

**BRENT CROSS CRICKLEWOOD
STATEMENT OF COMMUNITY INVOLVEMENT
28 JANUARY 2015, FINAL**

This report has been produced to support and describe the Phase 1A North Reserved Matters Application. It is not therefore submitted for formal approval and instead provides context to the application submission.

CONTENTS

SECTION 1: INTRODUCTION	3
SECTION 2: EXECUTIVE SUMMARY	4
SECTION 3: CONTEXT AND CONSULTATION HISTORY	7
SECTION 4: RMA 1A NORTH APPLICATION.....	9
SECTION 5: THE CONSULTATION STRATEGY.....	10
SECTION 6: CONSULTATION ACTIVITIES (OCTOBER) – PUBLIC EXHIBITION.....	12
SECTION 7: STAKEHOLDER ENGAGEMENT	20
SECTION 10: CONSULTATION RESPONSES	25
SECTION 11: RESPONDING TO KEY ISSUES RAISED THROUGH CONSULTATION.....	28
SECTION 12: APPENDICES	36
A. Stakeholder letters and emails:	
i. Consultation invites	
ii. Post-consultation updates	
iii. Consultation results cover letter	
B. Whitefield estate resident correspondence	
i. Invitation letter to a briefing and Q&A session	
ii. CPO letter one to Whitefield Estate residents	
iii. CPO letter two to Whitefield Estate residents	
iv. Information for council tenants	
v. Information for leaseholders	
C. Invitation letter to a briefing and Q&A session for Brent Terrace and Clitterhouse Crescent residents	
D. Press notice on launch of public consultation	
E. Press notice on Living Bridge and start of public exhibitions	
F. Letter for local press from the Development Partners inviting people to the public exhibitions	
G. Press coverage received	
H. A5 consultation flyer	



- I. Flyer distribution area map
- J. Quarter page advert
- K. Consultation website
- L. Public exhibition displays, as shown on the consultation website
- M. Exhibition photos
- N. Transport videos
- O. Comments card
- P. Takeaway consultation brochure
- Q. Area Wide Walking and Cycling Study workshop minutes
 - i. Invitation letter to cycling and walking groups
- R. Consultation results summary
- S. Consultative Access Forum Chair press advert
- T. Consultative Access Forum press notice
- U. Consultative Access Forum panellists invite letter
- V. Consultative Access Forum Chair press coverage



SECTION 1: INTRODUCTION

The Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of the Brent Cross Cricklewood Development Partners.

The SCI forms part of the material supporting the Reserved Matters Application (RMA) for Phase 1A North for the development of the Brent Cross Cricklewood (BXC) development. It demonstrates that a thorough approach has been taken to consultation.

The report summarises the context and consultation history for BXC; outlines the consultation strategy, activities and engagement with stakeholders and the media, the feedback received and the Development Partners' response to this feedback.

The SCI is in accordance with London Borough of Barnet's (LBB) own Statement of Community Involvement guidance (June 2007) and the Development Partners have taken the advice of the Council before commencing the consultation programme. It is also consistent with the approach set out in the public consultation strategy submitted under condition 1.23.

The SCI also reflects the principles for consultation in the Localism Act (November 2011) and in the National Planning Policy Framework (March 2012). The Applicant has fully considered the comments received and has responded to all of them in the SCI.



SECTION 2: EXECUTIVE SUMMARY

- This Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of the Brent Cross Cricklewood Development Partners. *(Section 3)*
- It forms part of the material supporting the Reserved Matters Application (RMA) for Phase 1A North for the development of the Brent Cross Cricklewood site. It demonstrates that a thorough approach to consultation has been taken to consultation. *(Section 3)*
- In October 2010 London Borough of Barnet granted consent for the regeneration of Brent Cross Cricklewood. This consent followed two phases (2006 and 2007) of detailed and extensive consultation with the local communities. These two phases reached almost 3,000 people in total and saw strong public support for the plans. In 2013 a further phase of consultation took place over the Summer on three refinements to the scheme as part of a Section 73 application. This saw almost 1,700 people attend the public exhibitions and show strong public support for the plans. In July 2014, a new planning permission was secured. *(Section 3)*
- The Brent Cross Cricklewood Development Partners are now seeking to submit a Reserved Matters Application (RMA 1A North) to London Borough of Barnet. RMA 1A North will:
 - Renew and revive Clitterhouse Playing Fields and Claremont Park, creating two community parks, as well as starting to create a new Brent Riverside Park.
 - Make major improvements to local roads and junctions for the benefits of drivers, pedestrians and cyclists.
 - Prepare the ground for a new town centre on either side of the North Circular, linked by a landmark new Living Bridge.
 - Deliver new replacement homes on Brent Terrace for residents of the Whitefield Estate that are being relocated as part of this first phase. *(Section 4)*
- The Development Partners have undertaken extensive consultation with local communities ahead of submitting this application. *(Section 6)*
- The objectives of this consultation were to fully explain the detailed plans for RMA 1A North, to remind people about the consented masterplan and what already has permission, to engage with a wide cross-section of the public and to properly consider and respond to comments and questions raised. *(Section 5)*
- The consultation ran across Autumn 2014 and included seven days of fully-staffed, heavily promoted public exhibition events across three different local venues – Brent Cross Shopping Centre, The Crown Moran Hotel and Hendon Leisure Centre – as well as meetings with individual stakeholders and groups. *(Section 6)*
- The exhibitions, staffed by members of the consultation team at all times, were designed to be informative, engaging and clearly explain the context for the proposals and the detail of the first part of the first phase of the scheme. A suite of tailored exhibition materials was produced for the public exhibitions including large-scale display boards, three animated transport videos and a summary leaflet and comments card. *(Section 6)*



- A broad variety of channels were employed to promote the pre-application consultation and public exhibitions in order to maximise engagement with local communities. These exhibitions were promoted via press adverts in local newspapers, letters to key stakeholders, residents' groups and local politicians and a flyer distribution to 34,000 local households and businesses. *(Section 6)*
- A fully updated Brent Cross Cricklewood website also included information about when and where the exhibitions were taking place. Once the exhibitions started the website was updated to contain all exhibition materials, the animated transport videos plus an online comments form. *(Section 6)*
- To enable as many people as possible to contact the consultation team and comment on the proposals, a wide range of feedback mechanisms were developed:
 - Comments cards completed at the exhibitions
 - Comments cards taken away and returned via freepost
 - Online comments submitted via the consultation website – www.brentcrosscricklewood.com
 - Comments sent in via email – info@brentcrosscricklewood.com
 - Telephone messages left by calling the freephone consultation line – 0800 881 5303
- Almost 2,000 people in total attended the exhibitions and many more visited the Brent Cross Cricklewood website. In addition, a significant part of the consultation around the proposals included individual meetings with local Councillors, technical groups and relevant stakeholders. *(Section 7)*
- For example, the Development Partners worked with key local interest groups including the Consultative Access Forum and the Clitterhouse Farm project to make sure any concerns are addressed as part of the plans, wherever possible. Engagement with local residents on the Whitefield Estate, Brent Terrace and Clitterhouse Crescent and local cycling groups also took place as part of the consultation. *(Section 7)*
- The public exhibition events and the details of the RMA 1A North proposals were provided to the local press and this resulted in coverage for the scheme as well as further promotion of the consultation via the local newspapers and websites. *(Section 8)*
- The consultation provided an open comments box for people to ask questions about and comment on the proposals. *(Section 9)*
- In total 138 people submitted formal written and phone responses to the consultation – all of whom were thanked for their feedback (unless they did not provide contact details). The team is now responding to questions and comments received. *(Section 10)*
- Almost half of all comments (47.3%) were wholly supportive of the proposals.
- 14.4% of comments were neutral, asking a specific question about the proposals or providing a suggestion *(Section 10)*.



- Some concerns were raised, predominantly over the proposed density, scale and appearance of the new housing for Whitefield Estate residents (6.2%), followed by the loss of green space on the Brent Terrace Triangles (5.7%). Transport and congestion (5.7%), and the loss of hedgerow and impact on wildlife on the Triangles (3%) were also raised.
- 4% of total comments objected to the proposals. (*Section 10*)
- The Development Partners' responses to these questions and concerns have been summarised in Section 11 and these have formed the basis of the consultation responses sent to individuals that asked questions during the consultation.
- The Development Partners have also written several, more general update letters/emails following the exhibitions events to ensure that all consultees are aware of progress towards submission (Appendix A).



SECTION 3: CONTEXT AND CONSULTATION HISTORY

In October 2010 LBB granted consent for the regeneration of BXC. This consent followed detailed and extensive consultation with the local communities over two phases in 2006 and 2007. These two phases reached almost 3,000 people in total and saw strong public support for the plans. It also provided multiple opportunities for questions to be asked and comments to be made, and issues raised to be fed into the design process.

Over Summer 2013 the Brent Cross Cricklewood Development Partners held a detailed and extensive consultation on amendments to the conditions of the 2010 planning permission, through a Section 73 application. Almost 1,700 people attended the exhibitions in total and many more visited the BXC website. In addition, a significant part of the consultation around the proposed changes to BXC included individual meetings with local groups and relevant stakeholders. In total, 440 people responded to the consultation.

The Summer 2013 consultation included:

- 12 days of fully-staffed, heavily promoted public exhibitions across four different local venues – Brent Cross Shopping Centre, Hendon Leisure Centre, The Crown Moran Hotel and Middlesex University Campus, Hendon.
- A full suite of consultation materials including exhibition panels, booklets, comments cards and a comprehensive website.
- Extensive promotion of the events, including leaflet drops to 34,000 households in all surrounding postcode districts, adverts across all local newspaper groups for three weeks running and press briefings.
- Regular mailings to the BXC community and stakeholder database containing over 1,200 contacts including residents and all businesses within the regeneration area.
- A series of meetings with key community groups and other stakeholders throughout the consultation process.
- Analysis and wide circulation of all formal comments received together with personalised responses to every question asked.
- Working with the Cricklewood Improvement Programme (CIP), local residents, traders and charities working to revitalise Cricklewood, to facilitate a series of technical sessions to engage with the Coalition for a Sustainable Brent Cross Cricklewood and other local groups who had previously expressed concerns about the proposals.
- Hosting an Accessibility Workshop with a range of stakeholders to fully address issues around inclusive access.

All of the above work was shared with LBB and reported via regular meetings with officers.



The responses from the formal comments cards received and the evidence of all those staffing the exhibitions and attending community and other meetings was very positive. The specific issues raised tended to be more detailed in nature – rather than fundamentally against the scheme – and the plans have responded throughout to these discussions, albeit within the framework of the adopted policy. Our consultation results from the section 73 application conducted through a wide public consultation programme in Summer 2013 rendered overall support of 81.6% for the changes proposed in and around Brent Cross. The new Living Bridge concept received 90.8% overall support and the earlier delivery of the transport works gained 87.6% in overall support. This clearly shows overall local community support for the plans.

At every stage feedback from the community and stakeholder groups was fed into the process, with specialist consultants also involved in staffing the exhibitions to ensure they had direct exposure to the public. This led to a very responsive process, with every comment made responded to in writing and every suggestion made properly considered and where possible incorporated into the plans.

The Section 73 planning application was submitted in October 2013 for the development of the BXC site and a new planning permission was secured in July 2014.



SECTION 4: RMA 1A NORTH APPLICATION

The Development Partners have undertaken extensive consultation with local communities ahead of submitting RMA 1A North. RMA 1A North is the first part of the first phase of the regeneration of BXC and includes:

- Road and bridge infrastructure.
- Open space including Clitterhouse Playing Fields; Claremont Park and Central Brent Riverside Park.
- Plots 53 and 54 – the two development sites along Brent Terrace, which are required to provide replacement homes for some of those on the Whitefield Estate affected by RMA 1A North.

The Development Partners have undertaken a consultation mainly focused on the proposals set out above, but have also addressed questions from the public on the wider masterplan even though this is not part of the current consultation.

The objectives for RMA 1A North consultation have been as follows:

- Explain the details of the exact location of the routes and junctions (for all modes of transport) within the site.
- Confirm the proposed layout of buildings and how they relate to public and private spaces.
- Demonstrate how the design process has evolved, translating into the final designs
- To thoroughly engage with the local communities and a wide range of stakeholders.
- To provide multiple opportunities for people to view and comment on the plans.
- To provide the public the opportunity to speak directly with the Development Partners and the senior consultant team.
- To properly consider all of the issues/concerns/objections/comments so that the RMA 1A North application can respond appropriately.

A consultation strategy, outlined in the next section, was therefore developed to meet these objectives.



SECTION 5: THE CONSULTATION STRATEGY

The consultation strategy was made up of the following core elements:

- **A consultation process across the Autumn**
 - September – October 2014 – to present the detailed designs for the first stage of the regeneration which includes:
 - Renew and revive Clitterhouse Playing Fields and Claremont Park, creating two community parks, as well as starting to create a new Central Brent Riverside Park.
 - Make major improvements to local roads and junctions for the benefits of drivers, pedestrians and cyclists.
 - Plots 53 and 54 – the two development sites along Brent Terrace, which are required to provide replacement homes for some of those on the Whitefield Estate affected by RMA 1A North.
 - Prepare the ground for a new town centre on either side of the North Circular, linked by a landmark new Living Bridge.
Comments and feedback were invited on the design proposals and finer details of the Scheme.
 - October to November 2014 – reporting back on the consultation results, providing responses to the comments and issues raised and further stakeholder meetings
- **Staffed public exhibitions (over seven days) in multiple venues:**
 - Brent Cross Shopping Centre (in the Centre Court)
 - Hendon Leisure Centre, Marble Drive (within the regeneration area and closest to on-site communities)
 - Crown Moran Hotel, Cricklewood
- **Effective promotion of the exhibitions:**
 - Adverts in local papers
 - Letters to key stakeholders, residents' groups and local councillors
 - Flyer drop to a large area (circa 34,000 households and businesses)
 - Flyers at the Brent Cross Shopping Centre
 - Utilising Brent Cross Shopping Centre social media channels, including Facebook and the News section of the centre's website. An e-newsletter to the 28,000 subscribers was also sent out promoting the exhibitions
- **Producing new consultation materials:**
 - The flyer / advert / poster
 - Exhibition material
 - Animated videos to visually demonstrate the proposed transport improvements
 - Comments card with freepost address
 - Summary booklet of the exhibition
- **Revamping the existing website - www.brentcrosscricklewood.com - and including detailed information about the current consultation**
 - Including an online comments form
 - Also including the planning application documents for the consented 2010 masterplan



- **Soliciting feedback via:**
 - A freephone number
 - A comments card with a freepost address
 - An email address
 - An online comments form
- **Producing comprehensive consultation feedback:**
 - Detailed written responses to questions and concerns raised during the consultation
 - Reporting to stakeholders and respondents on the results of the consultation process
- **A supporting stakeholder engagement plan**
 - Offer to meet resident groups and local organisations at any time
 - Offer to meet local councillors and community representatives
 - Meeting with technical bodies and other stakeholders involved with transport, the environment, and other technical matters
 - Supporting a Consultative Access Forum (CAF) which was set up to ensure that inclusive design is integrated throughout the development

Ensuring LBB and Transport for London were aware of any intended communication and consultation activity

- **Media briefings**
 - Ensuring that local media were kept fully briefed throughout the process as they act as an important channel with the local community – see Section 8 for media coverage received.

Section 7 details exactly what activities have been undertaken during the consultation over Autumn 2014. Full copies of all materials produced are provided in the appendices.



SECTION 6: CONSULTATION ACTIVITIES (OCTOBER) – PUBLIC EXHIBITION

Over the course of the pre-application consultation period the Development Partners organised, publicised and staffed seven days of public exhibitions across three different venues in the local area over nine days (10 – 18 October 2014).

These exhibition events presented the proposals using large-scale exhibition boards, as well as shorter briefing materials, and invited feedback, both verbal and written from attendees. Three transport videos were also produced which played throughout the exhibitions to illustrate the transport improvements in a clear and concise format. Transport consultants were on hand throughout the exhibition dates to go through the videos and answer any specific questions. The animated videos consisted of three chapters, explaining proposed works to the major junctions, access into and out of Brent Cross Shopping Centres and works to local roads and junctions.

The locations of the three venues were chosen in order to ensure a good spread across the consultation area. These were:

- Brent Cross Shopping Centre – high footfall and a major part of the regeneration proposals.
- Hendon Leisure Centre – within the regeneration area and adjacent to existing on-site communities.
- Crown Moran Hotel, Cricklewood – located to encourage residents and those living South and West of the regeneration area to attend, including the Railway Terraces and Brent residents

The selection of dates purposefully included weekends and weekday evenings in order to maximise attendance and ensure that as many members of the public as possible had the opportunity to view the proposals.

Similarly, the opening times were intended to accommodate different schedules, for example, parents of school-age children, commuters and the elderly.

A detailed summary of the exhibitions at the three venues is provided below.

Brent Cross Shopping Centre

The exhibitions began at Brent Cross Shopping Centre. They were held from Friday to Sunday to give both weekday and weekend opportunities for local people to view the proposals:

- Friday 10 October, 10am-8pm
- Saturday 11 October, 9am-8pm
- Sunday 12 October, 11am-6pm

The exhibitions were held in the Centre Court of the Shopping Centre and were open from when the Shopping Centre opened its doors until the very end of the day to make the most of natural footfall. This location was chosen due to its accessibility for people shopping, living locally or travelling through the area.

Crown Moran Hotel Cricklewood



- Tuesday 14 October, 12pm-8pm
- Wednesday 15 October, 12pm-8pm

Two days of exhibitions were held in the Sala Room of the Crown Moran Hotel in Cricklewood.

This location was aimed at encouraging Cricklewood residents to attend, as well as residents in the nearby residential areas of Brent. The Crown Moran hotel is also commonly used by community groups for local events.

Hendon Leisure Centre,

- Friday 17 October, 12pm-8pm
- Saturday 18 October, 11am-5pm

The exhibitions at the Leisure Centre were held in Studio 1 beside the main entrance. The Leisure Centre is within the masterplan area and adjacent to the Whitefield Estate, meaning this was a key location for engaging with local residents.

Staffing the events

A staff rota was devised to ensure that each exhibition was staffed by three to four representatives of the project team at all times. The rota was made up of people from the following organisations:

- Hammerson plc (Development Partner)
- Standard Life Investments (Development Partner)
- Jonathan Joseph (consultant to the Development Partners)
- Chapman Taylor (Architects)
- Haworth Tompkins (Architects)
- Quod (Planning consultants)
- URS (Transport consultants)
- London Communications Agency (Public Consultation and Communications)

Having a range of project team staff from multiple disciplines and a constant presence from the Development Partners at each exhibition ensured that many specific issues about the proposals could be addressed directly at the events themselves. If an issue or question was raised that could not be answered at the time, contact details were noted and a response was issued via email, phone or post.

Promoting and publicising the events

A broad variety of channels were employed to promote the pre-application consultation and public exhibitions in order to maximise engagement with local communities.

- Direct letters and emails
An extensive database of key groups was created and used to inform and update different audiences about the consultation process via emails and letters.



On 26 September, 1,000 individual letters (Appendices A, B and C) were sent to key local authority members, officers and Members of Parliament within Brent and Camden, the Greater London Authority and the London Assembly, residents' associations; community groups; local businesses; education providers; local health organisations; and store managers of all retail units in the Brent Cross Shopping Centre, advising them of the exhibition dates.

Letters were sent to stakeholders to update them during the various stages of the consultation process (included within Appendix A). A letter was also sent to all Whitefield Estate residents (Appendix B) and Brent Terrace and Clitterhouse Crescent residents (Appendix C) inviting them to a briefing and Q&A session on Thursday 9 October from 6-7:30pm and 8-9:30pm respectively.

All visitors who gave feedback in the Section 73 consultation and left their details were notified of the upcoming exhibitions.

- Media engagement

A press notice announcing the public exhibitions was issued to local media on 24 September (Appendix D); this was embargoed until 25 September. This was followed by a press notice, issued on 7 October, which contained new images of the Living Bridge and Claremont Park and details of the public exhibitions (Appendix E). These press notices led to several articles about the upcoming consultation events being published in the local papers (Appendix G).

- Consultation flyer

To publicise the exhibitions to local people, 34,000 flyers (Appendix H) were distributed to homes and businesses in the local area. The flyer distribution area (Appendix I) was reviewed and agreed by LBB. Flyers were also available at Brent Cross Shopping Centre.

The flyer included an introduction to the consultation, full details of where the exhibition would be held and contact details for the consultation team including the freephone number, freepost address, email address and website.

- Local newspaper advertising

In advance of the exhibitions, the Development Partners placed a quarter page colour advert (Appendix J) which provided information about the consultation, the public exhibition dates and ways in which to engage with the consultation.

This was placed in the following local papers for a three week run, and published on 25 and 26 September 2014, 2 and 3 October 2014 and 9 and 10 October 2014:

- Hendon & Finchley Times (weekly readership 35,000)
- Edgware & Mill Hill Times (weekly readership 17,000)
- Barnet & Potters Bar Times (weekly readership 35,000)
- Brent & Kilburn Times (weekly readership 78,955)
- Barnet & Potters Bar Press (combined circulation with Hendon & Finchley Press 70,000)
- Ham & High (weekly readership 41,258)

The adverts were designed to raise awareness of the exhibitions and encourage local communities to come and see the proposals, ask questions and express their views.



- Consultation website
The website used during earlier stages of consultation, www.brentcrosscricklewood.com, was comprehensively updated ahead of the new round of consultation (Appendix K). The updated website included information about when and where the exhibitions were taking place. Once the exhibitions started the website was updated to contain all the exhibition materials plus an online comments form.
- Social media
In addition to these methods, Brent Cross Shopping Centre also helped publicise the consultation by using their Facebook platform which reaches 53,624 followers. They posted the flyer with details of the exhibition on 26 September and again on Thursday 9 October.

Exhibition materials

The exhibition content was designed to be informative, engaging and clearly explain the context for the proposals and the detailed plans for RMA 1A North proposed by the Development Partners. A suite of tailored exhibition materials was produced for the public exhibitions. This included the following;

- Exhibition displays
The large display boards were professionally designed and written in clear and concise English and made good use of photography, maps and diagrams and computer generated illustrations to explain the proposals. Once the exhibitions had started, the full displays were placed on the consultation website – www.brentcrosscricklewood.com. A copy of the exhibition displays, as displayed on the project website, is included in Appendix L. The exhibition boards covered all the following topics:

Panel 1:

WELCOME

An introduction to the three areas proposed within the first parts of the scheme

- What's happened so far
- What's happening next

Panel 2:

#1 PARKS AND OPEN SPACES

- Detail about the proposals for parks and open spaces as part of the scheme, which will renew and revive Clitterhouse Playing Fields and Claremont Park creating two beautiful community parks, as well as starting to create Brent Riverside Park

Panel 3:

#2 BETTER TRANSPORT AND CONNECTIONS

- Detail about the proposed transport upgrades as part of the scheme, which will make major improvements to local roads and junctions for the benefits of drivers, pedestrians and cyclists

Panel 4:

#3 THE FIRST STEPS TOWARDS A NEW TOWN CENTRE

- 
- Detail about the proposals which will prepare the ground for a new town centre on either side of the North Circular, linked by a landmark new Living Bridge. (Section 4)

Panel 5:

NEXT STEPS

- Details about RMA 1A North and the likely submission date
- Details about upcoming consultation on the proposals for Brent Cross Shopping Centre and a consultation, likely in Spring 2015, on the proposed highways works, which will be led by Transport for London
- Details of how to leave feedback on the proposals and where to find more information

A selection of photographs from the exhibition events is provided at Appendix M.

- Transport videos

Alongside the display boards, two large television screens played three transport videos to illustrate the transport improvements in a clear and concise format (Appendix N). Transport consultants were on hand throughout the events to explain the videos and answer any specific questions. The animated videos consisted of three chapters:

- Major strategic junctions
- Getting to and from Brent Cross Shopping Centre
- Improving local roads for residents

Each video was around 2 minutes long and explained the current situation, compared to the proposed improvements with maps, text and arrows highlighting routes of access. A step by step explanation of the proposed works and why they would improve matters were all clearly illustrated.

- Comments card

To enable as many people as possible to comment on the proposals, a wide range of feedback mechanisms were developed. These included a comments card (Appendix O) which could be placed in a box at the exhibition or sent back via a freepost address (FREEPOST BXC PUBLIC CONSULTATION).

The comments card gave respondents an open comments field to leave their feedback. Consultees could choose to be updated with news on BXC by ticking a box on the comments card.

- The consultation website

The website used for the previous consultation activities (www.brentcrosscricklewood.com) was comprehensively updated. This website incorporated all exhibition materials as well as an online comments form. This provided an opportunity for consultees who were unable to physically visit the exhibition to review information about the proposals in the same level of detail and be able to comment on the scheme (Appendix K).

- Takeaway brochure

A folded A5 colour brochure (Appendix P) was also produced explaining the detailed proposals for the first part of the first phase of the scheme and the consultation process. The brochure also included images of the proposed parks and Living Bridge and illustrated maps and diagrams showing the various aspects of the transport improvements. This was available at all exhibitions in



case people wanted to take some information home with them. It included the full contact details of the consultation team and website address. The brochure provided a companion piece to the transport videos, explaining in further detail the improvements proposed and including all of the information from the videos in written form.

The BXC Database

The following people, groups or organisations have been engaged with as part of this consultation process. A group of councillors from the key wards affected by the BXC scheme, the LBB Executive, local schools near the development, local MPs as well as local London Assembly Members were sent a consultation letter and were proactively invited to a briefing meeting. The remainder of the database were issued with an exhibition invitation and invited to get in contact if they had any issues they wanted to raise or to set up a meeting:

- All London Borough of Barnet councillors
- All London Borough of Brent councillors
- Members of Parliament for Finchley and Golders Green, Hendon, Chipping Barnet, Brent Central, Brent North and Hampstead and Kilburn
- Greater London Authority – Mayor’s office and all London Assembly Members including Andrew Dismore (London Assembly Member for Barnet & Camden) and Navin Shah (London Assembly Member for Brent & Harrow)
- Previous visitors to the Summer 2013 exhibitions (if contact details were known)
- Residents Associations and community groups in the local area including:
 - Barnet Homes
 - Cricklewood Community Forum
 - NorthWestTWO Residents' Association
 - Barnet Residents Association
 - Dunstan Road Residents Association
 - The Residents' Association of Barnet
 - Burgess Hill Residents' Association
 - Claremont & Clitterhouse Committee
 - Residents' Community Association (Railway Terraces)
 - Prayle Grove Residents Association
 - West Hendon Community Forum
 - West Hendon Residents' Association
 - Dollis Hill Residents Association
 - Federation of Residents Association in Barnet
 - Cricklewood Improvement Programme
 - Cricklewood Millennium Green Trust
 - Barnet Society
 - Age UK Barnet
 - Barnet +55 Forum
 - Barnet and Enfield Friends of the Earth
 - Barnet Cyclists
 - Brent Cyclists
 - Brent Friends of the Earth



- Campaign for Better Transport
- Coalition for a Sustainable Brent Cross
- Community Barnet
- London Campaign for Better Transport
- London Wildlife Trust
- Open Spaces Society
- Fordwych Road Resident Association
- Railway Cottages
- Hadley Residents' Association
- Hampstead Garden Suburb Residents' Association
- Finchley Society
- Mill Hill Preservation Society
- Friends of Windsor Open Space
- Chelwood Resident Association
- East Barnet Residents' Association
- East Barnet Residents' Association
- Friern Barnet and Whetstone Residents' Association
- Clan Residents' Association (Crewys, Llanvanor and Nant Road)
- Barnet Council for Voluntary Youth Services
- Barnet TUC
- Brent TUC
- Camden Friends of the Earth
- Community Barnet Volunteer programme
- Cricklewood Millennium Green Trust
- London 21 Sustainability Network
- New Barnet Community Association
- RIBA North West London
- Wright Community Development Trust
- Barnet Citizens Advice Bureau
- Finchley Citizens Advice Bureau
- Brent Terrace Residents Association
- Brent Cross Residents Association
- Mapesbury Residents Association (MAPRA)
- Whitefield Residents' Association
- Barnet Society
- Queen's Road Area Residents Association (QRARA)
- Comber and Ainsworth Residents Association
- Garth House Residents' Association
- Golders Green Estate Residents Association
- Hermitage Court Residents' Association
- Mapesbury Dell (formerly named Conservation Trust)
- Woolmead Avenue Residents Association
- London-wide interest groups – London Chamber of Commerce and Industry, London Councils, London First, CBI, London and Partners, North London Strategic Alliance, New London Architecture
- Large local landowners and businesses
- Transport and environment groups



- All retailer store managers at Brent Cross Shopping Centre
- Local health services
- Local schools
- Local faith groups
- Disability groups and representatives who attended the Accessibility workshop in October 2013

Follow-up meetings and updates after the exhibitions

The exhibitions provided an effective way for the Development Partners to update the existing database of stakeholders and to build up a list of consultees who wished to be updated as the proposals progressed.

The Development Partners have written several update letters/emails following the exhibitions to ensure that all consultees are aware of progress.

These updates have included:

- 23 October 2014: end of exhibition events letter
Sent to all LBB councillors and key stakeholders that the Development Partners have previously engaged with, offering a second chance for a briefing and encouraging further feedback as part of the consultation. A copy of the leaflet was included (see Appendix A).
- November: Responses issued to questions raised
A total of 60 people raised issues or asked questions which the Development Partners felt deserved a personal and, in many cases, detailed response. Responses were issued throughout the consultation period.
- 12 November 2014: Consultation feedback results report and covering letter
Sent to all LBB councillors and key community representatives (see Section 10 for details, Appendix A for letter and R for report). The letter provided an overview of the consultation process and advised on next steps for the proposals. The accompanying report included a summary of the feedback received, including the issues raised.



SECTION 7: STAKEHOLDER ENGAGEMENT

A significant part of the consultation around the proposed changes to BXC has included individual meetings with a wide range of local councilors, technical groups and relevant stakeholders. Below is a list of the meetings that have taken place about the RMA 1A North application since June 2014. This list is not exhaustive as a large number of meetings have taken place across the team working on the RMA1A North application and it has not been possible to set out every single piece of engagement.

It is also worth noting that many community representatives, residents groups and other stakeholder organisations attended the public exhibitions – at almost 1,986 people in total – as well as the other public meetings listed below.

Meetings with community representatives, local groups and residents (including meetings to discuss consultation approach)

Date	Stakeholder	Topics discussed
11 June 2014	Whitefield Estate residents	Introduction to design process for new homes
14 June 2014	Whitefield Estate residents	Design workshop on new homes for Whitefield residents
12 July 2014	Whitefield Estate residents	Second design workshop to feed back on the design principles for the new homes that were agreed at the first workshop
30 July 2014	Transport for London	Discussion of upcoming consultation process and materials
5 August 2014	LBB	Discussion of the upcoming consultation process and materials
7 August 2014	Transport for London	Discussion of the upcoming consultation process and materials
20 August 2014	LBB	Pre-RMA conditions
29 August 2014	Transport for London and LBB	Site briefings and consultation update
12 September 2014	LBB	Exhibition materials and consultation update
15 September 2014	Consultative Access Forum (CAF)	First meeting with full Forum
23 September 2014	Transport for London	Discussion of the upcoming consultation process and materials
29 September 2014	LBB	Discussion of the upcoming consultation process and materials
29 September 2014	Consultative Access Forum (CAF)	Development partners presentation to CAF – overview of exhibition material
9 October 2014	Whitefield Estate residents	Invitation only briefing and Q&A session for Whitefield Estate residents ahead of public exhibitions
9 October 2014	Brent Terrace and Clitterhouse Crescent residents	Invitation only briefing and Q&A session for Brent Terrace and



		Clitterhouse Crescent residents ahead of public exhibitions
10- 18 October 2014	Public and stakeholders	Public exhibition presenting designs at various venues
10 October 2014	Cllr Khatri from LBB	Briefing on the first stages of the regeneration and transport elements
11 October 2014	Cllr Rozenberg from LBB	Briefing on the overall Masterplan and the first stages of the regeneration
12 October 2014	Cllr Hart from LBB	Briefing on the first stages of the regeneration and transport elements
13 October 2014	Consultative Access Forum (CAF)	Update on proposals with a presentation on parks & open space from Macgregor Smith
5 November 2014	LBB	Presentation of consultation results
Thursday 6 November 2014	Local cycling and walking interest groups	Workshop with local interest groups to discuss the Area Wide Walking and Cycling Study (AWWCS); TfL and LBB also in attendance as observers
Thursday 6 November 2014	LBB - Cllr Zinkin and Cllr Ryde (Childs Hill)	Briefing on proposals

Consultative Access Forum

As part of the consented Masterplan there are major changes planned for transport and access in the local area.

In order to fully address any issues around access, the Development Partners have set up a Consultative Access Forum (CAF) to comment on inclusive design issues at each stage of the scheme and play a critical role in assessing the inclusivity of the development.

In order to recruit a suitable Chair and panel, a press advert was placed in the local papers and published for three weeks from 14 April 2014 (Appendix S). Applications were assessed and candidates interviewed on 23 May by the Development Partners; the Development Partners' access consultant; a Greater London Authority (GLA) access advisor and a LBB officer. A Chair was appointed in early August (see press notice Appendix T). The appointment of the Chair was featured in the Brent & Kilburn Times on 28 August 2014 (Appendix V).

Letters (Appendix U) inviting members of disability organisations and key individuals to become panelists were sent to encourage interest.

The Consultative Access Forum has members including representatives from LBB, the GLA and the Development Partners. Six local members were appointed.



SECTION 8: MEDIA WORK

This section provides an overview of the media work that has been undertaken by the BXC Development Partners in support of the consultation. A full pack of press coverage received is provided in Appendix G.

This demonstrates how widely the proposals in general have been publicised which adds to the direct engagement activities undertaken in raising public awareness of the plans.

September 2014

- Press notice: Initial announcement on the consultation and the overall plans for RMA 1A North. (See Appendix D)

October 2014

- Press notice: A reminder of the details of the public exhibitions and new images of the Living Bridge and Claremont Park. (See Appendix E)
- Letter to local newspapers: Response from the Development Partners to a number of letters from local residents, inviting people to take part in the public consultation (see Appendix F).

In addition, the Development Partners have responded to requests for further information from the media following the press notices listed above.

The coverage of the proposals has been balanced and this has helped to inform the community of the detailed plans proposed for RMA 1A North.

The following press coverage appeared during October and November 2014.

October 2014

- 2 Oct – “New town centre designs go on display for first time” – Barnet & Potters Bar Times – article about the launch of the public consultation for the BXC, including details of the exhibitions.
- 2 Oct – “New town centre designs go on display for first time” – Hendon & Finchley Times – article about the launch of the public consultation for the BXC (as above).
- 7 Oct – “Brent Cross Cricklewood Regeneration Scheme: New images released – article showing new images of the Living Bridge and Claremont Park, includes details of the exhibitions.
- 8 Oct – “Beyond Zone 2: Look for value in London’s urban villages” – Evening Standard – article about new opportunity areas in London, mention of 7,500 homes planned as part BXC scheme.
- 9 Oct – “New images released of regeneration project” – Barnet & Potters Bar Times – article showing new images of the Living Bridge and Claremont Park, includes details of the exhibitions.
- 15 Oct – “Brent Cross Cricklewood plans go on show” – Hendon & Finchley Times – article about the plans for the scheme, includes quote from Mike McGuinness, Development Director, Hammerson.



- 16 Oct – “What’s top of your list in £200m shopping spree?” – Ham & High – letter from Mike McGuinness, Development Director, Hammerson about the public consultation, inviting people to come and comment on the plans.
- 16 Oct – Letter of the week: “Chance to help us make the most of an exciting opportunity” – Brent & Kilburn Times – letter from Mike McGuinness, Development Director, Hammerson outlining details of the plans for the scheme and inviting people to come and comment during the public consultation.
- 16 Oct – “Have your say on first phase of masterplan to redevelop Brent Cross” – Barnet & Potters Bar Press – article showing new images of the Living Bridge and Claremont Park, includes details of the exhibitions.
- 16 Oct – “Have your say on first phase of masterplan to redevelop Brent Cross” – Hendon & Finchley Press – article showing new images of the Living Bridge and Claremont Park, includes details of the exhibitions.
- 23 Oct – “Mixed reaction to regeneration plans” – Barnet & Potters Bar Times – article about the public reaction to the plans, interviews with people visiting the exhibitions, some positive comments and some concerns.
- 23 Oct – “Next stage is all about the details” – Barnet & Potters Bar Times – letter from Mike McGuinness, Development Director, Hammerson outlining details of the plans for the scheme, and inviting people to come and comment during the public consultation.
- 30 Oct – “No new gyratory please Boris” – Evening Standard – letter about transport concerns.
- 30 Oct – “Read carefully and ask questions” – Hendon & Finchley Times – letter regarding consultation concerns.

November 2014

- 5 Nov – “Affordable homes to fly the nest in Colindale” – Easier Property – article about mention of Brent Cross being earmarked for a £4.5bn regeneration scheme.
- 6 Nov – “Entire story not being told at public exhibition” – Barnet & Potters Bar Press – letter about concerns with the proposals.
- 10 Nov – “Hammerson in festive mood” – Evening Standard – article about Christmas shopping at Brent Cross Shopping Centre, with Hammerson chief executive David Atkins announcing a rise in sales across its UK shopping centres. Mentions that Hammerson are due to submit detailed plans for the extension of Brent Cross before Christmas.
- 13 Nov – “Hendon Football Club: Council should be put before a court” – Barnet & Potters Bar Times – letter mentioning BXC from an anonymous person.



SECTION 9: GATHERING FEEDBACK

During the consultation, people were asked for their views on the detailed designs for RMA 1A North and any other general comments they wished to make on an open comments card.

Rather than setting out questions regarding support or opposition to the proposals, as the previous Section 73 consultation had done, the RMA 1A North consultation adopted an open comments approach. This was because the previous consultation had focused on three proposed amendments to the consented masterplan, however the current consultation is seeking general views on the first detailed designs to come forward under the outline planning permission.

People could provide their feedback through multiple channels:

- Directly at the exhibition by completing the comments card and posting it into the comments box provided.
- By completing the comments card and posting it to the freepost address.
- By completing the comments card online at the Brent Cross Cricklewood website.
- By emailing the BXC team at info@brentcrosscricklewood.com.
- By calling the consultation freephone line on 0800 881 5303.

In addition, feedback has been recorded from the meetings that the Development Partners have organised with various stakeholders during the consultation process – see Section 7 for details of these meetings. The comments and issues raised during these meetings have been addressed within this document.

Finally, the Development Partners have also sought to record verbal feedback received over the course of the consultation particularly from conversations with the 1,986 (approximately) people who visited the public exhibitions. This type of feedback has not been recorded in writing but has been reflected in Section 10 below on responses received.



SECTION 10: CONSULTATION RESPONSES

In total 138 people responded formally to the consultation. Of these:

- 129 people provided written comments – all of whom were thanked for their feedback where contact details were provided.
- 9 voicemails were received – all of which were responded to or people sent requested materials by post.
- 60 of the 129 written comments received included specific questions or raised detailed issues. The team is currently in the process of responding to these comments directly.

Qualitative responses

The Development Partners have analysed all 129 written comments received and the table below summarises the topics covered in order of frequency.

Please note that as some comments covered multiple topics, every mention of a topic has been recorded as an individual comment to ensure fair documentation. Therefore the total number of comments analysed (227) is greater than the 129 people who submitted written feedback.

As such, percentages have been calculated based on the number of comments received, not the number of respondents. All percentages have been rounded to one decimal place.

- Almost half of all comments (47.3%) were wholly supportive of the proposals.
- 14.4% of comments were neutral, asking a specific question about the proposals or providing a suggestion
- Some concerns were raised, predominantly over the proposed density, scale and appearance of the new housing for Whitefield Estate residents (6.2%), followed by the loss of green space on the Brent Terrace Triangles (5.7%). Transport and congestion (5.7%), and the loss of hedgerow and impact on wildlife on the Triangles (3%) were also raised.
- 4% of total comments objected to the proposals.

No. of Comments	% of Comments	Comment Summary
60	26.5%	General support for the regeneration plans and the positive impact this will have for the wider area – this does not include support for specific parts of the masterplan, which is covered separately below.
17	7.6%	People specifically welcoming the creation of green spaces .
14	6.2%	Concern about the levels of housing density , and character of the proposed new homes for Whitefield estate. The majority of the comments were from Brent Terrace residents.



13	5.7%	People specifically welcoming the transport improvements particularly highlighting Templehof Bridge, Tilling Road and Cricklewood Lane.
13	5.7%	Concern about the loss of the Brent Terrace Triangles , particularly the impact this will have on its current use by residents.
13	5.7%	Concern about congestion levels as a result of the development, including some specific comments about Staples Corner, Claremont Road, A5 and key junctions. Some raised scepticism that the proposed new road traffic measures would alleviate high levels of congestion at either ends of local roads in particularly Claremont Road.
9	4%	Made negative comments and objected to the scheme.
7	3%	Concerns about protection of wildlife and destruction of hedgerow , woodland, retention of mature trees, and biodiversity.
6	2.6%	People seeking to ensure that Cricklewood Station will remain open.
6	2.6%	People seeking for more sports provision other than those described with suggestions including an athletics track (2 people); netball and basketball pitches.
6	2.6%	Support for a new light railway running across the area.
5	2.2%	Specific suggestions for the Brent Cross Shopping Centre including a water fountain; library; post office and locker room.
5	2.2%	Specific suggestions for road network improvements .
5	2.2%	Concern about the loss of free parking at Brent Cross.
5	2.2%	Concerns that people had not heard about the consultation or where parts of the exhibition material were felt to be unclear or detailed enough.
4	1.8%	People seeking quick delivery and an early start on site.
4	1.8%	Raised concern about the security on the Living Bridge and new parks.
4	1.8%	Specific questions asked related to the Whitefield Estate .
4	1.8%	People expressing delight that that Clitterhouse Farm Buildings are showed as being retained in the plans and saved for community use.
4	1.8%	Concern about the levels of pollution on the A406 affecting Brent Riverside Park and whether the improvements to Staples Corner will have a positive effect on pollution levels.
4	1.8%	Concerned green space will be lost early in the first phase and not



		replaced until several phases later.
3	1.3%	Welcome the upgrade to Cricklewood station and improvements and investment to Cricklewood including not building on the B&Q green space.
3	1.3%	Concern expressed about disruption during construction .
3	1.3%	Comments about the difficulty and lack of parking spaces generally in Barnet referencing the additional population the development may attract.
2	0.9%	Concern over the provision of school spaces as a result of the development attracting more people in to the area.
2	0.9%	Comments about the experience for cyclists , in particular sharing the Living Bridge space with pedestrians.
2	0.9%	Concern over the amount of affordable housing in the scheme.
1	0.4%	Enquiry about housing provision.
1	0.4%	Enquiry about the train route to Brent Cross.
1	0.4%	Concerned about what will happen to the waste site.
1	0.4%	Comment welcoming affordable housing for young Londoners.



SECTION 11: RESPONDING TO KEY ISSUES RAISED THROUGH CONSULTATION

As previously mentioned, the Development Partners have responded directly to all of the individuals who have included specific questions in their comments or raised detailed issues.

The table below sets out the Development Partners' response to the issues and concerns set out in Section 10 above.

New homes on Brent Terrace – 14 comments (6.2% of total comments received)

Comment summary	Development Partners' response
Concern about the levels of housing density and character of the proposed new homes	The principle of development on Brent Terrace is part of the 2014 planning permission. We have reduced the density and number of proposed new build homes by 20% and the revised scheme has also been reduced in height and massing – the new homes will be 2 meters lower than permitted in the outline master plan. Lastly, we have appointed award-winning architects Haworth Tompkins to design a high quality scheme that fits sensitively within its surroundings.

Concern about loss of Brent Terrace triangles – 13 comments (5.7 % of total comments)

Comment summary	Development Partners' response
Concern about the loss of the Brent Terrace triangles, particularly the impact this will have on its current use as a play space for children	<p>The southernmost plot on Brent Terrace will have a dedicated playground on site.</p> <p>In addition, the loss of green space will be offset by greatly enhanced play and recreation provision only a few minutes away from Brent Terrace. The park will include children's play facilities (for older and younger children), seating and new planting. There will be new gateway entrances on Brent Terrace and Claremont Road and new footpaths and cycle routes through the park. It will be safer and more secure than at present.</p> <p>Clitterhouse Playing Fields and Claremont Park will provide much improved and useable environments for local communities.</p> <p>Lastly, the habitat to be removed by the new housing on Brent Terrace is predominantly grassland of low ecological value. A small number of trees and sections of hedgerow will be removed.</p>

Concern about congestion levels – 13 comments (5.7% of total comments)

Comment summary	Development Partners' response
Concern about congestion levels as a result of the development, including	Traffic and congestion is currently an issue in the regeneration area and for that reason BXC will deliver a comprehensive package of major transport improvements including significant improvement works to the junctions of the North



**Staples Corner,
Claremont Road, A5
and key junctions**

Circular and M1, the North Circular at Staples Corner and the North Circular / A41 junction. On top of this, a number of other junctions around the masterplan area will be improved to enhance traffic flows. 'End state' highway improvements are being provided first under the Section 73 revisions.

Investment in public transport is also a major part of the plan and, as well as providing a new station on the Midland Mainline, there will be improvements to bus routes, upgrades to Brent Cross underground station and vastly improved pedestrian and cycle connections across the area. At the moment, there are limited transport choices, and we hope over time to encourage more and more people to choose to walk, cycle or use public transport.

Concern about protection of wildlife – 7 comments (3% of total comments)

Comment summary Development Partners' response

**Concerns about
protection of wildlife
and destruction of
hedgerow, woodland,
retention of mature
trees, and biodiversity**

The habitat to be removed by the new housing on Brent Terrace is predominantly grassland of low ecological value. A small number of trees and sections of hedgerow will be removed. Trees to be retained will have Root Protection Areas in line with an Arboricultural Method Statement to ensure that no damage comes to them during the construction works. In addition, wherever possible vegetation will be removed outside of the breeding bird season (that is the vegetation will be removed between September and February). Where this is not possible, a suitably qualified ecologist will make checks for nesting birds and dictate buffer zones of no disturbance to protect nesting birds and their fledglings.

The landscaping scheme is designed to create a greater variety of habitats than those currently present, with ecological enhancement focusing on planting native species or species with a proven biodiversity benefit. Wherever possible, native tree and scrub species will be planted to replicate the nature of the existing hedgerow. Bird and bat boxes will be included within the retained mature trees and on the newly created homes, and log piles for invertebrate will be added to the areas of woodland planting along the eastern boundary. Landscaping will provide enhanced foraging and sheltering habitats for invertebrates, birds and bat species, to create stronger green infrastructure locally. In addition, the new houses will have green roofs.

Cricklewood Station – 6 comments (2.6% of total comments)

Comment summary Development Partners' response

**People seeking to
ensure that
Cricklewood Station
will remain open**

To the very best of the Development Partners' knowledge, Network Rail has no plans to close the existing station or to diminish services.



Sports provision – 6 comments (2.6% of total comments)

Comment summary	Development Partners' response
------------------------	---------------------------------------

People seeking for more sports provision other than that described

The Development Partners are proposing to invest £5.6 million in Clitterhouse Playing Fields in order to produce a very special community park. The proposals include high quality marked out turf sports pitches primarily for football, six tennis courts as well as an outdoor gym and multi-use games areas to cater for a variety of sports and age groups, both male and female, including netball.

In addition there will be open grass spaces and informal play space within the north west of the park; new community play areas for young people of different age groups, including some hard surface areas, a new skate park and other play activities.

A new park pavilion will include five changing rooms, public toilets and a café kiosk.

Support for a light railway system – 6 comments (2.6% of total comments)

Comment summary	Development Partners' response
------------------------	---------------------------------------

Support for a new light railway running across the area

The Development Partners are not against the concept of a light railway, but this is not a priority for TfL or the Department for Transport and is unlikely to become one as far as the Development Partners have been able to ascertain. For example it does not form a part of any current transport plan and the scheme itself is unfunded.

The Development Partners believe the huge investment being made in public transport as part of the existing consent will see a very significant improvement in public transport provision in and around the area.

The Development Partners also believe that should a light rail proposal become a reality – and given the nature of light rail – it could be incorporated across the area at a later stage.

Brent Cross Shopping Centre – 5 comments (2.2% of total comments)

Comment summary	Development Partners' response
------------------------	---------------------------------------

Specific suggestions for Brent Cross Shopping Centre

Proposals for Brent Cross Shopping Centre are not being covered as part of this current consultation; these will be addressed next year.

Loss of free parking at Brent Cross Shopping Centre – 5 comments (2.2% of total comments)



Comment summary	Development Partners' response
-----------------	--------------------------------

Concern about the loss of free parking at Brent Cross Shopping Centre	<p>It is specified within the Section 106 agreement for the consented masterplan that there will have to be car parking charges implemented at Brent Cross Shopping Centre.</p> <p>In order to protect customers, this will be necessary to deter the take up of space by commuters. Where feasible, the Development Partners will also encourage better use of public transport.</p>
--	---

Concern about the consultation process – 5 comments (2.2% of total comments)

Comment summary	Development Partners' response
-----------------	--------------------------------

Concerns that people had not heard about the consultation or where parts of the exhibition material were felt to be unclear	<p>The consultation process has been carefully designed to ensure that all stakeholders have had the opportunity to be fully involved in the consultation process.</p> <p>An extensive range of detailed consultation materials, as well as shorter summary documents, have been produced to explain the consultation process. All consultation activity has been pre-agreed with LBB and TfL.</p>
--	--

Concerns about security on Living Bridge and new parks – 4 comments (1.8% of total comments)

Comment summary	Development Partners' response
-----------------	--------------------------------

Raised concern about the security on the Living Bridge and new parks	<p>Safety is an issue the Development Partners take very seriously. This area is proposed to be managed by the Shopping Centre with appropriate CCTV and security staff coverage.</p> <p>A detailed strategy for lighting is also being developed with particular regard to public safety.</p>
---	--

Concerns about pollution to Brent Riverside Park – 4 comments (1.8% of total comments)

Comment summary	Development Partners' response
-----------------	--------------------------------

Concern about the levels of pollution on the A406 affecting Brent Riverside Park and whether the improvements to Staples Corner will	<p>A significant amount of the pollution issues in the local area are caused by traffic congestion.</p> <p>The significant improvement works that we are making to the major junctions in this area will help them to operate more efficiently and will reduce queuing and standing traffic. This will help to improve air pollution issues in the area.</p>
---	--



have a positive effect on pollution levels

A noise barrier will also help to address noise pollution.

Concerns about loss of green space – 4 comments (1.8% of total comments)

Comment summary Development Partners' response

Concern green space will be lost early in the first phase and not replaced until several phases later

Within the first phase of the works existing open spaces such as Clitterhouse Playing Fields and Claremont Park will see significant improvements and the provision of a wide range of activities and attractions to serve a wider section of the public than at present. These will be substantially improved high quality public spaces.

The proposals for Clitterhouse Playing Fields include high quality marked out turf sports pitches primarily for football, six tennis courts as well as an outdoor gym and multi-use games areas to cater for a variety of sports and age groups.

In addition there will be open grass spaces and informal play space within the north west of the park; new community play areas for young people of different age groups, a new skate park and other play activities. A new park pavilion will include six changing rooms, public toilets and a café kiosk.

The improvements to Clitterhouse Playing Fields and Claremont Park will be complete before the loss of Clarefield Park/the Brent Terrace triangles to ensure that there is a continuity of provision of quality outdoor space through the various construction phases.

The Living Bridge and the central part of the Brent Riverside Park, also within the first phases of the works, will provide a new city garden and linear park.

Concerns about disruption during works – 3 comments (1.3% of total comments)

Comment summary Development Partners' response

Concern expressed about disruption during works

Whilst there will be inevitable disruption during the development of major elements of the scheme, the 20 year timetable means that delivery of the masterplan will happen in manageable phases, affecting different areas at different times.

The highway junction improvements and associated traffic management measures will also be carried out in a measured and considerate manner and in accordance with an LBB/TfL approved programme. These works will take place early on and will help ease traffic flows and boost network capacity. We are also currently considering the use of consolidation measures to reduce potential local construction impacts and disruption.

We will put in place a construction management plan to minimise the impact on



local people, visitors and those travelling through. We will publish a liaison strategy as part of a Construction Management Plan for engagement with the local community and focus groups to keep people informed of forthcoming plans and events. These communications will take a variety of forms including forums, open days, message boards and drop-ins, together with advice on contact details during the works. We would also look to publish information about the construction process on our website – www.brentcrosscricklewood.com.

The appointed main contractor will be a member of the Considerate Constructors Scheme, which is a national initiative to reduce the impact of construction on site neighbours, the general public and local environment. As part of the scheme measures will be put in place, for example, to minimise noise, dust, disturbance from vehicle movements, spillages and other possible impacts.

Our contractors are also likely to be members of FORS (TfL's Fleet Operator Recognition Scheme), which seeks to set high standards for good practice in freight and construction vehicle movements, including driver training and safety advice.

For the highways works that TfL will be responsible for, it intends to consult with local communities on the detail, phasing and sequencing of these improvements. TfL will employ a variety of communications methods to ensure stakeholders have advance warning and wide ranging advice on when works are taking place.

Concerns about parking spaces generally – 3 comments (1.3% of total comments)

Comment summary

Development Partners' response

Comments about the difficulty and lack of parking spaces generally in Barnet referencing the additional population the development may attract

Investment in public transport is a major part of the plan and as well as a new station on the Midland Mainline, there will be improvements to existing bus routes and new services, upgrades to Brent Cross tube station and vastly improved pedestrian and cycle connections across the area. At the moment, there is little choice but to drive to and around Brent Cross and we hope over time to encourage more and more people to choose to walk, cycle or use public transport.

There will still be plenty of parking at Brent Cross with all car parking in multi-storey car parks around the development, but there will also be more frequent bus routes serving the link between the station and the shopping centre as part of the first phase, which will also see the bus station at Brent Cross significantly expanded. There will also be much easier, and more pleasant, walking and cycling routes between the station and the shopping centre as part of the overall regeneration masterplan, and the new Living Bridge will improve connectivity between the North and South. Each new home on Brent Terrace will be assigned an on-site parking space.

Traffic and congestion is currently a major issue in the regeneration area and for



that reason the first phase of BXC will deliver a comprehensive package of transport improvements including significant improvements to the major junctions across the masterplan area, as well as upgrades to a number of other junctions to enhance traffic flows.

Concerns about school places – 2 comments (0.9% of total comments)

Comment summary	Development Partners' response
------------------------	---------------------------------------

Concern over the provision of school spaces as a result of the development attracting more people in to the area

The Development Partners are putting forward a huge amount of investment at the very start of the regeneration, into the transport infrastructure, local parks and services, to facilitate the rest of the 20 year masterplan. The masterplan includes the rebuilding of three local schools, to provide them with improved facilities to cope with future growth in pupil numbers.

Concerns about cycle provision in particular on Living Bridge – 2 comments (0.9% of total comments)

Comment summary	Development Partners' response
------------------------	---------------------------------------

Comments about the experience for cyclists, in particular sharing the Living Bridge space with pedestrians

The Living Bridge will be a shared surface for both cyclists and pedestrians who will need to use their care and judgment in using this space. As the Living Bridge leads into Brent Cross Shopping Centre, cyclists would be expected to dismount and either continue through the shopping centre or use the east-west route along Brent Riverside Park. A large number of cycle stands are to be provided at either end of the Living Bridge.

Concerns about affordable housing – 2 comments (0.9% of total comments)

Comment summary	Development Partners' response
------------------------	---------------------------------------

Concerns about the level of affordable housing within the scheme

We will seek to deliver the maximum level of affordable housing that the development will support and this will be a matter for discussion with LBB and the GLA.

There is a review mechanism to be undertaken pre-phase, which assesses viability and fixes the affordable housing percentage for that phase. The percentage will typically be between 15 and 30%. However, if 30% has not been achieved cumulatively, a subsequent phase may be asked to provide up to 50% to readdress the site wide target.

Lastly, the Development Partners are putting forward a huge amount of investment at the very start of the regeneration, into the transport infrastructure, local parks and services, to facilitate the rest of the 20 year masterplan.



Concerns about what will happen to the waste site – 1 comments (0.4% of total comments)

Comment summary	Development Partners' response
-----------------	--------------------------------

Concerns about what will happen to the waste site

The proposed Waste Handling Facility at BXC is a replacement facility for the existing Hendon Waste Transfer Station (where most of the waste goes to landfill) and will be built to cope with a similar capacity to the existing facility – catering for general household waste only and not commercial waste.

The North London Waste Authority (NLWA) will have responsibility for the proposed waste handling facility. Consultation on a draft plan for the NLWA is likely to commence in spring/summer 2015. The plan will then go through a further stage of consultation as well as public hearings, with an inspector's report due to be published in due course.

The new arrangements are likely to minimise the amount of waste going to landfill.



SECTION 12: APPENDICES

- A. Stakeholder letters and emails:
 - i. Consultation invites
 - ii. Post-consultation updates
 - iii. Consultation results cover letter
- B. Whitefield estate resident correspondence
 - i. Invitation letter to a briefing and Q&A session
 - ii. CPO letter one to Whitefield Estate residents
 - iii. CPO letter two to Whitefield Estate residents
 - iv. Information for council tenants
 - v. Information for leaseholders
- C. Invitation letter to a briefing and Q&A session for Brent Terrace and Clitterhouse Crescent residents
- D. Press notice on launch of public consultation
- E. Press notice on Living Bridge and start of public exhibitions
- F. Letter for local press from the Development Partners inviting people to the public exhibitions
- G. Press coverage received
- H. A5 consultation flyer
- I. Flyer distribution area map
- J. Quarter page advert
- K. Consultation website
- L. Public exhibition displays, as shown on the consultation website
- M. Exhibition photos
- N. Transport videos
- O. Comments card
- P. Takeaway consultation brochure
- Q. Area Wide Walking and Cycling Study workshop minutes
 - i. Invitation letter to cycling and walking groups
- R. Consultation results summary
- S. Consultative Access Forum Chair press advert
- T. Consultative Access Forum press notice
- U. Consultative Access Forum panellists invite letter
- V. Consultative Access Forum Chair press coverage

END

h:\clients 2014-2015\bxc\01 documents\sci\sci.final.15.01.28.doc