E A R L S B U R Y

STATEMENT OF COMMUNITY INVOLVEMENT

THE RECORD STORE, PRESSING LANE, HAYES.

Prepared for Spectre (Hayes) Ltd

March 2026

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Registered office: 101 New Cavendish Street, 1st Floor South, London, W1W 6XH.

Executive summary

The owners of the Record Store, a pan-European real estate investment and development company, are currently finalising a planning application to redevelop the building to provide 121 much needed new homes.

Whilst considering their proposals for the redevelopment of the Record Store, the applicant is committed to engaging with the community prior to submitting a planning application to the London Borough of Hillingdon.

Earlsbury limited has been appointed to engage with the local community and to give the opportunity for community feedback on the development proposal. These proposals are themselves shaped and informed by the feedback received throughout the pre-application process with LB Hillingdon's officers and Statutory Consultees.

Residents and stakeholders were given the opportunity to give feedback regarding the proposals via a range of different channels. A specially designed community website was made available at **https://recordstore.your-feedback.co.uk**. A freephone information line along with a project email address were both provided throughout the process for interested parties to receive further details and submit feedback. Additionally, a public exhibition was held at the site in November 2025, which was attended by eight visitors.

During the consultation period, the applicant received a total of 4 feedback forms.

The project team has carefully reviewed all the feedback received, and the main comments raised have been addressed within this document and the wider material submitted as part of the application. This document also provides a chronological account of the pre-application consultation undertaken and a review of the feedback received.

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1. Introduction

1.1 Overview

The key proposals for The Record Store include:

- The delivery of **121** new homes for the borough.

From the outset, the applicant has been committed to consulting local stakeholders with regards to its proposals. The stakeholders have included the locally elected councillors, neighbours and local businesses.

This document has been produced to clearly and concisely detail a chronological account of the community engagement undertaken by the applicant in respect of its proposals.

The feedback received is accounted for and represented within this document.

1.2 The Project Team

The following project team members participated in the pre-application public engagement:

- Eagle Street (the applicant);
- dMFK (the architects);
- Savills (the planners); and
- Earlsbury (community engagement).

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2. The Proposals

2.1 Application Summary

Proposed change of use from 'Office' (Class E(g)(i)) and construction of roof extension to provide 121 'Residential' (Class C3) units, including residential amenities. Construction of an external roof terrace, alterations to elevations and provision of rear external area for private gardens and a shared residents' terrace. Further associated provision of refuse storage, hard and soft landscaping and associated development.

3. Community Engagement

3.1 Statement of Community Involvement

The Localism Act 2011

Section 122 of the Localism Act 2011 outlines that a person proposing to make a planning application on land in England should carry out consultation on the proposed application. This should include publicity considered likely to bring the application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.

National Planning Policy Framework (December 2024)

The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied. The applicant has had regard to the NPPF at Paragraph 40 when it states that *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties."*

The NPPF goes on to highlight that *"Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be*

beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications."

The Local Planning Authority should encourage other parties to take maximum advantage of the pre-application stage, noting that *"the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits."*

London Borough of Hillingdon

Engagement activities have been undertaken with due regard to the expectations laid out in LB Hillingdon's Statement of Community Involvement document, which was adopted in October 2021. Therefore, in conjunction with developing the plans, the applicant undertook a programme of community engagement, as outlined in this report.

3.2 Community Engagement

To commence the community engagement process, the project team wrote to both the elected Hayes Town ward councillors to seek an initial meeting to discuss the proposals prior to the exhibitions being held.

Cllr Janet Gardner (Independent) thanked the project team for the invitation and advised that she would attend the public exhibition. However, she was unfortunately ill on the day, so the project team liaised with her over email. Cllr Peter Curling (Independent) and Cllr Raju Sansarpuri (Labour) were also emailed.

A newsletter was distributed by Royal Mail to the area shown below to make the local community aware of the proposals and public exhibition. This was circulated a fortnight before the event, and a total of **1,330** copies were distributed. A map of the distribution area is shown below, with the proposal site in the centre:

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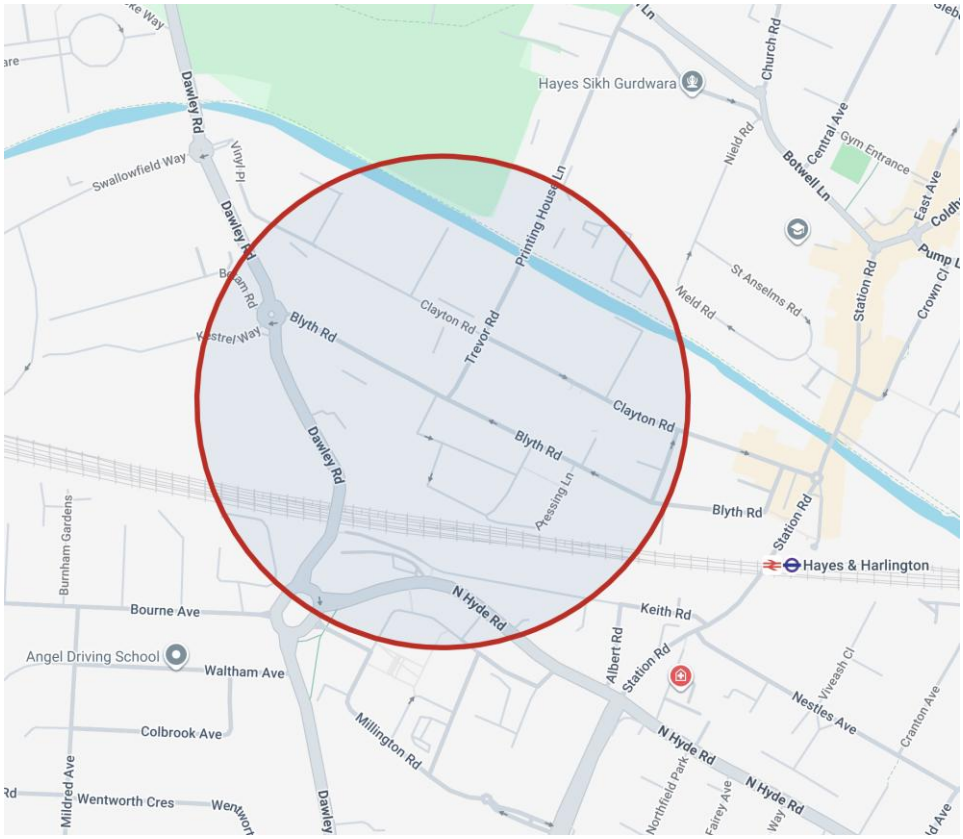

The invitation newsletter contained the following:

- An overview of the proposals
- Details regarding the public exhibition
- Details of the project team's website and contact details

A copy of the invitation newsletter can be found in the Appendices.

3.3 Public Exhibitions

A public exhibition was held on:

- Wednesday 22nd October 2025, 2pm – 7pm

The exhibition took place onsite in the Record Store foyer.

Exhibition boards were provided at the event, which included information about:

- Welcome and purpose of the event
- The site
- History and Heritage
- Design approach
- Details about the proposed plans
- Key benefits
- Next steps in the development process and how to provide feedback

Copies of the exhibition display boards can be found in the Appendices.

Members of the community could provide feedback by submitting their comments on the day via a physical feedback form, by scanning a QR code to submit an electronic feedback form, by emailing the project team, or by calling the freephone information line.

During the exhibition the project team welcomed 8 local people to the event, who mostly lived within the immediate vicinity of the site. Members of the team were on hand to listen to comments and answer questions. A photograph from the exhibition is shown overleaf.

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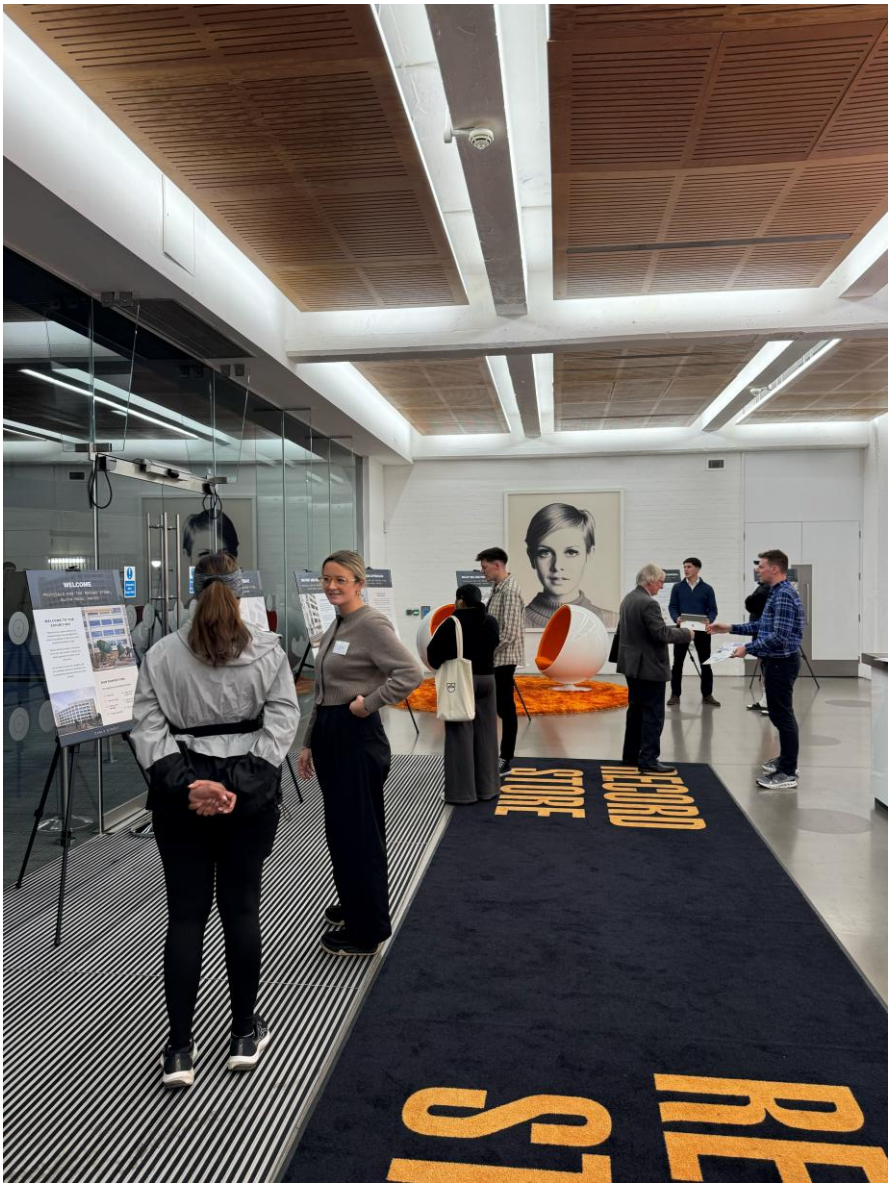

Photo of the public exhibition

3.4 Website and Freephone 0800 comment facility

During and after the consultation, access to a freephone telephone information line was offered to those who wished to find out more about the proposals, or to register their comments via the telephone.

A specially designed community website was posted at https://recordstore.your-feedback.co.uk.

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Members of the public could view the proposals, the contact details for the project team and the electronic feedback form.

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Community Engagement

3.5 Feedback

The public exhibitions presented the opportunity for residents, businesses, councillors and other important local stakeholders to learn more about the scheme, including those without internet access, and to meet the project team face-to-face.

The exhibition was attended by 8 visitors, who were invited to complete feedback forms if they wished to do so. Feedback was also taken verbally and via email.

- "I have lived in a similar development nearby for five years. The flats get very hot in the summer. The rooftop can also get very windy."
- "The proposals look great"
- "Parking is needed"
- "Avoid gravel on the roof as this can be thrown"
- "There are too many empty ground floor commercial units here"
- "It is better to have fewer units but more generous in size"
- "The local gym has closed"
- "Where are the jobs? There is no reason to come here other than for those who live here."
- "We were promised a cinema and a GP surgery, but these never materialized."
- "Hayes already has too many new flats and under-invests in demand creation (reasons to visit, stay, and spend)."
- "The original vision for TOVF promised 4,500 jobs, a cinema, and a GP surgery — none of which have materialised. These omissions have left the community feeling misled and underserved. The cancellation of the GP surgery is particularly troubling given the increasing strain on local healthcare services. Adding more flats without addressing the lack of: Medical facilities; School places; Public transport capacity and Community spaces …will only exacerbate existing pressures. The inclusion of a residents' lounge, gym, and co-working space may benefit future occupants, but it does little to serve the wider community. We need developments that are inclusive, sustainable, and responsive to the needs of current

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residents — not just future ones." while I understand that you cannot be held responsible for a new GP Surgery and Cinema Complex not being built, you can be held responsible for adding to the problem by bringing more residents into the area! GP Services in particular will become much more stressed - perhaps us residents need to campaign the local authority to get them to authorise Surgeries to not accept people from the new flats (if they do get permission to be built)?"

3.6 Response to Feedback

Local infrastructure

There were some comments that incoming residents may strain public services in the area. A viability assessment will be submitted and reviewed by the Local Planning Authority to determine what contributions will be requested.

3.7 Commitment to Continued Engagement

The applicant is grateful for the feedback received from residents and other local stakeholders, and the feedback received by the project team has been examined and presented within the contents of this report.

The project team is seeking to continue a dialogue with residents and other local stakeholders as the project moves forward, for example, by maintaining email and telephone contact and updating the dedicated consultation website.

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Photo from the public exhibition

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Appendices

Copy of the Flyer

The Record Store is part of the Old Vinyl Factory, a 150-acre site, where EMI manufactured records from the early 1950s.

We are pleased to bring forward new proposals to reimagine vacant office space for new homes.

We welcome the opportunity to present our new proposals to you and listen to your feedback.

LISTENING TO THE COMMUNITY

We are keen to speak to residents and other important local stakeholders.

As a result, we are sharing our proposals online and via a community drop-in session where you can meet our project team.

VIEW OUR PROPOSALS ONLINE

We have created a project website – **recordstore.your-feedback.co.uk** – where you can find out more about our proposals. The website will go live with all of the details of the proposal on **Wednesday 22nd October 2025**. You can leave feedback up until **Wednesday 5th November 2025.**

ATTEND OUR DROP-IN SESSION

You can also submit comments by visiting our community drop-in session where you can view our plans and meet the team.

Location: The Record Store, Blyth Road, Hayes
Date: Wednesday 22nd October 2025
Time: 2:00pm - 7:00pm

CONTACT US

0800 099 6712 – leave a message and our project team will call you back

recordstore@your-feedback.co.uk

Exhibition Boards

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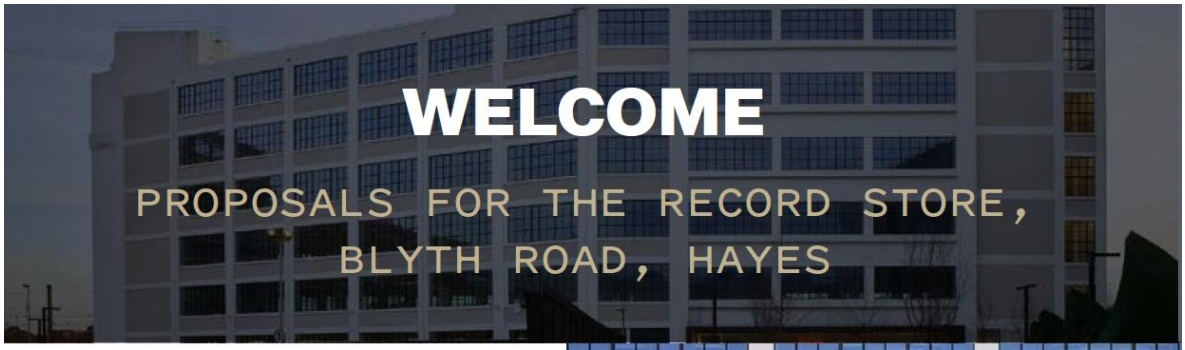
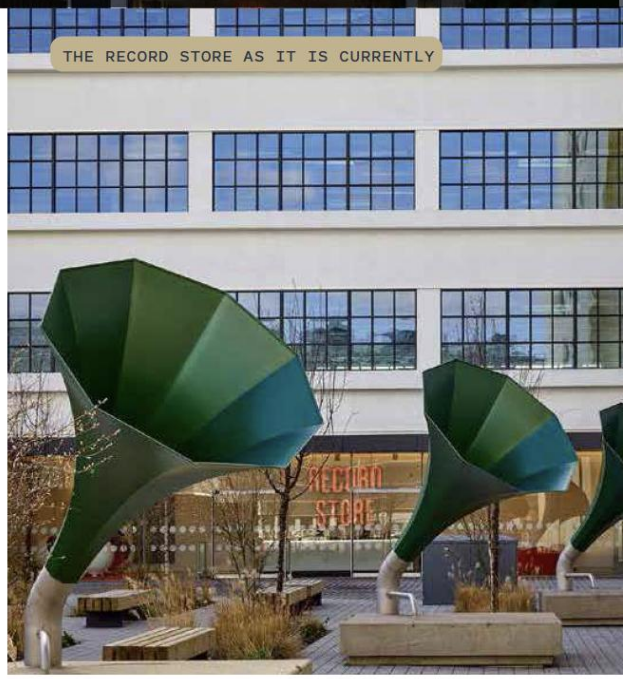


WELCOME

PROPOSALS FOR THE RECORD STORE, BLYTH ROAD, HAYES



WELCOME TO THE EXHIBITION

Welcome to our public exhibition for The Record Store. We are delighted to share our proposals for the future of this important building in Hayes.

Today's exhibition explains the history of the site, why change is needed, our design approach, and what we are proposing.

We are keen to hear your thoughts, and your feedback will play an important role in shaping the proposals before we move forward.

OUR EXHIBITION

Our community consultation includes:

- ✓ Welcome
- ✓ The site today
- ✓ History and heritage
- ✓ Design approach
- ✓ What we are proposing
- ✓ Benefits of the proposals
- ✓ Your feedback

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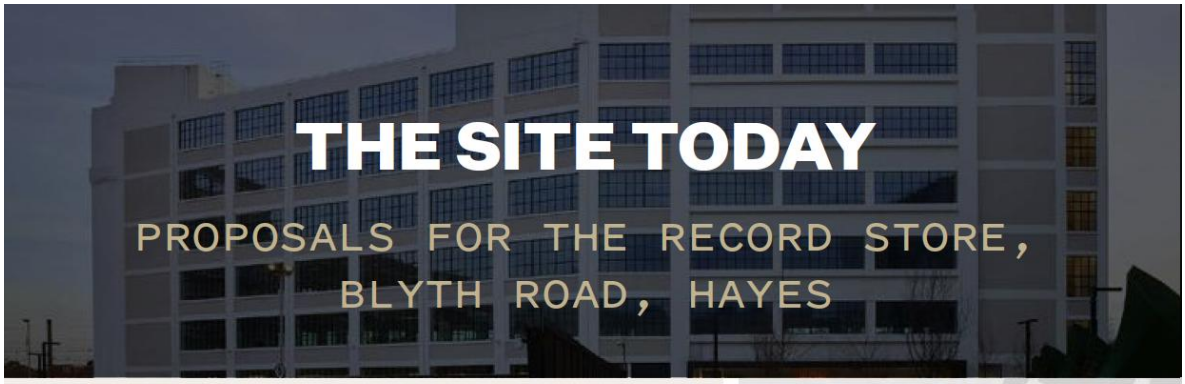

THE SITE TODAY

PROPOSALS FOR THE RECORD STORE, BLYTH ROAD, HAYES

THE SITE

The Record Store is located within the Old Vinyl Factory campus in Hayes, which is undergoing major regeneration.

The building was originally constructed in 1927 as part of a larger industrial complex and was designed in the Art Deco style.

Today the building is 90% vacant and has been since it was fully refurbished back in 2017. The vacancy rate is so high because there has been limited interest since in leasing opportunities. At the moment the building does not contribute actively to the local community.

Our ambition is to bring it back into use in a way that respects its heritage and supports the future of Hayes.

EXISTING SITE LOCATION PLAN

OUR SITE IS OUTLINED IN RED

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HISTORY AND HERITAGE

PROPOSALS FOR THE RECORD STORE, BLYTH ROAD, HAYES

THE RECORD STORE IS LOCALLY LISTED AND IS AN IMPORTANT LOCAL LANDMARK

A RICH HISTORY

The Record Store has a rich history. It was designed by Wallis, Gilbert & Partners, the same architects who created the Hoover Building and other iconic factories of the Art Deco era.

For decades, it was part of EMI's record production facilities, contributing to Hayes' proud role in Britain's music industry.

The building is locally listed, which means its special character must be protected. Its white façade, large factory-style windows, and strong Art Deco lines make it an important local landmark.

Our proposals seek to retain and restore these features, ensuring that the building's history is celebrated while giving it a new purpose.

OUR PROPOSALS SEEK TO RETAIN AND RESTORE THE UNIQUE CHARACTER OF THE BUILDING

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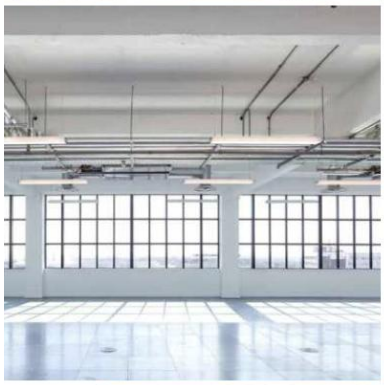
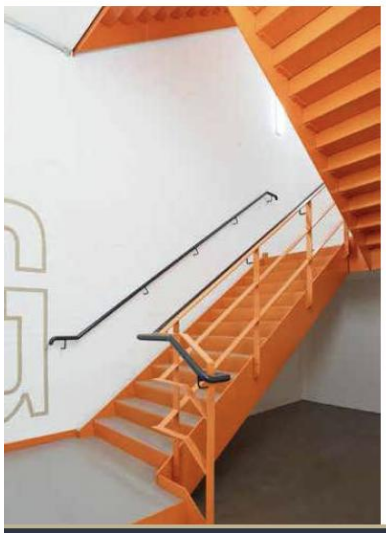
DESIGN APPROACH

PROPOSALS FOR THE RECORD STORE, BLYTH ROAD, HAYES





REUSING AND RESTORING

Our approach is to reuse and restore the existing building rather than replace it. Reuse is the most sustainable option, helping to save resources while keeping the distinctive character of the site.

Inside, we want to create attractive loft-style apartments with generous floor-to-ceiling heights and large windows that allow plenty of natural light.

We are also including a variety of shared spaces, such as landscaped terraces, a lounge, co-working areas, and fitness facilities.

These will encourage a sense of community among residents and provide opportunities to connect, socialise, and relax.

WE AIM TO TRANSFORM THE BUILDING INTO CHARACTER-RICH, SUSTAINABLE APARTMENTS, WHILE ADDING VIBRANT SHARED SPACES TO FOSTER COMMUNITY AND WELL-BEING

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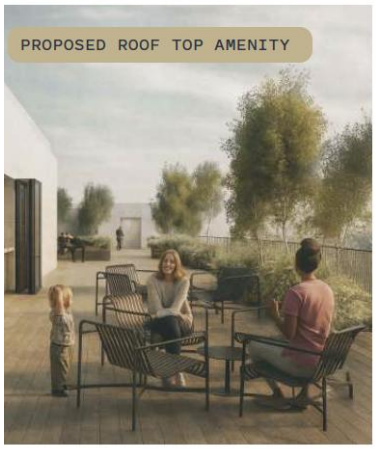
WHAT WE ARE PROPOSING

PROPOSALS FOR THE RECORD STORE, BLYTH ROAD, HAYES



PROPOSED ROOF TOP AMENITY

PROPOSED VISUALS OF HOW THE REVIVED BUILDING WILL LOOK

PROPOSED REAR GARDENS EXTERNAL AMENITY

TRANSFORMING THE HISTORIC RECORD STORE INTO NEW HOMES AND CAREFULLY PRESERVING ITS ORIGINAL CHARACTER

REVIVING THE RECORD STORE WITH NEW HOMES

We are proposing to change the use of the Record Store from offices to residential homes. This would create 124 new homes within the building, as well as a new single-storey roof extension.

The homes could range from studios and one-bedroom apartments to larger two- and three-bedroom family homes.

Alongside these, residents could benefit from high-quality shared amenities such as a resident's lounge, co-working facilities, gym & fitness studio, bike storage and landscaped outdoor terraces

The external façade and entrances will be sensitively improved, but the historic look of the building will remain.

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BENEFITS OF THE PROPOSAL

PROPOSALS FOR THE RECORD STORE, BLYTH ROAD, HAYES

KEY BENEFITS

The proposals will bring a number of benefits to Hayes. They will provide new, high-quality homes at a time of great demand, including much-needed housing. They will also breathe new life into an important but underused building, securing its future for generations to come.

The project will preserve the Record Store's history and celebrate its role in Hayes' music and industrial heritage. At the same time, it will create a lively community within the building, with spaces designed to encourage social interaction and wellbeing.

By reusing the existing structure, the project also represents a sustainable form of development, supporting the wider regeneration of the Old Vinyl Factory campus.

- Providing high-quality new homes
- Creating a new, vibrant community
- Revitalising an important underused building
- Preserving the Record Store's history and heritage
- Creating a sustainable form of development
- Activating frontage onto Pressing Lane

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YOUR FEEDBACK

PROPOSALS FOR THE RECORD STORE, BLYTH ROAD, HAYES

THANK YOU AND NEXT STEPS

Thank you for taking the time to visit this exhibition today. We hope you have enjoyed looking at the proposals. Your views are important to us.

Please share your feedback using the forms available today or through our online consultation. We would be pleased to have a chat if you have any questions. You can also phone or email us using the details below.

Your comments will help us to refine and improve the proposals as they move forward. Together, we can secure a vibrant future for this landmark building and ensure it continues to be a valued part of the Hayes community.

GET IN TOUCH

0800 099 6712 – leave a message and our project team will call you back

recordstore@your-feedback.co.uk

recordstore.your-feedback.co.uk

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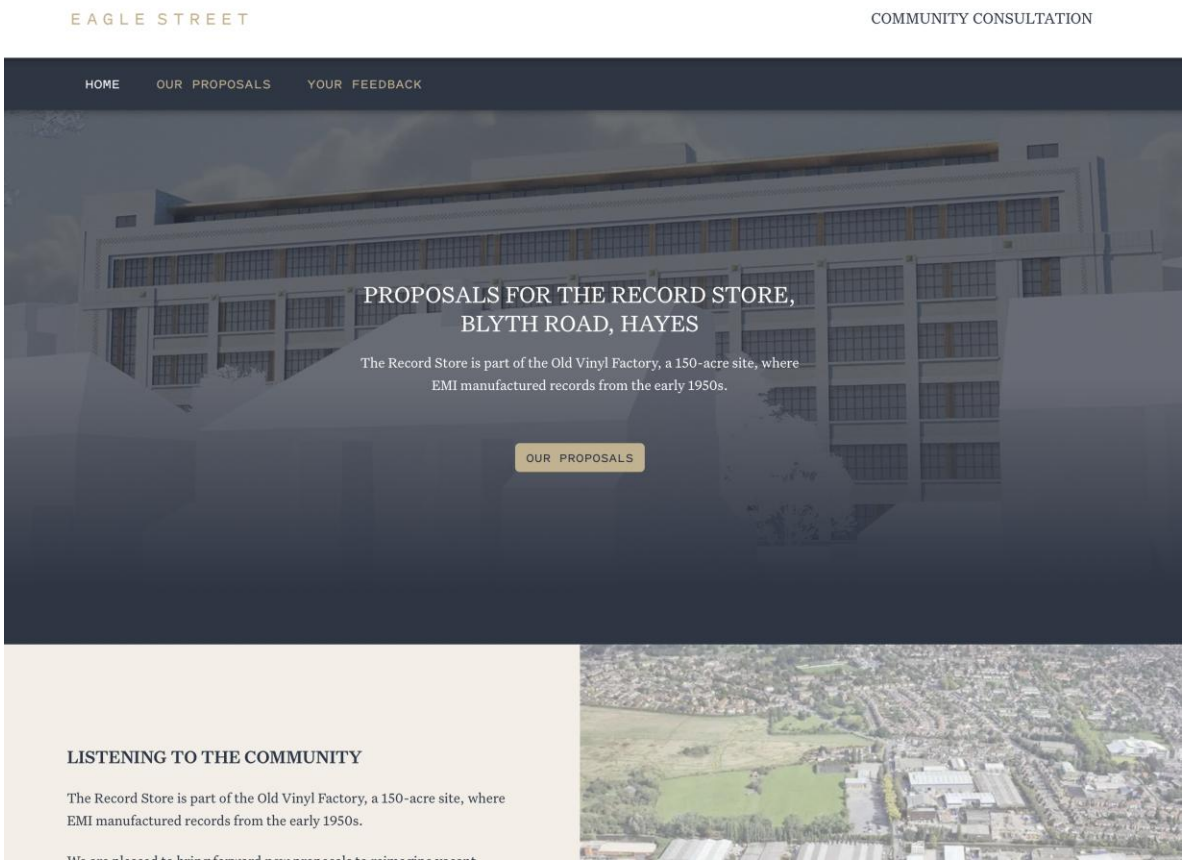
Screen shot of the website