

Document Reference N-24, October 2015

Document Reference N-24, October 2015

Statement of Community Involvement - Green Lane & Station Approach

Executive Summary

“
A three phase process of community engagement from insight gathering to a planning ready scheme.

”



Using local knowledge



Gathering insight

Statement of Community Involvement

The Statement of Community Involvement is presented in three parts to reflect the three separate phases of community engagement undertaken to understand, establish and develop the community's aspirations for the site. The phases were: gathering insight, feasibility study and pre-planning.

Approach

Community engagement was approached via a separate project called Northwood Futures. Northwood Futures was established as a way of hosting an ongoing dialogue with people who live, work and use Northwood about the future of Transport for London's land holdings.

No. 65 Green Lane was used as a 'pop up' engagement space and provided a focal point for a local dialogue and the opportunity to work more collaboratively with local people.

Community engagement has been at the heart of design development with members of the design team participating in workshops, exhibitions and consultation events to understand the local communities concerns, opportunities and aspirations.

Phase 1: Gathering Insight

This enabled an open dialogue process inviting feedback on what people felt were the opportunities and concerns around change on Transport for London's land holdings. This process sought to establish local appetite for change and community concerns as well as opportunities.

Engagement activities included: 21 separate days in a 'pop up' engagement space over a period of 3 months, attending 18 local events, undertaking 20 one-to-ones and holding 4 workshops. A project website, twitter and mailing list was also established.

Phase 2: Feasibility Study

This phase used the insight gathered in phase 1 alongside other technical data to develop design solutions in light of the requirements set out by the local community. The aim was to establish a preferred vision for TfL's sites that balanced the needs of TfL and local opinion. As a result two design solutions were presented to the local community, there was clear support for vision 2 (80%).

Engagement activities included: 4 days in a 'pop up' engagement space over a one month period, 3 workshops with local people and the consultant team, an exhibition over a 5 day period alongside ongoing digital engagement.

Statement of Community Involvement - Green Lane & Station Approach

Executive Summary

“
Building relationships with people ensuring that they are involved and provide feedback at each stage.
”



Phase 3: Pre-Planning

Taking the preferred vision from phase 2 and developing further detail, the project held a public exhibition in July, attended by 659 people, and a public consultation in September, attended by 710 people. Both events intended to gather feedback and gauge sentiment and support for the scheme.

Engagement activities included: a 3 day public exhibition and a 5 day public consultation event.

This dialogue for the entire project was facilitated through a range of activities and platforms:

- Face to face drop in sessions in a ‘pop up’ shop;
- Detailed workshops with the design team;
- One-to-one conversations with community leaders, such as Save Our Northwood, and key stakeholders;
- Public exhibitions;
- Public consultation events;
- A dedicated project website and
- Mailing list updates.

Extent of Engagement

2336 people have engaged with the project to date, this includes residents of Northwood and Eastbury wards and users of Northwood Station.

We monitored the depth of engagement across each stage to analyse how many people continued to be involved from phase 1 to phase 3. 186 people participated in every stage of the process and developed ownership of both the community brief and design intention.

Findings

The engagement undertaken has been both comprehensive and extensive resulting in a scheme that has been primarily led by the community with 80% of participants stating support for the scheme presented in the planning application.



Northwood Futures

STATEMENT OF COMMUNITY INVOLVEMENT GREEN LANE & STATION APPROACH

Community Engagement Phase 1

June - October 2014

make:good

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

Contents

Phase 1 - Gathering Insight

- 1.0 Introduction
- 2.0 Executive Summary
- 3.0 Methodology
- 4.0 Engagement Activities
- 5.0 Findings & Feedback
- 6.0 Closing Phase 1
- 7.0 Conclusion

Appendices

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

1.0 Introduction

“

Setting out a new approach for community engagement for TfL and the communities of Northwood.

”

The project

Transport for London (TfL) have commissioned make:good to undertake the Northwood Futures project in order to explore with the Northwood community the possible future for TfL's sites around Green Lane and Station Approach in a collaborative and open way. Northwood Futures aims to engage with as many people who live, work and pass through Northwood as possible to understand what's great about the area, what creates the unique character of Northwood and what opportunities there may be for the future. Over a period of four months from 2 July – 4 November 2014 we invited people to engage and share their views through a variety of opportunities to culminate in a new understanding of the possible future for TfL's sites.

This report

This report records and summarises Phase 1 of the Northwood Futures project from the public meeting on 2 July 2014 introducing the project to the public meeting on 4 November 2014 bringing an end to the first phase of engagement.

Project history

London Underground Limited (LUL) is the freehold owner of the majority of land adjacent to Northwood underground station which measures approximately 16,000 sq m and is shown on the below plan. The bus-turning area shown shaded orange on the plan is held freehold by LBSL (London Bus Services Limited). See diagram 1.1 for details.

The site was marketed in 2010 and a development partner was selected. A scheme was proposed in early 2013 which included a supermarket with a floor area of 59,244 sq ft as well as around 160 residential units.

The local community strongly objected to these proposals for reasons that we heard consistently throughout this engagement process. Primarily, there was opposition to the addition of a supermarket that would compete with Waitrose and generate higher levels of local traffic. There was also a very strong local feeling that the existing TfL tenants should not be evicted or displaced as a result of the development. Overall, the local community felt that they were not involved in or consulted on the plans and created a Save Our Northwood (SON) campaign to petition against the scheme and brought it to the attention of local MP Nick Hurd.

The SON campaign produced a petition of approximately 8,000 local signatures and was delivered to the Mayor of London in February 2014. TfL recognised this community ill-feeling and negotiated the termination of the development agreement in May 2014, whilst simultaneously holding discussions with community representatives and tenants.



Diagram 1.1

TfL Northwood Land Holdings

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

1.0 Introduction

“
Building trust in the context of mistrust needs a tailored approach to building relationships.”



TfL has now changed its approach from a short-term sale-led model, to longer-term revenue generation that involves retaining ownership of its site. TfL understood that in order to move forward with a scheme on their site, they would need to involve the local community in a meaningful way. They commissioned make:good, a specialist engagement company, in June 2014 to act independently from TfL in gathering all the views of the local area.

Project team

The Northwood Futures process of engagement is undertaken by make:good, a design and engagement agency specialising in putting people at the heart of change in their neighbourhood. make:good were appointed by TfL to involve the local community in an open conversation about Northwood's future and move forward collaboratively. Catherine Greig, founder of make:good, leads the engagement project with the support of Francesca Perry and Diana Phiri-Whitty.

TfL's main function is to ensure the safe operation of transport services in London, but they also own patches of land across London. As a government organisation it is obliged to secure continuous improvement in the transport system, which includes the management of its estate, with income recycled back into the transport network. Northwood is one of these sites where an opportunity has been identified to progress something that the community can support, while helping to fund transport improvements. Within TfL, the project is being led by Peter Elliott, Senior Development Manager, with support from the Estates Management team who lead relationships with TfL tenants.

Northwood

Northwood is located in zone 6, London on the metropolitan line with retail activities centred around Green Lane, Maxwell Road and the High Street. The 2008 census recorded a population of 11,068.

Age profile of Northwood:

| | |
|-------------|-------|
| 0 – 4 yrs | 5.1% |
| 5 – 15 yrs | 10.7% |
| 16 – 24 yrs | 8.5% |
| 25 – 59 yrs | 47.8% |
| 60 – 74 yrs | 17.6% |
| 75 + yrs | 10.3% |

Northwood was a rural hamlet until the arrival of the metropolitan line in 1887. This coincided with Frank Carew purchasing the Eastbury Park Estate from David Carnegie and embarking on a residential development. Much of this development is designated as an area

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

1.0 Introduction

of special local character and known as 'Old Northwood' and is also included in Northwood - Frithwood Conservation Area. The development is primarily characterised by large individually designed detached houses in the Arts & Crafts style to the North and smaller terraced homes for employees of the large houses further South. Streets are often lined with mature trees leading people to often describe the character of Northwood as green and leafy. The legacy of this development lives on in many of the street names with Murray, Maxwell, Roy, Reginald roads taking their names from Carew's full name and those of his sons.



*Diagram 1.2
Local Conservation Areas*

There has been a perceived history of infill development on the residential streets which has led to portions of large gardens being sold for additional development and large properties being either converted into flats or taken down and replaced with larger blocks of flats. This leads to people being particularly sensitive around new development in the area.

People often refer to schools and the military base when describing Northwood's character including St Helens schools, Northwood College, St Martins School and St John's School. Northwood is also home to Northwood headquarters in Eastbury Ward; it is home of the British Armed Forces Permanent Joint headquarters for overseas military operations together with the NATO regional command.

Planning context

The area of Northwood largely falls within the London Borough of Hillingdon; the rest is located in Hertfordshire. The site itself falls entirely within LB Hillingdon. The site and any development of it is subject to Hillingdon's local planning policies, set out in the Local Plan.

A portion of the site falls within a conservation area and is adjacent to an area of special local character, see diagram 1.2 for details.

The GLA London Plan will also be considered when thinking about any development on this site.



Northwoods Retail Past



Station Approach 1926

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

2.0 Executive Summary

“

High levels of engagement driven through existing and new networks of local dialogue.

”



Levels of Project Reach

Northwood Futures was launched as a local dialogue project at a public meeting on 2 July 2014 and involved a four month window of initial engagement opportunities to enable local residents, businesses and service providers who have a connection with Northwood to offer their insights as to what they perceived to be the main opportunities and concerns around any change for TfL's sites and services – as well as what they perceived Northwood's unique character to be.

Northwood Futures directly engaged with 1504 people throughout this four-month period and received 776 pieces of individual feedback. The difference between these figures was in the main generated by many couples offering joint pieces of feedback and some people engaging with us but not wishing to formally contribute to the project.

We were open to people suggesting that they wanted no change across TfL's sites, but as the project progressed it became clear that this was a minority view with only 33 people asking for no change.

Following a process of stakeholder mapping, we adopted a range of outreach techniques to make people aware of the project and invite as many people as possible to participate:

- Direct contact via phone and email
- Flyer distribution to 7500 households – on two occasions
- Flyer distribution by hand in the station and via schools
- Notices in existing local mailing lists and local press
- Posters and signs on noticeboards, in the station and on our shop front in 65 Green Lane
- Twitter

We offered a range of engagement opportunities to ensure maximum reach for the project:

- A weekly presence in Northwood in a pop up shop on 65 Green Lane where people could drop in, talk to us and offer feedback.
- Attending local events and activities so that we went to people rather than expecting them to come to us.
- Detailed one-to-one interviews with key local stakeholders.
- Online via a project website and fortnightly updates to a growing email mailing list

We identified four key concerns regarding any possible development proposals: Traffic congestion, supermarket, impact on existing businesses and visual impact (particularly relating to surrounding properties).

There were also four key opportunities: improve the look and feel of Station Approach, housing – done well, bringing in more footfall and creating a place to gather.

Narrative summaries of feedback were written and shared on a

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

2.0 Executive Summary

“
A process which delivered clear themes of perceived opportunity and concern.
”

fortnightly basis via the Northwood Futures mailing list, online and in the pop up shop so that people had an opportunity to see emerging themes, comment on them and ensure the project was identifying issues and ideas that resonated with a broad audience.

Concerns

The primary concerns which the community expressed regard the addition of a large supermarket (circa 60,000 sq.ft) though it is important to clarify this idea will no longer be progressed, the displacement of existing businesses (which they are very tied to) and the exacerbation of traffic. Many feel that anything which is built will add to the traffic and worsen the existing congestion on Green Lane and surrounding roads. Furthermore many believe that any new buildings would involve higher rents which existing businesses would not be able to afford. Other concerns include: loss of parking provision, pressure on local amenities if housing is added and overdevelopment of the site. There are also general concerns about housing - people do not want to see social housing or high rise, high density housing.

Opportunities

However, housing is also seen as an opportunity as the clearest way to make the scheme of improvements viable. Most feel that affordable (as in intermediate) housing for key workers and local young professionals would be good. Another key opportunity is the general smartening up of Station Approach, making it a more pleasant street which could be used more by the community and potentially pedestrianised in part. On a wider scale, people would like to see more footfall and pedestrian activity in Northwood, linked to a stronger and suitable retail offer, focused on upmarket independents. A public space has been a popular idea, with greenery, seating and shops and cafes surrounding (though the community is split on whether Northwood needs more cafes and restaurants). Improving the station is also a major opportunity, particularly ensuring step-free access, making it more attractive and potentially adding an extra entrance further down Station Approach. People would like to see a better drop off and pick up arrangement.

Conclusion

These themes were tested in a series of workshops which brought together local people, representatives from TfL and members of the consultant team. These workshops showed that the themes held true but they also generated more detailed insights on the themes allowing the consultants to have a deeper understanding of local views before they move into the feasibility study phase of the project.

While we have seen clear themes emerge and recur, we realise that full consensus is essentially impossible within any community. We thus hope to explore the issues continually and in a detailed manner, so that any final designs strike a good balance between technical, financial and community requirements.



Northwoods Retail Past



Station Approach 1926

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

3.0 Methodology

“
Utilising existing local networks to reach a broad range of demographics both online and face-to-face.
”

Communications, outreach and engagement

At the beginning of the project we mapped a range of stakeholders to help us reach a diverse mix of people across a broad geographic area. We identified the following groups of stakeholders:

- Schools
- Faith buildings & groups
- Cultural activities
- Health facilities
- Young people's activities
- Sports and leisure
- Sheltered accommodation
- Existing TfL tenants

See Figure 3.1 - Stakeholder Map

Each of these groups or organisations was contacted directly by both phone and e-mail. Not every organisation participated once they were made aware but we made every effort to ensure that they could engage as much as they would want to. Throughout the project we continually asked if there were any stakeholders we had not yet identified, in order to ensure we were reaching everyone locally.

The levels of participation we hoped to encourage through our engagement can be broken down into the following steps:

- Awareness: informing people that Northwood Futures is available to collect their views.
- Participation: individuals from within organisation providing feedback through the Northwood Futures project.
- Promoting Participation: sharing links to Northwood Futures website and shop opening hours through their mailing lists, physical noticeboards and newsletters.
- Furthering participation: allowing Northwood Futures to participate in an existing activity to reach new audiences.

Our key aim for the project has been to reach as many people as possible and involve all members of the community who wish to be involved. In order to be as inclusive as possible we organised a variety of communication, outreach and engagement methods. These are outlined below.

Direct contact

All stakeholders identified on our stakeholder map were contacted directly by e-mail and by phone and asked to be involved in the project in one or all of the following ways:



The Northwood Futures Shop



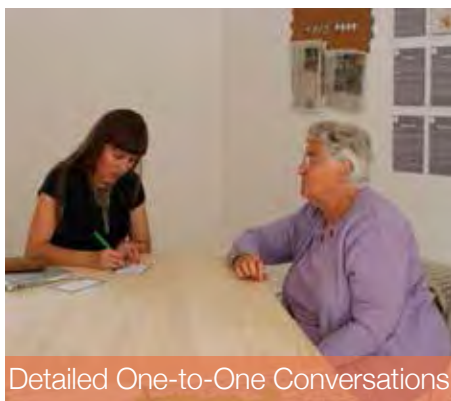
Gathering Feedback

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

3.0 Methodology

“
Using both public meetings to reach large audiences and set out a new approach to working alongside the community.
”



- Support awareness raising of the project through their networks to encourage people to submit their thoughts and views.
- Northwood Futures participate/ have a presence at any events during the project.
- Northwood Futures sets up a specific event for their members
- Community leaders participate in a one-to-one with Catherine

Not all stakeholders agreed to participate in supporting the project but most agreed to at least support raising awareness of the project locally.

Tenants of TfL were contacted again at the beginning of September via letter to ensure that they were aware they had an opportunity to submit their thoughts.

One-to-one meetings

Catherine conducted 20 detailed one-to-one meetings across the project duration, aiming to reach a mix of community leaders, elected members and TfL tenants. These supported our understanding of the historic context for any development proposals, as well as the aspirations for change within a broader context and the challenges any proposals could face.

- Faith leaders - 5 one-to-ones
- Schools & nurseries - 2 one-to-ones
- Businesses - 6 one-to-ones
- Councillors - 3 one-to-ones
- Residents - 4 one-to-ones

Public meetings

We kicked off the engagement process with a public meeting in Emmanuel Church on 2 July 2014 (following an initial meeting with members of the Northwood Residents Association and Save Our Northwood campaign). We flyer'd the entire area inviting people to the meeting and felt it was the best, most accessible way for as many people as possible to find out about the Northwood Futures project.

We believed it was important to frame the first stage of engagement with a closing public meeting to reflect the way the project was introduced to the local community. We realise that not everyone wanted to be involved in the workshops and attend the shop, so we felt it was crucial to summarise the initial engagement findings and set out the next steps to as wide a group of people as possible, including those who only wanted to attend public meetings and nothing else. We held this public meeting on 4 November 2014. Approximately 400 people attended the first public meeting in July and 300 at the final public meeting in November.

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

3.0 Methodology



PUBLIC BUILDINGS

1. Northwood & Pinner Hospital
2. Northwood Library
3. Metropolitan Police Service Northwood
4. Northwood Hills Library
5. Ruislip Police Station



NURSERIES/SCHOOLS/COLLEGES

1. Wetherby House Montessori
2. Saint Helen's School
3. Hillside Infant and Junior School
4. Hillside Infant School
5. Holy Trinity Church of England Primary School
6. Frithwood Primary School
7. Northwood College
8. London School of Theology
9. RNIB Sunshine House School and Childrens Home
10. Chickwycks Day Nursery
11. Northwood Nursery
12. Northwood School



FAITH BUILDINGS

1. Saint John's United Reformed Church
2. Northwood & Pinner Liberal Synagogue
3. Emmanuel Church Northwood
4. Northwood Methodist Church
5. United Reformed Church of Eastcote & Northwood Northwood Hills Site
6. St Matthews R.C. Church
7. Northwood United Synagogue
8. Holy Trinity Church, Northwood
9. Fairfield- Northwood Hills Evangelical Church



CULTURAL/YOUTH CLUBS

1. Perform
2. Kids Can Achieve
3. Northwood Community Arts (NCA)
4. Northwood Gymnastics Club
5. Northwood Craft Market
6. Northwood Live At Home Scheme
7. Golden Eagle Taekwondo
8. Northwood Canis Cafe
9. The Movement Academy
10. Northwood Young People Centre
11. Bizzy Bees
12. Temptation Cafe - Alzheimer's Society
13. Northwood Golfers Morning
14. Social Buddies at The Gate Pub
15. Northwood Lions Market
16. University of the 3rd Age
17. 6th Northwood Scout Group



SPORTS CLUBS

1. Northwood Football Club
2. Martial Arts Northwood
3. Northwood Public Tennis Courts
4. Northwood Recreation Ground
5. Hogs Back Open Space
6. Northwood Golf Course
7. Haste Hill Golf Course
8. Northwood Lawn Tennis Club
9. Northwood Cricket Club
10. St Helen's Swimming & Fitness Club



SHELTERED ACCOMMODATION

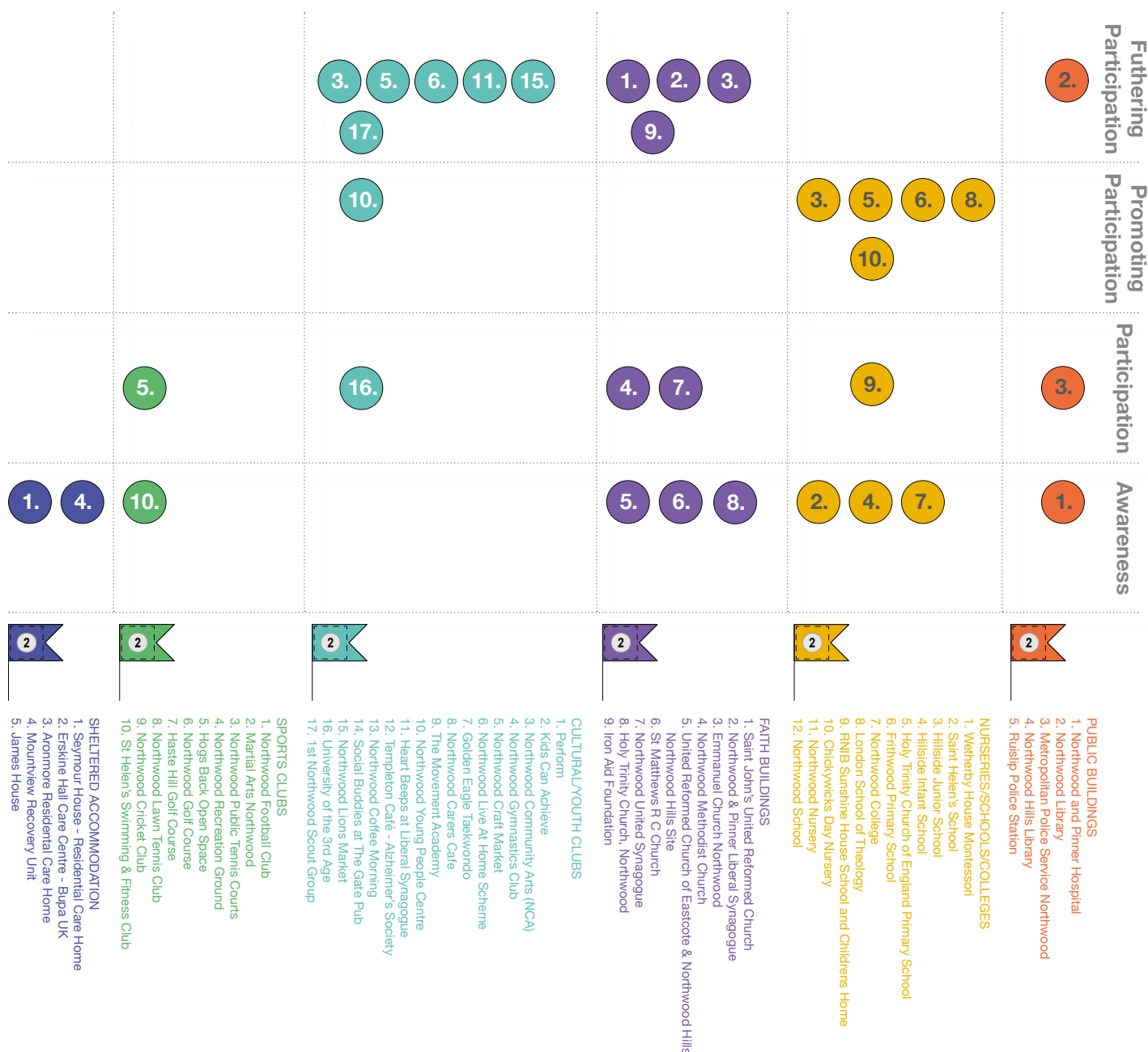
1. Seymour House - Residential Care Home
2. Erskine Hall Care Centre - Bupa UK
3. Avonmore Residential Care Home
4. Mountview Recovery Unit
5. James House

Diagram 3.1 - Stakeholder Map

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

3.0 Methodology



Reach

All these stakeholders were contacted by e-mail and/or phone to make initial contact. We then mapped further depths of participation beyond this point.

Awareness

Informing people that Northwood Futures is available to collect their views.

Participation

The above + individuals from within organisation providing feedback through the Northwood Futures project.

Promoting participation

The above + sharing links to Northwood Futures website and shop opening hours through their mailing lists, physical noticeboards and newsletters.

Furthering participation

The above + allowing Northwood Futures to participate in an existing activity to reach new audiences.

Diagram 3.2 - Depth of Participation

Statement of Community Involvement - Green Lane & Station Approach

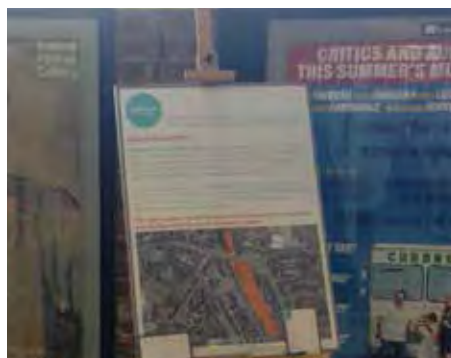
Phase 1: Gathering Insight

3.0 Methodology

“
Promoting a range of engagement opportunities from awareness raising through to detailed one-to-one conversations.
”



Utilising Printed Flyers



Presence in Northwood Station

Flyering

Doing flyer drops in the local area was a critical way of out reaching and communicating the project to as many people as possible. In this way, people that did not pass by the shop, read about us locally or online or attended specific local events could therefore understand what was going on and how they could get involved. We did two key flyer drops in this first stage of the project. The first was an introductory flyer, distributed in June 2014, explaining the start of the project and inviting residents along to a public meeting which was held in July. The second was distributed in September 2014, inviting people to participate in the project who had not yet managed to and informing them of the public workshops in late October. These flyer drops were done within a boundary reflecting that of and in consultation with the SON committee and Northwood Residents Association representatives. The area included the whole of the Northwood ward, Eastbury ward and the closest portion of the Northwood Hills ward.

We did a smaller flyer drop by hand for the Neighbours meeting in September 2014, which was distributed to homes on the streets directly surrounding the site: Hallowell Road, Murray Road, Northbrook Drive, Elgin Drive, Highfield Road, Highfield Close.

We also handed out flyers in the station in the fortnight leading up to the October workshops in order to try and include in the project remaining people we may have missed and invite them to the public workshops.

In order to reach as diverse an audience as possible we arranged flyers to be distributed via:

- Chickywicks Nursery: flyers were placed in children's book bags, staff were made aware of the process and encouraged to contribute.
- Frithwood School: flyers were placed in children's book bags
- Holy Trinity School: a digital flyer was sent out to parent/carer mailing list
- Hillside Infant & Junior School : a digital flyer was sent out to parent/carer mailing list
- Northwood Youth Club: flyers were distributed to young people attending youth club.

Local newsletters and media

To successfully raise awareness of the project and maximise participation we utilised existing networks and information streams. We asked local stakeholders if there were particular mailing lists or forums

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

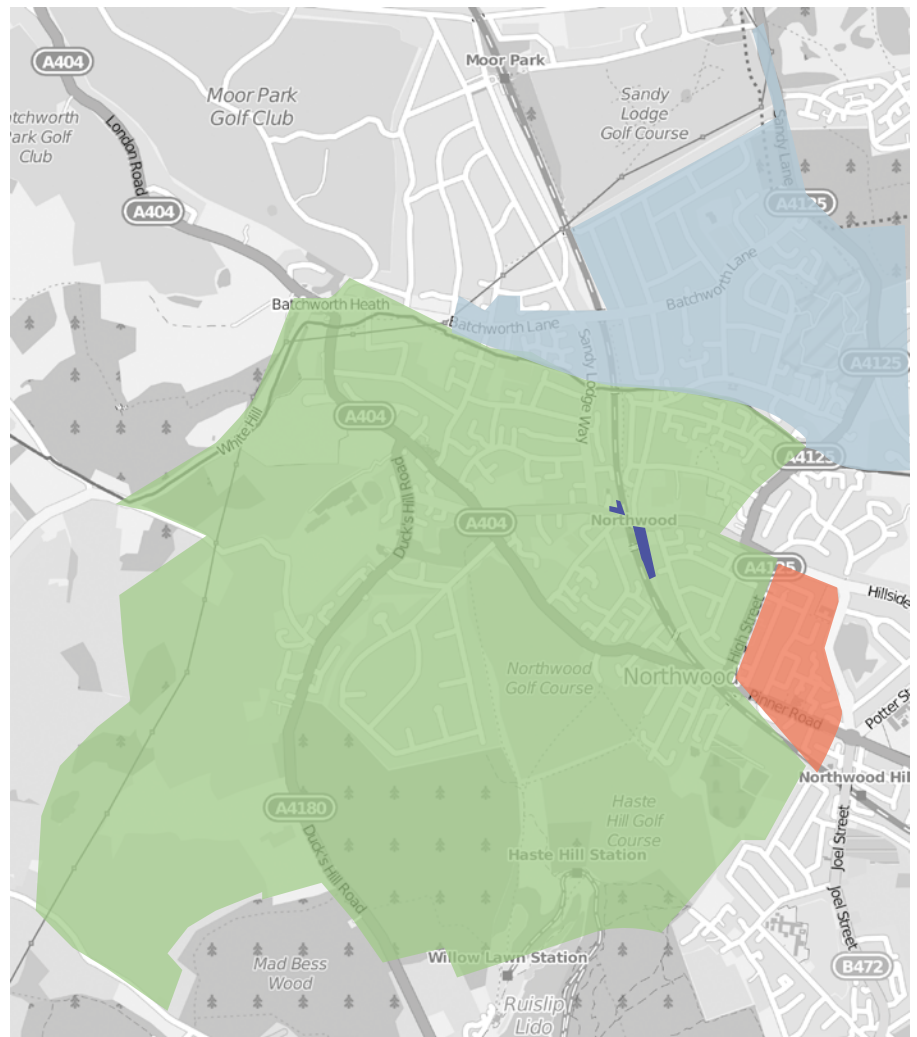
3.0 Methodology

“
Using local
knowledge to
ensure that the
project aims to
reach the best fit
geographic area.
”

Flyering Location

From our initial conversations with local people we realised that Northwood station, and the land surrounding it, acts as a local centre for people who live in Eastbury Ward and parts of Northwood Hills Ward. We utilised local knowledge and extended the flyer boundary to include the same area that was target through the Save Our Northwood campaign.

Flyers were delivered to 7500 homes within this boundary on two occasions throughout the first phase of engagement.



-  Northwood Ward Boundary
-  Eastbury Ward Boundary
-  Northwood Hills
-  TfL Land Holdings

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

3.0 Methodology

“
Ensuring broad awareness by utilising existing digital and physical mailing lists.
”

they use to share information and whether they would be prepared to promote Northwood Futures on our behalf.

The following methods were used to promote the project:

Northwood Residents Association mailing list/website/Facebook

- Details of the Northwood Futures shop opening hours and the fortnightly updates were posted across all these channels. The residents association has a network of street representatives who take responsibility for raising issues along their individual streets. These representatives were made aware of the project and asked to ensure that their neighbours were aware.
- Northwood Residents Association Autumn Newsletter featured a 500 word piece on the project summarising themes and sharing opportunities to provide feedback for those that had not already done so. This newsletter is delivered to 2500 properties in Northwood Ward.

Eastbury Residents Association mailing list/website

- Details of the project website and shop space were shared
- Eastbury Residents Association Autumn Newsletter featured a 200 word piece introducing the project and sharing online and physical routes for people to share their thoughts.

Save our Northwood mailing list/website/Facebook page

- Details of the Northwood Futures website and shop space opening hours were shared and digital versions of the hard copy flyers we circulated.

Northwood Liberal Synagogue mailing list

- The project was introduced and opportunities to submit feedback online and in person were shared.

Eastbury Ward Councillors mailing list and newsletter

- The project was introduced and opportunities to submit feedback online and in person were shared.

My Northwood News

- July, August and September issues all featured references to Northwood Futures with links to the website.
- Nick Hurd MP also wrote about Northwood Futures in his monthly column within the magazine.
- My Northwood News is a free publication that is distributed to every household within the ward.

Streetlife

- Northwood Futures joined the Northwood streetlife group and



Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

3.0 Methodology

“
**Using online
mediums to drive
digital engagement
and share updates
as the project
progressed.**
”



Northwood Futures' Website



Using Twitter to Support Participation

shared opportunities to share views both online and in person.

Noticeboards

In liaison with Northwood Residents Association, and at the request of local residents wanting to find out more about the project, we were able to put small notices about the project and event timings on the community noticeboard in front of Waitrose. In this way, passersby were able to find out how they could participate in the project.

Website

We felt having a website would be a crucial online resource for information sharing, communication and engagement for those people that wanted to find out more about the project and share their views without necessarily wanting or having time to talk to us face-to-face, as well as keep updated on project news and planned events remotely and easily. Having a clear online source of information such as this helped enhance the transparency and accessibility of the project. We registered the website www.northwoodfutures.com to reflect the name of the project and be easy for people to remember.

As well as our home page, where we share general project updates, news and announcements, we have the following sections on our website:

- An about section to explain the background and aim of the project
- A contact section with details of how to contact the team
- An events page with a calendar of all of the engagement activities people could participate in
- A section showing all of the local stakeholders we have mapped
- A page containing our brief and consultant briefs in order to be totally transparent
- A project team page describing who is part of the project
- A 'tell us what you think' section with the online feedback form for people to share their views
- An 'updates' section where we published our fortnightly feedback summaries.

We felt it was important for the information to be as accessible and transparent as possible to build trust among the Northwood community.

Twitter

In addition to a website, we believed the project should be active on social media, in part to again make the participation as inclusive and accessible as possible – but also in order to engage in an online dialogue (supporting the on-the-ground dialogue).

We created our own Twitter account for the engagement process (@

Statement of Community Involvement - Green Lane & Station Approach

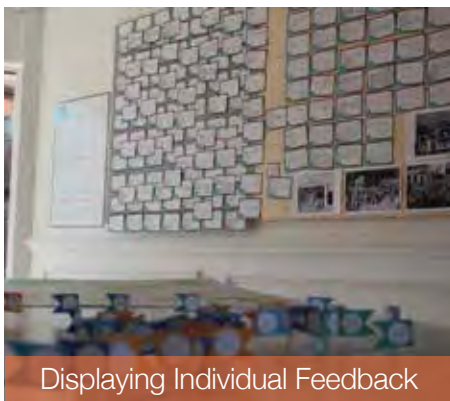
Phase 1: Gathering Insight

3.0 Methodology

“
Consistent physical presence in Northwood to provide multiple opportunities for people to share their thoughts.
”



The Northwood Futures Shop



Displaying Individual Feedback

NorthwoodFuturs). On the Twitter profile we have a brief description of the project and a link to the website so people can find out more information. We followed local organisations, groups and stakeholder bodies.

Our tweets and Twitter presence aimed to do the following:

- Raise awareness: let people know who we are and what we are doing – what the process is all about
- Increase engagement: inform people as to how they can be involved and encourage them to participate in the process
- Link in to existing conversations: interact with active accounts in the area
- Respond: answer questions anyone may have so that the dialogue can be online as well as face-to-face
- Update stakeholders: update the public on timelines, events, feedback, project developments etc.

Attending local events and resident meetings

In our experience good engagement practice requires activities to take place in multiple ways and an important component of this is to attend events and activities rather than expecting people to come to us. This strand of engagement ensures that people are on familiar territory in places they feel comfortable and also have the opportunity to meet us and share their views without having to make a special effort to come to us. This is a critical component of us ensuring that engagement reaches a diverse mix of people across a broad geographic area.

A full list of the events and meetings we attended can be found in the Engagement Activities chapter.

Station presence

Early on in the project we set ourselves up in Northwood station at rush hour in order to raise awareness of the project especially amongst local commuters who may have missed other opportunities to find out about the project. We had a board of information and gave out cards sharing opportunities to participate and feedback cards that could be completed and returned to us at a later date.

We also handed out flyers in the station in the fortnight leading up to the October workshops in order to try and include in the project remaining people we may have missed and invite them to the public workshops.

Shop

We decided that having a ‘hub’ on Green Lane for engagement activities as well as project information would be a great way to bring together conversations and display ongoing feedback in a local setting. The vacant shop at 65 Green Lane became our engagement hub for

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

3.0 Methodology

“
Building a spirit of transparency through regular summaries and updates so local people could see our progress.”

the duration of the project; as it was on the land belonging to TfL which we were discussing with the community, we felt it was well-placed for engagement activity, so that people could see the area whilst sharing their thoughts about it.

Having a noticeable presence on the busy ‘high street’ of Green Lane was also a good way to raise awareness about the engagement project amongst passers-by and the general Northwood community. We aimed to have a very welcoming space which allowed people to feel comfortable, where they could find out more information about the project in general and talk to us about Northwood’s future, sharing their concerns and aspirations regarding any change.

Even those who did not come in at first were able to see the project name and short description on the window, which - in line with our ‘ladder of engagement’ theory - hopefully caught their attention, encouraging those interested to talk to others about it, find out more online and eventually come in and participate. This was confirmed by many people entering the shop saying “I’ve seen you here for a while and have been meaning to come in”.

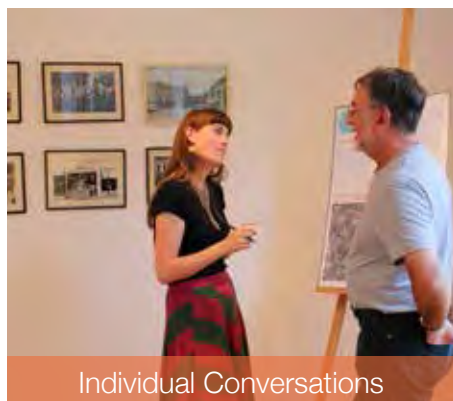
We knew having a regular attendance that people could rely on and remember would be important, so we allocated Wednesdays as the day we would always be in the shop, ‘open’ for conversation. We altered our timings of these Wednesday presences however, sometimes being open earlier in the morning and sometimes later in the evening, to suit different people’s schedules and ensure the shop could be as accessible as possible to the local community. Also for this reason, we opened the shop on some Saturdays too, enabling those with busy work or family schedules in the week to participate in the process and share their thoughts about change in Northwood.

After a request from a community member in the first public meeting to extend the opening days of our engagement shop, we did so by a month - taking us to the end of October.

We supplemented our engagement activities in the shop with attendance at local events as well as other activities, so that the community was not always required to ‘come to us’.

Workshops

In September 2014 we held a neighbours’ workshop for the local residents who live on the roads adjacent to TfL’s land to discuss their particular concerns and aspirations. If any development were to come forward this group of people could experience direct impacts and thus felt it critical we set up a dedicated workshop in order to capture their views.



Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

3.0 Methodology

“
Collecting and displaying individual feedback on cards that aid feedback analysis.
”

At the end of October 2014, having outreached to the Northwood community and spoken to almost 1500 local people, we held public workshops to bring residents, business owners and community leaders together with TfL and their consultant team to discuss how the insights we gathered might influence possible development on TfL's sites in Northwood. We explored the issues and opportunities that the engagement process had identified so that a better understanding could be formed between the community and TfL's team of the concerns and aspirations and how these could inform the production of a viable design brief.

Mailing list and email updates

From the outset of the project it was clear that transparency would be critical to ensuring that the process was trusted and validated by the communities of Northwood.

We set out a structure from the beginning to collate and disseminate fortnightly updates summarising the feedback we had gathered from people so far. This enabled people to view the popular themes of concerns and opportunities emerging, as well as the definition of Northwood's character, and have the opportunity to let us know whether they agreed or disagreed with the sentiments or had other points to add.

In order to do this we invited people to join our (email) mailing list, which grew larger after every engagement activity, thus meaning we were disseminating our project updates to an increasingly wider group of the local community as the project progressed.

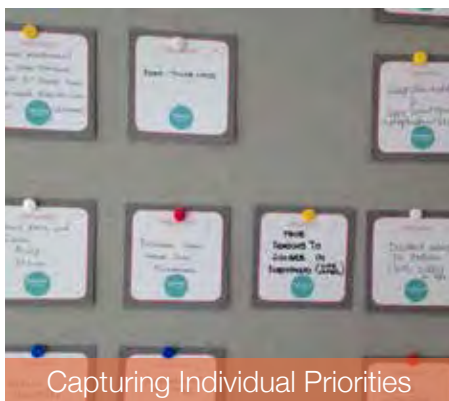
Gathering feedback

Feedback cards

These small cards were used in our shop as well as brought along to local events and engagement activities. The cards invited people to share their concerns and opportunities around change on TfL's land, as well as understanding what people identified as the character of the area. In this way, we were able to understand what people did and didn't want to see happen on the site, as well as what qualities they valued about Northwood that they did not want to be changed. On these cards we also collected optional data from people: specifically, their postcode and relation to Northwood. This helped us understand how many local residents were participating and if there were any local areas that we were not engaging enough.

Priority cards

When people had an overarching priority to quickly voice, we recorded this on small square 'priority' cards. However, we found over time that



Capturing Individual Priorities



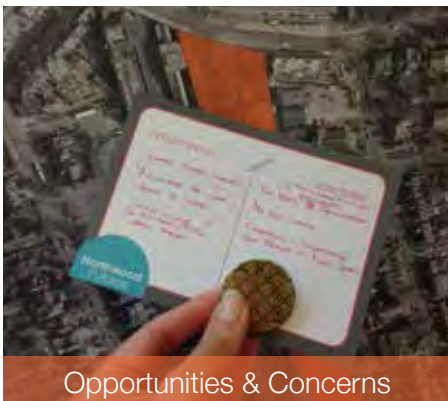
Capturing Individual Feedback

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

3.0 Methodology

“
Bringing people together in workshops where findings can be tested and explored in small groups.
”



people preferred to share all of their views on the main feedback card. People also felt that everything they voiced should be considered a priority, so we simply recorded this feedback with the same weight as that from the feedback cards.

Online form

This was exactly the same as the feedback card, but set out online on our website in order to be as accessible as possible and invite views from people we were unable to meet in person.

Workshops

The neighbours' workshop involved tables of residents sharing their thoughts regarding general opportunities and concerns as well as an in-depth Q&A with TfL. Full notes were taken by make:good throughout the workshop and these notes formed an important part of the feedback process and were summarised in our fortnightly updates.

The October workshops aimed to get more detailed understanding on the points of feedback we had gathered thus far. Almost all of the people that came along to the workshops had already come in to the shop or met us elsewhere to share their views. Because of this, the information we heard was not recorded in a statistical way using individual cards. Instead, we noted down the discussions around each of the themes raised and summarised the thoughts, aspirations and concerns expressed by the workshop participants in order to get more of a detailed narrative to complement the feedback we had already gathered.

We invited participants to write post-it notes and stick them on the various diagrams and maps provided; we also asked the consultants to take notes from their conversations with each workshop table. A make:good representative then noted the summaries from each consultant given at the end of the workshop and used these along with all the other notes collected to understand the main issues discussed and agreed upon.

Emails

In order to share further comments a number of people emailed us with their views. We have logged these points expressed via email the same way as we would log those expressed on a feedback card.

Assessing feedback

Catherine took responsibility for inputting and assessing all of the feedback. Having one person dedicated to doing this ensured parity of analysis. The feedback from the cards, online forms, emails and workshop notes were logged on a spreadsheet which became the

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

3.0 Methodology

main feedback database for the project.

Each person's feedback was considered separately and every participant had an equal say. If one person filled in more than one card, their views were grouped together when being logged (instead of logged as two separate cards), in order not to give accidental bias to certain individuals and suggestions.

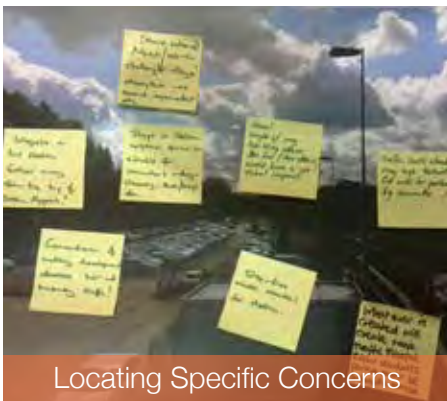
“

Analysing feedback to identify common themes which are then shared regularly to check they resonate.

”

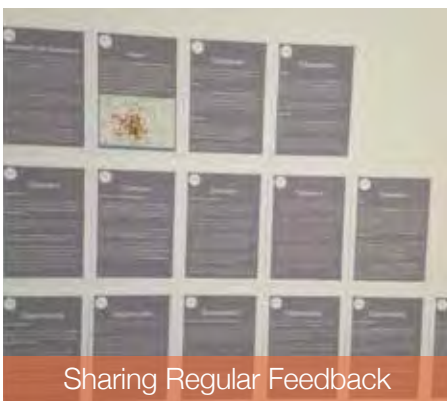
It was suggested by a few individuals at our first public meeting that the views of those people living and working in Northwood itself should count more than those of people based outside of the area. As we have already mentioned, we recorded (optional) data on our feedback cards to understand where the views were coming from. As the large majority of feedback was from people based within Northwood we decided to value each piece of feedback equally, in the knowledge that the views of individuals from outside the area were not skewing the patterns in any significant way. The transparency of fortnightly updates also ensured opinions were not gathering pace which a large number of others did not agree with.

We used the data of where the feedback was coming from to create an 'engagement reach' map which clearly shows the Northwood-centric nature of the project participation. Doing this mapping exercise also allowed us to identify pockets of the local area that were not yet involved and ensure we outreached to gather views from these locations.



Locating Specific Concerns

Out of all the feedback gathered and logged, clear themes emerged and we identified the most popular issues by tallying how many times a particular concern, point or suggestion was mentioned. Each fortnight we pulled together a summary of the feedback gathered so far, explaining in detail what the most popular opinions were with regards to local character, concerns around change and opportunities for improvement. In this way we ensured total transparency at all stages and allowed those in the shop or on our mailing list to see what the emerging points of consensus were and if necessary object to particular parts.



Sharing Regular Feedback

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

4.0 Engagement Activities

We held 48 engagement events in total, at 15 different locations around Northwood. A full calendar of these events is found opposite, *Diagram 4.1 Engagement Calendar*.

One-to-one meetings

Catherine conducted 20 detailed one-to-one meetings with an array of community leaders, elected members and TfL tenants. Interviews were structured around the same themes as the broader engagement work but aimed to explore these in more detail. Participants were asked to share their thoughts and priorities regarding the opportunities for change on TfL's sites, their concerns around any change, what they perceived to be Northwood's character and what components contribute to this, as well as additional small changes they believe TfL should consider and their priorities for change. These meetings were written up and shared with the individuals for them to confirm the accuracy of the record before they were logged on the feedback schedule.

“
Launching and closing the first phase of engagement with public meetings.

”

Public meetings

Our first public meeting introducing the engagement project was held on 2 July 2014 at Emmanuel Church in Northwood. Approximately 380 people attended. At the meeting, TfL set out their aspiration to involve the local community in a process of exploring possible futures for their sites in Northwood and introduced make:good. There was also a substantial period of Q&A discussion between the community, TfL representatives Graeme Craig and Peter Elliott as well as Catherine Greig from make:good. All concerns were noted and recorded, including regarding the insufficient length of the engagement process, the lack of local facilities for disabled individuals, the lack of trust in TfL as well as the strong desire to retain the local businesses of Northwood and its general character. As a result of the feedback at the meeting, our engagement process was extended by one month until the end of October 2014.

Our public meeting closing and summarising the first stage of the engagement project was held on 4 November 2014 at Emmanuel Church in Northwood. Approximately 125 people attended. At the meeting, we explained what we had done to involve the community of Northwood in the process, how many people we had spoken to and what our findings from the conversations and workshops were. The consultant team were also introduced and the next steps of the process were set out.



Public Meetings

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

4.0 Engagement Activities

| | |
|--|------------------------------------|
| | Activities in 65 Green Lane |
| | Activities at other groups' events |
| | Online & physical publications |
| | Public meetings |
| | Workshops |

JULY 2014

| | |
|---------------------|--|
| Wednesday 16th July | Visit Francesca & Catherine at 65 Green Lane 9 – 8pm |
| Saturday 19th July | Visit Catherine & George at 65 Green Lane 9.30 – 5.30pm |
| Wednesday 23rd July | Visit Catherine & Francesca at 65 Green Lane 10 – 7pm |
| Saturday 26th July | Catherine and George gathering feedback at Northwood Hills Lions Market 9.45 – 11.45am |
| Tuesday 29th July | Fortnightly update and sharing of insight published on www.northwoodfutures.com & shared via our expanding mailing list of local contacts. |
| Wednesday 30th July | Visit Francesca & Diana at 65 Green Lane 9 – 6 pm and see the summary of feedback so far |

AUGUST 2014

| | |
|-----------------------|--|
| Saturday 2nd August | Catherine and George gathering feedback at Northwood Craft Market 10am – 2pm |
| Wednesday 6th August | Visit Catherine & Diana at 65 Green Lane 9 – 5pm |
| Saturday 9th August | Visit Catherine & George at 65 Green Lane 9 – 5pm |
| Tuesday 12th August | Fortnightly update and sharing of insight published on www.northwoodfutures.com & shared via our mailing list of local contacts. |
| Wednesday 13th August | Visit Catherine & Francesca at 65 Green Lane 10 – 7pm and see the summary of feedback so far |
| Wednesday 20th August | Visit Catherine & Francesca at 65 Green Lane 9 – 6 pm |
| Tuesday 26th August | Fortnightly update and sharing of insight found published on www.northwoodfutures.com & shared via our mailing list of local contacts. |
| Wednesday 27th August | Meet Katie & Francesca at 65 Green Lane 9 – 6 pm and see the summary of feedback so far |

SEPTEMBER 2014

| | |
|----------------------|---|
| Monday 1st September | Mini Maniacs at Northwood Liberal Synagogue 10.30 am – 12pm |
|----------------------|---|

| | |
|--------------------------|--|
| Monday 1st September | Map Making workshop in Northwood Library 7 – 11 year olds + parents |
| Monday 1st September | Workshop for immediate neighbouring residents |
| Wednesday 3rd September | Visit Katie & Francesca at 65 Green Lane 9 – 5pm |
| Saturday 6th September | Meet Catherine at St Johns Open Day 2pm – 8pm |
| Sunday 7th September | Meet Catherine at Emmanuel Church Coffee post mass 10.30am – 11.30am |
| Tuesday 9th September | Fortnightly update and sharing of insight published on www.northwoodfutures.com & shared via our mailing list of local contacts. |
| Wednesday 10th September | Visit Catherine & Francesca at 65 Green Lane 9 – 5pm and see the summary of feedback so far |
| Wednesday 10th September | Meet Catherine at Northwood's Live at Home Scheme 12.15 – 1.45 pm |
| Friday 12th September | Meet Catherine & Katie beside the war memorial 9.30 – 4pm |
| Saturday 13th September | Visit Catherine & Francesca at 65 Green Lane 9 – 5pm |
| Wednesday 17th September | Visit Catherine & Francesca at 65 Green Lane 11 – 8pm |
| Wednesday 24th September | Fortnightly update and sharing of insight found published on www.northwoodfutures.com & shared via our mailing list of local contacts. |
| Wednesday 24th September | Visit Catherine & Francesca at 65 Green Lane 9 – 6pm and see the summary of feedback so far |

OCTOBER 2014

| | |
|-----------------------|--|
| Wednesday 1st October | Visit Francesca & Katie at 65 Green Lane 9 – 5pm |
| Tuesday 7th October | Fortnightly update and sharing of insight published on www.northwoodfutures.com & shared via our mailing list of local contacts. |
| Wednesday 8th October | Visit Diana & Gemma at 65 Green Lane 9 – 6pm and see the summary of feedback so far |
| Saturday 18th October | Visit Francesca & Catherine at 65 Green Lane 10 – 8pm |
| Tuesday 21st October | Themed Workshop #1 7.30 – 9.30 pm (venue TBC) |
| Tuesday 21st October | Fortnightly update and sharing of insight found published on www.northwoodfutures.com & shared via our mailing list of local contacts. |
| Thursday 23rd October | Themed Workshop #2 7.30 – 9.30 pm (venue TBC) |
| Saturday 25th October | Themed Workshop #3 2.30 – 5.30 pm (venue TBC) |
| Tuesday 4th November | Public Meeting at Emmanuel Church to share findings so far and set out next steps. |

Diagram 4.1 - Engagement Calendar

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

4.0 Engagement Activities

“
Inviting people to drop into a local space at their convenience to share their views once or to come back again and again.”



Consistent Local Presence



Conversational Prompt

Shop

We invited the local community to come and talk to us in our project shop at 65 Green Lane to share their thoughts, ideas, concerns and opportunities regarding change in Northwood as well as find out more about the project in general. 729 people in total met us at our shop over 21 different days spanning a 14-week period. These “open shop” days were held regularly on each Wednesday of this 14-week period, at varying times to accommodate people’s schedules, as well as on 5 Saturdays and 2 Fridays. Full dates and times can be seen in the accompanying events calendar.

The shop contained a large map of the local area, which we felt was a useful talking point and springboard for conversations. There were also three exhibition boards introducing the project and explaining what we were hoping to talk to people about. The boards contained a map of the land owned by TfL to maintain transparency. We also had a stakeholder map which we invited additions to.

Every fortnight we tacked the new feedback summary up on the wall of the shop for visitors to read and to in turn give us feedback on. We also pinned up a random selection of the feedback cards as we received them, creating a “feedback wall”. It was important for us to be transparent about the feedback we were gathering to date and this served as a useful prompt for people to start thinking about their own concerns and aspirations for the area.

When people arrived in the shop we welcomed them, enquired what they knew about the project and explained more about it as necessary. Some instantly shared their thoughts whilst others were interested to find out what feedback we had heard so far and what sort of things they were able to contribute. Conversations lasted as long as the visitor wanted: from 1 minute to 1 hour. Members of the Northwood Futures team sometimes wrote down the thoughts being shared by an individual on a feedback card; at other times, the individual themselves preferred to fill in the feedback card. Some visitors did not want to give feedback or have their feedback recorded, which is why we spoke to more people than we have feedback from.

Visiting local events and the station

We wanted to talk to the local community in places that felt familiar and convenient to them, so we visited an array of different local events, from resident association meetings and faith group gatherings to craft markets and family activities. These can all be seen on our full events calendar.

In total we visited 18 different events and groups, some of these on multiple occasions such as the Live at Home scheme. We also

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

4.0 Engagement Activities

“
Walkabouts with local residents and PCSOs to better understand the local context.
”



Walkabout with PCSOs



Attending Northwood Craft Market

“popped up” in the station 3 times to increase awareness about the project, invite people to events and talk to those who had time. We met 630 people in total through these events, and received 173 pieces of feedback.

We took a different approach to each event depending upon the setting and what we thought would be most appropriate but we always gave people the opportunity to complete a feedback card or talk to one of our team who would then record their feedback.

Northwood Lions Market

Catherine attended this weekly market and talked to stall holders and attendees. Organisers signposted people to share their insight with Catherine and the tea and cake station proved a useful place to have longer conversations with people.

PCSO Walkabout

The three local PCSO's walked Catherine around the area noting areas of particular concern and providing useful context.

Northwood Craft Market

Northwood Futures took a stall at the craft market and used the TfL land ownership set out on a board as a conversation prompt and collected feedback on our cards. In line with the creative content we used a badge making machine to encourage people to talk to us and this proved particularly useful in attracting a younger audience.

Carlton Place AGM

Catherine was invited to attend the AGM of this Northwood residential block; she presented an outline of the project and was available for conversations during the refreshments proceeding the event to collect feedback on the cards.

Northwood Arts Summer Programme Showcase

Catherine attended the final showcase of a week-long arts programme aimed at local children; the showcase was attended by the families of the children who had participated. Catherine was introduced by Northwood Arts and was available for conversations during the refreshments proceeding the event to collect feedback on the cards.

Library Map-Making Workshop

Catherine organised a map-making workshop for local children who would be accompanied by their parents. It was promoted via Northwood Library's network and gave us access to a new audience. Children were asked to make a piece of a map of Northwood to highlight something they thought was important about Northwood. The craft activity provided an opportunity for conversations with

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

4.0 Engagement Activities

“

Visiting events to make it easy for people to encounter us and share their views.

”

children and parents about what they thought the opportunities for Northwood were and what they were concerned about.

St John's URC Open Day

Northwood Futures took a stall at the St John's open day providing an opportunity to meet many users of the church and members of the public. We used the board showing TfL's site as a conversation prompt and collected feedback on our cards. In line with the creative content we used a badge-making machine to encourage people to talk to us and this proved particularly useful in attracting parents and children into the conversation.

Emmanuel Church Coffee Morning

Catherine attended a post mass coffee morning with the TfL land ownership board as a conversation prompt and collected feedback on our cards.

University of Third Age Walkabout

The University of Third Age in Northwood includes an Architecture group who prepared a walk around the local area to provide some broader context of development and housing typology. Participants provided feedback on our cards as well as feedback on how Northwood has developed historically.

Live at Home Scheme

Catherine attended the Live at Home Scheme at St John's Church twice; this provided an informal opportunity to engage with older residents of Northwood who attend this weekly lunch club. Catherine spoke to each attendee and collected feedback on our cards.

Northwood 1st Scouts Group

Catherine attended a Scouts session to explain the background for the project, and understand if this younger audience had any connection with that part of Northwood in order to provide feedback. Flyers for further opportunities to engage were handed out for the young people and their parents. Those that knew and used the area provided feedback on our feedback cards.

Iron Aid Foundation

Catherine attended a trustee meeting for this muslim charity which currently operates activities from St John's URC. Catherine prepared a file note on the specific ideas for the site from an organisation perspective but attendees also provided individual feedback on our cards.

Heart Beeps

Catherine attended this parents and babies/toddlers group to meet



Capturing Local Features



Props to Locate Concerns

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

4.0 Engagement Activities

children and parents about what they thought the opportunities for Northwood were and what they were concerned about.

St John's URC Open Day

Northwood Futures took a stall at the St John's open day providing an opportunity to meet many users of the church and members of the public. We used the board showing TfL's site as a conversation prompt and collected feedback on our cards. In line with the creative content we used a badge-making machine to encourage people to talk to us and this proved particularly useful in attracting parents and children into the conversation.

Emmanuel Church Coffee Morning

Catherine attended a post mass coffee morning with the TfL land holdings board as a conversation prompt and collected feedback on our cards.

Nippers

Catherine attended this parents and toddlers group to meet parents from the local area. Catherine shared some background to the project and was available for people to talk to and share their feedback on our cards.

Friday Prayers at St Johns

Catherine attended Friday Prayers to raise awareness of the project amongst the muslim community in Northwood. Trustees from Iron Aid Foundation introduced Catherine to community leaders which provided an opportunity to share ways of inputting into the process.

Northwood Volunteer Fair

Catherine attended with the TfL land ownership board as a conversation prompt and collected feedback on our cards.

Online

Our Northwood Futures website had 4,204 views within this first phase of engagement reaching 1173 unique website visitors. This shows that it became a useful resource of information, as well as an opportunity for people to engage. Our Northwood Futures Twitter account got 47 followers and became a platform of conversation and information for some members of the local community.

“

Using craft and fun activities where appropriate to encourage participation from a younger audience.

”



Northwood Craft Market



Workshop at Northwood Library

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

4.0 Engagement Activities

Workshops

Neighbouring residents workshop

1 September 2014 7.30-9.30pm, St John's Church.

- 42 people attended, as well as Peter Elliott from TfL and the make:good team.
- The residents workshop began with introductions from both make:good and TfL regarding the Northwood Futures project
- Seating for attendees was arranged around tables to facilitate discussion
- Working in 6 groups of 7 people, and using large photographs of the site or the plan of the site, people were asked to identify concerns and opportunities for change
- Each group then shared the conclusions from their table discussion and a broader question and answer session took place with TfL.

October workshops

1. Tuesday 21 October 2014 7.30-9.30pm, St John's Church.

2. Thursday 23 October 2014 7.30-9.30pm, St John's Church.

3. Saturday 25 October 2014 2.30-4.30pm, St John's Church.

- 88 people attended, as well as members from the consultant team and the make:good team.
- Each of the workshops began with an overview of the project from make:good, followed by introductions to members of TfL as well as the consultant team and their roles
- We separated our thinking into six categories, each of which were represented by the relevant consultant: Transport for London (TfL) questions & constraints; architecture and place; conservation; transport; use; and planning
- The attendees were arranged around tables in groups of 6 and each separate consultant spent 10 minutes on every table to discuss the relevant issue in depth, using detailed diagrams and maps representing the feedback we had gathered from the community

“

Focused workshops with local residents, business owners and service providers to further test themes and findings.

”



Co-design Workshops



Co-design Workshops

Statement of Community Involvement - Green Lane/ Station Approach

Phase 1: Gathering Insight

4.0 Engagement Activities

- Each consultant answered questions and gathered feedback from every table
- At the end of the workshops, the feedback on each theme was summarised by the relevant consultant and the next steps of the project were outlined by make:good.

“

Using craft and fun activities where appropriate to encourage participation from a younger audience.

”



Co-design Workshops



Co-design Workshops

The following diagrams were used by consultants at the October workshops as representations of feedback gathered so far and talking points for in depth discussion:



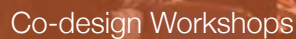
Diagram 4.2 - Workshop Material - Site Constraints



Diagram 4.3 - Workshop Material - Planning Insights

Phase 1: Gathering Insight

“Using diagrams to geographically locate initial insights.”



Statement of Community Involvement - Green Lane/ Station Approach
Phase 1: Gathering Insight

4.0 Engagement Activities

“Using diagrams to geographically locate initial insights.”



Diagram 4.7 - Workshop Material - Existing Ground Floor Use



Diagram 4.8 - Workshop Material - Permeability



Co-design Workshops



Co-design Workshops

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

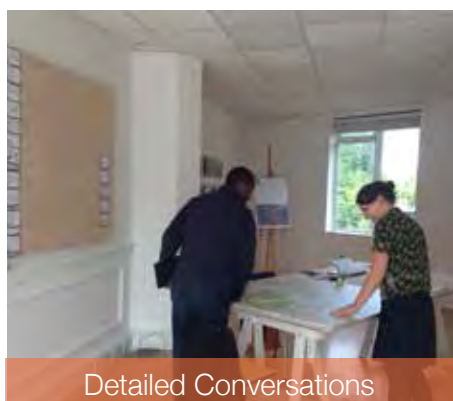
5.0 Findings & Feedback

Cards and forms

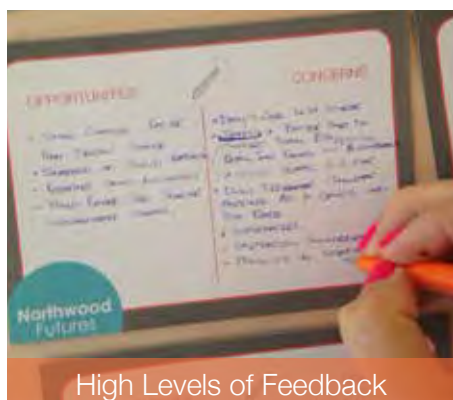
We received 776 pieces of feedback in total. This included 725 cards from our engagement at the shop and at events and 51 online feedback forms.



Offering a broad range of awareness raising and engagement activities to drive high levels of participation.



Detailed Conversations



High Levels of Feedback

2 x 7500
leaflet drops

21 days
in 65
Green Lane

1504
people
face to face

20
detailed
1:1's

1173
unique
website
visitors

18
events
attended

776
pieces of
feedback

4
workshops

Diagram 4.9 - Levels of Participation

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

Engagement Reach

We asked project participants to voluntarily share their postcodes with us so that we could establish the geographic reach of where our data was coming from. This allowed us to focus outreach on areas where we had limited reach.

“
Mapping engagement reach to ensure we gather insight from both a wide area and immediate site neighbours.
”

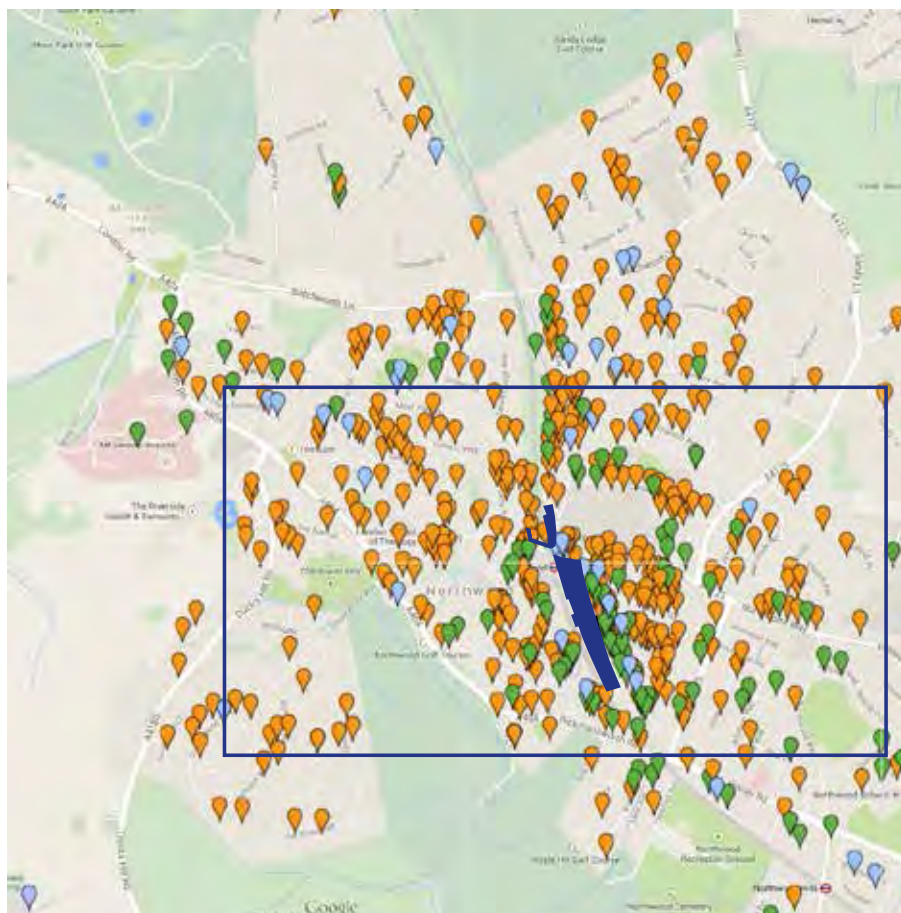


Diagram 4.10 - Engagment Reach
(Northwood Hills, Northwood, Moor Park)

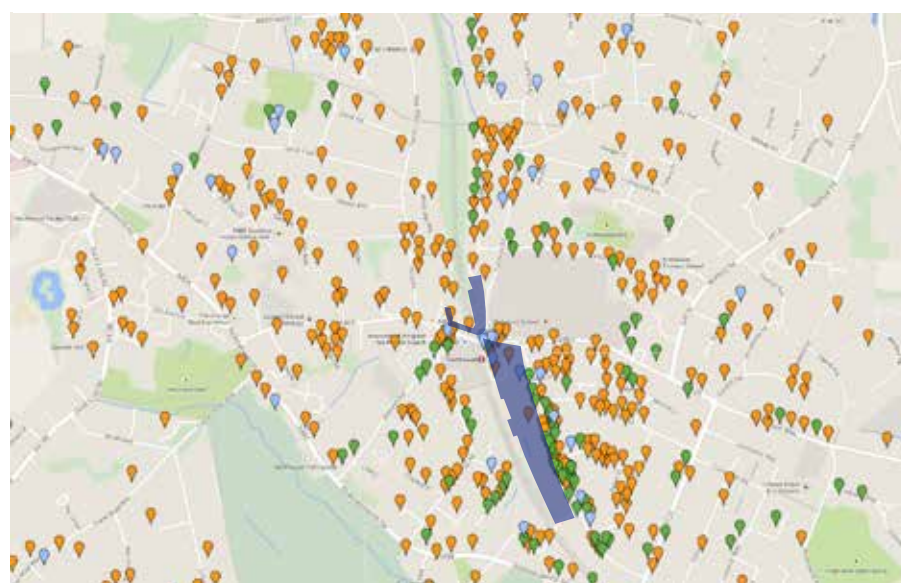
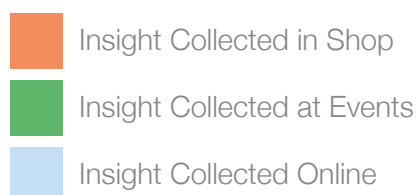


Diagram 4.11 - Engagment Reach
Northwood Station Locality

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

Character

As we commenced the project we identified that one of the major concerns with the previous proposal was that it would irreparably damage the character of Northwood. We incorporated conversations around Northwood’s character into our engagement process to better understand what the perceived components of its character are so that they can be retained and enhanced.

The main aspects of local character people articulated included: small-scale, brick buildings and a walkable neighbourhood; friendly people and the personal knowledge of local shop owners; a “village” atmosphere.

“Challenging people to think about what the compenents of Northwood’s character are so as to know how to support and enhance them.”

Theme

Scale & Walkability

Friendly

Knowing Shop Owners

Village

Frequency of mentioning

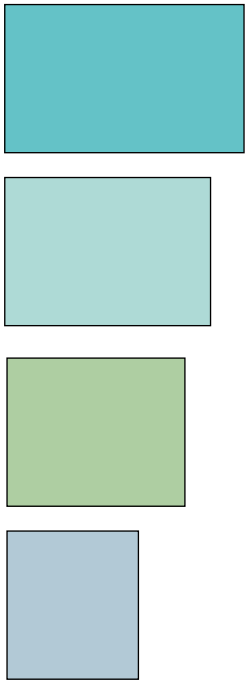


Diagram 4.12 - Assessing Common Character Discriptions

Scale

Buildings are not too high and predominantly made of brick. The high quality and leafy nature of the residential streets gives more of the visual character than the shopping streets.

Walking

It is easy to walk between things that you need and this means there are lots of opportunities to bump into people you know.

This has an impact on dealing with traffic through the area.

‘I don’t want the station to be an island in the middle of busy road infrastructure. We should focus on a pedestrian feel but make sure people can park’

Friendly

Linked to walking is how friendly Northwood feels both in terms of residents and businesses,

‘There is a sense of neighbourliness, I often bump into people I know on the street. I enjoy chatting to the business owners, it is always a mini social when I come into Northwood’

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

Analysing Feedback

Feedback was analysed on a fortnightly basis to draw out the most frequently mentioned themes and topics. As our process was conversational rather than questionnaire-based not every conversation offered insight on each of the popular themes. Some participants only wanted to log one concern and one opportunity and others had many ideas over multiple visits which we collated into one set of feedback.

We looked for common themes rather than precise wording and then shared these themes in our fortnightly feedback to assess whether the themes resonated.

Once we began circulating updates people were prompted to think about other people's ideas such as 'a place to gather' and 'active ground floor use' and offering details such as this space could be used for markets and performances which were lesser mentioned but we used in the summaries to offer more of a feel for the type of place people were imagining creating in Northwood.

The top 16 most frequently mentioned themes are shown opposite and identified by whether they are perceived as an opportunity or a concern.

- Perceived Concern
- Perceived Opportunity



Diagram 4.13 - Common Themes from Insight Gathering

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

Grouping Feedback Themes

When writing the fortnightly summaries we wanted to be able to capture the perceived opportunities and concerns in a more concise manner so we grouped some of the themes together to allow us to talk about how they related to each other. For example, conversations around traffic often led to conversations about the junction of Green Lane, Station Approach, the impact of the traffic lights and the role that on street parking plays in causing local traffic to run less smoothly on neighbouring side roads.

We found that by grouping connected themes together we prompted some productive conversations about the sense of place that a potential redevelopment could create. This was particularly true of conversations around ‘bringing in more footfall’ as people suggested a range of uses that might attract a new audience to Northwood who may live locally but may not currently be using the local centre.

Comments and concerns around negative visual impact of any development allowed us to group together specific concerns of those who homes border the site and comments on scale and massing of any potential development.

As our conversations became more in depth and people had time to reflect on their initial comments it became harder to separate the themes as there are many overlaps and interconnections within the themes.

Frequency of mentioning

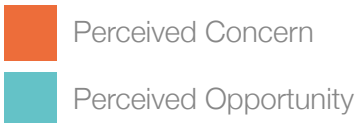
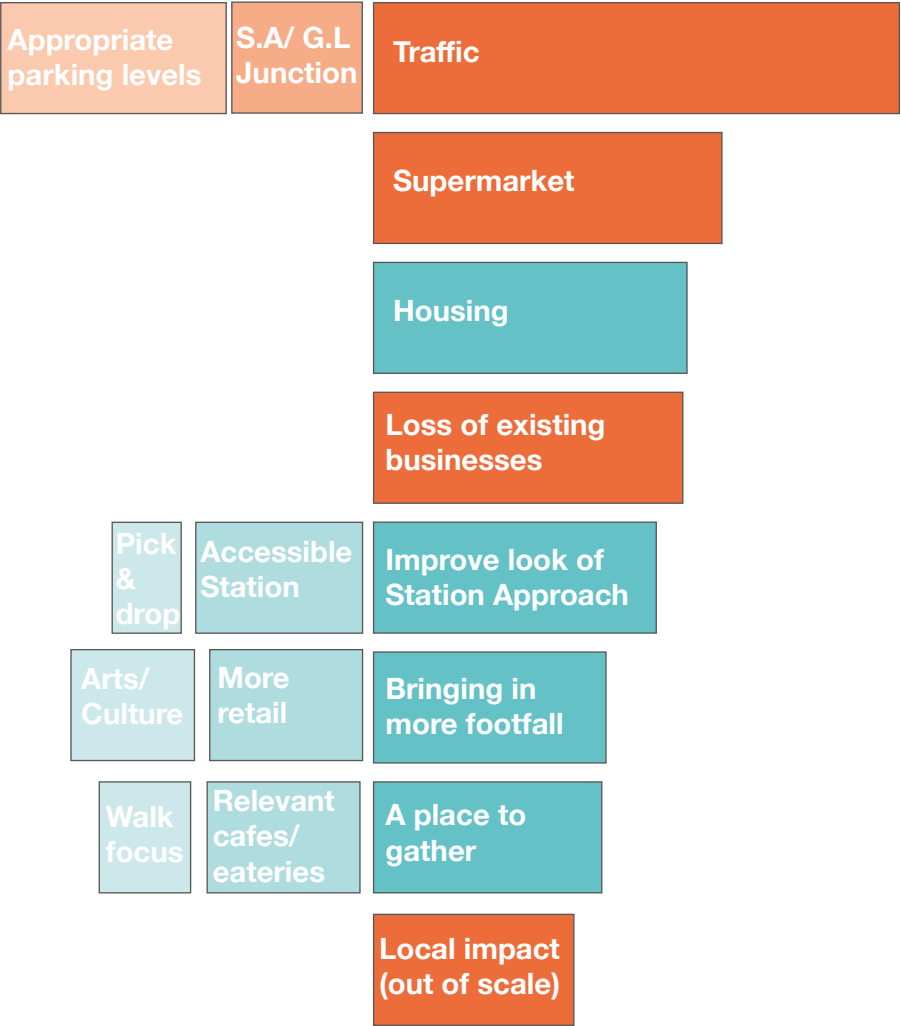


Diagram 4.14 - Condensed Themes from Insight Gathering

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

Traffic

There is a preception that the existing road infrastructure is overwhelmed by the level of traffic at the moment, particularly at peak times, and people's biggest concern is that any development would exacerbate this issue.

Many people recognised that much of this traffic is caused by cars on the school run but with Northwood College expanding from September 2014 the flow of traffic through Northwood continues to be a concern.

Supermarket

A large scale retailer, supermarket or anything that would negatively impact on the existing small businesses in the area was voiced as a concern.

People are concerned that an additional supermarket would bring more traffic into the area, that there is not adequate road infrastructure to cope with deliveries and that it would be detrimental to the character of Northwood.

Loss of existing businesses

The role of independent retailers and businesses in creating the character of Northwood has been recognised.

'We don't want a bland, it could be anywhere, type development'

There is a local desire that any possible development should provide a place for existing businesses, if they want one, and any upgrade, improvements or changes to existing premises should allow for continuous trade for those businesses.

'I really enjoy supporting smaller independent retailers'

Surrounding Properties

People whose homes immediately border TfL's land have specific concerns around how any development would impact on them including: loss of tree screening, visual impact of any development, increased traffic and parking on surrounding roads, loss of amenities.

We held a workshop specifically targeted at this group in order to better understand their views. A summary of this workshop can be found on the following pages of this report.

Diagram 4.15 - Concerns

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

Improve look & feel of Station Approach

People want to see TfL's land and properties improved. Whether people value the existing buildings or not, most think they have fallen into disrepair and want to see this improved.

'That area looks scruffy and shabby, and that is not what Northwood is about'

The lack of upkeep of TfL's buildings, pavements and roads – as well as unenforced parking restrictions on Station Approach means there is concern around the management of any new development.

A place to gather

People want to see a well used public space that is surrounded by active ground floor uses that bring people in such as shops, cafés, restaurants and potentially a flexible rental space that could allow for a more cultural offer.

'Reinforce the local community by providing a public area as a public amenity; don't reduce the opportunities to bump into each other'

When people talk about this they describe it as vibrant new public space for Northwood.

'It could be used for events, markets, showing some of our creative talent and performances from our local schools'

Bringing people in

The idea that any possible development might bring people in is seen as a positive way to support Northwood to thrive.

'We want people to have a reason to come not just once but regularly'

People talked about a mix of provision to ensure that spaces do not end up empty or underused.

'Don't push people out of Northwood to spend their money because other places have a better shopping, eating and parking offer'

This is also linked to providing an offer for a mix of ages.

'We should develop an offer that encourages younger professionals to use Northwood businesses & facilities'

Housing

The the most common thing mentioned to provide a financially viable component for a possible development is housing.

'We need a mix of housing, housing for young professionals and older people. Where will our teachers and nurses etc live?'

People have noted the link between housing in this area and a more thriving business district.

'Through housing, create more demand for existing and new businesses so that they can thrive'

Diagram 4.16 - Opportunities

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

“
Understanding the
specific
opportunities for
people whose
homes border the
site.”



Views from Surrounding Homes



Views from Surrounding Homes

Neighbours workshop - Table feedback

Opportunities identified - primary

- Making the station fully accessible (step-free) and user-friendly
- Retaining a mix of small businesses suitable to residents and commuters, including a car repairs shop – and introducing lost ‘village’ shops like butchers, delis, grocers and clothes shops
- Maintaining a tree line screen between neighbouring residents and the development/railway
- Improving traffic flow and control
- Enforcing 24hr residents parking: improve parking in the centre and reducing commuter parking in Hallowell Road
- Improving the pedestrian experience, as well as the experience of leaving and arriving at the station

Opportunities identified - additional

- Moving the station entrance further down Station Approach to shift traffic congestion and give more space - then potentially transforming existing station in to shops
- Relocating the bus stops
- Having public conveniences in the station
- A well placed public square (easily accessible from Green Lane and the station)
- Open spaces
- Ensuring the development is contextual and sympathetic to the local character
- Creating extra platforms for fast trains
- Low density, low cost housing
- Retaining the good parts of the current architecture (i.e the Coral building)
- Reducing the number of betting shops
- A decent pub and night time economy
- Creating a pleasant station area, similar to that at Kew Gardens with its concourse and tidy run of small, attractive shops
- Encouraging Waitrose to make their car park 2 storeys: could share capacity with station car park
- Expanding the station car park underground
- Having an affordable car park for visitors
- A low rise shopping precinct
- Moving the LU boundary of zone 6 further out to alleviate pressure on Northwood as border station where everyone comes to park and hop on the train
- Increased buses from Hertfordshire - could encourage people to drive less
- Improving the state and maintenance of the pedestrian bridge, including lighting
- Speed restrictions on Hallowell Road to prevent it being used as a “rat run”

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

“
Understanding the specific concerns for people whose homes border the site.
”



Views from Surrounding Homes



Views from Surrounding Homes

Concerns identified - primary

- Worsening traffic
- The continued use of the depot - it creates noise
- Continued/increased commuter parking on Hallowell Road
- Buildings towering over neighbouring properties - especially keeping in mind that the current car park is on higher land / a built up embankment (10-12 feet higher) and any development in that area could have the impact of being even higher
- The negative impact of the construction period – duration and disruption of construction traffic
- Noise from deliveries to new development, as well as services such as air conditioning and extractor units backing straight onto neighbouring gardens

Concerns identified - additional

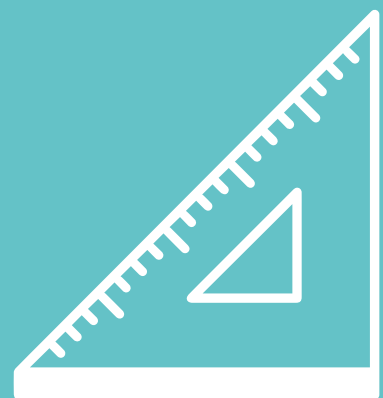
- Noise from 24-hour trains
- The impact of a multi-storey car park - even 2 levels
- The introduction of housing and the impact of an expanded population on local parking capacity
- Youngsters/undesirables gathering and causing trouble in a public space
- The impact of plans for increased Metropolitan line trains to Watford
- Removing houses from the top of Hallowell Road to create access to new development
- Unsightly backs of retail units overlooking neighbouring gardens
- Negative impact on existing stream that runs down the side of the railway - eg. pollution
- The loss or displacement of existing small businesses
- Loss of pedestrian access to Forge Lane
- Continued lack of enforcement of parking restrictions on Station Approach
- A threat or challenge to the village atmosphere
- A large supermarket
- Too many charity shops & restaurants

Other issues raised

- There is plenty of indoor communal space in area - may not need more
- Status of pedestrian footpaths across site and which if any need to be kept
- Clarification sought on extent of development site
- Clarification sought on the depot and operational requirements
- TfL need to integrate their plans with the Hillingdon strategy for Northwood.
- The idea of priority parking for Hillingdon residents was raised, but others countered that something which excludes Northwood's Hertfordshire residents was not fair



Ownership



Operational & Site Constraints



Decision Making Timescale



Station Entrance



Pedestrian Quality



Promote cycling

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

“
**Understanding
operational and
site constraints that
influence any
potential
development.**”

**Questions to
Transport for
London**

October workshops

As mentioned previously, the October workshop themes addressed were: Transport for London (TfL) questions & constraints; architecture and place; conservation; transport; use; and planning. Below is a summary of feedback we gathered across all three workshops

Transport for London (questions & constraints):

Longterm ownership: TfL has taken a new approach and intends to retain longterm ownership of the site. They have confirmed that should the project proceed beyond the ideas stage they will be looking for a development partner, although the timing of this would depend upon the feasibility outputs.

Operational constraints: TfL need to provide clarity over operational constraints on the site. Many people queried if the depot function has to remain on site particularly given the late night disruption it causes in a residential area. In addition to this there were questions around whether buses need to enter Station Approach, if the substation can be moved and if ideas will be brought forward for the land north of Green Lane.

Site constraints: TfL need to be fully aware of on-site drains, streams and embankment quality when considering any proposals.

Decision making: People want more clarity over TfL's decision making processes both internally and with Hillingdon Council.

Step-free access: everybody wants to see the station made more accessible with step-free access and dot matrix displays at platform level.

Station entrance: many people asked TfL to explore the idea of moving the station entrance further down Station Approach as a way of relieving pressure on the junction of Green Lane and Station Approach and creating level access to the station Southbound platform.

Maintenance: TfL are to provide clarity over whose responsibility the pedestrian bridge is so that steps can be taken to ensure it is better maintained.

Cycling: there was a desire to see improved cycle parking provision at the station and to make it easier to access the station by bike.

Parking levels: clarity is needed on required parking levels and people want to see a joined-up approach with Hillingdon Council so as to make better use of Green Lane car park for example.

Pedestrian environment: it has been recognised that TfL have not looked after Station Approach very well and there are some immediate improvements to the pedestrian environment that people would like to see. TfL installed a handrail alongside Coral's at the corner of Green Lane and Station Approach to assist with the particularly steep slope.



A public space for meeting



Pedestrian Quality



Play



Better Retail



Design



More Greenery



Sustainable Development

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

“
**Understanding
what the qualities
of place people
want to create with
any potential
development.**”

Architecture & Place:

Place: there is a desire to utilise this part of Northwood to better suit local needs and to be an attractive place for residents of all ages to use; linked to this is an opportunity to improve the station entrance.

Public space: people want to see a public space which is active and well-used by all ages, well lit and secure. There is recognition that this needs to be well thought through to imagine how it works at all times of day so that it remains safe and usable. Positioning of this will be key with various suggestions being put forward for the consultant team to consider.

Play: people were interested to know if there is an opportunity to provide some playground or playful space for children and younger families.

Pedestrians: there is a desire for a high quality, safe pedestrian environment in and around the site.

Retail: there is a desire for a better retail and restaurant offer; there are some who think Northwood already has too many cafes and restaurants but there is also a strong theme that the current offer does not reach a certain audience. The retail offer could complement and not compete with Hillingdon town centre.

Design: the majority of people are happy to see new buildings as long as they are sensitive to local context and of a high quality.

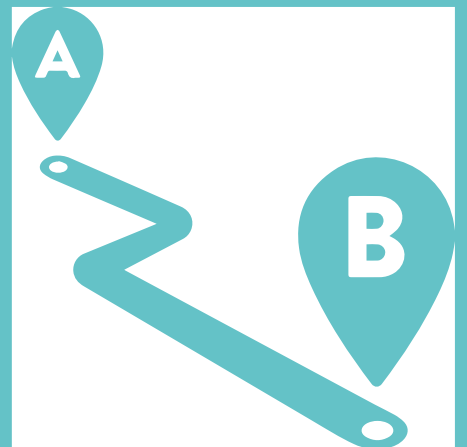
Green: people would like to see proposals that consider greenery and trees so as reflect the leafy character of residential streets.

Sustainable: there is an opportunity for proposals to be exemplary in their sustainable credentials.

**Architecture
&
Place**



Unique Design



Permeability



Appropriate Scale

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

“
Understanding the conservation policy context for any possible development.
”

Conservation:

Complementary: there is an aspiration for any proposals – including design and materials – to be sympathetic to the conservation area and be complementary but not necessarily mimic existing architecture.

Scale: people are keen that proposals are of an appropriate scale so as to fit in with the surrounding area. There was a general consensus for ground floor with two/ three storeys above depending on the exact location within the site. Roofscapes are seen as an important local feature

Permeability: people would like to see a high quality pedestrian environment and easy pedestrian access to the site, encouraging people to walk from one place to another. They would be interested to explore lanes, alleyways, arcades on site so that any proposals complement the local grain.

Unique: people want to see proposals that are unique to Northwood not a ‘could be anywhere’ development.



Conservation



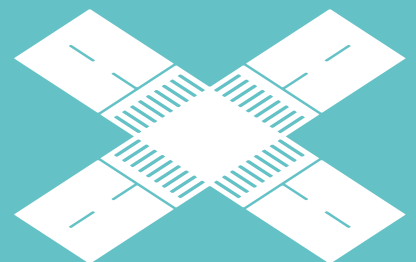
Inadequate Parking



Promote cycling



Pedestrian Quality



Critical Junction



Traffic Congestion

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

“
**Understanding the
priority transport
issues for local
residents and
business owners.**
”

Transport:

Pedestrian quality: whilst people are concerned about the traffic levels in Northwood there is a strong desire to focus on the pedestrian feel of the area and improve the pedestrian environment. People talked about air quality being diminished by traffic levels and thus making it less pleasant to walk around Northwood.

Cycling: alongside pedestrian quality people want to see consideration of cycle provision at the station to make it easier for people to choose not to drive.

Traffic levels: existing traffic levels are perceived as being very high and the role that the schools, including St Helens and Northwood College, play a significant role in bringing traffic through the area has been frequently mentioned. People want to see any possible development improve this situation and consider traffic across the whole area so as to not push traffic onto surrounding residential streets. Many people came with ideas for reducing traffic levels in the area.

Parking: providing adequate parking levels for commuters and shoppers was seen as critical so as to not add additional pressure to surrounding residential streets and to encourage people to come to Northwood to shop rather than heading to other, more convenient locations. It was also noted that due to fare zoning some commuters use Northwood as a 'park and ride' scheme and this puts extra pressure on local parking provision.

Critical junction: Green Lane/Station Approach is seen as a critical junction, as it currently provides the only access to the site. People questioned its capacity to cope with additional traffic levels and would like to see considerations of alternatives to the existing traffic lights at this junction.

Drop off/pick up: people would like to see alternative arrangements to drop off and pick up that would alleviate pressure at the top of Station Approach.



**Transport
Considerations**



A public space for meeting



No Supermarket



Better Retail



Better Mix of Uses



Support Existing Businesses



Cultural/Arts Offer



Parking Levels



Active Ground Floor Use

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

“ Understanding the desired mix of use and possible audiences for new uses in Northwood. ”

Potential mix of use

Use:

Existing businesses: people are very keen to see the existing businesses given the opportunity to remain on site and advised it was crucial that they are offered continuous trade before, during and post any construction so as not to damage their businesses recognising the important social role they play in supporting Northwood's character.

Mix: there was a general consensus to see ground floor of retail/active use with two/three storeys of residential above depending on the exact location within the site.

Housing: there was general support for housing with a focus on providing housing for young professionals and sheltered housing for older people. Alongside this there was a desire to explore models of shared ownership so that housing is affordable for this target audience.

Retail: some people want to see a more relevant retail offer in Northwood whilst valuing and supporting the existing small businesses to stay. There is a desire to see more independent shops, and potential to provide an offer for younger families who do not currently use Northwood as much as they could. Considerations around retail also need to think about the impact of the internet on shopping trends as people do not want to see lots of empty space that offers nothing to Northwood.

Public square: a shared public space surrounded by active ground floor uses is a theme that has come up regularly through our project; it is seen as an opportunity to have markets, and performances where the people of Northwood can come together. There is recognition that this needs to be carefully considered in terms of lighting, security and location, but it is a theme people would like the consultants to explore. *Active ground floor:* people envisage the public square to be surrounded by active uses which meet the needs of a range of ages. People talked about cafes and restaurants which are appropriate for a range of ages.

Culture: An arts or cultural offer has also been a strong theme with people mentioning a small cinema, gallery and even linking with St Johns Church to reinforce a community facility adjacent to the site. *Appropriate parking levels:* people were keen not to see any loss of parking provision on the site. Some suggested a decked car park to free up space whilst others had mixed feelings about more than one level of parking depending upon the quality of design and its location.

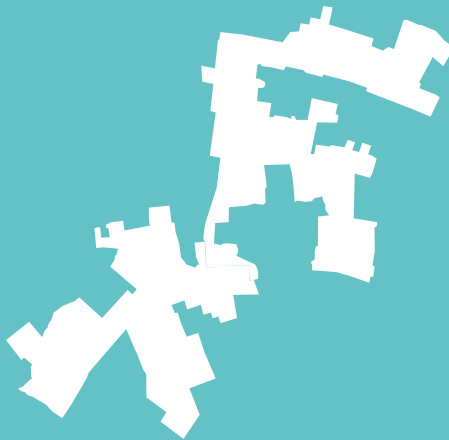
Supermarket: this continues to be a huge concern to local people and TfL's consultant team will not be including a large scale supermarket in any proposals they bring forward.



Local Plan



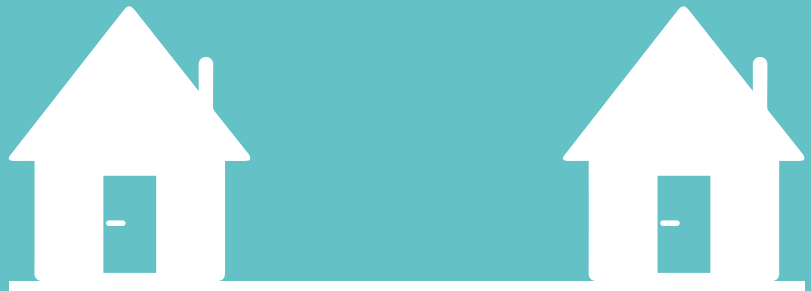
Area of Special Local Character



Conservation Areas



London Borough of
Hillingdon's Role



Neighbouring Properties

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

5.0 Findings & Feedback

“
**Understanding the
planning policy
context
governing any
potential
development in
Northwood.**”

Planning:

There were many crossovers between the planning considerations and the conversations around mix of use with an active ground floor use and housing above being a common theme. There was a desire to focus on a range of ages and recognition that there is a demographic living in Northwood who may not be using the facilities and spending their money locally.

People were interested in the following planning considerations:

Conservation area: these are areas of special architectural or historic interest which include features that contribute to its character and appearance which may be desirable to preserve or enhance.

Area of special local character: this is an area which is considered by the Council to contain elements of character and identity which should be preserved. New development within these areas is acceptable and should reflect design features and architectural styles.

Neighbouring properties considerations: planning policy seeks to ensure that new development complements or improves amenity and should consider daylight and sunlight, privacy, and residential amenity.

Impact of Local Plan: The Local Plan Part 2 was undergoing public consultation until 4 November 2014 and provided the opportunity to comment on Hillingdon's proposed planning policies. It comprised three documents: Development Management Policies – detailed policies on specific topics; Site Allocations and Designations – identifying sites for development or protection; and Policies Map – visually maps out policies. Part 2 is to be read in conjunction with Local Plan Part 1 which sets out the strategic objectives for the borough.

Hillingdon Planning Role: people questioned who gets to make the final decision on whether any proposed scheme goes ahead. If a scheme is brought forward to planning, LB Hillingdon Planning Department will consider the scheme, invite feedback from residents in a process of statutory consultation and the ultimate decision will lie with the council's planning committee.

**Planning
Considerations**

Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

6.0 Closing Phase 1

“
Sharing insight gathered and setting out the steps for phase 2 of the engagement process.
”

Public Meeting - 4 November 2014

The public meeting on 4 November was attended by 125 people, including a ward councillor, some of whom had participated throughout the first phase of engagement but many of whom had not. There were representatives from the SON committee, Residents Association and local business owners (TfL tenants).

Overall the meeting was well received and there were no contentious questions or issues raised; there was also a tangible change in public mood and perception, in comparison to July's meeting.

Peter Elliott outlined TfL's new approach to taking a long term view of development: retaining freeholds, taking a larger leadership role and working through public/private collaboration.

Catherine Greig summarised the first stage of the Northwood Futures project, including methodology, levels of response, key themes from initial insight gathering and detailed responses from the workshops held in October.

The next steps of the project were introduced, in terms of design development and continued community engagement, as well as a provisional longer-term timetable. This is outlined below:



Final Public Meeting

- October - January 2015: Feasibility studies, Stage 2 community workshops to develop design options, community exhibition to choose preferred design options
- Early February 2015: go to TfL board with design options
- January 2015 - September 2016: Depending upon feasibility stage, either TfL get planning for a scheme or gain a development partner
- September 2016 - September 2017: Detailed design
- September 2017: Potential construction commences

The specific dates of the further opportunities for local participation are as below:

- 26 November 2014: 1 - 6pm drop in at 65 Green Lane & 7.30 - 9.30pm workshop at St Johns URC
- 3 December 2014: 1 - 6pm drop in at 65 Green Lane & 7.30 - 9.30pm workshop at St Johns URC
- 8 December 2014: 1 - 6pm drop in at 65 Green Lane & 7.30 - 9.30pm workshop at St Johns URC
- 13 December 2014: 10am - 1pm drop in at 65 Green Lane & 2.30 - 4.30pm workshop at St Johns URC
- 27 - 31 January 2015: Exhibition at 65 Green Lane.

Feedback from the exhibition will be incorporated into the TfL board presentation.



Final Public Meeting

Statement of Community Involvement - Green Lane & Station Approach

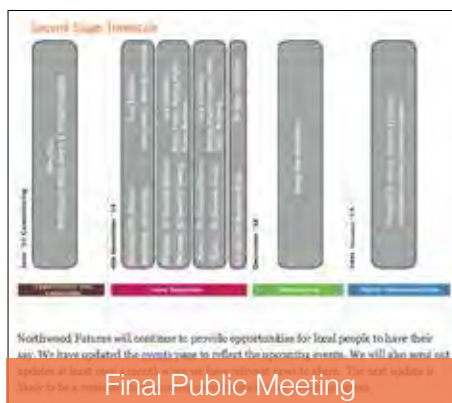
Phase 1: Gathering Insight

6.0 Closing Phase 1

Also at the public meeting, Hiro Aso introduced the team from John Mcaslan and Partners, sharing how they will be beginning to interpret the findings from the first phase of the Northwood Futures engagement process.

A Q&A session took place which answered local questions about the project methodology and timescale, as well as potential construction strategies. We also heard a local desire for the project to co-ordinate effectively with LB Hillingdon's wider area vision, as well as continued expression of the main concerns already documented, to include the exacerbation of traffic, pressure on amenities and perceived threat to local businesses.

“
Offering an opportunity for questions and comments on the process and findings to date.
”



Statement of Community Involvement - Green Lane & Station Approach

Phase 1: Gathering Insight

7.0 Conclusion

We have now given the design team all the feedback we have gathered from the community as well as the key findings from it. The design team are now going to create design options influenced by these concerns and ideas.

While we have seen clear themes emerge and recur, we realise that full consensus is essentially impossible within any community. We thus hope to explore the issues continually and in a detailed manner, so that any final designs strike a good balance between technical, financial and community requirements.

This is just the first stage, and we aim to keep the project participatory and open as it progresses, ensuring the community has meaningful input. We have been hugely impressed by the level of engagement and contribution - and very thankful to all those who have taken part.

“

A multi strand engagement process across a wide reach to set out themes for future design proposals.

”

A photograph of a community meeting. In the center, a man with glasses and a dark jacket is speaking to a group of people. To his right, a man with grey hair is smiling. In the foreground, a woman with dark curly hair is seen from the side. The background shows large architectural drawings or maps pinned to a wall. A large teal circle is overlaid on the center of the image, containing the text 'Northwood Futures'.

Northwood Futures

STATEMENT OF COMMUNITY INVOLVEMENT GREEN LANE & STATION APPROACH

Community Engagement Phase 2

November 2014 - February 2015

make:good

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

Contents

Phase 2 - Feasibility Study

- 1.0 Introduction
- 2.0 Executive Summary
- 3.0 Methodology
- 4.0 Engagement Activities
- 5.0 Findings & Feedback
- 6.0 Conclusion

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

1.0 Introduction



Building on our local relationships to allow people to follow the design process from insight into feasibility visions.



The project

Phase 2 of the Northwood Futures project aimed to continue the local dialogue on the future of Transport for London's sites and services in Northwood in parallel to a feasibility study being produced by the consultant team. Phase 2 continued to deliver engagement work under the heading of Northwood Futures to ensure that all communication, promotion and activities could be clearly identified as part of the same initiative. As with Phase 1 the Northwood Futures project was delivered by make:good, a specialist design and engagement agency.

Building on a successful and wide reaching programme of engagement in Phase 1 this piece of work aimed to maintain high levels of participation through face to face conversations, online, workshops and exhibitions.

Phase 1 was closed and Phase 2 was opened through a public meeting at Emmanuel Church on the 4th November attended by 250 people. Dates for forthcoming opportunities to participate were shared at this point.

Phase 2 of the community engagement aimed to provide opportunities for the community to follow the design process and for the consultant team to share ideas and visions with local people to establish appetite for change. This process was designed to allow people to see the story, and thinking, behind ideas rather than just being presented with one end solution.

This report

This report records and summarises Phase 2 of the Northwood Futures project from the closing of Phase 1 on the 4th November through to the analysis of the feedback gathered from 4th November – 6th February and community update on the 11th February.

It should be read in conjunction with the phase 1 report where a more detailed explanation of the project history, site context and project team is contained.

Overview of phase 2

From October 2014 - January 2015 the consultant team carried out a feasibility study for TfL's sites and services in Northwood and prepared responses to local insight whilst incorporating other site, technical, operational and financial constraints.

The role of Northwood Futures project in the feasibility stage was to provide opportunities for these responses to be shared with Northwood residents and stakeholders so that local opinion could influence two visions which were shared over a one week exhibition from the 27th



Diagram 1.1

TfL Northwood Land Holdings

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

1.0 Introduction

– 31st January and online from 27th January – 6th February. The two visions shared had been tested for financial, technical and social viability purposes.

A more detailed timeline shows how the feasibility study was woven into Northwood Futures engagement work to ensure that the process allowed for meaningful and collaborative conversations.

“
Facilitating opportunities for people to share their views irrespective of their time commitments
”

- November 2014 - consultant team prepare initial design responses
- November 26th - December 13th - feedback gathered on initial design responses
- December 13th - January 26th - consultant team incorporate feedback into a series of design visions
- January 2015 – consultant team test visions and produce 2 final exhibition visions
- January 27th - 31st - public exhibition in 65 Green Lane
- March 3rd – Design visions along with public feedback presented to TfL board

Total Reach

Through Phase 2 we reached 288 people who had not previously participated in the project bringing the total reach of Northwood Futures' work to **1781 people**. This audience is not contained solely within the Northwood ward boundary but includes residents of Eastbury who use Northwood as their local centre and were mobilised during the Save Our Northwood campaign.

From this audience we have received a total of **1064 pieces** of individual feedback.



Initial responses displayed



Consultants sharing ideas

Statement of Community Involvement - Green Lane & Station Approach

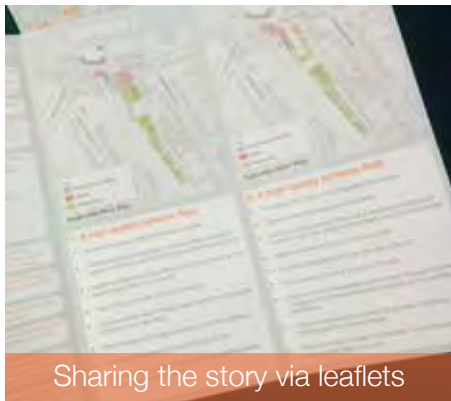
Phase 2: Feasibility Study

1.0 Introduction

The journey so far

Being aware that we would continue to reach new audiences throughout the process it was important to put activities in context of where we had come from.

“
Putting activities in context to ensure people are aware of how thinking has developed with local influence.
”



Sharing the story via leaflets



Putting visions in context

Phase 1: Gathering Insight

Phase 2: Feasibility Study

1.

June 2014: TfL take a new approach to understanding the future of their sites around Station Approach & Green Lane and commissioned the Northwood Futures project to start extensive community engagement.

2.

2nd July 2014: TfL and Northwood Futures launched this new approach at a public meeting.

3.

July - Oct 2014: Northwood Futures held a weekly presence in 65 Green Lane, attended local events and shared information via www.northwoodfutures.com. This phase reached 1504 individuals.

4.

Mid Oct 2014: Having shared insight on a fortnightly basis, Northwood Futures identified four key opportunities and four key concerns for change.

Opportunities:

1. Better footfall for a thriving centre
2. Better public realm and space to gather
3. Improve the look and feel of Station Approach
4. Provide new housing

Concerns:

1. Increasing traffic issues
2. Losing the existing businesses
3. A large-scale supermarket
4. Impact on surrounding properties

5.

Oct 2014: On the request of the community TfL appointed a consultant team to respond to the ideas collected and gather further technical information.

6.

End Oct 2014: Local people were invited to a series of workshops with the consultant team to discuss the issues in more detail.

7.

4th Nov 2014: Phase 1 of Northwood Futures closes with a public meeting and online update. Phase 2 launched

8.

Nov 2014: Consultant team collected further technical data and prepared initial design response to local opportunities and concerns.

9.

26th Nov - 17th Dec 2014: Initial responses were shared in 65 Green Lane and in a series of workshops with local people and online from 17th December.

10.

27th - 31st Jan 2015: Incorporating feedback from the initial design responses the consultant team prepared two feasibility stage design options for display at a public exhibition and online.

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

2.0 Executive Summary

“
High levels of engagement driven through existing and new networks of local dialogue.
”

Following on from Phase 1, gathering insight, Phase 2 aimed to provide opportunities for the community to follow the design process and for the consultant team to share ideas and visions with local people to establish appetite for change. Phase 2 activities were broken into 2 parts:

- Sharing initial design responses
- Sharing feasibility stage visions

Sharing Initial Design Responses

During November the design team prepared initial responses based around three themes: architecture & place, transport and use. The themes were separated into diagrams so that people could comment on individual elements rather than overall schemes. The initial response were displayed in 65 Green Lane for 4 drop-in sessions and used as workshop content for 3 sessions with local people and the consultant team.

201 people participated in this phase, **43** of whom were new to the project.

Feedback was given across each of the themes indicating that people wanted to see a more radical change and could separate supporting the existing businesses from retaining the existing buildings. Overall people were interested in a much more significant change than we would have expected although, of course, there are those who want to keep the existing buildings but this was a minority view within our data.

Transport

Four transport schemes were shared, one of which retained vehicular access via Station Approach and three of which move vehicular access to the east of the site. Feedback established that people liked the idea of moving vehicular access but wanted more information on the impact on the flow of east west traffic. In essence the majority of people are interested in a more radical approach but they want reassurance that the schemes work. Comments also included a desire for reassurance around the volume of additional traffic that will be brought onto site; questions over parking requirements for additional residences; concern over how the commuter parking would be accommodated; aspiration for a better relationship between pick-up and drop-off.

Architecture & Public Realm

Concepts around public realm and massing were shared along with high level diagrams indicating zoning of the site. These conversations led to a desire to ensure the public realm works well with the ground floor uses and more specifically the retail. Feedback on massing showed that ideas of 5 stories along Green Lane is seen as too high but if it can be accommodated within the slope of the land moving South this seems more palatable. Massing scheme 3 with the arcade proved to be popular as it would draw people through the site and to populate the public realm used rather than creating dead space.

2 x 7500
leaflet
drops

9 days
in 65
Green Lane

768
unique
website
hits

6
events
attended

728
people
face to
face

3
workshops

459
pieces of
feedback

2
digital
updates

Phase 2 project reach

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

2.0 Executive Summary

“
A process which delivered clear themes of perceived opportunity and concern.”

Uses

An analysis of existing ground floor town centre uses was shared with people to assess levels and types of use, highlighting that there are very few empty units – but people still wanted to see a better mix of uses and a retail offer that thrives. People want retail that works and not a scheme that creates lots of empty space. The existing businesses were still a top concern: people wanted to know that interim space would be offered should relocation occur as well as understand how any phasing might work.

Sharing Feasibility Stage Visions

Feedback from the December workshops was incorporated into two visions shared at a public exhibition over 5 days and online for 10 days.

This opportunity to participate was widely promoted online and via a 7500 household leaflet drop containing information about the process to date, outline information on each vision, opportunities to feed back and a timetable for the exhibition stating times individual consultants and TfL representatives would be present to answer specific questions.

534 people visited the exhibition in 65 Green Lane, **30 people** viewed and commented online and **64 people** viewed the information at other events we attended providing a total reach of **628 people**.

We received 394 pieces of feedback stating preference for:

- 39 people preferred vision 1
- 314 people preferred vision 2
- 29 people happy with either vision
- 12 people wanting neither vision (i.e no change)

Digital Summaries

An important component of the project, as in Phase 1, has been to share updates and summaries at regular intervals. We summarised insight gathered at both the initial design response phase and the exhibition phase and shared it via the project mailing list, containing 374 e-mail addresses, and posted on the Northwood Futures website.

Conclusion

The exhibition phase of the project was well attended with 628 people participating in person and online over the 10 day period. Feedback showed strong support for vision 2 with people feeling that this best answered the brief set by the local community in Phase 1 and offered the best solution for Northwood.

While there is support for vision 2 we are aware that there are additional details that would need to be prepared should the project move into a planning remit and that these details will be harder to build consensus around as we move from thematic wish lists through to more detailed and tangible designs.



Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

3.0 Methodology

“
**Learning from
phase 1 and
mobilising
existing networks
and our own
networks to pro-
mote awareness.**
”



Promotion

From the start of this project we have been focused on ensuring a very high awareness of the project within Northwood and the wider area, as well as widely communicating the opportunities people have to engage. The target area was agreed with Save Our Northwood (SON) committee in June 2014 to ensure that we were reaching the same audience as had actively participated in the petition against the previous proposal.

During Phase 1 we established relationships with the connectors within this area: resident associations, SON committee, notice board key holders, Streetlife, mailing list holders and formed a good understanding of how people shared information. This meant that during this phase we could be much more focused on networks we knew would reach a broad audience and leaflet drops to ensure information reached all those likely to have participated in the previous SON campaign.

Alongside the digital promotion we used leaflet drops to promote both the initial response phase and the public exhibition phase leading to 2 x 7500 household leaflet drops during this phase.

Digital promotion

Digital promotion of opportunities to feed back on initial responses commenced on the 4th November 2014 during the closing of Phase 1. A summary of Phase 2 was promoted through the mailing list and via the Northwood Futures website, Eastbury Ward Councillors mailing list and Northwood Residents Association website.

Digital promotion of the exhibition began on the 12th January 2015 although the awareness raising activities began via flyers and Northwood Futures mailing list in November 2014 and December 2015.

The following channels were used to share a digital flyer promoting exhibition dates and stating when individual consultants would be available for more detailed questions.

- Save Our Northwood mailing list
- Save Our Northwood website
- Northwood Residents Association website
- Eastbury Residents Association website
- Posters in Northwood station
- Flyers delivered to 7500 households – once on 11th November and once on 24th January
- Northwood Residents Association notice board
- Northwood Futures website & twitter feed

Statement of Community Involvement - Green Lane & Station Approach

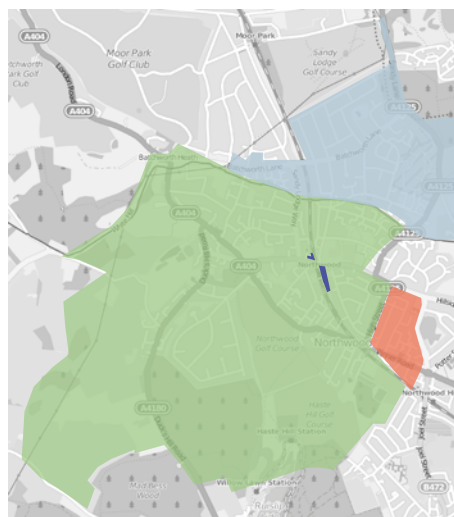
Phase 2: Feasibility Study

3.0 Methodology

“

Ensuring that promotion reaches a geographic audience who use Northwood as their local centre.

”



Boundary of flyer distribution

- Northwood Ward Boundary
- Eastbury Ward Boundary
- Northwood Hills
- TfL Land Holdings

- Window of 65 Green Lane
- Cllr Reena Ranger's Facebook Page
- Eastbury ward Cllr's mailing list
- Posting on Northwood 'Streetlife'
- Councillor Reena Ranger's Facebook Page

Leaflet drop

Initial responses drop-in, workshop & exhibition dates were distributed in mid November 2014 to 7500 households

On the 24th January we distributed a further 7500 leaflets containing information about the process to date, outline information on each vision, opportunities to feed back and a timetable for the exhibition stating times individual consultants and TfL representatives would be present to answer specific questions.

The timing of this leaflet drop meant it was aimed to remind people of the opportunity to feed back and ensure people knew that the exhibition would contain tangible ideas albeit at a very early stage.

Other promotion

- Posters for all opportunities were placed in Northwood Station
- Poster in window of 65 Green Lane
- Poster in Northwood Residents Association Notice Board

Phases of Engagement

We wanted to provide opportunities for people to meaningfully engage in the feasibility stage of the project; therefore we wanted to offer contact with the consultant team before the public exhibition phase.

Following the closing of phase 1 the consultant team prepared responses to the insight gathered. The most frequently mentioned opportunities and concerns were extrapolated into a series of design issues which could then be responded to before creating design options.

These initial responses were shared with local people one month into the design process for three reasons:

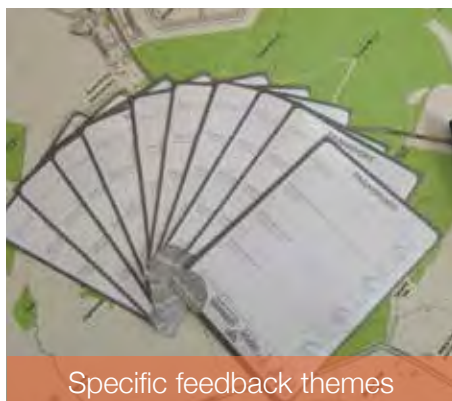
- To allow the design team to hear feedback on their initial ideas before preparing options.
- To allow people to see the components of a potential design, ask questions of the consultant team and further understand the complexity of addressing the issues identified in phase 1.
- To provide more insight into the design process to continue the sense of dialogue and collaboration. We believe that

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

3.0 Methodology

“ Collecting themed feedback through workshop activities and drop-in sessions ”



Specific feedback themes



Participatory workshops

this supported the public exhibition to be a more meaningful opportunity for local people to state their option preference.

Initial Responses Drop- in Sessions

We utilised the Northwood Futures ‘pop up shop’ as an opportunity to display the initial design responses and allow people to drop in and offer feedback. It was important to allow people who were interested in the project to continue to participate without expecting them to come to a formal workshop.

These responses were not presented as options in the initial feedback stage but as ways of physically responding to local and technical insight so that local people could comment on them in order to further influence the two visions that were presented publically from the 27th – 31st January 2015.

Responses were grouped around the following themes:

1. Transport – incorporating conversations about the junction of Station Approach and Green Lane, access to Northwood Station, pedestrian and cycling considerations.
2. Use & public realm – incorporating conversations around retail, housing, parking, mix of uses and how these uses sit together.
3. Architecture & massing – incorporating conversations around height, scale, location of buildings.

These themes allowed us to collate together feedback under these headings and supported the individual design disciplines to act on the relevant feedback.

We presented the initial design options in 65 Green Lane and invited people to attend; we made it clear that these sessions would be facilitated by the Northwood Futures team and not attended by members of the consultant team.

The intention was to collect feedback, comments and preferences from people and allow for somebody to comment on just their area of interest should they wish to.

Workshops

The workshop activities in phase 1 worked well in terms of encouraging people to hear each other’s views and begin to see the engagement process as a collaboration with TfL, the consultant team but also with their neighbours.

We invited people to book into a workshop date so that we could ensure we had a suitable number to encourage interesting debate and

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

3.0 Methodology

“
Sharing activity as we go along online and via a growing mailing list.

”

participation by all rather than by a few.

A brief overview of the project and themes to date were shared at the beginning and then people worked in groups of 8 to think in detail about the following themes for 25 minutes each.

1. Transport facilitated by Buro Happold
2. Use & public realm facilitated by GVA
3. Architecture & massing facilitated by John McAslan + Partners

Every participant was given the opportunity to think in detail and each theme and talk to the relevant members of the consultant team whilst noting down their thoughts on individual feedback cards.

The session was then opened into a general question and answer session.

Digital Updates

In this phase digital updates focused more on promoting engagement activities and events with two specific updates following each of the core engagement stages of this phase.

We decided not to share design responses, drawings and diagrams online before we had had the opportunity to talk to people about them in person to avoid confusion and misunderstandings about their intention.

Following the workshops we wrote a summary of the feedback and shared it via a digital update alongside the drawings.

Following the public exhibition we wrote a summary of the feedback and shared it via a digital update.

Visiting Events

An important part of our work in Phase 1 was visiting existing events and groups to make it easy for people to share their views.

We identified the groups which proved the most receptive to us attending and whose attendees were eager to participate.

These were:

1. Heart Beeps - parents of under 5's
2. Live at home - reaching older more isolated members of the community
3. Iron Age Foundation - reaching Muslim community
4. Northwood 1st Scouts – reaching an audience of young people



Workshop feedback sheets



Digital Updates

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

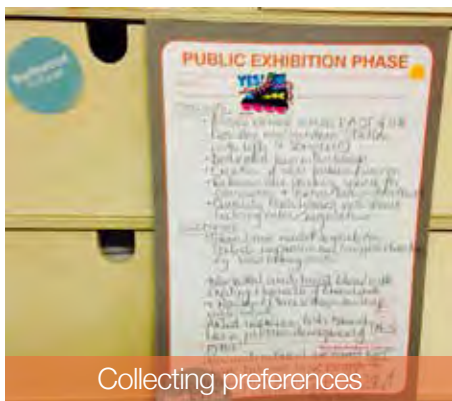
3.0 Methodology

“
**Individuals
providing feedback
and stating prefer-
ences where
applicable.**

”



Gathering feedback



Collecting preferences

Members of the Northwood Futures team took the initial responses and exhibition material to these groups, shared them and gave the opportunity for people to feed back. This also provided an opportunity to further promote workshop and drop in sessions.

Public Exhibition

When options had been created by the consultant team we used a public exhibition to give people the chance to view and comment on these options over a series of days and timings.

Diagrams and drawings were used to describe options alongside an evaluation of their technical and community viability. A decision was taken to only share schemes that were financially viable hence the exhibition only presenting two visions.

We wanted to give people as much information as possible so that comments and preferences were based on a real understanding of the issues impacting on the future of the land, so the visions were preceded by an explanation of the project journey to date along with the community brief developed in Phase 1.

Great care was taken to ensure that the information presented was as accessible as possible so that members of the public who do not have a built environment background could interpret the information and be able to meaningfully comment.

Gathering Feedback

In Phase 2 we wanted to gauge the levels of response and preference for particular design ideas. Therefore, we used specific methods of collecting feedback depending upon whether we collected those ideas via shorter drop-in conversations in 65 Green Lane or at local events, via longer conversations at workshops or detailed 1:1 conversations with key stakeholders.

Drop-in Sessions

We recognised that with the drop-in sessions, we may have many quick conversations as well as some people staying for longer to discuss things in more detail. We therefore devised a method of feedback whereby people could comment or state preference for a particular design response within a particular theme rather than commenting on each of the 3 themed design responses the design team had put forward.

We wanted to value these conversations as it is important to recognise that many people have an interest in the project, wish to contribute their ideas but cannot commit to attending a 2 hour workshop.

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

3.0 Methodology

“
**Designing
feedback
mechanisms that
recognise both
quick and more
indepth
contributions.**

”

We used sets of individual comment cards for people to add their thoughts on the design responses, both positive and negative, and state a preference should they have one. We were interested in collecting insight on where people's preferences were but the comments proved hugely valuable so that we could augment our insight into local preferences with a narrative response.

Visitors could state preference for options on one theme or all of the themes to allow for those whose concerns only focus on traffic, for example. Others could state preference on each of the initial response themes presented by the consultant team

The drop-in sessions were facilitated by the Northwood Futures team so that any questions and points of clarification that could not be immediately answered were collected, sent to the appropriate members of the consultant team and answers provided where appropriate.

Workshops

People attending the workshops were given the opportunity to discuss each of the themes and the initial design responses related to them in more detail. We provided each participant with a feedback sheet for each theme: these sheets had a space for people to comment, positively or negatively, on each idea and state preference.

Each person who visited the exhibition was given a feedback card to complete, on which they could state their preference and note down ideas or aspects they liked most. There were also comment cards for people to add more detail and suggest tweaks to options to allow for 'I'd like this even better if...' or 'I like this idea but...'

Exhibition

The public exhibition used a similar methodology to the drop in sessions as we were aware that some people may 'pop in' for short periods of time while others may stay for longer and have more detailed conversations.

Each person who visited the exhibition was given a feedback card to complete where they could state preference and space to note down ideas and aspects they like most and comment cards for people to add more detail and suggest tweaks to options to allow for 'I'd like this even better if...' or 'I like this idea but...'

People could state a preference for neither vision, i.e state a preference for no change, or state no preference, i.e either vision.



Collecting feedback



Data collection process

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

3.0 Methodology

“
**Analysing
feedback using
both quantitative
and qualitative
methods to
understand the
why and the what.**
”

Analysing Feedback

We analysed feedback both qualitatively and quantitatively in order to provide a rounded picture of local opinion.

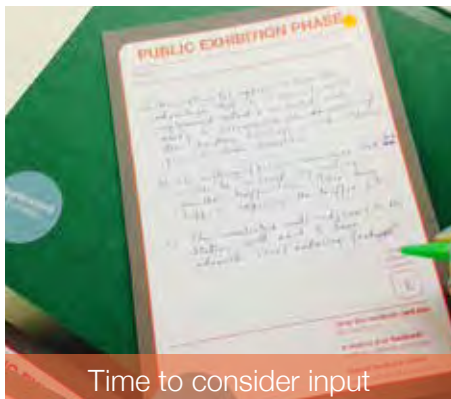
In the drop in sessions we identified the most popular ideas and design responses and used this information to feed in to the consultant team's process.

The workshop phase collected individual feedback from each participant across all of the design responses allowing us to understand which ideas resonated most strongly with participants.

We tallied the preferences and produced a series of statements e.g V1 was preferred by X% of participants.

The comments that were collected at each engagement activity were collected and collated on a feedback schedule. Catherine then processed this information to draw out common themes, both positive and negative, identified from drop in sessions, workshops, exhibitions and visiting events. The feedback was analysed according to where it was collected and as a total set of data to allow us to establish if people stated different preferences if they had looked at the information for a longer period of time.

We then drew out common themes and preferences that resonated across each of our engagement activities allowing us to identify points of consensus and points of difference.



Time to consider input



Individual conversations

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

4.0 Engagement Activities

Programme of engagement

As in Phase 1 we prepared and promoted an engagement calendar offering a range of activities to suit a range of audiences.

“Offering a range of opportunities for people to encounter the project and share their views.”



Co-design workshops



Exhibition in project shop

| Activities in the Green Lane | Online & physical publications |
|---|---|
| Activities at other transport schemes (TfL) | Workshops |
| NOVEMBER 2014 | |
| Friday 10th November | Website update for Phase activities and shared via our expanding mailing list of local contacts |
| Wednesday 26th November | Drop in event with Catherine & Clara at 69 Green Lane 1.00 - 4.00pm to share your feedback on initial responses from TfL's consultant team |
| Wednesday 26th November | Workshop at St Johns URC 7.30 - 9.30pm to think in more detail about initial responses alongside the consultant team & the Northwood Futures team. Attendees will be given time to speak in small groups with TfL's consultant team before sharing thoughts and responses. Work will be shared and discussed around the following themes: <ul style="list-style-type: none"> • Transport • Uses & public realm • Architecture & landscaping |
| DECEMBER 2014 | |
| Wednesday 3rd December | Drop in event with Catherine & Clara at 69 Green Lane 1.00 - 4.00pm to share your feedback on initial responses from TfL's consultant team |
| Wednesday 3rd December | Workshop at St Johns URC 7.30 - 9.30pm to think in more detail about initial responses alongside the consultant team & the Northwood Futures team. Attendees will be given time to speak in small groups with TfL's consultant team before sharing thoughts and responses. Work will be shared and discussed around the following themes: <ul style="list-style-type: none"> • Transport • Uses & public realm • Architecture & landscaping |
| Monday 8th December | Drop in event with Catherine & Clara at 69 Green Lane 1.00 - 4.00pm to share your feedback on initial responses from TfL's consultant team |
| Monday 8th December | Workshop at St Johns URC 7.30 - 9.30pm to think in more detail about initial responses alongside the consultant team & the Northwood Futures team. Attendees will be given time to speak in small groups with TfL's consultant team before sharing thoughts and responses. Work will be shared and discussed around the following themes: <ul style="list-style-type: none"> • Transport • Uses & public realm • Architecture & landscaping |
| Tuesday 15th December | Drop in event with Catherine & Clara at 69 Green Lane 10.00am - 1.00pm to share your feedback on initial responses from TfL's consultant team |
| Saturday 13th December | Workshop at St Johns URC 2.30 - 4.30pm to think in more detail about initial responses alongside the consultant team & the Northwood Futures team. Attendees will be given time to speak in small groups with TfL's consultant team before sharing thoughts and responses. Work will be shared and discussed around the following themes: <ul style="list-style-type: none"> • Transport • Uses & public realm • Architecture & landscaping |
| Wednesday 17th December | Online update from workshop phone and digital update via our expanding mailing list of local contacts |
| JANUARY 2014 | |
| Tuesday 27th - Saturday 31st January | Drop in exhibition at 69 Green Lane to see design options which have been tested for technical and financial viability in relation to community and local benefits |
| Wednesday 27th January | Consultants will be taking smaller versions of the exhibition boards to the URC at Northwood & Prince Llewellyn Synagogue |
| Wednesday 28th January | Consultants will be taking smaller versions of the exhibition boards to URC at Northwood & Prince Llewellyn Synagogue |
| Thursday 29th January | Consultants will be taking smaller versions of the exhibition boards to Northwood & Prince Llewellyn Synagogue |
| Friday 30th January | Consultants will be taking smaller versions of the exhibition boards to Northwood & Prince Llewellyn Synagogue |
| Wednesday 31st January | Online update from exhibition phase and digital update via our expanding mailing list of local contacts |

Diagram 4.1 - Engagement Calendar

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

4.0 Engagement Activities

“
Sharing the design process with local people rather than presenting one finished piece.
”

Sharing Initial Design Responses

Initial design responses were prepared and shared over a series of dates and methods to ensure that people had ample opportunity to share their views on how the project was progressing. We combined drop-in sessions in the Northwood Futures pop up shop with detailed workshops held in St Johns United Reform Church.

Drop-in Sessions

We held drop-in sessions in the Northwood Futures pop up shop in 65 Green Lane to allow people to visit us at their convenience on the following dates:

- Wednesday 26th November 2014 1 - 6pm
- Wednesday 3rd December 2014 1 - 6pm
- Monday 8th December 1 - 6pm
- Saturday 13th December 10am - 1pm

Visitors were presented with initial design responses under three themes:

1. Transport
2. Use & public realm
2. Architecture and massing

Whilst many people stayed and looked at responses under each theme, some people had one particular area of interest, such as transport, and therefore only participated to feed back on this theme. We used a method of feedback to enable this, with individuals being provided with a feedback card relating to each theme presented.

We used a method of feedback to reflect this with individuals being provided with a feedback card relating to each theme presented.

100 People attended the drop in activities in 65 Green Lane.

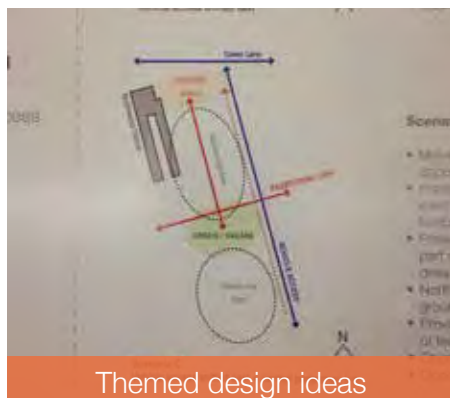
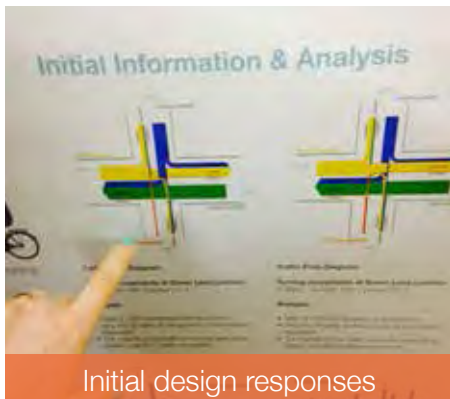
Visiting Events

In both the initial response stage and the exhibition stage of phase 2 we took the information to visit events and groups where we felt we would reach new audiences. We wanted to ensure that it was as easy as possible for people to encounter us and share their thoughts.

We visited:

- Heart beeps at the Liberal Synagogue on the 12th December 2014
- Nippers at the Liberal Synagogue on the 12th December 2014

Through this set of activities we met 29 People.



Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

4.0 Engagement Activities

“
Breaking the design process down into different disciplines to build greater understanding.”

We presented the initial responses and the options and each individual was given a feedback card to record preference and comments.

Detailed Workshops

We held a series of public workshops at St Johns United Reform Church with the consultant team on the following dates

- Wednesday 3rd December 2014 7.30 - 9.30pm
- Monday 8th December 7.30 - 9.30pm
- Saturday 13th December 7.30 - 9.30pm

72 people attended the workshops.

Each participant was given an individual feedback card for each theme. This allowed them to write comments and suggest tweaks around particular themes as well as noting preferences on a particular design theme.

Participants worked in groups of 8 and spent 25 minutes thinking in detail around each theme. A Northwood Futures team member was assigned to each group to support the facilitation of conversations, ensure all participants were able to contribute and that notes were being taken. We wanted to make sure that we captured as much narrative content as possible so that the feedback could best influence the creation of design options.

Public Exhibition

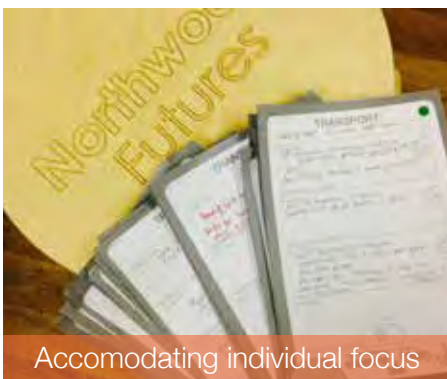
The aim of the exhibition was to share two financially viable visions with people who live, work and use Northwood in order to identify perceived strengths, weaknesses and preferences for each scheme. People were also able to state a preference for neither, i.e oppose the development.

We offered three methods for people to access the exhibition information:

- Online Exhibition – via www.northwoodfutures.com
- Physical Exhibition in 65 Green Lane
- Mobile Exhibition where information was taken to other events around Northwood to reach new audiences.

Across these three methods the information reached 628 people over an 11-day period and 394 pieces of feedback were gathered.

The first part of the exhibition told the story of the project since the re-launch in June 2014, the community brief established in October 2014, traffic data gathered in November 2014 and initial design responses shared in December 2014.



Accommodating individual focus



Detailed workshop sessions

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

4.0 Engagement Activities

Visitors could then view two financially viable visions which addressed the community brief and the technical brief set by TfL. Artist impressions, 4 floor plans and an exploded axonometric were shared for each vision alongside key bullet points demonstrating their positive attributes.

Physical Exhibition

Across the five days the exhibition was visited by 534 people. This is a very high turnout driven by a high level of awareness of Northwood Futures as a vehicle to provide feedback and demonstrates an extensive awareness of TfL's intention to explore possibilities for their land holdings in the area.

211 of these visitors were new to the project but were prompted to attend via the flyer drop containing outline information about each vision.

People were invited to view the exhibition and provide individual feedback but members of the Northwood Futures team were on hand to answer detailed questions throughout the 5 days and members of the design team were available Tuesday to Friday 4 - 7pm and all day Saturday.

Many people chose to be talked through the design visions in detail by a member of the team meaning visitors gained a good understanding of the proposals and were able to ask critical questions and clarifications.

Online Exhibition

The exhibition content was made available online from the 27th January alongside a comment function on the Northwood Futures website which remained open until 6th February 2015. Over this period there were 342 unique visitors to the Northwood Futures website.

Only 30 pieces of feedback were received from people who had only viewed the information online but people used this as an opportunity to view the content before visiting the exhibition and to feedback at home after having viewed the physical exhibition. Feedback relating to the online exhibition has been logged separately to avoid double counting responses therefore this figure does not include those who submitted feedback online having visited the exhibition.

17 of these pieces of feedback were from people who were new to the project.

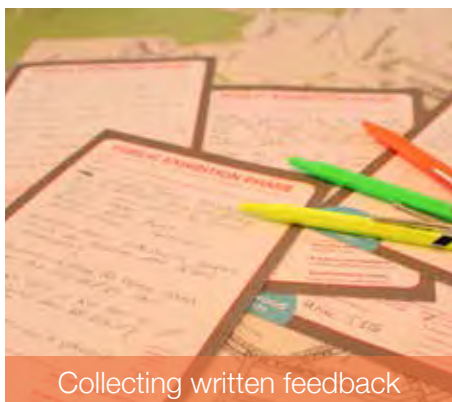
“

Sharing design visions alongside opportunities to talk to design team in more detail.

”



Offering space to consider ideas



Collecting written feedback

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

4.0 Engagement Activities

“

Utilising online platforms to ensure people can view work and comment without attending a specific event.

”



Online exhibition portal



Sharing the whole process

Mobile Exhibition

The exhibition content was taken to other events around Northwood to help us reach a broad audience and to make it easy for people to see the visions. From the 27th – 6th February the content was taken to:

- Heart Beeps – a parents and toddlers group
- Live a Home – an over 60's lunch club
- Northwood 1st Scouts Group
- Iron Aid Foundation

64 people were reached through this method and 6 of these were new to the project.

Digital updates

We continued with digital updates committing to once a month but notifying people that we would share updates when we had information to share.

These updates continued to be an important way of demonstrating a spirit of transparency and collaboration on the project.

Updates were sent:

1. Early November

We shared a short summary of the public meeting closing Northwood Futures Phase 1 and setting out future opportunities to engage.

2. Mid November

We shared more details on the further opportunities to engage and encouraged people to book in to one of the workshops.

3. Mid December

We shared a summary of the feedback from the drop in/ workshop stage and set out next steps.

4. Early January

We reminded people of the upcoming exhibition and encouraged people to attend.

5. Early February

We shared a summary of the feedback received in the public exhibition and set out timeline for the next update.

Statement of Community Involvement - Green Lane/ Station Approach

Phase 2: Feasibility Study

4.0 Engagement Activities

Exhibition Content

The first part of the exhibition shared the project journey to show the design evolution and how local insight had been considered.

“Gathering individual feedback having provided a context for decision making.”



Diagram 4.2 - Exhibition Material- Project Context

Statement of Community Involvement - Green Lane/ Station Approach

Phase 2: Feasibility Study

4.0 Engagement Activities

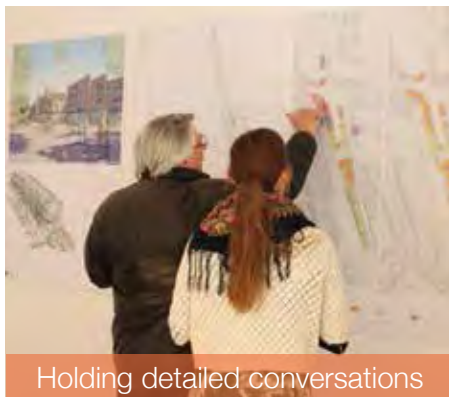
Exhibition Content

Each vision was described using 3D sketches, four floorplans and bullet points of the key attributes.

“

Using diagrams, drawings and sketches to build understanding of final two visions.

”



Holding detailed conversations



Reaching mixed age group



Diagram 4.3 - Exhibition Material- Vision 1

Statement of Community Involvement - Green Lane/ Station Approach

Phase 2: Feasibility Study

4.0 Engagement Activities

Exhibition Content

Each vision was described using 3D sketches, four floorplans and bullet points of the key attributes.

“

Using diagrams, drawings and sketches to build understanding of final two visions.

”



Public exhibition



Considered feedback



Diagram 4.4 - Exhibition Material- Vision 2

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

Participation Levels

We captured key data across Phase 2 to analyse the levels of reach and depth of participation.

“

A process that ensures high levels of awareness and high levels of project participation.

”



**2 x 7500
leaflet
drops**

**9 days
in 65
Green Lane**

**768
unique
website
hits**

**6
events
attended**

**728
people
face to
face**

**3
workshops**

**459
pieces of
feedback**

**2
digital
updates**

Diagram 5.1 - Levels of Participation

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

Ongoing Participation

As this phase consistent of two distinct parts we separated our data across these parts to look at participation in each component.

“
Tracking participation across project activities to assess the depth as well as breadth of reach.
”



Diagram 5.2 - Participation in Initial Response Stage



Diagram 5.3 - Participation in Public Exhibition Stage

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

Feedback Summary

All feedback from the exhibition was gathered and entered into a spreadsheet. This allowed us to tabulate preferences, levels of feedback, attendees and new audience reach.

“Recording data on project reach and volume of feedback received as some people will view and not comment on ideas shared.”

| Session | No.s* | New | Vision 1 | Vision 2 | Neither | Either |
|--|------------|------------|-----------|------------|-----------|-----------|
| 27th January 65 Green Lane | 73 | 25 | 4 | 43 | 4 | 4 |
| 28th January 65 Green Lane | 68 | 25 | 2 | 43 | 4 | 4 |
| 29th January 65 Green Lane | 77 | 25 | 7 | 43 | 4 | 4 |
| 30th January 65 Green Lane | 147 | 25 | 5 | 43 | 4 | 4 |
| 31st January 65 Green Lane | 169 | 25 | 10 | 47 | 4 | 4 |
| Online feedback from exhibition visitors | | | 44 | 43 | 4 | 4 |
| 28th January Live at Home | 25 | 2 | | | | |
| 30th January Heart Beeps & Nippers | 14 | 2 | 1 | 7 | | |
| 5th February Scouts | 15 | | | | | |
| 6th February Iron Aid Foundation | 10 | 2 | 1 | 5 | | |
| Online | 30 | 17 | 5 | 23 | 1 | 3 |
| Totals | 628 | 245 | 39 | 314 | 12 | 29 |

* No. of attendees at each session not counting people who attended more than once.

Diagram 5.4 - Breakdown of Feedback

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

“
Mapping engagement reach to ensure we gather insight from both a wide area and immediate site neighbours.
”

Engagement Reach

During the exhibition phase of the project we conducted a second round of data collection to establish both the geographic reach of the activity and depth of engagement, i.e how many times had people participated.

We wanted to establish if we were reaching a consistent audience and whether we were continuing to engage with people who live and work in and around Northwood so that we are reaching a range of people who use Northwood as their local centre.

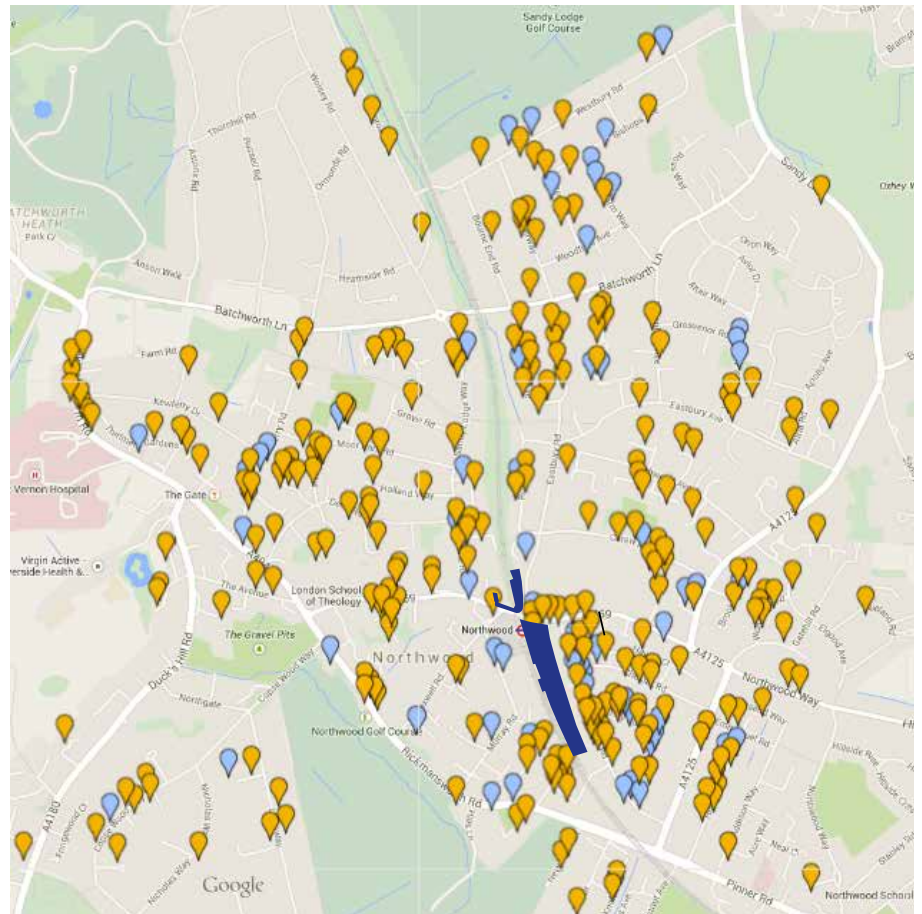
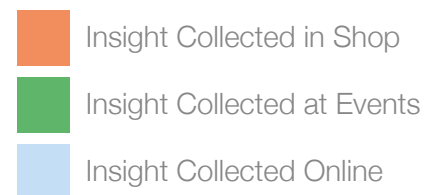


Diagram 5.5 - Engagement Reach
(Northwood Hills, Northwood, Moor Park)



Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

Initial Responses Summary

We separated the information into 3 themes

1. Transport - ideas around improving the transport infrastructure from a vehicle, cyclist and pedestrian perspective.
2. Architecture & Public Realm – ideas on massing of buildings and creating a public realm that reflects the pleasant local character.
3. Use – analysis of existing ground floor use and ideas around potential retail, residential, parking and other public uses in the future.

Transport

We shared 4 scenarios: one which leaves Station Approach where it is and 3 which are iterations of relocating on-site vehicle access to a widened Central Way. (insert diagrams)

Overall, people expressed interest both in moving vehicle access to Central Way (scenario 2/4) and retaining it at Station Approach (scenario 1). Scenario 3 was widely seen to be unfeasible in terms of bus turning space. Benefits of moving the vehicle access to Central Way were identified as creating a better bus interchange and allowing the rest of the site to focus on a pedestrian feel. While some people want the scheme to focus on moving as much traffic through Northwood as possible the majority of people wanted to focus on pedestrian feel and making the area more of a destination.

Points raised:

- Dedicated pick up & drop off needs to be as close to station entrance as possible.
- None of the current scenarios were seen to deal with taxis adequately.
- What will be the impact of shifting junction on Green Lane and can there be minimal right turn movements?
- Volume of additional traffic on site needs to be articulated acknowledging that this is impacted by the mix of uses.
- The exact position of vehicle access in relationship to surrounding housing and impact on local residents needs further thought.
- More detail sought on where entrance to station could be and how step-free access will be achieved.
- Make more of Green Lane car park as it is currently underused
- More detail sought on what opportunities there are for cyclists.
- Clarity sought on where rail replacement buses will wait.
- Is there a more radical approach to shifting the 331 bus route so that it does not need to turn around on site although this needs to be balanced with creating a good interchange between buses and the station.

“

Gathering,
processing,
analysing and
summarising
feedback.

”



Workshop Analysis



Workshop Feedback

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

“

Gathering,
processing,
analysing and
summarising
feedback.

”



Community workshops



Community workshops

Architecture & Public Realm

These design responses were about making the area more pedestrian focused and reflecting the context of surrounding buildings. These responses took into account creating a hard landscaped public space, space for new buildings and green space.

Some of the initial proposals involve replacing the existing buildings and others retain them, as we wanted to have a conversation about what people felt was most important. Many people separated the desire to keep the existing businesses from retaining the existing buildings and therefore were interested in exploring new buildings if the whole scheme would prove to be beneficial to Northwood. However, some people wanted specifically to keep the existing buildings.

We have always explained that new development is acceptable in Conservation Areas where it preserves or enhances the features which contribute toward its designation.

Points raised for further consideration:

- Clarity sought over how the public 'gateway space' would be combined with alternatives to bus movement.
- Some were wary of creating too much public space which nobody would use, others wanted more space than the ideas proposed so this is not an area of consensus.
- Public space closer to Green Lane was seen as more central and therefore more likely to be used positively: people want space that is used well at night as well as during the day.
- However the opportunity to draw people through the site (with the right uses) to a space at the bottom that might respond to St John's Church's role in Northwood was seen as an interesting idea to pursue.
- How the surrounding uses relate to any public space was seen as critical to how people use any new space created.
- Maintenance of space is vital for high quality in the longterm, as well as for potential uses (markets etc.) that would support people to come to the area and help all the local businesses.
- More clarity sought on how people would move through the site and get to the station. The station entrance influences footfall through the site and thus the success of retail.
- If new buildings created then retaining the street line of 4 storeys was seen as maximum and 5 storeys only if the slope of land accommodates it. Ideally using roof space to accommodate the final storey to be in keeping with surrounding area.
- Idea of stepping down massing as the site moves further South seemed sensible.
- Creating a central walkway that can allow for retail units on both sides was well received.

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

“

**Gathering,
processing,
analysing and
summarising
feedback.**

”



- People wanted to know details of materiality and architectural style. This is detail that will not be prepared at feasibility stage, so will not be available in January but the team will be working with the Local Authority given the sensitivities of Conservation Areas and buildings of note. As the project progresses and this detail is available, it will be shared with you and opportunities to comment will be provided.

Uses

Overall people wanted to know how uses related to the architecture and public realm; the vitality of Northwood's shops was seen as the most important factor and the idea that this development could have the potential to create a destination.

Points raised for further consideration:

- Valuing existing businesses continues to be key. We wanted to gauge whether this was about retaining them in the properties they are in or whether they could be afforded continuous trade and therefore new units provided for them. There was recognition that any interim space would need to be in the same vicinity.
- Sense that not enough people are spending their money in Northwood (and are going elsewhere) so the 'right' mix of shops is needed (ie. shops that will help the public space to be animated and to thrive).
- Parking levels must be adequate with short term parking for shoppers and commuter parking.
- If new buildings built then undercroft parking was seen as good way of hiding parking.
- Any multi-storey parking needs to be good quality, attractive exterior and not too high.
- More detail sought on expected traffic levels with these uses – and parking levels required.
- Housing, while not in any way a consensus point, is seen as a way of making the scheme viable. The approach of reducing the scale of housing as the site moves south was well received but people want to know what numbers are being proposed.
- People wanted to know what has happened to ideas of cultural creative uses.

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

“
**Understanding
community
preference from
a qualitative and
quantitative
perspective.**”

Exhibition Summary

534 people visited the exhibition in 65 Green Lane, 30 people viewed and commented online and 64 people viewed the information at other events we attended providing a total reach of 628 people.

We received 394 pieces of feedback stating preference for:

- 39 people preferred vision 1
- 314 people preferred vision 2
- 29 people happy with either vision
- 12 people wanting neither vision (i.e no change)

Individuals were invited to write their own feedback therefore we received varying lengths and depths of feedback from each participant and some people simply stated a preference. A digital update issued on the 11th February shared the preferences detailed below allowing people to read themes raised by others which they themselves may agree with but had not detailed in their feedback.

Community Preference

Across all feedback mechanisms there was a strong preference for vision 2 with 80% of all feedback stating this preference. It is interesting to note that this preference was true across all viewing methods and within new and existing audiences evidencing that the community brief resonated with the people of Northwood and vision 2 best answers this brief.

Physical exhibition 81% of feedback stated preference for vision 2

Online exhibition 77% of feedback stated preference for vision 2

Mobile exhibition 85% of feedback stated preference for vision 2

This vision was seen as best answering the community brief in terms of improving the look and feel of the area, delivering step free access to the station, providing a public piazza which would support a better retail offer that would thrive and a range of housing provision.

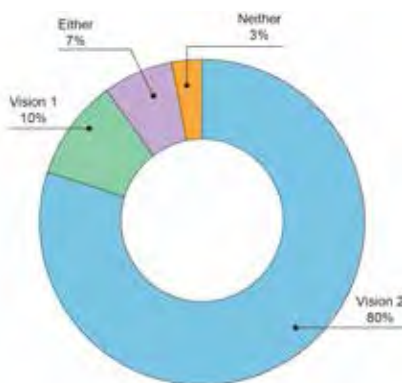
There was very limited preference for no change i.e neither option with only 3% of feedback stating this preference. This remains true for each viewing method.

Physical exhibition 3% of feedback stated preference for no change

Online exhibition 4% of feedback stated preference for no change

Mobile exhibition 0% of feedback stated preference for no change

Feedback from people who selected vision 1 indicated that people felt that this was more familiar to the existing setting. However, many people felt that it was too similar to the existing layout and did not fulfil enough of the community requirements, or additional benefits offered by vision 2.



Feedback Distribution

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

“
Understanding that preferred vision is not a finished design and how local feedback can influence design development.
”

Those that stated a preference for no change had varied reasons but there was concern about the existing conservation area, and whether additional retail would be supported and survive. Questions of the conservation area would be addressed through any planning application that may be made for the site, and looking at opportunities to drive footfall to new and existing retail units was considered and responded to in the proposals.

As vision 2 was the preferred solution we received a much richer set of feedback for this vision all of which we have recorded, however, it can be summarised into the following strengths, weaknesses and additional information needed.

Vision 2 strengths

The most frequently identified strengths were:

- A public piazza offering a new heart for Northwood
- Moving the station into a pedestrian space and using commuters to support footfall for new retail
- Providing dedicated pick up and drop off
- Affording the opportunity to create a better setting for St Johns United Reform Church
- Upgrading the pedestrian bridge and improved public realm across the site

Alongside these points people felt that new retail units on the former Blockbuster site and on the south side of the bridge provided a good opportunity to link retail from east to west as well as phasing the development to support business continuity.

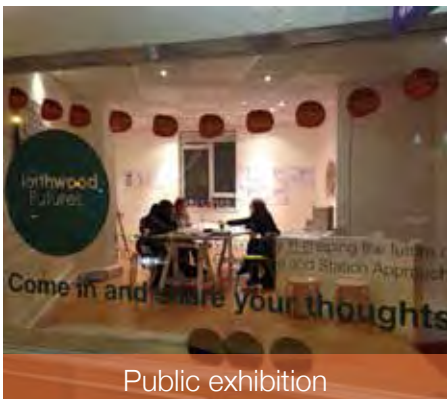
Vision 2 weaknesses

The most frequently identified weaknesses were:

- Limited parking provision for retail and residential units
- The impact of east bound vehicle right turns onto the site from Green Lane
- The heights and massing shown needs to fit more into the surrounding area and visuals need to show heights in context before more conversations
- Whether there is enough provision for drop off and pick up

Additional questions raised by local people

- What provision will be made for existing businesses and business continuity?
- Is there more detail available on the impact of the new road layout?
- What provision will be made for construction traffic?
- What is the anticipated impact of a new retail destination on the existing retail offer in Northwood?
- How will TfL manage and maintain the development post completion so that it does not quickly fall into disrepair?



Public exhibition



Public exhibition

Statement of Community Involvement - Green Lane & Station Approach

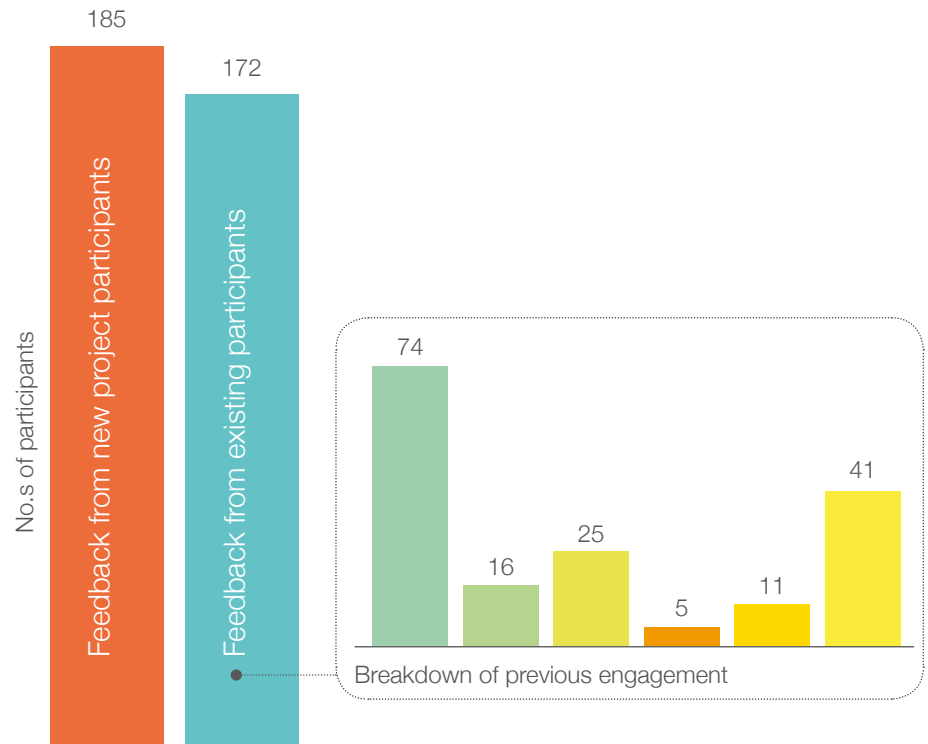
Phase 2: Feasibility Study

5.0 Findings & Feedback

Ongoing Engagement

From the 394 pieces of feedback gathered we captured data on previous participation from 357 people.

“Tracking ongoing relationships to establish how consistent local insight and influence has been.”



NB. Based on data given on 357 of a total of 394 pieces of individual feedback

Diagram 5.6 - Ongoing engagement analysis

Key to types of engagement prior to exhibition attendance

- Shared insight in Phase 1
- Shared insight & attended workshop in Phase 1
- Shared insight in Phase 1 & again in Phase 2
- Shared insight in both phases & attended 1 workshop
- Shared insight in Phase 2
- Shared insight & attended workshops in both phases

Understanding strength of relationships

This data showed that the split from feedback was almost even and within existing participants the majority were people who had shared insight in phase 1 and were returning to view the tangible ideas. The 41 people who have participated in each engagement opportunity shows that we have a large core group of people who have followed the journey and shaped the outcomes.

Statement of Community Involvement - Green Lane & Station Approach

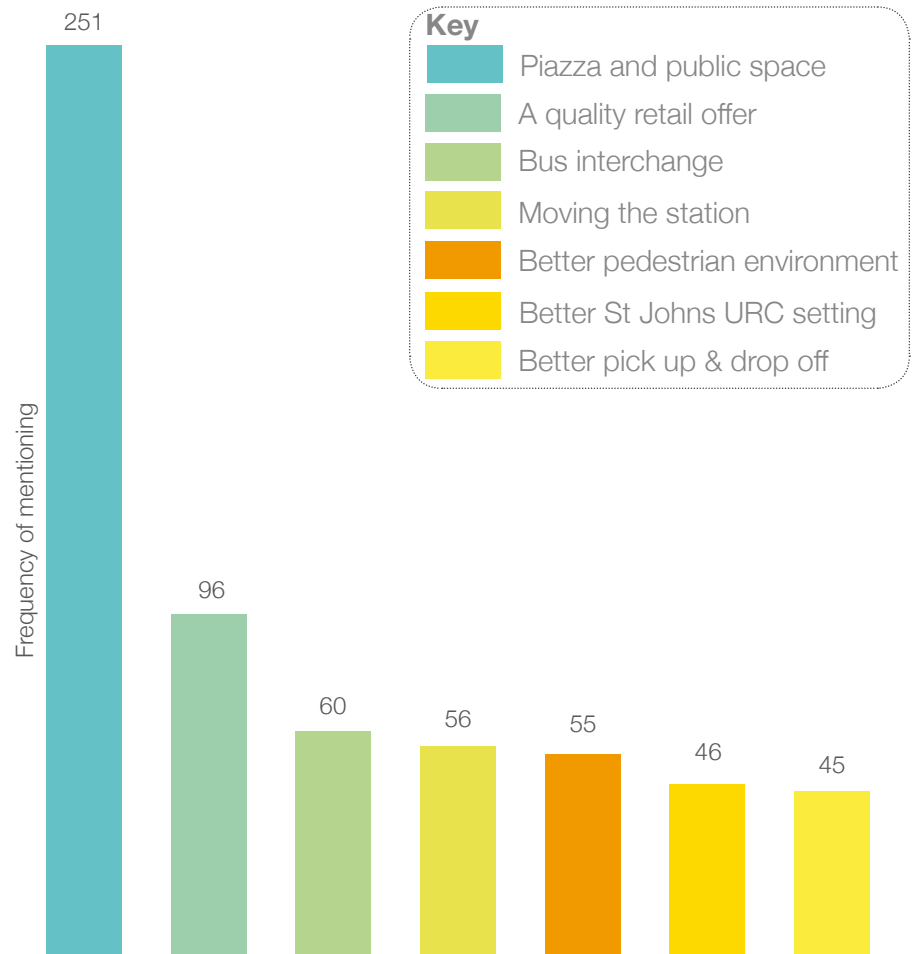
Phase 2: Feasibility Study

5.0 Findings & Feedback

Thematic Feedback Analysis

From analysing the qualitative feedback we have identified the most frequently mentioned strengths of the preferred vision (Vision 2)

“
**Understanding
the perceived
strengths of
Vision 2.**
”



NB. Based on 394 pieces of individual feedback however some feedback simply stated preference without qualitative reasoning.

Diagram 5.7- Key strengths of Vision 2

Understanding the perception of strengths

The piazza was the most frequently mentioned positive attribute with over twice as many people referring to this as the next most frequently mentioned attribute. People were able to imagine themselves using the space both as a retail or restaurant destination and as a recreational space for events such as carol services or performances. Following this people talked about a retail offer for Northwood that would thrive now and into the future; there remains a sense that there are residents who are not shopping locally which could shift through this opportunity.

There were four transport mode themes: bus interchange, moving the station, a quality pedestrian environment and better pick up and drop off. People saw Vision 2 as an opportunity to improve how people move through this area and while there were tweaks suggested to the proposals they were seen as a positive start.

Finally the capacity to provide a better setting for St Johns United Reform Church was seen as positive and provides the opportunity to link to the wealth of community and cultural activity offered from this location.

Statement of Community Involvement - Green Lane & Station Approach

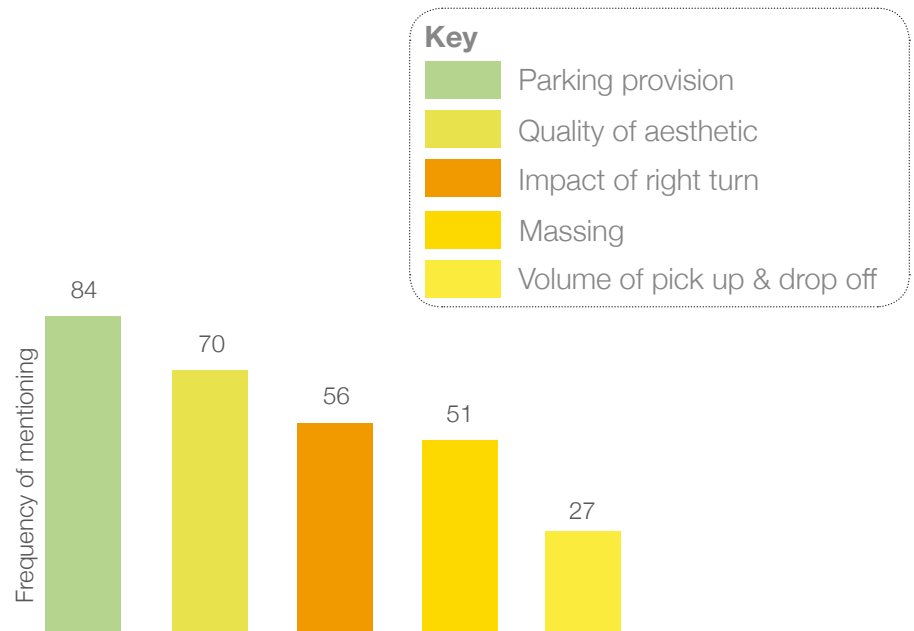
Phase 2: Feasibility Study

5.0 Findings & Feedback

Thematic Feedback Analysis

From analysing the qualitative feedback we have identified the most frequently mentioned weaknesses of the preferred vision (Vision 2)

“
Understanding the perceived weaknesses of Vision 2.
”



NB. Based on 394 pieces of individual feedback however some feedback simply stated preference without qualitative reasoning.

Diagram 5.7- Key weaknesses of Vision 2

Understanding the perception of weaknesses

The most frequently mentioned perceived weakness was an inefficient level of parking provision specifically dedicated for residential and retail uses. Northwood is perceived as an area where people will drive at weekends, if not more, and therefore people will own cars. Retaining the level of parking provision for commuters was seen as positive but labeling parking as commuter or retail was perceived as unrealistic, particularly as survey data indicates that commuters access the site before 8am therefore this parking will be full before shoppers arrive. Acknowledging the need to provide vehicle access to Northwood station providing a dedicated pick up & drop off zone was perceived as a strength however, people wanted to see the space dedicated to this increased and ensure that the access to it, including turnaround space, would not become backlogged.

The visuals of both visions shown at the exhibition were produced to act as conversation starters but they prompted people to think about the style of architecture they wanted to see on the site. The visuals shared were criticised for not reflecting the character of Northwood, particularly the roofscape, although the notion of brick buildings was seen as a positive.

Massing is a particularly sensitive issue with people wanting to see the buildings in context to understand the impact along Green Lane, the scale of the piazza and the impact on surrounding residential buildings.

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

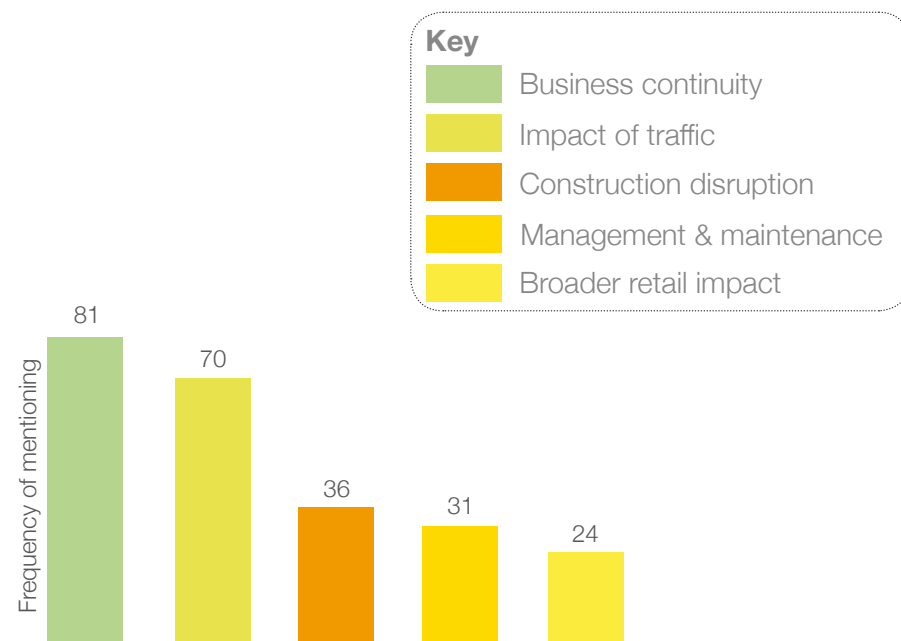
Thematic Feedback Analysis

From analysing the qualitative feedback we have identified the most frequently additional questions people have about the preferred vision (Vision 2)

“

Understanding the additional questions people have about Vision 2

”



NB. Based on 394 pieces of individual feedback however some feedback simply stated preference without qualitative reasoning.

Diagram 5.8- Key questions from exhibition feedback

Understanding the additional questions

As with Phase 1 the capacity to afford the opportunity for continuous trade for existing valued local businesses before, during and post construction was a key issue for local people. While people understand that detailed conversations with individual leaseholders will occur as the project progresses there is a desire to receive assurances that key tenants will not be pushed out of Northwood. Connected to this concern were questions over the broader local retail impact and whether a successful new retail destination would lead to the decline of the existing retail centres along Maxwell Road and High Street. Questions were raised over rent levels and whether rents set at market rent would lead to existing independent retailers, and any new independents, being priced out of Northwood.

Traffic and traffic congestion continued to be a key issue for local people. Questions were raised over the impact of the right turn from Green Lane onto the site and whether this will cause increased congestion at peak times.

While Vision 2 was a clear preference for people there were questions over the level of construction disruption, particularly with this more extensive development, and the length of time for construction.

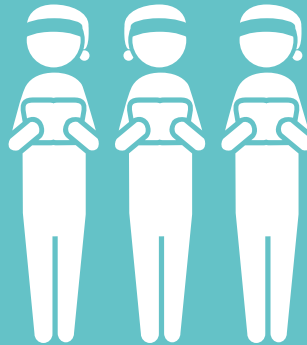
The history of TfL's management and maintenance of Station Approach led people to ask about how a new development would be managed to ensure that it remains high quality.



A New Civic Space



Specialist Markets



Carol Concerts



Pop-up Performances



More Greenery



A public space for meeting

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

Additional Feedback

There were six themes around which we had most feedback, both in terms of strengths and weaknesses. We have summarised this feedback in order for it to be considered in future design development.

Piazza

The piazza was a clear driver for people selecting Vision 2 as their preference and as it is a tangible idea for a public space people gave ideas for its design and use.

“

We want this to be a space that can be used from people aged 0 - 80 so it needs to be well thought through.

”

Piazza

It needs to be animated with markets etc. and who will organise this?

It should feel welcoming with landscaping, greenery, places to sit

It needs to be activated with restaurants and shops at ground floor

Who will maintain this space? How will it be kept high quality?

It needs to be wide enough to not feel dark and lose all 'sense of sky'

It needs to be well lit at night and not feel like a dangerous place

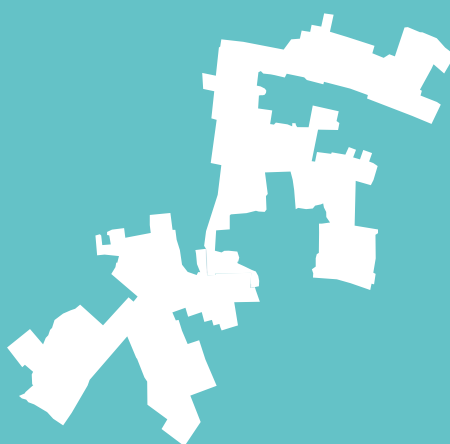
The route through from pick up and drop off needs to be clearly defined and well lit



Design



Area of Special Local Character



Conservation Areas



London Borough of
Hillingdon's Role

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

Aesthetics

Visual style is very hard to build consensus around, however, the style and roofscape of the visuals shared at the exhibition were seen as a weakness leading to additional comments on style and materiality.

“
New buildings should be mindful of the character of Northwood.
”

Aesthetics

We would like to see buildings made from brick to fit in with the surrounding context

Architectural style needs to be mindful of local character. The visuals shared do not fit in.

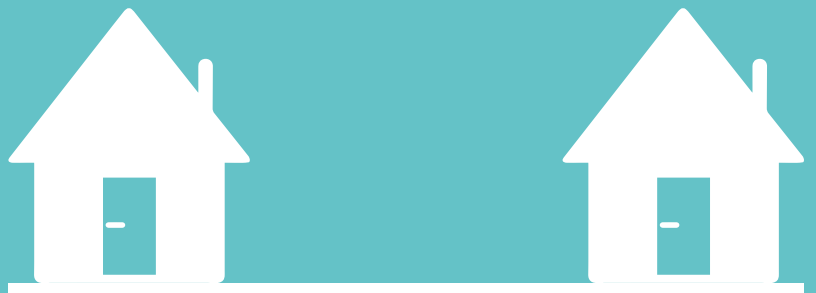
Roofscape is very important to avoid the development looking blocky and too urban

How will designs respond to the conservation area?

Will there be further discussions on style and materiality?



Appropriate Scale



Neighbouring Properties

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

Massing

Without seeing the proposed buildings in context people found it hard to imagine the impact on surrounding properties with particular concern over heights at the bottom of gardens.

“
**Heights and
massing shown
needs to fit in more
with the
surrounding area**
”

Massing

The height of the town houses will feel taller due to the levels of the site

Can the site accommodate the number of units proposed?

What will the wider infrastructure implications be with this number of additional residents?

Massing needs to be shown in context. How will it impact on light into neighbouring gardens?

Will the piazza feel dark as it seems narrow with tall buildings on either side?

People are concerned about too many buildings that are four storeys high.



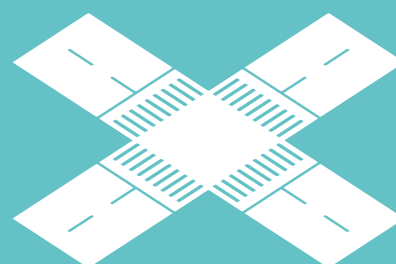
Pedestrian Quality



Promote cycling



Parking Levels



Critical Junction



Traffic Congestion

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

Transport

Congestion along Green Lane, the impact of a new right turn and levels of parking remain a key concern for local people. There is a perception that any new residents will have cars and therefore more cars need to be accommodated.

“

Traffic impact and parking requirements are seen as a critical local issue.

”

What is the impact on traffic flow of the new junction proposed in Vision 2?

Can Green Lane accommodate a new right hand turn into 'Central Way'?

Parking levels need to be revisited as new residents will likely drive cars and need parking

Is there enough pick up & drop off? How does turnaround for this work?

There needs to be more secure cycle parking that is well located for ease of use

How many more cars will be accessing the site post development?

A new retail destination will likely bring more cars therefore retail parking needs to be provided

Transport



No Supermarket



Better Mix of Uses



Relocating
Station Entrance



Support Existing Businesses

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

Retail

While people were enthused by the idea of a new retail destination there were ongoing concerns about how the opportunity for continuous trade will be afforded to existing TfL tenants.

“

We want to see existing valued businesses retained alongside a new retail and restaurant offer.

”

Using the station to drive footfall for the shops makes sense. Is there more you could do around this?

Will rents increase and therefore exclude independent retailers?

Will this have a negative impact on Maxwell Road and Northwood High Street?

Can the project deliver a mix of retail that keeps small independents and some anchor tenants?

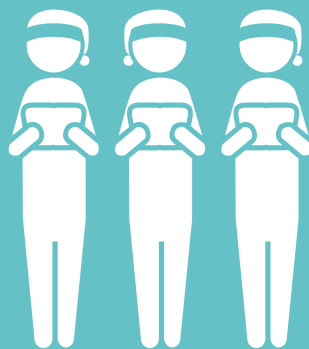
How will business continuity be offered to existing businesses?

How do we have a mix of uses that means the piazza is used positively at all times?

Retail



Pop-up Performances



Carol Concerts



Cultural/Arts Offer

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

5.0 Findings & Feedback

St Johns URC

The capacity to deliver a more civic setting for St Johns was seen as very positive but questions were raised about how this would turn from an idea into reality when it is beyond TfL's scope.

“

The opportunity to build on the cultural offer available at St Johns URC and make it more visible locally is one to be taken.

”

**St Johns
United Reform
Church**

Is this really an opportunity to offer more cultural programming in Northwood?

Could the pedestrian link from St Johns into the piazza be further improved?

Is the Iron Aid Foundation interested in a collaboration around this idea?

Are St Johns interested in a new civic setting for their church?

Could Northwood Community Arts be involved in extended programming?

Statement of Community Involvement - Green Lane & Station Approach

Phase 2: Feasibility Study

6.0 Conclusion

A summary and detailed feedback has now been shared with both Transport for London and the design team for incorporation into the feasibility study and to influence the next project steps.

Once again we have been hugely impressed by the level of local engagement and contribution supported by existing Northwood networks promoting the project and ensuring that there is high awareness of both the project and it's aims.

While there is support for vision 2 we are aware that there are additional details that would need to be prepared should the project move into a planning remit and that these details will be harder to build consensus around as we move from thematic wish lists through to more detailed and tangible designs.

Closing Phase 2 & Next steps

A clear timeline has not been set as feasibility stage information needs to be presented to the TfL board and authority sought to move into a planning remit. However, it is hoped that vision 2 will be taken forward to planning stage and we will facilitate opportunities for local people to see design progression and provide further feedback.

“
A process that has delivered a broad consensus around a vision that is seen to meet the needs of Northwood now and into the future.
”

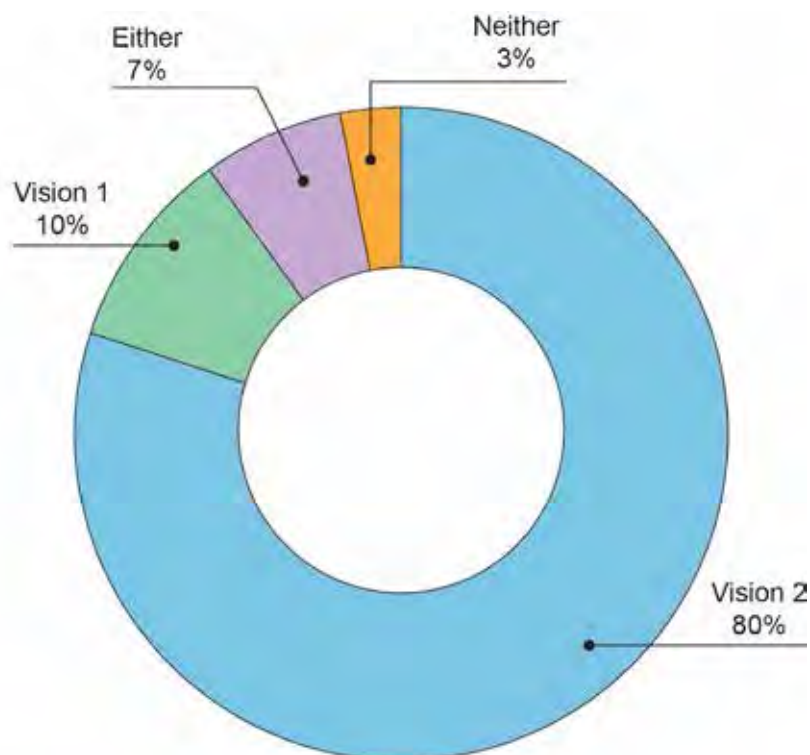


Diagram 6.1 - Exhibition Feedback Analysis



Northwood Futures

STATEMENT OF COMMUNITY INVOLVEMENT GREEN LANE & STATION APPROACH

Community Engagement Phase 3

May 2015 - October 2015

make:good

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre Planning

Contents

Phase 3 - Feasibility Study

- 1.0 Introduction
- 2.0 Executive Summary
- 3.0 Methodology
- 4.0 Engagement Activities
- 5.0 Findings & Feedback
- 6.0 Conclusion

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre Planning

1.0 Introduction

“

Taking the well supported vision 2 into a planning ready scheme through an ongoing local dialogue

”

The project

Phase 3 of the Northwood Futures project aimed to continue the local dialogue on the future of Transport for London's sites and services in Northwood in parallel to the production of a planning application being led by Fletcher Priest Architects. As with phase 1 and phase 2, the Northwood Futures project was delivered by make:good, a specialist design and engagement agency.

Fletcher Priest were introduced to the local area via a walkabout hosted by the chair of Save Our Northwood & Residents Association and two members of the University of the 3rd Age.

Phase 1 of the engagement process focused on development of the brief and phase 2 engaged residents the development of a feasibility study, culminating in a public exhibition held in January 2015 presenting two viable visions for TfL's sites. Participants were asked to provide comments and state which vision they preferred – or whether they wanted no change at all.

The public exhibition was viewed in person, and online, by 628 people and we collected 394 pieces of feedback, with 80% of respondents stating a preference for vision 2. Following the public exhibition, TfL presented a paper to their board to seek authority to move forward into a planning remit with vision 2. At the end of March 2015 it was confirmed that this authority had been granted and Northwood Futures notified the community of future opportunities to participate and provide feedback.

Whereas phase 1 developed a community brief for the sites and phase 2 developed a vision for the sites in collaboration with the local community, phase 3 of the community engagement commenced with an overall vision set (vision 2) and aimed to provide opportunities for the community to see the design as it progressed and provide feedback. The intention was not to completely re-visit the overarching brief and 'diagram' for the site set out in the earlier stages. Phase 3 built on the previous phases in that it worked with the feedback already gathered, implementing parameters in the vision going forward that were in line with what had already been agreed upon.

This report

This report records and summarises phase 3 of the Northwood Futures project from May 2015 – October 2015.

It should be read in conjunction with the phase 1 and phase 2 reports where a more detailed explanation of the project history, site context and project team is contained.



Diagram 1.1

TfL Northwood Land Holdings

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

1.0 Introduction

“
Facilitating opportunities for people to share their views irrespective of their time commitments
”

Overview of phase 3

From May - October 2015 TfL commissioned a full consultant team to take vision 2 forward into a planning ready scheme. Throughout this time the design team held fortnightly meetings with London Borough of Hillingdon.

The role of the Northwood Futures team during the production of the planning application material was to ensure that the insight gathered in phases 1 and 2 was reflected, where possible, in the scheme and to provide future opportunities for local people to see design development at moments where they could meaningfully provide feedback.

After the new design team was commissioned, led by Fletcher Priest Architects, the Northwood community took them on a detailed walk around the area to communicate their thoughts, priorities and concerns in situ – primarily regarding the local built heritage. At the same time, the Northwood Futures team provided the architects with and communicated the key points of the community feedback gathered to date, so it could be ensured that the context and local sentiment was fully understood.

Phase 3 of the community engagement work commenced on the premise that the key components of vision 2 would be retained whilst ensuring that a financially viable scheme would be submitted to planning.

Two opportunities for people to provide feedback were facilitated at key moments in the design process.

- 27th June – 10th July 2015: Pre-Planning Exhibition (physical/online)
- 29th September – 3rd October 2015: Pre-Planning Consultation (physical/online)

The Pre-Planning Consultation event presented a scheme that reflected feedback from the exhibition and invited respondents to comment and suggest final tweaks on the understanding that the larger decisions had already been agreed collaboratively.



Walkabout around the area



Pre-Planning Exhibition

Statement of Community Involvement - Green Lane & Station Approach

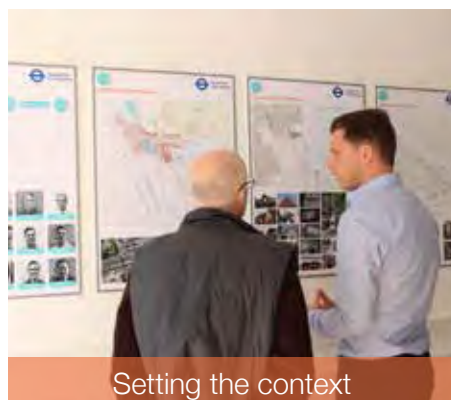
Phase 3: Pre-Planning

1.0 Introduction

The journey so far

Being aware that we would continue to reach new audiences throughout the process, it was important to put activities in context of where we had come from.

“
Putting activities in context to ensure people are aware of how thinking has developed with local influence.
”



Phase 1: Gathering Insight

1.

June 2014: TfL took a new approach to understanding the future of their sites around Station Approach & Green Lane commissioning Northwood Futures project to start extensive community engagement.

2.

2nd July 2014: TfL and Northwood Futures launched this new approach at a public meeting.

3.

July - Oct 2014: Northwood Futures held weekly open days in 65 Green Lane, attended local events and shared information via www.northwoodfutures.com reaching 1504 individuals in the local area.

4.

Mid Oct 2014: Having shared insight on a fortnightly basis Northwood Futures identified four key opportunities and four key concerns.

| | |
|-----------------------------|----------------------------------|
| Opportunities: | Concerns: |
| Improve look & feel of site | Traffic |
| Create a place to gather | A large-scale supermarket |
| Bringing people in | Loss of existing businesses |
| Housing | Impact on surrounding properties |

5.

Oct 2014: TfL appointed a consultant team to respond to the ideas collected and gather further technical information.

6.

End Oct 2014: Local people were invited to a series of workshops with the consultant team to discuss the issues in more detail.

7.

4th Nov 2014: Phase 1 of Northwood Futures closed with a public meeting and online update.

8.

Nov 2014: Consultant team collected further technical data and prepared initial design response to local opportunities and concerns

9.

26th Nov - 13th Dec 2014: Initial responses shared in an exhibition at 65 Green Lane and in a series of workshops with local people & online from 17th December.

10.

Jan 27th - 31st 2015: Public exhibition in 65 Green Lane and online reaching 628 people. Total project reach hits 1781 people. 80% of respondents to the exhibition stated a preference for Vision 2.

11.

Mar 2015: TfL board approves procurement of a design team and moving into planning phase with Vision 2.

12.

May 2015: Full design team is appointed and detailed design work commences.

13.

Jun 29th - 1st Jul 2015: Public exhibition in St John's Church and online sharing design progress.

14.

Sep 29th - Oct 3rd 2015: Pre-planning public exhibition in 65 Green Lane and online.

15.

Mid Autumn 2015: TfL to submit planning application to LB Hillingdon.

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

2.0 Executive Summary

“
High levels of engagement driven through existing and new networks of local dialogue.
”

Following on from phase 1 (gathering insight) and phase 2 (feasibility study), phase 3 aimed to provide opportunities for the community to see the development of the selected vision 2 into a planning application.

Phase 3 activities were broken into 2 parts:

- A Pre-Planning Exhibition inviting detailed feedback around specific themes
- A Pre-Planning Consultation event providing clear plans to be viewed and understood by the public before submission of an application

Pre-Planning Exhibition

In June/July 2015, we presented a scheme to the Northwood community developed on the basis of the vision selected after the January exhibition (vision 2).

659 people participated in this phase, 186 of whom were new to the project.

We sought feedback from the community specifically on issues of retail, public space, scale and massing and materiality. Feedback gathered can be summarised as follows:

- Ground floor mix of use: The overarching desire was for a mix of useful shops that serve everyday community needs including a post office, cobbler, dry cleaners, barbers and a food and beverage offer that would better suit Northwood's needs. Key uses people did not want to see (more of) were late night license premises, betting shops, estate agents and hairdressers.
- Public piazza: This remained a perceived key benefit of the scheme alongside a new Northwood Station with step-free access (inclusion of lifts to both platforms).
- Architecture and materiality: We received a very mixed response to design but there was a clear demand to reference the quality, detail and materiality of the surrounding residential streets and other buildings within the town centre conservation area.
- Scale and massing: People wanted to see continued refining of roofscaping and massing to ensure the best fit possible with the heights and scale of the surrounding buildings.
- Traffic: The community wanted additional evidence on the validity of the proposed transport scheme.
- Parking: A re-assessment of the proposed parking levels for commuters, retail and residential uses was called for.
- Existing Tenants: Some wanted greater clarity over how existing tenants would be included within any potential development.

Pre-Planning Consultation

In September/October 2015, we presented a more detailed set of information which responded to feedback from the summer exhibition.



Phase 3 project reach

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

2.0 Executive Summary

“
A process which delivered ongoing engagement allowing a depth of relationship with the project.
”

We asked visitors to state whether they supported the scheme in order to test local opinion as well as asking for feedback on perceived strengths and weaknesses. When collecting feedback on strengths and weaknesses we were clear that only minor changes would be made at this stage as the proposals were approaching a fixed scheme.

713 people participated in this phase, 183 of whom were new to the project and we received 392 pieces of feedback.

- 80% stated that they support the scheme
- 6% stated they are unsure about the scheme
- 14% stated they do not support the scheme

Digital Summaries

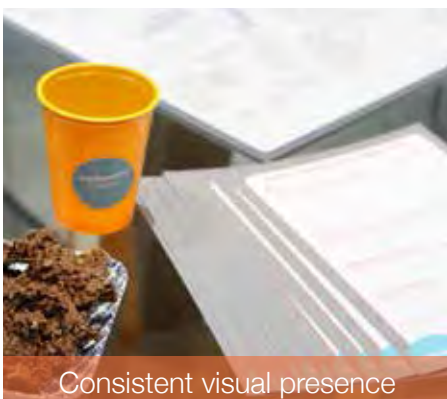
An important component of the project, as in phases 1 and 2, was to share updates and summaries as feedback was gathered and analysed. We summarised feedback collected at both the pre-planning exhibition and the pre-planning consultation event and shared interim and final updates for both events via the project mailing list, containing 473 e-mail addresses. We also posted the information on the well-read Northwood Futures website. The aim of the interim summaries was to give people the opportunity to provide additional commentary before the feedback deadline date.

Total Reach

Through phase 3 we reached 369 people who had not previously participated in the project, bringing the total reach of Northwood Futures' work to 2336 people. This audience is not contained solely within the Northwood ward boundary but includes residents of Eastbury who use Northwood as their local centre and were mobilised during the Save Our Northwood campaign.

Conclusion

- There has been an ongoing positive response for the scheme and its capacity to reinvigorate this part of Northwood.
- Having engaged a large number of people across the project duration it is clear that the proposal will not meet everybody's exact requirements but the positive support for the scheme indicates that the overall principles represent a change people would like to see.
- All the participants in the Northwood Futures project have been notified of the statutory planning process associated with this application, should they wish to make comments directly to Hillingdon Council regarding the submitted scheme.



Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

3.0 Methodology

“
Learning from phase 1 and 2 we mobilised existing networks to promote awareness.
”



Online promotion



Window at 65 Green Lane

Promotion

During phases 1 and 2 we established relationships with the key community connectors within this area: resident associations, the SON committee, notice board key holders, Streetlife, mailing list holders and formed a good understanding of how people shared information. This meant that during this phase we could be much more focused on networks we knew would reach a broad audience and leaflet drops to ensure information reached all those likely to have participated in the previous SON campaign as well as all those keen on participation in this project.

Digital promotion of the pre-planning exhibition began on the 6th May, although at the close of phase 2 we notified people that there would be further opportunities to engage should the project move into a planning remit.

The following channels were used to share a digital flyer promoting exhibition dates:

- SON Mailing List
- SON website
- Northwood Futures website, mailing list and twitter
- Eastbury Residents Association Website
- Northwood Residents Association Website
- Eastbury Ward Councillors mailing list
- Posting on Northwood 'Streetlife'
- Councillor Reena Ranger's Facebook Page
- Northwood & Pinner Liberal Synagogue E-Newsletter

Alongside the digital promotion we used leaflet drops to promote both the pre-planning exhibition and the pre-planning consultation, which meant completing 2 x 7500 household leaflet drops during this phase.

- Dates for the pre-planning exhibition dates were distributed on 12th June 2015 to 7500 households.
- Dates for the pre-planning consultation event were distributed on 26th September 2015 to 7500 households.

These leaflets contained information on opportunities to feed back and a timetable for the exhibition, stating times individual consultants and TfL representatives would be present to answer specific questions. The timing of this leaflet drop meant it was aimed to remind people of the opportunity to feed back and ensure people knew that the exhibition would contain a developed scheme that TfL would be submitting to planning.

Other promotion included:

- Posters for all opportunities to see the plans and engage were placed in Northwood Station

Statement of Community Involvement - Green Lane & Station Approach

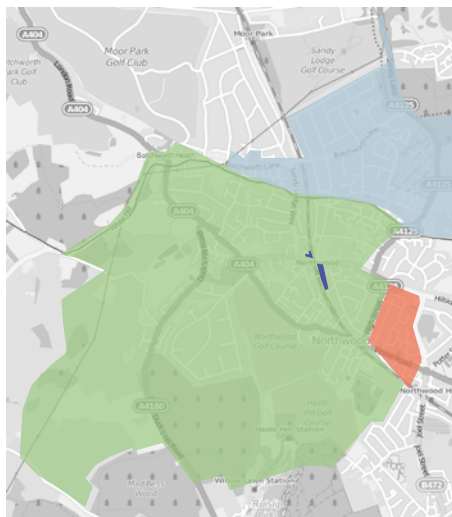
Phase 3: Pre-Planning

3.0 Methodology




“

Ensuring that promotion reaches a geographic audience who use Northwood as their local centre.

”



Boundary of flyer distribution

-  Northwood Ward Boundary
-  Eastbury Ward Boundary
-  Northwood Hills
-  TfL Land Holdings

- Northwood Residents Association invited us to provide a summary of the project and promote key dates in their July and October Newsletters.
- Eastbury Residents Association invited us to provide a summary of the project and promote the Northwood Futures website in their Spring Newsletter.
- A poster was put up in Northwood Residents Association Notice Board
- A large window vinyl with summary information of the plans featured in the summer exhibition as well as details of the consultation event times was applied to the shop front of 65 Green Lane so that even those who didn't have time to drop in could see the main information

Phases of Engagement

We wanted to provide opportunities for people to meaningfully comment and see how the design was developing, so devised specific forms of engagement to suit this final phase of pre-planning participation.

Digital Updates

In this phase digital updates focused more on promoting engagement activities and events – with two specific updates within each of the core engagement stages of this phase. An interim summary of feedback was shared on both occasions so that people had the opportunity to see the types of themes our analysis was showing and agree/disagree with the accuracy of what was summarised, in line with the ethos of openness and transparency that we have brought to the entire project.

We shared exhibition content online the Northwood Futures website, however, we encouraged people to view the work in person and talk to the team about concerns before they provided feedback so that comments were based on as detailed understanding of the scheme as possible.

Following the public exhibition we wrote a summary of the feedback gathered and shared it via a digital update.

Visiting Events

An important part of our work in phases 1 and 2 was visiting existing events and groups to make it easy for people to share their views about the future of TfL's sites.

We identified the groups which proved the most receptive to us attending and whose attendees were eager to participate.

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

3.0 Methodology

“
Engagement activities at key moments that involve the community as the scheme approaches finalisation.”

These were:

1. Heart Beeps - parents of under 5's
2. Live at home - reaching older more isolated members of the community
3. Northwood 1st Scouts – reaching an audience of young people
4. Emmanuel Church – after church on a Sunday
5. Emmanuel Church Parents & Toddlers Group - parents of under 5's

Members of the Northwood Futures team took the exhibition and consultation material to these groups, shared them and gave the opportunity for people to feed back. This also provided an opportunity to further promote the exhibition and consultation sessions.

Pre-Planning Public Exhibition

At our exhibition in June/July 2015, we presented the context of the Northwood Futures project and journey so far to the community, alongside the design responses from the newly appointed consultant team developing the collaboratively selected vision 2. We made sure that we provided detailed context for design considerations including local conservation and planning policies, as well as local precedents.

We took on board comments from the January exhibition where people had commented negatively about the architecture presented so we outlined the design team's narrative around developing an architecture that responds to the local area.

Great care was taken to ensure that the information presented was as accessible as possible so that members of the public who do not have a built environment background could interpret the information and be able to meaningfully comment.

Pre-Planning Public Consultation

At our consultation event in September/October 2015 we presented the context of the Northwood Futures project for visitors who were new to the project and a more detailed set of design information in line with how advanced design development was; more information on transport and parking (including transport modelling) and construction phasing. Following feedback from the pre-planning public exhibition a model was also produced to help people better understand the scheme within the wider urban context.

The exhibition was staffed at all times by representatives from Fletcher Priest and the transport engineers so that people could ask specific questions as these were the two areas where people wanted to gain a better understanding prior to a planning application being submitted. Other members of the consultant team were present across the 5 days as well as representatives from Transport for London.



Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

3.0 Methodology

“
Gathering specific feedback on the developing designs within clearly articulated parameters of community influence.”

Gathering Feedback

In phase 3 we wanted to collect feedback on more specific areas but also provided an open comments box for any other ideas or suggestions people wanted to provide. In addition to being able to feed back in person at the events, members of the community could share their thoughts online at our website and over email, as well as by telephone or in writing and returned to the ticket office in Northwood Station or 65 Green Lane.

Pre-Planning Exhibition

The public exhibition used a similar methodology to the drop-in sessions as we were aware that some people may ‘pop in’ for short periods of time while others may stay for longer and have more detailed conversations.

Each person who visited the exhibition was given a feedback card to complete where they could provide feedback around the 4 specific areas we were looking for responses on and then a space for any other comments.

We continued to be open to people requesting no change and these responses were recorded as such.

Pre-Planning Consultation

At the pre-planning consultation event the focus was on presenting the scheme being submitted for planning. However, we continued to welcome general comments and wanted to find out if attendees did or did not support the scheme.

Analysing Feedback

We analysed feedback both qualitatively and quantitatively in order to provide a rounded picture of local opinion. Participants provided individual feedback on dedicated cards which we added to our database and analysed to draw out common themes and sentiments among the community. Where couples submitted joint pieces of feedback we marked their feedback cards with x2 and logged their responses in duplicate.



Imagining a new retail offer



Pre-Planning Consultation feedback

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

4.0 Engagement Activities

“Setting out an inclusive and extensive schedule of engagement for phase 3.”



Programme of engagement

As in Phase 1 & 2 we prepared and promoted an engagement calendar offering a range of activities to suit a range of audiences.

| JUNE 2015 | |
|-------------------------------------|---|
| Sunday 2nd June | Website update for June activities in June 2015. Information also shared via our expanding mailing list of local contacts. |
| Mid June | Leaflet drop to 7500 households, providing summary information, promoting opportunities to engage, new to feedback and timetable for when members of the consultative team will be present. |
| 26th June | Pop up exhibition at Hill House (Northwood & Pinner Local Synagogue) |
| 27th June | Exhibition material and capacity to feedback made available online |
| 27th June 11pm - 7pm | Drop in exhibition held in St Johns URC, Hillwood Road. A detailed timetable of when members of the consultative team and representatives from Transport for London will be attending will be made available prior to the event. |
| 29th June 11pm - 7pm | Drop in exhibition held in St Johns URC, Hillwood Road. A detailed timetable of when members of the consultative team and representatives from Transport for London will be attending will be made available prior to the event. |
| JULY 2015 | |
| 1st July 11pm - 7pm | Drop in exhibition held in St Johns URC, Hillwood Road. A detailed timetable of when members of the consultative team and representatives from Transport for London will be attending will be made available prior to the event. |
| 2nd July | Interim summary shared online & via mailing list |
| 9th July | Pop up exhibition at Emmanuel Church |
| 26th July | Visiting Northwood 1st School |
| 10th July | Online and written feedback closes |
| 11th July | Online update summarising feedback from exhibition and digital update via our expanding mailing list of local contacts |
| SEPTEMBER 2015 | |
| 26th September | Leaflet drop to 7500 households, providing summary information, promoting opportunities to engage, new to feedback and timetable for when members of the consultative team will be present. |
| 26th September | Exhibition material and capacity to feedback made available online |
| Sunday 26th September 11pm - 7pm | Public Consultation Event. Drop in exhibition held in Hill House Lane. A detailed timetable of when members of the consultative team and representatives from Transport for London will be attending will be made available prior to the event. |
| Wednesday 30th September 11pm - 7pm | Public Consultation Event. Drop in exhibition held in Hill House Lane. A detailed timetable of when members of the consultative team and representatives from Transport for London will be attending will be made available prior to the event. |
| Thursday 1st October 11pm - 7pm | Public Consultation Event. Drop in exhibition held in Hill House Lane. A detailed timetable of when members of the consultative team and representatives from Transport for London will be attending will be made available prior to the event. |
| Thursday 1st October | Pop up exhibition at Emmanuel Church (Pinner & Troscot Group) |
| Friday 2nd October 11pm - 7pm | Public Consultation Event. Drop in exhibition held in Hill House Lane. A detailed timetable of when members of the consultative team and representatives from Transport for London will be attending will be made available prior to the event. |
| Friday 2nd October | Pop up exhibition at Hill House (Northwood & Pinner Local Synagogue) |
| Saturday 3rd October 12pm - 6pm | Public Consultation Event. Drop in exhibition held in Hill House Lane. A detailed timetable of when members of the consultative team and representatives from Transport for London will be attending will be made available prior to the event. |
| Sunday 4th October | Pop up exhibition at Emmanuel Church |
| 8th October | Interim summary shared online & via mailing list |
| 10th October | Online and written feedback closes |
| 11th October | Online update summarising feedback from exhibition and digital update via our expanding mailing list of local contacts |

FOLLOWING THESE TWO ENGAGEMENT ACTIVITIES TIL INTEND TO SUBMIT A PLANNING APPLICATION TO LONDON BOROUGH OF HILLINGDON IN MID AUTUMN.

Diagram 4.1 - Engagement Calendar

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

4.0 Engagement Activities

“
Seeking targeted feedback to develop the designs in a way suitable for Northwood.”

”



Detailed conversations



Sharing thoughts

Pre-Planning Public Exhibition

June/July 2015

The aim of the phase 3 exhibition was to share the design progress of vision 2 following the public exhibition held in January 2015.

We had four key areas around which we sought feedback:

The mix of retail and ground floor uses (including scale of retailers):

- We believed it was important to gather feedback on this because people had said from beginning they wanted a better retail offer in Northwood and wondered about the increased footfall that the development could bring and the various impacts of this. We wanted to find out what things they wanted to see and what they would support

Public Space (look, feel and how it could be used):

- We felt it was important to gather feedback on this because it was the most popular thing about vision 2 and we wanted ideas about its look, feel and use so that the design could reflect local ideas

Scale and massing (heights and roofscapes):

- This was an area of concern identified following the public exhibition in January, but as it is so linked to viability we wanted to have a detailed conversation about it with people at this stage

Materiality (look and feel of the architecture):

- We wanted to discuss this with the community on the understanding that it is very subjective and January had not fitted with people's ideas so we wanted to tell the story of the design thinking and get feedback on this

We continued to collect any other comments and feedback people wished to provide but encouraged attendees to provide specific feedback around these themes.

We offered three methods for people to access the exhibition information:

- Physical Exhibition in St Johns Church Hallowell Road (27th, 29th June & 1st July 2015)
- Online Exhibition – via www.northwoodfutures.com (27th June – 9th July 2015)
- Mobile Exhibition where information was taken to other events around Northwood to reach new audiences.

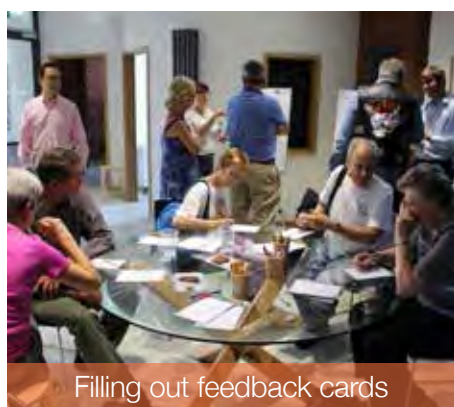
Across these three methods the information reached 659 people over a 13 day period and 406 pieces of feedback were gathered.

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

4.0 Engagement Activities

“
Sharing a developed scheme of the vision selected by the Northwood community in phase 2.



The first part of the exhibition told the story of the project since the re-launch in June 2014, the community brief established in October 2014, traffic data gathered in November 2014, initial design responses shared in December 2014 and the public exhibition held in January 2015.

The exhibition presented 12 boards:

1. The journey so far – setting out the project history and engagement activities to date
2. Understanding Northwood – a site analysis by Fletcher Priest
3. Project Timeline & Team
4. The character of Northwood – noting the conservation area and analysis by Conservation Consultant Nick Collins, Portico Heritage
5. Developing an architecture – setting out Fletcher Priest's design thinking
6. Creating the piazza – aimed at presenting the qualities to be within the piazza
7. Comparable public spaces – aimed to show that long thin public spaces (as afforded by the piazza) can work
8. Architectural precedents – referencing local buildings and details from our initial walkabout and a modern interpretation by Fletcher Priest
9. Creating a new heart for Northwood – visualising the public piazza
10. What will be provided – setting out the components of the proposal
11. Augmenting Northwood's Retail – aimed at initiating conversations about retail mix*
12. Traffic and Public Transport

* Alongside the exhibition board a table top activity was facilitated where people were provided with the overall proposed retail area and indicative units sizes of a range of retail types. We asked people to identify uses they wanted to see and assemble indicative selections of their ideal retail mix.

Physical Exhibition

Across the three days the exhibition was visited by 493 people. This is a very high turnout driven by a high level of awareness of Northwood Futures as a vehicle to provide feedback and high awareness of TfL's intention to explore possibilities for their land holdings in the area.

114 of these visitors were new to the project.

Online Exhibition

The exhibition content was made available online from the 27th June alongside a comment function on the Northwood Futures website which remained open until 9th July 2015. Over this period there were 377 unique visitors to the Northwood Futures website.

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

4.0 Engagement Activities

“
**Consultants
present at
engagement
events to
offer detailed
conversations.**”

Only 27 pieces of feedback were received from people who had only viewed the information online but people used this as an opportunity to view the content before visiting the exhibition and to feed back at home after having viewed the physical exhibition. Feedback relating to the online exhibition has been logged as such only when this was the sole method through which people viewed the content and does not include people who also visited the exhibition.

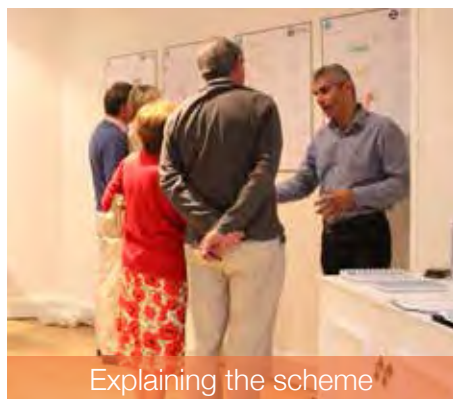
19 of these pieces of feedback were from people who were new to the project.

Mobile Exhibition

The exhibition content was taken to other events around Northwood to help us reach a broad audience and to make it easy for people to see the visions. The content was taken to:

- Heart Beeps – a parents and toddlers group
- Live a Home – an over 60's lunch club
- Northwood 1st Scouts Group
- Emmanuel Church

142 people were reached through this method and 113 of these were new to the project.



Explaining the scheme



Collecting feedback from all ages

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

4.0 Engagement Activities

Summer Exhibition

Visual content presented online and via a physical exhibition.



Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

4.0 Engagement Activities



Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

4.0 Engagement Activities

“
Providing detailed studies and visualisations alongside a model to aid understanding of the final scheme.
”



Public Consultation Event: September/October 2015

The aim of the phase 3 pre-planning consultation event was to enable the local community to see the detailed plans, developed based on insight gathered and the preliminary vision selected, before they were submitted to the council. We also welcomed general feedback on the plans and sought to understand how many people supported them.

We offered three methods for people to access the information at the consultation event:

- Physical Exhibition in 65 Green Lane (29th September – 3rd October 2015)
- Online Exhibition – via www.northwoodfutures.com (29th September – 10th October)
- Mobile Exhibition where information was taken to other events around Northwood to reach new audiences.

Across these three methods the information reached 710 people over an 12 day period and 392 pieces of feedback were gathered.

The exhibition presented 18 boards:

1. The journey so far – setting out the project history and engagement activities to date
2. Project Timeline & Team
3. Understanding Northwood – a site analysis by Fletcher Priest
4. The character of Northwood – noting the conservation area and analysis by Conservation Consultant Nick Collins, Portico Heritage
5. Developing an architecture – setting out Fletcher Priest's design thinking
6. An axonometric of the overall scheme
7. An overall site plan
8. A site plan of the south of the site which will be submitted as an outline proposal
9. Ground floor plan of the north of the site (including the former Blockbusters site)
10. A typical floor plan
11. Site sections
12. Architectural precedents – referencing local buildings and details from our initial walkabout and a modern interpretation by Fletcher Priest
13. Visualisation – a new civic heart for Northwood
14. Visualisation – creating successful residential communities
15. Visualisation – a new station for Northwood
16. What will be provided – setting out the components of the proposal
17. Traffic and Public Transport – including modelling results
18. Parking – provision on site and the wider context of parking in Northwood
19. Phasing Plan – setting out how construction would be phased

Phase 3: Pre-Planning

Using multiple channels to share design development and provide community updates.

Alongside the exhibition boards a physical model was presented to support people to understand the proposals in the wider context. This was in direct response to comments made at the pre-planning exhibition that a model would help people to better understand the scheme.

Across the 5 days the exhibition was visited by 710 people. 152 of these visitors were new to the project.

The exhibition content was made available online from the 29th September alongside a comment function on the Northwood Futures website which remained open until 10th October 2015. Over this period there were 343 unique visitors to the project website.

27 pieces of feedback were received from people who had only viewed the information online but people used this as an opportunity to view the content before visiting the exhibition and to feed back at home after having viewed the physical exhibition. Feedback relating to the online exhibition has been logged as such only when this was the sole method through which people viewed the content and does not include people who also visited the exhibition.

19 of these pieces of feedback were from people who were new to the project.

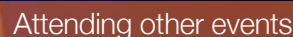
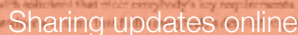
The exhibition content was again taken to the following group:

- Heart Beeps – a parents and toddlers group
- Emmanuel Church – after church
- Emmanuel Church – parents and toddlers group

68 were reached through this method and 12 of these were new to the project.

During phase 3 we shared four digital updates through the Northwood Futures website and mailing list of 473 people. These covered:

- Summer Exhibition Interim findings
- Summer Exhibition Final findings
- Public Consultation Interim findings
- Public Consultation Final findings



Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

4.0 Engagement Activities



Autumn Consultation Event

Visual content presented online and via a physical exhibition.

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

4.0 Engagement Activities



Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Feasibility Study

5.0 Findings & Feedback

“
Understanding remaining concerns and aspirations within the context of a very high level of approval of the scheme.”



Feedback from Summer Exhibition

From the 659 people who attended the exhibition we received 406 pieces of individual feedback. The difference in these numbers is due in part to partners submitting one piece of feedback between them but also some people chose not to complete feedback.

From the feedback we received, 89% of people were supportive of the scheme, 9% did not support the scheme and 2% declined to provide additional feedback until a more convincing case for the transport scheme was made.

People who did not support the scheme had a range of concerns, including conservation, transport and scale of development, rather than one key issue. Even those who were supportive of the scheme had concerns. The feedback gathered is summarised below.

Transport:

- There was a desire for the transport scheme to be better communicated in order to evidence how the proposals will work and impact on the existing traffic flow. There continued to be concerns around exacerbating local traffic.

Parking:

- Parking levels continued to be raised as a concern, as some believed there would not be enough parking provided.

Existing TfL Tenants:

- There was an ongoing concern from existing TfL tenant businesses and their customers regarding continuous trade: long-standing independent businesses providing local services has been a priority for people. There are four services which were most frequently mentioned during the exhibition as key local providers: post office, cobblers, dry cleaners and gentleman's barber.

Ground floor mix of use:

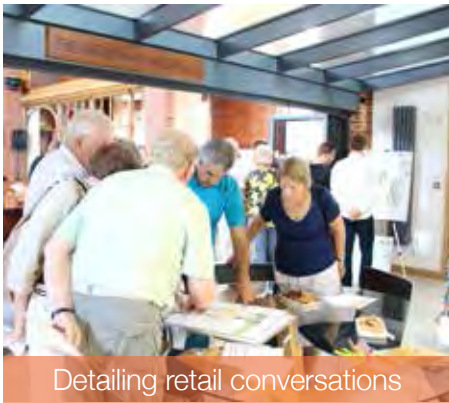
- People expressed desire for the ground floor uses to be a family friendly offer and were clear that they should not be aimed at providing a late night offer.
- Existing local services people wanted to see retained: Post office, cobbler, dry cleaners, gentleman's barber
- Existing services people saw as relevant to a station context: kiosk, minicab, flower stall
- Services and uses people did not want to see (more of): late night bars, betting shops, estate agents, hairdressers
- Additional uses people wanted to see: a better food offer including cafes, restaurants and delicatessens that can utilise the piazza for

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Feasibility Study

5.0 Findings & Feedback

“
Establishing the preferred retail mix for local people; what would they like to see encouraged into the area.
”



outdoor dining.

Atmosphere & Programming of Public Piazza:

- The piazza remained the most frequently mentioned benefit of the scheme alongside providing a new station with step-free access. Almost everybody could see the potential for this to be a positive contribution to Northwood by providing a high quality piece of public space for people to gather and sit without it being essential to buy something from a surrounding retailer.
- The idea that this piazza will be as green as possible to reflect the leafy nature of the surrounding residential streets was popular and the potential to incorporate some playable landscaping was valued, particularly by those with young families. There were a huge array of ideas for programming – from markets, school carol concerts and performances from Northwood Community Arts, to an outdoor cinema and much more.

Architecture & materiality:

- We received a huge range of responses to the architectural imagery shown during the exhibition; some people were very enthusiastic about the visuals, some disliked them, some wanted the design to be more modern and others wanted a more traditional look.
- There seemed to be a general consensus that attention to roofscape (with pitched roofs), materials, window details and quality would be appreciated.

Scale & massing:

- We received differing responses on scale and massing from those people who were new to the project rather than people who have followed the process.
- New viewers wanted to see less massing and lower buildings whereas many people who were familiar with the project recognised that the massing had been reduced since January with most buildings being 1 storey lower by creating inhabited pitched roofs. This is particularly true of the town houses to the South of the site which reduced from 3 storeys plus a roof to 2 storeys plus a roof since January's exhibition.

Reasons for not supporting development:

Although the majority of respondents supported the development, there was a minority who did not. There were a range of reasons for which people did not support the scheme, ranging from the impact of the revised transport scheme, the volume of additional housing and impact on the local services (including schools and doctors surgeries), questioning the need for additional retail, concerns over the future of existing businesses, scale of change, impact on a conservation area and the creation of social housing within the scheme.

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

5.0 Findings & Feedback

“
Comparing public response to the final scheme with the opportunities and concerns outlined at the beginning of the process.”

Feedback from Public Consultation Event

Through the final consultation event we reached 710 people and received 392 pieces of written feedback. As the work presented was very nearly a fixed scheme we used the feedback opportunity to ask people to state whether or not they supported the scheme in order to test local opinion before the submission of a planning application.

From the feedback we received:

- 80% stated that they support the scheme
- 6% stated they are unsure about the scheme
- 14% stated they do not support the scheme

When analysing the strengths and weaknesses we wanted to compare them to the opportunities and concerns identified through our insight gathering work from July – October 2014 in order to assess if the final proposals deliver all of the opportunities identified and respond to each of the concerns.

Opportunities

- Improve the look & feel of the area
- A public place to gather
- Bringing people in
- Housing

Concerns

- Traffic
- A large scale supermarket
- Loss of existing businesses
- Specific concerns of neighbouring properties

OPPORTUNITIES



Strengths of the scheme were identified as:

- Revitalising this part of Northwood: the opportunity to greatly improve the look and feel of the whole site, creating a new piece of Northwood's town centre. Recognising that these improvements take place within the town centre conservation area and therefore any new buildings need to be respectful of the surrounding context.
- The piazza: the new piazza which provides an opportunity for people to gather both on a hard landscaped and soft landscaped space and has the capacity to be programmed with different events.
- A new station: positioning a new Northwood Station, with step-free access to platforms, in the centre of the piazza allowing it to support footfall to the ground floor retail.

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

5.0 Findings & Feedback

“

Understanding areas of concern that have been addressed through the collaborative process.

”

- Housing mix: providing a range of housing from one bedroom first time homes through to family town houses.
- The retail mix: targeting small useful shops and a food and beverage offer. The priority uses identified in the June exhibition (post office, dry cleaner, cobbler and gentleman's barber) resonated with people as the existing functions that people wanted to see retained. People were also pleased that the scheme does not make provision for a large-scale supermarket.
- Reducing scale to the south: town houses to the south of the site were seen as a more appropriate solution and responding to specific comments from those whose homes border the site, massing has been adjusted to keep the heights of buildings as low as possible. Buildings of four stories have been placed to the north of the site to avoid overshadowing existing residents. Some people were concerned that the town houses will overshadow their gardens, however, sunpath studies show were provided with the final update to show that the shadows will not reach neighbouring properties.

Traffic has been a big theme throughout the project and initial data showed that peak hour congestion is aligned with school drop-off and pickup times. We have been clear over the project duration that it is difficult for the scheme to vastly improve the traffic flow, however, this proposal provides the following improvements to increase capacity through the junction of Green Lane and Eastbury Road:

- Separate right hand turn into Central way allowing eastbound traffic to flow more easily
- An off carriage way bus stop for west bound buses allowing westbound traffic to flow more easily

Concerns or weaknesses of the scheme were identified as:

- Construction disruption: concerns were raised over the level of disruption during the construction period and the duration of construction due to phasing. As we have said previously, a construction management plan will be submitted as part of the planning application and restrictions will be placed on heavy goods access to the site. It is worth noting that the phasing plan supports the relocation of the 4 priority uses within the existing businesses and retains access to Northwood Station and car park provision throughout the construction.
- Parking: we have continued to receive comments regarding parking provision despite the increase from 57 to 120 parking spaces since the summer exhibition. The team have agreed these figures with Hillingdon and the Greater London Authority balancing policy on reducing car use within London with the opinions of local residents.
- Impact on existing local services: people raised concerns over whether new residents will negatively impact on local services.

CONCERNS



Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

5.0 Findings & Feedback

“
**Understanding
the points of
discussion and
concern that still
need to be worked
out.**

”

The scheme will be liable for both the LB Hillingdon and Mayor's Community Infrastructure Levy (CIL). For LB Hillingdon, this is a charge which allows the Council to raise funds from developers prior to implementing their new developments. The money raised is used to pay for infrastructure required to support development. This could include transport schemes, flood defences, schools, health and social care facilities, parks, open spaces and leisure centres.

- Massing: people raised concerns about the heights of some of the buildings. The design team have listened to feedback over each of our events and focused buildings of 4 storeys to the north of the site in order to ensure that the town houses of the site can be reduced to 3 storeys (2 storeys with an inhabited roof).

There is still an ongoing conversation around the tree screen between the new houses on the south of the site and the neighbouring properties on Hallowell Road. Some want to see the tree screen enhanced while others would like to see it diminished. This is a point that still needs to be determined.

Statement of Community Involvement - Green Lane & Station Approach

Phase 3: Pre-Planning

6.0 Conclusion

This report marks the end of phase 3 of the Northwood Futures project. TfL will now submit a planning application to London Borough of Hillingdon for consideration.

“
**Moving towards a
planning
application and a
process of
statutory
consultation with
majority support
for the scheme.**”

Key figures Across the 15 month project duration:

- 4,513 total unique visitors to website
- 2336 project participants
- 6 x 7500 leaflet drop
- 32 visits to local groups
- 7 public workshops
- 2 large-scale public meetings
- 3 exhibition/consultation events across 13 days
- xxx days in 65 Green Lane - integrate above?
- 1 x walkabout

Throughout this project we have summarised the feedback we have collected at every stage so whilst we are aware that there are particular objections to the proposals we have received an overall very positive response at each stage of the project. People have concerns around change but in the main they see this as an opportunity to reinvigorate this part of Northwood for the benefit of existing and new residents.

Opposition to the scheme

During phase 3 of the community engagement we were made aware that a new organisation called Northwood's Voice had been conducting a petition against the development. On October 7th 2015 Transport for London wrote a response to them regarding some inaccuracies in the petition statements. This response was available on the Northwood Futures website in order to ensure that people were making their judgements based upon the current proposals and accurate information.

Next Steps

The Northwood community and all the participants in the Northwood Futures project have been notified of the statutory planning process associated with this application, should they wish to make comments directly to Hillingdon Council regarding the submitted scheme.