

Statement of Community Involvement

Bakers House, Bakers Road, Uxbridge (Premier Inn Hotel)

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(UK) Ltd

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Contents

Introduction	Page 1
Principles and scope of engagement and consultation	Page 1
Engagement and consultation activity	Page 2
Attendance at the public exhibition	Page 3
Feedback from the public exhibition	Page 3
Next steps	Page 5
Exhibition materials	Appendix

1. Introduction

- 1.1. This report details the consultation activity undertaken by the applicant with residents and business people, local members and other town centre stakeholders, in respect of proposals to redevelop the Bakers Road site to provide a nine-storey hotel with ground floor retail unit, basement car parking and associated works.
- 1.2. Prior to submitting this application, the applicant sought to engage and consult with relevant local stakeholders in order to gain feedback on the proposal.
- 1.3. Primary consultation activity was an exhibition event held in Uxbridge Town Centre on 19 July 2018. Around 190 people attended the exhibition and engaged with the team present.
- 1.4. Feedback on the proposal was overwhelmingly positive with 93% of formal feedback indicating support. The key themes of the feedback were as follows:
 - The Bakers House side of Bakers Road is badly in need of regeneration and investment;
 - The proposed site is a great location for a hotel due to its proximity to public transport and the town centre;
 - Uxbridge greatly needs another hotel to support businesses, residents and University students alike;
 - The Premier Inn brand is desirable and appropriate;
 - Job creation will be welcome.
- 1.5. There were a small number of suggestions for improvements to the proposal and these are detailed below in 5.9, along with our response.

2. Principles and scope of engagement and consultation

- 2.1. The applicant's approach is in line with the London Borough of Hillingdon's (LBH) adopted Statement of Community Involvement (2006) which aims to ensure that all sectors of the community are informed about planning documents being prepared and are able to make their views known.
- 2.2. The applicant sought to ensure that relevant stakeholders were made aware of the exhibition of the plans at the earliest opportunity and were encouraged to comment on the plans.
- 2.3. Local stakeholders will also be kept informed of progress as the plans move from application to decision.

2.4. Relevant stakeholders for this planning application are identified as follows:

- 2.4.1. Residents of 18-22 Bakers Road;
- 2.4.2. Other residents and business people living and/or using Uxbridge town centre;
- 2.4.3. Directors of Uxbridge BID (including the Town Centre Manager);
- 2.4.4. The three local members of the LBH (Uxbridge North ward) and the LBH Cabinet Member for Community, Commerce and Regeneration;
- 2.4.5. The North Uxbridge Residents' Association;
- 2.4.6. LBH Economic Development team.

3. Engagement and consultation activity

3.1. Full details of the applicant's engagement and consultation activity are set out below.

3.2. The primary activity centred around a public exhibition of materials detailing the proposals for the Premier Inn hotel, held on 19 July, 12 noon-7pm;

- 3.2.1. The extended time slot was chosen to make the exhibition equally accessible to people who either/both work and/or live in Uxbridge near the proposed development site;
- 3.2.2. The exhibition was held on the High Street side of the proposed site's block for maximum exposure, at the former Vintage Noir unit on the corner of Cocks Yard.

3.3. Residents of 18-22 Bakers Road UB8 1RG:

- 3.3.1. Residents of 18-22 Bakers Road (flats on the block of the proposed site) were sent advance invitations by post and a number attended.

3.4. Directors of Uxbridge BID (including Town Centre Manager):

- 3.4.1. Directors of Uxbridge BID were invited to the exhibition. The BID manager (and de facto Town Centre Manager) Mike Crane engaged with the team at length at the exhibition;
- 3.4.2. Photos from the exhibition, including those of the BID Manager were sent to BID Uxbridge's social media manager at the BID manager's request, following the event;
- 3.4.3. A full set of exhibition materials was sent to the BID Manager for circulation to all BID directors and other stakeholders, along with an invitation to provide any feedback on the proposals;
- 3.4.4. The applicant will be in regular contact with BID Uxbridge throughout the planning process.

3.5. Other residents and business people of Uxbridge town centre:

- 3.5.1. Exhibition details were posted to the Uxbridge Gazette Facebook page, and the publication's Uxbridge reporter was invited to the exhibition;
- 3.5.2. Tweets announcing the exhibition were posted regularly during the week prior, with successful requests for retweets and @mentions sent to Love Uxbridge (the BID team's Twitter account), Uxbridge Gazette, LBH, Hillingdon Times, and a number of Uxbridge retailers;
- 3.5.3. An event announcement on the public exhibition was posted to Love Uxbridge's events page;
- 3.5.4. Posters promoting the exhibition were put up on local residential, office and retail noticeboards, including outside the venue, from 10am on the day;

3.5.5. Team members handed out flyers in the High Street and Bakers Road areas throughout the day.

3.6. North Uxbridge Residents' Association (NURA):

3.6.1. The Chair (Paul Johnson) and other members of the North Uxbridge Residents' Association visited and engaged with the team at the exhibition;

3.6.2. A full set of exhibition materials was sent to and feedback invited (none received to date). The applicant will be in regular contact with the Association throughout the planning process.

3.7. Local members LBH:

3.7.1. The three local members - Cllrs Raymond Graham, David Yarrow and Martin Goddard – were invited by phone and email to the public exhibition. Cllr Graham attended and had a personal briefing on the scheme by the applicant's team;

3.7.2. Cllr Douglas Mills, Cabinet Member for Community, Commerce and Regeneration was invited to the public exhibition;

3.7.3. A full set of exhibition materials was emailed to members after the event, with a summary of feedback, and the applicant will be in regular contact with these Councillors throughout the planning process.

3.8. LBH Economic Development team:

3.8.1. Nigel Cramb (Business Engagement and Partnerships, Economic Development) attended the exhibition (with James Rodger, Head of Planning).

4. Attendance at the public exhibition

4.1. Around 190 people attended the exhibition and engaged with the applicant's representatives. These were split as follows:

4.1.1 64% have a close personal interest in the future of Uxbridge. Of these: 22% both reside and work in Uxbridge; a further 35% reside in Uxbridge; and a further 7% work in Uxbridge;

4.1.2 The majority of other attendees (the remaining 36%) either live or work in the wider Hillingdon area, including at Brunel University;

4.1.3 Full age range, from 18 to 80+;

4.1.4 Approximately 50/50 split between male and female.

5. Feedback from the public exhibition

5.1. Feedback forms were provided at the event and a feedback email address was given to those unable to provide feedback on the day (no further feedback was received in this way).

5.2. Questions on the feedback forms were as follows:

- *Do you agree that Bakers Road is in need of regeneration?*
- *Do you agree that the design of the proposed development will positively contribute to the regeneration of Bakers Road?*
- *Do you think that the proposed Premier Inn hotel will be beneficial for Uxbridge?*
- *Do you think that Bakers Road is a good location for the proposed Premier Inn hotel?*

5.3. For all questions the options to answer were:

1 = Yes, very much 2 = Yes 3 = Not sure 4 = No 5 = Not at all

5.4. Respondents were also asked for any further comments on the proposal.

5.5. 91 feedback forms were completed on the day.

5.6. Feedback on the location and design of the proposed hotel was overwhelmingly positive both anecdotally, and formally on the written forms, with 93% answering 1 or 2 to all questions, and 98% of all respondents answering 3 or above to all questions. Just 2 respondents included a 4 or a 5 on their feedback forms.

Question	Yes, very much	Yes	Not sure	No	Not at all
<i>Do you agree that Bakers Road is in need of regeneration?</i>	76	13	2	-	-
<i>Do you agree that the design of the proposed development will positively contribute to the regeneration of Bakers Road?</i>	61	24	5	1	-
<i>Do you think that the proposed Premier Inn hotel will be beneficial for Uxbridge?</i>	59	25	7	-	-
<i>Do you think that Bakers Road is a good location for the proposed Premier Inn hotel?</i>	56	26	7	2	-

5.7. The main themes of the feedback were as follows:

- The Bakers House side of Bakers Road is badly in need of regeneration and investment;
- The proposed site is a great location for a hotel due to its proximity to public transport and the town centre;
- Uxbridge greatly needs another hotel to support businesses, residents and University students alike;
- The Premier Inn brand is desirable and appropriate;
- Job creation will be welcome.

5.8. Visitors to the exhibition raised no concerns regarding the proposed height or mass of the buildings.

5.9. Some specific suggestions for improvements to the design and facilities were made as follows:

- Adequate bin provision and emptying is needed across area;
- A 24-hour public toilet on the corner of Bakers Road/Cocks Yard;
- Landscaping/lighting of Bakers Road/Cocks Yard is needed to discourage anti-social behaviour;
- Please ensure sufficient car/bike provision for hotel visitors and current users;
- Adequate signage is needed to prevent further congestion and confusion on already-busy road.

5.10. Visitors to the exhibition raised only three themes of concern relating to the proposal, as follows:

- Potential noise and pollution from increased traffic;
- Retention of sufficient parking for non-residents;

- Sustainability of improved façade without provision of features that would discourage current patterns of anti-social behaviour around corner of Cocks Yard.

5.11. The principal planning issues raised in 5.9 and 5.10 concern the appearance of, and anti-social behaviour at, the corner of Bakers Road and Cocks Yard. The design team considers that the proposed development will significantly enhance this area through the removal of the first floor accommodation above Cock's Yard, natural surveillance of it through new windows within the hotel building, the proposed enhanced public realm, and landscaping as well as new lighting.

Furthermore, the transport assessment explains how the proposed development will provide a suitable amount of car and bike spaces for the development and other users.

Other matters such as the provision and emptying of bins as well as road signage, are matters for LBH. The applicant would certainly support more frequent bin collections and good quality traffic signs to the scheme.

5.12. The following comments are representative of those received both on the feedback cards and in person at the exhibition:

'Think it is a great idea.'

'Amazing local investment.'

'Great location, in close proximity to train and bus station.'

'It would look very nice and great to have another hotel.'

'This will give Bakers Road a better look'

'I think it would be fantastic for University students' families when they come visiting.'

'I think it is a good idea for regeneration but, bringing business into Uxbridge will create more rubbish. The council need to get their act together!!'

'Fully supportive of the regeneration plan.'

'Go ahead!'

'Need to maintain as much public parking underneath as possible.'

'My only issue was parking but that has been addressed so I'm all for it!! Win, win in my eyes...new jobs, using local businesses too. Good luck.'

'Need to have as many trees as possible along Bakers Rd frontage and trees/planting and better lighting in Cocks Yard.'

'Concerned about noise from buses, arriving and departing and warming up in winter.'

'Definitely need more rooms in Uxbridge area.'

6. Next steps

6.1. Effective engagement and consultation is an ongoing process that does not stop with the submission of a planning application. The applicant is committed to keeping residents (via the North Uxbridge Residents' Association), businesses (via BID Uxbridge) and members, updated on the progress of the scheme.

Bakers Road today

A key asset for Uxbridge, poised for regeneration

Bakers Road is in the heart of Uxbridge with excellent transport links. However, after a period of under-investment, it had become dated, under-used and unable to meet the demands of the 21st century.

That is all changing. An ambitious investment drive is underway that will see the road once again become a prime asset for the town.

Our proposed plans for a new Premier Inn are designed to further progress the regeneration of Bakers Road. Our ideas are on display here today and we hope you enjoy browsing them. Our team is on hand to answer your questions: do let us know what you think.



Initiatives to regenerate Uxbridge

An exciting period of transition and rejuvenation



A new era for Uxbridge

This is an exciting time for Uxbridge, with several public and private schemes in train that are transforming this part of the town centre, enabling it to fulfil its potential as an attractive, welcoming and safe place in which to shop, socialise, work and live.

Mayor's Fund

In 2016, the Council secured £2m of funding from the Mayor of London's Regeneration Fund to support projects designed to rejuvenate the High Street, such as:

- A shop front grant scheme
- Decluttering and better quality street furniture (bins, benches, etc)
- Improved bus stop configuration and seating
- Improved pedestrian routes



Business Improvement District (BID)

Launched in October 2017, Uxbridge BID – which is funded and controlled by local businesses – aims to deliver more than £2.5m of investment into the area by 2021. Bakers Road is at the heart of the BID area. Key objectives include increasing awareness of the town, and footfall, dwell time and spend in it.

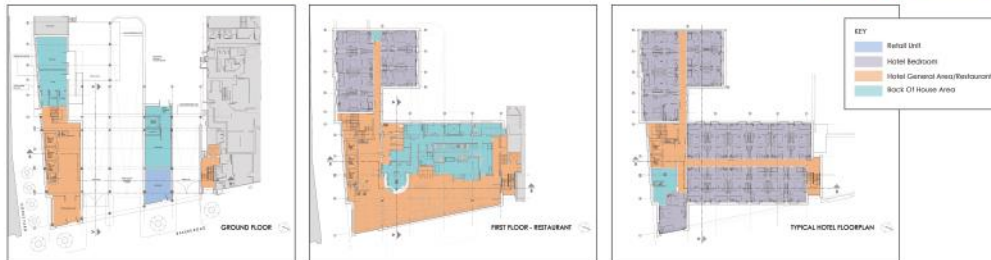
Investment and development

Private sector investors have already redeveloped a number of key buildings in the immediate vicinity, including Belmont House (offices) and The Apex (residential).



Proposal for a new Premier Inn

140 bedrooms, 94-cover restaurant



LaSalle, one of the UK's top investment management companies, is seeking to contribute to the regeneration of Bakers Road with a new Premier Inn hotel, incorporating a 94-cover Thyme restaurant which will serve Costa coffee.

The proposed development will occupy the site of Bakers House, a former office block which has been vacant since 2012, and will refurbish the Bakers Road Car Park.

The building will comprise nine storeys above street level. This was reduced from the 11 initially considered, following consultation with the Council.



140 bedrooms.
En-suite, Hypnos bed,
TV/Freeview, wifi



Refurbished car park



10 charging points
for electric vehicles



Family friendly and
accessible



94-cover restaurant. All
day dining. Open to public



15 secure bicycles racks



5 motorbike bays



Built-in energy and water
saving features



How Premier Inn will benefit Uxbridge

Revitalise the streetscape, attract visitors, create jobs

Boost street appeal

The proposed hotel will help to give Bakers Road and Cocks Yard fresh street appeal, with a contemporary facade, external lighting and landscaping.

Promote Uxbridge, attract visitors

The local business community will benefit from Premier Inn's continuous marketing programme, and its track record of attracting visitors throughout the year.

Premier Inn's London hotels average an occupancy rate of more than 80%. Therefore, this proposed 140-bedroom hotel has the potential to attract approximately 50,000 business and leisure visitors to Uxbridge annually.

On average, 60-70% of Premier Inn guests eat, drink and seek entertainment outside of their hotel in the evening, which will create opportunities for the local economy.

Offer a new dining and meeting venue

A Thyme restaurant, with seating for 94 and serving Costa coffee, will be open to the public and convenient for business meetings.



Approx. 45 jobs, permanent full- and part-time



Recruitment through Job Centre Plus



Approx. 50,000 visitors to Uxbridge



Strong year-round demand



Create jobs

Premier Inn Bakers Road is expected to generate around 45 new jobs. The company actively seeks to fill half of its new roles with those not in employment, education or training, particularly from the 16-24 year age group. Recruitment will be through the local Job Centre Plus approximately three months prior to opening.

Provide training and apprenticeships

Premier Inn creates Winning Teams and better leaders by investing significantly in training and development programmes that help its people build their skills and careers. It also seeks to recruit from within the business to create long-term opportunities for employees.

About Premier Inn

Premier Inn is a multi-award winning hotel operation that is consistently rated the UK's Best Value Hotel Chain by YouGov.

With more than 750 hotels – collectively comprising 72,000 bedrooms – across the UK and Ireland, Premier Inn is the nation's biggest hotel brand. It offers leisure and business travellers alike quality accommodation in convenient locations at affordable prices.



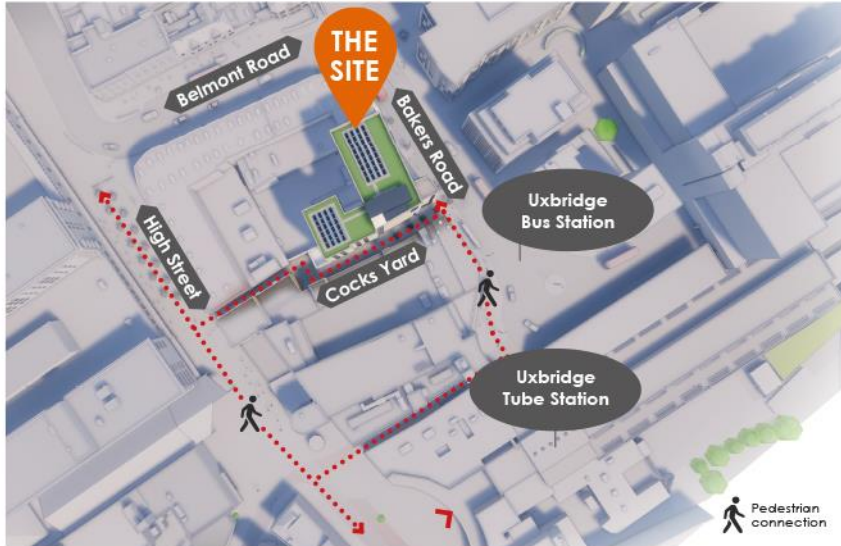
Enhancing the locality

The proposed plans continue the enhancement of the architectural design quality of the area. They incorporate active frontages, windows to Cocks Yard and other carefully considered features, materials and landscaping details to deliver a contemporary building that Uxbridge can be proud of



Transport and travel

Convenience and choice



Exceptional connections

The proposed hotel adjoins the well-served Uxbridge bus station. Uxbridge tube station (Piccadilly and Metropolitan lines) is only a few minutes' walk away, offering a journey time to central London of just 45 minutes.

The area also benefits from very strong road links. The A40/M40 (J1) to the north, the M25 to the west (J16), and the M4 (J4) to the south connect it to the rest of the UK and, with Heathrow just six miles away, to the rest of the world.

Parking

Car parking spaces will be available in the Bakers Road Car Park for hotel users. 10 of these will have electric vehicle charging points. There will also be five motorbike bays and 15 secure bicycle racks for hotel guests and employees.

Our plans make the most of these connections, to provide convenience and choice for visitors, suppliers and employees.

Servicing

Deliveries and servicing will be via the existing service yard.



Refurbished car park



15 secure bicycle racks



10 charging points for electric vehicles



5 motorbike bays



Application and timescales

What happens next?



We are aiming to submit a planning application in the late summer of this year. As part of the application, the following detailed reports are being prepared. Combined, they will enable us to design a fully-integrated scheme that is sensitive to the needs of existing users, buildings and other assets in the area, while ensuring that our proposals deliver optimum benefit for the community over the long term.

- Air quality report
- Design & Access Statement (DAS)
- Drainage & waste management plan
- Energy & sustainability appraisal
- Heritage assets & archaeology impact assessments
- Land contamination report
- Landscaping plan
- Lighting scheme
- Planning statement
- Transport & travel plan
- Visual impact assessment

We will also be submitting the views of the public in the form of a Statement of Community Involvement.

So do fill out a feedback form today!



Premier Inn, Bakers Road

A bright future for Uxbridge



Do you think the proposals will enhance Bakers Road and benefit Uxbridge?

Thank you for visiting our exhibition. We are excited about these plans and hope you are, too. Your views are important to us. Please fill out a feedback form before you leave.

