



The Gramophone

AT THE PRESSING PLANT (FORMER APOLLO HOUSE)

Design and Access Statement

July 2020

The Pressing Plant, The Old Vinyl Factory, Blyth Road, Hayes

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Status: Planning
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Ver.	Issue Status	Date	Author	Checked	Approved
1.0	Initial Draft Issue	12/05/20	MM/CS	CS	-
1.1	Revised Draft Issue	17/06/20	MM/CS	CS	-
1.2	Final Draft Issue	10/07/20	MM	CS	RP
1.3	Planning Issue	22/07/20	MM	CS	RP



1.0

INTRODUCTION

Introduction

The Gramophone project is an exciting new cultural hub to be built in Hayes, West London, that centres around the unique music history of the locality. The building will house cinema screens, an interactive EMI exhibition, a café/ bar, flexible workspace (including recording studio and mixing lab), community meeting rooms and spaces (including Karaoke Booths).

The building, originally known as the 'Pressing Plant', sits within The Old Vinyl Factory masterplan site in Hayes and was an iconic industrial component of the global music trade where grooves were stamped onto heated vinyl, producing millions of records that shipped around the world with the famous words printed on the sleeve: 'EMI Records, Hayes, Middlesex, England'.

Planning permission for Pressing Plant site was granted in October 2016 (The Machine Store & Pressing Plant, TOVF - 59872/APP/2016/3454) and subsequently the partial demolition of the building began, whilst retaining the locally listed facade. During the planning process the work for RIBA stages 1 to 3 was undertaken by architects shedkm who produced the initial brief, concept design and created the Design Access Statement for planning.

Really Local Group Hayes (RLG) secured the virtual freehold for the pressing plant element of the site from U+I, after the permission was granted. RLG were chosen as the preferred operator as they have an ambitious plan to incorporate the diverse surrounding community and EMI site heritage within a modern cinema and live performance venue and community facilities.

Following the confirmation of the chosen operator, RLG commissioned an architect and design team to review and ensure the operational requirements could be met within the layout of the extant permission.

Additionally, post the granting of permission, this project has been awarded capital funding from the Good Growth Fund. This fund has been established by the Mayor of London to support regeneration and community development in London. As part of this grant, Really Local Group (Hayes) Ltd have committed to deliver a building that offers the community blockbuster and local interest films, a live music venue with programming tailored to the local community functions and an interactive EMI exhibition showcasing extensive memorabilia and the localities vibrant music history alongside flexible workspace.



Co-Design Approach

The scheme has undergone a thorough review and design process to ensure that the scheme is sympathetic to the heritage of the site and consistent with Really Local Group's commitments as part of the Good Growth Fund.

In order to achieve this, the project has been developed through a formal review process for sign off with GLA Regeneration and Economic Development department and a review meeting with the Mayor's London Review Panel. Subsequent design review meetings will be scheduled through to projects delivery. Key performance indicators will be set in line with Really Local Group's pre-agreed deliverables relative to the social, physical and cultural impact on the site and wider area.

RLG is committed to creating a cultural hub that all aspects and members of the community can actively take part. Consideration and consultation has taken place with a number of local stakeholders with the aim of broadening participation and encouraging continued engagement to help deliver the objectives of creating a true asset for the community.

The consultant team will be expected to build upon the community engagement work already undertaken by Really Local Group and curate a programme of events and workshops to encourage broad participation in the design and delivery of the project, specifically related to ongoing use and function.

1.1

EXECUTIVE SUMMARY

Summary of Proposed Amendments

Planning consent as amended by application ref. 59872/APP/2020/867 (Non-Material Amendment, NMA) :

Mixed use redevelopment of the Pressing Plant, at The Old Vinyl Factory site, including the partial demolition of the Pressing Plant (formerly Apollo House), retention of front facade and part of the western facade of the Pressing Plant and construction of a cinema with retail, bar, restaurant, exhibition spaces and ancillary spaces and construction of the Machine Store, comprising 81 residential units, a health centre, bars/café's, associated parking, landscaping, and access works.

This document outlines the proposed amendments to the 2018 planning permission (ref. 59872/APP/2016/3454).

Each proposal is a result of continued design development with the applicant. The main changes include

1. Development and revisions to the general arrangement plans to meet operators requirements, engage with community and activate streetscape
2. Changes to the ground floor elevation to encourage engagement with the community and activate the streetscape
3. Revision to the overall mass and roof profile to allow for plant required for cinema operation
4. More detail on external materiality and appearance directly related to the site and building history
5. Closer link and enhancement of site heritage through design
6. Introducing renewable energy sources to improve the project's sustainability credentials



1.2

ABOUT THE OPERATOR

Really Local Group (Hayes) Ltd

Confirmation of cinema and EMI archive Operator

The extant permission outlined that the pressing plant building was intended to be a cinema and also an EMI archive that celebrates the sites heritage and previous function. It was explained in the extant permission DAS (page 143) that two operators were being considered by the masterplan developer, U+I to run and manage the building, with no preferred operator chosen at the time of the application. Since the planning application was granted, the long lease (virtual freehold) of the pressing plant element has been transferred to the 'Really Local Group' - an operator focused on creating and restoring cultural infrastructure through the regeneration and renewal of the UK's high streets.

Vision for the Pressing Plant

To be known as 'The Gramophone' the venue will sit within The Old Vinyl Factory development and is intended to be a new cultural and creative hub for Hayes. The venue will feature a 4 screen cinema, live music venue, bar/ restaurant, community space and interactive exhibition celebrating the site's history as a key part of the global industrial and music trade.

An Affordable Offer

Cinema ticket prices across London vary but are generally £10+ for an adult ticker, however, RLG target their tickets prices at £5 - £8 enabling it to be more affordable to a greater number of people. RLG control all of their own programming, allowing a local focus at each venue.

RLG also make the creative arts more accessible by providing affordable artists workspaces and developing a sustainable creative community

Jobs for Local People

RLG recruit direct from the communities they are serving and are proud to be a London Living Wage employer.

Each of RLG's venues is uniquely designed to reflect its locality - they engage with local arts clubs and community groups to facilitate their activities by providing them with a much needed 'home'.



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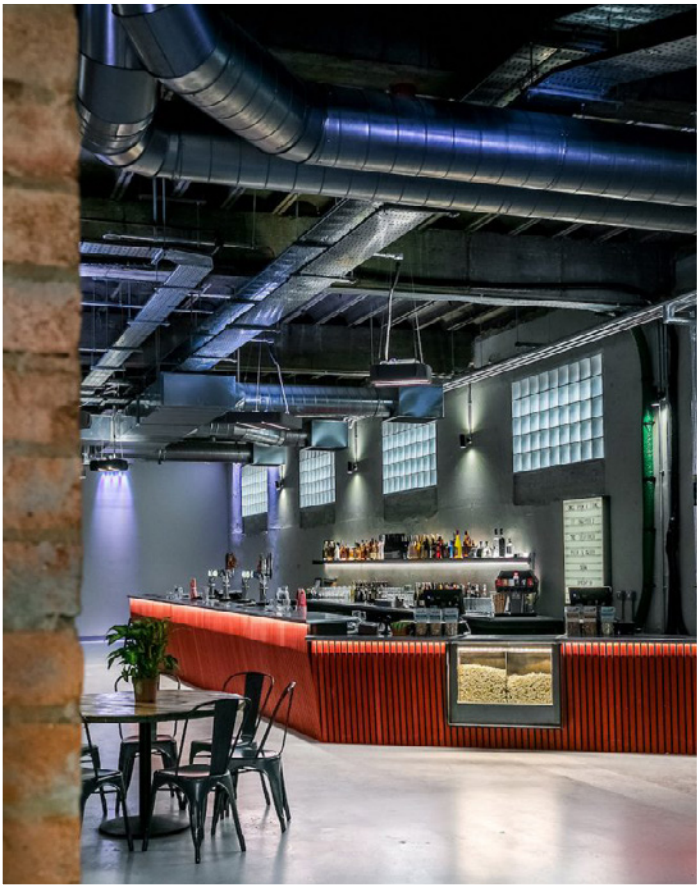
OPERATOR CASE STUDY:

Catford Mews

Catford Mews is the first Really Local Group (RLG) site and is a new cultural venue that embraces Catford's rich and vibrant culture through the provision of a 3 screen cinema, live music venue, a bar, café, 3 carefully selected local food vendors and a flexible community space.

For decades, the residents of Catford and the wider borough of Lewisham have lacked a mix of leisure facilities. This motivated RLG to regenerate the old "Catford Mews" market into a brand new multi-functional leisure space, creating the first new multi-screen cinema in Lewisham in a generation.

<https://catford-mews.co.uk>



INTERNAL PHOTOS OF CATFORD MEWS



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MASTERPLAN CONTEXT

Planning History

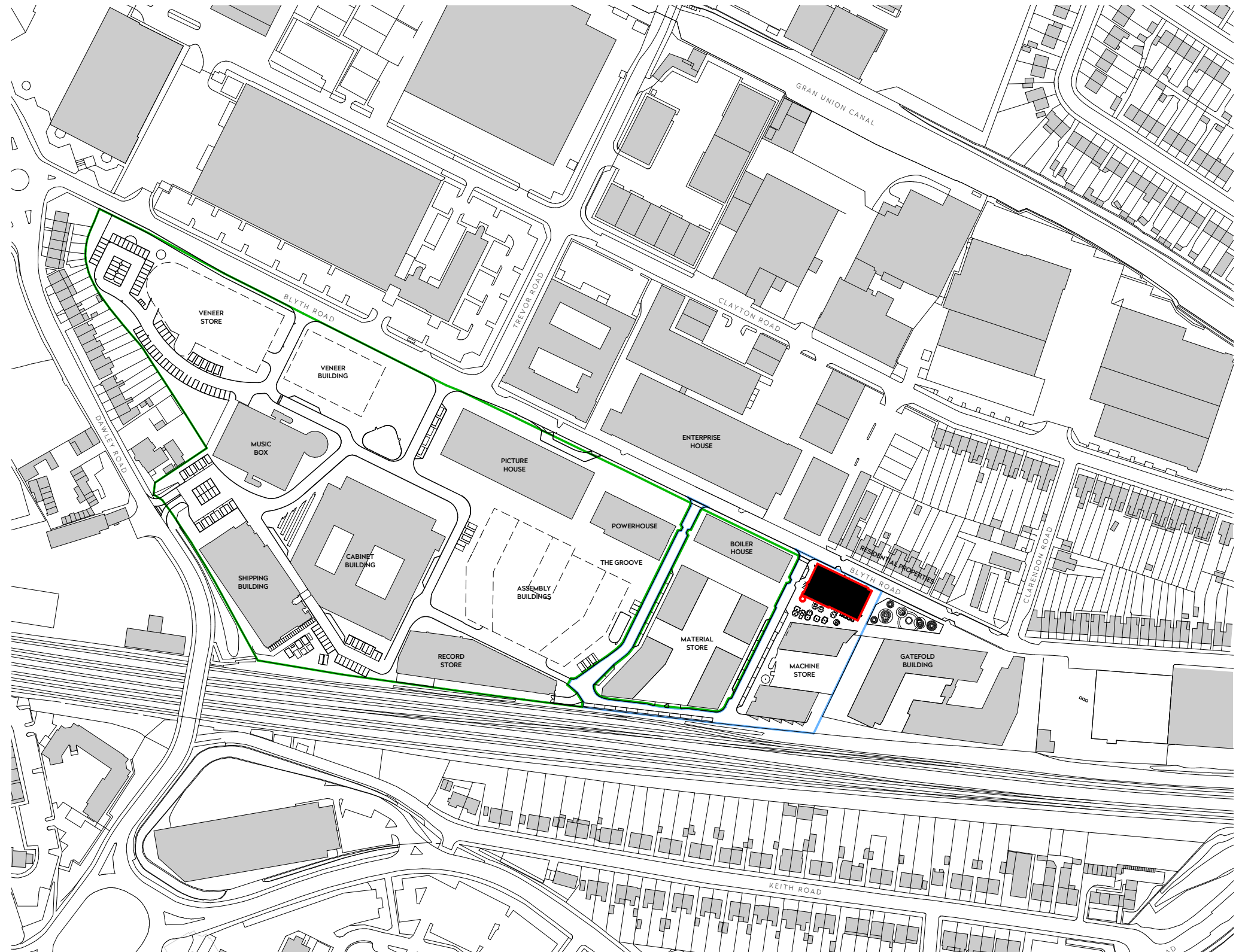
The site has a long planning history, however the most relevant applications to the current proposal are presented below:

In April 2013, outline planning permission ref. 59872/APP/2012/1838 (the 2013 Planning Permission) was approved subject to conditions and Section 106 Legal Agreement (S106) for the redevelopment of The Old Vinyl Factory. The Gramophone building is located at the eastern boundary of the site. At the same time (April 2013) planning permission was granted for the full demolition of Jubilee House and partial demolition of The Pressing Plant (ref. 51588/APP/2012/3153). The permission included a S106. This was to allow the redevelopment of the Gatefold Building. In August 2014, a S73 (Variation of condition) application was approved (ref. 59872/APP/2013/3775), allowing variations to phasing of approved development. The permission allowed the Boiler House and the Material Store to come forward as Phases 1 and 2, and the Veneer Store and/or Record Stack car parks to come forward earlier than in the approved phasing. This application required a Deed of Variation of the S106.

In January 2018, full planning permission subject to conditions and S106 (ref. 59872/APP/2016/3454) the 2018 Planning Permission) was granted for a mixed use development for the Pressing Plant including demolition and facade retention to create a 3 screen cinema, retail, bar, restaurant and exhibition spaces alongside the development of the Machine Store, a residential development with health centre and cafe/bar. The approved development was treated as an independent planning permission instead of a reserved matters application of the 2013 Planning Permission since the scheme deviated from the approved outline parameters plan.

On 14th April 2020, a S96A (Non-material amendment) application to the 2018 Planning Permission was approved under ref. 59872/APP/2020/867 to remove from the description reference to the number of cinema screens and to allow for the inclusion of “exhibition spaces and ancillary spaces”. Condition 2 of the 2018 Planning Permission was also amended to include the original description of development before listing the approved drawings. Based on this NMA permission, the description of development reads:

“Mixed use redevelopment of the Pressing Plant, at The Old Vinyl Factory site, including the partial demolition of the Pressing Plant (formerly Apollo House), retention of front facade and part of the western facade of the Pressing Plant and construction of a cinema with retail, bar, restaurant, exhibition spaces and ancillary spaces and construction of the Machine Store, comprising 81 residential units, a health centre, bars/café, associated parking, landscaping, and access works”



1.5

THE SITE

The site forms part of The Old Vinyl Factory (TOVF) redevelopment located to the south of Hayes Town Centre and to the north of Hayes & Harlington Station. TOVF site consists of approximately 6.6 hectares of land originally developed between 1907 and 1935 with the application site falling within the Botwell Thorn/EMI Conservation Area.

It was later the production centre of EMI Ltd, producing the majority of vinyl records for distribution worldwide. The site has been largely vacant since the 1980s when record production ceased on the site.

The site is referred to as The Machine Store and Pressing Plant (the latter also known as 'Apollo House'). The former 'Machine Store' is currently under construction by Crest Nicholson as approved under the 2018 permission and will provide two multi-storey residential buildings and associated ancillary uses at ground floor level.

The applicant - Really Local Group (RLG) - proposes to redevelop the formerly known 'Apollo House', a Locally Listed Building, which has been partially demolished (by others, in accordance with planning permission refs: APP/2012/3153 and 59872/APP/2016/3454), except for the northern and western façades of the building. The site has been re-named 'The Gramophone' to reflect the applicant's proposals for a cinema-led community building. The Gramophone is located within the eastern section of TOVF, to the south of Blyth Road.

Vehicular access to the site is via Blyth Road and pedestrian access will be provided throughout the site, in particular via 'The Groove', a new pedestrian route which links the overall site with its environs. The wider TOVF development includes residential tower blocks, commercial areas, education facilities, multi-storey car parks, landscaped areas and surface level car parking.

To the south of the site is 'The Machine Store'. To the east is the Gatefold Building, a recent development, which provides a 4-7 storey building providing 132 residential units, cafe, community room and workshop units. To the west are two other buildings which constituted Phase 2 of the overall redevelopment of TOVF, the 'Material Store' and the 'Boiler House'. To the north are two-storey residential townhouses, and to the north west is an industrial estate.

KEY

- Boundary of Planning Application Ref. 59872/APP/2012/1838
- Boundary of Planning Application Ref. 59872/APP/2016/3454
- Boundary of this Section 73 Application

