



Design and Access Statement

Former MSD Facility, Breakspear Road South, Ickenham

 **keltbray**

campbell**architects**

 **GERALDEVE**

open
optimised environments
PART OF **SLR**

 **SYMMETRYS**
STRUCTURAL / CIVIL ENGINEERS

 **brindle&green**

M
M
MOTT
MACDONALD

Table of Contents

Design & Access Statement

01	Introduction	04
02	Site Location & Context	06
03	Existing Site & Built Structures	09
04	Planning Context & Considerations	16
05	Consultation	21

A. Design

D1	Design Evolution	25
D2	Use	32
D3	Density	35
D4	Scale	37
D5	Appearance	45
D6	Landscaping	61
D7	Energy & Sustainability Strategy	66

B. Access

A1	Vehicular and Transport Links	72
A2	Accessibility Statement	76
A3	Flexibility to Adapt to Changing Needs	85

Conclusion

Design & Access Statement

01

Introduction & Background

01.01

Introduction to Keltbray

This document is prepared to set out the proposed plans of the Keltbray Group and their desire to create a long-term and industry leading home for their construction operational businesses. The surrounding environment and the design progression seen to date emphasises Keltbray's commitment to sustainability and the surrounding environment.

Keltbray Group is a single shareholder business which has developed into one of the UK's leading specialist engineering and construction services providers. The single shareholder, Dr. Brendan Kerr, is an outstanding entrepreneur and the Group has grown both organically and by acquisition over the last 15 years since he became the sole shareholder.

The Keltbray Group are committed to achieving corporate governance standards and sustainable business practices that meet the highest levels of integrity and scrutiny for a privately owned enterprise. This is why we are the early adopters of The Wates Corporate Governance Principles for Large, Private Companies to continuously benchmark our performance in pursuit of resilient long-term growth and success.

The Group are driven by a distinctive corporate purpose: *re-defining the way sustainable development is delivered*. From the initial identification of this subject site to the design development undertaken, this corporate purpose has been at the heart of it. The Group's intention is to be able to fully illustrate our commitment to this core purpose in how the resulting scheme is designed, delivered and operated.

This purpose is realised in a way that respects and upholds this Group's values and code of conduct.



Health, safety and wellbeing

We will never compromise



People

They are the heart of our business



Relationships

They ultimately determine our success



Innovation

It guarantees a sustainable future



Can-do attitude

We deliver on our promises

Sustainability sits at the heart of our core purpose and influences everything we do. This allows Keltbray to deliver solutions that are more valuable for customers, attract the best people, drive productivity improvements, manage risks, seize opportunities, and support local communities and society as a whole. We believe sustainability is not just an obligation; it is a source of competitive advantage.

Sustainability is important to Keltbray to:

- Ensure a long-term future;
- Redefine a sustainable delivery approach;
- Build business resilience; and
- Create a business as a 'force for good'.

The Keltbray Group are in the process of rolling out Hydrotreated Vegetable Oil (HVO) fuelled vehicles and plant to all of our construction projects, an aim to achieve this by the end of this financial year. During this period, an appraisal will be finalised to roll out HVO fuelled vehicles to our entire haulage division. As the plant and equipment stored within the subject site will be used to service our central London projects, it, along with our transport vehicles, will be reflective of our HVO and electric vehicle roll-out plan.



To redefine the way sustainable development is delivered.

Keltbray's clear and guiding Purpose closely aligns with our long-standing reputation for innovation and delivery certainty, and with the millions of people who rely on our products every day.

At Keltbray we are working to create a sustainable future by combining integrity and smart innovation to meet, to the greatest extent possible, the balanced needs of all our stakeholders.

We are focused on enhancing the quality and value of our business through the disciplined allocation of our resources to meet the demands and expectations of our changing world, so that we grow our business safely, sustainably and responsibly, for the benefit of all.

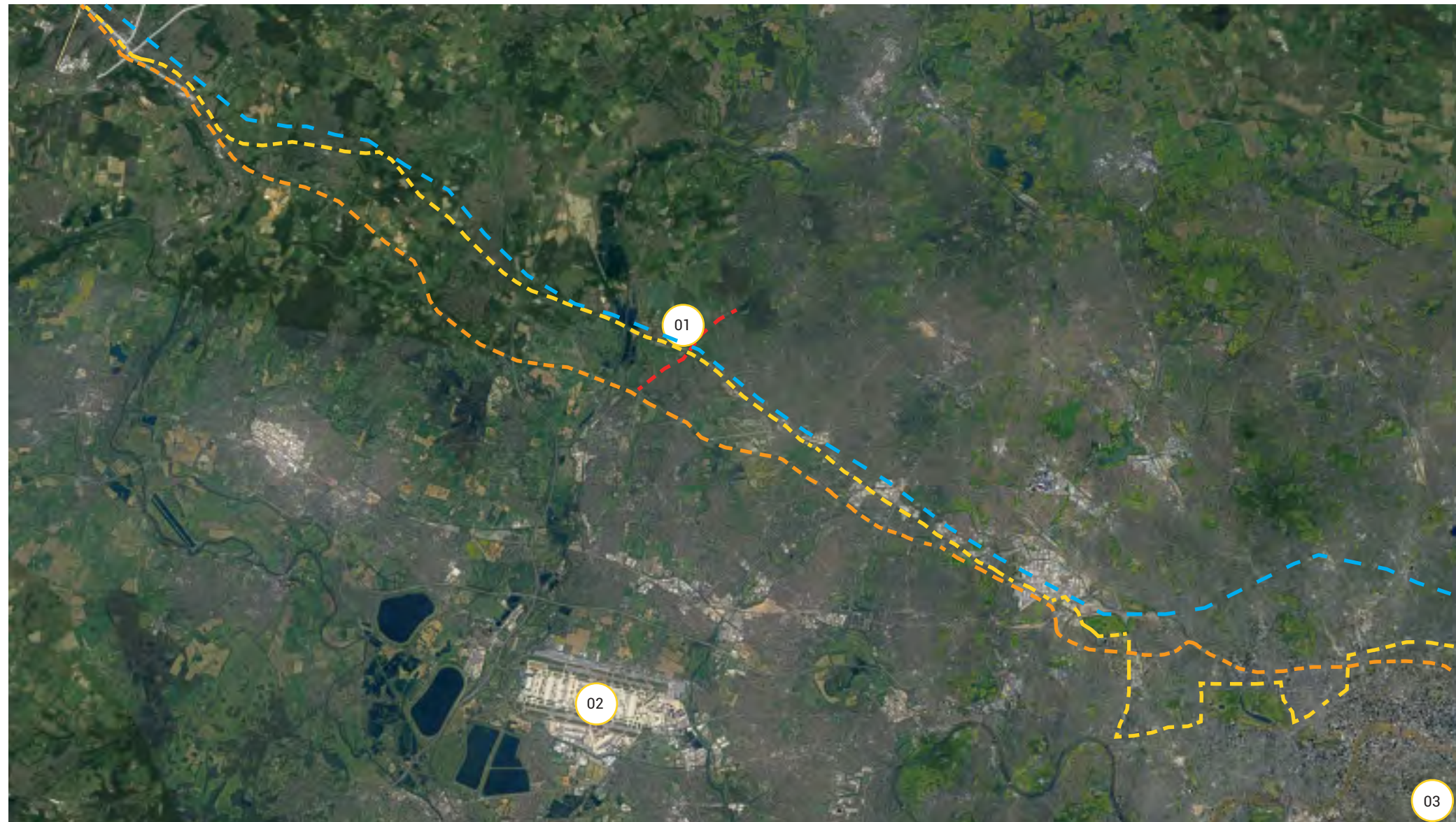
Darren James
Chief Executive Officer

02

Site Location & Context

02.01

Strategic Location



The site is located to the north of Ickenham, a residential suburb situated between Uxbridge and Ruislip. It is an area in Greater London that is within the London Borough of Hillingdon and is approximately 4.87 ha in size. It is adjacent to the strategic infrastructure network, such as the A40, that provides direct access to London and the rest of the UK.

Fig. 2.1 Aerial map view of the Site and its surrounding context.

KEY:

01	Site	
02	Heathrow	
03	London	
04	A40 Motorway	-----
05	Railway	-----
06	Breakspear Road South	-----
07	HS2	-----

Site Location - Context



The existing site is composed of built structures of varying heights and sizes and large areas of hardstanding with poor quality landscaping. Immediately to the south, is the current HS2 construction area.




Access is provided from the Breakspear Road South with extensive mature planting located to the northern and north eastern boundaries.

Fig. 2.2 Aerial map view of the Site.

KEY:

- 01 Existing vehicular entrance
- 02 Existing underground attenuation tanks
- 03 Existing buildings

- 04 Existing mature vegetation
- 05 Existing woodland
- 06 Existing green space and mature vegetation with drainage ditch

- Site boundary 
- Railway 
- Breakspear Road South 

03

Existing Site & Built Structures

Site Description: Land Use

The subject lands have been vacant for circa 2 years following the site becoming surplus to MSD requirements.

The current buildings sit within a convoluted layout that are not only small in size but unsuitable for re-use for a modern employment operator.




Previously occupied by MSD Animal Health, a veterinary pharmaceutical company, the site was used for offices, research, lab spaces and other industrial uses. However, due to the site's deteriorating state, a redevelopment was proposed.

EXISTING BUILDINGS	Classes	Areas
01 - Industrial Unit / 2 Storey Office	Class E - B8	800 sqm
02 - Single Storey Office	Class E	335 sqm
03 - Single Storey Office	Class E	420 sqm
04 - Single Storey Office	Class E	244 sqm
05 - Two Storey Office	Class E	1436 sqm
06 - Single Storey Office	Class E	92 sqm
07 - Single Storey Office	Class E	92 sqm
08 - Single Storey Barn	B8	268 sqm
09 - Single Storey Barn	B8	780 sqm
10 - Single Storey Barn	B8	135 sqm
11 - Single Storey Storage	B8	135 sqm
12 - Industrial Building	B8	100 sqm
13 - Plant Outbuilding	B8	30 sqm
14 - Single Storey Office	Class E	91 sqm
15 - Two Storey Office	Class E	1433 sqm
16 - Single Storey Office	Class E	288 sqm
near 03 - Plant outbuilding	B8	25 sqm
near 02 - Plant outbuilding	B8	25 sqm
near 09 - Single storey Barn	B8	268 sqm
near 05 - Plant outbuilding	B8	6 sqm
near 11 - Single storey Storage	B8	135 sqm
near 06 - Plant / Storage outbuilding	B8	25 sqm
Total GIA		6710 sqm



Fig. 3.1 3D model of the existing Site and its built structures

USE KEY:

- Single Storey 
- Two Storey 
- One and a Half Storey 

PLANNING USE CLASSES:

- Class E:** Office / Research
- B8:** Storage, Warehouse, Barns

03.02

Site Description: Photographic Record



Fig. 3.2 Site photos.

KEY:

1. Industrial Unit/ 2 Storey Office
2. Single Storey Office
3. Single Storey Office
4. Single Storey Office
5. Two Storey Office

03.03

Site Description: Photographic Record



Fig. 3.3 Site photos.

- KEY:**
- 6. Single Storey Office
 - 7. Single Storey Office
 - 8. Cattle Building
 - 9. Barn and Open Sided Cattle Building
 - 10. Barn

03.04

Site Description: Photographic Record

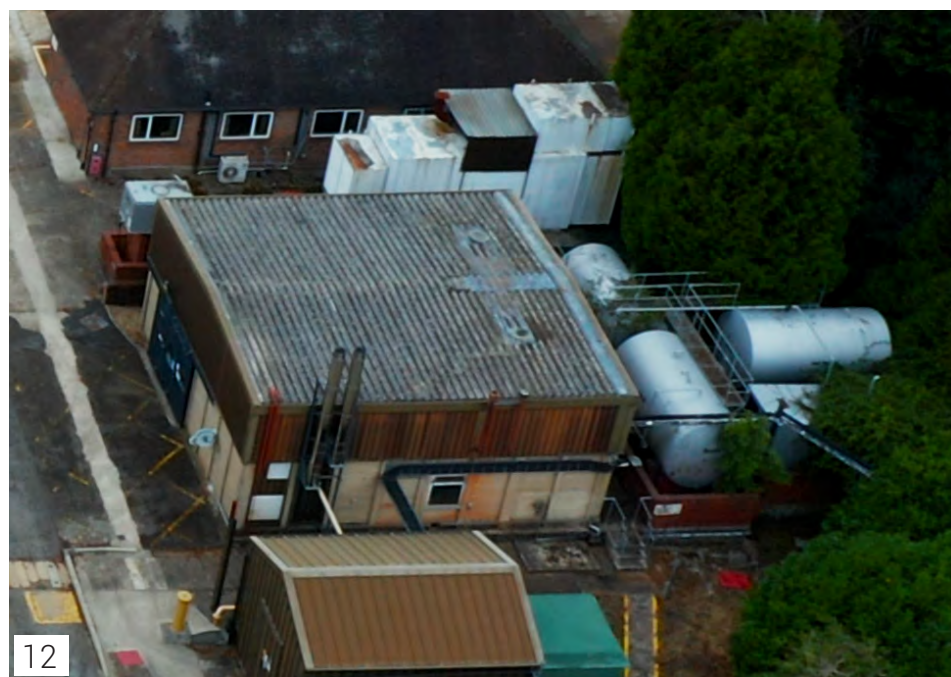


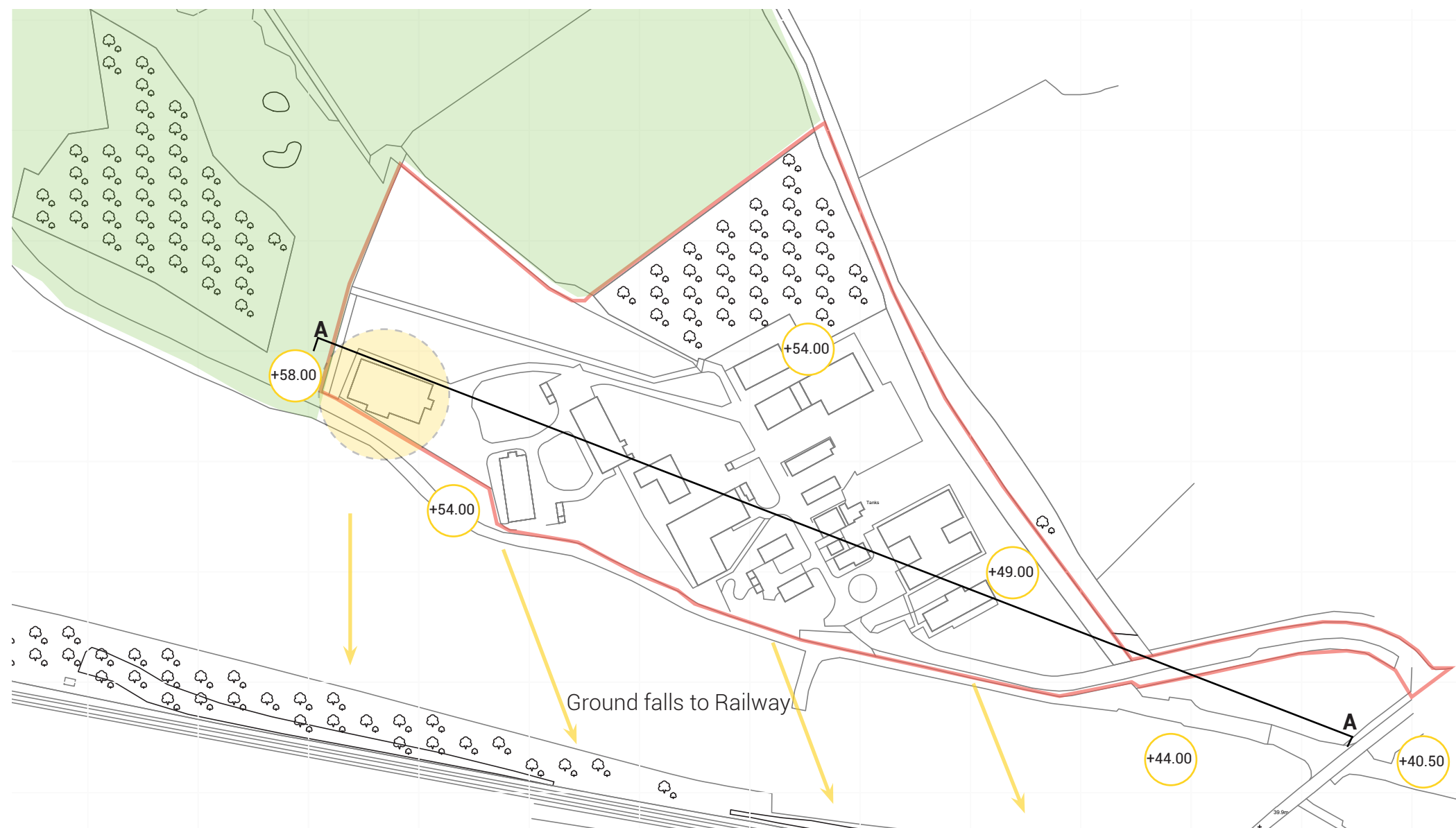
Fig. 3.4 Site photos.

KEY:

- 11. Single Storey Office
- 12. Industrial Building and Tanks
- 13. Plant Outbuilding
- 14. Single Storey Office
- 15. Two Storey Office

03.05

Existing Topography: Context



The site slopes significantly downwards from west to east with the highest point shown in the yellow circle on the adjacent plan. The section on the following page further highlights this.

Existing woodland located at the high point, provides a backdrop for built structures with grounds falling to the railway line.

Fig. 3.5 OS master map of the existing Site and the topography.

KEY:

- 01 Area of elevated ground outside Site
- 02 High point within Site
- 03 Existing Levels
- 04 Site boundary



03.06

Existing Site: Sections

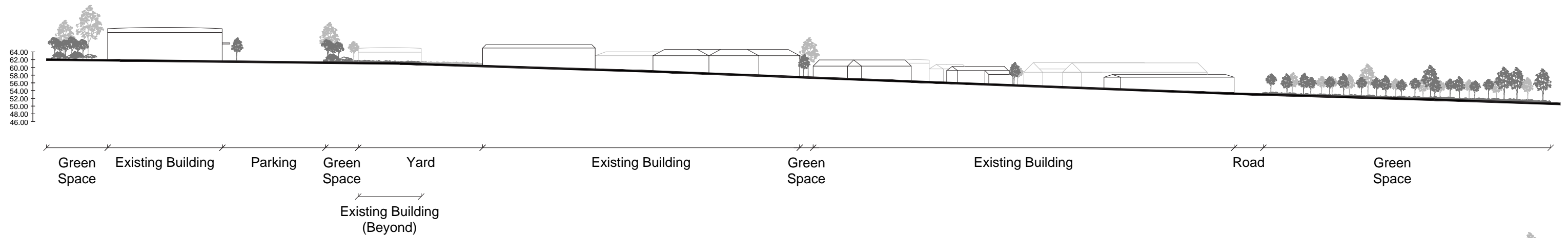


Fig. 3.6 Existing Section A

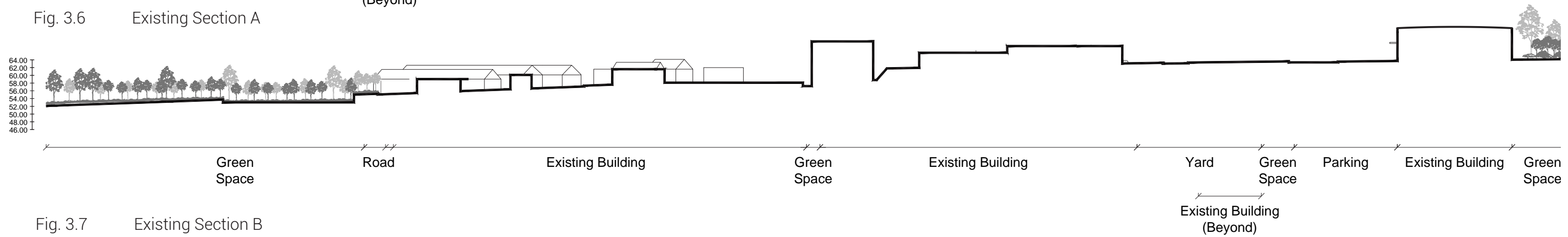


Fig. 3.7 Existing Section B

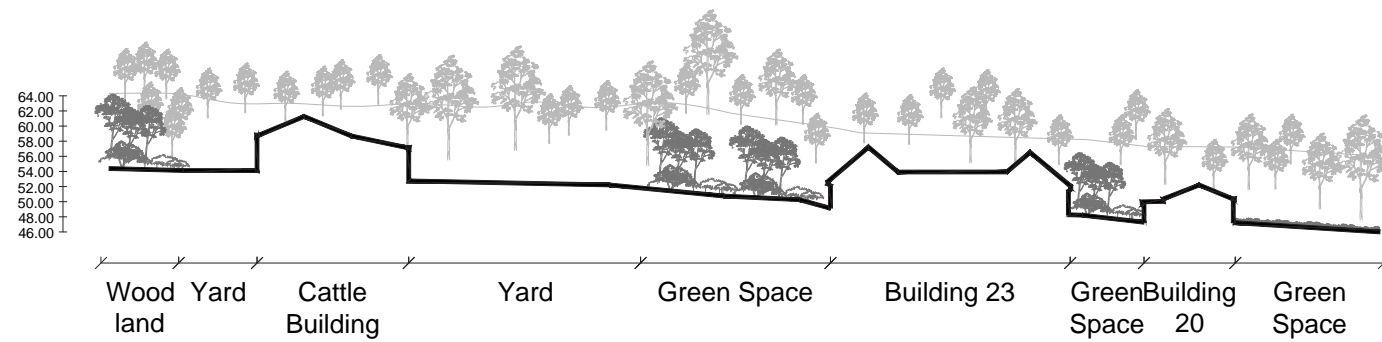


Fig. 3.8 Existing Section C

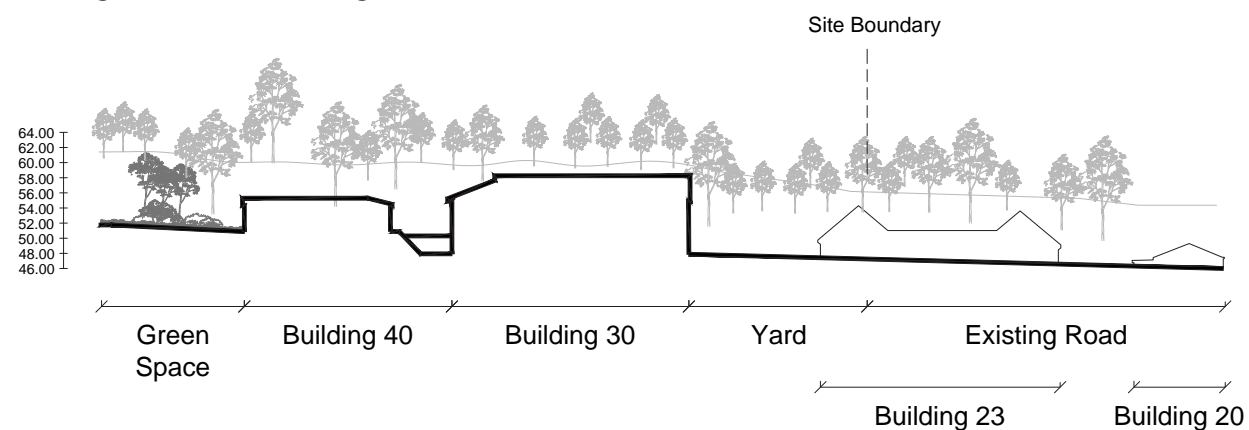


Fig. 3.9 Existing Section D

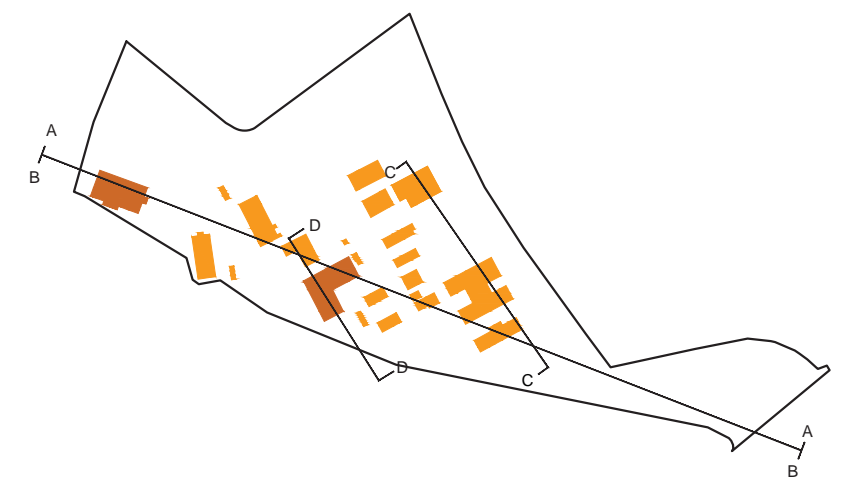


Fig. 3.10 Locator image

04

Planning Context & Considerations

04.01

Planning Context & Considerations

Planning History

The relevant permissions are set out below and we understand that these have been implemented.

Planning permission was granted in 2003 for the erection of a 997 sq. metre storage building with associated office and welfare facilities (LPA ref. 2715/APP/2002/3014)

Planning permission was granted in 1992 for the erection of a two storey laboratory and office building at existing research farm (phase 2 of outline permission for redevelopment) (LPA ref. 2725/BG/91/12234)

Planning permission was granted in 1991 for the erection of 2 detached animal houses and 1 library building (LPA ref. 2725/AX/90/1531)

Planning permission was granted in 1990 for the Outline planning permission for erection of new buildings and extensions to existing research farm (LPA ref. 2725/AR/89/2205)

A Certificate of Lawfulness was granted in 1998 for the use of premises for Class B1 purposes comprising building with a total floorspace of 11,839 sq. metres (LPA ref. 2725/CC/97/05/9)

Local Development Plan

The statutory development plan comprises:

- The London Plan;
- The Hillingdon Local Plan Part 1 (2012);
- The Hillingdon Local Plan Part 2 - Development Management Policies (2020);
- The Hillingdon Local Plan Part 2 - Site Allocations and Designations (2020); and
- The West London Waste Plan (2015).

The Local Plan Part 1 sets out the overall level and broad locations of growth up to 2026. It comprises a spatial vision and strategy, strategic objectives, core policies and a monitoring and implementation framework with clear objectives for achieving delivery. These policies are supported by more detailed policies and allocations set out in the Local Plan Part 2.

The Local Plan Part 2 comprises Development Management Policies, Site Allocations and Designations and the Policies Map. This document delivers the detail of the strategic policies set out in the Local Plan Part 1.

The National Planning Policy Framework (2021) is also a material consideration.

The national, regional and local planning policies have been carefully considered from the outset and objectives relating to sustainable development, enhancing employment opportunities and maintaining the openness of the Green Belt, shaped the design development of the site.

In the following paragraphs, these are summarised, with the key elements highlighted in bold.

Planning Policy Designations

The site has the following planning policy designations:

- Green Belt
- Colne Valley Park

In the immediate vicinity of the Site, Nature Conservation Site of Metropolitan or Borough Grade I Importance, Archaeological Priority Area and Scheduled Ancient Monument (Brackenbury Farm) are located on the adjacent side of the railway track to the south with a Nature Conservation Site of Borough Grade II or Local Importance to the east on the adjacent side of Breakspear Road South.

The site is a previously developed site within the Green Belt. Although the buildings are currently vacant, the previous use was a mix of employment uses such as office, laboratory spaces, research facilities and storage.

Principle of Development

Paragraph 8 of the NPPF states:

Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

a) an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

b) a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and

c) an environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

Planning Context & Considerations

Employment

The NPPF paragraph 81 states that:

Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation and in areas with high levels of productivity, which should be able to capitalise on their performance and potential.

Furthermore, paragraph 84 states that planning policies and decisions should enable:

a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings.

Part D of this policy calls for the retention, enhancement and provision of additional industrial capacity which should be prioritised in locations that:

- are accessible to the strategic road network and/or have potential for the transport of goods by rail and/or water transport.
- provide capacity for logistics, waste management, emerging industrial sectors or essential industrial-related services that support London’s economy and population.
- provide capacity for micro, small and medium-sized enterprises.
- are suitable for 'last mile' distribution services to support large-scale residential or mixed-use developments subject to existing provision.
- support access to supply chains and local employment in industrial and related activities.

Additionally, Policy E7 of the London Plan (Industrial intensification, co-location and substitution) supports the intensification of employment uses occupying all categories of industrial land.

At a local level, a Strategic Objective of the Hillingdon Local Plan (Part 1) is to *"Protect land for employment uses to meet the needs of different sectors of the economy."*

Whilst the Local Plan refers to the Hillingdon Employment Study recognises a surplus of industrial land in the Borough, it is deemed as an out of date approach where a rise and need for industrial floorspace within the M25 is in demand that was accelerated by the pandemic.

Hillingdon Local Plan (Part 1) Policy E2 states the Council will promote the development in highly accessible locations in delivering sustainable travel patterns which contributes to the improvement of existing networks to reduce emissions that impacts on air quality. This policy will be implemented through applying national, regional and local policies when considering development growth.

Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements in locations that are not well served by public transport. In these circumstances, it is important to ensure that any development that is sensitive to its surrounding does not have an unacceptable impact on local roads while exploiting any opportunities to make a location more sustainable (e.g. by improving the scope for access on foot, cycling or public transport).

The use of previously developed land, and sites that are physically well-related to existing settlements should be encouraged where suitable opportunities exist. (Paragraph 85)

At a regional level, London Plan Policy E4 Land for industry, logistics and services aims to support London's economic function.

A sufficient supply of land and premises in different parts of London to meet current and future demands for industrial and related functions should be provided and maintained, taking into account strategic and local employment land reviews, industrial land audits and the potential for intensification, colocation and substitution storage and logistics/distribution.

London's land and premises for industry, logistics and services falls into three categories:

- a) Strategic Industrial Locations (SIL)
- b) Locally Significant Industrial Sites (LSIS)
- c) Non-Designated Industrial Sites

Planning Context & Considerations

Greenbelt

In accordance with paragraph 137 of the NPPF, the Government attaches great importance to Green Belts.

The fundamental aim of Green Belt policy is to prevent urban sprawl by keeping land permanently open; the essential characteristics of Green Belts are their openness and their permanence.

Paragraph 138 states that a Green Belt serves five purposes:

a) to check the unrestricted sprawl of large built-up areas

The site sits within a large area of Green Belt and is surrounded by undeveloped green spaces on all sides, save for the temporary HS2 works being undertaken on the site to the south. The proposals to redevelop this previously developed land do not, therefore, add to the urban sprawl.

b) to prevent neighbouring towns merging into one another

The proposals do not result in neighbouring towns merging into one another.

c) to assist in safeguarding the countryside from encroachment

The proposals seek to redevelop the previously developed land in the Green Belt. The proposals do not expand beyond the existing boundary of the site and seek to maintain and enhance the quality of the existing landscaped areas within the site.

d) to preserve the setting and special character of historic towns;

The site is some distance from any other towns or villages.

e) to assist in urban regeneration by encouraging the recycling of derelict and other urban land

the site is previously developed land and the redevelopment of this land is therefore in line with the principles of recycling derelict land.

Paragraph 149 states that a local planning authority should regard the construction of new buildings as *inappropriate* in the Green Belt.

Exceptions to this are:

- buildings for agriculture and forestry;
- the provision of appropriate facilities (in connection with the existing use of land or a change of use) for outdoor sport, outdoor recreation, cemeteries and burial grounds and allotments; as long as the facilities preserve the openness of the Green Belt and do not conflict with the purposes of including land within it;
- the extension or alteration of a building provided that does not result in disproportionate additions over and above the size of the original building;
- the replacement of a building; provided the new building is in the same use and not materially larger than the one it replaces;
- limited infilling in villages;
- limited affordable housing for local community needs under policies set out in the development plan (including policies for rural exception sites); and
- limited infilling or the partial or complete redevelopment of previously developed land, whether redundant or in continuing use (excluding temporary buildings),

which would:

not have a greater impact on the openness of the Green Belt than the existing development; or

not cause substantial harm to the openness of the Green Belt, where the development would re-use previously developed land and contribute to meeting an identified affordable housing need within the area of the local planning authority.

At a local level, Hillington Local Plan Policy EM2 notes that any development proposals in the GB will be assessed against national and LP policies, including the very special circumstances test.

London Plan Policy G2 and Policy DMEI 4 note that the Green Belt should be protected from any *inappropriate development* **EXCEPT** where very special circumstances exist. Subject to national planning policy tests, the enhancement of the GB to provide appropriate multi-functional beneficial uses for Londoners should be supported.

Openness and permanence are essential characteristics of the Green Belt, but despite being open in character, some parts of the Green Belt do not provide significant benefits to Londoners as they have become derelict and unsightly. This is not, however, an acceptable reason to allow development to take place. These derelict sites are potential positive contributions to biodiversity, flood prevention, and climate resilience.

Within the Green Belt, the Mayor will work with boroughs and other strategic partners to enhance access and improve the quality of these areas in ways that are appropriate. Extensions and redevelopment are permitted only where the proposal would not have a greater impact on the openness of the Green Belt and Metropolitan Open Land.

The purposes of including land within it than the existing development should regard:

- the height and bulk of the existing building on the site;
- the proportion of the site that is already developed;
- the footprint, distribution and character of the existing buildings on the site;
- the relationship of the proposal with any development on the site that is to be retained; and
- the visual amenity and character of the Green Belt and Metropolitan Open Land.

The visual impact of the proposals in the context of harm to the Green Belt has been a key consideration which has shaped the proposed development. The existing site is a previously developed land which comprises a mix of hard standing and buildings of various heights ranging from 1 to 3 storeys with a surrounding land that is largely an undeveloped green space.

Planning Assessment of Proposals

Planning Assessment: Greenbelt

The proposals seek to consolidate the existing structures and hard standing areas on the site to provide a site that is more suitable, efficient and adaptable for employment generating uses. The objective is to reduce the overall number of buildings whilst responding to the topographical changes by providing buildings of varying height as well as reducing the appearance of the site's built development. The applicant has sought to locate the buildings on portions of the land by ensuring that their height, location and design do not result any harm to the Green Belt.

The proposed hard standing areas are located appropriately and sensitively which services each individual unit but within the wider landscaping arrangement that enhances the visual appearance of the site.

Thus, the proposed development is not considered inappropriate and by virtue, not harmful to the Green Belt for the following reasons.

The land is a previously developed land with a range of existing buildings and a significant amount of hard standing including a road access through the middle of the site. The proposed development seeks to demolish the majority of the buildings and provide a similar quantum of development through a consolidated approach. It will not hinder or harm the Green Belt but instead enhance the quality of the space of the following reasons:

- The proposals are led by landscaping considerations throughout the proposed site. They offer a significant improvement to the landscape of existing site which is currently unmanaged and of poor quality. The proposals provide a range of landscaping enhancements such as a buffer around the site and the proposed buildings and hard standing areas which will be richer and more diverse than the existing areas of grass that is in a dire state. It will also comprise a mix of native species that is suitable to the surrounding habitats of the current situation.
- Enhanced and more site specific drainage strategy including the introduction of ponds.
- The proposals seek to enhance the ecological value and promote biodiversity on the site through the introduction of site specific landscaping, planting, ponds and boundary treatment.
- Ecological benefits including enhancements.

Planning Assessment: Employment

The site was initially occupied by MSD Animal Health who vacated 2 years ago due to the surplus of their requirements.

The site's lawful use is likely to be a mix of office, laboratory spaces, storage and distribution. The size, configuration, floor to ceiling heights, material and number of buildings did not lend themselves to a modern employment generating industrial occupier and this led to a redevelopment of the site. It ensures that a future proofed scheme is not only sustainably designed but efficient in terms of layout and operation. This is in line with NPPF policy 84:

"decisions should enable the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings".

Paragraph 85 suggests the *"use of previously developed land with sites that are physically well-related to existing settlements should be encouraged where suitable opportunities exist."*

Planning Use: Greenbelt

Industrial floorspace in London is becoming scarce due to the quantum that is not fit for purpose or lost to alternative land uses. Utilisation, through retention and enhancement of the industrial capacity should be prioritised, in particular in sites such as this which are close to the strategic road network. It will support the local economy and provide local employment that is in accordance with London Plan Policy E4.

Policy E7 of the London Plan (Industrial intensification, co-location and substitution) further supports the intensification of employment uses occupying all categories of industrial land. At our pre-application meeting with Hillingdon, we were advised to increase the site's quantum of the employment floorspace as we presented a slight overall reduction in total floor area in comparison to the existing position.

Given the balance needed so that the proposed development does not conflict with the relevant Green Belt policies and protection, we sought to retain the buildings' envelope and the yard spaces but increase the total floor area by adding mezzanines in parts of the buildings. Hence, the proposed scheme seeks to intensify the site's employment floorspace while ensuring the openness of the Green Belt is maintained as per our original design.

Summary

Re-developing the currently vacant site that lacks any contribution to the local or regional economy will unlock its economic potential by providing adaptable buildings and consistent employment opportunity for local people and in the wider area that promotes:

- a consolidation of the existing built structures into rationalised, simple forms which offer flexibility of use at a reduced footprint;
- the approach to openness while minimising the visual impact of new buildings through the relocation of the footprint of the built structure for careful location and appropriate orientation; and
- introduces dedicated spaces for community use that compliments the proposed scheme.

A full assessment of planning considerations can be found in the Town Planning Statement prepared by Gerald Eve and submitted with the application.

05

Consultation

Summary of Pre Application Meetings

Hillingdon Pre-App Response

- Generally positive response to the proposals.
- Highlighted a desire to enhance the intensification of use within the site, without affecting the retention of openness within the scheme.
- Highlighted the need for further justification of the size of the proposed Yard spaces.
- Recognition of the key role that transport will play in the assessment of the scheme within the wider area.

Amendments Undertaken

- Intensification of floorspace within the currently proposed building footprints through introduction of mezzanine floors.
- Provision of detailed assessment of the use of the proposed Yards, to support their proposed size within the overall scheme.

GLA Feedback

1) Greenbelt vs. Intensification of Employment Use

The GLA considered more weight should be given to maintaining the openness of the Green Belt over the intensification of the employment floorspace.

This has been noted and the requirement to maintain the openness of the Green Belt has been prioritised.

2) Greening

The quantum of landscaped areas was discussed and noted that whilst the proposed is of a higher quality, the quantum is in fact less. It was requested that in the full application the design team need to justify this 'loss' through demonstrating that

- a) the existing quality is very poor; and
- b) that the quality of the proposals is significantly improved in comparison to this.

This has been addressed in the DAS and landscape report and a through site survey carried out to assess the quality of the existing green areas.

3) Use of the Yard Spaces

The use of these spaces to store materials potentially conflicting with the objectives the openness of the Green Belt was discussed.

We have therefore included justification on the need, use and proposed layout of the yards.

4) Transport

Comments were raised over car parking outside building one, access to site (Breakspear Road and height of bridge), total trip generation and associated air quality impacts.

These have all been addressed throughout the application.

5) Sustainability and Climate Change

Careful consideration should be given to the Circular Economy and latest sustainability and energy guidance. Justification on the loss of the existing buildings must be included.

In2 have prepared a Whole Life Carbon, circular Economy and energy / sustainability documents to support the proposals.

Summary of Community Engagement and Feedback

Consultation Process

Concilio was appointed in May 2022 to perform a comprehensive community consultation and to manage pre-application consultation with neighbouring residents and occupiers as well as interested stakeholders concerning proposals for the site.

The comprehensive programme of community engagement which began in June 2022 and included the following:

- Digital Consultation Website
- Engagement with locally elected representatives
- Engagement with interested community stakeholders
- Direct liaison with residents and businesses

The team were active in their information collection as the consultation process had many platforms, from individual meetings with stakeholders, to letters via the royal mail. Those who wished to engage could do so through post, phone, email or on the websites 'consultation hub' as well as in person at the several meetings that took place from June to September. The results were analysed objectively and the collective responses were published with due regard to the Data Protection Act and GDPR requirements.

Main Concerns

Throughout the process, the items that raised discussion include:

- Drainage
- Traffic
- Landscaping
- Site boundary
- Job opportunities
- Anticipated traffic flow
- Types of industry that will occupy the buildings
- Greening and sustainable strategies being proposed

The project team sought to answer questions raised by the public on adding an FAQs page to the website. The consultation made clear that landscaping, sustainability, drainage and traffic are important considerations for the local community. These are at the forefront of the proposals, and every effort has been made to ensure that comments raised in relation to these areas have been addressed.

Conclusions

The design team have engaged with a wide range of stakeholders, including locally elected politicians, community groups, and local residents. The team had an open approach to engagement, genuinely seeking to understand the views of the local community and establish relationships.

Those who engaged with the proposals welcomed the fact that the buildings would be of the same level of density as those currently on site. The principle of reusing the site was also encouraged, and stakeholders were pleased to see that the proposal would not involve building up to the site boundary, but would use the space for landscaping and planting.

There were concerns raised about the possibility of disruption during construction, as well as the potential for increased levels of traffic along Breakspear Road South. Some noted that there are limited public transport options near the site and that new employees might drive to the site instead.

All comments raised have been addressed either via meetings with local stakeholders or via the changes made to the project website.

Continued Engagement

Throughout the consultation process, the team have been clear in their intention to create genuine dialogue and relationships with the local community.

The team will ensure that the submission of the Application does not mark the end of community engagement and will continue to discuss the proposals with the local community throughout the planning process.

Refer to Concilio's statement of Community Involvement dated September 2022 for further information.