – Leader, LB Hillingdon;
- Councillor David Simmonds – Deputy Leader, LB Hillingdon;
- Councillor Catherine Dann – Mayor, LB Hillingdon;
- Uxbridge Gazette (contact: Will Ackerman);
- Hillingdon Music Hub;
- Hayes Town Centre Residents Association;

- Hayes, Harlington & Heathrow Villages Conservation Area Advisory Panel (contact: Dr. Justine Bayley).
- 3.5 Responses were received from John McDonnell MP (expressing a wish to attend the public exhibition), David Brough – Hayes Town Centre Partnership (sending apologies, but expressing a wish for a separate follow-up meeting to be arranged), Lorraine Collins – Executive Director, Uxbridge College (sending apologies, but with a similar wish for a separate follow-up meeting) and Jackie Bishop – EMI Archives Trust (expressing an interest to learn more about the proposal).
- 3.6 All of the above stakeholders were subsequently emailed a copy of the public exhibition boards and follow-up meetings have since been held with the Hillingdon Music Hub and Uxbridge College while a further meeting is being arranged with the Hayes Town Centre Partnership.

Public Exhibition

- 3.7 It was decided that the most effective way of consulting the local community would be to arrange a public exhibition and this was held on site (in the main reception area of The Shipping Building) on Thursday 9 April 2015 (between 6pm-8pm). Over 350 residential properties were notified of the public exhibition through a targeted leaflet drop campaign covering the area extending from North Hyde Road to the south and west to Station Road to the east and the canal to the north (see **Appendix 1**). A copy of the invitation leaflet is at **Appendix 2**. In addition, an invitation leaflet was advertised in the local newspaper (Uxbridge Gazette) on Wednesday 1st April and Wednesday 8th April (see **Appendix 3**).
- 3.8 At the exhibition, six boards were on display showcasing the proposed development in addition to a model showing the proposed development set in the context of the wider site masterplan. A copy of the exhibition boards is at **Appendix 4** with photographs of the exhibition at **Appendix 5**. The following members of the project team were available to talk attendees through the emerging proposals and answer any questions arising:
- Ben Rodgers, Cathedral Group;
 - Rebecca Garland, Cathedral Group Plc;
 - Cat Bailey, Mott MacDonald (on behalf of Education Funding Agency);
 - David Clowe, Yorkon;
 - Oliver Sprague, Surface to Air Architects;
 - Andrea Schrader, Surface to Air Architects;
 - Allison Piehn, Studio Egret West;
 - Tim Waters, RENEW Planning Limited.
- 3.9 Attendees were encouraged to complete a feedback questionnaire recording their views and comments on the proposal (see **Appendix 6**).

4.0 PUBLIC EXHIBITION FEEDBACK

- 4.1 In total, 25 local residents and employees attended the consultation with 8 attendees completing the feedback form in person.
- 4.2 The following responses were received:

Q1. Do you think it is a good idea to build a new school in the area also providing students with the opportunity to take a full-time, technically orientated course of study?

Yes	8	100%
No	0	

Q2. Do you think it would be a good idea if the local community were allowed to use the new sports facility in the evening and at the weekend?

Yes	8	100%
No	0	

Q3. What is the most important part of the application to you (please provide any comments below)?

New school facilities/greater education choice	7	88%
Extended local community use of sports facility		
New investment/good for the area	1	12%
Other		

Q4. Overall, do you support the proposal?

Yes	8	100%
No	0	

- 4.3 The attendees were also asked for their general comments on the proposal and a selection of these are below:

"Brilliant idea. The area needs these new facilities to embrace young people within the area. Also the fact that this is a specialist college".

"This will be good for our local kids, but please also offer evening classes for adults too".

"Creating opportunities for young people as well as improving the local community".

“The fact that it provides opportunities for local young people – it will also attract more companies into the area”.

“It’s 100% needed, as the area is set to boom!”

- 4.4 Overall, there was unanimous support for the proposed development. Many respondents were excited by the education benefits of the proposal in terms of the opportunity afforded to local children to learn a specialist subject providing genuine employment prospects in the future. Some respondents also welcomed the applicant’s commitment to extend the use of the sports hall to the local community.

5.0 RESPONDING TO THE FEEDBACK

- 5.1 The general response to the consultation programme indicated a high level of support for the proposal. Some of the principal points arising from the public exhibition and consultation exercise generally are summarised below:

1. **Unanimous support for the proposed development:** All of the exhibition attendees expressed their full support for the proposal and most were genuinely excited at the opportunity being afforded to local children in the area.
2. **Raising awareness of UTC offer:** Many attendees were not familiar with the concept of university technical colleges and so the public exhibition provided an opportunity for the project team representatives to explain the education philosophy and ethos behind them.
3. **Extended community use of facilities:** Some respondents recognised the value of extending the use of the sports hall facility to the local community.
4. **Traffic and transport:** Some respondents wanted clarification on how the UTC would be served by car and cycle parking and also parent drop-off arrangements.

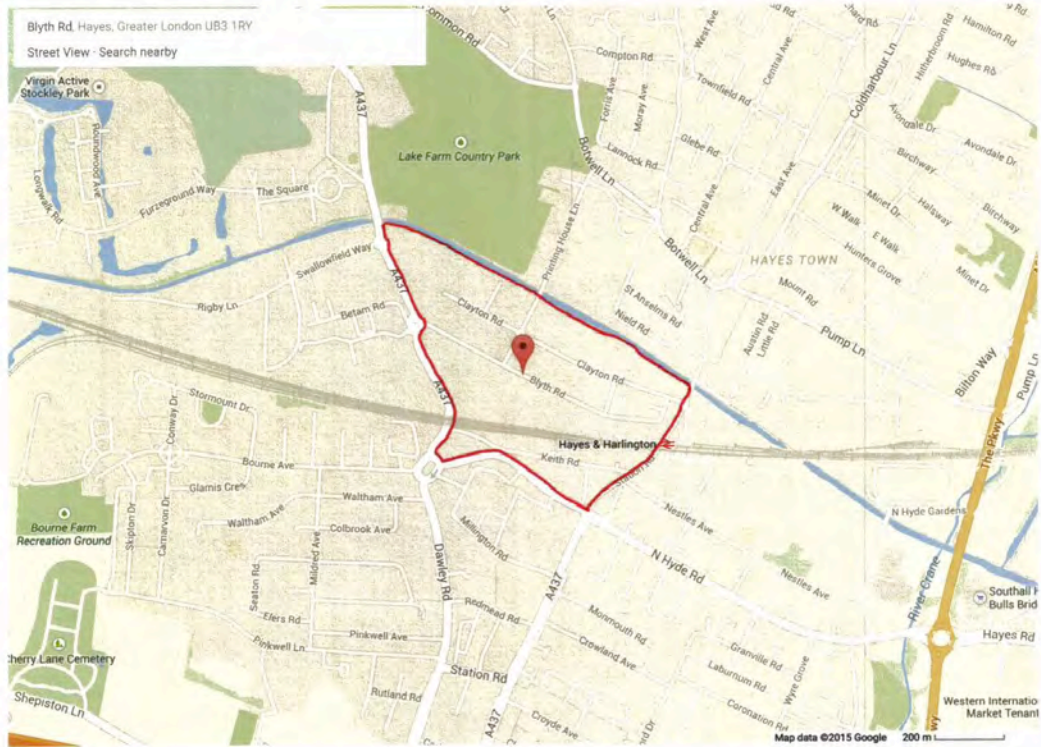
6.0 CONCLUSION

- 6.1 The applicant has proactively consulted and engaged the local community and other key stakeholders on the proposed UTC development and found those residents attending the public exhibition to be fully supportive of the scheme. Many attendees were not familiar with the concept of university technical colleges, particularly in terms of the specialist nature of their respective academic curriculums, but there was genuine excitement at the opportunity this would afford local children in the area, especially in terms of the future job prospects.
- 6.2 There were no real issues arising during the consultation period necessitating any substantive changes being made to the scheme design. Some residents wanted clarification on how children drop-offs would be enabled in the scheme and this prompted further discussions with the Council’s planning and highway officers to determine an optimum solution in this respect. Otherwise, the targeted stakeholder and community consultation campaign achieved its primary objectives of raising awareness of the proposal and capturing opinion on the scheme.

APPENDIX 1

Blyth Rd - Google Maps

22/03/2015 12:32



APPENDIX 2

THE OLD VINYL FACTORY



GLOBAL ACADEMY UTC

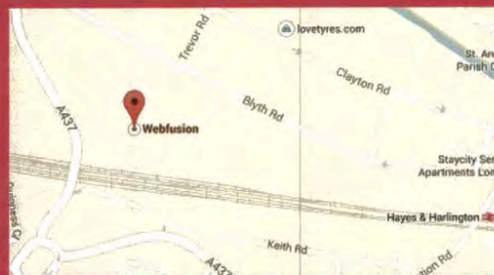
An invitation to view the emerging plans for a new University Technical College on 'The Picturehouse' site, specialising in technically oriented courses providing vocational skills in the digital media and broadcasting industry for 14-19 year old students. Brought to you by Global, the media entertainment company behind the UK's leading commercial radio brands including Capital, Heart, Classic FM and LBC, working in partnership with the University of the Arts London.

Thursday 9th April - 6pm-8pm

**Gallery Space –
The Shipping Building**

**The Old Vinyl Factory
252-254 Blyth Road
Hayes UB3 1BW**

www.theoldvinylfactory.com



APPENDIX 3

Wednesday, April 1, 2015

TJG1ST

7

NEWS

>> FOR THE LATEST NEWS AND SPORT
www.getwestlondon.co.uk

Two cleared of manslaughter

Man, 42, found dead at home in 2014

by Goolistan Cooper
goolistan.cooper@thetimes.com

TWO men accused of manslaughter after a father of five died at his home in Uxbridge have been cleared of causing his death.

Harkian Singh Tiwana, 56, and Bikram Multani, 30 were acquitted of the manslaughter of Rakesh Desoura following a two-week trial at The Old Bailey.

The 42-year-old died at his home in Ryefield

Avenue on September 18 last year. Known to friends as George, he had been involved in a dispute and died shortly afterwards.

A post-mortem examination on Mr Desoura held at Uxbridge Mortuary in Kingston Lane, Uxbridge, the day after his death gave the cause of death as "a coronary heart attack caused by an assault".

The trial of Tiwana, from Appletree Avenue, Uxbridge, and Multani, from Dudley Road,

Southall began on March 10. Mr Desoura described himself on Facebook as a tour operator for Morocco working under the name Atlas Tours and Apartments and a former pupil at Featherstone High School in Southall.

Tributes posted on the social networking site included this from Yassine Sekkat, who wrote: "My deepest sorrow for the loss of my good friend. He was an amazing person with a great soul, may he rest in peace and in heaven."

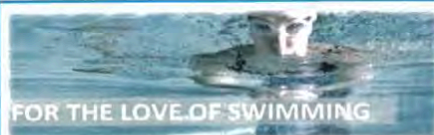
Choose a charity for business to help

A BUSINESS in Slough is asking Uxbridge residents to nominate a charity for it to support. Self-storage company

Space Station wants people in Slough, Brentford and Uxbridge to suggest worthy causes for it to work with.

Email suggestions, including a brief description of the charity, to community@space-station.co.uk.

Want to get west London? For the latest news & sport go to www.getwestlondon.co.uk



Highpoint Village Nuffield Health Club

Swimming Lessons

Prices starting from as little as £5 per lesson

Adult & child One to One lessons

Group Courses maximum of 6 in a group

Half term Crash Courses

Benefits of learning to swim at High Point Village

Friendly and professional staff

Exclusive modern facility

Cristal clean, well maintained pool water

Complimentary towel

Quiet and tranquil learning environment

Nuffield Health

PLUS THE LOVE OF SWIM

Where to find us: Station Approach, Hayes, Middlesex, UB3 4FL

Phone: 0208 5732298

Email: customerservicehpv@nuffieldhealth.com

Web: www.highpointnuffieldhealth.com

THE OLD VINYL FACTORY



GLOBAL ACADEMY UTC

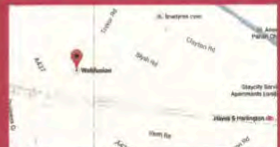
An invitation to view the emerging plans for a new University Technical

College on 'The Picturehouse' site, specialising in technically oriented courses providing vocational skills in the digital media and broadcasting industry for 14-19 year old students. Brought to you by Global, the media entertainment company behind the UK's leading commercial radio brands including Capital, Heart, Classic FM and LBC, working in partnership with the University of the Arts London.

Thursday 9th April - 6pm-8pm

Gallery Space -
The Shipping Building
The Old Vinyl Factory
252-254 Blyth Road
Hayes UB3 1BW

www.theoldvinylfactory.com



Great savings on neutering

20% OFF

Neutering is an important part of your pet's health care so take advantage of our great savings



Call 02088 451 359

or visit

vets4pets.com/ruislip

Vets4Pets Ruislip

Inside Pets at Home, 664 Victoria Road, Ruislip, Middlesex, HA4 0LN

Opening times:

Mon-Fri 9.00am - 7.00pm
Sat 9.00am - 6.00pm
Sun 10.00am - 4.00pm

Pet Healthcare Voucher

20% OFF neutering*

*Terms and Conditions: Voucher must be presented in Vets4Pets Ruislip to receive this offer. Cats, dogs and rabbits only. Price depends on species, weight and sex of pet. Cannot be used with any other offers. Single use voucher. Subject to availability. No cash alternative. promoted by Vets4Pets Ltd Offer valid from 01.03.15 to 30.04.15.

Vets4Pets at **pets**

Helping your pet thrive

APPENDIX 4

GLOBAL ACADEMY UTC

THE OLD VINYL FACTORY

"Welcome to our exhibition"

Global Radio and its University partner, the University of the Arts London are excited to present its plans for a new University Technical College (UTC) in the historic Old Vinyl Factory building in Hayes, London. The new UTC will offer a mix of vocational skills to work in the broadcast and media industry alongside the core academic curriculum of English, Mathematics, Science and ICT.

The UTC is earmarked for one of the development plots on the site of The Old Vinyl Factory in Hayes, which is in the early stages of being regenerated for a mix of uses including housing, offices and shops/restaurants. We have been working closely with the site owner (Purposed LLP) to ensure that our scheme fully integrates with the local development plans, particularly in terms of the way the UTC will interact with the planned public realm improvements.

YORKIN

SURFACE TO AIR

SEW

REDGENT

AXT

Engineering Design Academy

APRIL 2015

12

GLOBAL ACADEMY UTC

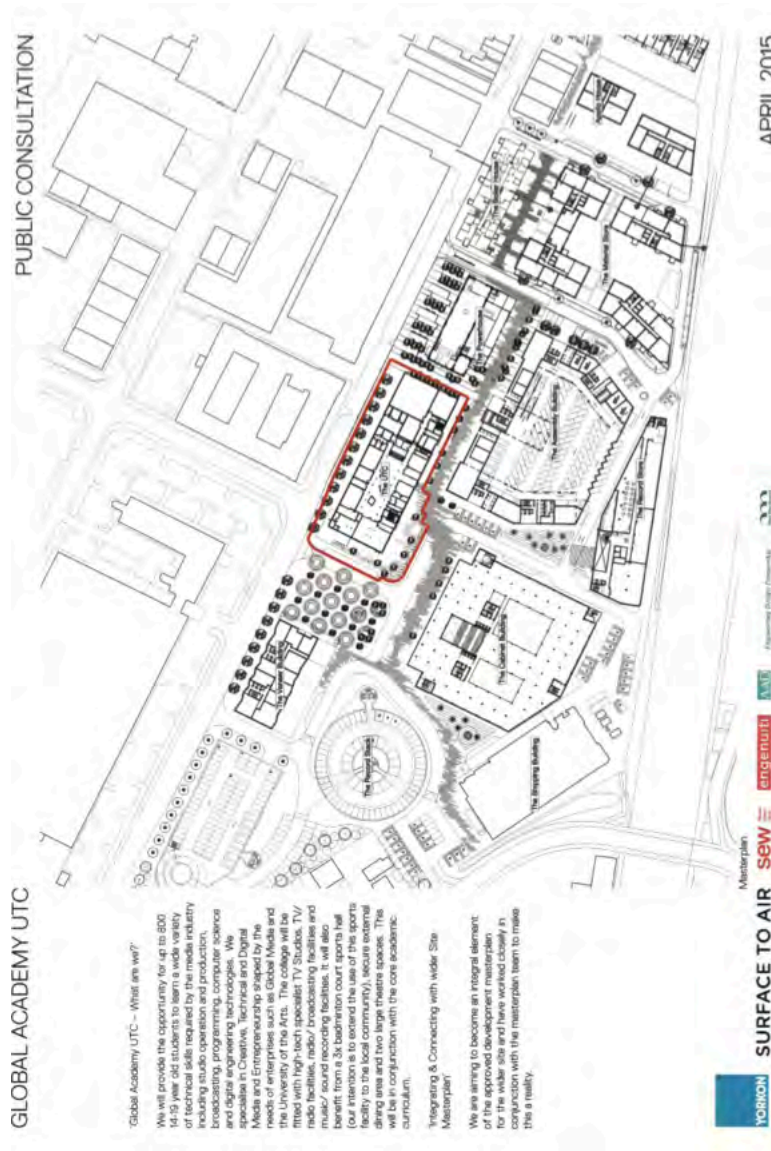
PUBLIC CONSULTATION

Global Academy UTC – What are we?

We will provide the opportunity for up to 500 14-19 year old students to learn a wide variety of enterprises supported by industry including studio operation, production, broadcasting, programming, computer science and digital engineering technologies. We specialise in Creative, Technical and Digital Media and Entrepreneurship shaped by the needs of enterprises such as Global Media and The University of the South Wales. The building will be fitted with high-tech specialist TV studios, TV/radio facilities, radio/ broadcasting facilities and music/ sound recording facilities. It will also benefit from a 3x badminton court sports hall (our intention is to extend the use of this sports facility to the local community), secure external learning and training spaces. This will be in conjunction with the core academic curriculum.

Integrating & Connecting with wider Site Masterplan

We are aiming to become an integral element of the approved development masterplan for the wider site and have worked closely in conjunction with the masterplan team to make this a reality.



YCHION

Masterplan

SURFACE TO AIR S6W

engeneer

AVL

Engineering Design Community

YCHION

APRIL 2015

GLOBAL ACADEMY UTC

"Who will we appeal to?"

We want to complement existing secondary schools provision in the Borough and appeal to students who are interested in work in the broadcast and media industry. We aim to recruit 50% of our students from a 5 mile radius with the remaining intake travelling from further afield. The normal opening hours will be 8am-5pm Mondays-Fridays with some homework classes after school.



Masterplan



SURFACE TO AIR **sew**

Landscape Site Plan



Engineering Design Partnership

PUBLIC CONSULTATION



APRIL 2015

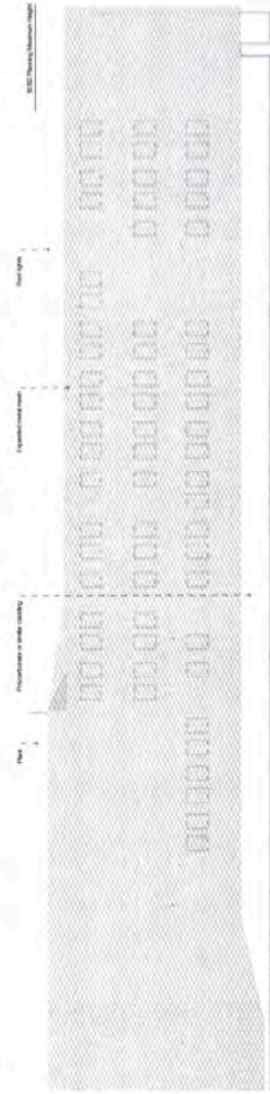
PUBLIC CONSULTATION

GLOBAL ACADEMY UTC



GLOBAL ACADEMY UTC

PUBLIC CONSULTATION

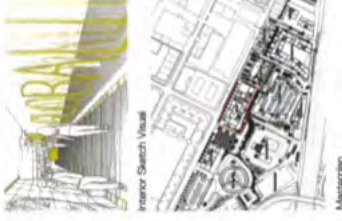


North Elevation

Traffic and Parking

We anticipate the majority of our students travelling to the college by public transport or bike. We are proposing to provide an additional parking space for students with a car, which will be allocated elsewhere for the college within the wider development. Masterplan, XXX cycle spaces will be provided and we will be actively promoting a travel plan to encourage our students to use sustainable means of transport.

Thank you for visiting the exhibition today. We are very excited about our plans and hope you are too. Please take a few minutes to complete a feedback form to tell us what you think. For more information, please call 07798 820988.



East Elevation

VISION

SURFACE TO AIR

sew

engineer

AVU

Engineering Design Partnership

AVU

APRIL 2015

APPENDIX 5



PROPOSED GLOBAL ACADEMY UNIVERSITY TECHNICAL COLLEGE PUBLIC EXHIBITION CONSULTATION RESPONSE FORM

We value the views of the local community and other respondents and invite you to give us your feedback on our exciting new proposal for a University Technical College on The Old Vinyl Factory site, Hayes. Please complete both sides of this feedback form to let us know what you think.

Name.....	
Address.....	
.....	
.....	
Telephone.....	
Email.....	
Age	Under 18, 19-29, 30-39, 40-49, 50-59, 60+

1. Do you think it is a good idea to build a new school in the area also providing students with the opportunity to take a full-time, technically orientated course of study?

Yes ☐ No ☐ (please provide any comments)

.....

.....

.....

2. Do you think it would be a good idea if the local community were allowed to use the new sports facility in the evening and at the weekend?

Yes ☐ No ☐ (please provide any comments)

.....

(TURN OVER)

.....

.....

3. What is the most important part of the application to you (please provide any comments below)?

☐

New school facilities/greater education choice

☐

Extended local community use of sports facility

☐

New investment/good for the area

☐

Other

.....

.....

.....

4. Overall, do you support the proposal?

Yes

☐

No

☐

(please provide any comments)

.....

.....

.....

5. Would you like to be kept informed of the progress of these plans?

Yes

☐

No

☐

(please provide any comments)

.....

.....

.....

- Thank you -

Your contact details will only be used by the project team to contact you about this proposal. They will not be used in relation to any other promotion or passed to a third party. If you would like any further information or wish to discuss the proposal in more detail, please call 07798 826988 or email info@renewplanning.co.uk. If you would prefer to complete the questionnaire online, you can do so via the following link: www.surveymonkey.com/s/GlobalUTC. We would be grateful if all comments could be received by no later than Monday 20 April.

APPENDIX 6

PUBLIC EXHIBITION PHOTOGRAPHS





